image
not
available

Stanford University Libraries
3 6105 117 216 098

Digitized by Google

Stanford University Libraries
3 6105 117 216 098

Digitized by Google

LELAND·STANFORD·JVNIOR·VNIVERSITY

itized by Google

Digitized by Google

Digitized by Google

JAN 7 1921 F3

THIS ISSUE: WHAT THE NEW YEAR HOLDS

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Re entry as second-class matter registered May 12, 1916, at the Post Office at New York, N. Y., under the act o March 3, 1879
[Copyright, 1920, by The Editor and Publisher Company, James W. Brown, president.]
Vol. 53. No. 31 NEW YORK, SATURDAY, JANUARY 1, 1921 By Mail in Advance $4. U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

What Kind of a Man Is the Dealer?

An abstract quantity—a creature apart—a mere automatic link in the selling chain, as so many advertisers seem to visualize him?

No. The dealer is human—just like you. He reads what you read. He buys what you buy. He is swayed in his purchases by exactly the same forces that influence you.

Newspapers lay stress upon their "dealer influence." But what *is* dealer influence? Simply mass reader influence applied and directed to one individual.

The newspaper—the advertising medium—that interests the reader is the advertising medium that interests the dealer. For the dealer is a reader too—never forget that.

The Chicago Daily News, with a circulation of 400,000, is actually read by 7 out of every 9 persons in Chicago who read the English language.

That is *reader* influence.

The dealer is probably included among those seven. And if he isn't, the power of that dominating group reacting upon him as an individual must inevitably direct his actions.

That is *dealer* influence.

So closely are the two related, so inseparably interlocked, that one without the other is inconceivable. Dealer influence will *always* follow reader influence.

It is the reader influence of over 1,200,000 persons and its inevitably resultant dealer influence that makes—

THE DAILY NEWS

***First* in Chicago**

Digitized by Google

Even If Every Family in

New England

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,605,522.

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,805	.0275	.0175
Boston Sunday Advertiser	(S)	297,414	.55	.55
Boston American	(E)	501,595	.50	.50
Boston Globe	(M&E)	295,189	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,621	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	83,211	.20	.20
*Fall River Herald	(E)	10,896	.035	.025
Fitchburg Sentinel	(E)	8,817	.03	.025
*Haverhill Gazette	(E)	14,587	.035	.04
Lynn Item	(E)	15,196	.035	.04
*Lynn Telegram News	(E&S)	18,068	.05	.05
Lowell Courier-Citizen	(M&E)	17,853	.045	.045
New Bedford Standard Mercury	(M&E)	28,938	.07	.07
Salem News	(E)	19,687	.09	.07
Worcester Gazette	(E)	31,681	.12	.09
*Worcester Telegram	(M)	33,511	.13	.10
*Worcester Telegram	(S)	40,031	.15	.12

MAINE—Population, 762,787.

Bangor Daily Commercial	(E)	14,305	.0425‡	.035
*Portland Daily Press	(M&S)	13,670	.04	.04
*Portland Express	(E)	24,063	.09	.07
*Portland Telegram	(S)	22,126	.09	.07

NEW HAMPSHIRE—Population, 500,510.

Keene Sentinel	(E)	3,121	.03	.02
*Manchester Union-Leader	(M&E)	25,564	.06‡	.06
Portsmouth Times	(E)	4,005	.02	.015

RHODE ISLAND—Population, 652,335.

Newport Daily News	(E)	6,155	.03357	.02823
*Pawtucket Times	(E)	22,303	.06	.05
‡‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	54,416	.135	.135
*Providence Journal	(M)	31,825	.08	.08
*Providence Journal	(S)	48,224	.12	.12
*Providence Tribune	(E)	34,633	.10	.09
Westerly Sun	(E)	4,520	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 361,205.

*Barre Times	(E)	6,020	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.03
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian and Newport Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,138,936.

*Bridgeport Post-Telegram	(E&M)	51,038	.145	.14
*Bridgeport Post	(S)	19,858	.035	.03
**Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,064	.14	.14
New Haven Register	(E&S)	29,861	.09	.08
New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
Norwalk Hour	(E)	3,426	.025	.025
*Stamford Advocate	(E)	7,704	.0275	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	13,301	.05	.04

Government Statements, October 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.

‡Rate on 3,000 lines.

**A. B. C. Publisher's Statement, April 1st, 1920.

‡‡Government Statements, April 1st, 1920.

Does not own its own home Nearly

40% Do

How does that compare with your territory? Find out, then draw your own comparisons for advertising guidance.

There are upwards of 1,000,000 homes in New England and you can get over 2,000,000 daily circulation in the newspapers to carry your message of inspiration to all of them.

Use

NEW ENGLAND

Daily Newspapers

285420

Digitized by Google

MR. TAFT writes editorials for the Public Ledger

They are also syndicated to many other newspapers in the United States

FOR several years William H. Taft has been editorial leader writer for the Public Ledger. His editorials have shown the former president of the United States in a new and welcome rôle as a force in American journalism. They present balanced and even-tempered judgments, reflecting his ripe experience as jurist and executive—his political background—his present scholarly environment at Yale.

Perhaps no other public man with freedom to express himself, travels so widely or has such opportunity to discover and compare conditions and opinions in all parts of the country.

Newspapers may obtain exclusive city rights to this service by arrangement with the Public Ledger Syndicate.

PUBLIC LEDGER

PHILADELPHIA, PA.

Digitized by Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

National advertisers and advertising agencies who are now planning "1921" advertising campaigns in the daily newspapers think of The Bulletin first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is reached each day by The Bulletin.

The Bulletin's quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, JANUARY 1, 1921 No. 31

Confronting Civilization's Crisis

A New Year Appeal by Laymen for Prayer

THESE are troubled times. Every thoughtful person faces the New Year with deep concern. The world outlook is deemed gravest by those who best know international conditions. Our own favored America fronts many-sided problems that will tax our every resource. We are surely in the midst of days of destiny.

In the realm of individual life the times are testing our soul-stuff. Business men are carrying burdens that fairly break hearts. Many workingmen and their families are already experiencing the bitter pinch of real want. The weight of the world's woe is pressing heavily upon us all. Human spirits everywhere are hungry for comfort and guidance.

What shall we do about it all? For do something we must; the hour is too critical for drifting.

The laymen who sign and issue this paper do so because of a deep conviction that only by spiritual means may our civilization be saved from the unprecedented perils that beset it. The only way out is the way up.

Holding no ecclesiastical positions, and representing, quite unofficially, various branches of the Christian Church, we take this unusual step of appealing directly, through the public press, to men and women of all faiths, who believe in an Omnipotent God and in the power of prayer, to join us in a common and concerted and continuous exercise of intercession, to the end that humanity everywhere, torn as it is by dissension, and suffering many kinds of ill effects of the world-war, may turn to the patient Father in Heaven for new motives and guidance and succor.

Our world will never get right with itself until it gets right with God. Only spiritual remedies can cure the present ills of mankind.

Therefore we call upon all who believe that the living God hears and answers prayer to offer daily petitions in behalf of our troubled world—with all its international strife and jealousies and self-seeking; with its industrial unrest, its social unrest and its political unrest,—that the Lord Almighty may suffuse the hearts of all people everywhere with a consuming desire to seek first the Kingdom of God and his righteousness. Then all other things needful may be added unto us, as promised by our Lord Jesus Christ.

We crave for ourselves and for our time a revival of the sense of the reality of God, and of our dependence upon Him, and of a spirit of loyalty to Him.

Because of the extraordinary part he must take in the affairs of our nation and of the world, at this most difficult time, we also ask that daily prayer be made for the President-elect of the United States, that he may be illumined and sustained for his trying tasks by the very power of the Highest.

> As says the Apostle: "I exhort therefore, first of all, that supplications, prayers, intercessions, thanksgivings, be made for all men; for kings and all that are in high place; that we may lead a tranquil and quiet life in all godliness and gravity."

Nor can we forget our stricken President, for whom we would also tenderly pray.

By way of the throne of a prayer-answering God, even the least of us may wield a power for patriotism and for universal good will beyond all human calculation.

> "Pray for my soul. More things are wrought by prayer
> Than this world dreams of. Wherefore, let thy voice
> Rise like a fountain for me night and day.
> For what are men better than sheep or goats
> That nourish a blind life within the brain,
> If, knowing God, they lift not hands of prayer
> Both for themselves and those who call them friend?
> For so the whole round earth is every way
> Bound by golden chains about the feet of God."

So we entreat all spiritually-minded persons, in whatever ways and at whatever times individual judgment may suggest, to engage, privately or publicly, in daily prayer that the very gravity of present world conditions may drive us all to the Eternal God who is our refuge, and who is the only Light in our darkness. In Him we shall find peace and good will, and power for the task of remaking the world.

"All things, whatever ye shall ask in prayer, believing, ye shall receive."

Digitized by Google

HANSON PURCHASES DULUTH HERALD WITH PAUL BLOCK AS PARTNER

Rowe Stewart Succeeds Him as Business Head of Philadelphia Record—New Owners Take Hold in Duluth Jan. 4—Weiss Silent on Plans

(*Special to* EDITOR & PUBLISHER)

PHILADELPHIA.—M. F. Hanson, one of the veterans of Philadelphia journalism, is resigning as general manager of the Philadelphia Record on January 4 and is following the advice of Horace Greeley in going west. He, in company with Paul Block, has purchased the Duluth (Minn.) Herald from A. C. Weiss and will take charge of that paper next Tuesday. Rowe Stewart, advertising manager of the Record, has been appointed to the post of business manager and a director to succeed Mr. Hanson.

M. F. HANSON

Mr. Stewart's promotion was decided on Tuesday at a meeting of the board of directors of the Record, at which time Theodore Wright, who is past ninety years of age and has been the editor since 1877, was re-elected president of the Record Company. John P. Dwyer, the present managing editor, was elected vice-president; William H. Morrow, the present assistant treasurer, was elected treasurer to succeed Mr. Hanson in this capacity, and William H. H. Neville was appointed advertising manager to succeed Mr. Stewart. All of these officials have been connected with the Record for a number of years.

Mr. Weiss, who published the Duluth Herald for many years and has been active in the affairs of the Associated Press, of which he is a director, has not announced his future plans, and will not do so, he says, until he completes negotiations that are now under way.

Mr. Hanson will be given a testimonial dinner by a group of his personal friends and business and fraternal associates next Monday evening, January 3, at the Ritz Carlton Hotel.

Ex-Governor Edwin S. Stuart, former president of the Poor Richard Club, and owner of Leary's famous old book store, will be toastmaster. Speeches will be made by Karl Bloomingdale, president of the Poor Richard Club; George Bridgeman, who succeeded Mr Hanson as president of The Cedarbrook Country Club; Otto F. Schaun, president of the Whitemarsh Valley Country Club; Harry T. Jordan, resident manager of Keith's Theater, who will speak for the theaters; Ellis Gimbel, head of Gimbel Brothers; Dr. Herbert J. Tily, of Strawbridge & Clothier, and Thomas J. Mulvey, all of whom will speak for the local merchants; Cyrus H. K. Curtis will speak for the publishers; Charles S. Caldwell, president of the Corn Exchange National Bank, will represent the financial interests; F. Wallis Armstrong will speak for the advertising agencies; Governor William C. Sproul will speak for public officials, and Dr. Wilmer Krusen, former Director of Public Health, will speak as a personal friend of Mr. Hanson.

ROWE STEWART

The affair is in charge of a committee composed of Charles M. Wessels, Howard C. Story, A. A. Christian, David B. Provan, Harry T. Jordan, Karl Bloomingdale and Ex-Governor Edwin S. Stuart.

There will be about 150 at the dinner, which will be one of the most interesting affairs of the kind ever given in Philadelphia.

Mr. Hanson has also been given farewell dinners by the employees of the Record, at Dooner's Hotel, and by the members of The Goats' Club at The Sketch Club.

The publishers of Philadelphia have presented Mr. Hanson with a grandfather's clock.

Mr. Hanson was born in Philadelphia and educated in the public schools of that city. As a young man he was employed as a bookkeeper in the office of Lewis S. Cox, who operated a jersey mill. When that property was bought by the late William M. Singerly, young Hanson came to the attention of Mr. Singerly, and in 1890 Mr. Singerly transferred Hanson from the jersey mill to the office of the Record. After working for several years as bookkeeper in the Record office, Hanson was made advertising manager under the business management of Richard G. Oeller.

PAUL BLOCK

In the late nineties, when Thomas Wanamaker bought the North American and began making that old paper into a modern daily, he engaged Hanson as business manager. After serving the North American for several years, Mr. Hanson entered into partnership with Powers & Armstrong, at that time a well-known advertising agency, and the firm became Powers, Armstrong & Hanson.

Mr. Hanson had been in agency work only about a year when he was sought by the Wanamaker interests to take over the business management of the Record, that paper having been purchased by the Wanamakers. That was about 1904, and since that time up to January 1 of this year, Mr. Hanson not only continued as business manager of the Record, but was also a sort of business overlord of the Wanamaker newspaper properties. He was business manager of the Philadelphia Press during the several years that it was owned by the Wanamakers.

He has been very active in his interest in the American Newspaper Publishers' Association, serving as a member of its newsprint paper committee.

Mr. Hanson is widely known in business and social circles. He was chairman of the finance committee of the Poor Richard Club during the convention of the Associated Advertising Clubs of the World in Philadelphia five years ago and served as a member of the copy jury that passed on all Liberty Loan advertising during the war.

Mr. Hanson's home at Mount Airy is a center of social activity, enlivened by the presence of seven sons and two daughters.

Paul Block, Mr. Hanson's associate, has been in advertising and publishing work for over twenty-five years and is part owner of a number of publications, including the Detroit Journal, Syracuse Post-Standard, Newark Star-Eagle, and Toledo Blade, besides a special representative business of which he is the head.

Rowe Stewart is looked upon as one of the most successful of the younger newspaper men in the country. He was born in Philadelphia, November 5, 1876, and first entered the employ of the Philadelphia Record as an office boy when he was fifteen years old. During the intervening twenty-nine years he has spent considerable time with the same publication, and at the beginning of the new year he finds himself at the head of the paper's business organization—having climbed steadily from the lowest to the highest rung in the ladder.

A. C. WEISS

When Mr. Stewart first went to work in the Record office the late William M. Singerly was the publisher, and before very long young Stewart's alertness and keenness attracted the attention of his superior and he was made a copy clerk in the advertising department. In the course of ten years he rose to the position of display advertising solicitor.

Shortly after Mr. Hanson went from the Record to the North American, Mr. Stewart also joined the staff of the latter paper. He remained with the North American four years, and in 1907 went to New York City and joined the staff of the Globe as an advertising solicitor; later being made advertising manager of the Globe.

His next move was to Washington, D. C., where he became advertising manager of the Washington Herald, under Scott C. Bone.

Following several years in Washington, Mr. Stewart returned to Philadelphia and became a member of the advertising agency firm of Tracy, Parry & Co., which then became Tracy, Parry and Stewart. But in 1914 Mr. Stewart was recalled to the Record and made advertising manager.

In August of last year Mr. Stewart succeeded Charles A. Otis, of Cleveland, as president of the Associated Advertising Clubs of the World.

END PUBLICITY AGREEMENT

New York Globe and Mail Quit League to Bar Automobile "Puffs"

Abrogation of the agreement to publish no free publicity for automobile concerns by the New York City newspaper publishers last spring is believed to be forecast by the action of the New York Globe and the Evening Mail this week in notifying fellow publishers that they would not be bound by the strict terms of the agreement during the coming automobile show and that they did not desire to be parties to such a strict agreement after the show. Another development was the resignation as chairman of the publishers' committee of Z. L. Potter, business manager of the New York Evening Post.

Mr. Potter, despite his resignation, stated that he hoped that a period of unrestricted publicity would not follow the abandonment of the publishers' agreement. In a statement to EDITOR & PUBLISHER, December 30, Mr. Potter said:

"Two New York newspapers have indicated their intention of withdrawing from the agreement entered into by the New York City publishers for the elimination of free automobile publicity. The remaining newspapers have not yet formulated their policy in the light of this turn in events, but it seems likely that the agreement will be abandoned. Such an outcome, I am sure, will be disappointing, not only to the majority of the newspaper publishers throughout the country but also to the advertising agencies, and, I believe, to many leaders in the automobile trade.

"The letter of the exact rule which the publishers adopted is unimportant. I frankly stated at our meeting with the committee of the National Automobile Chamber of Commerce that I thought that it 'leaned over backwards' in eliminating objectionable publicity and that we were willing to consider any proposals for changing it that would not return us to the conditions we had escaped from. We were considering some such change when certain papers withdrew from the agreement.

"But I insisted then, and I still believe thoroughly, that to eliminate the 'puffery' that formerly filled the automobile sections of many newspapers was highly to the advantage of all persons concerned—newspaper readers, newspaper publishers and the automobile trade. Newspapers with automobile sections filled up with such 'puffery' necessarily lose the confidence and interest of readers and as a result their value to automobile advertisers. Moreover, the constant contest between automobile advertisers for free publicity, regardless usually of its value, is a hindrance, not an aid, in the laying out of effective selling campaigns. • • • It often happens that the least valuable advertising medium is most ready to give free publicity.

"I consider it a real misfortune if, instead of working out a restricting rule more satisfactory to all concerned, we must return to a period of unrestricted publicity. And I find myself hoping, if it turns out that the publishers fail to deal with this situation, that the automobile industry, perhaps with the co-operation of the advertising agencies, will handle it themselves. We really ought to be able to salvage something from the situation when most publishers, advertising agencies and leaders in the automobile trade agree that unrestricted publicity is a bad thing."

IMPORTANT TO EVERY PUBLISHER

is representation in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22. That is only possible if you immediately send us the information that we have asked you to furnish about your newspaper. More than a month ago you received a stamped return post-card requesting the name of the publisher, editor, managing editor, general manager, business manager, advertising manager and circulation manager of your newspaper. If you have not already done so, send us that information TODAY.

You cannot afford not to be fully represented in the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK.

Digitized by Google

WHAT THE NEW YEAR HOLDS FOR NEWSPAPERS

Views of the Elected Leaders in Publishing and Advertising in the United States and Canada on the Outlook for 1921—Their Suggestions for Meeting New Economic Conditions

REPORTS to EDITOR & PUBLISHER from every part of the United States indicate that a growing feeling of optimism will make easy the solution of the many problems that we face in 1921.

The messages of the leaders in the great national organizations of advertisers, advertising agents and newspaper publishers of the United States and Canada reflect this state of mind. Their views and suggestions, transmitted by telegraph, follow:

T. R. Williams, president of the American Newspaper Publishers Association:

"The advent of the New Year is preeminently a time for optimism. The year just closed has been one of widespread deflation and liquidation—in the New Year, the country should enjoy all the benefits of this painful but healthgiving process. The weaknesses of the commercial and industrial situation having been removed, there seems good reason to believe that early in 1921 business will start on another upward swing, and that prosperity before long will again be general. While business and financial conditions are basically sound, the revision of the Federal tax laws and the lightening of the burden of taxes on productive enterprise is an urgent need.

"There is no immediate prospect of a reduction in publishing costs and in many instances cost of materials and labor are still increasing. They will remain permanently, or at least for many years, at a higher level than before the war. Publishers, therefore, are compelled to insist upon advertising rates that will yield adequate revenue, knowing that any thought of reducing or cutting rates is suicidal.

"With the general business situation settled, advertising is certain to increase in volume, in keeping with normal and healthy conditions. Its value has been demonstrated as never before and it is a vital necessity to business."

Mont H. Wright, president Association of National Advertisers:

"If publishers will discontinue editorial comment likely to disturb public confidence in established and reliable manufacturers and retailers, normal conditions can more readily be reached. One of the unfortunate features is that the proper relation between cost selling price and value has been lost sight of. Public confidence must be re-established on the idea of business being conducted on a profitable basis. Deflation is being allowed to degenerate into demoralization and the time has arrived to relax the pressure. I believe with proper co-operation and fair advertising rates a larger volume of newspaper advertising can be expected for 1921."

B. H. Bramble, president Association of Canadian Advertisers:

"From what I know of plans of many national advertisers for 1921 my belief is that Canadian newspapers will receive a very substantial volume of national advertising. The general downward trend of commodity prices, combined with increased advertising rates, may result in a decrease in the total volume of space used by Canadian national advertisers, but the revenue of newspapers from this source in dollars should not compare too unfavorably with 1920.

"As you ask for suggestions, would say that my firm belief is that newspapers can best co-operate with advertisers by passing increased production costs on to their readers. Most Canadian newspapers have increased subscription rates and single-copy prices, but they might go farther along this line. While higher prices to readers would probably result in a slight shrinkage of newspaper circulations, publishers and advertisers, and eventually the general public, would all benefit if fewer newspapers were bought and each copy read more thoroughly."

W. Rupert Davies, president Canadian Weekly Newspapers Association:

"The weekly newspapers of Canada look forward with confidence to the coming year. During the past year the Canadian Weekly Newspapers Association has carried on an aggressive educational campaign by means of district meetings of publishers and semi-monthly bulletins and as a result weekly publishers have tried to meet rising costs by gradually raising advertising and subscription rates. Reports from all over the dominion indicate that local advertising is keeping up splendidly in the country towns. Labor costs are still high. Postage rates go up January 1. And up-to-date newsprint has shown no sign of coming down in price. So the future does present some real problems to the Canadian weekly publisher. But our manager, E. Roy Sayles, reports a feeling of optimism running through the letters coming to the central office and we believe that the weekly publishers are well prepared for conditions and will successfully meet them with their eyes open and master them as they arise. The Canadian Weekly Newspapers Association extends to EDITOR & PUBLISHER and to the weekly newspaper publishers of the United States its very kindest wishes for the coming year."

L. J. Boughner, president Association of Newspaper Classified Advertising Managers:

"Classified managers look forward to 1921 with optimism. Of course, we cannot expect the tremendous volume of help wanted advertising we have had in the last three years but this has been a greatly inflated classification and we are not sorry to see it back on a conservative basis. Merchandising classifications should show material gains this year, particularly real estate, which is due for a period of pronounced prosperity. Classified managers cannot expect business to come without effort, however, and those who are most resourceful and most persistent will find present conditions not a depression but a challenge."

Marcellus E. Foster, president Southern Newspaper Publishers' Association:

"I do not anticipate any material decrease in the volume of newspaper advertising throughout the South. A slight decrease will be helpful in that it will force a further curtailment in the demand for newsprint and thereby accelerate the decline that has already so happily affected the spot market and must soon hit the contract price. While some sections of the South will suffer from agricultural declines in prices, it is comforting to know that every State has great mineral and other resources that have not been badly hurt and which will continue to produce millions.

"I believe the newspapers should look to the future with care and forethought. But I do not believe we should preach drastic economies in our own lines of endeavor, while trying to instil faith in the minds of the general public. I believe heartily in the theory of spending more money and always getting out a bigger and better paper than the day before. I do not think newspapers will curtail in number of men employed or in salaries, but that there will mainly be a reduction in tonnage of newsprint used and an elimination of some features and unnecessary extravagance. The labor situation in mechanical departments may get a revision downward as the past four years have forced unusually high prices on publishers in many sections."

Charles B. Nichols, president Newspaper Representatives Association of Chicago:

"A composite of interviews with officers and members of the Newspaper Representatives Association of Chicago—men who are active throughout the middle west and in touch with conditions affecting advertising appropriations for 1921 indicates a prospective volume of newspaper lineage which will compare favorably with that of the past year. An encouraging feature of the outlook is the number of new accounts now practically assured. In the face of the unusual general conditions, a spirit of optimism prevails among the larger advertisers who almost without exception are proceeding with plans of equal or greater magnitude than heretofore.

"In meeting new conditions western specials believe that publishers who will make accurate trade surveys of their local fields can best serve the interests of advertisers seeking expansion of their advertising plans and in fact the newspaper representatives association of Chicago is heartily in favor of a universal adoption of the five standards of merchandising practices as outlined in EDITOR & PUBLISHER of December 18."

Mortimer D. Bryant, president Six-Point League, New York. (Mr. Bryant was Colonel of the 107th Infantry, A. E. F.):

"The newspapers, on account of white paper, labor and volume of advertising, in the past two years have had to carefully consider costs and income and this has resulted in a better knowledge of their business, and a better service to the advertiser.

"I predict a generous use of newspapers during the coming year with the result of volume, and offer the following for the consideration of publishers:

"Better your service by improving make-up, hand your readers a well-balanced newspaper and not a jumbled mass of copy. The agents will co-operate with early copy and better copy if given the service. I hate to say it, but follow in the footsteps of the magazines—they have led the way in this.

"In all my experience in this business, I have never yet found a worth-while advertising agency that wanted to pass a cash discount. If the publishers would improve the proof-of-service department they would have less trouble in securing payments and aid the agencies. Send proof of service to agencies every day their advertisements appear, by first-class mail, or at least carefully prepared wrappers. Don't leave this to your mailing department, but make it part of your advertising department service to national advertisers.

"I would like to give the advertising agencies a few thoughts out of my full

Must Adjust Ourselves to Conditions if 1921 Is to Be a Successful Year

By JESSE F. MATTESON

President American Association of Advertising Agencies

THOUGHTS of better business are in the ascendency. We shall see normal conditions—not abnormal such as we have known, but normal in 1921. There will be a gradual pick-up from the first of the year, with normality coming just as soon as enough of us regain confidence. Some manufacturers are watching those industries which were hit first for signs of recovery. We are told the signs in the silk industry, for instance, are quite encouraging. People appear to have money and are buying at a price, but some tremendous cuts have been necessary. Buyers balked completely when prices went beyond reason, and now tactics similar to building a fire under a balky horse seem necessary. All industries should learn a lesson from what manufacturers and dealers have just been through. It isn't wise to think that anybody simply must have your product. That is a pretty sure way to wake up some morning and find your business has departed. Excesses in prices and wages brought us where we are. Some industries and some individuals still seem to think excessive prices and wages are fashionable. What an awakening is just ahead for them!

"Practically all industries not still using the pincers are on the eve of real big selling, which will mean a resumption of manufacturing and jobs for unemployed. Then prosperity will have returned. Let us hope that no one will take a resumption of buying to mean that prices can be shot up again to recover past losses more quickly. The return to normal will be guided by the willingness to take readjustment losses at once. Those who are on the slide now may count themselves lucky, for they will finish the trip before the others and will be doing business while those who are still holding on are making up their minds to swim down stream instead of up. If we will understand quickly that conditions don't adjust themselves to us but that we must adjust ourselves to conditions, 1921 will be a satisfactory year."

Digitized by Google

experience in the World War, but before doing this, I want to state I realize that the war is over, but regret to say its lessons are being too soon forgotten or disregarded.

"I recently used some reference to the war in a letter to a general agent and received an immediate reply in which the agent wondered if anyone had told me about the war being over. On the same day I received this agent's letter (within the week), I was notified of the death of a young man of tuberculosis at the Fox Hills Hospital, Staten Island, who served in my regiment overseas and had suffered for two years from being wounded and gassed, sole support of an old mother and father. At the same time I was notified that two of our men severely wounded in action have just recently developed tuberculosis, in one case where there are children death is expected daily. A sergeant, D. S. C., home well and a hero, paid for his service in the acclamation of the citizens, last summer developed tuberculosis and died less than a month ago, forgotten by all but his mother and comrades.

"An officer, once a brilliant lawyer of this community and a close associate with me in all operations, lies at Saranac Lake, a victim of gas, his wife and three kids with him. These are a few cases only, I could go on and on, but no one can tell me the war is over.

"So I insist that the lessons of the war are good for the advertiser and agent, and offer this for consideration.

"Eliminate the horrors and think of business. In the army, we have different branches of the service, trained into a team to accomplish certain results. Here are the teams:

War	Business
Commanding General	Advertiser
Staff	Advertising Agent
Infantry	Salesmen and Retail Dealers
Machine Guns	Newspapers
Artillery, Heavy	Magazines
Artillery, Light	Weekly Periodicals
Other Auxiliary Services	Bill Boards
Ammunition Dumps, etc.	Car Cards, etc.
Enemy Trenches	Consumers

"The above tables will be a key to the following: Commanding general (advertiser) starts a campaign. Main force—infantry (salesmen and retail dealers) in continuous contact with enemy (consumers). If more enemies (consumers) wanted, infantry (salesmen and retail dealers) move and get them.

"Auxiliary arms: Machine guns (newspapers) rapid-fire contact with enemy (consumers). Traits—can be fired at any time or stopped any time. Statistics of World War show machine guns did 60 per cent of the killing.

"Artillery (magazines) fire only occasionally to assist infantry (salesmen and retail dealers). Traits of artillery—Fire occasionally, expensive to load, time necessary for preparations and movement; cannot without infantry gain ground. Credited in World War with 30 per cent of killing.

"Other auxiliary arms, ammunition dumps, etc. (billboards and car cards), a convenient place to go get what information you want.

"If Mr. Advertiser will take a lesson from the war and use his branches of the service in the proper proposition, I am sure he will get the maximum of results, and of course the staff will have to function properly.

"I almost forgot to state the machine guns in the late war were considered part of the infantry because of their importance."

Eugene McGuckin, chairman Philadelphia Council American Association of Advertising Agencies:

"The volume of national advertising booked by members of the Philadelphia Council for 1921 is most encouraging. Several report expected increases of 25% to 50%. While some cancellations have been received, many advertisers are considering reinstating schedules and new advertisers are developing as a result of the change from a sellers' to a buyers' market. Newspaper advertising is being employed widely as a means of stimulating sales quickly.

"Newspapers can co-operate best by preaching optimism in their editorials and news columns and devoting less space to news of business depression, failures, money stringency, etc. They should urge consumers to buy now, when sale prices of many staples are less than future production costs. The feeling future production costs."

Joseph Hanff, Chairman New York Council American Association of Advertising Agencies:

"During the coming year it will be necessary for publishers to change their perspective in the same manner as the business man is now doing. No matter how optimistic we may be, the publisher cannot expect business to come as freely or in the same volume as he has been favored with during the past two years. It is time for the publisher to carefully study his rate card with a view toward aiding the revision downward of prices generally. In summing up, the publisher will find competition more keen and business more difficult to secure even though the business outlook is perfectly sound and promising."

Rowe Stewart, president Associated Advertising Clubs of the World:

"Next year's national advertising volume will be larger than ever, for the crisis through which we have been passing has aroused the determination of American business to return to normal selling methods and more and better advertising must be a part of that effort. Newspapers must necessarily play a very large part because of their timeliness of issue and the opportunity advertisers have through them of meeting quickly changing conditions."

William J. Pape, president Publishers' Buying Corporation and president U. S. Newsprint Conservation League:

"You ask how conditions in 1921 are to be met by newspaper publishers. What are conditions going to be?

"It is obvious that the brakes are set, but opinions vary greatly as to the probable depth and duration of the depression. My own guess is that we have about touched bottom and in three to six months business will take the upward turn. This conclusion is reached by comparing present conditions with those of 1907-8. We should remember that exactly two years ago, during the early post-armistice period, we were all deeply concerned over the effect of cancellation of war orders then under way. Yet in three months peace business had been resumed and we were on the threshold of a remarkable, almost hectic, period of prosperity.

"We have just done a capacity-plus business at high costs, which have been met out of the overload. Any shrinkage of advertising revenues will impair the overload fund, but expenses cannot be cut off ratably with the loss of revenue. The payroll will remain practically stationary, the newsprint bill for most newspapers is going up and these are the two major items.

"During the darkest days of 1920, the Publishers' Buying Corporation advised its members to raise advertising and subscription rates to equalize 10-cent newsprint. We pointed out that they would then be better prepared for a slump in business if it came in 1921, than newspapers which were using their 5-cent newsprint recklessly and meeting advancing costs by overcrowding their columns with advertising at rates still based primarily on 3-cent newsprint. This advice is now justified.

"The newspapers which suffered in the spot market this year are now nearly all on a basis where even with shrinking revenues they can operate comfortably. The falling off in advertising is balanced largely by the reduction in their newsprint bills. Their condition is far happier than that of newspapers which have falling revenues and increasing newsprint bills under conditions which make it difficult to establish higher advertising rates. For this reason, members of the Buying Corporation, now freed from their newsprint problems, take an optimistic view of the future."

W. L. Argue, president International Circulation Managers' Association:

"The outlook is that the year 1921 will be a difficult one for even the most prosperous newspapers. The cost of newsprint must come down; but before relief is obtained from this source red figures in their monthly reports will face a majority of publishers. Labor is protected in most cases by agreements, or in their absence by the resisting power of the unions. On the side of revenue, advertising volume is already diminishing and cannot be expected to improve for some months to come. Wherever it is possible subscription prices should be increased, but a perplexing element arises from the belief that the present abnormal cost situation is not likely to extend beyond the year of 1921. If this be the case some publishers will question the wisdom of a further increase of selling price with its consequent disturbance to circulation under pressure of what is in the nature of an emergency."

George Marble, president Mid-West Newsprint Conservation League:

"The tide of rising production costs in mid-western newspaper shops has been somewhat checked. Merchants and manufacturers, as well as farmers and live stock producers and dealers, are taking appreciable losses. While there is no thought by labor of wage reductions, there is apparently a disposition to let old schedules stand, awaiting development.

"Print paper is generally higher on New Year contracts, but lower to spot buyers of whom there were many last year. The present unloading movement in the mercantile business is maintaining almost the maximum volume of advertising but the general trend has created an apprehension of a retrenchment that will impair normal revenues in the next few months. Publishers are universally

(Continued on page 38)

NEWSPAPERS MUST SHOW MARKET POSSIBILITIES OF COMMUNITIES

By WILLIAM A. THOMSON

Director Bureau of Advertising, American Newspaper Publishers' Association

"IN a recent communication to national advertisers and to advertising agencies the Bureau of Advertising made this statement:

"'Most manufacturers with whom we have talked recently will employ national advertising during 1921 to do two jobs:

"'First, to sell goods to the consumer.

"'Second, to hold down the cost of selling.

"'To our way of thinking this is a reasonable requirement to make of national consumer advertising at any time; just now it is the least that should be expected of it.

"'This very practical attitude toward national advertising explains in a measure why so many campaigns for 1921 will rely upon the newspapers for the backbone of their structure.

"'The elasticity alone, of the newspaper medium, which makes it unnecessary for manufacturers to tie themselves up for large expenditures months ahead, appeals strongly to advertisers who are trying to discern the future, but cannot see it as clearly as they would like.

"'The concentration which newspaper advertising permits and which will give a manufacturer an opportunity to pick with utmost care the markets he wishes to saturate, is another important consideration.'

"We are optimistic about the newspaper advertising outlook for 1921, and we feel our optimism is rooted in common sense and practical experience. The advertisers who have talked with us are thinking about the definite application of advertising to produce direct results. They are not much interested in 'prestige' or 'national impressions' or 'key consumers' or the dozen or more nebulous luxuries which are employed freely when business is booming and 'general results' are the only factors considered. They want to get direct to the consumer at the smallest possible cost. They don't want to hit a few consumers everywhere; they want to reach every consumer at every point where it is profitable to do business.

"Probably at no time in the history of national advertising has the importance of the 'logical market' idea been so deeply impressed upon the national distributor. In this time of readjustment buying conditions in many lines are very 'spotty.' It behooves the national advertiser, therefore, to comb the map with utmost care to find the right markets and then to saturate these markets with real consumer advertising. The large increase in railroad rates for transportation of all kinds is another factor which considered entirely by itself warrants the closest application of the logical market program.

"The new year will be a period of keen competition and at a time like that, selling costs are the most important factor in national merchandising.

"All these conditions spell NATIONAL NEWSPAPER ADVERTISING, and I believe our volume for 1921 will not fall below our volume for 1920; indeed, it would not surprise me to find the new year's business exceed that of the present year.

"I am not giving here the reasons why national advertisers should use newspaper advertising, as a means of demonstrating my belief that they will use it; I have, rather, given the reasons which manufacturers tell us have actuated them in making their 1921 plans.

"The newspapers can encourage the national advertiser by continuing to compile market statistics showing conditions in their communities. I believe the national newspaper advertiser will more and more ask of each city the question, 'Why is this community a good market for the product I make?'

"My best wishes for the New Year to EDITOR & PUBLISHER."

Digitized by Google

BERRY BROTHERS EFFECT COMBINATION OF BIG BRITISH INTERESTS

Their Position Today Gives Them Control of Publishing and Printing Properties Valued at $8,500,000

By HERBERT C. RIDOUT

London Editor EDITOR & PUBLISHER

DECEMBER saw the ratification of a deal in London that placed two brothers, practically unknown twenty years ago, in possession of a publishing enterprise of such huge ramifications that they rank second or third only to the vast Harmsworth interests. The rise of these brothers is a true Fleet Street romance, though their hard work, not unmixed with the Welsh gift of discernment and a streak of genius, played its part all through.

WILLIAM E. BERRY

The two brothers are William E. and J. Gomer Berry, and nineteen years ago this month, practically unknown personalities to anybody though they were, they started a modest monthly magazine, the Advertising World. The project was one that had a hard fight, but the brothers stuck to their proposition and in a year or two had the satisfaction of seeing the publication develop into a handsome record of the publicity art as practised in Great Britain. And the brothers, likeable men both, found themselves with the entree to all newspaperland.

An opportunity offering for the acquisition of two papers of sporting character, the brothers plunged into the task of revivifying and reconstructing them, and although not high literature, they were transformed into worthy representatives of the interests they served.

It was in these early years that each brother found his respective niche in the building of their joint fortunes. W. E. Berry was a journalist by instinct and attached the editorial control to himself, while J. Gomer Berry marked as his special care the business and commercial side. That sharp division of affairs exists today, and it says much for the delightful relationship and complete understanding between the brothers that neither ever questions or criticises the decisions of the other. Each is a law unto himself, but as the interests of both are identical, the result is an organization of perfect unity and co-ordination. The result is seen in their positions today.

But if those papers referred to laid the foundation of their fortunes, it was the purchase of the London Sunday Times that gave them their real opportunity. At that time, the paper, which had always enjoyed a good reputation, was suffering from poor circulation and a complication of troubles, and the Berry brothers were able to purchase for $500,000. Immediately the editorial Berry set to work to improve it, and in a few months it had changed and developed out of all knowledge. Simultaneously the business Berry got into his stride and with the improved literary and news production was soon able to convince advertisers that here was a Sunday newspaper of new import—authoritative, sane, informative, and influential and worthy of full support by advertisers. Under their regime, the Sunday Times has become the leading paper of that day, and it numbers among its "exclusives" such news features as the Hindenburg memoirs and the heavily quoted and much discussed autobiography of Margot Asquith. Today it is probably one of the most brilliantly edited newspapers in the country, taking rank with the Times and the Daily Telegraph in its high standard.

With the Sunday Times an established success, they disposed of their previous publishing interest and next sought a financial daily and purchased the Financial Times, a money market organ of high repute, and this has renewed its youth under their control in a surprising fashion.

Next came one of the greatest coups in publishing history. So far as is known, the properties were not in the market, but the brothers, who knew their Fleet Street through and through, desired to add some weekly magazines to their list, and accordingly bought, for $1,750,000, the old-established publishing house controlling three picture papers, the weekly Graphic, the weekly Bystander and the Daily Graphic. Of these the Bystander was perhaps the outstanding feature, and upon this the two brothers concentrated, until today it is the most prosperous and successful of the weekly magazines. The Daily Graphic, too, is making extraordinary progress.

J. GOMER BERRY

Most sensational of all, however, was the announcement sprung upon the public barely three months ago, that Messrs. W. E. and J. Gomer Berry proposed the purchase of the publishing business of Cassell & Co., Ltd., the price being fixed at $2,500,000. This acquisition, taking effect in December, places the brothers in possession of several successful monthly magazines, including Cassell's Magazine, New Magazine, Storyteller, the Quiver, Little Folks, and popular weeklies including the Saturday Journal, Chums, Work, and a book publishing business of considerable importance. This purchase is undoubtedly the crowning triumph of the Berry Brothers' activities, and unless they hunger for a chain or two of provincial papers it is difficult to see in what direction they can find new fields to conquer.

Their position today gives them control of properties (including two famous printing establishments) roundly valued at $8,500,000, an achievement that is amazing, for despite rumors to the contrary, the brothers have had no financial backing of any kind. At one time rumor consistently coupled the name of the late Lord Rhondda with their success, but beyond the fact of their all being Welshmen and that the Sunday Times was a pronounced advocate of Lord Rhondda's policy when he was president of the Local Government Board, there is no reason for the belief.

Their success is a triumph of hard work—nothing less. Their human qualities are probably unique, for part of their policy in relation to each business they have acquired is to refrain from disturbance in the management or personnel, subject only to overhead supervision of an editorial character from W. E. Berry and of a commercial control from J. Gomer Berry.

I am informed that it is not unlikely that the Berry interests will be consolidated into one big company at some future date.

GREAT BRITAIN'S ADVERTISING BILL REACHES $500,000,000 ANNUALLY

By GEORGE MacGUIGGAN

INTERESTING information comes across the water from London's International Advertising Exhibition, held in London recently, "to illustrate the national value of publicity" and indorsed by high government officials. The first of its kind, it commanded attention far beyond the confines of the British Empire, and attended daily for a week by thousands of visitors from near and far, it gave spectacular evidence of the amazing development which has taken place in the art of bringing buyer and seller together for trade and mutual advantage.

One interesting titbit is the estimate that Great Britain's advertising bill has reached $500,000,000 and that much higher figures are already in sight.

A feature of the occasion was a museum showing the growth of newspaper advertising since the first public journals were issued a century ago; another displayed the vast range of articles, from food products to automobiles, which have been successfully advertised on a national scale; a third took shape as a street pageant showing all the methods of publicity, from the tastefully arranged store window to war posters.

Sir Robert Horne, president of the Board of Trade, and Sir Eric Geddes, Minister of Transport, struck the same note—that the trade of Great Britain must gain its old ascendancy and it cannot do that without skilled advertising. The manufacturer must go to the advertising agent to obtain the right counsel, for it has to be applied by skilled brains. Both speakers, moreover, dealt in practically the same way with the notion that advertising increases the cost of selling goods. Sir Robert Horne called it "a complete fallacy," saying that "goods are actually cheapened by advertising, seeing that if advertising increases sales it increases the number of articles which can be produced at the same cost, so that in the end the public gets commodities at lower prices than would be possible on a smaller scale of production."

Besides Sir Eric Geddes told his audience that "money spent in advertising, if spent sensibly, skillfully and ably, is economical"—first because "some advertising is needed to sell anything," then because "if you have good advertising and push the sale of your article you save overhead costs."

The International Advertising Exhibition in London was attended by members of the royal families of England, Denmark and Norway. In the group, left to right, are: King George V, Queen Mother Alexandra, Princess Mary of England, the Queen of Norway, Princess Victoria, King Christian X and the Queen of Denmark, and Queen Mary of England.

George H. Perris Dead

LONDON.—George Herbert Perris, aged 54, London journalist, died December 23 of pneumonia. He was taken ill in Geneva, where he attended the meeting of the League of Nations Assembly, but came back to England with the British delegation on a special train. He had been a newspaper man since 1882. He had been foreign editor of the New York Tribune, and later of the New York Daily News, and during the war was correspondent for the London Daily Chronicle. One of his brothers, Ernest A. Perris, is editor of the London Daily Chronicle and another is secretary of the Anglo-American Society.

Digitized by Google

PROF. BLEYER ELECTED TEACHERS' CHIEF

Methods of Instruction Chief Topic at St. Louis Meeting of Journalism Educators—News Bureaus Elect Prof. Adams

(By Telegraph to Editor & Publisher*)*

St. Louis, Dec. 30.—Methods of teaching journalism was the subject most discussed at the annual convention of the American Association of Teachers of Journalism, which ended its annual session here today. The convention began with a smoker Tuesday evening. Round Table discussions of methods employed by the various schools resulted in an exchange of ideas which members say made the convention the most interesting and lively of any yet held.

Upton Sinclair's book, "The Brass Check," with its indictment of the American press, was discussed and the general opinion was that it should be answered and by some one in authority who would show clearly how false Sinclair's charges are.

Mrs. Susan Shaffer Dibelka, manager of the Woman's Journalistic Register, told of its efforts to establish a nation-wide clearing house between the trained woman-writer and her employer. The Register is under the auspices of the Theta Sigma Phi, the journalism sorority.

President H. F. Harrington, director of courses in journalism at the University of Illinois, in the course of his presidential address, said:

"Young people are destined to read the daily paper. It is not our business as teachers to decry this growing habit, but to dignify it with a new purpose. The old Greeks had their bards, the Middle Ages their wandering minstrels, the Elizabethan era its roving bands of players, Queen Anne her pamphleteers.

An Odyssey of the Present

"Today the daily newspaper is the great interpreter of American life. It is a chronicler, teacher, expositor, exhorter, companion. In its enlarged sphere the newspaper conveys information, furnishes entertainment, constructs opinion, arouses sympathy, mirrors the daily adventures of the human family. It is on terms of intimacy with all men. It is an Odyssey in the present tense.

What a grievous mistake to ignore the newspaper and the magazine simply because they are new and up to date! It is time that many people banish the idea that all good English prose and poetry has been written by men long since in their graves. We need to emphasize the fact that great books, plays and verse are being produced today by living men and women. Reading of the newspaper, alive with the actual, has already proved a remarkable stimulus to the study of many high school and college subjects, notably English and history. It brings a quick sense of reality, and has vitalized the whole business of acquiring and using information."

Prof. N. L. Flint, chairman of the department of journalism at the University of Kansas, in an address on "Learning the Editorial Writer's Job," said:

"There is an inviting field for the course in editorial writing, but it is not the study of literature, history and economics. It is not the study of exposition and argument. It is the study of the interrelations between the three terms of the editorial trinity: the reader or public; the materials or subject matter; the medium or publication and its policies.

"Matters to be considered are such as these: What is the present information of the public on the question in hand? Is interest awakened or latent? What is the receptivity or the prejudice of the reader? Is it the 'thinking public' or some other that is to be reached? Is it a question of telling the public something that it wants to know or rather something that it needs to know? Does the matter have close relations to one of those things which the paper has adopted as its special concern? Is it likely to initiate a long-time campaign for some object? What are the different aims that might be adopted in handling the subject? What is the right editorial purpose? What are the editor's responsibilities in the matter—to the reader, the paper, the general public, himself?"

The round-table discussions were on "The Course in Reportorial Writing," "The Content of Journalistic Course," "How to Develop a Professional Journalistic Spirit" and "The Department of Journalism and the College Paper."

W. G. Bleyer, University of Wisconsin, in discussing "Teaching Writers of the Feature Article," pleaded for an abandonment of the silly stories and urged for more constructive subjects. He opined that the feature article takes the places of scientific and technical books and reaches the great proportion of the public who never read such books.

George S. Johns, editor of the editorial page of the St. Louis Post-Dispatch, spoke on "The Editorial Page." Max Freyd, of Carnegie Institute, told of "Psychological Tests for Journalists," and Richard L. Stokes, president of the Association of American Journalists, told of the work of that organization.

Professor Bleyer was elected president; Harold H. Herbert, University of Oklahoma, vice-president; N. A. Crawford, Kansas State University, secretary-treasurer; and the following executive committee was named: Norman Radder, University of Minnesota, and Mr. Cooney.

College News Bureaus Meet

The American Association of College News Bureaus held their convention in connection with the meeting of the teachers.

"We do not call ourselves press agents, or even publicity directors or propaganda pushers," said Secretary J. F. Wright. "We are news disseminators. We aim to keep the world informed on the discoveries made within the walls of the universities and colleges."

Miss Alice C. Hunter, of Nebraska Wesleyan University, speaking on educating the professor to a news sense, said:

"College professors become so wrapped up in their studies that they lose touch with other people, failing to retain a proper sense of what other people want to know."

Prof. Bristow Adams, of Cornell University, said that publicity methods are due for a radical change soon. He said:

"The time is almost at hand when newspaper editors will realize that the public can see through much of the publicity game as it has been carried on. The three main drawbacks to usual publicity methods today are the fact that publicity is overdone, the fact that it is crudely done, and the fact that the idea of publicity is permitted to influence the program or character of the event or institution seeking publicity."

Irving Brant of the St. Louis Star and N. A. Crawford of the Kansas State Agricultural College also spoke. Mr. Adams was elected president, Miss Hunter, vice-president, and Mr. Wright, secretary-treasurer. Both associations will meet at Madison, Wis., during the Christmas holidays in 1921. They visited the plants of the St. Louis newspapers.

AGAINST JOURNALISM IN HIGH SCHOOLS

Teachers Association Urges Members to Refuse Entrance Credit for Newspaper Courses Offered by Lower Institutions

(By Telegraph to Editor & Publisher*)*

Columbia, Mo., Dec. 28.—Questions of research in journalism, of exchanging students and possibly professors with foreign universities and of discountenancing the teaching of "journalism" in high schools were taken up at the two-day session of the Association of American Schools and Departments of Journalism which closed at the University of Missouri today.

The association took formal notice of the rising standards of instruction in journalism in many colleges and universities not members of the association, and made plans to extend its membership to those which can meet the requirements. At present ten universities are members. Preliminary steps were taken today toward the admission of the University of Oklahoma and a formal application for membership will be filed later.

The schools represented and the delegates present were: University of Wisconsin, W. C. Bleyer and Grant M. Hyde; University of Texas, W. H. Mayes; University of Indiana, Norman Radder, Jr.; University of Kansas, L. N. Flint; University of Oregon, E. W. Allen (represented by proxy); University of Oklahoma, H. H. Herbert and Willard Campbell; University of Missouri, Walter Williams, Frank L. Martin and Robert S. Mann. The other members are Columbia University, University of Montana, University of Washington, and Ohio State University.

Insufficient Groundwork

The association approved resolutions adopted by the National Council of Teachers of English at Chicago a month ago, deprecating the labeling of high school classes as "courses in journalism" and urging that students should not be encouraged to go into newspaper work on the basis of such instruction alone.

The resolutions, "while recognizing the value of the use of journalistic writing in secondary schools," took the stand that "journalism is now generally recognized as a profession, preparation for which should consist of specialized college education comparable to that required for the professions of law, medicine and engineering," and that "the value of the press in shaping public opinion depends to a large degree on the education, judgment and character of newspaper reporters and editors."

The association today backed up its approval of the resolutions by voting to ask the entrance boards of the various universities to decline to accept for entrance credit courses in secondary school "journalism." The schools and departments already refuse to give advanced standing to students on the basis of high school courses in journalism.

The report on "Journalistic Writing in Secondary Schools in Relation to University Instruction in Writing" was presented by Mr. Mayes of Texas, yesterday. This was followed by a discussion of "Schools and Departments of Journalism and Professional Organization of Newspaper Men," led by Mr. Martin of Missouri. A general belief was expressed that there ought to be, and some day would be, a national organization of journalists of a standing comparable to that of the American Medical Association and the American Bar Association in their respective fields.

Yesterday's program closed with a discussion of "The Proportion of Technical Instruction to General University Courses in Schools and Departments of Journalism," led by Mr. Flint of Kansas. The first speaker on today's program was not a member of the association, but a woman, Susan S. Dibelka of Chicago, head of the Woman's National Journalistic Register of Chicago. She was followed by Mr. Bleyer of Wisconsin, who led a discussion on "Research Work in Journalism."

W. H. Mayes of Texas was elected president of the association for the coming year after Mr. Williams of Missouri declined to accept a renomination made by Mr. Mayes. Mr. Allen of Oregon was elected vice-president, and Mr. Flint of Kansas, secretary-treasurer.

It was voted to hold the next meeting at Madison, Wis., immediately before the next meeting of the American Association of Teachers of Journalism. The same plan was followed this year and made it possible for the representatives at the meeting here to leave for St. Louis this afternoon, in time to attend the meeting there of the Association of Teachers of Journalism.

"Breaking In" to Journalism

Madison, Wis.—The number of aspiring newspaper writers at the University of Minnesota has increased 50 per cent since last year. Forty-eight students are enrolled in the department of journalism, compared with 33 a year ago. The class in newspaper reporting is composed of 34 young men and women. The work is under the direction of R. R. Barlow, formerly state capitol reporter, political writer and desk man in Madison, Wis. Norman J. Radder, who was head of the department last year, is in charge of journalism at Indiana University this year.

Illinois "Journalists" Number 163

Urbana, Ill. There are 163 embryo journalists registered in journalism courses at the University of Illinois. There are 103 students taking the courses in introductory journalism; 26 are studying feature writing; 15 study headlines and copyreading, and 19 are in the "Making of a Country Newspaper" course. During the second semester of the year the future journalists will study such courses as editorial writing, law of the press, editorial policies and newspaper makeup.

Journalism Week, May 23-28

Columbia, Mo.—The 1921 Journalism Week at the School of Journalism of the University of Missouri will be held May 23-28. The Week will mark the thirteenth year of the organization of the Missouri School of Journalism. Sessions will be held in Jay H. Neff Hall, the new home of the School of Journalism, the gift of one of its alumni, Ward A. Neff, editor of the Chicago Daily Drovers Journal. The Missouri Press Association and the Missouri Writers' Guild will hold meetings here during the same week.

Journalism School in Texas

Sherman, Tex.—Austin College here has announced that a course in journalism will be added to its curriculum. E. C. Hunter, former editor-in-chief of the Sherman Daily Democrat, will head the department, and lectures by leading newspaper men in the State will be a feature of the course.

Digitized by Google

22,373 PUBLICATIONS IN U. S. AND CANADA AS NEW YEAR IS USHERED IN

Net Decrease in 1920 Only 55—Daily Papers Now Number 2,503, Twenty-Five Less Than at Start of 1920.

TO begin the year 1921, there are 22,373 publications of all kinds in the United States, its possessions and the Dominion of Canada, according to the compilation just completed by the American Newspaper Annual and Directory.

The 1920 net decrease was only 55. In 1919 it was 646. The country weeklies, which lost 776 in 1919, lost but 96 last year. Dailies lost 25, against 34 in 1919.

The total number of papers has decreased each year since 1916. At the end of that year there were 24,868 papers in the United States and Canada, 17,168 of them being weeklies.

The 22,373 publications are a decrease in four years of 2,495. The weeklies number 14,863 having lost 2,305 in the four years, the dailies having lost 163. Semi-weeklies lost 120 in the same period. Publications of other issues such as semi-monthlies, monthlies, etc., made up in great part of magazines, class, trade, agricultural, religious and scientific papers, have increased to a slight extent in the last four year period.

The great loss was during the year 1918. Papers of every class and period of issue declined in numbers in that year, and the year closed with 1178 fewer papers than were listed in January. The great decrease in that year was, of course, due to the draft and to the demands of the government and munition factories for men and materials of every kind.

Correspondence with publishers indicates that the scarcity and high price of newsprint is the chief cause of the decrease in the number of newspapers and of the small number of new ventures in the newspaper field. During 1916, 1,585 new publications were listed in the Annual. In 1920 there were 1,046 and in 1918 only 776.

"The tide is evidently turning and it would not surprise us to see an increase in 1921, especially if it should be made a little easier for the country publisher to get paper," comments the Annual's report.

PEATTIE RETIRES FROM "W. G. N."

Chicago Tribune's New York Man Will Live in Tryon, N. C.

Robert Burns Peattie, who retired December 31 after twenty years' service on the Chicago Tribune editorial staff, was the guest of honor at a dinner given early Thursday morning at the Hotel Astor by about thirty newspaper men, friends and associates, including a score of New York correspondents of out-of-town papers. Perley H. Boone, who succeeded Mr. Peattie as head of the Tribune's New York bureau, presided as toastmaster. Mr. Peattie was presented with a handsome gold watch.

Among the speakers were C. V. Van Anda, managing editor of the New York Times; Matty White, night manager of the Associated Press; George C. Briggs, Chicago Daily News; Luther S. Horne, Jr., Cleveland Plain Dealer; Burr Price, Pittsburgh Gazette-Times; C. A. Lovett, St. Louis Globe-Democrat; and Paul Williams, Paris Tribune. Letters were read from Col. R. R. McCormick and Capt. J. M. Patterson, editors and publishers of the Tribune, praising Mr. Peattie and explaining the Tribune's pension system under which Mr. Peattie retired on an ample income. Mr. Peattie will go to Tryon, N. C., where he will settle down with Mrs. Peattie in a rural home he has purchased there.

More Room for Kansas Daily

LIBERAL, Kan.—The Liberal News, recently made a daily, because of an oil and gas boom here, has begun construction of additional building space. The present building will be extended back 40 feet on the present lot and a basement added to accommodate a furnace room. Additional equipment has been ordered.

Johnston Buys Mexican Paper

MEXICO, Mo.—Gale Johnston, editor of the daily and weekly Intelligencer for the last three years, has purchased these papers from Rufus Jackson and Fred A. Morris. Johnston is but 21 years old. He will continue as manager of the publications. The Intelligencer was founded in 1862.

TABULATED STATEMENT

Showing the number of newspapers and periodicals of all issues published in the United States, territories, and Dominion of Canada; the number of towns in which newspapers are published, and the number of towns which are county seats.

STATES, TERRITORIES AND CANADIAN PROVINCES	No. of Towns where Papers are issued.	No. of Towns which are County Seats.	ISSUES. Daily.	Tri-Weekly.	Semi-Weekly.	Weekly.	Fortnightly.	Semi-Monthly.	Monthly.	Bi-Monthly.	Quarterly.	Miscellaneous	Total—all issues.
NEW ENGLAND STATES.													
Connecticut	87	10	35		4	87	2	9	16	1	4	2	156
Maine	56	16	13	3	2	81		1	16	1	4		121
Massachusetts	187	24	92	1	6	331	2	7	118	4	42	3	595
New Hampshire	58	10	14	1	1	66		2	13	1			98
Rhode Island	16	5	12		2	28			15				57
Vermont	61	10	10			69		3	4		1		87
	445	75	186	5	14	610	6	29	182	7	47	5	1093
NEW YORK.													
New York	476	61	208	7	27	971	21	66	718	23	69	13	2353
MIDDLE ATLANTIC STATES.													
Delaware	11	3	3			28		1	6		1		37
District of Columbia	1		6			28		4	55	5	19		120
Maryland	57	23	17	1	2	102	1	2	35	4	12	2	182
New Jersey	105	21	60	1	5	248	1	4	39	3	7		368
Pennsylvania	410	60	197	6	24	902	3	13	219	10	44	7	1175
	644	113	283	8	31	1308	5	24	354	20	83	9	1882
SOUTHERN STATES.													
Alabama	124	70	22		6	150	1	6	11		4		190
Arkansas	183	84	36	1	8	221	1	7	16		-		290
Florida	105	52	31	1	7	135		1	17				192
Georgia	197	143	30	3	14	224	1	7	49	3	3	1	335
Kentucky	169	107	38		18	191	1	4	20	1	2	1	271
Louisiana	94	60	17	1	4	131		5	24	2		1	187
Mississippi	136	80	17		4	154	2		9				186
North Carolina	163	80	37	1	24	173	1	5	29	1	9	1	284
South Carolina	76	45	17	7	7	86		2	19	2	3		145
Tennessee	135	83	16		5	140	1	6	38		23	1	270
Texas	548	224	114	1	24	674	1	10	65	1	5		895
Virginia	129	67	22	1	7	146	1		30		4		221
West Virginia	89	55	30		2	126	1		11				180
	2049	1158	432	16	134	2684	11	62	357	10	53	5	3654
MIDDLE WESTERN STATES.													
Illinois	614	102	152	7	34	897	11	36	623	6	23	6	1795
Indiana	320	91	126	2	19	399	1	7	62	1	7	1	624
Michigan	374	79	64	5	18	455		3	72	5	6	1	627
Ohio	576	88	150	2	37	563	10	11	151	6	22	1	948
Wisconsin	339	71	56	3	5	448	1	2	62	6	5	2	600
	2023	431	548	24	111	2761	23	59	970	24	63	10	4592
WESTERN STATES.													
Colorado	107	61	41		9	283		2	35		4		394
Iowa	587	110	98	7	27	641	2	12	67	3	5	1	848
Kansas	419	102	79	1	6	532	1	1	28		3		651
Minnesota	460	86	47	9		633	3	10	68	4	3		764
Missouri	424	113	73	1	15	632	8	25	81	4	14	2	855
Montana	177	51	20		2	217		3	6				250
Nebraska	396	90	22	1	13	511	1	6	28		1		568
New Mexico	56	27	7		3	88		2	2		1		103
North Dakota	228	52	10		2	275		2	8	1	1		299
Oklahoma	812	111	66	2	7	984		6	28	1	2		1177
South Dakota	261	63	18			317	1	3	10		4		358
Wyoming	64	21	10		3	93			3				99
	3521	861	432	12	96	4306	16	73	358	13	39	3	4833
PACIFIC SLOPE STATES.													
Arizona	43	14	23	1	2	57	1	1	6			1	91
California	350	57	164	7	26	518	4	13	155	3	6	1	897
Idaho	106	62	18	1	7	120	1	1	6		1		155
Nevada	26	16	8	6	1	25		1					41
Oregon	135	36	32		6	184		3	28		1		256
Utah	62	24	6	3	6	76	1	1	16				107
Washington	195	39	40	1	6	202	1	6	40		1		297
	916	228	290	19	54	1219	8	26	251	3	9	2	1883
OUTLYING TERRITORIES.													
Alaska	15	4	6	1		12			1		1		21
Hawaii	6	4	9	3	4	16		2	11				45
Philippines	7		13		3	7			7		2	10	42
Porto Rico	8	4	12		2	11		1	1				27
Virgin Islands	3		3			1							6
	39	12	43	4	9	47		3	20		3	10	136
CANADIAN PROVINCES.													
Alberta	99		6		2	115	1	2	4				130
British Columbia	44		15	3	2	52		4	22				98
Manitoba	66		6		3	86		5	19				119
New Brunswick	15		8	1	11	19		1	7				47
Nova Scotia	22		13	1	3	40	1	2	6				70
Ontario	261		65	1	15	372	1	14	125	1	10	1	544
Prince Edward Island	3		4			6			1				11
Quebec	67		19			89	1	5	32	2	4	1	120
Saskatchewan	159		7		3	141			1				178
Yukon	2		1			2							3
Newfoundland	6		5			10			5		2		22
	734		129	6	39	989	4	32	202	3	16	2	1402

For summary of totals see table below.

SUMMARY AND COMPARATIVE STATEMENT

TOWNS AND COUNTY SEATS.	New England States.		New York.		Middle Atlantic States.		Southern States.		Middle Western States.		Western States.		Pacific Slope States.		Outlying Territories.		Total for United States and Territories.		Canada and Newfoundland.		Total.		Increase or Decrease.
	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1920	1921	1921
No. of Towns in which Papers are published	458	445	477	476	651	644	2105	2049	2057	2021	2567	2521	918	916	40	39	10274	10100	714	734	10988	10834	—154
No. of Towns which are County Seats	73	78	63	63	116	113	1170	1158	432	431	847	861	229	228	11	12	2947	2914			2947	2914	—33
NEWSPAPERS.																							
Daily	165	186	208	208	256	258	432	432	576	548	429	432	290	290	55	50	2346	2374	130	129	2476	2503	+25
Tri-Weekly	5	5	8	7	8	8	10	16	22	24	14	12	20	19	5	4	82	95	8	6	100	101	+1
Semi-Weekly	16	14	35	27	33	31	132	134	114	111	99	96	89	64	9	9	447	476	89	39	536	515	—11
Weekly	658	640	989	971	1110	1099	2430	2804	2704	2751	4885	4559	1239	1219	44	47	14059	13891	951	989	15010	14881	—96
Fortnightly	4	4	14	21	5	5	7	11	19	23	12	16	6	8			67	88	7	4	74	92	+18
Semi-Monthly	17	20	51	46	24	24	47	52	49	68	78	78	26	26	3	3	231	302	28	32	259	334	+13
Monthly	176	182	209	213	302	357	334	337	672	970	373	353	239	251	20	20	3156	3681	254	252	3410	3933	+23
Bi-Monthly	5	7	24	23	21	26	12	10	20	24	13	13	4	3			80	106	3	3	83	109	+7
Quarterly	51	47	69	69	82	83	52	53	63	63	37	39	10	9	3	3	365	366	15	16	380	382	+2
Miscellaneous	2	5	10	14	7	9	4	5	10	10	2	3	2	2	10	10	47	57	1	2	48	59	+11
Total of all Issues	1099	1060	2091	2085	1994	1892	3869	3854	4547	4982	5717	5625	1965	1891	146	146	21012	20941	1410	1432	22422	22373	—49

* Increase — Decrease.

Digitized by Google

BOSTON AGENTS AWAIT BIG BUSINESS YEAR

Major P. F. O'Keefe and Allan Wood Say 1921 Will See Dollar on Old Basis, with More of Them in Advertising

By George MacGuiggan

(Special to Editor & Publisher)

BOSTON.—An optimist, according to the latest encyclopedia, is a believer in the doctrine that the universe is constantly tending toward a better state—one who has the disposition to look on the brightest side of things. Boston is unusually fortunate in harboring a goodly portion of the best optimists the nation can boast of and they are keen and hard-headed business men, as well.

Major P. F. O'Keefe, of the O'Keefe Advertising Agency, who reminds one of a pure India-rubber ball, with his live, bustling, energetic nature, when interviewed by Editor & Publisher as to the prospects for 1921, expressed very optimistic views of this coming year as a business year, fully as good, if not indeed even better than the year just closing, the greatest in the history of Boston.

Not Idle Speculation

His forecast, he explained, was not based on idle speculations, but upon well-defined study. In his company there are some 31 manufacturers, each differing in line of manufacture from the other. They, too, are as optimistic as he, despite falling prices and possible reductions in wages. More business is bound to come, and with increased business, increased labor, etc.

"I do not suppose the time has ever occurred when somebody has not remarked that we were face to face with a crisis, or that the immediate future held epoch-making opportunities," stated Major O'Keefe. "Crises have always existed since the world began. Epoch-making opportunities are always with us.

"Almost anybody can be a prophet, and according to what views you hold, almost anything is liable to happen. I feel that in 1921 business is going to be very good, yet after gathering during the past few months facts and figures to prove this contention, I have met men to whom the same figures were available who have drawn anything but an optimistic picture from the same material.

Ad Men as Forecasters

"Men who see in the future reasons for hesitation and doubt, however, are those who by the very nature of the business they are in have to be conservative in the extreme. We will always have in business two classes of men—the bulls and the bears. That is what makes trade.

"But in both classes, you will find, sitting on the side-lines, as it were, the advertising men. And as one of these, viewing not with alarm, nor pointing with pride, but endeavoring to be a true reporter of conditions without any personal axe to grind, I should like to give you a forecast of business prospects for 1921.

"An advertising man can usually tell, by the size of the appropriations which his various clients allow him, just how courageously business is entering upon the new year. And I am glad to be able to say that in our case, with possibly one exception, all of our clients have renewed their contracts for 1921 with increased appropriations. This, in itself, would make me quite optimistic with regard to business prospects for 1921. I do not mean for personal profit, but as an indication of how manufacturers, each making a different product with nation-wide distribution, view the business outlook.

"I do not know whether our experience is the general rule among all advertising agencies, but I think it is. I have heard no gloomy reports from the members of the American Association of Advertising Agencies, to which I belong, and which sends monthly reports to its members as a guide to them of what to look for in the way of business depression or business chances.

"So, I feel able to say, without fear of being merely bromidic, that we face an epoch-making year; the signs all point to it and I can think of nothing that can interfere with the general business prosperity next year."

Housecleaning Beneficial

Allan Wood, of the Wood, Putnam & Wood Agency, states that he has more new business, more new accounts, booked for 1921 that will become operative in the early spring months than his agency has ever had in the 18 years they have been in business.

"This to me," states Mr. Wood, "is a most encouraging thing, although people in the meantime are going very slow.

"We can see a very good year ahead. It is going to be slow in starting. The signs point to many concerns that never advertised before advertising in 1921. Consider the many that made money through the war and have added to their equipment in various ways—they have got to advertise to keep their business going, to meet the conditions of their increased facilities.

"Do not forget that hard times make for a good house-cleaning. At the present time the public is waiting to buy on a falling market. People are cautious. Public buying has slowed down. They have been fed up on high prices, and have now become slow and careful—but the public must be fed, reclothed and amused—it is a natural law. Conditions are bound to change. Labor at the present time is the fly in the ointment. But when the laboring man understands that there are three men waiting for his job, rather than three jobs waiting for him, he will begin to work like a real man for normal pay, and work normal hours.

"There must be a readjustment in the advertising business as in all other lines. Advertisers are going to get back to a normal basis again. They have been very extravagant the last three or four years.

"There is an old New England saying that when the sap runs up the trees business is going to revive. This applies now. The incoming year will undoubtedly prove a good one. It is going to seem good to have the old dollar back to the old basis, because everything will be down to pre-war prices, and labor will be back on a scale that is fair and just. There will be no more fat profits. Manufacturers will make normal profits and they will sell their goods at normal prices.

"Business may come in slow the first two or three months of the year, but this is not indicative of a bad year at all. It may be the Spring before conditions have settled down for the straight-away."

THAYER ENTERS AGENCY FIELD

Former Magazine Publisher N. Y. Manager of A. O. Goodwin, Inc.

John Adams Thayer, former publisher of Everybody's Magazine and for the last three years the executive secretary of the Periodical Publishers' Association at New York, has resigned to become vice-president of A. O. Goodwin, Inc., Advertising, Richmond, Va., in charge of the New York offices at 200 Fifth avenue. Before Mr. Thayer became publisher of Everybody's Magazine, he had been advertising manager of the Ladies' Home Journal, advertising manager of the Boston Journal, and had been advertising director of the Delineator and the other publications of the Butterick Company.

The Goodwin Agency, which Mr. Thayer will join on January 1, will also have a new treasurer and financial manager on that day in Philip E. W. Goodwin, who has been vice-president of the Central National Bank of Richmond.

Agate Club's New Officers

CHICAGO.—The Agate Club of Chicago, an organization made up of magazine representatives, has elected the following officers for 1921: President, Warren C. Agry, Peoples Popular Monthly; vice-president, Fred N. Drake, Good Housekeeping; secretary, F. F. Soule, Christian Herald; treasurer, John P. Ahrens, Jr., American Boy; assistant secretary, Sam Smart, Collier's.

Opens Detroit Branch

The Brearley-Hamilton Company of Grand Rapids, Mich., has opened a branch office in Detroit. Frank M. Eldredge, who formerly conducted the Frank M. Eldredge Company service agency will be in charge.

NEW YEAR SCALES FOR NEW YORK BOOK AND JOB PRINTERS

Name of Union	Wage Scales 1919-1920	Wage Scales 1920-1921	Percentage of Increase
Typographical Union No. 6	$45	$50	11.11
Press Assistants Union No. 23	39	43	10.32
Job Pressmen and Feeders No. 1—			
Pressmen	40	44	10.00
Feeders	29	32	10.30
Pressmen's Union No. 51	46	51	10.80
Paper Cutters' Union No. 119—			
Cutters	42	45.50	8.3
Sheet Straighteners	37	40	8.1
Paper Handlers No. 1	35	38	8.5
Mailers No. 6	37	40	8.1
Bindery Women No. 43	27.50	30	9.09

Average weekly wage 1919-1920—$37.75.
Average weekly wage 1920-1921—$41.35.
Average percentage of increase—9.46.
Working hours changed from 48 to 44 per week on May 1, 1921.
Increases retroactive to October 1, 1920.

NOTES OF THE AD AGENTS

Stanley G. Swanberg, vice-president of the Mitchell-Faust Advertising Company, Chicago, is directing a course in advertising in the evening school of the Mayo College of Commerce, of that city.

Mrs. Dorothy Garrett has resigned from the William H. Rankin Company, Chicago, to go with the advertising agency of Benson, Gamble & Slaten, in the same city.

A. C. M. Azoy, Sr., recently with Louis C. Pedlar, Inc., New York, is now production manager for Barton, Durstine & Osborn, Inc.

Leddy & Johnston is the new name of the John M. Leddy Advertising Agency. There will be no change in the partnership, which was founded in 1910 by John M. Leddy and James H. Johnston, and the business will continue to be conducted at 41 Park Row, New York.

Allan L. Firestone, vice-president of the Corning, Inc., Advertising Agency of St. Paul, Minn., has withdrawn from the agency to become advertising and sales manager for the Electrik-Maid Bake Shops, with general offices in St. Paul. Mr. Firestone has for some time past been closely connected with this account. Corning, Inc., will continue to place the business.

Capt. David B. Kinne has rejoined the H. K. McCann Company, which he left when commissioned in the United States Army in 1917. For the past year he has been serving in South Russia and Transcaucasia.

Seymour I. Mittelmark, for five years with the advertising department of Women's Wear, New York, is now associated with Pencraft, Inc., advertising agency, New York, as secretary-treasurer and head of the research department. Miss C. Claudia Moritz, formerly with the Liberty Advertising Agency, Inc., has become account manager and head of the production department, and W. J. Duffield, formerly with the Ethridge Association of Artists, has become head of the art department.

Frank H. Fayant, assistant to the chairman of the Association of Railway Executives, has been made vice-president of Thomas F. Logan, Inc., of New York, Washington and Chicago. Mr. Fayant directed the public relations work of the railroads leading up to the enactment of the transportation act, 1920. He was at one time London correspondent of the New York Herald and later a member of the staff of the Wall Street Journal. For some years he has acted as advertising and publicity counsel to various banking and industrial interests.

Reginald Perry, formerly with the McGraw-Hill Company, Inc., has joined Walter B. Snow and Staff, Boston.

Hulscher-Rothenburg, Inc., has been organized, with offices at 2 West 45th street, New York, by A. H. Hulscher and G. V. Rothenburg, who have been secretary and treasurer, respectively, of the Liberty Advertising Agency. It is announced that all products of the Postum Cereal Company, Inc., Battle Creek, Mich., and the Canadian Postum Cereal Company, Ltd., Windsor, Ont., will be handled by Hulscher-Rothenburg, Inc.

H. C. Marschalk and J. C. McMichael have been elected vice-presidents and directors of Frank Seaman, Inc., New York.

W. J. Curley, formerly of New York, has joined the staff of Dake-Johanet Advertising Agency of San Francisco.

W. H. Denney, formerly vice-president of Sherman & Bryan, has recently joined the Phillip Ritter Company, Inc., New York, as an account executive.

Digitized by Google

NEWS IS MIGHTIER THAN EDITORIALS, WASHINGTON POLITICIANS AVER

Part Played by Newspapers in Last Year's Treaty Fight Is Remembered by Republicans Who Are Shaping New Foreign Policy

By ROBERT T. BARRY

Washington Correspondent EDITOR & PUBLISHER

WASHINGTON, Dec. 30.—A new creed has been written at the Capitol. It comes from Senators who learned during the League of Nations debates that the greatest forum in America is the news column of the daily newspapers. Senators who were not students of publicity and strangers to the technique of journalism. Their doctrine is:

"Give me space in the news columns of the nation and I care not who writes the editorials."

Now, that may appear hackneyed to newspaper men, but it is, nevertheless, a discovery for politicians. They have become to regard the news column as the battleground for public support. They believe public opinion is controlled by space and not by diction; that a front-page report of a speech or statement is worth more than all the efforts of the high and mighty gentry of the editorial sanctum.

About a year ago, your correspondent sent you a report of the part played by the Senate press gallery in the great debate over the League of Nations. Many Senators who since have read that little tribute to the correspondents who kept Article Ten on the front page every day for over a year, insisted it had not gone far enough in stressing the part of the press of America in the history-making fight. They give greater credit than was taken on behalf of the reporters.

New Regard for Press

The subject is up for new discussion. Woodrow Wilson's covenant has been scrapped; Warren Harding has one in formative process, and a vital factor in his consideration of the matter is the American newspaper. Mr. Harding is represented as believing the American people do not want the League, yet the most practical method of procedure toward his association of nations would be to take the shell of the Versailles covenant and build on that. The one real deterrent factor, according to competent opinion at the Capitol, is his familiarity with the power of attack controlled by the irreconcilables in the news columns of the American press. And, Mr. Harding is regarded as unwilling to give the League opponents any such weapon in a fight. It is not doubted that a substantial majority of the editorials would support him, but so long as the League foes possessed the power of speech he could not check the hammering his program would suffer in the news columns.

The point is that when politicians scoff at unfriendly newspapers, and proclaim bumptiously that "the people don't pay no attention to no newspapers," they show just how far they are out of tune with the real thought of political leaders whose reputations are international.

It is purely a development of the past two years, that Senators, notably those of the old school, have come to have a new regard for the influence of the newspapers. Until Republican Senators realized their whole salvation in the treaty fight rested with the treatment of their views in the news columns, many had private telephones and denied themselves to newspaper men. Even at the Capitol they gave interviews to a chosen few. They spurned rather than courted publicity. All that is changed. They know the newspaper to be the greatest influence in politics and political discussions. They learned the trick of the Monday morning release, in order to get more space; they became adept at selecting proper time and circumstance for delivery of important addresses in the Senate; they adopted the rule of the prepared speech; they welcomed daily conferences with correspondents.

An Inside Story

One of the inside stories of the peace treaty fight, which ought to be written some day, concerns the manner in which a small group of Senate correspondents bolstered the wavering ranks of the League opponents almost every time some wobbly Senators showed signs of weakening to sentimental or political pressure. Time and again, considerable numbers of Senators would have gone over to the "mild reservation" program of compromise on Article Ten, except for the hammering they received in the news columns, but after each subtle reference by the correspondents to the "threatened surrender of American honor," the faint-hearted bucked up and waved the flag anew.

The irreconcilables know those things. They have no hesitancy in saying that the manner in which their attacks on the League were played in the news columns, at a time when editorial and cartoon were pillorying them and their views, did more to give virility to the fight that ultimately was victorious than any other circumstance.

They regard with unanimity, therefore, the possibility of another battle, should Senator Harding yield to the wishes of the pro-league Republicans and take the shell of the Wilson covenant as the basis for his international program. They have come to know the power of the American news column. They are ready to meet any antagonists in that field.

WASHINGTON BUREAU ACTIVITIES

Nourse Quits Universal—Hawley Returns to Paris for United News.

(*Special to* EDITOR & PUBLISHER)

WASHINGTON.—James R. Nourse, for several years one of the mainstays in the Hearst organizations in Washington, has resigned and returned to the Pacific Coast from whence he came. He has been Senate correspondent for Universal Service and was chief of the bureau for a time.

Hudson Hawley, after a few months' service at the Capitol for the United News, has donned his wildcat coat and taken passage for Europe. He will become Paris correspondent for the United News. Before coming to Washington, Hawley was in the U. P. foreign service and served in the A. E. F. He was on the Stars & Stripes editorial staff.

Robert B. Smith—the popular "Red" Smith who does the Senate for the Chicago Tribune—found a real Christmas present in his stocking last Saturday. His second son was born early Christmas morning.

Norman W. Baxter, of the Philadelphia Public Ledger Bureau, has joined the ranks of the benedicts. Mrs. Baxter, a Texas girl, formerly was Mrs. Prue M. Rust. Mr. Baxter came to Washington several years ago from Louisville, where he was with the Courier Journal.

Robert M. Ginter, Washington correspondent of the Pittsburgh Gazette-Times, who has been with Senator Warren Harding since the latter's nomination at Chicago, spent Christmas in the Capitol. He returned to Marion Tuesday.

J. Fred Essary, chief of the Baltimore Sun's Washington bureau, has returned to the Capitol, after a short stay at Marion to cover the conferences between the President-elect and the "best minds of America."

Frederic William Wile, Washington correspondent of the Philadelphia Public Ledger, has returned to his desk after attending the funeral in Indiana of his brother, Edward Wile, who died suddenly in New York.

PRESS CLUB SEES FIRST WEDDING

Three Hundred Newspaper Men Attend Ceremony and Reception

For the first time in the fifty years' history of the New York Press Club, a wedding reception party was held within its confines on the evening of December 26. The groom, Andrew M. Madigan, engaged in the publishing business, has been a member of the club for more than twenty years. His bride was Miss Irene Sylvia Quirk. Over 300 members of the club were on hand to extend congratulations. Among the newspaper men who arranged the reception were John A. Hennessy, G. S. Fougner, A. E. Baermann, Charles Somerville, Sig Henschel, Patrick T. Rellihan, Nelson Meade, John J. Wohltman, Paul Thompson, Jack Binns, Tim Gorman, Chester Crowell, George Dobson, Charles Johansen, Bill Curtin, Connie Miles, David Curtis, Harry King, C. F. Stansbury, Don Marquis, Al. E. Ullman, Sam Lloyd, Monte Cutler, Charles K. Lexow, William E. Singens, H. E. Roden, P. J. Robinson, Wesley Hamer, William H. Clarke, Harry Doyle, Lewis Shaw, E. P. Howard, J. E. Dorrance, Deacon Irvine, Chan Leidy and Larry Covington.

De Witt-Herald Case Up Jan. 6

Examination of the books of the New York Herald Company and its officers under a *subpoena duces tecum* sworn out by Edward D. De Witt, formerly advertising director of the Herald and Evening Telegram, was adjourned when the case came up December 27. It is now on the calendar for January 6. Mr. De Witt is suing the publishers of the Herald for $560,000, which he claims is due him under the terms of his contract as advertising director which Frank A. Munsey declined to assume when he purchased the Herald last January.

Wolfe Papers Give $100,000 Bonus

COLUMBUS, Ohio.—Salary bonuses totalling more than $100,000 were given as Christmas presents to employes of the Dispatch and the Ohio State Journal and other employes of Robert F. and Harry P. Wolfe. The bonuses cover the six months ending December 31 and were the second granted in 1920.

Sunday Paper in Albany, Ore.

ALBANY, Ore.—Albany is the only city in Oregon, except Portland, with a seven-day newspaper. The Albany Democrat recently began publication as an experiment of a Sunday edition. It has been so successful that the publishers, R. R. Cronise and W. L. Jackson, say that it will be permanent.

COL. DOW "SURPRISED" ON 80th BIRTHDAY

Portland Express-Advertiser's Publisher Tendered a Dinner by 400 Associates and Employees in His Enterprises

(*Special to* EDITOR & PUBLISHER)

PORTLAND, Me.—Friends of Col. Frederick Neal Dow, publisher of the Portland Evening Express and Daily Advertiser, and the Portland Sunday Telegram, took advantage of his 80th birthday on December 23 to show in a small measure their esteem and admiration for a man who for many years has been active, and still is active in the affairs of his city and State.

He was tendered a testimonial dinner at the Falmouth Hotel by his business associates and employees in the newspapers, banks and public enterprises of which he is president, and representatives of political and social clubs.

While Col. Dow has the reputation of having his ear closer to the ground than most men and of knowing what is going on, he had no knowledge of the surprise party prepared for him until he entered the hotel dining room and faced more than 400 of his friends gathered about the tables.

Mrs. Dow in on Secret

Mrs. Dow, who is 81 and who was married to the well known publisher nearly 60 years ago, had been let into the secret and fixed up his date book. She accompanied him to the party.

Former Governor Oakley C. Curtis, business associate but of the opposite political party of Col. Dow, presided as toastmaster and Governor Carl E. Milliken was one of the principal speakers. Congratulations were wired by President-elect Warren G. Harding and Governor-elect Frederic H. Parkhurst.

Congratulatory telegrams also were received from former Governor Bert M. Fernald, now one of Maine's Senators; Senator Frederick Hale of Maine, owner of the Portland Daily Press; Congressman Louis B. Goodall of Maine; Cyrus H. K. Curtis, the Philadelphia publisher; Frank A. Munsey of New York; Frederick Roy Martin, acting general manager of the Associated Press; Edward McKernon of Boston, New England correspondent for the Associated Press; Don Seitz, business manager of the New York World; Rowe Stewart, president of the Associated Advertising Clubs of the World; former Governor William T. Cobb of Maine; Congressman John A. Peters of Maine, and others.

Poem by Don Seitz

A poem written for the occasion by Don Seitz of the New York World was read by Mrs. Emma W. Moseley, society editor of the Express-Advertiser.

One of the many features of the evening was the presentation to Col. Dow of a parchment on which all the guests inscribed their names. It was bound in Russian leather covers lined with brocaded silk.

Another of the features of the evening was the presentation of a birthday cake with 80 lighted candles. It was made especially for the occasion and was large enough to hold within its deep enclosure one of the Express newsies. When the cake was cut the lad was seen ready for action and immediately shouted: "Here is your Evening Express and Sunday Telegram."

Copies of a miniature Evening Express then were distributed by several newsboys to the members of the party and guests. This little sheet was filled with anecdotes of Col. Dow's early life and stories of his political life.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 907 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

THE ADVENTURES OF ONE

By EDGAR MELS

THIS is a recital of the writer's adventures as newspaper man, extending over a period of all too many years. Every newspaper man has had similar experiences, but rarely do the stories behind the stories get into type. This is not written in a spirit of self-exploitation, but in the hope that the moral contained there may help some youngster—some ambitious boy on his path—that he may avoid the mistakes—that he may profit by the hard knocks to which the writer has been subjected at times.

If, then, this yarn helps some cub and lights the path however dimly, the writer will feel well repaid for having set down in black and white some of his—well, let us say—misadventures. And here be it said that these tales are truthful, actual happenings, to wit:

* * *

THE DISCOVERY OF SMITH

Dick Burton was city editor of the Eagle, and, despite this fact, was a gentleman. So that when he called the writer to him, the latter approached with confidence and lack of guile.

"A Mrs. Smith, first name and address unknown, has sued a Mrs. James, ditto, for $50,000 for alienating the alleged affections of Smith. There's a good story. Get Mrs. Smith and induce her to talk her head off. Oh, yes, I believe that she lives somewhere on Bedford avenue."

Bedford avenue is some ten miles long and Smith was not an uncommon name even in those days, but one has to eat, so with a heavy heart, the writer set out to find Mrs. Smith, first name and address unknown. In three hours she had been located? How? Here is the reasoning followed:

Mrs. Smith is human. Mrs. Smith must eat. Mrs. Smith must buy her food somewhere. So the reporter started from one end of Bedford avenue, asking every grocer and butcher whether he knew a Mrs. Smith whose husband was valued at the absurd figure of $50,000.

But there are times when finding a person is not so easy. There was Grover Cleveland for instance. He had been President and he was about to be renominated for the third time. The silver question was just popping its head above the financial horizon and every paper was anxious to locate Mr. Cleveland and ascertain how he stood in this vital matter. But the ex-President seemed to have vanished. The writer was then a reporter on a certain pink sheet in New York and as it was pay day, he went to the old Astor House to have some real "eats."

Hardly had he settled down to his meal when Mr. Cleveland, accompanied by the ex-governor of a Southern state and later its United States Senator, entered and took an adjoining table. The writer's ears grew longer than usual.

"Mr. Cleveland," said the ex-governor in the course of his conversation, "when you become President again, if a silver bill should pass Congress, what would you do?"

"I'd veto it, by God!" exclaimed the ex-President, pounding his fist on the table and thus the pink sheet obtained a beat. Incidentally Mr. Cleveland suspected the ex-governor of "leaking" to the end of his days.

* * *

BEARDING A SECRETARY

William Jennings Bryan was Secretary of State. He also lectured on the Chautauqua circuit. He also was the target of journalistic pens. The writer, then on the staff of the Public Ledger of Philadelphia, went to Washington to call on the Secretary—who did not know him from Adam, or even Eve. Incidentally it may be mentioned that Mr. Bryan has refused point-blank to discuss his lecturing tours with the Washington correspondents. The writer bearded the Secretary in his den.

"I would like to know how much you are making out of your lectures and how you spend it?"

"WHAT??????" exclaimed the Secretary. "Why should the Public Ledger pry into my personal affairs?"

"Because you owe it to your family to let the people know the truth. And the Public Ledger, which has pounded you insistently and consistently will be believed if it publishes your statement."

For a moment Mr. Bryan thought—then he opened his checkbook and told how he made the money and how he spent it—in paying for the education of half a dozen boys and girls, outside his own family. And twenty-four hours after the Public Ledger had scored a "beat" on all other papers in captivity, the Washington correspondents came across with the story.

But all interviews are not so pleasant as was Mr. Bryan's. Years ago the city editor of the Brooklyn Eagle sent the writer—at midnight—to call upon a man in reference to a wire received by the paper that his son has been arrested for some offense or other. The writer rang the bell of the house in Garden Place, City of Churches (that was). A man stuck his head out of the second-story window and inquired as to the reason for the intrusion.

"Your son has been arrested," explained the writer. "Do you want to make a statement?"

"Yes," responded the man and then he reached back and emptied a pitcher of water down upon the inoffensive head of the reporter.

* * *

INTERVIEWING BLAINE

James G. Blaine was stumping the country for Benjamin Harrison, when the latter was running against Cleveland. Blaine had been pictured with a beard. Blaine was to be interviewed at all costs. So the writer went to the old Hoffman House, where the Plumed Knight was staying. Mr. Blaine was not in, but was expected at any time. So the writer waited. After a while a smooth-shaven man entered and the clerk pointed him out as Mr. Blaine. The writer, youthful, self-satisfied and all-knowing scoffed. The clerk persisted. The writer insisted. A bet was made.

"Are you Mr. Blaine?" the reporter asked of the beardless man. The latter looked dubious.

"I have been mistaken for him," he replied.

"But are you?" persisted the reporter.

"Which Mr. Blaine do you mean?"

"The one who got licked by Cleveland," growled the exasperated reporter. Mr. Blaine smiled good-naturedly, admitted his identity and then told this story:

"A man died and went to the hot place where he was received by Satan. The latter, courteous to a degree, showed the arrival the attractions of hell. They came to a section, white hot, where sundry figures were hopping about, seeking a cool spot.

"'Who are they?' asked the arrival.

"'They are good Democrats,' replied Satan. The next room was red hot and filled with figures as the first.

"'Who are they?' asked the arrival.

"'They are bad Republicans,' said Satan. The third section was only moderately heated. In it were inanimate forms, suspended from hooks along the walls.

"'Who are they?' asked the arrival.

"'They're Mugwumps hung up to dry; they're too green to burn,' replied Satan."

(To be continued)

JOURNALISTS REPUDIATE "WHITE STAR LEAGUE" SOLICITATION

ST. LOUIS.—The St. Louis Association of the American Journalists' Association, whose membership includes a majority of the newspaper men of this city, has taken official cognizance of the work of solicitors for the "White Star League," represented as a newspaper men's organization, who are soliciting $10 subscriptions from local business and professional men "to help the newspaper men combat radical propaganda," and has denounced the activities of the White Star League, as represented by their solicitors, as not in keeping with the ideals of the profession.

The newspapers of this city have given wide publicity to the efforts of the St. Louis Association in this case.

The solicitors have been active in St. Louis for several weeks and are obtaining small sums of money from business and professional men with which to "arouse the people of the United States to the machinations being committed by communistic followers against the Government," according to a folder that is being distributed with a subscription card.

The emblem of the organization is a white star on red background with blue border, and the slogan is "No red without the white and blue." It has a vigilance committee, and the folder states that "All newspapers of the country are automatically members of the White Star League, serving for the gathering and dissemination of information pertaining to the acts in violation of the law of the land." It also has a national editorial board, "the purpose of which is to handle nothing but propaganda," which indicates that this board, composed of many newspaper men of good repute, are to have nothing to do with the "receipts" from membership subscriptions.

The names signed to some of the cards requesting $10 for membership are Robert J. Boylan, who is city editor of the Globe-Democrat, and Charles E. Cake, whom the folder identifies as of the Chronicle News Bureau, Chicago.

Boylan yesterday told a committee of the Journalists' Association that he had not authorized the use of his name by the White Star League. He said he knew Cake as the brother of a man that formerly worked for the Globe-Democrat, but otherwise knew nothing of the working of the so-called league.

The statement of the Journalists' Association, signed by Richard L. Stokes, president, is as follows:

"Our attention has been directed by a business man to the activities of solicitors for the Vigilance Committee of the White Star League, in which business and professional men are being requested to help newspaper men combat 'the red peril.' At first glance this scheme might appeal to a great many persons as a laudable work, but closer examination discloses that the so-called league purposes to do no more than what all reputable newspapers are doing and have always done.

"Reputable newspaper men of St. Louis do not countenance the solicitation of public or private subscriptions for any purpose. Newspaper men do not need the financial aid of anyone to perform their duties to the Government, and we as such, denounce the methods of local representatives of this organization as inimical to the ideals of our profession and having no connection whatsoever with the work of St. Louis journalists."

Charles E. Cake of Chicago, who with C. R. Edrington of East St. Louis, is promoting the work in St. Louis, said that about $500 had been collected here, to be used for organization purposes.

They related that they called on Boylan at the Globe-Democrat office and that he signed an agreement, a copy of which was shown, to act as supervisor of the league's activities in this zone. Boylan was to receive no salary, they explained, but they expected to remunerate him for any "special services." Boylan, they said, resigned today, in writing, from the position of supervisor.

Cake explained that the White Star League is not a newspaper men's organization, but was sponsored by some newspaper men in other cities. He and Edrington declared that forthwith the newspaper feature would be eliminated from the proposition, and that they would request the resignation of newspaper men from the organization, to avoid confusion and misunderstandings.

Digitized by Google

THE SIGNIFICANCE OF THE SLUG—III

On the Press

In the Linotype*-equipped shop, changes on the press are made with the same ease and quickness that mark the economical advantage of the* Linotype *slug throughout all the other departments. The press is halted only for the moments necessary to change the slug. Before the one-type-at-a-time man's tweezers can manipulate an individual character, the* Linotype *man's fingers place the whole line, working with the swiftness due to the fact that the slug insures the job against "pi" and other accident.*

Mergenthaler Linotype
Company

Digitized by Google

LESS PAPER IMPORTED FROM CANADA

Federal Trade Commission Figures for October Shows Germany, Finland and Denmark Became Factors in American Supply

WASHINGTON, D. C.—The Federal Trade Commission reports that standard newsprint production for November, 1920, increased 10 per cent over November, 1919, and 29 per cent over November, 1918.

The average or normal production based upon the total production for the years 1917, 1918 and 1919 amounted to 97,500 tons for a period corresponding to November. The actual production amounted to 111,313 tons of standard news, an increase in the case of standard news of 14 per cent over the average for the three-year period.

Mill stocks decreased during November, 1920. In addition to the stocks given above, 587 tons were reported on hand at terminal and delivery points on November 30, 1920.

Publishers' stocks increased 4,664 tons during November, 1920. The average daily tonnage used during November was 26 tons less than the average used in October.

Average Prices

Publishers' stocks and transit tonnage on November 30, represented slightly less than 45 days' supply at the existing rate of consumption.

Seventy-five publishing concerns held about 67 per cent of the tonnage on hand at the end of the month.

The domestic consumption by metropolitan dailies using between one-half and three-fourths of a million tons annually for November, 1920, when compared with November, 1919, decreased more than 5 per cent for November, 1920, compared with November, 1919, and increased about 20 per cent for November, 1920, over November, 1918.

The weighted average price of contract deliveries from domestic mills to publishers during November, 1920, f. o. b. mill in carload lot for standard news in rolls was $5.792 per 100 pounds. This weighted average is based upon November deliveries of about 47,000 tons on contracts involving a total tonnage of approximately 361,000 tons of undelivered paper manufactured in the United States.

The weighted average contract prices based on deliveries from Canadian mills of about 22,000 tons of standard roll news in carload lots, f. o. b. mill in November, 1920, was $5.5412 per 100 pounds. This weighted average is based upon the November deliveries on contracts involving about 76,000 tons of undelivered Canadian paper. The greater number of these are short-term contracts expiring before 1921.

October Imports and Exports

The weighted average market price for November of standard roll news in carload lots f. o. b. mill based upon domestic purchases totaling about 6,500 tons was $9.148 per 100 pounds. This weighted average may be less than market quotations on account of contract relations, quantity discounts, mill stock ownership and other causes unknown to the commission.

The imports of newsprint for October, 1920, were 3,813 tons less than for October, 1919. The exports for October, 1920, were 4,895 tons less than for October, 1919.

The tonnage to "other countries" under "Exports of Newsprint" for October, 1920, includes 67 tons to Canada, 82 tons to Venezuela, and 39 tons to Panama.

The imports of mechanically ground wood pulp for October, 1920, were 8,825 tons less than for October, 1919. The exports of domestic wood pulp were 115 tons more than for October, 1919.

The comparative figures on newsprint and wood pulp imports and exports for October, 1920, and October, 1919, follow:

	October, 1920, Net Tons	October, 1919, Net Tons
Imports of Newsprint (total)	58,389	62,202
From Canada	55,121	62,160
From Germany	2,125	42
From Finland	2,123	0
From Denmark	120	0
Exports of Newsprint (total)	2,352	7,247
To Argentina	13	1,314
To Cuba	881	427
To China	78	373
To Chile	237	92
To Philippine Islands	383	287
To other countries	770	4,754
Imports of Ground Wood Pulp (total)	17,212	26,037
Imports of Chemical Wood Pulp (total)	73,924	72,644
Unbleached sulphite	35,426	36,636
Bleached sulphite	13,914	7,907
Unbleached sulphate	21,872	29,646
Bleached sulphate	2,712	455
Exports of Domestic Wood Pulp	3,077	2,962

NOVEMBER LINEAGE 99,539,431

Eight of 22 Cities and 40 of 106 Newspapers Gained Over 1919

Newspaper advertising for the month of November, 1920, ran 2,862,470 lines behind the total for November, 1919, according to the records of 106 newspapers in 22 principal cities of the United States, just compiled by the New York Evening Post Statistical Department. Totals for eight of the cities are larger for the 1920 period than in 1919, and forty of the newspapers carried a greater volume of advertising this November than last. Losses were shown by 61 newspapers and comparative figures were not available in five instances. The grand total for the month was 99,539,431 agate lines, as compared with 102,401,901 lines in November last year. The summary by cities follows:

22 cities listed—8 show gain; 14 show loss.
106 papers listed—40 show gain; 61 show loss.
5 no comparison

	1920	1919	
New York	13,591,746	14,588,298	996,562*
Birmingham	2,140,208	2,159,738	19,530*
Chicago	6,490,506	6,665,994	175,448*
Philadelphia	7,232,946	7,224,297	8,469†
Los Angeles	7,438,284	6,551,440	886,844†
Baltimore	4,947,847	5,303,878	356,031*
Boston	5,115,786	5,669,337	553,551*
Detroit	5,000,982	5,712,042	711,060*
Cleveland	4,721,700	5,363,175	641,475*
Washington	4,254,535	4,541,800	287,245*
Buffalo	3,612,939	4,107,564	494,635*
St. Louis	4,157,860	3,925,700	232,160†
Indianapolis	3,228,330	3,306,903	78,573*
Minneapolis	3,069,276	3,379,292	310,016*
St. Paul	2,404,570	2,510,186	105,616*
Milwaukee	2,845,809	2,938,703	92,894*
San Francisco	3,680,502	3,628,828	51,674†
New Orleans	3,655,605	3,140,569	515,036†
Cincinnati	3,341,400	3,373,200	31,800*
Louisville	2,753,501	2,750,593	2,908†
Houston	2,690,919	2,396,464	294,455†
Columbus	3,164,180	3,163,900	280†
Totals	99,539,431	102,401,901	2,862,470*

*Loss †Gain.

Remodelled for Efficiency

PROVIDENCE, R. I.—During the past few months alterations made in the building of the Providence Journal have provided a new city room, new executive offices and composing room. Changes yet to be made involve the installation of a new photo-engraving plant and an enlarged business department. The city room has been enlarged to a great extent and now houses the city editor and staff, the news editors and telegraph operators. The composing room is now one of the most modernly equipped and one of the largest in the country and operates with an average of 125 men. The latest material in typesetting and typehandling equipment has been installed, and arranged in such a manner as to make for the greatest efficiency.

M. & O. PRICE CUT TO $130 FOR FIRST HALF OF 1921

CHICAGO.—Customers of the Minnesota & Ontario Paper Company received a New Year's gift from that company at a meeting here December 28 in the form of an announcement that its newsprint price for the first six months of 1921 would be $130 a ton, instead of $138, to which the company would be entitled under the terms of the ten-year contract it recently closed. All customers were very much pleased, it is reported.

CAMDEN COURIER IN NEW HOME

Building and Plant Represent Investment of $250,000, Publisher States

(*Special to* EDITOR & PUBLISHER)

CAMDEN, N. J.—The Camden Daily Courier will move into its new plant January 3, with new press room and composing room installed in a steel and concrete fireproof addition to its present home on Third and Arch streets. The old building will be used for office purposes only, with the business office on the first floor, the editorial department on the second, adjoining the composing room, and the third floor devoted to lunch and rest rooms for employes.

All steel furniture has been installed in the composing room, which is now equipped with eight multiple-magazine Intertypes, two Ludlows and an Elrod slug caster. The plant and building are stated by J. David Stern, editor and publisher of the Courier, to represent an investment of $250,000. A new 48-page Hue sextuple press is erected in full view of the public on the first floor of the new building, directly under the stereotyping and composing rooms.

Fire Damages Smiley's Home

PHILADELPHIA.—The home of David E. Smiley, editor-in-chief of the Evening Public Ledger, in Oak Lane, a suburban section, was badly damaged by fire and water early in the morning of December 22. Mr. Smiley was awakened by the smoke and aroused Mr. Smiley and together they not only succeeded in getting their three children safely out of the house, but also rescued some of their personal belongings.

Dance at Advertising Club

Several hundred members of the Advertising Club of New York danced the old year out and the New Year in at the club house on December 31. An excellent orchestra rendered music and preceding the dance a dinner was served.

Paul Block Staff in Convention

Solicitors of the staff of Paul Block, Inc., from offices throughout the country were in convention at the New York headquarters all this week.

NIGEL CHOLMELEY-JONES

Nigel Cholmeley-Jones needs no introduction to the advertising fraternity, because of his excellent record with Current Opinion and McClure's Magazine during the ten years he was associated there.

He has not been with me very long, but he is already a very valued member of our organization.

Paul Block

Rochester Democrat and Chronicle

The best judge of the pulling power of any newspaper is the local merchant.

Invariably when the choice of a newspaper for publicity in Rochester is left to the local dealer, the ROCHESTER DEMOCRAT AND CHRONICLE gets the contract.

Recently, the space buyer for a well known agency picked another paper in Rochester for a National advertiser. The local dealer when he heard of this wrote a polite letter stating that he had no personal interest in the matter beyond wishing the goods to sell, and ended with "but it is my opinion that the DEMOCRAT AND CHRONICLE is the logical newspaper for your advertising, because it reaches the homes of the consumers."

People who know Rochester best, know that the DEMOCRAT AND CHRONICLE has practically no street sales and that it produces the best results.

What will 1921 bring to Newspapers?

WHO can say? For us it will bring opportunity to give our Publishers intensive service possible only because of thorough knowledge of local conditions.

More work, harder work, more men, more hours on the road, closer contact with our Publishers will bring at least a larger share of such business as is placed.

Nineteen twenty-one promises to be a year for earnest, intelligent, efficient, tireless application.

We are ready.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

CHICAGO
KANSAS CITY

NEW YORK

ATLANTA
SAN FRANCISCO

Digitized by Google

The One and Only Sherlock Holmes, Whose Name is a Household Word Throughout the English - Speaking World.

Who is the Greatest Writer of Detective Stories?

Who is the Greatest Detective in Fiction?

Beginning Monday, Fel
Thirty Weeks of

TITLES OF STORIES			Words
1st Week	a.	Adventure of the Three Students	7,500
	b.	A Case of Identity	6,300
2d Week	a.	Adventure of the Blue Carbuncle	7,200
	b.	The Stock-Broker's Clerk	6,300
3d Week	a.	The Reigate Puzzle	7,100
	b.	The Final Problem	6,300
4th Week	a.	The Resident Patient	7,000
	b.	Adventure of Charles Augustus Milverton	6,500
5th Week	a.	The Five Orange Pips	7,000
	b.	The Yellow Face	6,500
6th Week	a.	The "Gloria Scott"	6,800
	b.	The Crooked Man	6,300
7th Week	a.	The Musgrave Ritual	6,700
	b.	The Greek Interpreter	6,600
8th Week		Adventure of the Priory School	12,000
9th Week		The Naval Treaty	12,000
10th Week		Adventure of the Dancing Men	10,500
11th Week		Adventure of the Dying Detective	10,000
12th Week		Adventure of the Norwood Builder	9,500
13th Week		Adventure of the Golden Pince Nez	9,300
14th Week		Adventure of the Second Stain	9,300
15th Week		Silver Blaze	9,000
16th Week		Adventure of the Speckled Band	8,800
17th Week		Adventure of the Abbey Grange	8,600
18th Week		Adventure of the Missing Three-Quarter	8,500
19th Week		The Boscombe Valley Mystery	8,500
20th Week		Adventure of the Empty House	8,500
21st Week		Adventure of Black Peter	8,500
22d Week		Adventure of the Six Napoleons	8,500
23d Week		The Man With The Twisted Lip	8,500
24th Week		The Red-Headed League	8,300
25th Week		Adventure of the Beryl Coronet	8,300
26th Week		Adventure of the Copper Beeches	8,300
27th Week		Adventure of the Solitary Cyclist	8,000
28th Week		A Scandal in Bohemia	8,000
29th Week		Adventure of the Engineer's Thumb	7,500
30th Week		Adventure of the Noble Bachelor	7,500

While the above stories are released for daily use you may, if preferred, publish each story in a single instalment in your daily or Sunday issue.

The Demand for This Feature Is Certain to Be Overwhelming
Reserve Your Territory at Once

Secure by Wire the Cutstanding

FOR FULL PARTICULARS, PRICE, ETC., WIRE THE McCLUR

CONAN DOYLE SHERLOCK HOLMES

uary 7, We will Release for Daily Use he Sherlock Holmes Masterpieces

Your readers will welcome vociferously this Sherlock Holmes revival.

They all know him—they can all talk about the king of detectives—but they don't remember the individual stories.

They will "eat up" the ones they almost remember as eagerly as those they are reading for the first time.

The younger generation, to whom Sherlock Holmes is a name to conjure with, will leap at this opportunity to find him in their local paper.

MASTERPIECES NEVER GROW OLD

Every year finds a new audience just arrived at an age to enjoy them and an old audience whose enthusiasm for the best never wanes.

MYSTERY DETECTIVE STORIES

Have no competitor in popular favor—they appeal to all sorts, conditions and ages as does no other fiction.

And the biggest public of all has been won by Sir Arthur Conan Doyle for his mysterious Sherlock Holmes and inimitable Dr. Watson.

wspaper Fiction Feature of 1921

EWSPAPER SYNDICATE, 373 FOURTH AVENUE, NEW YORK

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

NEWSPAPER SPECIAL PAGES IN SAME CLASS WITH AGENCY THAT SHOOTS ALL IN THIRTEEN PUFFS WITH NO DISTRIBUTION

AN example of almost unprincipled advertising agency practice has just come to the attention of the department.

In a certain mid-western city there is a manufacturer of toilet preparations who after a career of ups and downs has finally secured good distribution and remarkable sales in about twenty market centers, despite the fact that he has always been poorly financed. This distribution has been effected through newspaper advertising and of course the resultant consumer demand in these centers has maintained the distribution.

Six months ago this manufacturer was able to get some new capital interested. Not much, but enough to clean up his debts. Then the "Flash in the Pan" Advertising Agency, hearing that he had a little new money, got a hold of him. Now comes the announcement that pages in color will start soon in the more than two million.

This manufacturer does not have distribution in more than three states and at that it is very spotted. He does not have a selling organization to take national advertising and turn it into distribution. He does not have the finance nor the capacity to create such an organization. Nothing could be more illogical than the course that this man has been influenced to follow.

No better case could be brought out to illustrate the fact that newspapers are the logical national advertising media as has been preached so often by Frank Webb and other keen thinkers in the newspaper business.

Newspaper men over the country should take special pains to jump into a situation such as this whenever they find it. This might not result in space for that particular newspaper man but if the thousands of newspaper advertising men will become an active crusading force to drive from business such agencies that follow such methods as these, advertising business and newspaper business in particular will be better. It's refreshing to know that there are not many of this kind, but there's still a few left.

But along this line newspapers should clean house too. The newspaper that does not appreciate its responsibility to see inasmuch as it is humanly possibly that advertising carried in its columns has a decent chance of producing is as much a business bandit as the agency that shoots the appropriation in thirteen puffs because it's easier to get theirs that way.

A newspaper recently sent in a report to an agency that a certain product had only 20 per cent distribution in that city. The newspaper was not getting the schedule that was running in another paper. A careful check showed that there was a 75 per cent distribution. The first newspaper was either guilty of the grossest carelessness or inefficiency or has very poor business ethics.

Newspapers have so much to gain by keeping their business on the highest ethical planes that it is a crime to have their reputation for good business practices spoiled by such incidents as these, just as it is a crime for the agencies to have one of their number guilty of breach of trust. Newspapers are without question the logical advertising medium. But by an inability to bring selling and publishing methods up to a decent basis they have let other mediums secure millions of dollars of business which should come their way.

There's another newspaper in another town that is now spending about all the time and selling energy of its entire staff in putting on special pages. It is getting a fair share of the local display business in that city. Instead of trying to build its business by working with the merchants, it is trying to force special pages.

The writer of this article overheard a solicitation made by the advertising manager of the paper himself on a merchant who had repeatedly refused to go in on a co-operative music page.

"I am spending twice as much as I ever have on phonographs this year with you," said the merchant.

"That's all right, but I need you to fill up the space," was the rejoinder from this "brilliant" advertising manager.

"But I must have direct returns. You know that this won't give me the returns that I get from my own space. You know I won't hear from it at all," said the merchant.

"You're right. You probably won't hear from it, but—— etc." This admission on the part of the advertising manager shows that he is not in the least bit interested in seeing that his advertisers get results. This merchant was doubling his space in order to force business, yet the poor boob of an advertising manager lost all caste with that business man by trying to force him to buy space which he himself admitted would not bring any results.

A standard merchandising practice is being worked out by the National Association of Newspaper Executives in co-operation with the American Association of Advertising Agencies.

Some one should start a standard of practice for selling local display advertising right along the same line.

The first prohibition should be: "Thou shalt not put in a special page or any other sort of a hold-up graft and the first boob advertising manager who sinks so low as to depart from straight business methods to steal his space shall be turned over to those few advertising agencies that try to get their's in thirteen shots."

NEW YORK EVENING JOURNAL AWARDED THIRD PLACE IN "RETAILER" CONTEST

NOVEMBER 1919

NEW YORK EVENING JOURNAL

TRADE NEWS

GROCERY EDITION

GROCERS BACKING FOOD SHOW

Advertised Goods Bring Both Turn-Over and Profit

LINGNER STORE WINS FIRST PRIZE

GOODS THAT TRADE LINKS SHOULDER SELLING BURDEN

EAST AND WEST

Prize Winners in Trade News Window Contest

KRYSTALAK COMES TO RESCUE

GROCERS PLANNING FOR HUGE DISPLAY

QUALITY IS

THIRD place in the symposium on retail publications, made by a secret committee from the National Association of Newspaper Executives has been awarded to the New York Evening Journal for its Trade News.

Trade News in New York is issued monthly by the merchandising service department. Each edition features some line of business, for instance, grocery edition, hardware edition, drug store edition, ready-to-wear edition, etc.

Trade News is put out in a regular newspaper size and has the regular Hearst appearance, with 8 column black head on the first page and photographs and large heads inside. It, however, is an effective message for better merchandising for buying and selling methods in stores that advertise in the New York Evening Journal. Very adroitly the grocer's interest is played up, the Journal itself is away in the background. Window contests run by the Journal are featured in the Trade News.

These were the things taken into consideration by the secret committee which gave Trade News its high ranking in the contest.

ECONOMY IN REACHING DEALERS

ECONOMY in printing, paper and milling cost is a feature of a broadside recently sent out to retail grocers by the King Food Products Company setting forth and illustrating the company's 1920-1921 newspaper advertising campaign. The usual plan of sending out follow-up material reproducing in actual size the advertisements entailed prohibitive expense, Carl J. Eastman, advertising manager, said, and the company instead made up a miniature newspaper, the "Daily News Criterion," showing the King copy in the positions it would occupy in the media on the advertising list.

The newspaper, of 12 pages, was attached to a large coated-paper sheet, on which was printed the copy of the opening advertisement of the campaign and with schedules of copy-sizes for cities of various populations. Included on the large sheet was an offer of window displays and the other usual forms of dealer helps. The advertising is handled through the Hall & Emory, Inc., agency of Portland, under the direction of Mr. Eastman and of Louis W. Pennington, vice-president and general sales manager.

UP COMES PUBLICITY AGAIN

CONSIDERABLE interest is being manifested by advertising men in the interpretation of the act covering advertising and editing matter in the newspapers as prepared by Assistant Postmaster General.

According to the new ruling, a newspaper cannot run a news item mentioning any article or product when that same article or product is advertised in the same issue of the publication.

Book reviews also come under the ban but for some reason unbeknownst the old guff about movies and legits can sail along under its false colors unchecked by the postal authorities.

Next to the old automobile publicity evil, the free write-ups given the theatres was the worst example of something for nothing in the publishing business.

Why the Post Office should draw a line on book reviews, which are educational, and not blue-pencil the other things, cannot be explained on any sensible basis.

PUT A CROWN ON KATZ

SOMEBODY ought to give the E. Katz Special Advertising Agency a crown of glory for the promotion work they are constantly doing for the good of newspapers in general. Their campaign now running in the trade press is well written, broad in spirit and is undoubtedly resulting in much good for newspapers as a whole.

Digitized by Google

23,450,000 Lines

IN 1920 The New York Times published 23,450,000 agate lines of advertising, notwithstanding the omission of millions of lines because of lack of space and because of the rigid rules of The Times regarding the character of advertisements accepted.

THIS represents the greatest volume of censored, high-class advertisements that has ever appeared in one year in any newspaper in the world.

The New York Times

"All the news that's fit to print"

An All-Star Staff for

is the latest wire service offered by to the newspapers s

THE day has passed when the Sunday newspaper can be effectively made up with the material left over from the various news reports of the week.

Eight special correspondents who concentrate on their dispatches for Sunday and write them on the day the copy is actually telegraphed can unquestionably furnish a service superior in every way to the old-fashioned product written many days in advance for mail distribution with an obvious avoidance of timely topics.

Moreover, the stars who contribute to the Consolidated Press Association service are absolutely independent of any single newspaper. They are not obliged to follow the editorial policy of one controlling newspaper or to supply news of interest to the people of a single metropolis. Instead they become the staff correspondents of all the newspapers taking the service and the latter are not required to carry the credit lines of any newspaper or press association or syndicate. Copyrights are in the name of the individual newspaper purchasing the service.

Robert T. Small—Lawrence Perry
Elizabeth Miner King—William Iv

Since announcement of our Sunday service was recently made we have receive telegraph

ROBERT B. McCLEA

Consolidated Pr

JAY JEROME WILLIAMS, Eastern Superintendent
Eleventh Floor, World Building, New York

EXECUTIVE
Commercial Bank Buil

the Sunday Newspaper

he Consolidated Press Association
iving to be *distinctive*

But the biggest advantage of all is economy. You couldn't buy the work of any one of these eight correspondents and get the material by telegraph for the same price that you can obtain the entire service of the eight. Our rates for service and distribution are in most cases less than would be the cost of telegraph tolls on one or two features.

And the Sunday service of the Consolidated Press Association is of higher quality than anything that has yet been offered. The writers were selected for their intellectual straight-forwardness as well as their power of expression. Their dispatches will attract attention not merely because the names of the authors are widely known but because the service will be well-written, well-edited, bright, newsy and national in scope.

Every department of a newspaper will be covered including national affairs at Washington, the activities of President-elect Harding; news of the world of business, agriculture, industry and labor; the financial outlook; the European political situation; professional and amateur sports, and the events of striking news interest in the woman's world. Among the contributors are:

–Harden Colfax—Walter Camp
—Clara Savage—Stuart P. West

many orders. To ascertain if exclusive rights in your territory are still open once to

Business Manager

ess Association

FICES:
g. Washington, D. C.

HORACE EPES, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Digitized by Google

NEWS AND VIEWS FROM THE NATIONAL FIELD

By JOHN SULLIVAN
Secretary-Treasurer, Association of National Advertisers, Inc.

WASTE NOT ONLY IN ADVERTISING

IT has often been said—and truly—that the force of advertising is original and fundamental; even as is the force we call electricity. Moreover, the latter force is, without a doubt, used less effectively today than it will be five, ten years hence; although today it is certainly being used more effectively than five, ten years ago. So with the advertising force. We are certainly using it more effectively—which also means, more economically—than five, ten years ago; and five, ten years hence, we will assuredly have less waste than even now.

The American Society of Safety Engineers and the New York Section of the Illuminating Engineering Society had a meeting last week, and it was brought out thereat that out of an annual economic waste of $2,000,000,000 caused by accidents, fifteen per cent., or $300,000,000, is due to defective illumination. By defective illumination is meant *any violation* of the principles of good lighting, which definition covers more than non-illumination of stairways, passageways and storage space.

At this meeting, one man said it is not possible at the present time to define good industrial lighting. Really! But one would think, to hear some production men talk about advertising, that just about everything that passed through their hands was the product of an exact science. Yet here it is confessed that at the present time it is not possible to say what constitutes good industrial lighting!

Two or three years ago an advertising manager was asked by some production managers whether he knew beforehand what results he would obtain from this or that advertisement. And, on admitting that he could not, he was twitted with his living in a guess-world, with a veil between himself and what he was expected to accomplish. Whereas, they—the production managers—knew what they would obtain when they mixed this ingredient with that. They operated in a world of certainties.

The advertising man accepted the disparagement for the time being.

• • •

NOT SO SCIENTIFICALLY SURE, AFTER ALL

SOME months later, with the production men, the advertising manager attended a convention of production experts. To his wonderment he heard these men express themselves as uncertain whether, after having combined one substance with another, submitted the combination to certain processes, they could always count on getting a product that would act uniformly under similar conditions, similar strains, similar tensions. The ingredients, one or the other of them, would act contrary, or there would be variation in the processes employed, or the producing machinery wouldn't behave itself.

Yet, it was entirely necessary that these uncertainties be eliminated, for the industry was one in which a flaw in the product might result in disaster and the loss of many lives. Still, the production men were never sure what a mixing might bring forth.

On returning to the factory, the advertising manager had his merry time with the production wiseacres.

"ADVERTISING COSTS NOTHING"

SUPPOSE we get that sentence actually correct. It should read, "Advertising space costs nothing." Stanley Latshaw, at the Sphinx Club dinner on December 14, said truly that the greatest theory is that advertising space costs nothing, that is, to produce. But I have never heard an advertiser enunciate that theory, even though some advertisers—the smaller variety—sometimes seem to act as though they unconsciously accepted it.

It is—or it was—the publisher who is, or was, chiefly responsible for the state of mind that looked upon revenue from selling advertising space as "velvet." Even today I meet publishers who, on being told that they are actually manufacturers, become sapiently pensive, as though they had just grasped a new and mighty truth. And I still meet publishers who energetically protest should their white space be called a manufactured commodity.

Raw Material. Yet, if in the process of publishing a newspaper or a periodical, they are manufacturers, surely they produce a manufactured commodity, which commodity is known technically as white space. When this space is offered for sale, there is nothing in it, nothing on it, nothing that the eye does not see. Verily, it is a raw material which the publisher seeks to sell to the advertiser; a raw material with the aid of which the advertiser will seek to produce an advertisement, a commercial message.

One of the speakers at the Sphinx Club dinner (which I venture again to mention) objected to publication space being designated "raw material." He said that was "a new one" to him. What the publisher sold was a form of service.

Two years ago there was a controversy on this matter in this EDITOR & PUBLISHER page, and it is apropos to quote from what was written then, just as true today as then. The Court of Appeals of New York State, in a case involving compensation to a publisher from an advertiser who had cancelled a contract, said the publishing of an advertisement in a publication involved the investment of no additional capital or the use of any material other than the ink used and the paper upon which it was printed, "and these articles are of such trivial value as not in our judgment to change the character of the contract from one for services to be rendered."

The publishers' representative chortled over this statement from mere judges, who, like the judge who said some months ago that advertising increases the prices of goods without adding to their merits, probably know little about business in general, let alone that business function which is called advertising.

At any rate, the publishers' association representative quoted the decision with approval, considering that it disposed of "further contention that advertising is a commodity, and that a contract for advertising is a contract for goods or merchandise."

Here is the reply to the chortle. If I remember rightly, there was no reply at the time to this reply; but it is never too late to reply:

"ADVERTISING NOT A COMMODITY

"But White Space is—It's a Practical, Not a Legal, Question.

"Of course, *advertising* is not a commodity. But white paper, or, as advertising men call it, 'white space,' is. The matter is being disputed, following what was written in this page on December 28. And the Court of Appeals and the Appellate Division of the State of New York are being dragged in to disprove something that never was said. Moreover, there appears to be satisfaction in the fact that the Appellate Division decided that the publishing of an advertisement in a periodical involves the investment of no additional capital, and only the use of some ink and some paper.

"I have a far greater respect for and sense of the value of the result of a publisher's enterprise than the publishers' proponent seems to have. If this view is so accepted, no wonder that certain Congressmen were aghast at a periodical charging $5,000 per page space in view of the fact that that page space represented no additional investment of capital. Some weeks this particular periodical is bulky, some weeks not so bulky. When it is bulky there is a large volume of space on which advertising appears. In the lean weeks, are those pages included? They are not. Sufficient unto the bulk of the periodical is the advertising space thereof.

"In other words, when there is little advertising to be inserted, the publisher wisely does not make an additional investment of paper, either for editorial letter-press or for the subscriber's kids to scribble upon.

• • •

"AS TO COURT OPINIONS

"AS to court opinions: In Toronto there was once a judge named Morson. Before him one day appeared a young lawyer to plead a case. Judge Morson gave a decision to which the young lawyer objected. He proceeded to quote from his law books. Said the judge, 'Young man, put away those books; they don't go here; there is a common-sense court.'

"It is obvious that the publishing of an advertisement in a periodical or a newspaper involves the investment of additional capital; our publications would not require the use of so much paper and ink as they do but for the advertising. That seems to be the common-sense way of regarding the matter. In any event, the court case to which reference is made involved the violation of a contract. Apparently no advertising appeared. No actual value, therefore, was given. But the publisher, by reason of cancellation of the contract, lost prospective revenue, to which he was entitled because his future business plans were, to all intents and purposes, built partially upon that contract. A contract is made for the advantage of both parties, and the defendant had no right, having signed the contract, arbitrarily to deprive the publisher of his share of the advantage.

"Quite obviously the Court of Appeals found for the publisher. But no value whatever had been given. So the court based the award of damages upon the prospective advantage mentioned above. And the term used was 'services to be rendered.' That doesn't prove anything. And it certainly did not define advertising as a service, because the publisher does not sell advertising. Asked one man of another, 'Why do they call that an ichthyosaurus?' The other man replied, 'Well, what would you call it?'

• • •

"WHY BE ANXIOUS?

"TO repeat what was written on December 28: the *publisher does not sell advertising*. It is the manufacturer who uses the white space in which to print copy for the purpose of advertising. The publisher, then, is under no necessity of being interested in negatively defining advertising as not being a commodity. So why be so anxious to assure the advertiser that he isn't buying anything; that in letting him place his message in the periodical the publisher is not involved in any additional expense and that, therefore, revenue from selling white space is all 'velvet?'

• • •

"CUI BONO?

"FOR what good—to what end—is this discussion and defining being pursued? To fill a page? To air views? Not on your—agate line! If I were a publisher, would I sell 'white space,' or even a 'service?' Would I allow an advertising solicitor to do so? Certainly not. I would sell, and have a solicitor sell, entrance to a market. That market existed before the publication reached it. But the publication defined it, brought it together, as into an auditorium. Before the transcontinental railroads existed there were markets on both coasts. But they were reached with extreme difficulty. Down went the tracks, and a commodity called transportation was created, for which the merchandiser pays. The railroad sells transportation, not service. The telegraph company sells transportation for messages, not a service. Service is something which may be added by the railroad, the telegraph company, the publication, and it is that service which, other things being equal, frequently 'brings home the bacon.'"

THE DOCTRINAIRE IN ADVERTISING AND PUBLISHING

DURING the war we had drive after drive—to sell Liberty Bonds, for the Red Cross, and so on. And, following the war, the new fashion of getting money continued, and we began to realize that, in addition to the song leader, a new profession had been created—the "drive" conductor.

And this gentleman went on his merry way until he went a step too far in his peculiar methods—and the Interchurch drive failure was the result.

The event has an interest for advertising men who are practicing advertising daily. The university professor has played his part in introducing a kind of theology into a perfectly clear and common-sense business; and the professional "drive" conductor has probably succeeded in convincing many church people that the advertising method of raising funds is of small use.

The fact probably is that the failure in the Interchurch "drive" was due to the doctrinaire make-up of the conductors. The doctrinaire in advertising and selling goes on merrily applying his methods to any and all cases, and even when he comes a cropper, there couldn't possibly

(Continued on page 41)

Digitized by Google

UNITED PRESS

GREATEST YEAR OF GROWTH

1920

During twelve months just closed **193** new clients in the United States signed contracts; **62** for full leased wire and **131** for pony service.

To the already complete wire system **13,984** miles of leased wire were added.

At home and abroad, in Europe and South America, new records for development were scored in clientele, staff and bureaus.

With Best Wishes For

1921

United Press Associations

GENERAL OFFICES NEW YORK CITY

NEW YORK BUILDING PROBE IS NEWS FOR EVERY EDITOR IN LAND

Member of State Senate Committee Which Has Delved Into Housing Question Says Evils Disclosed Must Be Met Throughout Country.

EVERY editor of a newspaper in the United States has a direct and vital interest in the disclosures made during the past two months by the Lockwood Housing Committee of the New York State Legislature concerning conditions in the building construction and building materials trades. According to the evidence already in the hands of the committee, there is not a state in the union in which combinations of manufacturers of materials and employers of labor have not extended roots and branches, the sole end of which is to enforce extortionate prices for the construction of homes and other buildings that are sorely needed by the people.

That is the net of an interview given to EDITOR & PUBLISHER this week by Senator Abraham Kaplan, of New York City, member of the committee, which began 18 months ago to find out why rents in New York were rising to unheard of heights and to check rent-profiteering wherever found. Having accomplished the passage of legislation towards this end, the committee returned to the trail of combinations of building contractors and supply firms which had been discovered in the earlier examinations.

N. Y. World Followed Trail

Meanwhile, the New York World had followed the "outcrops" of apparently unfair trade combinations turned up by the committee and while the committee was pushing its first task to a successful conclusion, the World printed story after story of "building trusts" and had raised public opinion to such a pitch that, when the committee resumed its hearings, the leading topic of street conversation turned round the crimes of the state building interests.

"These combinations are national in scope," said Senator Kaplan. "That is why I am asking EDITOR & PUBLISHER to arouse every editor in the country to a realization of what they mean to his community. Associations of manufacturers and jobbers in building materials and of contractors doing every kind of construction work, from the man who demolishes the old structure through the stone contractor, the trim contractor, to the people who the trim contractor, to the people who put the roof on the modern building, have been found working to eliminate competition in bidding, to establish a fixed price at which work can be done by any of their members, and to discipline any member who quotes a price for his work below that association level.

"These associations in many cases are tied together in international organizations, the constitutions of which embody codes of practice which apportion territory among members, so that a member located in a given section of the country cannot bid on work in another section. A St. Louis or Chicago contractor, for instance, cannot, under the workings of these codes of practice, offer to do any kind of construction work in New York. Fixed selling prices are appointed for their respective commodities and penalties are provided for members who fail to abide by the price agreement, so drastic that no member can stay in business if he violates the association's rules.

In some cases bids are sent in advance to a central bureau where they are edited and changed to higher figures and the contractor who is to get the work is designated before the bids are filed. All fictitious bids are then filed and the owner of the building thinks he is getting competition. This is known as the code of practice method.

"Expulsion from such an employers' organization actually means that a contractor cannot stay in business.

"This condition is not local to New York—it is national. As the representative of Governor Smith at the Governors' conference at Harrisburg, Pa., December 2, I learned from the chief executives of many states that they suffer from shortage of all kinds of buildings and similar conditions of combinations to fix prices and eliminate competition. In the records of the committee are filed most of the constitutions and by-laws of the international associations I mentioned before and they testify to the truth of what I learned.

"Lack of time and space prevent me from going into detail as to these combinations—testimony concerning them fills 10,000 typewritten pages—" continued the Senator, as he pointed to a pile of bound volumes of stenographic reports of the committee's hearings up to this week, "but the information that this committee has gathered should be placed at the disposal of every community in the United States. We are powerless to act on matters arising outside of New York State, and a few jail terms and fines here will not stamp out this abuse of the public.

Must Rouse Local Sentiment

"Similar action to New York's must be taken throughout the country and the editors in every city and town have an opportunity for unparalleled public service here. They can stir up the public and the authorities in their communities to secure the appointment of a representative to confer with this committee, learn what part of our information has a local bearing and act upon it."

"What is your suggestion for a remedy in New York, Senator?" asked the interviewer.

"I favor a State Fair Trade Commission, constituted along the lines of the Federal Trade Commission," he replied. "Such a commission can get facts about unfair practices in any trade or industry, can issue orders against such practices, and hold in contempt of court all violators of its orders. Necessarily, such a commission would have to be composed of the highest calibre men, and I believe such men can be found. The law creating the commission should be broad enough to cover all unfair trade practices, with the commission enabled to define what constitutes an infraction of the law. Such a statute must have 'teeth' to be effective.

"Another remedy I favor is legislation compelling life insurance companies to invest a stated portion of their earned premiums on intra-state business in housing construction. At present they are buying low-priced bonds, purely on the cold basis of good business, but they are using money that belongs to the people and it is my conviction that a portion of it, for the present emergency, should go into the building of houses for the people."

"What has been the supreme accomplishment of the committee to date," Senator Kaplan was asked.

"The passage at the recent extraordinary session of the legislature of laws designed to curb the profiteering landlord," was the reply. The legislature suspended the right of a landlord to institute dispossess proceedings to recover possession of premises in New York City upon the ground that leases of tenants have expired, until November 1, 1922, except upon one of four grounds:

"First, that the tenant holding over is objectionable, which must be proved to the satisfaction of the court.

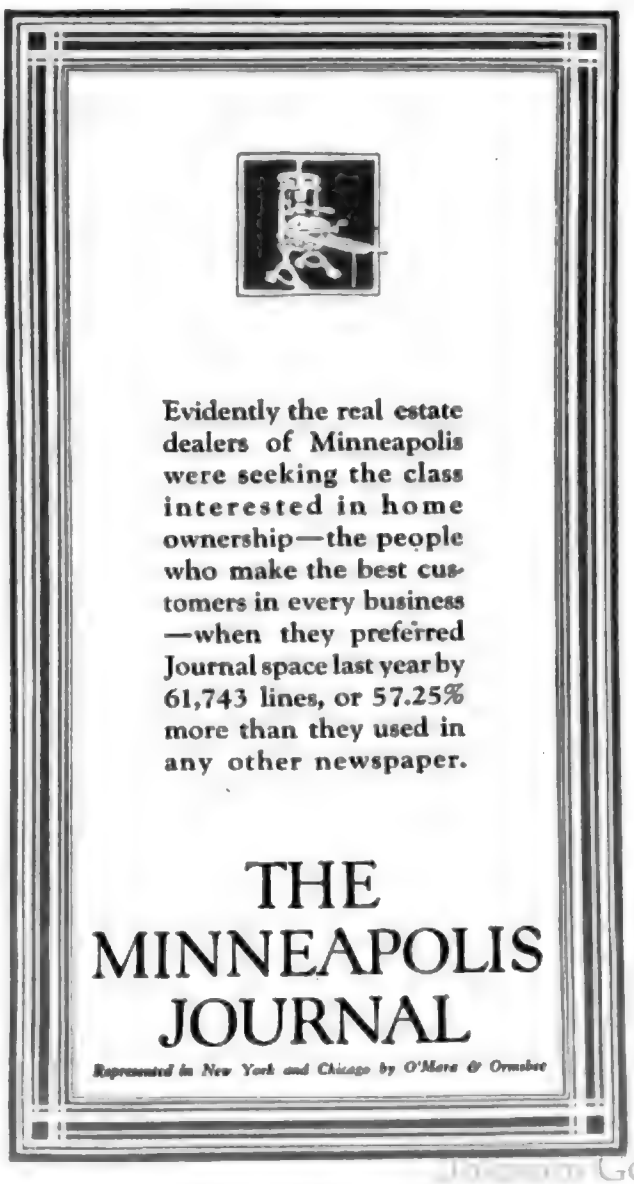
"Second, that the landlord desires in good faith the occupancy of the apartment for personal use as a dwelling.

"Third, that the landlord desires the premises, to demolish them for the purpose of constructing a new building, in which event he must show that plans have been filed by him and approved by the proper civic authorities.

"Fourth, that the building, possession of which or part of which is attempted to be obtained, has been sold under a proper co-operative plan.

"A landlord can no longer raise the rental of an apartment over the objection of a tenant without receiving the sanction of the court. Under the new law, if a landlord desires to increase the rental over what it has been, he must institute an action to recover the increased rental. In such an action, the law makes it a legal defense in this city that the rent is unjust and unreasonable and that the agreement under which recovery is sought is oppressive. If the tenant sets up this defense, the landlord within five days must file a sworn statement setting forth the gross income from the building, the number of apartments in the building, the number of rooms in each apartment, the number of stores in the building, the annual rent for each apartment or store for the past year, the sum paid by the landlord for the building, or the assessed value of the property, the taxes for the current year, annual interest actually paid by him, operating expenses and other facts that the landlord claims affect his net income from the property. In the absence

(*Continued on page* 42)



Digitized by Google

CENTURY

NEWSPAPER SERVICE

Backed by Fifty Years of Successful Book and Magazine Publishing
Offering You Something New in Quality Features

For fifty years, the Century name has stood for quality in the book and magazine field. The name on a book gives distinction. The Century Magazine is one of the foremost of the famous "Quality Group."

Century Newspaper Service carries this Century ideal into a new field, and will make available for newspaper syndication high class material from writers of national and international fame.

First we test all this material on the ground of its popular appeal, for we want to live up to the mark set for us by the editor of a well-known metropolitan newspaper, who said:

"Syndicate material is a knotty problem. We'd like to run material with more real ideas and real information. But the trouble has been that as ideas and information increase the readabilty of the material decreases. And we have to print things that the man in the street can follow easily. Now if you can produce features packed and jammed with real ideas and real information but written so the man in the street will actually buy our papers to get to read them, editors will rise up and call you blessed. You won't need salesmen. We'll grab them by mail."

Through the connections built up by half a century of book and magazine publishing, we are able to secure writers unavailable to the ordinary syndicate, and arrange with them for special daily or weekly features of unusual interest and wide, popular appeal. In the field of serials and short stories we control not only our own books and short stories, but have arranged with several other publishers to handle their fiction.

Below are six feature series for early release. Contracts on each of these have already been closed with important papers in leading territory. Look the six over. Then write or wire for actual sample stories, and particulars as to exclusive rights in your territory. It is worth your while to find out what Century Service can mean to you in the year 1921.

HERBERT ADAMS GIBBONS—

"Foreign Relations, Our Own Problems and the New Administration"

Twelve weekly articles by a world-famous correspondent who knows the inside of both European and American diplomacy. Timely, alive, a searchlight on domestic and foreign affairs that will interest a wide audience. For Saturday afternoon and Sunday release. Each article 2,000 words.

GLENN FRANK—

"People Are Asking—"

One of the keenest minds in America, an Editor of the Century Magazine, follows up the news with a short, snappy, informational daily story that answers for your readers the questions the news raises in their minds—gives the fact back-grounds of the news. It supplements but does not infringe on the editorial columns. Subjects such as: "What is Sinn Fein?" "The Middle-Class Worm Turns," "Is Obregon an Irishman?"

HELEN DAVENPORT—

"Your Child and Mine"

A widely known author writes a weekly feature for your woman's page that is a forum for mothers on the problems of children. Any mother may write Mrs. Davenport in care of your paper, and receive a personal answer.

ALBERT EDWARD WIGGAM—

"Science Answers Why"

Drawing on Biology, Psychology, and the "living" sciences, this world-authority answers in a series of popular daily stories such live questions as "Do You Marry Your Wife's Ancestors?", "Why Blonde Die in Cities," "Is the American Woman Growing Ugly?", "Measuring the Mind with a Yard Stick," etc.

EDWARD ANTHONY—

"Merry Bits of News"

Musical comedy librettist and star "contrib" of the Conning Tower, Anthony takes a funny bit from the news and puts it into verse that tickles and titillates. The cartoon headings by Rizibilus are good for a sure-fire laugh. "Best verse feature in America," said one big editor.

HERBERT D. WARD—

"Father Tells Us How"

A bed-time story by the former editor of the Youth's Companion, that's different, for each answers some "How" from nature in a way that will interest not only children but the grown-ups too. "How the Katydid Sings," "How Ants Talk," "How Comets Keep Their Tails," etc. Picture heading.

Other Features by Nationally-Known Writers Will be Announced Soon for Early Release

WRITE OR WIRE

Century Newspaper Service, The Century Co.
353 FOURTH AVENUE NEW YORK CITY

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

RELATIONS WITH EMPLOYMENT AGENCIES

A COMMITTEE from the Association of Newspaper Classified Advertising Managers met a committee from the National Association of Technical, Educational and Commercial Employment Agencies in Chicago recently. The object of the meeting, which was suggested by the employment agencies, was to promote more cordial relations between newspapers and the agencies.

The classified managers' committee consisted of L. J. Boughner, Chicago Daily News; C. W. Nax, St. Louis Globe Democrat, and C. L. Perkins of EDITOR & PUBLISHER. The employment agencies were represented by H. M. Pollard of St. Louis, Charles Hollman of Cleveland, F. J. Winslow and J. O. Craig of Chicago.

It was pointed out that many newspapers refuse to accept classified advertisements from employment agencies, while others, deeming it undesirable business, charge them a higher rate. This, of course, does not stop them from advertising, but seems to have a tendency to ease the conscience of the publisher who considers the agencies undesirable.

Both committees agreed that the discriminations against the employment agencies were justified from the newspaper's point of view when the agencies were judged as a whole. There are many reliable agencies in the country that render a real service to employer and employee, conducting their business along honest lines. It is this type of agency, suffering from the faults of others, that is endeavoring to raise the standard of the profession and cultivate more harmonious relations with the newspapers.

During the discussion it was suggested that the reliable agencies in each city cooperate with the newspapers to eliminate the employment offices whose ethics are not up to the highest standards. In Chicago the Association of Commerce is preparing a set of rules and regulations governing the conduct of employment agencies, and it was suggested that through the cooperation of the two Associations it might be possible for newspapers to accept advertising without discrimination from the agencies subscribing to these rules. Both organizations will help in seeing that the standard of practice outlined in these rules are adhered to.

The committees agreed that certain standard methods of advertising should be adopted, and that certain abuses of the classified columns should be stopped.

Some employment agencies advertise in general terms saying that they need a number of people in this trade or that occupation, not stating in the copy that they are agencies. This is misleading advertising, and, therefore, destroys the reader's confidence in both the newspaper and agency.

Another bad practice of some employment agencies which has been irritating to newspapers is that of answering all the blind employment advertisements in newspapers. Advertisers using blind addresses have a right to expect the answers to their advertisements to be bona-fide and not solicitations asking him to use some other method of satisfying his want. There was, of course, no objection to agencies answering blind advertisements providing they do so in their own envelopes on their own stationery and make each answer deal specifically with one specific candidate available or one specific opening, as the case may be.

It was also the opinion at the meeting that the agencies would get greater results if they used one advertisement for each position, rather than larger copy containing information concerning numerous openings.

HAIL TO THE GROOM

"HERE comes the bride" but in this case it is a groom. However, to start at the beginning of the story—James McGovern, classified advertising manager of the Albany Knickerbocker Press, was born in New York City. His newspaper career started as a cub reporter on the New York World in 1913 and then he joined the advertising staff of the Philadelphia Public Ledger.

JAMES MCGOVERN

After trying out the idea of "go West, young man," he returned to Philadelphia and accepted a position on the classified staff of the Philadelphia Bulletin. Two years later the Knickerbocker Press needed a classified manager and selected Mr. McGovern. The result is that its classified advertising space has increased 75 per cent, the number of ads 90 per cent, the rate 100 per cent—and Mr. McGovern has recently joined the benedicts.

The WAUSAU DAILY RECORD - HERALD

J. L. STURTEVANT, PUB.,

announces the rate of

3c per line

in effect January 1, 1921

The increase is warranted by the increase in circulation.

November Average

5495

A. B. C. paper, of course.

HAMILTON-DeLISSER, INC.
347 Fifth Ave., N. Y.
A. W. ALLEN
Peoples Gas Bldg., Chicago
RECORD-HERALD CO.
WAUSAU, WIS.

INTERTYPE

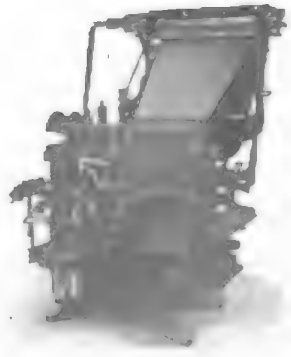
"THE BETTER MACHINE"

Intertype Standardization and Competition

Competition in the Newspaper and Printing business becomes more acute as time passes.

Intertype Engineers and Designers developed Standardized Intertypes upon the Unit System to enable Users to have a clear advantage.

The simplifications and improvements embodied in the Intertype make it the Profit Producing Machine under all conditions.



WRITE FOR LITERATURE

INTERTYPE CORPORATION

General Offices: 50 COURT ST., BROOKLYN, N. Y., U. S. A.

Middle Western Branch, Rand-McNally Building, Chicago, Ill. Southern Branch, 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch, 50 Third St., San Francisco, Cal.

Digitized by Google

The Washington Times
The Atlanta Georgian-American
The Milwaukee Wisconsin-News

TAKE PLEASURE IN ANNOUNCING
THE APPOINTMENT OF

E. T. R. MURFEY

As Western Representative

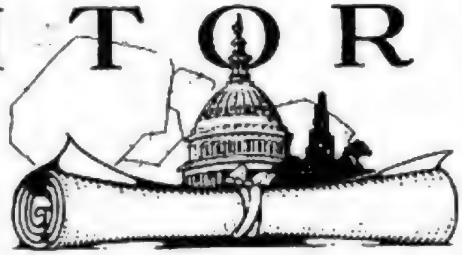
With Offices in the

Hearst Building, Chicago, Ill.

Effective January 1st, 1921

THE EASTERN REPRESENTATION IN
EACH CASE REMAINS UNCHANGED

EDITORIAL



LOOKING AHEAD

IN the new era that is upon us the keynote of successful endeavor is to be of service—service to the nation, state, one's neighbors, and incidentally, to one's self. He will profit most, we firmly believe, who serves best. Is it too much to hope, therefore, that in this new era the insanely competitive days are to be forgotten?

On this New Year's Day the people of America should be the happiest and most contented in the world, but they are not. America is the favored of the nations, but unrest is everywhere in evidence. The larder of America is full to overflowing; America has the money to buy and the man-power to rebuild the world, but our very wealth and ability are handicapping us in the fullest realization of our greatest destiny.

The world looks to America for leadership and America must take her place. To do this there must be a return to old ideals of fair-play in business, politics, home and international affairs, and the putting into practice of the greatest of Christian doctrines, "Do unto others as you would have others do unto you."

The newspapers must do the major work in making 1921 a happy new year for America. Governed by fair-play, they can cure all the evils that beset us by re-establishing faith in our ideals and faith of man in man.

They must use their columns to bring the American people into council with known counselors that are true to the highest ideals of Americanism. They must fight for the supremacy of that doctrine, "Do unto others as you would have others do unto you," among the high and the low; the strong and the weak.

America, like the rest of the world, has just passed through a serious illness. Therefore, it is only natural that her nerves should be bad and the temperature of the patient abnormally high, and it must be remembered that there are no short-cuts to an early recovery. Short-cuts are the cures of quacks and to follow them would lead to a sure relapse.

The cure must be applied by tried and trusted doctors and it must proceed without fear or favor. The patient is healthy and the recovery should be complete and rapid.

Lord Leverhulme, who is thoroughly acquainted with industrial conditions both in England and the United States—he has large factory interests in both countries—hit the nail squarely on the head when he recently said:

"If the American public would work more for prosperity and talk less about disaster, the whole situation would right itself quickly. Fundamental conditions are absolutely sound in this country. The whole world, indeed, has recovered from the war quicker than any one had a right to expect."

The prosperity of the press of America is entirely dependent upon the general prosperity of the country; the return to normal prosperity is largely dependent upon correcting the mental attitude of the country—that is within the keeping of the press of the country.

1921 must be made the happiest and most prosperous year in the history of the nation, and the only way to do this is to make "America First" in honor, truth, justice and fair-play.

BACK TO FIRST PRINCIPLES

A MINIATURE facsimile of the first issue of the London Sunday Times, dated London, Sunday, October 20, 1822, consisting of four pages of five columns each and containing two columns of paid advertising, was distributed this month at the International Advertising Show in London. The paper of 1822 sold at 7 pence, approximately 14 cents in our money.

In this connection it is interesting to note that the Sunday London Times now consists of 24 pages, priced at 2 pence, and averages about 94 columns of paid advertising.

Under the title heading of the Times for October 20, 1822, appeared the following in quotation marks running all the way across the page: "Let it be impressed upon your minds, let it be instilled into your children, that the LIBERTY OF THE PRESS is the Palladium of all the Civil, Political, and Religious Rights of an Englishman."

Let Us This Day Resolve: To Teach Faith in Our Fellow-Man and American Ideals Throughout 1921.

THE THINKER

BACK of the beating hammer by which the steel is wrought,
Back of the workshop's clamor the Seeker may find a Thought.
The Thought that is ever master of iron and steam and steel
That rises above disaster and tramples it under heel.

The drudge may fret and tinker or labor with lusty blows,
But back of him stands the Thinker, the clear-eyed man who knows.
For into each plow or sabre each piece and part and whole
Must go the brains of labor which give the work a soul.

Back of the motors' humming, back of the bells that ring,
Back of the hammers' drumming, back of the cranes that swing,
There is the eye which scans them, watching through stress and strain;
There is the mind which plans them, back of the brawn, the brain.

Might of the roaring boiler, force of the engines' thrust,
Strength of the sweating toiler, greatly in these we trust.
But back of them stands the schemer—the Thinker—who drives things through,
Back of the job the dreamer who's making the dream come true.

Berton Braley.

WHAT ARE YOU DOING FOR FORESTRY?

THE Norway Spruce is a tree that the newspapers of America should tell their readers about. Today it is planted mainly as an ornamental tree and for a windbreak. Its vigor, rapidity of growth and freedom from disease prove its value; it is more valuable for pulp than pine and as useful as our native spruce; it makes beautiful form. How many Norway spruce will be planted in your state this year?

THE CONTROLLING FACTOR

THERE is a good deal of loose thinking and talking these transitory days with respect to the necessity for a reduction in newspaper advertising rates.

Manufacturers, agents, and advertisers might far more profitably employ their time and talents in an intensive study of their merchandising, sales and advertising policies.

As to the justice of present newspaper rates, EDITOR & PUBLISHER need only call attention to the wage scales with increases as between 1914 and 1920 of newspaper crafts in 36 cities, presented in these columns November 6, 1920, and the further facts with respect to the newsprint bill of the American press in 1921—over $300,000,000—or five times what it was in 1914, to close the case for the publishers without further argument.

The controlling factor, in the last analysis, is results. The English seem to appreciate this far more than we do.

"What the advertising rate is does not matter, provided the medium pays proportionately to the rate charged," is the British view.

When American newspaper space is sold on that basis, all the specious arguments on "theory" with which we are now surfeited will cease. Re-educating the American advertiser along this line is one of the important pieces of work American newspapers should take up at once. This is the only way a beginning can be made in putting advertising on a sound basis where it belongs.

It is worth while, also, to note in passing, that the most successful newspaper perhaps in the world, not only sells advertising on this basis, but does not have a man on its sales staff to solicit "tomorrow copy."

The salesmen of this newspaper are always selling three months ahead, they are limiting the space that each advertiser can buy and they will not take one-time orders. The readers of that newspaper know for a certainty how many columns of news and how many columns of advertisements are going to be offered to them each day; that newspaper has the highest advertising rate in the world and the men who are buying space in it now for use in March are planning their advertising campaigns just as carefully and painstakingly as they buy their raw materials and arrange their finances.

Better still, the publisher of that newspaper knows where he will stand financially three months from now—if there are rocks ahead, he can scatter the rough spots over a period of time; if there is unusually smooth business sailing, he can trim his boat to get the benefit of the wind.

The advertiser needs the newspapers more today than ever before, because newspaper advertising is direct and result impelling. The way out of the present situation is more careful buying, less gimcracks, programs and such stuff and more careful planning and selling. All waste must be eliminated.

THE LAYMEN'S PRAYER

IT is a rather significant and hopeful sign to find representative laymen appealing to the heart of America through the columns of the daily newspapers which every literate reads.

Every reader of EDITOR & PUBLISHER will readily agree that the laymen are right in the assertion that what this world most needs is a return to the old-time religion and rededication to the Gospel of the Golden Rule.

Few of us ever really become so cynical or blasé that we lose sight of the fact that an Over-ruling and Divine Providence has been at the helm of the Ship of State of this great nation since it embarked on the Seas of Time under the command of the immortal Washington in 1776.

Few of us indeed outgrow the faith of the fathers living still—that this is the land of equality, justice and truth, all attributes of the Divine.

And with all of us is the sacred recollection of the still small voice assuring us that if as we approach the throne of grace believing that we may ask and "we shall receive," we may knock and it "shall be opened unto us" and if we seek "we shall find."

Digitized by Google

PERSONAL

FORMER Governor Martin H. Glynn, publisher and editor of the Times-Union, gave an address before the Capitol District Club of Printing House Craftsmen at a dinner at the Hampton hotel. His subject was "The Art of Printing." Hiram Sherwood, president of the Sherwood Printing Company of New York, spoke on "Executive Co-operation" and John Kyle of the "Pictorial Review" on "The Craftsmen's Club, Its Objects and Benefits."

M. D. Hunton, who for a number of years has been in charge of the eastern office of the San Francisco Examiner, Los Angeles Examiner, Chicago Examiner and Boston Advertiser, has resigned from the Hearst organization and joined the firm of Cone & Woodman, Inc., of which he will be vice-president. The firm will be known as Cone, Hunton & Woodman, Inc.

Walter C. Nichol, proprietor of the Vancouver Province, has been appointed lieutenant governor of British Columbia.

Henry Chapin, a member of the staff of the New York Evening Post and Miss Paula Van Dyke, daughter of Henry Van Dyke, diplomat, author and poet, were married December 27 at the home of the bride's parents at Princeton, N. J. Mr. Chapin, following his service in the war, spent a year at Oxford University, before he joined the staff of the Post.

Fred L. Weede, for eleven years general manager of the Erie (Pa.) Evening Herald, left recently for Miami, Fla. He was formerly connected with the Philadelphia Press. He has left newspaper work and will take a long rest under southern skies.

Robert Stead, director of publicity in the Canadian Government's Department of Immigration, and former newspaper man, has written a Canadian "best seller" named "Dennison Grant." It is a novel dealing with western Canada.

Beckles Willson, a well-known Canadian journalist and author, has sailed from England to West Africa to conduct a publicity campaign for the Governor of West Africa with a view to promote trade.

THE EDITORIAL ROOMS

Al. Evans, feature and outdoor recreation writer for the St. Paul Dispatch-Pioneer Press, has been in the hospital two weeks suffering from neuritis.

Charles Stewart, late of the Winnipeg Free Press and Bulletin, is now rewrite man for the St. Paul Daily News.

Fred J. McCormick has resigned from the circulation department of the St. Paul Daily News.

Augustus Bridle, who was editor of the lately suspended Canadian Courier, is now in editorial charge of the Tomahawk the initial number of which has just appeared in Toronto as the official publication of the projected Fork County Athletic Club.

Paul Townsend, formerly of the city staff of the Buffalo Times, is now with the Buffalo Enquirer.

P. D. Fahnestock of the Buffalo Commercial has been appointed director of publicity for the American Bowling Congress tournament, to be held in Buffalo February 28 to March 31.

B. G. Kaufman, formerly of the London (Eng.) Daily Mail, has joined the editorial staff of the Ottawa (Ont.) Citizen. He had a distinguished war record, winning the Order of the British Empire, the D. F. C. and the Military Cross.

J. Lewis Milligan, literary editor of the Toronto Globe, has just issued a volume of verse, entitled "The Beckoning Skyline."

William H. Rocap, sporting editor of the Philadelphia Public Ledger, has been appointed Pennsylvania's representative at the convention of the Army, Navy and Civilian Board of Boxing Control in New York this month.

First Lieutenant Cornelius Vanderbilt, Jr., New York millionaire, and a member of Governor Nathan L. Miller's military staff, will cover the legislature this year for the New York Times.

Stanley W. Bogert, for 15 years reporter, editor and copy reader for the Cleveland Press, but during the past 18 months Cleveland correspondent for the Philadelphia Public Ledger, has been called to the "home office," to become managing editor of the Business Section of that paper. Mr. Bogert moved his family to Philadelphia last week. He will be succeeded in Cleveland by John W. Love, industrial and other feature writer of the Plain Dealer local staff. Mr. Love has given much time to industrial matters. Another Cleveland newspaper man shifting his labors is "Van" Caldwell of the Plain Dealer local staff. He has looked after educational affairs largely and was formerly an instructor in Western Reserve University. He has joined the local staff of the National Safety Council.

Kent Watson, well known Southwestern newspaperman, has succeeded C. H. Oudkirk as Fort Worth manager of the International News Service.

Mrs. Edmund Phillips, who conducts the society column of the Toronto Mail and Empire, and J. C. Boylen, secretary to the Provincial Minister of Agriculture, and formerly of the Toronto Telegram editorial staff, have been appointed to the board of moving picture censors by the Ontario government.

Henry A. Pierce, assistant editor of the Spokane Daily Chronicle, is a candidate for the office of Imperial Outer Guard of the Mystic Shrine, and his name will be presented at the imperial session at Savannah, Ga., next May.

John D. Webb, copy reader on the Denver Rocky Mountain News, and Miss Margaret Gleason of St. Louis, were married in Springfield, Ill., last week. Mr. Webb was formerly telegraph editor on the Illinois State Register, Springfield.

Mrs. Elsie Boyle, who has been in charge of the Cleveland Plain Dealer Library for nearly two years, has resigned and gone to Minneapolis, in a similar situation with the Journal. She was accompanied by her husband, who was a copy reader on the P. D. and will hold a like position on the Journal. Mrs. Boyle was connected with the library and reference departments of the Plain Dealer, News and Press for about 10 years. Her successor is Fred Kingsbury who has been with the Plain Dealer several years in the capacity of reporter, copy reader and assistant State editor.

David Comfort has resumed the editorship of the Marietta (Ga.) Journal.

G. C. Grant, a western newspaper man, is now on the city copy desk of the Toronto Globe. He was formerly with the defunct Hamilton Times.

Lowell C. Pratt has become city editor of the Pomona (Cal.) Progress. He was a member of the 1920 class of the Columbia University School of Journalism, and for several months past has been on the staff of the Springfield (Mass.) Republican.

Donald H. Higgins, city editor of the New Orleans Item, and Miss Ora Rhodes, of this city, have become engaged. The announcement was made in true journalistic style at the home of the bride-to-be. Each of the friends present was presented a copy of the "Unite'm," a four-page miniature newspaper, the front page of which was devoted to stories of Mr. Higgins' rescue from bachelorhood and the following pages to comics of married life, editorial comment on the city editor's romance, and poems by the Item's star poem writer. The wedding is to take place March 16.

Montagu Tancock, reporter on the Omaha World-Herald, has been appointed manager of the Bureau of Publicity of the Omaha Chamber of Commerce, succeeding Arthur C. Thomas, who resigned.

Herbert H. McCormick, formerly city hall man on the now Hartford (Conn.) Post, has entered the employ of the Travelers Insurance Company in Hartford.

William J. Crawford, formerly city editor of the Hartford Post, is on the copy desk at the Fairchild Textile Publications in New York.

Hugh Fullerton is now sports editor of the New York Evening Mail.

E. V. Parrish, for many years manager of the Bureau of Publicity of the Omaha Chamber of Commerce, and later educational secretary for the Nebraska Food Administration during the war, has recently gone to Kansas City with the Journal.

Clayton Trost, for the last ten months with the Cedar Rapids (Ia.) Evening Gazette, has resigned, to become manager of the Plaza Theater at Waterloo.

FOLKS WORTH KNOWING

A. E. (JACK) JOHNSON, member of the United News Service staff in London, recently increased his already high reportorial prestige by landing an exclusive interview with Queen Sophia of the Greeks. Johnson was assigned to King Constantine when it became evident that that monarch was to return to Athens and remount the throne. His interview with the Queen came at a time when international attention was centered on the royal couple temporarily exiled in Lucerne and was widely published.

JACK JOHNSON

Johnson took the course in journalism at the University of Kansas and then started his newspaper career, like many newspapermen who have become well known in the press association field, on the Kansas City Times. He joined the United Press staff at Chicago about seven years ago, later returning to Kansas City as United Press bureau manager at that point.

He was taken to Washington during the war where, on the diplomatic "run" he scored some striking "beats." After leaving the aviation service, in which he was enlisted for a time, he again joined the United Press staff in New York and when the United News service was created eighteen months ago was drafted for service on the New York bureau of that organization.

Soon afterward he was sent abroad as a member of the United News London staff, and since that time has covered the leading international developments in Europe.

THE BUSINESS OFFICE

E. A. Bridgman, foreman of the Seattle Post-Intelligencer composing room, has been promoted to mechanical superintendent. On the occasion of his promotion, the union printers of the P. I. chapel presented him with a guld watch-chain, fob and cardcase. He is succeeded as foreman by Mort Donaldson.

Otis C. Williams, assistant business manager of the Worcester (Mass.) Telegram, and Miss Alice Bradford Stevens, daughter of Mr. and Mrs. Charles F. Stevens, of 695 Main street, Worcester, were married December 18.

Richard Whitney has resigned from the advertising force of the St. Paul Dispatch-Pioneer Press, to take up advertising on his own account.

E. S. Foley, who has been advertising solicitor for the South St. Paul Daily Reporter, has joined the display advertising staff of the St. Paul Dispatch-Pioneer Press.

Robert C. Goshorn, business manager of the Winterset (Ia.) News, and son of Arthur Goshorn, editor of the same publication, and Miss Lenore Rhyno, of Des

(Continued on page 39)

The free Information Service conducted by

FREDERIC J. HASKIN,

from Washington, distributed 35,024 pieces of educational literature among the readers of the Cleveland Press in one week.

SEAMAN ALSO A BIDDER FOR ONTARIO TIMBER

Premier Drury Says Province Will Derive Annual Revenue of $150,000 from Lease of Wood Limits to E. W. Backus

(*Special to* Editor & Publisher)

Toronto.—In a statement to the press, relative to the recent Backus deal, the Hon. E. C. Drury, Premier of Ontario, announced that although it has not been the custom in the past to make public the names of unsuccessful bidders on timber limits, he would, in accordance with his policy of absolute frankness on all public matters, give the names of those who tendered. Following the successful Backus tender of $50,100, were two tenders of $25,000 each, one by G. M. Seaman, of New York, for the Seaman Paper Company, and the other by F. R. Pendleton, of Red Gap, B. C. The fourth tender of $5,000 was put in by W. J. Kirkpatrick, of the National Pole Company of New York.

"So far as the Province is concerned," said the Premier, "the arrangement with Mr. Backus will ensure to the Treasury, from territory which is now unproductive, a yearly revenue varying from $150,000 to $200,000, and eventually from the timber now standing an aggregate amount of from $8,000,000 to $10,000,000. This estimate is based upon the existing dues, which undoubtedly will be largely increased in years to come. The action of the department will help materially to relieve the employment situation and it will contribute for many years to the prosperity of the whole Province of Ontario."

BLAME SPORT PAGES FOR SLUMP

Readers Missed Meaning of General News, Says Canadian Professor

(*Special to* Editor & Publisher)

Toronto.—In an address before the Open Forum here December 26, Prof. Gilbert Jackson, of the department of political economy, University of Toronto, and a member of the Royal Commission on Unemployment, asserted that to a certain extent the sporting pages of the daily papers were responsible for the condition of affairs today. Too much time, in his opinion, is devoted by readers to the contents of the sporting page, which could more profitably be spent in reading the general news items. As a result of this so-called misspent time, the people were unprepared for the conditions which had loudly heralded their approach. The subject of his discourse was "The Cause and Cure of Unemployment."

Dominion Standardizes Publicity

Ottawa, Ont.—Plans for co-ordinating the advertising and propaganda work of the Department of Immigration's publicity department were recently perfected at a conference here by Dominion and provincial government delegates.

Canadian Paper Capital $264,581,300

Toronto.—According to returns compiled by the Bureau of Statistics at Ottawa, the capital invested in the pulp and paper industry in Canada, amounts to $264,581,300. The returns cover the operations of 99 plants.

Ottawa Pressmen Drop Strike Threat

Ottawa, Ont.—A threatened strike of pressmen on the local papers has been averted by the men "backing down" following realization of the fact that the international union would not sanction "red" tactics. The pressmen believed that they were discriminated against with respect to amount of bonus being paid them by the local papers, and declared they would strike if the amount was not increased. Their principal complaint was that they were not getting as much above the scale as compositors.

Montreal Herald President Dead

Montreal.—Alfred Leithhead, aged 50, president of the Montreal Herald Publishing Company, Ltd., passed away at Outremont, Que., last week. Mr. Leithhead was for many years connected with the business sections of newspapers here, having been cashier of the Montreal Daily Star for many years. He was at one time the manager for the Montreal Standard, and had been president of the Herald for two years at the time of his death.

Airplane to Cover Bank Raid

Winnipeg.—When the Union Bank of Canada at Winkler, Man., was held up by bandits a few days ago and $15,000 taken, the Winnipeg Free Press rushed a reporter to the scene of the crime in an airplane. The 45-mile journey was made in half an hour by Cecil Lamont, Free Press reporter, who made a quick round-up of the details, took pictures of the bank building and persons involved in the case, and rushed back to the city again.

Mill Doubles Output

Montreal, Que.—Robert Sweeney, director of the Western Canada Pulp & Paper Co., which is the reorganized Rainy River Pulp & Paper Company, announces that the output of the Howe Sound plant will be doubled to make it 40 tons of kraft paper per day. He also hinted that he might in the near future launch another pulp project in British Columbia.

For "Soldier-Labor-Farmer" Group

Toronto.—It is reported that plans are under way for a soldier-labor-farmer weekly to be published here. According to J. Harry Flynn, vice-president of the Grand Army of United Veterans, negotiations are in progress with two papers, one a well-known weekly, to add a supplement of eight pages, which will contain the news and views of the G. A. U. V.

Three Ontario Weeklies Go to $2

Toronto.—The number of weekly newspapers in Ontario which have advanced their subscription rates to $2 is steadily growing. Among the latest to take the step are the publishers of the Oakville Star, the Simcoe Reformer, and the Waterford Star.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9957-8-9

FORM CANADIAN I. P. CO.

Capitalized in Quebec for $20,000,000 to Make and Deal in Paper

(*Special to* Editor & Publisher)

Montreal.—Letters patent have just been issued by the Quebec Government to the Canadian International Paper Company of Three Rivers, with a capital of $20,000,000. The new company possesses huge buildings in Three Rivers, where it has begun to manufacture sulphite. The manufacture of paper will begin next Summer. The company has lumber limits in the St. Maurice district said to be sufficient for all needs during the next hundred years.

The temporary directors are: Philip T. Dodge, president of the International Paper Company of New York; Robert F. Grant, manager of the St. Maurice Lumber Company, Three Rivers; Hon. Jacques Bureau, K. C., M. P.; P. Baque, K. C.; Hon. Wilfrid Gariepy, K. C., of Three Rivers. The company has the right to manufacture and deal in all kinds of wood, pulp and paper.

Will Probe Charge Against Editor

Toronto.—W. A. Fry, editor and publisher of the Dunnville (Ont.) Chronicle, was one of a delegation of Dunnville citizens who called upon the Provincial Attorney-General here recently to protest against the suspension of David Hastings, publisher of the Dunnville Gazette, from his position of police magistrate for alleged laxity in enforcing Ontario liquor statutes. A full inquiry into the charges was promised.

Toronto.—The Ontario Government has appointed John A. Paterson, K. C., to conduct an inquiry into the suspension of David Hastings, police magistrate of Dunnville and editor and publisher of the Dunnville Gazette. Mr. Hastings was recently removed from office by Attorney General Raney because of an alleged maladministration of the Ontario Temperance Act.

Mattagami Will Cut Wages

Toronto.—The plant of the Mattagami Pulp & Paper Company at Smooth Rock Falls, Ont., is closed down. All operations there have been suspended until after the New Year. According to reliable reports wages for bushmen will be cut to $40 a month and board.

Marion Chronicle Has $10,000 Fire

Marion, Ind.—Fire did nearly $10,000 damage to newsprint and machinery in the office of the Marion Chronicle December 26. The alarm was turned in by newsboys of the Morning Leader-Tribune who were delivering their Sunday papers. The presses of the Leader-Tribune were used by the Chronicle on December 27, after which it returned to its own plant.

Half a Billion Appetites

THREE times a day—three hundred and sixty-five days a year more than half a million appetites must be satisfied in Record reading families.

Perhaps that is why the women of these families have such confidence in The Record's Food Pages—they help to vary these myriad menus.

Ask the grocer.

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO, Peoples Gas Bldg. NEW YORK, Fifth Ave. Bldg.

Obituary

JAMES P. MCCARTHY, of the New York Evening Telegram editorial staff, and a newspaper man for 33 years, died in New York December 26, aged 49 years. He was at one time city editor of the Worcester (Mass.) Telegram and for several years was with the Brooklyn Standard Union, later becoming Brooklyn manager for the New York Herald. He was the author of "The Newspaper Worker," a textbook used in some schools of journalism.

W. J. HOSFORD, aged 58, at one time part owner and manager of the Limerick (Ireland) Chronicle, died recently at Portland, Ore.

MRS. JOHN H. TENNANT, wife of the managing editor of the New York Evening World, died December 30.

MICHAEL JAMES WHITTY, editor of the Azoth Magazine, devoted to astrological and theosophical matters, died in Los Angeles December 27.

WILLIAM PARKS, a Brooklyn Daily Times printer, died in Brooklyn December 26, aged 65 years.

REV. JAMES GRISWOLD MERRILL, father of C. B. Merrill, treasurer of the New York Advertising Club, died last week, aged 80. He was formerly president of Fisk University.

WILLIAM S. ORGAN, aged 47, president of the Sharon (Pa.) Herald Company, died in Pittsburgh December 24 of a fractured skull, received when he was struck by a freight train in Pittsburgh.

AUGUSTE CHARBENNIER, formerly connected with La Presse, Monde Illustre, and La Maison Moderne, Montreal, died on Christmas Day in Montreal. He was well known as an essayist and the writer of several books.

GUY T. KERCHESON, aged 36, publisher of the Pacific Drug Review and Fountain Profits, died December 20 in Portland, Ore. He had been ill only ten days.

FRANK ERNEST BISHELL, a commercial artist who has contributed to Vanity Fair and Sunday newspapers, died December 23 in Brooklyn, aged 46 years.

HERBERT GRISSON, aged 44, an executive connected with the Kansas City office of the Ferry-Hanley Advertising Agency, died recently of heart disease in Kansas City. He was a member of the Kansas City Star staff for 12 years.

COL. JIM TOM STORY, aged 80, said to have been the oldest active newspaper man in the South, died in Mineral Wells, Tex. He was owner of the Bokchito (Okla.) News.

Mrs. Roscoe S. Chapman Dead

ROCKFORD, Ill.—Mrs. Mae Chapman, wife of Roscoe S. Chapman, publisher of the Rockford Morning Star, died last week after a brief attack of heart trouble. She was born in Illinois in 1868 and her marriage with Mr. Chapman took place in 1890. She is survived by a son, Russell, who is associated with his father in the management of the Star, and a daughter, Mrs. Eugene Hall.

Death of Edgar J. Gibson

WASHINGTON, D. C.—Edgar J. Gibson, aged 70, former newspaper man and writer on tariff matters, died December 29 in this city. Before retiring from newspaper work, he was connected with a number of newspapers, having served as managing editor of the Baltimore News, editorial writer and Washington correspondent of the New York Tribune, and the Philadelphia Press, editor of the Oswego (N. Y.) Times and business manager of the Wheeling (W. Va.) Standard. Since 1911, he has been with the United States Census Bureau.

Albert B. Elliott Dead

Albert Benton Elliott, aged 28, well known magazine and newspaper writer, died December 28 at Summit, N. J., of pneumonia. Mr. Elliott had been on the staff of Good Housekeeping Magazine and in the editorial management of the United War Work campaign of 1918.

Samuel Ritchie Killed by Car

SPRINGFIELD, Ill.—Samuel Ritchie, many years the editor of the Warrensburg (Ill.) Times, is dead from injuries received when he was struck by a street car in Decatur last week. Mr. Ritchie was 80 years old but was still active as editor and publisher of the Warrensburg Times.

Truck Killed Wolstan Dixey

PHILADELPHIA.—Wolstan Dixey, well-known advertising man, was killed here December 22 by a motor truck. He at one time was editor of Printers' Ink and was one of the founders of the Sphinx Club, New York. He had been associated with several large corporations as advertising manager.

John F. Lindsley Dead

PLAINFIELD, N. J.—John F. Lindsley, aged 65 years, former owner of the Morristown (N. J.) Chronicle, died December 29 in Plainfield.

Colonel Ashley W. Cole Dead

WEST PITTSTON, Pa.—Colonel Ashley W. Cole, one-time executive of the New York Herald, died here December 24, aged 80. In 1866, Colonel Cole joined the staff of the New York Herald and in two years was made city editor.

Mrs. Wil V. Tufford Dead

CLINTON, Ia.—Ida A. Tufford, wife of Wil V. Tufford, secretary of the Inland Daily Press Association, died here recently after a brief illness.

Death of Smith F. Pearsall

FREEPORT, L. I.—Smith F. Pearsall, former publisher and editor of the Nassau County Review, a weekly newspaper, died December 29 of pneumonia.

The Atlanta Journal
ATLANTA, GA.

Subscriptions for the capital stock of the Federal International Banking Co. were announced by states at New Orleans, Dec. 18, as follows:

Georgia	$1,500,000.00
Texas	1,500,000.00
Louisiana	719,725.00
Tennessee	622,500.00
Alabama	542,675.00
Arkansas	427,000.00
Mississippi	300,000.00
South Carolina	225,000.00
Florida	114,000.00

This "Edge Law" bank will aid greatly the export of cotton at fair prices.

Georgia Leads the South
And The Journal Leads Georgia.

BUFFALO

BIG BUSY BUYING

The Dunlop Tire Company made careful, expert analysis of possible locations for its American plant.

In every branch of this exacting test, Buffalo topped the list.

Diversified industry makes Buffalo exempt from "hard times." The city produces 58% of all lines of goods recognized by the U. S. Census Bureau.

Buffalo and its rich suburban and rural fields. READ and BELIEVE the

BUFFALO MORNING EXPRESS

J. J. SMITH BUYS TRADE PAPER

Former Birmingham Publisher Purchases Dry Goods & Apparel

James J. Smith, formerly publisher of the Birmingham (Ala.) Ledger and one of the best known newspaper men in the south, has purchased outright the Coldry Publishing Corporation, publishers of Dry Goods & Apparel, one of the leading international publications in that field.

Dry Goods & Apparel is a New York monthly that was established in 1899. The price paid by Mr. Smith was not announced but the Coldry Corporation is incorporated for $100,000. The sale was handled by J. B. Shale. The deal was closed last week and Mr. Smith took charge immediately, all of the members of the Colbry Company retiring.

J. W. Stanley, editor of Dry Goods & Apparel for the last ten years, remains with the publication in the same capacity.

Florida Daily Sold

LAKELAND, Fla.—Harry R. Brown, editor of the St. Augustine Record, on December 1, purchased the Lakeland Evening Telegram from M. F. Heatherington. He will dispose of his interests in St. Augustine.

Fight Printing Award to Legal Daily

BUFFALO.—Franklin R. Brown, attorney for the Buffalo Commercial, has obtained a temporary injunction restraining the award of the contract for city printing to the Legal Daily, a publication which submitted low bid for this work in 1921. The courts will be asked to pass upon the question of whether a publication with a circulation of 300, as admitted by the owners of the Legal Daily, and reaching few save the legal fraternity, can be classed as a newspaper and as such receive contracts for publication of legal notices. The Commercial's attorney charges such publications are "in reality handbills."

Maj. Williams Dies

Major George F. Williams, veteran New York newspaper man, died December 29, in New York City. He was at one time managing editor of the Times and served in the same capacity on the World. He was the author of "Half a Century," "New York Newspaper Life" and other books. Major Williams was born in 1837.

Pierson Goes Abroad

Joseph Pierson, of the Chicago Tribune, has sailed for Europe as the representative of American press wire associations and publishers interested in international wire and radio communications. The next meeting with government officials for the purpose of discussing radio communications will be held at Washington, January 4.

Georgia Press Meeting, Jan. 10

ATLANTA.—J. Kelly Simmons, editor and proprietor of the Telfair Enterprise and president of the Georgia Press Association, has called a special meeting of the association at the Hotel Lanier, Macon, about January 10

Moves Into New Home

(By Telegraph to EDITOR & PUBLISHER*)*

CHATTANOOGA, Tenn., Dec. 31.—The News issued a special house-warming edition today in celebration of the occupancy of its new home. A public reception will be held in the new building tomorrow.

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago — 335 Windsor Station Montreal — 1270 Broadway New York

INDIANA

MERELY A MATTER OF MILLIONS

Millions of people growing
Millions of bushels of wheat
Millions of bushels of oats
Millions of bushels of corn
Millions of head of cattle
Millions of head of sheep
Millions of head of hogs

All of which are turned into

MILLIONS OF DOLLARS

Indiana people believe in co-operation. They buy of Indiana people. As a result—Indiana offers exceptional opportunity through this list of her dominating newspapers to National Advertisers seeking new outlets for their wares and new trade connections with Indiana's progressive merchants.

Give Indiana intensive, co-operative cultivation.

These Indiana daily newspapers can do a great service for you. Put them to work.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.02
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	28,460	.07
*Fort Wayne Journal-Gazette	(S)	.....	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
††Lafayette Journal-Courier	(M&E)	18,402	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	16,894 .05
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

†Publishers' Statement.

††Government Statements, April 1st, 1920.

**A. B. C. Publishers' Statement, April 1st, 1920.

Digitized by Google

Pennsylvania

These products are being produced by the people of Pennsylvania:

235,000,000,000 tons of coal.
65,000,000 pounds of tobacco.
61,000,000 bushels of corn.
36,000,000 bushels of oats.
29,000,000 bushels of potatoes.
22,000,000 bushels of wheat.
7,000,000 bushels of buckwheat.
5,000,000 bushels of rye.
4,000,000 tons of hay.

These products are alone stupendous enough to make any state a great state. They all go into a receptive market, a market where prices are high and a demand brisk.

Pennsylvania, industrially, is a veritable keystone state, and no one branch of industry can put the state out of the running as a commercial prospect.

National advertisers using local daily newspapers in Pennsylvania will keep right in the front rank of interest.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	22,530	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,558	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.25	.25
Philadelphia Record	(S)	117,132	.25	.25
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pottsville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
††Sharon Telegraph	(E)	5,554	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.
††Government Statements, April 1st, 1920.
**A. B. C. Report, April 1st, 1920.

TIPS FOR AD MANAGERS

Dauchy & Co., 9 Murray street, New York. Planning newspaper campaign for "Jello," heretofore placed exclusively in magazines.

A. R. Elliott, Inc., 62 West Broadway, New York. Planning 80-line, 2-column series of newspaper advertisements for Lea & Perrins "Worcestershire Sauce."

Cramer-Krasselt Company, Inc., 354 Milwaukee avenue, Milwaukee. Will use newspapers and farm papers in campaign being planned for the Effron-Kushner Company, Cedar Rapids, Iowa. Will use newspapers and other media for Campbell Heating Company, Des Moines, Ia.

Alfred J. Silberstein, 18 West 34th street, New York. Using metropolitan newspapers for Freedberger & Kosch, retail furniture business.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Handling advertising for the Glass Container Association of America.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Handling advertising for the Direct Importing Company of Boston.

George F. Eberhard Company, San Francisco. Will handle a national campaign, featuring "Biturine," protective bituminous coatings manufactured by Hill, Hubbel & Co., San Francisco.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Will use newspapers for the Prairie Metal Craftsmen, Inc., Eureka, Ill., manufacturer of the "Prairie Window" ventilator.

Betting-Thompson-Madden, Inc., Pioneer Bldg., St. Paul. Will use space in one general medium, various papers and some export journals for the Minnesota Mining and Manufacturing Company of St. Paul. Sand paper will be the product advertised. Also using farm and business journals for the Parker Safety Hitch Company, advertising patented hitches for tractors.

Blackman Company, 116 West 42nd street, New York. Handling advertising for Colonial Chemical Corporation, Reading, Pa., manufacturer of "Flyosan," an insect exterminator.

John Buchanan Advertising Agency, Globe Bldg., Boston. Handling advertising for "Fair Oaks" chocolate, Howe Confectionery Company, Cambridge, Mass.

Stavrum & Shafer, Inc., 14 East Jackson boulevard, Chicago. Handling advertising for the Redmanol Chemical Products Company, moulding material, and the Jaffe Radiator Company, automobile radiators, both of Chicago.

Fidelity Advertising Agency, Garfield Bldg., Chicago. Handling advertising for Russell & Co., tractors and threshers, Massillon, Ohio, and the Ohio Bed Spring Company, Cleveland, Ohio.

Fred M. Randall Company, Lytton Bldg., Chicago. Handling advertising for International Tag Company, Chicago, and the Killeu Chemical Company, Lansing, Mich.

Greig & Ward, Inc., Monroe Bldg., Chicago. Handling advertising for the Hi-San Mfg. Co., "Hoto," a kitchen cleaner. A national newspaper campaign will be started in the early spring.

Russel M. Seeds Company, Inc., 330 University square, Indianapolis. Making yearly contracts with newspapers for the Pinex Company.

Critchfield & Co., Brooks Bldg., Chicago. Making 10,000-line contracts with newspapers for Firestone Tire & Rubber Company.

Charles H. Fuller Company, Inc., 623 South Wabash avenue, Chicago. Making 2,500-line contracts with newspapers for F. A. Stuart Company; making 5,000-line contracts for Brooks Rupture Appliance Company.

Liberty Advertising Agency, 149 5th avenue, New York. Making 10,000 line contracts with newspapers for C. W. Post & Postum Cereal.

Frank Seaman, Inc., 470 4th avenue, New York. Making yearly contracts with newspapers for Studebaker Corporation.

Owl Advertising Agency, Terre Haute, Ind. Making 3,000 line contracts with newspapers for P. D. Q. & Flex.

Scott & Scott, Inc., 220 West 42nd street, New York. Making 30,000-line contracts with newspapers for Korein Company.

C. Brewer Smith, Boston, Mass. Making yearly contracts with newspapers for Leonard Tar Oil.

H. E. Lesan Advertising Agency, Inc., 440 4th avenue, New York. Making yearly contracts with newspapers for United States Light and Heat Company.

H. H. Good Advertising Company, 45 Murray street, New York. Making yearly contracts with newspapers for Carter Medicine Company and Dr. Tutt.

Picard & Co., Inc., 50 East 42nd street, New York. Making 2,800-line contracts with newspapers for Pathe's Exchange, Inc.

Matteson-Fogarty-Jordan Company, 140 North Dearborn street, Chicago. Making 10,000-line contracts with newspapers for Luxiance Coffee Company.

Critchfield & Co., Brooks Bldg., Chicago. Making yearly contracts with newspapers for American Radiator Company.

Albert P. Hill Company, Inc., 233 Oliver street, Pittsburgh. Making 4,000-line yearly contracts with newspapers for Beech Chemical Company.

Gardner Ad Company, Inc., 1627 Locust street, St. Louis. Making yearly contracts with farm papers for J. F. Gregory.

Brooks, Smith & French, Inc., Kresge Bldg., Detroit. Making 1,000-line yearly contracts with newspapers for Lincoln Motor Company.

Jacobs & Co., Clinton, S. C. Making yearly contracts with farm papers for Piedmont Plant Company.

Ferry-Hanly Company, Inc., 1120 Walnut street, Kansas City. Making 5,000-line yearly contracts with newspapers for Ever-Ready Hot Bottle Company.

George Batten Company, Inc., Fourth Avenue Bldg., New York. Making yearly contracts with newspapers for Electric Storage Battery.

O. J. McClure Advertising Agency, 30 South LaSalle street, Chicago. Sending out 30 line orders to run 30 times in Southern newspapers for Kriebel & Co.

Frank Presbrey Company, Inc., 456 4th avenue, New York. Sending out 228-line contracts to run 43 times in a selected list of newspapers for Shredded Wheat, Niagara Falls, N. Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Renewing contracts for Goodyear Tire & Rubber Company.

George L. Dyer Company, Inc., 42 Broadway, New York. Making 10,000-line contracts with newspapers for United States Tire Company, New York.

Charles F. W. Nichols, Inc., 20 East Jackson Blvd., Chicago. Making 5,000-line contracts with newspapers in middle western cities for Canadian Pacific Railroad.

F. Wallis Armstrong, N. American Bldg., Philadelphia. Making 2,000-line contracts with Pacific coast papers for Gerard cigars.

Beers Advertising Agency, Havana, and 152 4th avenue, New York. Placing advertising in the New York Herald for leading Cuban and Spanish Hotels in Havana. Also placing some of the Cuban Hotel advertising in the Miami Metropolis and the Palm Beach Daily News to run for the entire season.

Saxe Advertising Agency, 319 Washington street, Boston. Placing 40-inch, four-time orders with some Pennsylvania newspapers for "Government Army Shoe Co., Boston, Mass.

Smith Endicott Company, 141 Milk street, Boston, Mass. Placing orders with newspapers for Stone & Webster Construction Service, 147 Milk street, Boston; Chicago, New York, Cleveland, Pittsburgh, San Francisco.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing copy with newspapers for Tide Water Oil Company, "Tydol" and "Veedol," New York.

McJunkin Advertising Company, 5 S. Wabash avenue, Chicago. Reported will make list during this month for Acme Motor Truck Company, Cadillac, Mich.

Harry C. Michaels, 113 Lexington avenue, New York. Placing orders with newspapers for H. P. Co. Automatic Toy Pistol, Midland, Mich.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Reported will make up list of farm papers, etc., during the next sixty days for H. B. Glover Company, Brighton Carlsbad Sleepingwear, etc., Dubuque, Ia.; placing orders with newspapers for American Ironing Machine Company, "Simplex Ironer," 168 N. Michigan avenue, Chicago, and 70 W. 45th street, New York.

B. G. Moon Company, Proctor Bldg., Troy, N. Y. Making contracts with Southern newspapers for Patent Cereal Company, "Sunset" cereals, Utica, N. Y.

Peck Advertising Agency, 347 5th avenue, New York. Reported will start a newspaper campaign for Royal Easy Chair Company, Sturgis, Mich.

Harry D. Phillips, 75 W. 35th street, New York. Reported to be considering rotogravure sections for next year for Glenby Hair Net Company, 15 E. 22d street, New York.

Harry Porter Company, 15 W. 44th street, New York. Handling advertising for Derf Mfg. Co., spark plug, 9 Walker street, New York.

Phillip Ritter Company, Inc., 185 Madison avenue, New York. Will shortly start an extensive newspaper campaign, particularly through the South and Pennsylvania for Young & Griffin Coffee Company. Advertising in newspapers in large eastern cities for the Furness Bermuda Line. Sending out copy to magazines for "Vivaudou." Using newspapers, magazines and sporting magazines for Francis Bannerman. Handling advertising for Webster's dictionary.

Cowen Agency, 50 Union square, New York. Renewing contracts for P. Lorilland Company.

Morton Advertising Service, 23 Irving place, New York. Placing advertising in cities where sales warrant it, for "Nemo" corsets.

Murray Howe & Co., 30 E. 42d street, New York. One advertisement announcing cut in price of "Prest-o-Lite."

Wylie B. Jones Ad Agency, Inc., 107 Chenango street, Binghamton, New York. Sending out copy orders and schedules for "Parmint."

Will Quit Ship Board

SACRAMENTO, Cal.—Chester H. Rowell, of Fresno, Cal., recently appointed by President Wilson to be a member of the United States Shipping Board, has announced that he soon would give up his work on that body to become a member of California's State Railway Commission.

IOWA

Ninety-eight and four-tenths per cent of *Iowa's* wonderful soil is productive, a record unrivalled by any other equal area of land in the world.

Land area, acres	35,575,040
Acres in farms of 10 acres or more	32,951,056
Number of farms	200,000

With the fact in mind that there are approximately 200,000 farms being operated in Iowa, the following figure will permit you to prove the statement that the field crop value for 1919 was

$950,056,002

Food is the greatest essential in life. It is the source of Iowa's wonderful prosperity, consequently here in Iowa agriculture is well balanced and highly developed.

With prompt and easy distribution assured in all sections of the state with immense wealth at her disposal, Iowa is an exceptionally profitable Advertising Centre for National Manufacturers.

USE THESE DAILY NEWSPAPERS

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,371	.035
Burlington Hawk-Eye (S)	12,510	.035
*Cedar Rapids Gazette (E)	17,567	.055
Council Bluffs Nonpareil (E&S)	14,998	.05
Davenport Democrat & Leader (E)	15,363	.05
Davenport Democrat & Leader (S)	16,959	.05
*Davenport Times (E)	23,626	.07
Des Moines Capital (E)	53,850	.14
Des Moines Sunday Capital (S)	37,935	.14
Des Moines Register and Tribune (M&E)	109,523	.20
Des Moines Sunday Register (S)	82,046	.20
†Iowa City Press-Citizen (E)	7,397	.035
*Mason City Globe Gazette (E)	9,516	.035
Muscatine Journal (E)	8,057	.035
Ottumwa Courier (E)	12,056	.05
Sioux City Journal (M&E)	52,808	.11
Sioux City Journal (S)	32,226	.11
**Waterloo Evening Courier (E)	15,577	.05
**Waterloo Times-Tribune (M)	10,898	.035
**Waterloo Times-Tribune (S)	11,389	.035

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.
**A. B. C. Audit October 1st, 1920.
†Publishers' Statement.

Digitized by Google

WOULDN'T IT BE GREAT?

To Be Able to Tell Instantly—

The name of the managing editor or business manager of any one of over 2,000 daily newspapers in the United States and Canada.

This feature includes the names of editors, managing editors, publishers, general managers, business managers, advertising managers and circulation managers, etc., etc.

The net paid circulation of any one of over 2,000 daily and Sunday newspapers, as filed with the Government and the "A. B. C."

The 5,000-line advertising rate or the minimum advertising rate of over 2,000 newspapers—morning, evening and Sundays—published in the United States and Canada.

The city, country, suburban net paid and service circulation of every Audit Bureau of Circulations newspaper in the country.

IT WOULD BE SIMPLY GREAT, WE'LL SAY!

To Have At Your Right Hand in 1921

The names and addresses of the Washington correspondents and the papers they represent.

The names and addresses of all foreign correspondents in the United States with the papers they represent.

The complete list of American newspaper associations both State and national.

The complete list of newspaper associations of the principal countries of Europe.

A complete list of the daily newspapers of Cuba.

A complete list of the daily newspapers of Mexico.

A complete list of the recognized advertising agencies of the world.

ALL OF THESE VITAL FACTS AND 100 OTHERS!!

including first complete roster of press gallery of League of Nations at Geneva; Directory and detailed information of every university of Journalism of the world; Details of production, consumption and price of newsprint in every country; Details of wire news services of the world; Detailed information of communication by telegraph and cable, including routes and rates; Legal decisions of 1920, both news and advertising, and more and more will be told in a big way in—

EDITOR & PUBLISHER'S INTERNATIONAL YEAR BOOK

To Be Issued Saturday, January 22, 1921

FORMS CLOSE WEDNESDAY, JANUARY 19, 1921.

P. S. The stories of newspaper achievements in 1920 will be told in display advertising. If you have not made your reservation for space we would advise you to wire it at once.

Syndicate managers will do well to present their feature programs in this issue because it will have a long life.

Equipment and supply people have in this regular issue an exceptional opportunity to tell of new inventions and developments of the year that is gone.

Digitized by Google

WHAT THE NEW YEAR HOLDS

(Continued from page 8)

rejecting any suggestion of a decrease in service charges as impossible in view of increases in production costs. A general optimistic spirit prevails in all lines. Anticipating a speedy settlement of conditions on a basis of general good times.

"Consolidations and suspensions under strained conditions of the past three years have eliminated much inefficient price cutting competition. Publishers should emphasize service in both news and advertising, increase development activities and maintain rate schedules that will carry them through the unsettled period."

Charlie Miller, president National Association Newspaper Executives:

"A canvass of a majority of the members of the National Association of Newspaper Executives developes the fact that in spite of the present rather blue outlook, due principally to the seemingly never-ending increase in the cost of white paper and labor, the opinion prevails that 1921 will be a big newspaper year. Although increasing rates may curtail the volume from present advertisers, a majority of the members of our association—over 500 leading daily newspapers—expect to see in 1921 a big increase in the number of foreign advertisers.

"This will be brought about by the changing business conditions. National advertisers will concentrate on certain territory where their products can be sold profitably and quickly, and they will naturally turn to the newspapers in those section in which they are intensively pushing their products.

"Advertisers, national as well as local, will have to select their advertising mediums more carefully and guard against buying duplicated circulation, for as the rates go up they will either use a smaller amount of space or fewer mediums and where in the past they were not particular whether the media duplicated with each other—because it wasn't a question of selling anything but merely a question of keeping their names before the public—it is going to be a question in 1921 of selling, and selling to more people than ever before. In order to do this they will have to use every possible medium that can reach the consumer quickly—when the consumer is in a buying mind—and there is no better way to spread a selling message than through the newspapers.

"I believe that the advertising managers, as well as the advertising agencies handling advertising for national advertisers, should make a more careful investigation and analysis of the circulation of the various media that they will buy than ever before and not permit themselves to be influenced too greatly by their age, prestige or tradition, for the advertisers will have to reach new people in order to obtain the additional units they must have to bring their volume in dollars and cents up to the mark they set in 1919 and 1920.

"National advertisers who have been selling more of their goods than they could make will now find the shoe on the other foot. They will have to work their market more intensively than ever before, and the surest way of intensively working any particular market is to secure the co-operation, the service and support of the newspapers that reach the masses in each community they go into.

"I sincerely hope that national advertisers will make their advertising help the local dealers by listing the names and addresses of the local dealers in their newspaper copy, or if they do not do that, insist that the newspaper they use co-operate with them by getting dealers to tie up with copy. For instance, I have before me an advertisement from a national advertiser who heretofore has practically used nothing but full pages in a national weekly, but this year turned to newspapers and on the Sunday that his advertisement appeared in the Sunday American we carried nearly enough tie-ups from local dealers of the product to make a full page, although the manufacturer through his ad paid for only about one-third of the page. Last year, when he depended solely upon national publications to cover Atlanta, we were able to secure but a very few inches of copy from the local dealers because they could not place their message next to the manufacturer's own copy and in that way cash in on the selling talk that the agency has placed in the manufacturer's message.

"The local advertisers, too, will have to study their own cities more closely, pick such mediums as do not duplicate with each other, and make their copy of particular appeal to the masses rather than the classes, for in their case, too, they will have to reach more people to sell more units than they sold during the past two years.

"While the newspaper will probably not make anywhere near the same percentage of profit that they made last year, due to the rising cost of paper and labor, yet, as I said in the beginning, I feel quite sure that 1921 will be a real newspapers' year, due to the many national advertisers who will go into the newspapers for the first time. It is hardly necessary to add that no national advertiser who tries out newspapers, with their real service and co-operation, ever drops that form of advertising, but on the contrary usually increases his appropriation on the newspapers."

Will Wilke, president National Editorial Association of the United States:

"Newspapers must meet 1921 conditions with encouragement for the reorganization of disorganized industries. One thing is certain—neither America nor the rest of the world can be put in order until all great countries get back to relatively normal production. Meanwhile, the United States must produce goods and extend long credits for the purpose of keeping American industries from the spell of lagging foreign demand.

"Adjustment will come only after distrust about the cost of production has been cast aside. Tampering with labor costs is hardly a remedy for business tension in America, as frozen foreign credits are now the strongest factor in retarding relief, while purchasers are awaiting lower prices and longer credits.

"Publishers must figure, too, on the danger of foreign monopoly on newsprint under the proposed national tariff. The needs of the buying public will make 1921 a year of sellers' activity, with every assurance of increased advertising volume. 1921 prospects are for better business for American publishers, with a promise of greater revenues. Costs may be slightly reduced and little deflation is necessary in the newspaper business to readjust it to the levels of other business."

Buffalo Evening News Leads in National Advertising

For 6 Day Newspapers

The August issue of the Advertising Age and mail order Journal shows in its tabulated comparison The Buffalo Evening News printed more National advertising than any other six-day publication (morning or evening) in the United States.

Total lines of national advertising
1,533,538—GAIN OF 83%

KELLY-SMITH COMPANY
Representatives
47 W. 34th St., New York City — Lytton Bldg., Chicago, Ill.

The Meridian, Miss., Dispatch

Under its new management the Dispatch is rapidly forging to the front.

The most progressive paper of Meridian (the first city in Mississippi), and is gaining advertising and circulation every day.

The Dispatch is published every morning and maintains an excellent service department, offering real co-operation to National Advertisers.

The Dispatch is the paper you should use in Meridian.

REPRESENTED BY
FROST, LANDIS & KOHN
Chicago — New York — Atlanta

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The Value of any newspaper is best reflected by the confidence of its Advertisers.

THE HOUSTON CHRONICLE

LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.

IN TEXAS
It's
THE CHRONICLE
Representatives in
New York — Chicago — St. Louis — Kansas City — Atlanta
John M. Branham Company

The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer
Cleveland

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Cable Address:
SCHOLZEM, NEW YORK

BOSTON AMERICAN

LEADS
all other Boston evening newspapers in
Department Store
ADVERTISING

A sufficient recommendation to ANY space buyer.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America

IN
BRIDGEPORT, CONNECTICUT
THE
Post-Telegram
AT
3c
a copy has more than six times the combined circulation of its two contemporaries selling at 2 cents a copy.

What is such a medium worth to you?

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

Digitized by Google

PERSONAL

(Continued from page 31)

Moines, were married on December 11.

James G. Wilson, for the past thirteen years superintendent of the Toronto Saturday Night, and prior to that of the Galt (Ont.) Reporter, has resigned to go into business for himself.

M. H. Rowzee, of the S. C. Beckwith Special Agency of New York, is in Texas, combining a business and pleasure trip during the holiday season.

S. Solod, recently with the advertising department of the Newark (N. J.) Ledger, has joined the advertising staff of the Worcester (Mass.) Telegram.

Edmund H. Hillis has been added to the advertising staff of the Columbia (S. C.) Record. He was formerly with the Fort Worth Record and the Savannah Morning News.

E. T. R. Murfey has been appointed Western representative of the Washington Times, Atlanta Georgian-American and Milwaukee Wisconsin-News, with headquarters in the Hearst Building, Chicago.

Don Cameron, who has been local advertising manager of the Ottawa Citizen since October, 1918, has left to assume charge of sales for the Standard Advertising Company, of Chicago, in Ontario, western New York, and part of Michigan. During his connection with the Citizen, Mr. Cameron has made a splendid showing, greatly increasing the lineage by his salesmanship and effective handling of the local staff.

WITH THE AD FOLKS

F. H. Bradshaw, formerly assistant advertising manager of the Standard Oil Company of Indiana and T. P. Scanlon, formerly of the Chicago office of the McGraw-Hill Company, have been added to the advertising staff of the National Safety News, official publication of the National Safety Council.

Leon Barrett, formerly vice-president and general manager of Woodwards, Inc., Chicago, has established an advertising agency in Chicago.

John Coleman, Jr., and Maurice H. Meedham have become associated with the advertising agency of Husband & Thomas, Inc., Chicago. Mr. Meedham was formerly advertising and sales manager of the MacWhyte Company of Kenosha, Wis.

J. P. Garvey has joined the Nichols-Moore Company, advertising agency, Cleveland. Mr. Garvey was formerly with Procter & Collier, Inc., Cincinnati.

Frederick W. Baumann, formerly of the Farm Implement News, Chicago, has joined the copy staff of Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency.

Randall Sweeney, formerly with the advertising staff of the St. Paul Dispatch and Pioneer Press, is now advertising manager of Field Schlick & Co., St. Paul department store.

Paul A. Yawitz, formerly of the editorial staff of the St. Louis Post-Dispatch and the Times, has resigned from the advertising department of the Campbell Paint & Glass Co. to become correspondent in St. Louis for a group of trade papers.

Tim Thrift, of the American Multigraph Sales Company, of Cleveland, Ohio, will be the speaker at luncheon January 5th at the Advertising Club of New York.

Harrison Hollander, until recently advertising manager of the Boston Music Company, has joined the advertising department of Wooster, Thomas & Co., New York brokers.

RECORD MEN WIN PRIZES

Christmas Day Issue Carried Fiction by Philadelphia Staff Writers

(*Special to* Editor & Publisher)

PHILADELPHIA.—The winners in the annual Christmas story contest of the Philadelphia Record for the members of that paper's news and editorial staffs, were announced on Christmas morning. Following the regular custom, the Record printed the nine prize-winning stories in its Christmas Day issue, the yarns, with illustrations, filling two full pages.

These Christmas stories by members of the staff have come to be quite a feature in the Christmas Day issue of the Record. The management has been giving the prizes for a number of years and there is not only keen competition among Record men to win honors in this story-writing contest, but the paper's readers, too, look forward to these stories each year with a great deal of interest.

The prize-winners, the prizes and the title of the stories follow:

First, $20, Alexander Gaddess, Jr., local room, "The Beggar Guest"; second, $17.50, Thomas P. O'Neil, local room, "The Coward's Christmas"; third, $15, Francis Hill, Sunday department, "Charles D. and the Copy Cutter"; fourth, $12.50, Mary Agnes Carr, biographical department, "A Yank's Christmas"; fifth, $10, William H. Page, local room, "A Midwinter Night's Tale"; sixth, $7.50, M. J. Lafferty, local room, "A True Christmas Story"; seventh, $5, Frank E. O'Sullivan, local room, "The Christmas Hymn"; eighth, $5, William E. Johnson, Sunday department, "A Safe Christmas Adventure"; ninth, $5, A. H. Jarger, local room, "A Christmas Cadence."

OLD PHILA. PRESS HOME SOLD

Unknown Buyer Gets Six Story Structure Valued at $100,000

(*Special to* Editor & Publisher)

PHILADELPHIA.—The original Press building at the southwest corner of Seventh and Chestnut streets, has been sold by the estate of Calvin Wells to an unknown client of Albert H. Laberman, a local real estate broker. The property is a six-story structure with a frontage of 49 feet on Chestnut street and running back 140 feet on Seventh street. It has an assessed valuation of $160,000. It was in this old Press building that Col. John W. Forney started the Press a few years before the Civil War. For many years all the Press departments had their headquarters in this building and it was in the old local room that Richard Harding Davis did his first newspaper work. It was here, too, that the late Stephen Crane worked as an obscure young reporter.

Brooklyn Eagle Has Party

Employees of the Brooklyn (N. Y.) Daily Eagle enjoyed a Christmas party, December 27 in the assembly room of the Eagle building. About one hundred and fifty guests were present.

Dony Munsey Bought Seattle "P.I"

Reports from the Pacific Coast that Frank A. Munsey had purchased the Seattle Post-Intelligencer or was negotiating for the purchase of that paper were denied by Clark Nettleton, publisher of the Post-Intelligencer, and at Mr. Munsey's office in New York.

New Home of the Hartford Times

Concentrate Your Advertising

It's good policy to advertise in a community that holds some promise of doing business with you, isn't it?

Hartford, at this writing, is one of the most prosperous cities in the country!

The Hartford Times

Since 1817 Connecticut's Greatest Newspaper

Remember Perth Amboy and the

Evening News

In making up your lists.

F. R. NORTHRUP

Foreign Representative

303 Fifth Ave., New York City

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

Asbury Park Press

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative 303 Fifth Avenue, New York City Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher Asbury Park, N. J.

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World-Wide Advertising Corporation (Inc.),

No. 1 West Thirty-fourth St., NEW YORK CITY

The Personal Contact

Few Advertising mediums where readers take a personal interest in all the news and advertising excel

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

Wallace G. Brooke, Brunswick Building, New York

The Ford-Parsons Co., Marquette Building, Chicago, Ill.

OF THE SHAFFER GROUP

The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper.

THE INDIANAPOLIS STAR

Largest Morning and Sunday Circulation in Indiana

OF NEWSPAPERS

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

FIRST in *national* advertising

The News led all an day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Manager*

Dan A. Carroll, *New York Representative*

J. E. Lutz, *Chicago Representative*

Use Newspapers on 3 Year Basis

IN LOS ANGELES IT IS THE EVENING HERALD

Government Circulation Statement April 1, 1920

134,686

Dominates the Metropolis of the West

MEMBER A. B. C.

YORK, PA.

POPULATION 60,000

An ideal manufacturing city of ideal homes and labor conditions.

"You'd like to live in York"

The York Dispatch

York's only Evening Paper

Digitized by Google

SWITCH IN UNITED PRESS

Bickel Heads News Department; Earnist Goes to Business Office

Karl A. Bickel has been appointed general news manager of the United Press Associations, and L. C. Earnist has been appointed business manager. The change is effective today, according to the announcement made by W. W. Hawkins, the president.

Both Bickel and Earnist are vice-presidents of the United Press. The former has been business manager and Mr. Earnist has been news manager, making it a trade of official duties.

Broadbrooks with Huber Co.

ROCHESTER, N. Y.—Willis G. Broadbrooks, a member of the Rochester Herald staff for the last eight years, has become associated with the Huber Publishing Company, of Rochester, N. Y., as foreign advertising representative and manager of the publicity department. After January 1, he will also undertake the development and supervision of branch advertising offices of the company in Buffalo and New York.

Hutchinson Gazette Issues "Sowekan"

HUTCHINSON, Kan.—"Sowekan" is the title of a new booklet just issued by the Hutchinson Gazette describing the resources and wealth of Southwestern Kansas and the Gazette's relation thereto.

Nellist Honolulu Editor

PORTLAND, Ore.—George F. Nellist, formerly telegraph editor of the Portland Telegram, has been made editor of the Honolulu Star-Bulletin, according to word received here. Mr. Nellist went to Honolulu three years ago as director of the Hawaii bureau of the Associated Press. For some time now he has been an editorial writer on the Star-Bulletin.

P. J. Hooper Sentenced

DUBLIN.—P. J. Hooper, editor of the Freeman's Journal, has been sentenced to a year's imprisonment and a fine of £3,000 has been imposed on the Freeman's Journal because of the publication of an article alleging ill-treatment of a prisoner in the Portobello Barracks. Hamilton Edwards and Martin Fitzgerald, directors of the paper, also were sentenced to a year in prison on the same charge.

Ad Clubs to Meet at Fort Dodge

The Associated Advertising Clubs of Iowa will hold their 1921 convention at Fort Dodge, Ia. The date has not been definitely set, but it will be some time in September. A committee composed of T. W. LeQuatte and Frank Armstrong has been appointed to revise the constitution.

Hillman Joins Paris Bureau

PARIS.—William Hillman, formerly on the New York staff of Universal Service, has joined the Paris news force.

Women's Press Club Raises $1,500

The New York Women's Press Club held a festival benefit December 28 at the Waldorf-Astoria for the purpose of raising funds to maintain a scholarship for women in the Pulitzer School of Journalism and to provide for aged and needy women journalists. It was estimated that about $1,500 was realized. Half of this sum will be given to Mrs. Phoebe Hanaford, 93 years old, one-time president of the club, and the other half will be devoted to the club's scholarship fund at Columbia University. Among the speakers were Mrs. Haryot Holt Dey, president of the club, and Edward Percy Howard, president of the New York Press Club. Cornelius Vanderbilt, Jr., New York Times reporter, sent his regrets—he had an assignment—and inclosed a check for $100.

Katz Agency Annual Conference

Salesmen from all of the branch offices of the E. Katz Special Advertising Agency are holding their annual conference in the New York office this week. Those present include: S. L. Katz, R. R. Black, C. E. Emery, V. M. Smith and W. J. Doyle, of Chicago; W. D. Shank and W. E. Anderson, of Kansas City; G. H. Gunst, of Atlanta.

Fake Press Solicitor Gets $1,400

BUFFALO.—Claiming, it is said, to be a representative of the Buffalo Press Club, a solicitor working among business houses during the holiday season is reported to have obtained gifts amounting to more than $1,400. W. G. Hippler, president of the Buffalo Press Club, in a statement to the public, said the club has not authorized nor does it contemplate collection of funds for any purpose, and that it has no representative seeking gifts for any purpose.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE
6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
One No. 15 Hand Shaving Machine in first class condition. Derrick Publishing Company, Oil City, Pa.

For Sale
Automatic steam table for sale. Duplex Mechanical Compressor for two forms, operated by small direct connected motor. No compressed air. Fastest, simplest and easiest operated. Displaced by dry mats. Will sell at half price which is $1,200 F. O. B. cars. First class condition. Derrick Publishing Company, Oil City, Pa.

For Sale
Hoe quad. 32 pp. straight-line, color attachment, cutoff 23½ in., 8 cols., 12½ ems or 2 cols 13 ems, stereo equipment. Goss straight-line press, 4-6-8-10-12-16 pp., 8 columns 12½ ems, or 7 columns 13 ems, with stereotype machinery, page 21½ inches. Goss "Clipper" newspaper press, 4 or 8 pp., 6-7-8 columns wide, length of page 23 inches, with stereotype machinery. Scott six-color newspaper press, four 4 pp. comic supplements, page 22 inches. Duplex newspaper press, printing from flat forms, 4-6-8 pp., 22½ inches long. Goss "Comet" newspaper press, printing from flat forms, 4 or 8 pages. Baker Sales Company, 200 Fifth Avenue, New York City.

For Sale
Newspaper Press, Stereotype Equipment and Motors for sale at a bargain. Forty page right angle R. Hoe Press in good condition, equipped with Kohler system control, 50 and 7½ H.P.D.C. Motors.

Stereotype outfit consisting of 2 steam tables with gas generator. One matrix rolling machine, 3 ton metal pot, pump gas burners, and casting box, plate shaver, tail cutter, and semi-auto plate.

18 D. C. Linotype Motors with gears also a number of various types D. C. Motors from ½ to 15 H.P. Prices low. Address The Hartford Times, Hartford, Conn., c/o Business Manager or Mechanical Superintendent.

Business Chance
A complete printing plant and bindery need experienced manager, with some money or will sell whole or in part. Diamond Binding & Printing Co., Hagerstown, Md.

NEWSPRINT
Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1857

GOSS
The name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
High Speed "Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
High Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

THE GOSS
Rotary Magazine Printing and Folding Machine
Specially designed for Catalogue and Magazine Work.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE
Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Announcements Which Tell of Better Positions and Better Men

SITUATIONS WANTED

3c **A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 10 words) FREE.**

Advertising Solicitor

Eight years display advertising experience; able to get and hold business; have written a general line of newspaper copy with papers of about 10,000 circulation; 29 years old; employed at present but want a larger field. Address Box C-709, care of Editor & Publisher.

Advertising Solicitor

Six years' successful experience on large daily newspapers. Capable of taking charge of department. Age 27. Excellent references. Address Box C-717, care of Editor & Publisher.

Circulation Manager

Farm Paper Circulation Manager, with a fine record for results, is now open for a position. Twenty years of steady experience in circulation work. Best of references. If you need a good man here is your opportunity. Address Box C-706, care Editor & Publisher.

Columnist

Columnist wants staff connection with humorous publication or newspaper, preferably in west. Editorial Writer, Paragrapher, Experienced Executive on widely known papers. Address Box C-723, care of Editor & Publisher.

Cartoonist

and newspaper artist, feature work, thoroughly qualified with 8 years' experience in general art work desires permanent connection with live newspaper. Address Box C-713, care Editor & Publisher.

Manager—Maximum Business Getter

Competent to take full charge. Operate plant economically. Ad-writer, develop circulation, publish snappy paper, systematic office manager, with successful record that will interest any publisher wanting high-grade man, able to return at least 35 per cent of gross business as profits. Experienced in cities up to 250,000. Address Box C-721, care of Editor & Publisher.

All-Round Newspaper Man

All round newspaper desk experience, of 15 years. Position wanted on afternoon paper, or would manage weekly. Address C-716, care Editor & Publisher.

Sporting Editor

Sporting Editor, thoroughly experienced, desires situation, afternoon daily preferred, near New York. Address C-715, care Editor & Publisher.

HELP WANTED

6c. **A WORD for advertisements under this classification. Cash with order.**

Advertising Salesman

For community newspaper by the Herald Publishing Co., Kenmore, Ohio. Must be exceptionally good ad. salesman. Give experience. Permanent position.

Advertising Solicitor

Owner of chain of live weekly newspapers near New York wants advertising solicitor who can take full charge of that end of business. Grit, knowledge of the business and ideas essential. To the right party satisfactory financial arrangement will be made. A life job with real newspaper men to the man who can qualify. Address Owner, Box C-719, care of Editor & Publisher.

Wanted

Experienced advertising solicitor. Steady position. State salary wanted. References. Marion (Ind.) Chronicle.

Wanted

Advertising manager by afternoon and Sunday morning paper in city of about 50,000 population in Southwest. Young man who has had experience as head of department in city of similar size or smaller ought to qualify for this place. In letter give experience and other details. Communications will be confidential. Address C-722, care of Editor & Publisher.

HELP WANTED

6c. **A WORD for advertisements under this classification. Cash with order.**

Circulation Manager

Or man who is now holding position as Assistant Circulation Manager, who is now making about $40 a week, to take position that will pay $50 to $75 a week on salary and commission basis. Must have ability to handle force of house to house canvassers. Position is permanent, good chance for promotion. State age, experience, at present employed, whether married or not. Replies confidential. Address Box C-718, care of Editor & Publisher.

Wanted

Experienced make-up and news editor on daily newspaper in city of 30,000. When writing state salary expected and give references. Address Box C 720, care of Editor & Publisher.

Wanted

Two high class subscription solicitors for permanent positions to cover South Eastern States for publishers of 3 Commercial Journals and 2 Technical Publications on a salary, expense and bonus basis. Only producers who can show from past records ability to produce business considered. Give full experience and references in first letter. Address Box C-704, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c. **A WORD for advertisements under this classification. Cash with order.**

Daily Newspaper Wanted

I am in the market for a good daily in Southern town of not less than 10,000 population. Must be bargain and in good field. State all details in first letter. Address Box C-705, care Editor & Publisher.

Evening Paper

In growing Southern town under 15,000 population would be sold by owner who has other interests. Fine field, A. P. service, splendid plant, good quarters, now making money on 3 cent paper. Has 1921 contract at 65c. Cash payment $10,000; balance on convenient terms. Address C-714, care of Editor & Publisher.

Weekly Newspaper

Devoted to news relating to government affairs. Old established. Very large field with few in it. Good proposition, very reasonable. Address Box 789, City Hall Station, New York.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at every reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

LEGAL NOTICE

INTERNATIONAL PAPER COMPANY

New York, December 29, 1920.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable January 15th, 1921, to preferred stockholders of record at the close of business January 7th, 1921.

OWEN SHEPHERD, Treasurer.

NEWS AND VIEWS OF THE NATIONAL FIELD

(*Continued from page 24*)

be anything wrong with his method. Perhaps not; the trouble was probably with his head.

Years ago, a young man became circulation manager of a metropolitan newspaper. The publisher told me he had been trying to get this man for years for this job. He had been circulation manager to some pretty big publications in New York City, and the publisher began to regard his proposition as made even before the manager started. In promoting the circulation of magazines the manager had used boys and awarded them ponies—you know the method.

And he just, so to speak, packed up all his magazine circulation-getting machinery and set it down in the newspaper office. The circulation department staff multiplied many times over night; vans—many vans—delivered new office furniture and equipment; the old publishing building buzzed with activity—trembled, in fact; boys besieged the department—for ponies, of course; up went the paper costs, printing costs—all costs, except the advertising department costs; everyone who was an optimist said the old paper was coming back. On went the drive for circulation. The boys got their ponies and much publicity and excitement.

And three months after it all started, the circulation of the newspaper was about the same as before; in five months the circulation manager had resigned; the advertising volume fell because the circulation was falling; the advertising manager resigned when he found out the real figures for the first time in two years; and three months later still, the paper went out of business.

Just another case of the doctrinaire—the quack who has one cure for every ill.

Editors Visit Portland

PORTLAND, Ore.—Charles E. Herron, owner and editor of newspapers in Anchorage and Juneau, Alaska, and M. L. Boyd, publisher of the Polk County Itemizer of Dallas, Ore., were visitors to Portland this week. Mr. Boyd has just installed a new press, discarding the old machine, which has been in continuous service for 66 years. It was brought around Cape Horn in 1853 for a San Francisco daily and also was used to print the first daily in Seattle. A junkman paid Mr. Boyd $54 for it a short time ago.

Buys National Printer-Journalist

CHICAGO.—Benjamin S. Herbert has sold his interest in the Ravenswood Press, and has acquired the ownership of the National-Printer Journalist. He is now first vice-president of the Illinois Press Association, treasurer of the Cook County Press Club member of the Suburban Publishers' Association, and has been closely identified with the direction of the National Editorial Association. He wrote the new Constitution and by-laws of the latter which was adopted at the last convention.

Changes in Bridgeport Staffs

BRIDGEPORT, Conn.—With the resignation of Alfred G. Jackson as sporting editor of the Bridgeport Star, several changes are expected on the staff of that paper. Jackson will become city editor of the Bridgeport Times, January 1. Joseph Hurley, of the Times staff, will go to the Star. Frank E. Nolan, former sporting editor of the Post, is expected to succeed Jackson, while Hurley will exchange his police beat with William J. Becker, who has been assigned to the city's welfare departments.

Indianapolis Printers Demand Raise

INDIANAPOLIS, Dec. 28.—Typographical Union No. 1, of this city, has presented a demand for an increase in wages of $6 a week and a reduction in hours from eight to seven. This would make the scale $55 night, $51 day. Many of the increases entering into the present scale were awarded voluntarily by Indianapolis publishers, chiefly to meet the increase in the cost of living. For this reason, in view of the changed conditions, the publishers believe they are entitled to a reduction and have proposed a 10 per cent decrease and no change in working conditions. For years six hours has constituted a day on several holidays. In their new demand the printers ask that this be reduced to five hours.

Editors in Ohio Legislature

CLEVELAND.—Six newspaper men will serve in the new Ohio Senate, besides the presiding officer, Lieut. Governor Clarence J. Brown, who is publisher of the Star-Republican at Blanchester. Newspaper men who will serve as senators are: C. C. Chappealer, Circleville Union-Herald; James R. Hopley, Bucyrus Telegraph; John F. Burke, Elyria Chronicle-Telegram; G. M. Kumler, Lewisburg; and W. M. Miller, former publisher of the Springfield Sun, the Zanesville Times-Recorder and the Portsmouth Blade. Three newspaper men to come in the House are Charles S. Kay, Springfield Sun; Philip Wolfe, Mansfield News, and Robert L. Rhoe, Tiffin Tribune. In addition, Senator Roland G. Davus of Hamilton is a printer.

Daily for Miners in Coaldale

HAZLETON, Pa.—Thomas Kennedy, president of the United Mine Workers of this district and chairman of the general scale committee, has been elected president of the Panther Creek News, a new daily paper at Coaldale. Miners have subscribed for the stock. Michael Hartneady of Nesquehoning, president of the mine workers of the Panther Creek Valley, is vice-president, and John Guyer, formerly of Philadelphia, is editor.

$2,000 cash and $2,500 deferred payments to suit buyers' convenience purchases prosperous New York State weekly. Returning owner $2,140 a year for personal effort and investment. Proposition V. J.

CHARLES M. PALMER
Newspaper Properties
225 Fifth Ave., N. Y.

THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

PRESSES FOR SALE

Due to consolidations and installation of larger equipment. Dates of delivery noted.
1 8-page Standard 00 Duplex, $2,500. February.
1 8-page Goss Semi-Rotary, $3,250. Immediate.
1 8-page Goss Comet, $4,000. February.
1 12-page Cox Duplex, $6,000. February.
1 16-page Goss with Stereotype Equipment, $8,500. Immediate.
1 16-page Goss with Stereotype Equipment, $8,100. Immediate.
1 20-page Hoe, $8,000. Immediate.
1 24-page Hoe, $10,500. Immediate.
1 32-page Hoe, $15,500. Immediate.
1 32-page Goss, $12,000. April.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, INC.
12 North 8th Street
P. O. Box 187 Richmond, Va.

WHAT OUR READERS SAY

Wants Newspaper English in High Schools

UNIONTOWN, Pa., Dec. 27, 1920.

TO EDITOR & PUBLISHER: Has it occurred to you that the teaching of "newspaper English" in the schools, especially the high schools, of the country would be desirable from the standpoint of brevity, clearness of expression and accuracy of punctuation. Especially is this true in these days when so much attention is given to superficial studies and so little attention, judging from results as shown in college entrance examinations and actual work, particularly in newspaper lines, of high school graduates. It might be the subject of an interesting article or campaign.

Here's another little feature. You perhaps noticed in our advertisement in the Pennsylvania Survey of the E. and P. that the Herald and Genius place all foreign advertising contracts direct with the advertiser or his accredited agency. We have no foreign advertising representatives and for what seems to be to us a very good reason.

J. FRED SHEAN,
Managing Editor, Uniontown Herald.

Printer Spoiled the Joke

DECEMBER 28, 1920.

TO EDITOR & PUBLISHER: When a man is trying to be funny, you might, once in a while, allow him to be as funny as he is trying to be. Either the man who edited the copy for page 16 in EDITOR & PUBLISHER for December 25, or the compositor, apparently was determined that I should keep to the straight and narrow path in the matter of a quotation instead of expanding that quotation just a little bit to fit the case.

If you will look at the copy sent in in connection with the paragraph "Horton's Ice Cream—69 Years Old" you must see that it reads:

> "This is the text of an advertisement running in theatre programs—a description that didn't 'cut much ice' cream with a friend of mine who read it a few days ago."

Someone in the EDITOR & PUBLISHER left out the word "cream."

Yours very truly,

JOHN SULLIVAN,
Secretary-treasurer Association of National Advertisers.

Berlin Tageblatt's U. S. Number

NEW YORK, December 27, 1920.

TO EDITOR & PUBLISHER: As a representative of the Berliner Tageblatt, I wish to call your readers' attention to an imposition that is being practiced upon the advertising fraternity. On the 21st day of March, 1921, the above-mentioned paper will publish a special United States number, for the purpose of promoting trade between this country and Germany. The advertising rates for this special number is as charged by the publishers 12,000 marks per page, which at the present rate of exchange is about $180.

It has come to my attention that some parties, who are calling themselves as *"special representatives,"* and who have all sorts of contracts and American printed dummies, are asking advertisers the sum of $1,000 per page. I have been instrumental in preventing this special representative from obtaining a full page advertisement from a large national advertiser at the "special representative's" special rate of $1,000, and I have accepted the advertisement at the publishers' rate of 12,000 marks.

Trusting that you will give this matter the attention it deserves, as the publicity afforded through the medium of EDITOR & PUBLISHER will be the means of nipping this imposition at the bud, I am,

Yours for HONEST ADVERTISING,

M. J. KLEIN.

Anent Retail Publications

PHILADELPHIA, Dec. 23, 1920.

TO EDITOR & PUBLISHER: I must enter a protest about the caption under the cut of the San Antonio Retailer on Page 38 of the December 18 issue of EDITOR & PUBLISHER. The caption in question states that the Retailer, like the Philadelphia Public Ledger, carries a nominal subscription price of 25 cents a year, and that it is similar to the New York World Retailer. In the first place, the proper name of the Philadelphia Public Ledger publication is the Retail Public Ledger. Secondly, the subscription price of the Retail Public Ledger is not 25 cents a year, but $1 a year. Thirdly, we do not care to be classed as "similar to the New York World Retailer," which, in its way, is an excellent publication but hardly comparable in the amount of its material or the scope of its influence to the Retail Public Ledger.

W. N. TAFT, Editor,
Retail Public Ledger.

Who's Publishing Edson's Book

LIMA, Ohio, December 22, 1920.

TO EDITOR & PUBLISHER: Where can I secure a copy of C. L. Edson's new book, "The Gentle Art of Columning," as I wish to send it to a paragrapher friend? What is the price?

W. J. GALVIN,
Business Manager, Lima Republican-Gazette.

• • •

ANSWER—Edson's "The Gentle Art of Columning" is published by Brentano's, 225 Fifth avenue, New York City, and is $2 per copy.

Wants More Fables

TARRYTOWN, N. Y., Dec. 21, 1920.

TO EDITOR & PUBLISHER: That Astorbilt Mop story was clever—great stuff for the newspapers and true, too. Give us more of these fables; we need them.

WALLACE ODELL,
Managing Editor, Tarrytown Daily News.

Campaign Temporarily Suspended

OMAHA, Dec. 28, 1920.

TO EDITOR & PUBLISHER: We just received word that you had sent out notices that we were getting up a schedule for newspapers, for our client the Miller Cereal Mills on their prepared cake flour, Jiffycake. We had sent out quite a few orders up until a month ago, at which time certain conditions came up which made it necessary to suspend all orders for this client. We wish you would correct your announcement, and simply say that this schedule will be made up by the Warfield Advertising Company some time in the future.

WARFIELD ADVERTISING CO., INC.
C. Coe Buchanan, Vice-president.

Booth Denies Worcester Merger

WORCESTER, Mass.—Reports early this week of the purchase of the Worcester Gazette by the Telegram were denied emphatically by George F. Booth, publisher of the Gazette. The latter paper was to become the evening edition of the Telegram, according to the story that reached New York, and the deal was to be announced this week. Mr. Booth's only comment was: "There is no truth in the story."

NEW YORK BUILDING PROBE NEWS FOR ALL EDITORS

(Continued from Page 26)

of such a statement by the landlord, the court will dismiss his complaint. The tenant is entitled to a jury trial.

"Tenants who are now paying an oppressive and unjust rental need not continue to pay it. They may tender to the landlord what they regard as a fair and reasonable rental for the premises and put the burden on the landlord of satisfying the court and jury that he is entitled to more than the tenant tenders.

"These laws are not perfect—they had to be passed to meet the expected congestion of October 1, when many leases expire but they have worked out to the benefit of the tenant who had been suffering from the practice of rent profiteering on the part of some landlords. It is an excellent start, but the roots of the problem are in the costs of new construction. Reduction of these costs is a nation-wide problem and must be attacked on a nation-wide scale.

The problem will be solved permanently with the erection of new buildings. The committee estimates there are 100,000 fewer apartments in the city of New York than families ready to occupy them.

Ad Club Elects Officers

OAKLAND, Cal.—The Oakland Advertising Club recently elected the following officers for the coming year: President, Harold C. Austin, Hall-White Company; vice-president, Herman T. Johnson, Otis Elevator Company; treasurer, Charlie E. Thatcher, East Bay Water Company; secretary, Charles Chace, Better Business Bureau.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The Day
דער טאג
ד' וואהרהיים

The National Jewish Daily

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for 6 Months ending Oct. 1, 1919
33,137
Its sales promotion department is at the service of advertisers. And it really promotes.
Arthur Capper
Member A. B. C. Publisher.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services.
Speed—Reliability—Quality
International News Service
10th floor, World Building, New York

The Detroit News
The Detroit News, SUNDAY EDITION, has the largest exclusive circulation in Michigan. One of every 6 Detroit people takes the Sunday News.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN NEW ORLEANS IT'S — —
THE NEW ORLEANS ITEM

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

Nearly every person in Richmond reads The
NEWS-LEADER
The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.
The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives.
The Kelly-Smith Co., Marbridge Building, Broadway at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Building, Atlanta, Ga.

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, New York — J. A. KLEIN
People's Gas Bldg Chicago — JOHN GLASS.

NEW HAVEN REGISTER
largest circulation in Connecticut's largest city. Average paid circulation over
30,000
Double the circulation of any New Haven paper. It covers the field.

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Digitized

"Ohio First"

Ohio has everything to make an ideal market as a try-out proposition. Ohio is one of the best territories possible to find in the whole United States.

There are six million people in all—five per cent of the population of the United States—85.1% native white, 12.6% foreign born, 2.3% negroes.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually, and Ohio daily newspapers are in strict keeping with the character of the state and the people.

If you were to buy space in this list of Ohio daily newspapers as newspaper space pure and simple you would make a pretty good buy.

But you buy more than that. You buy Ohio as a market—a dandy market. You buy dealer influence and co-operation. You buy home circulation. You buy local influence. You buy the good will and help of these newspapers.

	Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal .....(E)	34,678	.085	.085
Akron Times .....(E)	23,566	.06	.06
Athens Messenger .....(E)	8,608	.03	.03
††Bellaire Daily Leader.....(E)	4,214	.02	.015
Bellefontaine Examiner .....(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian....(E)	6,983	.03	.03
Cincinnati Enquirer, 5c.....(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer.....(M)	183,187	.32	.32
Cleveland Plain Dealer.....(S)	214,328	.37	.37
Columbus Dispatch .....(E)	79,468	.15	.14
Columbus Dispatch .....(S)	79,949	.15	.14
Columbus (O.) State Journal....(M)	55,672	.12	.11
Columbus (O.) State Journal.....(S)	28,603	.12	.11
Dayton News .....(E)	38,145	.10	.10
Dayton News .....(S)	31,221	.085	.085
†Dover Daily Reporter.....(E)	3,950	.017	.017
††Ironton Irontonian .....(M)	3,150	.014	.014
Lima News and Times-Democrat .....(E&S)	16,193	.06	.05
**Lima Republican-Gazette ...(M&S)	10,114	.035	.035
††Middletown Journal .....(E)	4,379	.0143	.0143
Newark American-Tribune .....(E)	6,300	.025	.025
††New Philadelphia Daily Times.(E)	4,402	.0175	.0175
††Piqua Call and Press-Dispatch .....(M&S)	6,187	.025	.025
Portsmouth Times .....(E)	12,144	.04	.04
Portsmouth Times .....(S)	8,979	.04	.04
††Springfield News .....(E)	15,592	.04	.04
††Springfield News .....(S)	13,027	.04	.04
Toledo Blade .....(E)	88,490	.22	.20
††Warren Daily Chronicle.....(E)	3,525	.025	.025
Youngstown Telegram .....(E)	22,418	.07	.07
Youngstown Vindicator .....(E)	23,750	.07	.07
Youngstown Vindicator .....(S)	23,648	.07	.07

Government Statements, October 1st, 1920.
††Government Statements, April 1st, 1920.
**A. B. C. Report, April 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.
†Publisher's Statement.

New York Globe

America's Oldest Existing Daily Newspaper Now in its 128th Year.

Offers the General Advertiser

the most modern and effective method for buying his space.

1. ***Same rate foreign and local.***
2. ***Flat rate on expiration of existing contracts.***
3. ***A rate based on definite costs and reasonable profit.***
4. ***Definite assurance of modification of rates as manufacturing costs go down.***
5. ***Absolute protection of the advertising agent.***

The Globe is a unique newspaper in many respects. Made primarily for the 170,000 to 180,000 people who buy it every day, it provides the most responsive audience for advertising appeal to be found anywhere.

Member A. B. C. **The New York Globe** *170,000 a Day.*

JASON ROGERS, Publisher

Digitized by Google

F3. THIS ISSUE: Which Newspapers Have the Best Editorial Pages?

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Re-entry as second-class matter registered May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879
(Copyright, 1920, by The Editor and Publisher Company, James W. Brown, president.)
Vol. 53. No. 32 NEW YORK, SATURDAY, JANUARY 8, 1921 By Mail in Advance $4. U. S. A.; $4.50, Can.; $6, For. 10c. Per Copy

Circulation

July 1919-December 1920

July, 1919	27,160
August	26,635
September	32,534
October	41,266
November	60,101
December	98,906
January, 1920	141,238
February	184,399
March	210,371
April	209,499
May	226,570
June	233,853
July	247,899
August	287,177
September	292,948
October	313,333
November	305,563
December	325,000

IN PREPARATION: An illustrated booklet covering the first eighteen months of the DAILY NEWS, the story of this wonder newspaper. Write for a copy, and a current issue of the DAILY NEWS.

GROWTH without precedent in newspaper history.

FOUNDED by The Chicago Tribune, New York's Picture Newspaper appeared June 26, 1919; passed the first hundred thousand mark in October, the second last March, and now *grows* at 325,000 copies daily! Circulation 99% concentrated in Greater New York and suburbs.

BRIEF—for busy people; with all news condensed, news photos instead of crowded columns, Chicago Tribune features.

TABLOID in size, with pages of a thousand agate lines; easily read, easily handled, anywhere; and *read all through*.

PROVEN MEDIUM for classified and local copy, and already used by national advertisers. . . . Not only a unique newspaper but uniquely successful—because it has a *real place* in the life of New York people!

512 Fifth Avenue, New York
Tribune Building, Chicago

DAILY NEWS
NEW YORK'S PICTURE NEWSPAPER

Digitized by Google

Did You Ever Hear of Holywell?

It's a paper making, textile and coal mining town in Wales. It only has a population of 4,000 but it has a newspaper with a circulation of 8,000.

This is only one of 50,000 questions that

EDITOR & PUBLISHER
INTERNATIONAL YEAR BOOK

will answer daily throughout 1921 for national advertisers, advertising agents and newspaper makers. Under the heading "Newspapers of England, Ireland, Scotland and Wales" 1,114 publications will be listed with populations, circulations and advertising rates.

Advertisements in this edition will live for one year. It brings the answers to all the perplexing problems of the newspaper and advertising world within the covers of a single heavily bound edition of Editor & Publisher. Make its pages your catalogue for 1921.

Wire your space reservations today—Forms Close January 16.

EDITOR & PUBLISHER

1116 WORLD BUILDING NEW YORK CITY

Subscriptions to Include This Number Must Reach Us Before January 19.

FOR PARTIAL LIST OF CONTENTS SEE INSIDE BACK COVER

Digitized by Google

COL. HOUSE is on the editorial staff of the Public Ledger

His articles are syndicated to many other newspapers in the United States

His recent visit to Europe was as an observer to the Public Ledger's Foreign News Service, of which Carl W. Ackerman is chief.

For several years Col. House has been in almost constant conference with the leading statesmen of Europe. He has a basis for inside knowledge of European affairs such as is possessed by no other living American.

He will soon visit Europe again in the interest of the Public Ledger.

He is also contributing weekly articles on international subjects.

Through the Ledger Syndicate newspapers may obtain exclusive rights to the Public Ledger Foreign Service and to Col. House's articles.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

Philadelphia

has always been a wonderfully substantial city, and its metropolitan population of three million people makes it the third largest market in the U. S.

Nearly half of the 390,000 homes within the city limits are owned by their occupants.

Now, more than any other time, is your opportunity to obtain a firm footing for your goods in Philadelphia.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net Paid Average Circulation for the Year 1920, 488,687 Copies a Day

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, JANUARY 8, 1921 No. 32

WHAT PAPERS HAVE BEST EDITORIAL PAGES?

In Effort to Find Twelve for His Own Reading, Georgia Newspaper Man Puts Interesting Question Up to Chief Editorial Writers on Dailies in Every Part of Country

By GREENVILLE TALBOTT

EDITORIAL NOTE.—*Mr. Talbott is a well known Southern newspaper man who is deeply interested in political and economic problems from the editorial viewpoint. He is a writer on the editorial staff of the Augusta Chronicle and contributor to other publications. As outlined in his article he has taken an unusual method to select his own daily reading matter. He has raised an interesting point and* EDITOR & PUBLISHER *would be glad to hear from readers on the subject.*

IN this short story I am going to tell you which are the best edited daily newspapers in the United States. How do I know? I found out from men who do know. And they say that the "best dozen dailies," alphabetically arranged, are the following:

Baltimore Sun, Boston Transcript, Chicago Tribune, Christian Science Monitor, Indianapolis News, Kansas City Star, New York Post, New York Times, New York World, Philadelphia Ledger, Portland Oregonian, Springfield Republican.

That is to say, those papers are "the best" from an editorial point of view. In other words, they are the papers that maintain the best editorial pages.

By Men Who Know

Again you might ask: How do I know? My reply is: I found out by inquiry and investigation. I secured a consensus of opinion from men who are in position to know. And I am going to tell you the whole story in the few following words.

To aid me in my editorial work I wanted to subscribe for a dozen daily papers whose editorial pages were considered the best. So I wrote to a number of "chief editorial writers" on well known daily newspapers in various cities all over the United States, and kept on writing to them until I had secured a dozen satisfactory replies, which, by the way, took a great deal of time and a good deal of correspondence, because so many editors of papers, as well as other people, are prone to procrastinate.

In the preceding paragraph I said "satisfactory" replies, unequivocal replies, by which I mean, direct replies, unequivocal replies, complete replies. I had to continue my letters of inquiries because so many editors gave partial replies, or specialized, or preferred not answering, or spoke of only three or four papers as being "among the best," or gave reasons why this paper was the best for this one reason, or that paper was the best for another reason, and so on, and so forth.

Method of Inquiry

But, let me show you a copy of the letters I wrote, each letter being the same as the others: They were worded as follows:

Chief Editorial Writer,
Paper Addressed,
City, State.

MY DEAR SIR.—A personal reply by you to this letter of inquiry will certainly be highly appreciated by me.

I want to know which newspapers are your favorites from a purely editorial point of view. Not which papers are the biggest, or carry the most advertising, or publish the finest features, or anything of that sort, but which have the best editorials.

With that understanding, will you kindly give me, in your reply to this, a list of a dozen newspapers that you think carry the best editorial pages of all the papers in the United States?

Frankly, let me say, I am making similar inquiries of other "chief editorial writers" of the more prominent papers in the various States, and, after their replies are received, I will be glad to send you a summary of them.

Thanking you very much for your "best twelve," and with best wishes, I am,

Yours, very truly,
GREENVILLE TALBOTT

The papers that gave me full and frank replies, thus participating in this symposium, so to speak, and whose combined judgment rendered the conclusive opinion were these:

Atlanta Constitution, Denver Express, Detroit News, Indianapolis Star, Los Angeles Herald, Louisville Herald, Minneapolis Journal, New York Post, Omaha Bee, St. Louis Globe-Democrat, San Antonio Express, Seattle Times.

A very representative list of newspapers, are they not? Representative geographically, politically, editorially, and in every other respect. Surely a trial by such a jury of twelve would render a just verdict, and any paper would consider such as "a jury of his peers."

Of the above twelve papers I think I may be permitted to make these personal allusions, showing who gave me the replies, and their official connection with the papers they represent. They are:

R. E. White, chief editorial writer, Atlanta Constitution; Charles W. Clogston, managing editor, Denver Express; Henry J. Richmond, chief editorial writer, Detroit News; Ernest Brost, chief editorial writer, Indianapolis Star; E. W. R. Lawrence, paragrapher and editorial writer, Los Angeles Herald; L. A. Jonas, associate editor, Louisville Herald; Winthrop Chamberlain, chief editorial writer Minneapolis Journal; Marian Storm, exchange editor, New York Evening Post; T. W. McCullough, chief editorial writer, Omaha Bee; Casper S. Yost, managing editor, St. Louis Globe-Democrat; M. M. Harris, editor, San Antonio Express; Paul H. Lovering, associate editor, Seattle Times.

Political Proclivities

So you will admit that these gentlemen are "men who know"—men who can speak "as those having authority," or, if you prefer, men upon whose judgment you can rely. And these are the men who combined in reaching the conclusion that of all the daily newspapers in the United States those consistently publishing the best editorials are the ones I have already mentioned.

The political proclivities of the "best twelve" papers are neither pronouncedly Republican nor Democratic, but are generally known as Independent, or Independent-Republican or Independent-Democratic. Of these "best twelve" the Independent ones are the Philadelphia Ledger, the Springfield Republican, the Christian Science Monitor, the Indianapolis News, the New York Post and the Kansas City Star. The Independent-Republicans are the Boston Transcript, the Chicago Tribune and the Portland Oregonian. The Independent-Democratic ones are the New York Times, the New York World and the Baltimore Sun. This political division, however, does not mean to indicate especially their present political status, but the political policies of these papers as they have prevailed for a period of past years.

Country Covered

Geographically speaking, the papers that did the selecting of the "best twelve" papers are located in all parts of the United States, viz: The Constitution, Atlanta, Georgia; The Express, Denver, Colorado; The News, Detroit, Michigan; The Star, Indianapolis, Indiana; The Herald, Los Angeles, California; The Herald, Louisville, Kentucky; The Journal, Minneapolis, Minnesota; The Post, New York; The Bee, Omaha, Nebraska; The Globe-Democrat, St. Louis, Missouri; The Express, San Antonio, Texas; The Times, Seattle, Washington.

And, also, geographically speaking, the ones they selected as the "best dozen

WHAT MAKES AN EDITORIAL?

ST. LOUIS.—Sincerity, justice, accuracy, humanity, courage and brevity are the qualities necessary to the best and most influential editorial page, according to George S. Johns, editor of the editorial page of the St. Louis Post-Dispatch. Mr. Johns' views were expressed in an address before the American Association of Teachers of Journalism at Hotel Statler on "The Editorial Page." Mr. Johns spoke as follows:

"I am tempted to say that the prime quality of the editorial is interest. A dull, stupid screed without strength of thought or charm of style, or the pith of force, wit or humor, is as futile as a puff ball in battle. A newspaper must have character and its character is determined by its editorials. A newspaper without character is a cross between a demagogue and a vagabond whom nobody heeds. Certain qualities are necessary to the best and most influential editorial page. I will name them in the order of importance:

"SINCERITY: It must express honest conviction directed to a righteous purpose. The editorial written by a man who can support any cause or express any conviction may be an admirable exhibition of ethical versatility and intellectual agility, but it will never mold opinion or prompt to action.

"JUSTICE: It must be grounded upon sound principles of equity.

"ACCURACY: It must be based upon truthful statements of facts. Quotations should be correct.

"HUMANITY: It should be the voice of the mute and the tribune of the weak.

"COURAGE: It should speak truth without fear or favor.

"BREVITY: The shorter the space in which the writer can intelligently, comprehensively and forcefully convey his idea to the reader, the better. The true measure is the importance of the subject and the necessity of setting forth fully the statement of fact, the convincing reason and the driving conclusion. A stickful of dynamite is more effective than a column of fireworks.

"The typewriter is a good servant, but a bad master. Its best use is for rewriting.

"A word about the two special functions of the editorial. One links it with the news of events—it is comment on the news, pointing out its significance and informing and directing public opinion with regard to it. Accuracy in both news and editorial is necessary for the formation of sound judgment.

"The other function is the direct arousing of the public mind to evils and abuses in government and society, and the suggestion of remedies. This involves exposure of social and governmental corruptions and of extravagance, dishonesty or inefficiency in public servants. The whole field of society is its concern to the end that justice and liberty and honesty under law may prevail.

"Every editorial page should have a strong leader on the topic of the day of greatest importance and keenest interest."

dailies" are located in cities in various parts of the United States. Illinois has the Chicago Tribune; Pennsylvania, the Philadelphia Ledger; Maryland, the Baltimore Sun; Indiana, the Indianapolis News; Oregon, the Portland Oregonian; Missouri, the Kansas City Star; while Massachusetts has three, the Boston Transcript, the Springfield Republican and the Christian Science Monitor. New York City has three—the Post, the Times and the World.

The individual preferences of each of the twelve papers that participated in the selection (election) of the "best dozen dailies" are as follows:

Atlanta Constitution: Springfield Republican, New York Times, Portland Oregonian, Indianapolis News, Chicago Tribune, Cleveland Plain Dealer, Philadelphia Ledger, Seattle Post-Intelligencer, Christian Science Monitor, New York World, Philadelphia Record, Philadelphia North American.

Denver Express: New York Sun, Philadelphia North American, Chicago Tribune, Indianapolis News, Providence Journal, Atlanta Constitution, Cleveland Press, Toledo News-Bee, Cincinnati Post, Omaha Bee, Boston Transcript, Springfield Republican.

Detroit News: New York Post, Christian Science Monitor, New York World, New York Times, Boston Transcript, Kansas City Star, Chicago Tribune, Philadelphia Ledger, Springfield Republican, Portland Oregonian, Baltimore Sun, New York Tribune.

Indianapolis Star: New York Post, Chicago Tribune, Springfield Republican, Portland Oregonian, Boston Transcript, Philadelphia Ledger, Chicago Post, New York Times, Minneapolis Journal, Atlanta Constitution, New Orleans Times-Picayune, Richmond Times-Dispatch.

Los Angeles Herald: New York American, New York Journal, Boston American, Chicago American, Chicago Herald and Examiner, San Francisco Examiner, San Francisco Call, Atlanta Georgian, Washington Times, Wisconsin News, Los Angeles Examiner, Los Angeles Herald.

Louisville Herald: Philadelphia Ledger, New York World, New York Post, New York Tribune, Baltimore Sun, Kansas City Star, Boston Transcript, New York Times, Christian Science Monitor, Denver Times, Indianapolis Star.

Minneapolis Journal: New York Sun, New York Times, New York Tribune, New York World, New York Post, Chicago Tribune, Boston Transcript, Philadelphia Ledger, Kansas City Star, Lincoln Journal, Duluth Herald, Minneapolis Journal.

New York Post: Springfield Republican, Indianapolis News, New York Globe, Columbia State, Hartford Courant, San Antonio Light, Oregon Journal, Detroit News, Christian Science Monitor, Boston Transcript, Baltimore Sun, Salt Lake Tribune.

Omaha Bee: New York Times, New York World, Boston Transcript, Philadelphia Ledger, Chicago Tribune, Kansas City Star, Minneapolis Tribune, Seattle Post-Intelligencer, San Francisco Chronicle, Baltimore American, Indianapolis News, Christian Science Monitor.

St. Louis Globe-Democrat: Philadelphia Ledger, New York Times, New York Post, Boston Transcript, Springfield Republican, Chicago Tribune, Indianapolis News, Los Angeles Times, Portland Oregonian, Des Moines Register, Christian Science Monitor, Baltimore Sun.

San Antonio Express: San Antonio News, San Antonio Express, New York Times, Springfield Republican, Boston Transcript, Indianapolis News, Chicago Tribune, Kansas City Star, San Francisco Chronicle, Portland Oregonian, Louisville Courier-Journal, Baltimore Sun.

Seattle Times: New York World, New York Times, Baltimore Sun, Savannah Press, Atlanta Constitution, Chicago Tribune, New Orleans Times-Dispatch, Los Angeles Times, Portland Oregonian, Seattle Times, Christian Science Monitor, Denver Express.

So, if you will take the foregoing expressions of preferences, and tabulate them, you will find that "the best twelve," alphabetically arranged, are these:

Baltimore Sun, Boston Transcript, Chicago Tribune, Christian Science Monitor, Indianapolis News, Kansas City Star, New York Post, New York Times, New York World, Philadelphia Ledger, Portland Oregonian, Springfield Republican.

All Leaders Tied

And by the same process of tabulation, you will find that, editorially speaking, the "best dozen dailies" in the United States, in the order of editorial excellence, as expressed "by men who know," are as shown in the following paragraph.

They are all "tied." That is to say that three papers are "tied" for first place. They are the Boston Transcript, the Chicago Tribune and the New York Times. The next "tie" is between the Christian Science Monitor, the Philadelphia Ledger and the Springfield Republican. Then there are four bunched together, that is, each receiving the same number of preferential votes, and they are the Indianapolis News, the Portland Oregonian, the Baltimore Sun and the New York World; while the remaining two of the "best twelve," each receiving the same number of vots, are those superb publications, the New York Evening Post and the Kansas City Star.

It should, by all means be added, that there are most excellent papers that almost secured seats among the chosen few, among which will be noted such prominent and progressive papers as: the Atlanta Constitution, the Denver Express, the Detroit News, the Indianapolis Star, the Los Angeles Herald, the Los Angeles Times, the Louisville Herald, the Minneapolis Journal, the New York Sun and Herald, the New York Tribune, the New Orleans Times-Picayune, the Omaha Bee, the Philadelphia North American, the St. Louis Globe-Democrat, the San Antonio Express, The San Francisco Chronicle, the Seattle Post-Intelligencer, the Seattle Times, and—your paper—or—the paper of your own personal preference—or—the paper that you yourself select as being better than those already selected by "chief editorial writers" as being "the best twelve."

Pickers of Winners

Now, who were the best prophets? Whose judgment was best? Who selected the most of the chosen few? Well, they were the following gentlemen:

Henry J. Richmond selected 11, Casper S. Yost 10, L. A. Jonas 8, R. E. White 8, T. W. McCullough 8, M. M. Harris 8, Winthrop Chamberlain 7, Ernest Bross 7, Paul H. Lovering 6, Marian Storm 5, Charles W. Clogston 4, and E. W. R. Lawrence—well, Mr. Lawrence was "loyal," to say the least.

And, finally, as the preachers say, if this summary, symposium, comment, criticism, praise, preference, do not agree with your good judgment, just ask yourself this question: "Of all the newspapers in the United States which ones maintain the best editorials?" Then think it over, and see if your own selections do not contain many or most of the papers herewith selected as "the best twelve."

JAMES G. SCRIPPS DEAD

MIRIMAR, CAL., Jan. 7.—James G. Scripps, for 12 years managing director of all the Scripps newspapers and the Newspaper Enterprise Association, died at his home here at 1.30 a. m. today. He was taken ill with influenza about two months ago. He was a son of Edward W. Scripps, founder and still head of the Scripps newspaper league and the N. E. A., and a brother of Robert P. Scripps. The deceased was born in Westchester, Ohio, near Cincinnati, 34 years ago.

NEW YORK DAILIES LOST 4.5 PER CENT IN DECEMBER ADVERTISING

NET loss of 628,281 lines, or 4.5 per cent, was incurred by New York and Brooklyn newspapers during December, 1920, as compared with December, 1919. The respective totals were 13,287,144 lines and 13,915,425 lines. Gains were made by the Brooklyn Eagle, Evening Journal, Evening Mail, Evening Post, Evening World, Brooklyn Standard Union and New York Tribune. Number of pages dropped from 11,954 to 11,528 for the 17 papers listed, a saving of 3.5 per cent. The totals for the month in 1920 and 1919 and for the same month back to 1914, are given below.

Pages 1920	Pages 1919		1920	1919	Gain	Loss
830	894	American	837,856	972,416	.....	134,560
938	966	Brooklyn Eagle	1,018,576	969,024	49,552	.....
386	...	Brooklyn Times	308,904	.....	.....	.....
364	368	*Commercial	283,288	310,640	.....	27,352
710	670	*Evening Journal	1,043,290	956,528	86,762	.....
474	464	*Evening Mail	586,434	559,788	26,646	.....
642	588	*Evening Post	659,726	460,554	199,172	.....
606	624	*Evening Sun	817,382	890,070	.....	72,688
630	719	Evening Telegram	500,932	791,602	.....	290,680
682	634	*Evening World	981,688	879,558	102,130	.....
526	530	*Globe	728,834	775,034	.....	46,200
...	822	†Herald	.....	703,748	.....	.....
910	...	Herald	1,047,030	.....	.....	.....
564	...	*News (Tabloid)	210,408	.....	.....	.....
664	578	Standard Union	734,444	687,852	46,592	.....
...	818	†Sun	.....	702,386	.....	.....
1,250	1,284	Times	1,777,524	1,887,110	.....	109,586
888	920	Tribune	906,200	893,114	13,086	.....
950	1,084	World	1,153,542	1,476,001	.....	322,459
11,528	11,954	Totals	13,287,144	13,915,425	.....	628,281

*No Sunday edition.

Brooklyn Times figures not included in totals. Although published both years, 1919 figures were not recorded.

DECEMBER ADVERTISING 1920-1914

	1920	1919	1918	1917	1916	1915	1914
American	837,856	972,416	750,514	862,133	792,464	770,185	677,185
Brooklyn Eagle	1,018,576	969,024	743,529	706,412	775,737	727,521	673,641
Brooklyn Times	308,904	‡.....	‡.....	‡.....	‡.....	‡.....	‡.....
Commercial	283,288	310,640	117,576	150,190	143,525	‡.....	‡.....
Evening Journal	1,043,290	956,528	785,960	713,164	747,097	728,052	696,039
Evening Mail	586,434	559,788	334,635	461,524	450,856	471,763	412,481
Evening Post	659,726	460,554	369,602	372,381	415,516	421,403	310,887
Evening Sun	817,382	890,070	566,192	456,333	569,069	507,380	427,411
Evening Telegram	500,932	791,602	687,192	647,197	630,774	547,503	591,749
Evening World	981,688	879,558	509,347	520,092	506,345	504,448	525,148
Globe	728,834	775,034	535,203	482,635	513,851	665,812	431,344
†Herald	.....	703,748	571,862	549,697	671,599	554,661	605,427
Herald	1,047,030	.....	.....	.....	.....	.....	.....
News (Tabloid)	210,408	.....	.....	.....	.....	.....	.....
Standard Union	734,444	687,852	489,623	475,392	482,337	478,743	460,993
†Sun	.....	702,386	344,900	333,646	391,025	317,807	275,902
Times	1,777,524	1,887,110	1,285,516	1,127,009	1,090,965	903,116	758,588
Tribune	906,200	893,114	434,446	396,258	467,487	366,076	220,236
World	1,153,542	1,476,001	1,186,265	1,041,648	1,065,191	863,107	746,587
Totals	13,596,048	13,915,425	9,712,562	9,294,511	9,713,838	8,827,575	7,811,618

†Sun and Herald combined into Sun-Herald February 1, 1920; name changed to Herald October 1, 1920.

‡Figures not recorded.

RATES CAN'T BE CUT, SAY CAROLINANS

Meeting at Charlotte Finds No Reduction in Newspaper Costs, Though Paper and Labor Conditions Are Improving

(*By Telegraph to* EDITOR & PUBLISHER)

CHARLOTTE, N. C., Jan. 6.—A two-day business session of the North Carolina Press Association was concluded here this afternoon with the adoption of important changes in the by-laws, making newspapers as well as individuals eligible to membership. This was done to give the association greater working funds for publishing frequent bulletins and other work.

News print and labor conditions featured the discussions and members reported that newsprint was easy to obtain at fair prices and that there was now developing a surplus of printers in the larger cities of the State.

One of the features of the meeting was the presentation Wednesday night of a silver service set to John B. Sherrill of the Concord Tribune in recognition of his 32 years' service as secretary of the association. The presentation speech was made by R. R. Clark of the Statesville Landmark. The occasion was also the 34th anniversary of the wedding of Mr. and Mrs. Sherrill and both received the hearty congratulations of the editors.

The meeting was attended by about seventy Carolina publishers and the discussions of shop showed that members are taking lively interest in bettering newspaper conditions.

Members went on record as being opposed to any reduction in either advertising or circulation rates, because newspaper publishing costs have not been reduced and a falling off of some lines of business is reducing newspaper revenue. J. F. Hurley of the Salisbury Post presided. The summer meeting for election of officers will probably be held at Beaufort or Wilmington.

Halifax Newspaper Reduces Price

HALIFAX, N. S.—The Chronicle on January 1 reduced its subscription price to $6 a year "in the belief that the pinnacle of high costs of production has been reached and that hereafter there must come a decrease."

Digitized by Google

STONE WINS LONG FIGHT IN U. S. COURTS AGAINST LABOR BOYCOTT

Supreme Tribunal Holds International Association of Machinists Conspired in Restraint of Trade, Despite Exemption Under Clayton Law

NO decision of the Supreme Court of the United States in recent years is more important to the newspaper and printing industries than the one handed down on Monday in the case of the Duplex Printing Press Company of Battle Creek, Mich., against the International Association of Machinists, in which it established the principle that when a labor union departs from its "normal and legitimate objects and engages in an actual combination or conspiracy in restraint of trade," it violates the Clayton amendment of the Sherman Anti-Trust Law.

The members of the Machinists' Association had refused to set up the presses of the Duplex Company in different parts of the country on the ground that they were the product of a non-union shop.

The Danbury Case

The Duplex Company in the lower courts had contended that the actions of the union were similar to those in the Danbury Hatters' case, in which the court had held that a big walkout on the part of the hatters had been in restraint of commerce. The machinists claimed that this view had been set aside by the Clayton amendment to the Sherman Law, which exempted labor unions and farmers' organizations from such prosecution.

The present decision overrules the United States District Court for the Southern District of New York and the United States Court of Appeals, which held that the Clayton Act rendered labor unions immune from prosecution for employing the secondary boycott.

In commenting upon the decisions, Walter Gordon Merritt, counsel for the Duplex Company, and who represented the manufacturing hatters in the famous Danbury case, said:

"It is the greatest defense of human liberty that has come down from the United States Supreme Court for many years. Had a contrary decision been rendered it would have meant the absolute destruction of freedom of workmen to pursue their livelihood without securing the license of a union card.

"It would have made it possible for union men acting in combination not only to refuse to work with non-union men, but to make their products worthless and unsalable in the markets of the nation and thus deprive the public of the sovereign right of choice in determining what merchandise to purchase."

History of Litigation

The circumstances upon which the Duplex Company based its suit against the International Association of Machinists are as follows:

On August 27, 1913, eleven members of the machinists' union employed in the Duplex factory at Battle Creek, and three who were engaged in setting up printing presses in different parts of the country, quit work, acting under instructions from the General Board of the association, which had ordered a strike. As the strikers numbered only eleven out of 250 men employed in the factory, their withdrawal had little effect upon the production work of the company. Up to this time there had been no strikes or evidences of discontent among the workmen.

As far back as 1910 pressure had been brought to bear upon the company by the machinists' union to have its factory conducted as a closed shop, but without success, as I. L. Stone, president of the company, was firm in his determination to maintain an open shop.

It was in 1910, while a Duplex press was being installed in the office of the New York World, that Mr. Stone was notified by an officer of the union that the union would not allow the erection of the press to proceed because the machine had not been constructed in a union shop. For some reason this threat was not carried out and the work was concluded without interference.

In April, 1913, the union threatened to tie up the National Exposition at the Grand Central Palace if the Duplex Company was allowed to display its machinery. Finally its opposition was withdrawn upon the understanding that the Duplex plant was to be unionized.

After the strike was inaugurated in the summer of 1913, the union became more active in its hostility to the company. Under the contract made for the sale of presses, the cartage at destination and all necessary help for moving and setting up the machinery is furnished by the purchaser, while the company agrees to furnish a competent man to supervise the erection and instruct a pressman. In October, following the strike, Vice-President Keppler of the machinists' union sent a letter to members urging them not to have Duplex presses installed by "unfair" men and that they make no more contracts for machines "until organized labor is fairly dealt with."

Subjected to Annoyances

As a result, the Duplex Company was subjected to many annoyances in the conduct of its business. Presses that had been sold and delivered could not be erected and a number of contracts were cancelled. Builders of paper-cutting machinery were requested by the machinists' union, whenever possible, to prevent the installation of "this unfair machinery" and trucking organizations were urged not to handle Duplex presses.

President Stone, in spite of all the attempts of the union to force a closed shop upon him, remained firm in his opposition. R. Hoe & Co., the Goss Printing Press Company of Chicago, and Walter Scott & Co. of Plainfield, N. J., had been unionized two years before and because of this fact the Machinists' Association made every effort to swing the Duplex into line, but without success.

Finally, in 1914, when the situation became unbearable, the Duplex Printing Press Company, through an action brought in the United States District Court of Southern New York against the International Association of Machinists, asked for an injunction against Emil J. Deering and William Bramley, business agents of District 15 of the International Association, restraining them from interfering with the company's conduct of its business. The District Court dismissed the complaint and the Circuit Court of Appeals upheld that decision. The Duplex Company thereupon appealed to the United States Supreme Court.

In substance, the Supreme Court held that the action of the International Association in calling a strike because the Duplex Company refused to recognize the closed shop and in refusing to permit the setting up of Duplex presses throughout the country was a conspiracy in restraint of trade in violation of the anti-trust law.

Dissenting Opinion

In the dissenting opinion of Justices Holmes, Brandeis and Clark, delivered by Justice Brandeis, the contention is made that the court's decision renders futile an effort of more than 20 years to place employers and employes on an equal basis before the bar. These justices held that the action of the International Association was not a "secondary boycott" but "an instance of a strike of those who have a common interest to protect themselves by preventing the use of products which part of them have tried to prevent the manufacture of by a strike."

In the majority decision, the court holds:

"That complainant's business of manufacturing printing presses and disposing of them in commerce is a property right, entitled to protection against unlawful injury or interference; that unrestrained access to the channels of interstate commerce is necessary for the successful conduct of the business; that a widespread combination exists, to which defendants and the association represented by them are parties, to hinder and obstruct complainant's interstate trade and commerce by the means that have been indicated, and that as a result of it complainant has sustained substantial damage to its interstate trade, and is threatened with further and irreparable loss and damage in the future, is proved by clear and undisputed evidence. Hence the right to an injunction is clear if the threatened loss is due to a violation of the Sherman Act as amended by the Clayton Act."

In discussing the provisions of Section 6 of the Clayton Act, the court holds that its principal importance lies in what it does not authorize and for the limit it sets to the immunity conferred.

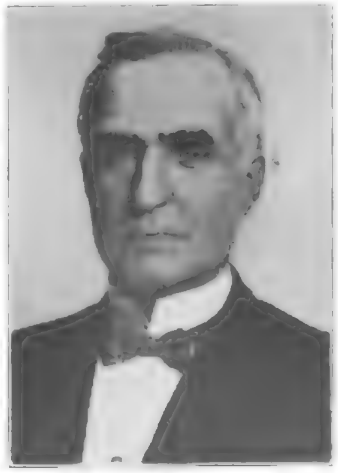
"The section assumes the normal acts of a labor organization to be legitimate, and declares that nothing in the anti-trust laws shall be construed to forbid the existence and operation of such organizations or to forbid their members from lawfully carrying out their legitimate objects, and that such an organization shall not be held in itself—merely because of its existence and operation—to be an illegal combination or conspiracy in restraint of trade.

Nothing to Justify Defendants

"But there is nothing in the section to exempt such an organization or its members from accountability where it or they depart from its normal and legitimate objects and engage in an actual combination or conspiracy in restraint of trade. And by no fair or permissible construction can it be taken as authorizing any activity otherwise unlawful or enabling a normally lawful organization to become a cloak for an illegal combination or conspiracy in restraint of trade as defined by the anti-trust laws."

Further on the court declares:

"There is nothing here to justify defendants or the organizations they represent in using either threats or persuasion to bring about strikes or a cessation of work on the part of employes of complainant's customers or prospective customers, or of the trucking company employed by the customers, with the object of compelling such customers to withdraw or refain from commercial relations with complainant, and of thereby constraining complainant to yield the matter in dispute. To instigate a sympathetic strike in aid of a secondary boycott cannot be deemed 'peaceful and lawful' persuasion. In essence it is a threat to inflict damage upon the immediate employer, between whom and his employes no dispute exists, in order to bring him against his will into a concerted plan to inflict damage upon another employer who is in dispute with his employes."



President I. L. Stone is the victor in one of hardest-fought labor battles in the history of the printing trades by the decision of the Supreme Court of the United States in the case of the Duplex Printing Press Company against the International Association of Machinists.

FOREIGN AFFAIRS SPHINX TOPIC

McHugh on Trade, Konta on Diplomacy, with Finley on Advertising

John McHugh, vice-president of the Mechanics & Metals Bank of New York, Dr. John B. Finley, of the New York Times executive staff, and Alexander Konta are on the program as speakers at the Sphinx Club dinner on January 11 at the Waldorf-Astoria, New York. Mr. McHugh's subject will be "America's Foreign Trade Opportunity," while Dr. Finley will signalize his return to journalism by an address on "Advertising First of All Must Be Honest." Mr. Konta has promised to tell the club about his recent trip to London, Paris, Vienna and Budapest, with actual facts as he found them in the international, political, military and commercial circles abroad.

N. E. A. Office to Move

The New York office of the Newspaper Enterprise Association will move from the Times Building to the World Building, next to the United Press and the United News headquarters, about the first of February.

Digitized by Google

NORTHCLIFFE THREATENS A SHUTDOWN DUE TO JOURNALISTS' DEMANDS

Newspaper Proprietors' Refusal to Discuss Union Proposals Followed by Daily Mail Promise of Suspension by Four Papers

By Herbert C. Ridout

London Editor, Editor & Publisher

LORD NORTHCLIFFE, as proprietor of three great British newspapers, has always intimated a sympathy with trades unions of journalists, as well as of other departments of industry, has just created a stir by his drastic action upon a new demand for higher salaries and other improved conditions made by the National Union of Journalists for its London members. The program was submitted to the Newspaper Proprietors' Association on October 23. After consideration and a meeting between representatives of the Union and the proprietors, the latter communicated their decision that the association was "unable to accept the proposals as set forth," but was prepared to consider fresh proposals as to minimum rates and conditions of employment.

Moment Inopportune

That association includes Viscount Burnham and Lord Riddell on its directorate, so that its refusal was authoritative so far as importance of interests was concerned. Then Lord Northcliffe took a hand in the matter and in a strong leading article in the Daily Mail pointed out that the Union had chosen for its action the moment when production expenses were already at an inordinate height. The article went on:

"The reply of the Daily Mail to these demands, if pressed, will be a reluctant but complete 'shut down' of the four newspapers of Carmelite House. Whether our example be followed by other newspapers or not, we shall shut down for exactly the period that may be necessary. This is the effective method by which the directors of newspapers can obtain justice. The Daily Mail was the introducer of the five-day week for journalists. It is not in the unhappy financial condition of many of its contemporaries.

"We are therefore in a position to speak quite plainly. Face to face with a somewhat similar condition in Paris some time ago, the Continental Edition was reluctantly obliged to join for a time certain members of the French press in a complete stoppage of activities. Since then there has been no trouble.

Donald Attacks Union

"It would be a matter of very great regret to the Daily Mail—all the more because its production involves the labor of some 3,000 persons daily—if a misunderstanding of the financial facts of the publishing situation by a minority of the working journalists should cause even a temporary trouble."

This was followed by a letter from Robert Donald, proprietor of the Yorkshire Observer, etc., who declared that in his view, the policy of the union was detrimental to the best interests of journalism. He suggested that by being concerned with salary and shorter hours, it ignored fitness, and so would stereotype mediocrity, and reduce journalism to the level of unskilled work, as under the union's policy, the inefficient are paid the same as the efficient.

John Oakley, editor of the Sheffield Telegraph, also declared that he is one of the persons who, if the new methods of the N. U. J. had controlled the profession in the nineties, could never have become a journalist. He would have been barred out.

This was attended by heated rejoinders from the union secretary and a further article in the Daily Mail which, in the prevailing fashion of providing "labels" for every person and event in the news, described the type, which it asserted the union's action would create as "Jam Factory Journalists"—an allusion to the grading proposals of the union, under which its members would fall automatically into certain wage-classes.

Immediately following the Daily Mail leader intimating its intention of "shutting down" as a reply to these demands (the union suggesting that the leader was timed to appear on that day) was a mass meeting of the National Union of Journalists.

During the three hours' discussion, one amendment proposed that the N. P. A. should be asked to re-open negotiations and failing a reply within two weeks, the National Executive to be asked to take a ballot of the London branch for or against a strike. Fortunately, the amendment was defeated, though only by a small majority.

It was then proposed that alternative proposals should be submitted to the proprietors "eliminating all subjects which touch on matters of managerial policy and dealing only with wages and conditions of employment" and to submit these to a further branch meeting to be summoned later.

This was agreed to, as was a proposal to drop the "grading" suggestions.

It is expected that the new proposals will be announced in the course of the next few days.

B. C. Forbes Back with Hearst

B. C. Forbes, founder and editor of Forbes Magazine, Editor & Publisher learned this week, will, in addition to his magazine publishing activities, undertake the supervision and direction of the business and financial news and editorial pages of the New York American and all other Hearst newspapers. Mr. Forbes was for a number of years business editor of the New York American.

Non-Partisan Papers Quit

Grand Forks, N. D.—The Grand Forks American and the North Dakota Tidende, Non-Partisan League newspapers, suspended publication January 3. The papers are solvent, John R. Brown, general manager, stated, adding that the suspension was caused by inability to collect outstanding indebtedness or obtain funds from notes issued by stockholders.

Manchester Edition for London Herald

London, England.—The Daily Herald, labor newspaper, has undertaken to raise about $800,000 to finance a North England edition in Manchester. Investment in building and machinery is expected to total $300,000 with the remaining $500,000 held in reserve to meet deficits until the new paper is on a sound basis.

Fifty thousand every-day questions of the newspaper and advertising business will be answered in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

COMICS WIN, AND DINNER'S ON W. A. WHITE

EMPORIA, KANSAS—The Emporia Gazette force will eat dinner on William Allen White in a few days—for the laugh is on him. "For years," according to the story in the Gazette last week, "he has been writing ringing editorials sounding clarion notes and doing the ornate standing around and looking wise on the paper. The paper has grown steadily enough, on an average of five papers a month. Last month we put in the 'funnies,' and the paper jumped nearly 200 papers in 30 days. And, gee, but the boss is sore!"

Greet Prisoners Through Papers

Journalism was the medium selected by leaders of public thought to present Holiday greetings to prisoners in institutions of the District of Columbia and New York State. Charles C. Foster, superintendent of the Washington penal institutions, who was for twenty years on the Louisville Courier-Journal staff, directed the publication of Passin' Through, a special prison newspaper carrying messages from Attorney General A. Mitchell Palmer and from Cardinal Gibbons. Archbishop Hayes of New York sent a message of cheer to the inmates of Sing Sing prison through the Sing Sing Bulletin, which is edited by C. E. Chapin, a former New York Evening World city editor.

Ad Men's Winter Tourney

The Winter Golf League of Advertising Interests will hold its annual winter tournament at Pinehurst, N. C., January 8-15. A total of 51 prizes will be distributed among the winners in the events comprising the eight-day program. All matters pertaining to the tournament are under the direction of Don M. Parker, Roy Durstine and Roy Barnhill, who comprise the tournament committee of the league, and Donald Ross, secretary of the Pinehurst Country Club.

Fresh Air Fund Gets $10,000

The New York Tribune Fresh Air Fund is entitled to a bequest of $10,000 under the will of James Buchanan Brady by a decision of the Appellate Division of the New York Supreme Court December 24. Mr. Brady's will provided that the money should go to the "Fresh Air Fund of the City of New York," and the Tribune's claim to it was disputed by the St. John's Guild Fresh Air Fund.

Hold Two for Ad Frauds

Buffalo.—Joseph A. Watson and Walter G. Grouch, of Erie, Penna., were held for the grand jury when arraigned in city court on a charge of having obtained under false pretense $100 from Oliver Cahana, Jr., president of the Buffalo Specialty Company. The two men represented themselves as advertising solicitors for the Periscope, a publication which they said is to be issued in the interests of the American Legion.

Burglars Loot Fries' Cellar

Cincinnati.—Burglars got into the home of Elmer Fries, managing editor of the Cincinnati Post, one night last week while the family was away. Several heirlooms of his wife were taken and the miscreants also decamped with a couple of articles that Mr. Volstead frowns upon.

CO-OPERATION THEME OF PAPER MEETING

Publishers and Print Makers Discuss Solutions of Common Problems—Traffic Committee Named to Save Freight Costs

Co-operation on matters of common interest was the objective of the joint meeting of newsprint manufacturers and newspaper publishers, held recently at the Union League Club in New York. The following manufacturers attended: P. T. Dodge, Chester W. Lyman and H. R. Weaver, International Paper Company; Percy B. Wilson, G. H. Mead Company; George H. Chahoon and F. A. Sabbaton, Laurentide Company; Sir William Price and W. S. Hofstra, Price Brothers, Ltd.; Maurice Hoopes, Finch, Pruyn & Co.; C. A. Babcock, Wisconsin River Pulp & Paper Company; G. F. Steele, Canadian Export Paper Company; Edward Beck, Canadian Pulp & Paper Association; Henry A. Wise and R. S. Kellogg, Newsprint Service Bureau.

Try to Cut Freight Charges

For the publishers there were present: George A. McAneny, New York Times; E. H. Butler, Buffalo News; F. B. Noyes, Washington Star; Paul Patterson, Baltimore Sun; E. A. Westfall, Boston American; H. V. Jones, Minneapolis Journal; W. H. Dow, Portland (Me.) Express; S. E. Thomason, Chicago Tribune; Ralph Booth and George Booth, Detroit News; E. H. Baker, Cleveland Plain Dealer; D. E. Town, Chicago Evening Post; E. Lansing Ray, St. Louis Post-Dispatch.

Mr. Dodge served as chairman and Mr. Kellogg as secretary.

Appointment of a traffic committee, consisting of the traffic managers of the International Paper Company, G. H. Mead Company, Canadian Export Paper Company and the Wisconsin Traffic Association, resulted from a suggestion by President T. R. Williams of the A. N. P. A. at a previous meeting that the manufacturers cooperate with the publishers in securing modifications or adjustments of freight rates on paper shipments that will be helpful to the publishers.

Appreciation of the publishers' efforts in securing the passage of the federal Water Power Bill was expressed by the manufacturers' representatives during a general discussion of this subject.

Reforestation Approved

Reforestation also received attention, representatives of the manufacturers setting forth what had been done during the past twenty years, chiefly with reference to fire prevention legislation. The work of the National Forestry Program Committee, which is sponsoring national forestry legislation in Congress under the chairmanship of Mr. Kellogg, was also discussed.

Gathering of data on the capacity of the manufacturers to produce rolls of the different sizes on existing machines was entrusted to the Newsprint Service Bureau and a new analysis of its data on roll sizes required for the presses of publishers was requested of the American Newspaper Publishers' Association, in order that full information may be secured for further consideration by the joint committee of five manufacturers and five publishers provided for at the November

(Continued on page 22)

Digitized by Google

WORCESTER GAZETTE IS PURCHASED BY THEODORE T. ELLIS

Will Be Continued as Evening Edition of Telegram—George F. Booth Announces No Plans for Future

(*Special to* Editor & Publisher)

WORCESTER, Mass.—The Gazette on Jan. 1 was purchased by T. T. Ellis, owner and publisher of the Telegram, and will continue to be published under its old name as the latter paper's evening edition. As noted in Editor & Publisher of January 1, reports of the deal became current last week, but all negotiations were behind closed doors and no authentic statement was issued until New Year's Eve.

T. T. Ellis

George F. Booth

Mr. Ellis will be president and publisher of both papers and other officers will be: Assistant publisher, W. L. Thomas; general manager, A. W. Fell; business manager, Charles W. Morse; circulation director of Morning and Sunday Telegram and Evening Gazette, Joseph H. Powers, formerly business manager of the Gazette; editor, Capt. Roland W. Andrews; managing editor of the Gazette, Joseph De Wolf; managing editor of the Telegram, E. S. Irwin; advertising manager of both papers, B. LeRoy Woodbury; circulation manager of the Gazette, Charles M. Schofield; circulation manager of the Telegram, E. D. Dolhenty.

The Gazette will be printed at its present home until about March 1, when it will be moved to the Telegram after extensive alterations have been made.

The Gazette, which is the oldest paper in Worcester, has been under the direction of George F. Booth as editor and publisher since October, 1899, when he and John Day Jackson, publisher of the New Haven Register, purchased it from David B. Howland. It was started as the National Aegis, December 2, 1801, and became a daily paper April 1, 1851, under the name of the Daily Morning Transcript. Eight years later it became an evening paper, and on January 1, 1866, the name was changed to Worcester Evening Gazette, its present form.

W. L. Thomas

Mr. Booth when asked as to his future plans, said:

"After 21 years I feel that I would like to rest a little and to retire from active newspaper work. I cannot conceive of sitting by and idly folding my hands and, after I tire of doing so I presume I shall turn my hand to something else, perhaps not so exhausting, if perhaps not quite so interesting.

"However, I always expect to be a newspaper man because I know the truth of the saying: 'Once daub a man's hands with printer's ink and he never gets it out of his system.' And I have a great deal of printer's ink in my system now.

"My theory of a newspaper has been that it should have no interest to serve for the aggrandizement of its editor, its owners or anyone else, and should be run entirely in the interest of the general public. It is a newspaper's business to see that corporations have a fair deal and to keep an Argus eye upon them to see that they do not take advantage of the people.

"To be friendly with the poor and to have sympathy for the unfortunate; and always to lend a helping hand.

A. W. Fell

Charles W. Morse

"I have no plans for the future. Despite allurements elsewhere I may say that Worcester is my home. I should dislike to think of leaving and do not now intend to."

Mr. Booth's newspaper experience dates from his school days, when he worked in the office of the Norwich (Conn.) Bulletin. A few years later he became secretary to Col. L. L. Morgan, then secretary and manager of the A. N. P. A., who also directed the Boston Post for a time before its sale to E. A. Grozier.

Before coming to Worcester, Mr. Booth was associated with the New Haven Register and was for some time that paper's business manager.

TWO "TICKETS" IN FIELD

N. Y. Press Club Election Contested for First Time in Five Years

For the first time in five years, the annual election of the New York Press Club, to be held January 10, will be contested. An opposition ticket has been presented by 67 active members who believe that the injection of new blood on the board of directors is necessary to keep the club from "dying of dry rot." The group states that it has no grievances against the present directorate.

Besides the issue of "new blood," the campaign is marked by considerable discussion of the Press Club War History, the purposes and management of which have been criticized. In its defense, the committee which is sponsoring the present officers for re-election under the title of the Press Club's Protective Campaign Committee of One Hundred Issues out in a circular that the War History has at various times lost the club's general fund $9,850.22 for city taxes and $11,162.50 for interest on the first mortgage, besides a payment of $7,000 into the treasury when the second mortgage became due and was paid.

The "insurgent" ticket is: President, G. Selmer Fougner; first vice-president, John R. Binns; second vice-president, J. Earl Clauson; third vice-president, John J. O'Connell; treasurer, Channing A. Leidy; financial secretary, Andrew M. Madigan; recording secretary, Peter A. Dolan; corresponding secretary, Caleb H. Redfern; librarian, Clarence E. Swezey; trustees (three-year term), Charles K. Johansen, W. L. Curtin, R. S. Slater; (two-year term), A. A. McCurdy.

The "regular" ticket comprises the following: President, Edward Percy Howard; first vice-president, Edward W. Drew; second vice-president, Martin Dunn; third vice-president, S. Jay Kaufman; treasurer, Channing A. Leidy; financial secretary, Walter E. Warner; recording secretary, Willard Avery Carr; corresponding secretary, Caleb H. Redfern; librarian, Clarence E. Swezey; trustees (three-year term), Peter Crosby, W. L. Curtin, George F. Dodson, Jr. (two-year term), Miles Bath.

ROCAP WINS SLANDER SUIT

Tex Rickard Ordered to Pay $500 to Public Ledger Sporting Editor

(*Special to* Editor & Publisher)

PHILADELPHIA.—Newspaper men generally, and sporting writers in particular, will be interested in the news of a lawsuit which has been tried this week before Judge Finletter in Common Pleas Court No. 4. Decision was awarded to the plaintiff, William H. Rocap, sports editor of the Public Ledger. The defendant, George L. Rickard, better known as "Tex" Rickard, was ordered by the jury to pay Mr. Rocap $500.

The suit is an action in slander and grew out of the Willard-Dempsey fight in Toledo, July 4, 1919. It is alleged by Mr. Rocap, that he was slandered as the result of a statement alleged to have been made by Rickard after the fight. The defendant was charged with stating that Rocap had tried to "hold him up for $1,000 and was a blackmailer." Rickard denied that he had ever made any such statement.

LAST CALL FOR PRESS MEN

Reservations for Philadelphia Reunion Dinner Close January 13

(*Special to* Editor & Publisher)

PHILADELPHIA.—Plans are about completed for the reunion dinner of former members of the staff of the Philadelphia Press, which will be held next Saturday evening, January 15, in the Adelphia Hotel.

"Former Press men are urged to remember that they must send in their acceptances to the dinner immediately if they want reservations to be made for them," E. A. Muschamp, secretary of the dinner committee, said this week. The price of the ticket is $5.75 and checks must be made payable to Samuel L. Lazar, treasurer, and mailed to E. A. Muschamp, Room 405, 603 Chestnut street, Philadelphia. Acceptances and checks must reach secretary of the dinner committee not later than January 13, at the very latest.

To Address Ad Club

Henry L. Doherty, president of Henry L. Doherty & Company of New York, will be the speaker at the weekly luncheon of the New York Advertising Club on January 12, on "Financial Advertising."

SCHOOL PROGRAM FOR EDITORS' MEETING

Annual Washington State Institute at University Will Hear Professors and Active Newspaper Men on Press Problems

(*Special to* Editor & Publisher)

SEATTLE.—An unusually interesting program has been arranged for the annual institute of the Washington State Press Association to be held at the University of Washington from January 10 to 15. The committee has turned the program over to the faculty of the school of journalism of the university. Harry Suzzallo, president of the university, will deliver the address of welcome.

At Friday's session, Prof. Maurice W. Hicklin, of the school of journalism, will discuss copy reading. Dr. M. L. Spencer, director of the school of journalism, will talk on "Editorial Policies that Succeed." "The American Press and an American Foreign Policy" is the subject to be handled by Prof. Richard F. Scholz, of the department of history of the university. "Feature Stories in Weekly Newspapers" is the subject for a second address by Prof. Hicklin at the afternoon session on Friday. John A. Rea, of Tacoma, will speak on "Newspaper Ideals," and Prof. Robert W. Jones, of the School of Journalism, will discuss "Advertising Ideas for Country Newspapers."

The business session of the state press association will be held on Saturday afternoon, January 15. The annual banquet will be held Saturday evening.

The first two days of the institute will be given over to a discusion of the problem affecting class and trade journals.

Speakers for the Wednesday and Thursday sessions, which are devoted to the daily newspapers, include J. H. Scott, of Merritt, Wash., on "Building Circulation"; W. D. Moriarty, of the School of Business Administration of the university, on "Illegitimate Advertising"; Richard W. Buchanan, city editor of the Seattle Times, on "Handling Local News"; C. B. Blethen, editor of the Seattle Times, on "Public Service Work Among Newspapers"; Frank S. Baker, editor of the Tacoma Ledger, on "Holding Circulation"; J. A. Swalwell, president, Union National Bank of Seattle, on "Boosting Home Products"; Dr. Spencer on "Suppression of News"; Prof. Hicklin on "Making News on Country Dailies"; Robert A. Glen, news editor, Spokesman Review, Spokane, on "Handling Small Town Correspondence"; Prof. Fred W. Kennedy, on "Comparative Costs on Dailies and Weeklies"; Frederick K. Smith, of the Forte Publishing Company, of Salt Lake city, on "Cost Accounting Systems."

Agents to Hear Liggett

The New York Council of the American Association of Advertising Agencies will hold a luncheon January 14, at the Hotel McAlpin. Speakers are Louis K. Liggett, president of the United Drug Company, Boston, and Dr. Alonzo Ray Petty, pastor of Judson Memorial Church of New York.

Daily for Stamford, Tex.

STAMFORD, Tex.—The Stamford Daily News is the name of a new morning newspaper that will be published here beginning January 25. Tom Ingiore will be editor and publisher, and the paper will carry the full leased wire night report of the Associated Press. He is moving his plant to Stamford from Las Vegas, N. M.

Digitized by Google

FAREWELL TO HANSON IN PHILADELPHIA

Friends in Private, Public and Business at Banquet to Publisher Who This Week Took Charge of Duluth Herald

(Special to Editor & Publisher)

PHILADELPHIA.—More than a hundred personal friends and business associates of M. F. Hanson gave him a testimonial dinner at the Ritz-Carlton Hotel, January 3. Mr. Hanson has just resigned as general manager of the Philadelphia Record and went to Duluth, Minn., on January 4, to take charge of the Herald, which he and Paul Block recently purchased from A. C. Weiss.

At the dinner, men prominent in every walk of life who have been associated with Mr. Hanson, directly and indirectly, during the thirty years that he has been connected with newspaper work in this city, paid him tribute as a man and as a publisher. The affair was one of the most notable gatherings of its kind ever held in this city and testified in an unmistakable way to the high esteem in which Mr. Hanson was held not only by those who have come to know him personally and intimately, but by those who have had only business relations with him.

Ex-Gov. Stuart Presided

The toastmaster was former Governor Edwin S. Stuart, now one of the vice-presidents of the Poor Richard Club and formerly president of this organization. Governor Stuart paid a high tribute to Mr. Hanson, saying that in all the thirty years that he had known the guest of honor he was "never too busy to do something for somebody else," and added that he knew he but expressed the feelings and wishes of every man present when he extended his best wishes to Mr. Hanson for the heartiest and biggest kind of success in Duluth.

Cyrus H. K. Curtis, publisher of the Public Ledger, spoke of the pleasant relations that had always existed between him and Mr. Hanson. In this connection the morning after the banquet, the Public Ledger paid this editorial tribute to Mr. Hanson:

"Duluth's gain is Philadelphia's loss in the removal to the great port on the inland sea of M. F. Hanson, for many years advertising and business manager of the Philadelphia Record. Born in this city and identified with its activities for more than half a century, Mr. Hanson made his impress on his chosen field of endeavor and in his new field, as part owner and publisher of the Duluth Herald, he will carry with him the good wishes of his former newspaper associates and his many friends in the community at large."

A "Very Wonderful Bouquet"

Karl Bloomingdale, president of the Poor Richard Club, spoke for the advertising men of the city and in characteristic eloquence closed his brief remarks by saying that the Poor Richard Club "wished to add its blossom to the very wonderful bouquet given Mr. Hanson."

Other speeches were made by F. Wallis Armstrong, head of the F. Wallis Armstrong Agency; Jarvis A. Wood, of the firm of N. W. Ayer & Son; George W. Norris, governor of the Federal Reserve Bank of the Philadelphia district; Dr. Wilmer Krusen, former Municipal Director of Health; John McDonald, president of the Beneficial Saving Fund Society; E. J. Lafferty, of the Board of Trustees of Temple University; Harry T. Jordan, resident manager of Keith's Theater, and Philip Kind, P. J. Cunningham and Bartley J. Doyle, three prominent local merchants.

Rowe Stewart, former advertising manager of the Record, who has succeeded Mr. Hanson as business manager, read a score or more of letters from men prominent in public affairs, including Governor William C. Sproul, Mayor J. Hampton Moore and U. S. Senator Walter E. Edge of New Jersey, who could not be present, but who wanted to pay their respects to Mr. Hanson.

On behalf of the guests, Mr. Doyle presented Mr. Hanson with a handsome desk clock, a silver cigarette and cigar humidor, and a silver picture frame in which was a photograph of Mr. and Mrs. Hanson.

The guests included:

Edwin L. Lewis, W. F. Therkildson, Howard C. Story, A. S. Murphy, A. S. Tourison, Jr., Paul Block, Pierson T. Fort, Edward H. Sanborn, Benjamin T. Britt, George F. Huffman, Henry C. Esling, W. Nelson Mayhew, Gilbert E. Gable, C. A. Stinson, John F. Skelly, John E. Wick, C. M. Wessels, E. A. Gimbel, E. J. Lafferty, Bartley J. Doyle.

Cyrus H. K. Curtis, John C. Martin, Edwin S. Stuart, Dr. Frank C. Hammond, H. A. Wallace, Irvin F. Paschall, J. C. Sims, Lee E. Hood, John H. Sinberg, John J. MacDonald, Florence J. Heppe, George W. Norris, Eugene McGuckin, A. Raymond Raff, J. J. Moylan, John Van Dusen, Dr. Wilmer Krusen, Walter H. Johnson, M. J. McEnery, Harry T. Jordan, Thomas M. Love, A. A. Christian, Philip Kind, John R. Umsted, J. David Stern, Richard A. Foley, James M. Kelly, Clinton Frankhn.

Rowe Stewart, W. G. Kechner, David B. Provan, Karl Bloomingdale, Frank C. Sommer, Harry Appleton, G. H. Jackson, J. W. Magers, John C. Tracy, F. H. Horn, H. B. Newton, P. J. Cunningham, Richard W. Yerkes, A. M. Pierce, Wm. P. Quinn, George M. Bridgman, Ignatius J. Horstman, Joseph C. Trainer, George A. Henrich, Henry F. Michell, Thos. J. Mulvey, Francis P. Walsh, Edward P. Bennis, Charles C. Wriggins, William V. McGrath, Jr., Thomas Wriggins.

F. Wallis Armstrong, Porter Payne, Charles S. Caldwell, William Simpson, A. La Roche, H. A. Stone, Jarvis A. Wood, J. H. Cross, H. M. Donovan, J. C. Armstrong, A. L. Fitzpatrick, Paul A. Vanneman, Jr., Paul A. Vanneman, Joseph F. Gallagher, J. T. Cortelyou, William E. Weber, Edward J. Dooner, Louis B. Moffett, Louis Steelman, Joseph B. McCall, Daniel A. Stewart, C. F. Bower, E. Cholmeley-Jones, J. Fred Hartmann, Fred Nixon Nirdlinger, Samuel D. Lit, Henry Burk, William L. McLean, Walter T. Fahy, John W. Cornell, John J. Henderson, Charles P. Donnelly, George D. Van Sciver.

Mont. H. Wright, George M. Donnelly, Dr. S. Oram Ring, F. A. Taylor, John P. Dwyer, T. Francis Dooner, Robt. M. Coyle, Frank P. O'Donnell, C. Henderson Supplee, John E. Lonergan, Tom Daly, Morris Schoch.

Wilson Won't Quit Record

PHILADELPHIA.—It has been rumored a number of times lately that Harry P. Wilson was to resign as night editor of the Record and accept an appointment to the Board of Real Estate Assessors. Mr. Wilson, who has been with the Record many years and who is well-known among political correspondents all over the country through his attendance at national political conventions, says that the rumors are only rumors and that he's going to continue with the Record.

Record Representation Unchanged

PHILADELPHIA.—Story, Brooks & Finley, Inc., with offices in the Colonial Trust Building, will continue to represent the Philadelphia Record under the new business management of Rowe Stewart.

Iowa City Papers Merger

IOWA CITY, Ia.—A consolidation of two pioneer newspapers of Iowa has been announced in the merger of the Iowa City Press and the Iowa City Citizen. E. E. Johnson, of the Citizen, retires, and S. E. Carroll, publisher of the Press, takes control of the consolidated daily.

Paris Edition for London Express

PARIS, Jan. 6.—Lord Beaverbrook has announced that the London Daily Express is about to begin publication of a daily paper in Paris in English.

WEISS LEAVING JOURNALISM

Will Remain in Duluth for Time to Aid Herald's New Owners

(By Telegraph to Editor & Publisher)

DULUTH, Minn., Jan. 5.—A. C. Weiss, who turned over the control of the Duluth Herald to M. F. Hanson and Paul Block yesterday, is retiring from newspaper work. When asked by Editor & Publisher as to his future plans, Mr. Weiss said:

"In a year or so I shall engage in some enterprise less arduous and making more modern demands on energy and time than publication of a daily paper. I cease my association with the newspaper business, after carrying the aroma of printer's ink around with me for 43 years, with good will toward everybody. One very keen regret is that this necessarily entails severing official relations with the Associated Press.

"The association with the representative newspaper men of America during my 12 years' membership on the board of directors of the greatest co-operative news-gathering enterprise in the world, with the close personal ties with directors and officials that have been formed, is something I have cherished tenderly in the past and shall always cherish in memory through years to come. Accept my heartfelt gratitude and thanks for the many courtesies of the past shown me by Editor & Publisher. I shall remain for several months with the new owners of the Herald to aid and assist them."

A. P. BUREAU IN FORT WORTH

Five New Members Admitted—A. C. Weiss' Membership Ended by Sale

The Associated Press has established a bureau at Fort Worth, Tex., in the Star-Telegram Building, with R. G. Massock in charge. Mr. Massock was transferred from the Jefferson City (Mo.) office and his place there is being temporarily filled by J. R. O'Sullivan. Henry L. Lewis is the new correspondent at Austin, Tex., succeeding J. R. Braugher, who goes to the Dallas office.

New members of the Associated Press are the Ponca City (Okla.) Daily News, the Perry (Ia.) Daily Chief, El Dia and La Nacion, of Baranquilla, Colombia, all evening papers; and the Portsmouth (Ohio) Sun, a morning paper.

A. C. Weiss by selling the Duluth (Minn.) Herald to M. F. Hasson and Paul Block gives up his membership in the Associated Press and his office as a member of the A. P. Board of Directors.

Block Not in Toledo Blade

Editor & Publisher is asked by Paul Block to correct a statement, made last week (in the story of M. F. Hanson's and Mr. Block's purchase of the Duluth Herald), to the effect that he is part owner of the Toledo Blade. Mr. Block says his only connection with the Blade is as its national advertising representative.

Punish Manila Editor

MANILA, P. I.—Gregorio Perfecto, editor of La Nacion, organ of the Democratic Party, was sentenced January 5 to two months' imprisonment following conviction on a charge of having criticised members of the Legislature.

Higher Rates in Vancouver

VANCOUVER, B. C.—The Province and the World have advanced their subscription rates to 75 cents a month, and the Sun has raised its price to 50 cents a month.

INLAND AND N. E. A. JOIN IN SOUTHERN TOUR

Organizations Invited to Be Guests of Press and Business Men of Florida, Georgia and Alabama in March

(Special to Editor & Publisher)

BRADENTOWN, Fla.—Plans for the visit of the national newspaper editors to the South in March have been somewhat changed, the Inland Daily Press Association having been invited to join the National Editorial Association on the trip. The memberships of the two organizations are interlocking to a large extent. Starting with the N. E. A. convention in Florida, the editors will visit Georgia and Alabama as guests of the states' press and business bodies. George E. Hosmer, of this city, secretary of the Florida Press Association, has just completed a three weeks' tour of the states arranging the program.

Mr. Hosmer says the party will spend March 7 at Pensacola, where elaborate preparations for entertainment are being made. On the 8th the visitors will breakfast at Panama City and lunch at Marianna, reaching Tallahassee in time for the evening banquet at the capitol. The 9th will be spent at Jacksonville and the 10th, 11th, 12th and 13th will be put in at St. Augustine, when the business sessions will be held. Sunday night, the 13th, the special train provided by the state association will leave for Palatka or Gainesville for breakfast.

On the night of the 14th the party will go to Lake county, where Leesburg, Travares, Mt. Dora and Eustis will be visited, thence to Lakeland for an evening banquet. Arriving at Bradentown the morning of the 15th, the visitors will be taken by autos through the truck farms and citrus groves of Manatee county and visit the cities of Palmetto, Manatee and Sarasota. At 3 p. m. the party will leave by boat for St. Petersburg, where a banquet is scheduled for the 16th, and Clearwater and possibly Tarpon Springs will be visited. Tampa will be reached in the evening and the party remain there the 17th. The special train will be either at Fort Myers or Bartow for breakfast.

At or near Bartow one of the world's greatest phosphate mines will be inspected and a day spent visiting the "Scenic Highlands" in Polk and De Soto counties, where some of the finest grape fruit and orange groves on earth will be seen. From this section, which includes Winter Haven, Lake Wales and Avon Park, the tourists will go to Kissimee and Orlando. At the latter place the special train will be dismissed and the trip from there on will be made by auto. Included in the itinerary are Sanford, DeLand, Daytona, Cocoa, Fort Pierce, Palm Beach, Fort Lauderdale and Miami, the latter town being the journey's end.

"In all parts of the state," says Mr. Hosmer, "the Florida Press Association, which is assuming the burden of this entertainment, is getting the most hearty support, and we have made most wonderful progress in raising the $50,000 which we expect to spend on the special train or trains. In addition the citizens will spend at least $50,000 more in the local entertainments, not counting the donation of autos. Of course the elaborateness of our program makes it essential that no one come on the trip who is not a bona fide newspaper man or newspaper woman, or the immediate members of the family of a newspaper publisher or editor."

KATZ AGENCY METHODS WIN RECORD RESULTS

Staff Conference Discloses Unique Esprit de Corps—Promotion Work in Behalf of All Newspapers Conducted During Year

FOR a number of years the E. Katz Special Advertising Agency has completed the old year and started the new with a week's conference of all salesmen from all offices. During the week of December 27 the following representatives gathered at the New York office reviewing the work of 1920, and laying plans for stronger work during 1921: Chicago—S. L. Katz, R. R. Black, V. M. Smith, C. E. Emery, W. J. Doyle: Kansas City—W. D. Shank, W. E. Anderson; Atlanta—G. H. Gunst: New York—G. R. Katz, H. N. Kirby, G. W. Brett, A. Boris, H. C. Williams, H. R. Goldberg. The San Francisco representative, E. A. Holman, could not attend.

GEORGE R. KATZ

On Tuesday evening, December 28, a dinner and theatre party was given to the entire staff. Dinner was served in the Waldorf Apartments of the Waldorf-Astoria, and between courses entertainment was supplied by office talent. The party then went to the New Amsterdam Theatre to see Marilyn Miller in her splendid new play of "Sally."

While a good deal of pleasure was combined with business, the primary object of this obviously expensive method of service was, and is, to create more business. A time schedule was rigidly lived up to in regard to the discussion of all of the mediums on the Katz list. They planned in advance just exactly the work that lay before them, and they crowded each day with intense application, and so concluded the week without slighting a single situation.

Every publisher on the list was requested to submit a comprehensive resume of present actual business conditions, and the relation of his paper and his competition to the market. Following the reading of each letter were talks by the men who had visited the cities within the past year. This included trips to Montgomery, Ala.; Ft. Smith and Little Rock, Ark.; Long Beach and Oakland, Cal.; Colorado Springs, Colo.; Ansonia, Conn.; Jacksonville, Fla.; Evansvile, Ind.; Waterloo, Iowa; Lexington, Ky.; New Orleans and Shreveport, La.; St. Joseph, Mich.; Joplin, Mo.; Butte, Mont.; Asheville, N. C.; Columbia, S. C.; Massillon and Springfield, O.; Portland, Ore.; Ardmore, Muskogee, Oklahoma City and Okmulgee, Okla.; Erie, Reading and Sharon, Pa.; Wichita Falls and Houston, Tex.; Huntington, W. Va.; and Cheyenne, Wyo.

Then followed general discussion bringing out both the weak and strong points of the papers represented by Katz and their competitors. The head space buyer, and his assistant, of one of the prominent advertising agencies in the country spent several hours attending one of the sessions, addressing the men, and stood for an avalanche of quizzing on how to improve the service.

Staff Grows Steadily

Each year the Katz Agency staff grows larger and the list of mediums increases. The staff now totals 36 people, of whom 15 are salesmen—offices in New York, Chicago, Kansas City, Atlanta and San Francisco—one of the largest forces in the special agency business. The agency now represents dailies in 29 cities, and 9 farm papers. The business is being fostered upon a profit-sharing basis which partly accounts for an unusual esprit de corps. The stockholders include: G. R. Katz, S. L. Katz, H. N. Kirby, R. R. Black, M. J. Beck, G. W. Brett, V. M. Smith, W. D. Shank.

G. R. Katz is a warm believer in spending part of his profits for the development of the business of advertising and particularly daily newspaper advertising, as EDITOR & PUBLISHER readers well know. His distinctive trade paper copy, which is helping all newspaper publishers, not only those represented by Katz, has been duplicated, used locally and nationally by many papers in all parts of the United States, regardless of representation. Reprints, available for anybody at any time, comprise one of the most comprehensive collections ever published on the irrefutable logic of daily newspapers as the dominant advertising media.

During the Southern Newspaper Publishers' Association convention in Asheville, N. C., last July, the Katz Agency spent its own money in buying space in the Asheville Citizen appealing for a paid advertising campaign and the establishment of a really worth-while Research Department. At the Ad Clubs' convention in New Orleans, La., the Katz Agency represented the Newspaper Departmental, and staged the only newspaper exhibit, which was a concrete plan through which to sell newspaper space, a plan which any publisher could adapt with profit to his own requirements.

Believes in Co-operation

The Katz Agency has often expressed itself publicly and privately as welcoming co-operation with other representatives in developing plans for the general upbuilding of the advertising business and newspaper advertising in particular.

The acid test of such a policy is that 1920 closed the biggest year in the history of the E. Katz Special Advertising Agency—established 33 years ago.

There are two ways that a representative may increase his profits: One is to get more business for the papers he represents, and the other to get more papers to represent. During 1920 the Katz Agency has added to its list the Long Beach (Cal.) Telegram, Colorado Springs (Colo.) Telegraph, Waterloo (Iowa) Times-Tribune, Butte (Mont.) Post, Massillon (Ohio) Independent, Sharon (Pa.) Telegraph, Okmulgee (Okla.) Times, Power Farming, St. Joseph, Mich., and Western Farmer, of the Pacific Northwest.

6-Pt. Luncheon Tuesday

The Six-Point League of New York will give a luncheon at the Hotel McAlpin, January 11, at 12.30 p. m. Mont H. Wright, president of the Association of National Advertisers, and William A. Thomson, director of the Advertising Bureau of the A. N. P. A., will be the speakers. The members of the executive committee of the A. A. A. A. have been invited to attend. Tickets may be obtained from R. R. Mulligan, secretary, 30 East 42d street.

NOTES OF THE AD AGENTS

ROBERT G. YOST has been made vice-president of the Western Advertising Company, St. Louis, with whom he has been production manager since last July. He previously had been with the Gardner Advertising Company, St. Louis.

John W. Cambridge, for the past two years with the Toronto branch of the H. K. McCann Company, and previously with Smith, Denne & Moore, Ltd., has joined the staff of the plan department of N. W. Ayer & Son, Philadelphia.

Sydney D. Mahan has joined the Toronto office of the H. K. McCann Company, having been transferred from the Cleveland branch. He will handle the Imperial Oil account. Before joining the McCann Company, Mr. Mahan was on the staff of T. H. Bale, technical advertising, Cleveland, and in newspaper work.

The Ross-Gould Company, St. Louis, has opened branches in Chicago and Philadelphia during the last month and will open a Cleveland branch shortly. This company has appointed Millard S. Binney a member of its staff.

John D. Applegate, jr., has been appointed to represent N. W. Ayer & Son in Ohio, and has been made manager of the Cleveland office.

Will H. Dilg, who retired from the advertising agency business in Chicago about three years ago, has reopened his office in that city and will conduct the business under the name of the Will H. Dilg Advertising Company.

The Blow Company, Inc., New York, has opened offices in the Garland Building, Chicago, under the management of Gord E. Cole, formerly of the New York staff.

Miss Myrta A. Dunn and William A. Moffett, of the staff of the Campbell-Ewald Advertising Agency, Detroit, and former city editor of the Detroit Free Press, were married in Detroit January 1.

William T. Mullally, Inc., is the new name of the advertising agency of Mac-

(*Continued on page 37*)

Recently the George Batten Company held a convention of its clients in New York City. More than 300 strong, they came from every part of the country. This photo was snapped during one of the sessions at the Hotel Biltmore. William H. Johns, president of the Batten Company, is shown presiding on the rostrum. This is one phase of modern advertising agency service.

Digitized by Google

WRITERS BRAVE NORTH TO GREET AIRMEN

Fur-Clad Reporters Have Railroad Cars for Headquarters — Dominion Telegraph Co. Plans Four Wires Out of Mattice.

(By Telegraph to Editor & Publisher)

Toronto, Jan. 5.—No efforts are being spared to facilitate the handling of stories by newspaper men who have gone to meet the returning party of American Army balloonists in the wilds of Northern Ontario, according to a statement made to Editor & Publisher by George D. Perry, general manager of the Canadian National Telegraph Company.

The company realizes that newspapers are spending big sums of money to cover the incident and is co-operating to give best possible service. Four traffic superintendents with all necessary apparatus were sent north Tuesday night with instructions to devise the best means to handle the proposition.

Possible service is limited to two wires extending from Quebec to Winnipeg. If accommodations warrant it, lines will be cut in at Mattice, where the balloonists are expected to reach the railway and the company will operate two wires to Quebec and two to Winnipeg.

A LAUGH IN EVERY BRAND NEW SUIT

(By Telegraph to Editor & Publisher)

Cochrane, Ont., Jan. 6.—Owing to uncertainty whether balloonists will come out at Mattice or Cochrane, correspondents are remaining at this point. Scouts have been dispatched to ascertain which way the aeronauts will come. If they should arrive at Mattice a special train is ready to proceed there with the reporters. If arrival is at Cochrane, the newspaper men will go out by sleighs to meet them.

Some amusement is being taken in Cochrane over the way in which New York reporters have rigged themselves out. They are dressed like Stefansson going to the North Pole. With the exception of Harold A. Littledale, New York Evening Post, none of the American reporters have been beyond the international boundary before.

Otherwise, the company may operate from Hearst, the nearest divisional point, using a track machine to bring messages from Mattice. Arrangements have been made for handling despatches in turn, no reporter being permitted to send more than 1,000 words at once.

The first four to file stories will get first service and the rest will take their turn. Mr. Perry expects to get stories out quickly, though much depends on weather conditions.

It is expected that at least twenty reporters will welcome the balloonists. As there are no accommodations at Mattice, the Canadian National Railways have sent a sleeping and dining car in charge of C. K. Howard, traveling passenger agent, to serve as headquarters of the party during the wait for the balloonists. The C. N. R. have also enlisted services of F. C. Armstrong, sportsmen representative, to get newspaper men in touch with the Indians who brought the first news of the balloonists.

H. A. Littledale, New York Evening Post; E. Klauber, New York Times; Gene Fowler and A. Clermont, New York American, and J. W. Whitaker and E. N. Jackson, New York Daily News, and others went north last night.

While here they bought moccasins, scarves, fur caps and other apparel to meet the northern clime. The Associated Press and Canadian Press are represented by F. J. Lendrum, Northern Ontario correspondent; United Press by J. R. Kelly and R. C. Hann, Montreal Bureau. J. Earl Clauson, of the New York World, and R. Crossland, of the New York Tribune, have gone forward to Cochrane. R. McKnight is at Hearst for the Universal Service and the International has three men at points where the aeronauts may emerge from the forest.

The Cochrane Board of Trade held its annual meeting tonight. Arthur Stevens, who keeps the station restaurant, presided and Otto Thorning, publisher of the Weekly Northland Post and secretary of the board, set in motion the preparations for a reception to the airmen.

U. S. Paper Men Visit Coast Forests

Toronto.—According to a statement made by C. S. Battle, a prominent lumberman of Vancouver, B. C., American engineers representing financial interests of Chicago, New York and Buffalo are investigating the pulp manufacturing possibilities of British Columbia with a view to investing from eight to ten million dollars in the pulp industry of the Province.

The investment would involve the taking over of the plant of the Beaver Cove Lumber & Pulp Company, Ltd., together with other holdings of the company, and that of White Bros., of Boyne City, Mich., which total 5,000,000,000 feet of the finest stumpage in the Province.

BROMPTON PROFITS $1,835,588

Assets $2,000,000 Over Liabilities—Dividend Fund Is $1,340,886

(Special to Editor & Publisher)

Toronto.—Favorable rumors which have been heard for some time past relative to the financial position of the Brompton Pulp & Paper Company, Ltd., are fully supported by the annual statement for the year ended October 31, just published. The statement shows that the company's earnings reached a new high level, although only the earnings of the Canadian corporation are shown. Omitted entirely are the two United States subsidiaries, of which it owns the entire common stock and from which it will receive earnings approximating those of its Dominion plants.

The Canadian profits were $1,835,588, a gain of almost 70 per cent over those of 1919 and more than that amount compared with 1918. The balance available for common stock, after the deduction of a heavy sum for depreciation, is $1,340,886, or the equivalent of 9.57 per cent on the common stock or 19.14 per cent in comparison with the stock on which dividends were paid the year before, when the earnings were but 9.8 on the old stock.

Other noteworthy items revealed by the balance sheet are current assets of $2,000,000 above current liabilities, despite extensive additions made to the East Angus plant during the year. A bank loan of $375,000, which was carried last year, has been wiped out completely, while $373,326 was added to the company's investment account, bringing it up to $1,721,418. Cash holdings approach the quarter-million mark, whereas they were less than $84,000 the year before.

Fifty thousand every-day questions of the newspaper and advertising business will be answered in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

TWO CANADIAN DAILIES QUIT

Windsor Sun and St. Johns Herald Pass with End of 1920

(Special to Editor & Publisher)

Toronto.—The Border Cities Sun, the morning edition of the Border Cities Star, published in Windsor, Ont., suspended publication on December 31. The reasons given for the failure are abnormal costs of production and the inability of the community to support two papers, since the Detroit morning dailies circulate quite freely in Windsor. The Star will be published as usual.

The Sun was first issued on September 8, 1920. It carried the complete telegraph service of the Canadian Press, Ltd., and the financial news service of the Philadelphia Public Ledger. It was especially complete in its financial and sporting pages.

The publisher of the Border Cities newspapers is W. F. Herman, who also controls the Saskatoon (Sask.) Phoenix and Star, and the Regina (Sask.) Post. Mr. and Mrs. Herman recently left for a trip to Europe.

Josef de Montigny, city editor of the Border Cities Star, has become exchange editor of the Detroit News.

"Tip" O'Neil, former sporting editor of the Sun, has joined the Flint (Mich.) Journal as sporting editor.

Managing Editor Cady of the Sun has gone to the Vancouver Province, to become night editor.

Albert Stein, telegraph editor of the Sun, has been transferred to the Star as city editor.

Harold M. Morden, sporting editor of the Border Cities Star, and Miss Edna C. Howie, society editor of the same paper, were married recently.

A franchise for the start of a daily newspaper in Windsor and the Border Cities has been obtained from the Ontario government by W. F. Taylor, former president of the Canadian Newspaper Publishers' Association, and publisher of the Woodstock (Ont.) Sentinel-Review.

Another newspaper fatality on which the new year rang the knell was that of the St. Johns (N. F.) Evening Herald, published by Sir P. T. McGrath, which ceased publication on December 31. In the published valedictory it is stated that whether the paper will resume publication under new management or be voluntarily liquidated will depend on the result of negotiations now in progress. The Herald was established in 1882.

The suspension of the Border Cities Sun and the St. Johns Herald, following hard upon the very sudden demise of the Hamilton Times, shows an unusually high mortality rate among the daily newspapers of the Dominion.

Ban Ad Use of Kipling Verse

London, England.—Rudyard Kipling got an injunction December 3 forbidding the owners of a proprietary medicine from using a verse of his poem "If" in an advertisement. He was also awarded 40 shillings damage and costs.

London's Journalism Course

London.—The second year of the Journalism Diploma Courses of the University of London has begun, with some 120 students, about twenty women and thirty men newcomers reporting. The Government is continuing to aid ex-service men with maintenance allowances, and has admitted a dozen more men. A new feature has been introduced in the series of lectures on "The General Principles of Writing for the Press," by E. G. Hawke, M.A., of the Spectator. Sir Philip Gibbs, Sir Alfred Robbins, Sir Richard Gregory, A. G. Gardiner and J. L. Garvin have promised to give informal addresses at South Kensington on matters of professional interest. Among the students are nine Indians and three Roumanians.

PORTLAND ARGUS REORGANIZED

$300,000 Company Formed—Seeks Editors for Daily in Maine City

(Special to Editor & Publisher)

Portland, Me.—Additional evidence of a reorganization and change of ownership of the Daily Eastern Argus, established in 1803 and reported to have been sold, or about to be sold, to a syndicate of local merchants, has been noted the past week.

The Independent Publishing Company, Inc., has been organized here with an authorized capital stock of $300,000, and a company of that name has advertised in a Boston newspaper for a city editor and sports editor for a daily paper in Portland.

Prince George to Get Paper Mill

Prince George, B. C., Jan. 6.—Plans for a $6,000,000 pulp and paper mill at this point were completed this morning with the signing of papers by four of the principals. The plant will be one of the most modern in Canada, and will employ about 1,000 men. Three kinds of paper can be made, including the finest bond. The plant will cover a space of about 200 acres. The coast at this point was found to be exceptionally suited to the industry. Eastern Canadian and United States capital are behind the scheme.

Presbyterian Papers Merged

Toronto.—The General Board of the Presbyterian Church in Canada has decided to amalgamate the Presbyterian Witness of Halifax and the Presbyterian and the Westminster of Toronto, under the name of the Presbyterian Witness, to be published in Toronto.

Century for Brockville Recorder

Toronto.—A dinner to commemorate the one hundredth anniversary of the Brockville (Ont.) Recorder will be held under the auspices of the local Board of Trade on January 18. Leading newspapermen have been invited to be present as speakers.

Montreal Weekly Star $2

Montreal.—The subscription price of the Montreal Family Herald and Weekly Star was advanced January 1 to $2 a year.

Wayagamack Annual Meeting

Toronto.—The annual meeting of the Wayagamack Pulp & Paper Company, Ltd., has been called for February 8 at Three Rivers, Que.

Dorland Absorbs Hadden Agency

The Howard S. Hadden Advertising Agency of New York has been consolidated with the Dorland Agency, Inc., of the same city, and a new office will be opened, devoted exclusively to financial advertising. Mr. Hadden will be in charge of the new office and also a director of the Dorland Agency.

Evans with Kirtland-Engel

W. R. Evans, for the last three years with the Mitchell-Faust Advertising Company, Chicago, has joined the Kirtland-Engel Company of that city, in charge of merchandising and copy.

Digitized by Google

"The Art of Hospitality"

Newspapers Replaced the Kick in Virginia Dare Wine

When the Prohibition Law was passed, the future of Virginia Dare Wine looked dark, but it was found that scientific de-alcoholing after the Wine had been fermented and matured left the flavor undisturbed. In fact, even with the alcohol removed, concentration slightly intensified the taste.

For nearly one hundred years Virginia Dare has been the popular light Wine in all parts of the country, and it was more largely consumed than any other single brand in the United States, either domestic or imported.

But—would the people be as eager for Virginia Dare without the alcohol? *There was only one way to find out, and that was by extensive Newspaper advertising.*

No great splash of space was used, conservative copy and strong appetite appeal being the rule. It was explained that while the Wine now contained less than ½ of 1% of alcohol as prescribed by law, the flavor remained the same; was just as delightful plain, or mixed in punches, cobblers, highballs, cocktails and rickies as of yore.

The response was almost instantaneous. The sale of Virginia Dare Wine without the alcohol exceeded $300,000 monthly, *the highest record in the history of the Company.*

This is specific evidence of the power of Newspaper advertising in overcoming a real crisis.

Do you crave the taste of your old-time sales kick?

Newspaper advertising is for sale

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK CHICAGO ATLANTA KANSAS CITY SAN FRANCISCO

Serial Advertisement No. 4

1921 will bring new advertisers into Newspapers—Companies who are up against the dire need of sales—speed and volume.

When it comes down to a cold question of selling goods under any circumstances, anywhere—the daily Newspapers get the business. *Newspapers actually sell more merchandise than any other class of advertising media.*

What an opportunity for 1921!

Contributed for the better appreciation of Newspaper Advertising

E. Katz Special Advertising Agency, 15 East 26th Street, New York

NEWS OF ASSOCIATIONS AND CLUBS

WASHINGTON.—The National Press Club has elected the following officers for the coming year: President, Avery Marks, Washington Times; vice-president, Leonard Ormerod, Evening Star; secretary, Earl Hamilton Smith, Washington Post; treasurer, Robert B. Armstrong Los Angeles Times; financial secretary, Homer Joseph Dodge, Federal Trade Information Service. Five members were elected to the board of governors: William A. Du Puy, Carter Field, Mark L. Goodwin, Frederic J. Haskin and Jay G. Hayden. The annual meeting of the club will be held January 5.

EUGENE, Ore.—Topics of importance to Oregon newspaper men are to be discussed at the annual newspaper conference to be held here January 14 and 15 under the auspices of the University of Oregon department of journalism. A report will be made by a committee appointed to suggest means of clarifying laws relating to newspapers. The rate for legal advertising and methods of increasing foreign advertising will also be considered.

PHILADELPHIA.—Plans for the 16th annual dinner of the Poor Richard Club which will be held at the Bellevue Stratford, January 17, are practically complete. There is every indication that this dinner will not only be the most elaborate affair of the kind ever given by the Poor Richard Club, but will also be notable in the annals of American advertising men. Karl Bloomingdale, president of the Poor Richard Club, is chairman of the dinner committee and director-general of the entire celebration, being assisted by Ernest Ackerman, H. L. Appleton, Theodore E. Ash, E. J. Berlet, Elmer H. Bobst, J. Bartley Doyle, J. M. Fogelsanger, Richard A. Foley, Frank C. Goldner, Joseph Green, Lee E. Hood, Harry T. Jordan, Edwin L. Lewis, Jack Lutz, Howard K. Mohr, Irvin F. Paschall, Jos. S. Potsdamer, Phil C. Staples, Rowe Stewart, Howard C. Story, J. B. Taft, W. Frank Therkildson, M. H. Thomas, E. S. Woodward. The list of speakers scheduled for the entertainment, and the souvenir and decoration features planned are not disclosed, but it is said that there will be between 900 and 1,000 guests, the reservations being completely exhausted within 24 hours after the seats went on sale.

PHILADELPHIA.—The Women Writers' Club of this city has elected the following officers for 1921: President, Mrs. Alice R. McGill; vice-president, Mrs. H. H. Skerrett and Miss Myra Smith Hedges; secretary, Miss Rebecah Elliot; treasurer, Mrs. George Myers.

De Witt-Munsey Decision Reserved

Decision was reserved, following argument by counsel for the New York Herald Company and E. D. De Witt, former advertising director of the Herald and Telegram, who is seeking to have the Herald officers produce the books of the company in court, preliminary to his suit for $560,000, which he claims is due him as compensation under his contract with the Herald and Telegram and which F. A. Munsey declined to assume when he purchased those papers a year ago. Mr. De Witt's contract had two years to run when it was broken. The motion was argued in Special Term, Part 1, of the New York Supreme Court.

RUTHERFORD WITH BUTTERICK

Former Philadelphia Record Circulator Joins E. A. Scholz

Louis P. Rutherford, for many years connected with the Philadelphia Record as circulation manager and a member of the International Circulation Managers' Association, has assumed charge of the Brooklyn office of the Butterick Seven Reading Club, now under the direction of Ernest A. Scholz. Mr. Scholz, formerly business manager of the Chicago Record-Herald, and member of the I. C. M. A., is a strong believer in the success of the newspaper-trained man for magazine circulation work. Mr. Rutherford will find himself in the midst of a group of former newspaper men whom Mr. Scholz has drawn around him.

To Try Court Leak Case

WASHINGTON, D. C.—Plans have been completed by John E. Laskey, United States attorney, for the prosecution of E. Millard Mayer, a New York stock broker; James H. Graves, former attorney in the Department of Justice; Barnett E. Moses, Washington lawyer; and Ashton F. Embry, former secretary to Associate Justice McKenna, of the United States Supreme Court, on a charge of conspiracy to defraud the Government. The charge grows out of an alleged conspiracy, discovered and disclosed to the Supreme Court by Marlen E. Pew, editor of the International News Service, to secure and use advance information of a decision of the United States Supreme Court for the benefit of the defendants.

N. Y. Reporters Elect Beazell

The New York City Hall Reporters' Association has elected the following officers for the coming year: President, William P. Beazell, World; vice-president, Vincent Tanzola, Brooklyn Citizen; secretary-treasurer, Fred H. Adams, New York City News Association; executive committee, Harry D. Kingsbury, Tribune; James A. Hegerty, Times; Edward Staats Luther, Morning Telegraph, and Alfred W. Pierce, Sun.

Two for David

The George B. David Company has been appointed national advertising representative of the Miami (Okla.) News and the Jefferson City Missouri State Journal.

The circulations and advertising rates of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

You Can Cover

ROCHESTER

with the

Times-Union

FIRST IN ITS FIELD

Comparison of City Circulation

Ask Our Service Department for Facts

F. A. WOOD, Advertising Manager

J. P. McKINNEY AND SON, Representative

334 Fifth Ave., New York 122 So. Mich. Ave., Chicago

There are 572 churches in Brooklyn—think of it.

Do Manhattan newspapers print the church news of Brooklyn?

They do not, but the Standard Union and other Brooklyn newspapers do.

When you advertise to the homes you are right.

R. F. R. Huntsman

Digitized by Google

In the Year Just Closed

THE PITTSBURG PRESS

Made

25% Gain in Circulation

(Over 23% on the Daily—Over 32% on the Sunday)

Now Over 146,000 Daily—Now Over 165,000 Sunday

50% Greater Than Nearest Competitor

Giving THE PRESS an **overwhelming lead** in Circulation in its field in which it has always excelled.

This is a record achievement in view of the fact that no artificial circulation promotion schemes were employed—such as premiums, contests, prizes, canvassing, etc., and in view of the drastic newsprint conservation measures in force—such as non-allowance of returns, no extra editions, no free lists, limiting editions, etc.

THE PRESS' great increase in circulation, therefore, is the result of NATURAL GROWTH. due to the ever-increasing RECOGNITION OF ITS SERVICE to the public.

In 1920 THE PITTSBURG PRESS Published

Nearly 25 Million Lines of Advertising

(Exact Measurement 24,776,570 Agate Lines)

A gain of 214,522 lines over its record of 1919, and during 1920 THE PRESS OMITTED NEARLY 3,000,000 LINES of advertising, for which it had orders, on account of newsprint conservation and restricting size of advertisements.

CIRCULATION BRINGS RESULTS AND RESULTS COUNT

THE PITTSBURG PRESS

O. S. HERSHMAN,
President-Editor
H. C. MILHOLLAND,
Vice Pres.-Adv. Mgr.

Eastern Representative,
I. A. KLEIN,
Metropolitan Tower,
New York

Western Representative,
JOHN GLASS,
Peoples Gas Bldg.
Chicago

WHAT OUR READERS SAY

Facts on South America

BUENOS AIRES, A. R., DECEMBER 10, 1920.

TO EDITOR & PUBLISHER: I have just read the excerpts from the speech of Prof. Aughinbaugh in Baltimore and published in EDITOR & PUBLISHER of November 6 and would appreciate if you would publish the following in order that any erroneous conclusions that might have been drawn regarding this part of the world may be corrected:

Although Buenos Aires is a great many miles from the United States, the similarity of conditions in the respective newspaper fields would, no doubt, surprise many of the authors of articles and speeches. Misstatements, due no doubt to a lack of knowledge of the subject, frequently are made that, instead of tending to promote friendly relations between the two Americas, often do just the opposite. Some years ago the news of the United States that reached Argentine, and of course other parts of Latin America, came through European agencies and was not always correct, but such conditions no longer exist here. The services of the Associated Press and the United Press are received and published here in full. Buenos Aires publishers are spending hundreds of thousands of dollars monthly in order that their readers may be correctly informed of all the important topics of the world. La Nación alone spends over $30,000 a month on cable tolls and the expenditures have exceeded $60,000.00 in a single month.

With these points in mind it hardly seems fair to let pass unchallenged statements that the Latin-American is illiterate, lives in a primitive manner and ridicules everything North American. The Latin-American tries to like the North American but it is very difficult for him to do so at times. With North American salesmen misrepresenting their wares, with manufacturers and exporters sending poorly packed and inferior articles here and not allowing a suitable credit such as is allowed by Europeans, it is not unreasonable to suppose that at times their patience is severely tried.

As to illiteracy, I must say very little of it can be found here. On the contrary about 85 per cent of the people read and write and speak two or more languages fluently. Living conditions in Buenos Aires compare favorably with the conditions in the largest cities of the United States.

The city, like the newspapers, is supplied with all the latest mechanical devices to carry on necessary work and is in every way as thoroughly up-to-date as New York, Chicago and Philadelphia.

As advertising mediums the papers here are without doubt in the same position as those of the United States in their various fields. If there is any advantage it lies with the newspapers of Buenos Aires, as they are of national instead of only more or less local importance as are the dailies of United States.

A suggestion I have recently read that advertisers should advertise in French weeklies in order to reach the people of South America is as ridiculous as to say that in order to sell New York one should advertise in a publication in Borneo. With papers here with such important circulations as La Prensa and La Nacion, either equal, typographically and editorially, to the leaders in North America, it is evident that newspaper advertising here is, as in the States, the best method of reaching the majority of the people. In circulation there is very little difference here than in the larger cities of United States. Our distribution in the city proper is made in much the same manner and for the interior we have two Cox Multi Mailers to do the work.

Taken all in all Buenos Aires and its newspapers are right up to the minute so too are its 2,000,000 people, and it behooves us Americans of the North to recognize these facts when writing or speaking of a country so much like our own.

Very truly yours,

J. A. McNEIL,
Circulation Manager La Nación.

You and Nineteen Twenty-one

NEW YORK, Dec. 31, 1920.

TO EDITOR & PUBLISHER: What are you going to do with our nineteen hundred and twenty-first boy? Are you going to help make him robust, cheerful and productive? Are you going to help create a new era of expansion and prosperity for him?

Advertising accepts its responsibilities and will make this youngster what we intend him to be. Through the all day service of newspapers his wants will be amply provided for. I am going to make the new year one of great happiness. Are you?

THOMAS E. CONKLIN.

Hartford Office Handling Account

NEW YORK, Dec. 29, 1920.

TO EDITOR & PUBLISHER: We note in your issue of December 25 that you have mentioned the fact that we are handling the advertising of the Allen Pharmical Company, and that we are placing orders for the Fuller Brush Company of Hartford.

The Fuller Brush campaign is handled by our Hartford office and not by this office.

This item should have read: The Mantermach Company, 171 Madison Avenue, New York, are handling the advertising of the Allen Pharmical Company; and the other item should have been: The Mantermach Company of Hartford are placing orders for the Fuller Brush Company.

THE MANTERNACH COMPANY,
H. J. BISSMAN, Manager.

LIGHT-FACE HEADS ON N. Y. POST

Finds Conservatism in Appearance Suits Paper's Readers

With the beginning of 1921 the New York Evening Post changed its headline from Cheltenham bold condensed to light-face Cheltenham. In commenting on the change, Z. L. Potter, business manager of the Post, said:

"Simple dignity, combined with quality in material and workmanship, is what the typical reader of the New York Evening Post seeks in clothes, in home and in all personal selection that portrays taste. I cannot believe that this person, in choosing a daily newspaper suddenly changes character. In aiming toward more conservatism in appearance, and more dependability and brilliancy in content, the Evening Post is simply running true to its traditions as a paper for leaders of public thought."

Report Watterson Very Ill

GALVESTON, Tex., Jan. 6.—"Marse Henry" Watterson is reported to be seriously ill, here, where he and Mrs. Watterson have been spending the winter.

Brown Buys Lakeland Telegram

ST. AUGUSTINE, Fla.—Harry L. Brown, for 16 years editor-in-chief of the Record and manager of the Record Publishing Company, has purchased the Lakeland (Fla.) Telegram and will take charge of that paper. Herbert Felkel, for the past three years managing editor of the Record, succeeds Mr. Brown as editor and manager of that paper. Mr. Felkel, since 1908, has also been editor of the Pensacola News, editor of the Tallahassee Record and legislative correspondent of the Jacksonville Times-Union.

There's Just One Big Sunday Circulation In Iowa

Eleven Sunday newspapers are published in Iowa. The Des Moines Sunday Register has—

more circulation than the second, third and fourth Sunday newspapers combined

Des Moines Sunday Register (December, 1920—net paid)	**91,837**
Second Des Moines Sunday newspaper	33,666
Sioux City Sunday newspaper	27,903
Davenport Sunday newspaper	16,674
Net three combined	78,243
Sunday Register's lead over three next papers	**13,594**

The Sunday Register's circulation exceeds that of the remaining seven Iowa Sunday newspapers added together.

Ask for dot map showing how the circulation of The Sunday Register covers the state of Iowa.

8 PAGES OF GRAVURE EVERY SUNDAY

Digitized by Google

SUPREMACY

IN ADVERTISING

—AND—

IN CIRCULATION

THE

NEW YORK EVENING JOURNAL

Printed in 1920

35,809 COLUMNS

PAID DISPLAY ADVERTISING

(A GAIN OF 1494 COLUMNS)

This is More than was ever Published in any New York Evening Newspaper

Over 2,500 Columns of Advertising Were *Omitted* During 1920, Due to Shortage of White Paper

SUPREMACY

IN CIRCULATION

The New York Evening Journal Has the Largest Circulation of Any Daily Newspaper in the United States, and at Three Cents a Copy

The New York Evening Journal is a Member of Audit Bureau of Circulations.

RADIO BEFORE SUB-COMMITTEE

May Amend Law to Permit Press to Use Navy Wireless for Year

(By Telegraph to Editor & Publisher)

WASHINGTON, Jan. 6.—The matter of extending the use of the naval radio system to the newspapers and press associations of the country was placed in the hands of a congressional sub-committee today after a hearing before the House Merchant Marine Committee.

The sub-committee probably will draft an amendment to the existing law, granting to the newspapers and press associations the right to use the naval radios for a period of one year, or until the present pressure on cables and private wireless systems is relieved.

The amendment will embody the principal features of the bill introduced by Representative Fred Britten, of Illinois. According to Mr. Britten there is some opposition to the measure in the committee, but it is believed the amendment will be drawn and favorably reported to the House.

The sub-committee, of which Representative W. H. White, of Michigan, is chairman, may decide to hold further hearings. Other members of the sub-committee are: Representatives Chindbloom of Illinois, Bankhead of Alabama, Burroughs of New Hampshire, Hardy of Texas, Rowe of New York, and Lazaro of Louisiana.

May Fix Engravers' Wages Next Week

Satisfactory adjustment is expected within the next week of wage scales for 1921 between Photo-Engravers' Union No. 1 and the New York Photo-Engravers' Board of Trade, following a controversy this week, which was featured by a two-hour cessation of work by the photo-engravers on Monday. The union members were meeting as EDITOR & PUBLISHER went to press, and it was said that final action would be taken at this meeting. E. J. Volz, president of the union, said that the walk-out or lockout on Monday was caused by the employers' demand that the union men sign an agreement for 1921 giving day workers a minimum of $50 a week and night men $55. The men refused to sign, demanding an increase of $10 over present wages, although stating that they would work on the present scale pending further negotiations.

PHILADELPHIA ENGRAVERS OUT

Strike When Employers Refuse Increase of $5 Over Present Scale

(By Telegraph to Editor & Publisher)

PHILADELPHIA, Jan. 6.—All photo-engravers employed in local commercial engraving houses who are members of the Philadelphia Photo-Engravers' Union No. 7, numbering about 300, and affecting 13 shops, went out on strike at noon today. The cause of the strike was the refusal of the Manufacturing Photo-Engravers' Association to grant the union's demand for a minimum wage of $50 a week. The minimum wage of the old agreement, which expired on January 1, was $45.

Philadelphia newspapers are affected only indirectly to the extent that they have been sending cut work to the commercial concerns. Newspapers that are not running open shops have a separate agreement with the union, which does not expire until June.

Employers declare, in four-column display advertisements in local papers, that in the face of falling costs of living and falling wages in other industries, and business growing less daily, they cannot increase wages, but are willing to continue to pay the present wage scale. These employers include such well-known concerns as the Beck Engraving Company, Gatchel & Manning, Rodgers Engraving Company, Photo-Chromotype Company and Weeks Photo-Engraving Company.

BOOTHBY GOES WITH HERALD

Leaves New York World Staff After Five Years' Service Here and Abroad

George H. Boothby, for the past five years on the New York World staff, has resigned and on January 10 will join the staff of the Herald. Boothby spent two years in France as a war worker and as World correspondent with the Rainbow Division, and was the only civilian to march in the division's home-coming parade in New York. Since putting off o. d. clothes, he enjoyed another triumphal progress down Fifth avenue as the captor of "Nicky" Arnstein, sought by the New York police for several months in connection with bond thefts. Recently he has been active in digging up evidences of graft in prohibition enforcement. Upon his resignation from the World, J. H. Gavin, city editor, paid an unusual tribute to him in the following letter:

"It is with sincere regret that your resignation from the staff of the World is accepted. In doing so I cannot refrain from tendering to you heartfelt thanks and appreciation for the excellent reportorial work you have rendered this newspaper. The loyalty, devotedness and energy displayed by you on the many trying and difficult assignments have been an inspiration to the staff. My best wishes for your future success."

Suit Against Toledo News-Bee

TOLEDO, Ohio.—Suit for $200,000 against the Toledo News-Bee alleging libel has been instituted by Federal Judge John M. Killits. He accuses the newspaper of printing distorted facts concerning his record as a prosecutor 20 years ago.

Name Carpenter & Co.

DECATUR, Ind.—The Daily Democrat has appointed Carpenter & Co., Chicago, New York and Kansas City, as its national advertising representatives.

Your High-Class Readers Will Watch for

THE YOUNG LADY ACROSS THE WAY

THE YOUNG LADY ACROSS THE WAY.
The young lady across the way says her father and mother have had the same family doctor ever since they were married and he's going to be quite a veterinarian in the service.

A Daily Two by Six
FOR
Those to Whom the Average Comic Does Not Appeal

THE McCLURE NEWSPAPER SYNDICATE,
373 Fourth Ave., New York City.

INTERTYPE

"THE BETTER MACHINE"

Publishers and Printers

Step into your composing room—study your line casting composition machine equipment.

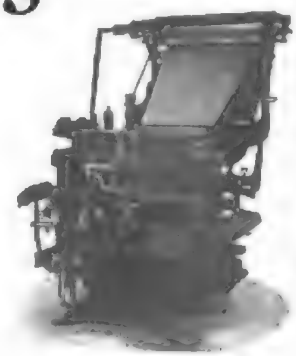
Are you cutting the cost of typographical production as the times demand?

Ask INTERTYPE Users in your locality about efficiency and dependability in a line casting composing machine.

Safeguard your Investment, buy The INTERTYPE.

"The Better Machine"

WRITE FOR CONVINCING LITERATURE



INTERTYPE CORPORATION

General Offices: 50 COURT ST., BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third St., San Francisco, Cal.

THERE'S A BUSINESS BATTLE-ROYAL JUST AHEAD

The PESSIMIST who lets his black fears blind him with tears is not much worse these days than the OPTIMIST who, laughingly confident, refuses or neglects the calls and opportunities for ACTION—THOUGHTFUL, COURAGEOUS, CHEERFUL ACTION.

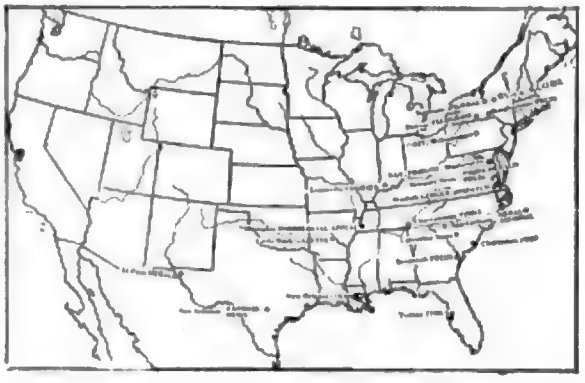
There will be scant joy in days to come for the fellow who is PUBLICLY PREACHING CONFIDENCE and general reorganization, while PRIVATELY PRACTICING SELFISH DELAY, or carelessly neglecting to readjust his own operations to meet conditions.

A month ago we said in this space:

"The pressure of ACTUAL NECESSITY is now COMPELLING ACTION by both sides (buyers and sellers)."

"One product after another BREAKS IN PRICE. Some day soon the movement will be general."

"PRODUCTION on a readjusted cost basis WILL BE RESUMED at SPEED."



Every day more positively confirms that statement.

We said:

"COMPETITION will be MORE KEEN than ever before."

"TRADE-MARKED and BRANDED PRODUCTS will be brought to the attention of the public by AGGRESSIVE and CONVINCING PUBLICITY that will set NEW STANDARDS in advertising methods and practices."

"IT WILL BE A BATTLE-ROYAL in which the FIT and MERITORIOUS will be VICTORIOUS, the TIMID will be SIDETRACKED and FORGOTTEN, and the UNWORTHY RELEGATED to the DISCARD."

Within the month no one will question that.

EACH MANUFACTURER FACES the NECESSITY of helping local dealers to quickly MOVE HIS GOODS to the CONSUMER, or re-orders in his case are going to come slowly or not at all, and if he has WIDEAWAKE COMPETITORS—and who won't have?—he loses his place in the business line.

There's a WONDERFUL AID, almost MIRACULOUS ASSISTANCE at hand—NEWSPAPER ADVERTISING.

In this day of business readjustment, in this realignment of values, THE NEWSPAPER, because of its CONSTANT READINESS, its ALL-COVERING REACH, its special and IMMEDIATE AVAILABILITY, its CONVINCING QUALITY, its ECONOMY of use, has thoroughly demonstrated to the business world that it is an instrument of TREMENDOUS POWER for ACCOMPLISHMENT and RESULT.

We represent in the national advertising field the newspapers shown on the map herewith. They are live, aggressive publications in prosperous cities and sections.

We have made it our business to KNOW the NEWSPAPERS of these cities, the TRADE CONDITIONS in nearly every line, and with their several and respective promotion departments, trade extension bureaus, business surveys, etc., to RENDER VALUABLE ASSISTANCE, not only in connection with proper publicity in the columns of the newspapers themselves, but in the matter of DISTRIBUTION and other MERCHANDISING PROBLEMS that may arise.

"We are at your service, any time, anywhere"

The John Budd Company

National Advertising Representatives of Newspapers

9 E. 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Post Intelligencer Building
SEATTLE

Digitized by Google

Giants in Wo

George N. Barnes of the British Peopl
René Viviani, the coming p
Maximilian Harden,

have been engaged to write cable dispatches for the new Sunday

GEORGE N. BARNES

GEORGE N. BARNES was one of the men who steered Great Britain through the war as a member of the British War Cabinet of Five. He succeeded Arthur Henderson as the representative of Labor in the Cabinet. Mr. Barnes was a member of the British delegation to the Paris Peace Conference. He enjoys today the confidence of the government in power and also the Labor Party and is regarded as the balance wheel of conflicting interests in England. His forceful utterances have won world-wide attention. He will truly reflect the thoughts of the British people and furnish timely comment and interpretation on the delicate problems just now before the American and British public.

RENE VIVIANI

R
who
Franc
Genev
His p
To hi
recons
Viviar
Ameri
Missi
Unite

These three distinguished contributors in the foreign field together with eight of the best American writers will make up the complete service for Sunday newspapers covering national affairs, professional and amateur sports, developments in the world of business and finance, agricultural and industrial news and events

Robert T. Small—Lawrence Perry—H
Walter Camp—Clara Savage—St
George Barnes—René

For Rates and

ROBERT B. McCLEA

Consolidated P

JAY JEROME WILLIAMS, Eastern Superintendent
Eleventh Floor, World Building, New York

EXECUTIV
Commercial Bank Buil

ld Journalism

wer in France
ne fearless publicist of republican Germany

vire service of the CONSOLIDATED PRESS ASSOCIATION

VIVIANI is the man best known Americans among the statesmen now shaping the destinies of It was Viviani who dominated the neeting of the League of Nations. r in France is constantly growing. France looks for guidance in her ction difficulties and struggles. M. me in contact with the people of when as head of the French War he brought Marshal Joffre to the ates in the historic days of 1917.

MAXIMILIAN HARDEN

MAXIMILIAN HARDEN is the only man whose pen the Kaiser himself could not stop. Throughout the war, he fearlessly assailed the militarists of Germany and since the revolution he has unhesitatingly pointed out the weaknesses and supported the liberal policies of the new regime. His writings have been widely quoted in America and throughout the world. He has a keen understanding of international affairs, and writes in a simple and direct style that has won him a big following outside as well as inside his native country. His writings can be counted upon weekly as the authoritative expression of the thought of new Germany.

on striking interest in woman's world. This will be the largest special cable and wire report of its kind, averaging more than 10,000 words, in which variety as well as quality are emphasized.

The contributors include the following:

ırden Colfax—Elizabeth Miner King
.rt P. West—Maximilian Harden
iviani—William Bird

ails Apply to

Business Manager

ess Association

FICES:
g, Washington, D. C.

HORACE EPES, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Digitized by Google

CO-OPERATION THEME OF PAPER MEETING

(Continued from page 8)

meeting of the Newsprint Service Bureau.

Standardization of weight of paper on the basis of 32 pounds was favored by the conferees after a discussion of the over-weight paper that has been frequently seen during the past year and which was said to come largely from mills temporarily making newsprint for the spot market. The Newsprint Service Bureau, it was determined, will receive reports from the A. N. P. A. regarding weights in excess of contract basis and will endeavor to correct such practices as far as possible.

Saving of freight rates by pointing out to publishers the advantage of buying paper from mills near their own localities was informally discussed. It was said that over $1,000,000 is uselessly paid in freight rates annually, besides unnecessary use of railway cars and accommodations.

Concerted consideration by manufacturers of contract conditions was decided against as prohibited by the perpetual injunction issued by the U. S. District Court on November 26, 1917. In answer to the question raised by President Williams at the November meeting, it was pointed out that adjustment on contracts on a basis equitable to buyer and seller was a matter for consideration between the individuals involved.

Contracts with publishers for more than one year are looked upon favorably by the manufacturers, as tending to protect capital invested in established mills and enabling manufacturers to eliminate sales cost, conserve timber resources and relieve them of expenditures which unwarranted competition necessitates, which expenditures, it was pointed out, are all ultimately paid by the publishers.

The manufacturers also made it clear that joint action on this proposition was precluded by the same court order which prevented co-operation for localizing deliveries and on conditions of paper contracts.

Invitations in Minnesota

ST. PAUL.—For the first time in its history, the Northern Minnesota Editorial Association invites advertising agencies, railway advertising managers and publicity experts for wholesale jobbers and for the State Fair to meet the newspaper men in annual convention. The meeting will take place at Crookston, January 20-22. The purpose is better mutual understanding, more profitable business and more efficient public service.

Legion of Honor for Correspondents

PARIS, Jan. 6.—The Foreign Office has placed twelve Legion of Honor decorations at the disposal of the Anglo-American Press Association for distribution to six British and six American correspondents.

Paper Mill on 5-Day Schedule

PORTLAND, Me.—The Pejepscot Paper Company at Lisbon Falls, Me., has gone on a five-day-a-week schedule.

The names of the advertising managers of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

NEWSPRINT

Made in Finland

ON SPOT NEW YORK

ROLLS ONLY

33½"	34⅛"	36½"	49½"
55"	66½"	67"	73"

PRICES ON APPLICATION

THE AGROS CORPORATION

IMPORTERS FINNISH PAPER

27 William St. New York

28,117,238 Lines

IN 1920 The Detroit News published 28,117,238 lines of paid advertising, notwithstanding the omission of millions of lines because of lack of space and the rigid rules of The Detroit News regarding character of advertisements accepted.

THIS represents the greatest volume of censored high-class advertisements ever carried in one year in any newspaper in the world, and surpassing any New York newspaper by over 4,600,000 lines.

The Detroit News

"Always in the Lead"

REDUCED FIRST PAGE OF BROADSIDE

The story of The Sun and New York Herald—and the Monotype

The record of more than twenty years of Monotype efficiency in the plant of this metropolitan newspaper. It is a story of achievement.

Every publisher should read this record of performance. If you did not receive one—write for it!

The excellent printing of this broadside alone makes it worthy of possession.

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

818

This Advertisement set in Monotype Series No. 38A and Monotype Rule 6-point RL

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 907 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

THE ADVENTURES OF ONE

By EDGAR MELS

THIS is a continuation from last week's EDITOR & PUBLISHER of a recital of the writer's adventures as newspaper man, extending over a period of many years. Every newspaper man has had similar experiences, but rarely do the stories behind the stories get into type. This is not written in a spirit of self-exploitation, but in the hope that the moral contained there may help some youngster—some ambitious boy on his path—that he may avoid the mistakes—that he may profit by the hard knocks to which the writer has been subjected at times.

If, then, this yarn helps some cub and lights the path however dimly, the writer will feel well repaid for having set down in black and white some of his—well, let us say—misadventures. And here be it said that these tales are truthful, actual happenings, to wit:

* * *

AN INSULT TO ERIN

LI HUNG CHANG, Chinese statesman, visited the United States. The inviolable traditions of his country forbade him from setting foot on foreign soil, so a carpet was spread that the august celestial might abide by his country's edicts. The writer was assigned to accompany him wherever he went from his hotel, the Waldorf-Astoria. One of his first trips was to Grant's Tomb. And here is what happened:

Arriving at the imposing edifice, Li emerged from his carriage and found a sedan chair awaiting him. Beside it stood four husky, blushing Irish policemen. There was murder in their collective eyes. There was undying hatred of all Chinese and of Li in particular, written in their lineaments, for—

These four Irishmen had to carry a Chinese—mind you—Irish carry a Chinese—in state into Grant's Tomb!

But Li furnished much excitement for the corps of newspaper men assigned to him. When interviewed, he asked the question. When pressed too closely, he talked in Manchu, which no one understood. And one day he went on a government vessel up the Hudson to visit West Point. The reporters took a West Shore train, leaving Weehawken at 6 a. m. They arrived ahead of Li and went to the only hotel at West Point, where prices had been raised to double the usual rate. The reporters refused point-blank to pay and went hungry—but they got even with the world at large.

The local telegraph office was in charge of an operator who had recently lost his right arm and was learning telegraphy anew with his left.

"How many words are you fellows going to send?" he asked anxiously.

"Nine thousand," answered one of the reporters casually.

"Seven thousand," quoth another, the while the telegrapher turned white. Afterwards it was learned that he wired for assistance and that four operators came to help out. But Li never landed, for it rained furiously and he went back whence he came.

In the meantime the reporters had grown famished. They telegraphed to Haverstraw for hundreds of sandwiches and pies and gallons of coffee and then boarded the train, anticipating a Lucullan feast. But—

The train rushed through Haverstraw without even hesitating!

* * *

ALL ABOUT "JIM"

THE writer was in the Fifth Precinct station in Philadelphia one Sunday, killing time. A fine automobile drove up and out stepped a gorgeously clad woman.

"My pet monkey has been lost," she explained to the Lieutenant. "Here is his description."

And when she had gone, the policeman, who had been born in Dublin, read this:

"His name is Jim; he looks like an Irishman."

But the police are not the only victims of ignorance. Once upon a time, when Brooklyn was still a municipal entity, the political gang elected a gentleman as Mayor. He was utterly unfit to cope with gang machinations and the politicians soon found this out. So it was not remarkable that one day they "put one over" on him. One day, when the writer was attached to police headquarters, there came a hurry-up message from the Mayor himself. Some one had 'phoned to him that at a certain number in Raymond Street, there was a congregation of thieves, burglars, murderers and the like. The Mayor demanded instant action.

A few minutes later, a two-horse police patrol, carrying a dozen policemen, dashed up to the—Raymond Street jail!

However, all Mayors were not of this innocuous type. Mayor Gaynor was just the opposite. Elected despite Tammany Hall, and a born fighter every inch, he showed his mettle the day he took office. The writer was with him when he seated himself in the Mayor's chair for the very first time. At once he commented in positive terms upon previous administrations.

"My predecessor in this office," said Gaynor caustically, "was the smallest man who ever sat in this chair."

That man was George McClellan, son of Little Mac, who had fought Tammany and had been crushed beneath the Tiger's claws.

And writing of Little Mac recalls an incident in the life of Siegmund Lubin, motion picture pioneer. Lubin was bitterly opposed to whiskers. It was a veritable obsession with him. One day he entered his studio in Philadelphia and beheld an actor, dressed in the uniform of a Civil War General—wearing the hated whiskers. Lubin was up in the air instantly.

"Did I not tell you I do not want whiskers in my pictures!" he thundered at the director.

"But, Mr. Lubin," remonstrated the director, "this man represents General Grant at the battle of Shiloh."

"I don't care if he was the whole Union Army—even in those day they had barber shops. Take off the whiskers."

And they had to stop taking the picture until Lubin could be induced to leave the studio.

* * *

SOME CABINET OFFICERS

GETTING at cabinet officers is not so difficult a feat as might appear. It all depends upon time, circumstances and the individual. Take Secretary of War Baker as an instance. He was at Atlantic City attending a meeting of the United States Chamber of Commerce. The writer sought an interview. At eight one morning he was inducted to the Secretary's room at the Marlborough-Blenheim. The Secretary had just finished dressing and had not yet had his breakfast. In fifteen minutes a story had been obtained which caused Philadelphia to sit up and take notice. Mr. Baker, being accustomed to newspaper men, knew just how to handle one and what to say.

Former Secretary Redfield and ex-Secretary Lane are of similar type—courteous, affable and willing to do their best to help. So is Secretary Wilson—so was Bryan, when he understood.

Secretary Daniels, a former newspaper man, of course, knows—he is still a newspaper man at heart. The writer once called on him to discuss the future of the League Island Navy Yard. The talk drifted to newspapers, and for half an hour, admirals, commanders and captains waited in an outer room, wondering—and this is what Mr. Daniels said, among other things:

"I am Secretary of the Navy, but I am still a reporter. My city editor, the President, has assigned me to cover the Navy, and I am studying it from all angles. I have visited every yard in the country and every battleship. I am learning. And when my investigation is completed at the end of the year, I shall write my story, and submit it to my city editor."

And while on the subject of cabinet officers, mention of a cabinet in a far off land will not be amiss. It was in the Transvaal, then a Boer republic. Dr. Leyds, Secretary of State, had invited the writer to meet President Oom Paul Kruger and the cabinet at the White House in Pretoria.

"What time will be convenient—noon?" I asked.

"The cabinet meets each morning at four on the President's porch and breakfasts with him," replied Leyds. And thus it was that I met for the first time Kruger, grand old man of South Africa. On the vine-covered porch of a little house in Pretoria sat Kruger, surrounded by Joubert, hero of Majuba Hill, and others. Kruger, wearing Peter Cooper whiskers, still tall, growled in guttural Cape Dutch. Leyds translated. Kruger asked innumerable questions about the United States—about men and things.

A few weeks later I met Cecil Rhodes, master mind, who eventually conquered Kruger. Rhodes—burly, red-faced, saturnine—expressed the expectation that some day would come a United States of South Africa—a vision materialized in the Union of South Africa.

(To be continued)

MARSE HENRY ON HONEY-MOON TRAIL

NEW ORLEANS. Many years ago, when the South was facing the darkest years of its life and the eyes of men were turned on the problems of post-war reconstruction, Marse Henry Watterson, the veteran Kentucky editor, and a slip of a girl, who had made him the "happiest man" came to New Orleans and walked into the lobby of the old Monteleon Hotel and registered for the bridal suite.

Fifty-seven years later, which brings it to a recent Friday, Marse Henry Watterson and an elderly woman walked through the lobby of a new Monteleon Hotel under canvas that might have been a wedding canopy, but was actually hung on tall "horses" to prevent painters redecorating the ceiling from splashing pigments on guests.

In the fifty-seven years is written the history of a new and powerful America and with this history the writings of Marse Henry Watterson, the most famous editor of the South and possibly of the United States, have kept step. Fifty-seven years ago his thoughts were of the problems facing his homeland and Friday his thoughts were of the problems facing Ireland.

It is no new thing for Marse Henry to visit New Orleans. Perhaps it is the echo of other days in Kentucky when horse racing was at its fairest flower that makes him love Louisiana; and there are memories of his honeymoon anniversary that endear him to the Southern port; and in between those bright spots there are numerous visits that bore fruit of good fellowship and the flavor of happiness. These things Marse Henry has not forgotten. Other things are imprisoned on memory's spit, and perhaps the most humorous of these is worth the reading.

Years ago Marse Henry was a frequent visitor to the old Gault House in Louisville, famous for its poker games. There was one night when he came home downcast, in the deeps of misery.

"What's the matter, Henry?" Mrs. Watterson asked.

"I am ruined," he said. "I am financially defunct. I lost my all in that Gault House poker game."

"But," interposed Mrs. Watterson, "you can rebuild your fortunes. There is nothing to worry about."

Marse Henry burst into tears.

"How much did you lose, Henry?"

"Fifteen thousand dollars," he replied.

"That is not so much," said Mrs. Watterson. "You can get that back in a few years."

"But you do not understand, my dear," Marse Henry answered. "Ten dollars of that was in cash."

Digitized by Google

SOUTHERN CALIFORNIA SETS NEW PRODUCTION RECORD IN 1920

This means more money to spend, an increased buying power per individual and a greater demand for high class goods. In 1919 her agricultural production represented $294,813,324, while 1920 shows an estimated jump to $322,151,000.

WEALTH INCREASE IN ONE YEAR.

	1919	1920
Cotton	$19,375,000	$23,000,000
Hay	87,978,345	98,800,000
Honey	8,000,000	9,020,000
Nuts	13,776,750	13,001,000
Deciduous Fruits	73,175,756	78,500,000
Citrus Fruits	73,175,756	78,500,000
Vegetables	23,147,733	25,102,000
Beans	14,378,262	11,500,000
Berries	322,250	428,000
Beets	5,040,000	5,600,000
Seeds	1,200,000	1,500,000
Field Products	29,200,000	32,500,000
Totals	$294,813,324	$322,151,000

Southern California represents a distinct advertising territory, larger in area and population than many states, and a careful analysis of her area will demonstrate the utter impossibility of national advertisers covering this great territory through one or two mediums.

This great territory imports large quantities of manufactured articles ranging from luxuries to necessities and a ready and responsive market is assured for all classes of goods.

The leading papers listed below will gladly aid in outlining a campaign in this territory.

	Circulation	Rate per 5,000 lines
Anaheim Daily Herald	1,500	.0142
Bakersfield Echo	5,284	.03
Brawley News	*1,775	.0178
Calexico Chronicle	925	.0178
Fullerton Daily Tribune	*1,700	.0214
Glendale Evening News	1,400	.02
***Long Beach Daily Telegram	10,736	.04
Monrovia News	1,000	.0178
Ontario Daily Report	2,000	.0178
Orange Daily News	1,637	.0142
Ocean Park Evening Bulletin	1,517	.0142
Redlands Daily Facts	*2,313	.02
Riverside Enterprise	4,000	.02
Santa Ana Register	*6,166	.035
San Fernardino Sun	4,833	.035
Santa Monica Evening Outlook	1,500	.0142
San Luis Obispo Telegram	*1,453	.0142
San Pedro Pilot	*2,136	.02
Ventura Free Press	896	.015

Unless otherwise noted, circulation figures are publishers' statement.

**A. B. C. Statement.

*Sworn statement.

***Member of A. B. C.

EDITORIAL

SINCLAIR'S IDIOSYNCRASIES

UPTON SINCLAIR'S book, "The Brass Check," with its indictment of the American press, was discussed at the annual convention of the American Association of Teachers of Journalism at St. Louis last week, according to the St. Louis correspondent of EDITOR & PUBLISHER and the general opinion was that it should be answered and by some one in authority who would show clearly how false Sinclair's charges are.

This would not be difficult, although it would require much more time and patience than the average newspaper editor has at his disposal. Obviously, it would be easy enough to interview Messrs. Stone, Lee, Harris, Ridgway and others, whose names have been used with utmost abandon by the gifted author and doubtless every statement made by Sinclair as to his conversations would be found to be substantially correct, for he is absolutely honest without a doubt, but when one arrived at analyzing inferences and conclusions, he would find that Sinclair suffers from the delusion that the hand of this "capitalistic age" is against him.

His idiosyncrasies are shown perhaps to better advantage in his advertisement in the current Appeal to Reason. The advertisement is headed, "Statement to Appeal Army by Upton Sinclair." In it he is appealing for funds. He thinks that $50,000 would answer his immediate needs. He needs that much working capital to keep his present books in circulation and to print fourteen of his books that have been out of print for years.

He decided he would constitute the publishing of his books into a public trust. He drew up a document providing for such a trusteeship and then—well, just listen to Mr. Upton Sinclair and draw your own conclusions:

> "I drew up a document providing for such a trusteeship, and drafted letters to three well-known Socialists, inviting them to accept the responsibility as trustees. But I took the document to a lawyer, and this is what I was told: A trusteeship is a dangerous thing in law; any persons who contributed money under the pledge of a trusteeship might be in a position to set up a claim. Someone connected with the Associated Press, for example, might contribute money to my publishing business, and then bring me into the capitalist courts upon some technicality and what would be left of my propaganda machine when they got through with me? I decided that I would take no chances playing with that kind of dynamite, but that the never-ceasing product of my brain is the best guarantee I can offer to my readers and friends."

Then he argues that such a business should be able to get some accommodation at the banks and he says:

> "I have thought of going to the banks. Such a growing business ought to be able to go to the banks, and I happen to know a director of a local bank, who suggested that I should apply for credit. But after thinking it over, I decided that whatever happened, I would take no chance of having my books and my business fall into the power of our private banking system."

Then it occurs to him that he might organize a company and take the Appeal readers into the fold but that again would be unwise and for the following reason. Just listen to this:

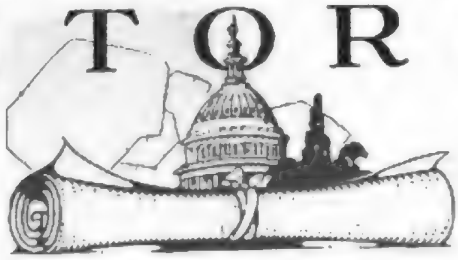
> "I have thought many times of forming a stock company and raising the money by promising you, the Appeal Army, profits from the business. But I do not believe in the profit business; I do not want to make profits either for you or for myself, and if I promised you profits, I would be stultifying my own nature, and binding myself to something that I certainly wouldn't enjoy doing and that I might not be able to do."

Finally he agrees to limit his salary to $300 a month—"probably one-tenth of what I could get today if I were willing to sell my time and my talent to the profit system," but his wife protests. Says she:

> "Suppose that things should go to pieces in America. Suppose the dollar should go as the mark and the ruble have gone." Again she says: "Suppose you should be injured in an accident, and it should take a lot of expensive treatments to save your life." I admit these possibilities, and modify my pledge accordingly; but barring these or similar unlikely events, I will take only three hundred dollars a month out of the business, and put everything back into paper, printing and advertising, or into some other form of propaganda, such as for example, a moving picture.

Is it to be wondered at that the editors of American newspapers and news associations who are busy men, struggling every day with vital problems as they affect the body politic do not seriously regard a man who seems possessed of so many wild vagaries and idiosyncrasies as this lone advertisement of Sinclair's proves him to be.

It seems to us in all charity that he is convicted out of his own mouth of having a mentality that has been warped by his zeal for socialism.



The ramifications of lumber shortages and high prices are limitless and have affected seriously practically our entire population.—Secretary of Agriculture E. T. Meredith.

WHAT ARE YOU DOING FOR FORESTRY?

American Forestry Association Photo

IN an effort to direct the thought of the country to the need of a broader national forestry policy the American Forestry Association, acting in co-operation with daily newspapers throughout the country, is conducting a voting contest to determine what shall be America's national tree.

The purpose of the campaign is educational and studies of American trees in short lessons, each tree taken up separately, are being supplied to those newspapers taking part. According to an announcement of Secretary P. S. Ridsdale, of the association, the oak and walnut seem to be leading.

Special lectures on trees are being delivered in the schools of Trenton, N. J., as an aid to this movement. Washington, D. C., school children are being taken daily to visit various trees, where lessons are given.

All newspapers have been invited to join in this campaign of instruction on the value and beauty of trees.

January 8, 1921 Volume 53, No. 37

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news; Frank Le Roy Blanchard, Rankie Armistead Higgins

J. B. Kenney, advertising; Fenton Dowling, circulation.

Chicago: H. G. Schreyer, People's Gas Building, Manager; A. W. Elliott, 1205 City Hall Square Building, Correspondent.
Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: F. B. Grundy, 13 Place de la Bourse.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

SHOULD PHYSICIANS ADVERTISE?

THE success of quacks in the practice of medicine is generally attributed to their ability as advertisers, especially by the legitimate physician. Among the legitimate physicians advertising is considered unethical and it is only rarely that an effort has been made to break down this fallacy. Of course, any worthwhile effort along that line must come from the medical profession itself and not from the outside. That is why "Fighting Fire With Fire," by George L. Servoss, M.D., of Reno, Nev., in a December issue of the Medical Record, should attract more than passing interest of newspaper advertising men.

Dr. Servoss is editor of the Western Medical Times as well as a practicing physician. In the course of his article he points out that that the "quack" by the use of advertising has created the impression that he "does something" while on the other hand the retiring physician sits back and presently has acquired the reputation of the old fogy. That is the basis of his argument for fighting advertising with advertising.

Dr. Servoss does not spare the profession of which he is a member when he discusses the present practices of its members as a whole. There was one point that he might have enlarged upon, however. In discussing the supposed ethical limits to which a practising physician may go to secure publicity he says, "He must gain publicity only through his deeds, providing, of course, he has opportunity for any such things."

At this point he should have touched upon the ethics of the profession of journalism, which is also directly concerned in this subject. In journalism advertising is recognized as a legitimate means by which to secure publicity; faking news or the details of news stories is everywhere looked upon in our profession as unethical. To make his case for advertising stronger with the great mass of the members of his own profession he should have touched upon the unethical journalistic practices of some of their own members. It has always seemed queer to us that a profession that so closely guards its own ethical standing should care so little about the ethics of another as to permit "bulletins" to be issued from some of their best hospitals on extraordinary and unusual operations with specially made surgical instruments no larger than a needle "that cost more than $10,000."

Dr. Servoss has given good advice and it should be heeded for there is no profession in greater need of reform in its practises of securing publicity than medicine.

KEEP ADVERTISING

ADVERTISING is more than a business tonic; it is a business necessity. That is why it is needed all the time. Of all advertising, that which carries with it the greatest waste is what is known as the "once in awhile kind."

Successful advertisers are the kind that keep it up persistently. They are judged successful because of the resulting success of their business.

Up until four years ago there was a certain soap that was known around the world. It had been the most persistently advertised article offered in the markets of the world during the previous hundred years. From the day this soap was first put on the market in 1812 it was advertised in a small way, but persistently and continuously. For the last 50 years it has been one of the best-advertised products in the world. Then the directors decided that because the factory was selling to capacity, advertising could be discontinued as a useless expense. In less than one year from that time the business of the firm dropped 35 per cent on volume. That soap is again being advertised and we understand it was necessary to spend $5,000,000 in extra publicity, over previous appropriations to get back to normal.

This firm was not a "flier in advertising." Its product had been used for generations and was known in the homes of the world but it cost its makers $5,000,000 to learn that advertising was as necessary to it as the raw products that enter into its making. The history of merchandising is filled with stories like this, but only a few have found it possible to win back trade foolishly thrown away.

Digitized by Google

PERSONAL

ARTHUR E. BRAUN, president of the Pittsburgh Post & Son, accompanied by Mrs. Braun and their daughter, are spending a holiday vacation in Bermuda.

Oliver James Keller, editor of the Lancaster (Pa.) Examiner and New Era, and Miss Rosalind Lodge Thomas of St. Louis have been married.

Charles J. Richards, editor of the Gowanda (N. Y.) News, has been awarded the first prize by the New York College of Forestry at Syracuse in the "Big Tree" contest. Mr. Richards' tree is an elm showing a circumference of nearly 30 feet at a height of five feet from the ground.

Mrs. W. Brayton Slater, widow of the late financial editor of Lord Northcliffe's London Daily Mail, has arrived in New York from London. Mrs. Slater has with her some manuscripts written by her husband for magazine publication and scenarios for screen production. Before going with Lord Northcliffe, her husband for many years was on the London staff of the United Press. He died this autumn of blood poisoning.

Edgar G. Harris, for more than six years postmaster at Laurel, Miss., assumed personal charge of his newspaper, the Laurel Daily Leader, on January 1. His resignation was filed with the Postoffice Department six months ago, but he agreed to serve as postmaster until his successor could be selected.

R. M. H. Wharton, publisher of the Harrisburg (Pa.) Patriot-News, is spending a few days in New York.

Arthur S. Thompson, secretary to Acting General Manager Frederick Roy Martin of the Associated Press, has returned from a business trip to Springfeld, Md.

Joseph G. Deponai, for the past six years news editor of the Baltimore Star, has started a local service known as the Baltimore News Bureau, which specializes in daily reports of the produce and grain markets and manufacturing and shipping news. The bureau also acts as special representative for daily papers and trade publications.

Wells L. Hill, editor of the Athol (Mass.) Transcript, has just rounded out half a century as editor of that weekly.

Sir David Watson, publisher of the Quebec Morning Chronicle, and the Hon. Frank Carrel, proprietor of the Evening Telegraph of the same city, have been named directors in the Mortgage Discount & Finance Company, Limited, a new two-million dollar corporation of which Sir John Willison, journalist and correspondent, is president.

IN THE EDITORIAL ROOMS

Joseph G. Mahar, former sporting editor of the Albany (N. Y.) Argus, is attending University of Michigan, where he has "made" the freshman track team.

Robert J. Campbell has joined the staff of the Detroit Times as feature writer.

Leslie J. Pigott, formerly of the Chicago Herald and Examiner copy desk, has joined the Detroit Times as telegraph editor.

Rex F. Glasson, city editor of the Detroit Times, is suffering from an attack of pneumonia.

Miss Caroline Lockhart, author of "Me Smith" and several other novels, and a few years ago a prominent newspaper woman, was a recent visitor in Philadelphia. Under the nom de plume of "Suzette" Miss Lockhart was for a number of years the star feature writer of the Evening Bulletin. After she gave up newspaper work she moved to Cody, Wyo., where she now owns a ranch and is also interested in a weekly newspaper. While in the East over the holidays Miss Lockhart was making some final arrangements with her publishers for her latest novel, which they expect to bring out in the Spring.

Jean C. Flint, city editor of the Fort Collins (Colo.) Express, and Miss Myrtle May Collins were married at noon on Christmas day in Eaton, Colo.

Eugene A. Hancock, news editor of the Fort Collins (Colo.) Courier, is back at his desk again after an operation for appendicitis.

Vincent Y. Dallman, managing editor of the Springfield Illinois State Register, has been ill at his home with tonsilitis.

Miss Nellie Browne Duff, feature writer for the Springfield Illinois State Journal, is devoting her time to magazine work and specialty writing for Springfield merchants.

Harry W. Saylor, managing editor of the Camden (N. J.) Courier, is visiting friends in Springfield, Ill. Mr. Saylor was formerly city editor of the Springfield News-Record.

James Dean has returned to the Cincinnati Post as motion picture editor after an absence of a year, which he spent as a traveling salesman.

Jack Koons, who has been connected with the Cincinnati Commercial Tribune and the Enquirer for several years, last week left for Breckenridge, Tex., where he will get into the oil game.

James Hamilton, who has charge of the mail division of the Associated Press for the Central States with headquarters in Chicago, and his brother, "Bill" Hamilton, who is in the automobile business in Memphis, Tenn., spent Christmas holidays with relatives in Newport, Ky. Both are graduates from the staff of the Cincinnati Commercial Tribune.

William Powers is back in Cincinnati after trying his hand on one of the Milwaukee dailies. He is on the Enquirer.

Harry V. Martin, who was on the copy desk of the Cincinnati Commercial Tribune, has joined the staff of the Enquirer as a re-write man. He takes the place of Jack Koons, who has gone to Texas.

R. Gregory, who has seen service on several dailies in Wyoming, has joined the staff of the Cincinnati Commercial Tribune.

Web. Welborne, long connected with the Cincinnati Commercial Tribune and now the editor of the Tractor, who recently underwent a serious operation at one of the hospitals, is able to be about again.

William C. Stepp, sporting editor of the Portland (Ore.) News, and Miss Katherine Cawker, also of Portland, were married recently.

Robert F. Stayman, telegraph and news editor of the Cincinnati Enquirer, has resigned to become managing editor of the Huntington (W. Va.) Advertiser.

Edward W. Mills, for 30 years sporting editor of the Buffalo Times, resigned from that newspaper on January 1 to go to California to reside. John Kelly, former secretary of the Buffalo Federal League Club and later of the Buffalo International League team, succeeds Mr. Mills at the Times sport desk.

THE BUSINESS OFFICE

William Whalen of Boston is now in New York permanently representing the Boston Pilot with offices at 47 West 34th street.

William J. McCann, of the Albany (N. Y.) Argus advertising staff, has become advertising manager of the Albany Telegram. Mr. McCann was with the Argus for 20 years and was given a testimonial dinner by its advertising staff.

W. J. Reynolds, news room foreman of the Brockville (Ont.) Recorder and Times, celebrated the 47th anniversary of his connection with the paper, December 28.

Charles H. Willoughby, advertising manager of the Albany (N. Y.) Evening Journal, has been elected secretary of the Albany Kiwanis Club, which begins the new year with a membership of 140.

A. Don Campbell, Western manager of the New York Theater Program Corporation, is visiting New York in the interests of his firm and will cover the New York Automobile Show. His New York headquarters will be 108 Wooster street.

Albert H. Toppin, of the Toronto Evening Telegram's advertising staff, has been unanimously elected a school trustee of a local school section.

W. A. Smith, for the last three years advertising manager of the Spokane (Wash.) Press, has become advertising sales manager of the Western Newspaper Association, with offices in Spokane and Seattle.

FOLKS WORTH KNOWING

RUFUS WOODS, president of the Wenatchee (Wash.) World Publishing Company, began his newspaper life furnishing country correspondence to the county seat paper at David City, Neb. He was born on a Nebraska farm forty-two years ago, and began work in Wenatchee on The Republic, a weekly owned by Leonard Fowler, in 1904. Subsequently he was editor of The Advance, another weekly. In 1907 Mr. Woods purchased the Wenatchee Daily World, shortly after its founding. The paper was five-columns, with 465 subscribers. The new editor soon surrounded himself with a newspaper organization that has continued virtually intact; the head of every department has remained without a break for ten years.

Rufus Woods

Printed in a city of 6,000, the Daily World today has a circulation of 6,500. It uses four linotypes, one Ludlow, a complete engraving plant, a twenty-page Hoe press, a battery of automobiles, a carrier system for the farms ten miles on all sides of Wenatchee, and the leased wire service of the Associated Press. Sixteen pages daily was the average during 1920.

THE ADVERTISING FOLKS

C. A. Brownell, advertising manager of the Ford Motor Company, Detroit, announced his resignation January 1. He will leave immediately for California, with his wife, who is seriously ill. His successor has not been appointed. The position is regarded as one of the most sought in the automotive field, both in salary and the scope of the work. Mr. Brownell gave his wife's illness as the reason for leaving the post. He said he would enter the agency field on his return from the coast.

W. C. Holt has been appointed advertising manager of the Spramotor Company, Ltd., and the London Gas Power Company, Ltd., London, Ont.

Ralph L. Yonker, five years in the advertising department of the Detroit Journal, has been appointed advertising manager of the J. L. Hudson Company, Detroit.

Joseph B. Mills, vice-president of the Detroit Adcraft Club, will address the Pittsburgh Advertising Club in February and the St. Louis Advertising Club in March.

Charles Cason has been appointed director of public relations of the Chemical National Bank of New York. He has recently been on the executive staff of the Rockefeller Foundation.

Max E. Loomis, formerly with the Reo Motor Car Company, has been made advertising manager of the Soarks-Withington Company of Jackson, Mich. Major Henry L. Hunt, whom he succeeds has returned to newspaper work as editorial writer on the Jackson News.

I. L. Peel has resigned as advertising manager of the Northern Pacific Railroad, St. Paul, and gone to Cleveland.

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

The Columbia State
The Knoxville Sentinel
The Charlotte Observer
The Augusta Chronicle
The Memphis News Scimitar
The Bristol Herald Courier
The Zanesville Times Recorder
The Huntington Herald-Dispatch
The Hagerstown Herald & Mail
The Lynchburg Daily Advance
The Asheville Citizen
The Petersburg Index-Appeal
The Greensboro Record
The Arkansas Gazette

NEWS AND VIEWS OF THE NATIONAL FIELD

By JOHN SULLIVAN

Secretary-Treasurer, Association of National Advertisers, Inc.

THE GREATEST THEORY

TO pursue the subject dealt with in last week's page—the theory (the greatest theory, Stanley Latshaw calls it) that advertising space costs nothing; some of the matter contributed to this page may sound like growling—growling at publishers because of their many alleged sins.

For example, I said last week that, in the main, publishers themselves are to blame for the idea that advertising space costs nothing. And there was reprinted a portion of what was written in controversy with an eminent representative of an eminent publishers' association, who actually was willing—and glad—to quote a layman—a judge—to the effect that the cost of the space sold by a publisher was trivial. All this because that representative of publishers—typical, apparently—wanted to demonstrate that publishers sold a service—an advertising service—and not just white space.

I was afraid that the professorial mind had invaded far into advertising matters, but I had not appreciated that it had bored in so far that a reputedly hard-headed, hard-boiled business man would prefer to claim that his employers were selling something of an abstract character instead of a very tangible manufactured commodity.

And, at the last Sphinx Club dinner, as mentioned last week, another hard-headed business man was evidently much shocked at my speaking of the advertiser buying a *raw material* from the publisher. His shock was nothing so great as my shock at discovering that a hard-boiled statistician could be so shockingly intangible. (I hope, by the way, that, if he ever reads this, he'll come back just as emphatically.)

* * *

"I HOPE YOUR MEMBERS APPRECIATE THEY ARE BUYING A RAW MATERIAL"

THAT'S what one of the big chiefs of the biggest of all publishing houses said to me recently. He was right, and it is probably because his house entertains less than the average amount of flub-dub in dealing with advertisers that it has been so successful. If there be any man who, more than another, should keep his feet on the ground, it is the man in advertising work.

Like Antæus, if he gets his feet off the ground, he's a goner, for the Hercules of Sceptical Finance and Production will surely crush him, just as the son of Zeus did the mythical son of the sea and the earth. Antæus' strength came from the earth—from the, to him, tangible reality. When he was uplifted (!) into what was, for him, the abstract, his muscles became flabby, and very soon he got the K. O.

A FINISHED MATERIAL, RATHER

THE designation of publication space as "raw material" is, of course, relative.

To the financial or the production executive who is just financial or production, that is just what it is.

But, as a matter of fact, there are raw materials and raw materials. To the steel maker, iron ore is raw material. To the manufacturer of machinery or the construction firm, a steel beam is also raw material, but it is also *finished material*.

Perhaps it is the word "raw" that touches a publisher on the raw, when he knows that what he has actually produced is a finished material.

Suppose we suggest that instead of talking of raw material, we speak of *primary* material. Probably no one will quarrel with white space being designated a primary material, produced for the advertiser's use by the publisher.

* * *

THE MAKING OF "WHITE SPACE"

I HAVE always contended that the publisher is a manufacturer, and I have constantly seen publishers to whom that idea had been conveyed stop, look and—nod assent; too respectable a designation, that, to let it pass, or to negative! But acceptance of the status must be followed by an acknowledgment that that which is produced is a manufactured commodity. (Two years ago my publishers' representative opponent denied that advertising space—he said advertising, actually, something the publisher does not sell—was a commodity; but we won't worry about that too much now; he may have repented, anyway.)

* * *

WHAT ARE THE "MAKIN'S" OF THIS COMMODITY

A FACTORY building—for typecasting, type composition, stereotyping, printing, for raw material for the factory employes to work upon, another producing factor—the reportorial staff—digs out and brings in the beginnings of news, this raw material being advanced a stage toward a finished material by the editorial department men.

For a sales force there is the circulation department, which obtains orders from the public for news.

(*Continued on page 30*)

OVER MISSISSIPPI'S
"Alluvial Empire" shares
The Mississippi Sun
Radiating over the richest agricultural region in the south. Its people read
THE MISSISSIPPI SUN
(Charleston, Miss.)

NEWSPRINT
Best References among Publishers
Maine Pulp & Paper Co.
Skowhegan, Maine
Sole Selling Agents
INVINCIBLE PAPER & PULP CORPORATION
135 Broadway, New York City
Phone Rector 9957-8-9

The 1921 EDITION *of the*
AMERICAN NEWSPAPER ANNUAL & DIRECTORY
IS READY FOR DELIVERY

The present volume continues all the old features with a number of new ones. Among these is an Alphabetical Index to about 6,000 Class and Trade Publications, Magazines, Reviews, etc., also populations from the 1920 Census. There are 97 specially engraved Maps and 343 lists of different classes of publications.

Owing to the extraordinary increase in the cost of paper and labor we have been obliged to make the price of the 1921 volume $15.00, carriage paid in United States and Canada. Address the publishers.

N. W. AYER & SON
PHILADELPHIA PENNSYLVANIA

Digitized by Google

THE SOUTH
A LAND OF PLENTY

The farmer is a true barometer of the prosperity of any state, section or country. If he prospers other business prospers.

The South is now prosperous and it is because her farmers are prosperous.

The new South is of modern scientific construction. It is established upon a secure basis of diversified production and trade and this diversified industrial progress has created a dependable year around field for a wide range of commodities.

The people of the South read Southern daily newspapers and are guided in their purchases by these papers.

It will pay you to "Sell It South" through these newspapers.

SOUTHERN LIST.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
**Birmingham Age-Herald....(M)	33,880	.05	.05
**Birmingham Age-Herald....(S)	34,582	.10	.10
*Birmingham News .....(S)	60,000	.15	.15
*Birmingham News .....(E)	60,000	.15	.15
Mobile News-Item .....(E)	10,946	.07	.07
Mobile Register .....(M)	22,560	.07	.07
Mobile Register .....(S)	23,230	.045	.045
FLORIDA.			
*Jacksonville Metropolis .....(E)	20,700	.04	.03
Florida Times-Union, Jacksonville (M&S)	20,946	.07 (6c S)	.07 (6c S)
*Palatka Morning Post .....(M)	1,450	.0125	.0125
*Pensacola Journal .....(M)	6,514	.025	.025
*Pensacola Journal .....(S)	7,000	.025	.025
Pensacola News .....(E)	5,048	.02	.02
GEORGIA.			
***Atlanta Constitution .....(M)	52,154	.12	.12
***Atlanta Constitution .....(S)	60,116	.15	.15
***Atlanta Georgian .....(E)	46,127	.12	.12
***Atlanta Sunday American...(S)	104,027	.15	.15
Augusta Chronicle .....(M)	9,622	.045	.045
Augusta Chronicle .....(S)			
Augusta Herald .....(E)	12,548	.06	.06
Augusta Herald .....(S)	2,775	.04	.04
***Columbus Ledger .....(M&S)	6,078	.04	.04
***Macon Telegraph .....(M)	20,054	.06	.06
***Macon Telegraph .....(S)	20,000	.04	.04
‡‡Savannah News .....(M&S)	21,154	.045	.05
***Savannah Press .....(E)	14,199	.05	.05
KENTUCKY.			
Lexington Leader .....(E)	14,204	.06	.06
Lexington Leader .....(S)	14,520	.05	.05
***Louisville Herald .....(M)	69,744	.09	.09
***Louisville Herald .....(S)	54,701	.09	.09
LOUISIANA.			
New Orleans Times-Picayune..(M)	76,171	.15	.15
New Orleans Times-Picayune..(S)	80,300	.15	.15
***New Orleans Daily States..(E)	89,888	.15	.15
***New Orleans Daily States..(S)	97,158		
‡‡New Orleans Item .....(E)	60,084	.15	.15
‡‡New Orleans Item .....(S)	61,999	.15	.15
NORTH CAROLINA.			
Asheville Citizen .....(M)	12,006	.04	.04
Asheville Citizen .....(S)	12,048	.04	.04
***Charlotte News-Chronicle.(M&S)	10,170	.04	.04
***Charlotte Observer .....(M)	32,160	.045	.04
***Charlotte Observer .....(S)	31,157	.07	.05
‡‡Durham Herald .....(M)	6,172	.03	.03
‡‡Greensboro Daily News.....(M)	17,061	.06	.06
‡‡Greensboro Daily News.....(S)	22,970	.07	.06
*Raleigh News and Observer..(M)	24,910	.06	.04
*Raleigh News and Observer..(S)	24,231	.06	.04
Wilmington Star .....(M)	6,540	.04	.04
*Winston-Salem Journal .....(M)	5,900	.04	.04
*Winston-Salem Journal .....(S)	6,013	.04	.04
*Winston-Salem Sentinel .....(E)	9,400	.04	.04
SOUTH CAROLINA.			
‡‡Anderson Mail .....(E)	4,824	.025	.025
***Columbia Record .....(E)	12,027	.05	.05
***Columbia Record .....(S)	12,700		
Columbia State .....(M)	23,620	.05	.05
Columbia State .....(S)	24,700		
‡‡Greenville News .....(M&S)	10,800	.045	.04
‡‡Greenwood Index Journal ....(E)	4,127	.02	.02
***Spartanburg Journal & Carolina Spartan .....(E)	3,132	.04	.04
***Spartanburg Herald .....(M)	4,744		
***Spartanburg Herald .....(S)	5,013		
TENNESSEE.			
***Chattanooga News .....(E)	20,106	.05	.05
‡‡Chattanooga Times .....(M)	22,021	.07	.07
‡‡Chattanooga Times .....(S)	23,040		
***Knoxville Sentinel .....(E)	19,532	.07	.06
***Memphis Commercial Appeal (M)	53,240	.10	.10
***Memphis Commercial Appeal (S)	110,841	.10	.10
***Nashville Banner .....(E)	41,077	.07	.07
***Nashville Banner .....(S)	42,116	.05	.05
Nashville Tennessean ....(M&S)	46,507	.06	.06
VIRGINIA.			
‡Bristol Herald Courier ...(M&S)	6,800	.04	.04
‡‡Danville Register and Bee (M&E)	9,840	.04	.04
‡‡Newport News Times-Herald (E)	5,464	.03	.03
‡‡Newport News Daily Press (S&M)	6,842		
Norfolk Virginia Pilot.....(M)	31,166	.04	.03
Norfolk Virginian Pilot.....(S)	39,255	.10	.10
***Roanoke Times .....(M&S)	22,445	.07	.06
***Roanoke World-News .....(E)	10,102		
***Richmond News-Leader	46,883	.11	.11

Government Statements, April 1st, 1920.
*A. B. C. Report, April 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
‡‡Government Statement, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.

URGES STATE RADIO NEWS

Dunwoody Institute Chief Says Amateurs Could Distribute Dispatches

(Special to Editor & Publisher)

ST. PAUL, Minn.—At a meeting of the executive committee of the Minnesota Editorial Association held in this city, Dr. C. E. Prosser, director of the Dunwoody Institute, Minneapolis, proposed a statewide wireless news service for country newspapers, utilizing the amateur wireless operators in every town and an emergency wireless alarm for crime suppression. Dr. Prosser suggested that the wireless equipment now at the institute, which was installed during the World War to train army and navy students, be used to distribute the news. A digest would be made of the day's news each afternoon which could be sent out at slow speed early in the evening. The country newspapers could arrange with student operators to use the news for bulletin service in the towns.

The proposed service, which if found practicable, would no doubt be employed all over the nation, could have no lack of operators, for there are service men in every town who had experience with wireless work during the war. Dr. Prosser said the Dunwoody Institute may establish a correspondence course for the study of press work, job composition, etc. His proposition will be referred by the committee to the editorial association at its February meeting, the program for which was mapped out by the committee.

THE NATIONAL FIELD

(Continued from page 28)

There is a shipping department which sends out the publication in vehicles and by mail, exactly as does any shipping department.

During the course of the factory operations, the raw material—white paper—becomes a finished material for which the public will pay 3c. a unit, and the retail merchants, or other manufacturers, will pay so much for another kind of unit—the line, the inch, or the page.

In other words, the manufacturer-publisher takes white paper and transforms it into a finished product for which part of the public will pay a certain price and another section of the public another certain price.

In the course of the operations of his manufacturing establishment, the publisher creates a market for his product, and he thereby makes his manufactured commodity — white space — potentially salable to the other manufacturer who desires to occupy that white space with advertising—selling talk—that will bring about the sale of his own product to the publishers' customers. And the manufacturer-publisher has one of the most definite of bases upon which to estimate the value of his white space commodity.

Here he is, then, possessed of a distinctly tangible product, which it is desirable for other manufacturers to build into the fabric of their own creation. And yet the publisher usually prefers to ascend into the regions of the abstract, to get his feet off the earth and relinquish the very thing that gives him his strength.

No wonder publication revenue from advertising has been called "velvet."

* * *

WHY ALL THIS PAINSTAKING ARGUMENT?

BECAUSE, if advertising is to be recognized for the stabilizer of commercial business and national commerce in ideas and knowledge that it is, and to be unquestionably accepted as such and used to that end;

If it is to be appreciated as an original and fundamental force in human life and affairs;

If this force is to be used without waste, without leaks, in all its ramifications in national and international life and commerce—commerce not only in merchandise, but ideas and knowledge;

If it is to operate as the most economical and effective factor in distribution of merchandise, of knowledge, of news, of ideas;

If it is to win definite position as an essential factor in business in co-ordination with individual selling, with financing, with production, with all that means the internal economy of the factory;

If advertising is ever, in its capacity as a link between the factory and the public, to bring about, not only an understanding by the public of the factory, but also an understanding by the factory of the public, with consequent readjustment of the organization of the former to the needs of the latter;

Then, every operating unit in advertising practice must correctly define itself and its function, and tie up loose ends of thought with expedition. The use of the mass selling factor in business and other promotion must be relieved of all bunk; must have eliminated from it the doctrinaire, professional and professional psychologist dope that has been injected into it; and its users must work, not only subjectively, but also objectively—in other words, project their mental operations into their markets; let what is found there determine their viewpoint and the nature of their plans; keep to facts and stop calling things by names that do not belong to them.

And—it *is* possible to keep one's feet on the ground without forgetting the stars.

WASTE

AT the A. N. A. office we frequently receive samples of waste in soliciting literature sent to members by publications. Not only is the text matter very often more or less irrelevant, but it is commonly the case that the advertiser receives more than one communication of the same kind on the same day. Naturally, advertisers have this waste in mind in their belief that publications should now consider decreasing their advertising rates.

NEW MEMBERS OF THE A. N. A.

CONTINENTAL and Commercial National Bank; A. D. Welton, publicity manager, Chicago.

Northam Warren Corporation; Northam Warren, president, 114 West 17th street, New York City.

Auto Ad Men Meet

The Motor & Accessories Manufacturers' Association Advertising Council held a special meeting at the headquarters in New York on January 7.

Current History Magazine

Published by The New York Times Co.

In December, 1,964 new yearly straight subscriptions were received besides many other subscriptions sent in by canvassers.

EACH ISSUE 192 PAGES PROFUSELY ILLUSTRATED

The facts of international events in 50 nations, as they develop each month; no comments—everything from fundamental sources.

Subscribers and newsstand buyers of Current History include a most desirable group of intelligent and discriminating persons.

15 Cents on Newsstands - $1.50 a Year

$400,000,000

worth of meat products are produced annually in

ILLINOIS

This looks like big money but it is only twenty per cent of the

$2,000,000,000

worth of manufactured products which take revenue into that great state every year.

With an income like this added to the income derived from 250,000 farms valued at $3,509,000,000 (the highest valued farms of any state in the Union) Illinois is a mighty good territory to cultivate.

Illinois daily newspapers stand second to none in influence and pulling power.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
‡‡Chicago Daily Journal	(E)	117,588	.26	.24
†Chicago Daily News	(E)	398,405	.55	.55
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1st, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡‡Government Statement, April 1st, 1920.

NEW YORK STATE DAILY NEWSPAPERS

A daily newspaper campaign co-operative with local dealers in this territory will quickly popularize any meritorious line of merchandise and it is well known that New York approval means nationwide approval.

The per cent cost of intense cultivation of New York State is lower than that of any other territory—first because of the preponderance of population, and second because of the unexcelled transportation facilities enabling one to make better time.

Try New York State as a splendid field for intensive daily newspaper advertising and be quickly convinced that this is the logical, economical and satisfactory way for national advertisers to link up with local merchants and get results.

THESE DAILY NEWSPAPERS CO-OPERATE

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,788	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	6,930	.04	.035
*Brooklyn Daily Eagle	(E)	50,882	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
**Brooklyn Standard Union	(E)	56,104	.20	.20
**Brooklyn Standard Union	(S)	55,909	.20	.20
*Buffalo Courier and Enquirer	(M&E)	88,843	.22	.18
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,766	.18	.14
Buffalo Evening News	(E)	95,501	.21	.21
Buffalo Evening Times	(E)	71,189	.15	.15
Buffalo Sunday Times	(S)	72,239	.15	.15
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,195	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
*Gloversville Leader-Republican	(E)	5,938	.03	.03
Gloversville Morning Herald	(M)	6,082	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,552	.025	.025
††Jamestown Morning Post	(M)	9,194	.05	.03
*Middletown Times-Press	(E)	5,861	.04	.03
**Mount Vernon Daily Argus	(E)	7,068	.04	.04
Newburgh News and Journal	(E)	10,636	.05	.05
New York American	(M)	291,840	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	56,875	.32	.25
*The New York Herald	(M)	203,686	.50	.45
*The New York Herald	(S)	207,662	.50	.45
*The Sun, New York	(E)	190,509	.50	.45
†New York Times	(M)	331,681	.55	.537
†New York Times	(S)	502,591	.70	.686
*New York Tribune	(M)	125,919	.40	.36
*New York Tribune	(S)	127,836	.40	.36
*New York World	(M)	340,995	.60	.56
*New York World	(S)	594,644	.60	.58
*New York World	(E)	353,242	.60	.58
Niagara Falls Gazette	(E)	12,603	.05	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,383	.08	.08
Rochester Times-Union	(E)	62,894	.20	.18
Schenectady Union-Star	(E)	13,417	.06	.05
*Staten Island Daily Advance	(E)	5,968	.04	.03
††Syracuse Journal	(E)	45,875	.09	.09
*Troy Record	(M&E)	22,312	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.
††Government Statement, April 1st, 1920.
**A. B. C. Auditor's Report, April 1st, 1920.

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

UNDESIRABLE COPY

S. J. PICKENS, classified advertising manager of the Oregon Journal, of Portland, writes as follows:

"EDITOR & PUBLISHER could render a great service to newspapers and classified advertising by starting a movement to eliminate from the Help Wanted columns a lot of undesirable copy. On looking over the exchanges I find that even some of the largest newspapers continue to permit their Help Wanted columns to be prostituted by the use of fake advertising of practically every kind. Every time some get-rich-quick promoter has a brilliant idea he rushes to the classified columns and insists upon his copy being classified under Help Wanted in the evident hope of attracting the few pennies of the poor devil who is out of work. It seems to me that the paper should consider it a moral obligation to keep the Help Wanted classification clean and devoted to only legitimate opportunities for employment."

That the Help Wanted columns of the newspapers should be kept clean is a fact that nearly everyone will admit, although there are still a number of papers which do not eliminate undesirable copy or which permit advertisements being misclassified under this classification.

During the past year several articles have appeared in EDITOR & PUBLISHER pointing out the necessity of absolute honesty in the classified columns. As a result of these several newspapers have passed rules and regulations for the purpose of closing the columns to misleading copy.

Only a few weeks ago attention was called here to the practice of real estate brokers, selling sub-divisions, to advertise for "engineers," "carpenters" and men or women of other trades and professions, giving the impression in the copy that they had positions for them in their regular vocations when in fact they wanted to employ them part time to sell lots to their friends on a commission basis. After the publication of this article several newspapers adopted rules to stop this practice and another now requires that every advertisement for salesmen must state what is to be sold.

There is a simple rule which all classified advertising managers will find it profitable to follow: **Do not accept advertising that can in any way prove harmful to your readers and always classify that which you accept in the interest of the reader and not the advertiser.**

Consider the case of a woman out of work and dependent upon her own efforts for a livelihood, reading this advertisement which was clipped from a metropolitan paper last week:

> Ladies—Earn $15 weekly spare time at home addressing and mailing our music circulars; send 25c for music sample and particulars. (Address.)

One lady, thinking this would be a chance to earn a living and still stay at home to take care of a five-year-old child, sent the required 25 cents. Not hearing from her letter she complained to the chief of police in the small eastern city from which the advertisement originated. His reply says, "In reply to your inquiry for information concerning the Blank Music Company, I beg to inform you that this consists of one man, an Italian barber, who gives mandolin lessons. He does not sell music in this city and as far as I can find out, he is not reliable."

Having lost 25 cents, a sum which she could not afford to lose, as the result of answering a Want-ad, would it be strange if this woman had lost confidence in all Want-ads?

The following advertisements were all clipped from the Help Wanted column of well known newspapers of recent dates. Imagine yourself out of work and buying a paper for the purpose of consulting the Help Wanted columns to find work and then being made to read these:

> Desirable sleeping rooms for men, $2 and $2.50 per week; meals if desired. (Address.)
>
> Men wanted at $35 to $100 a week to make mechanical drawings, work is easy, pleasant and leads to higher positions in industrial field at excellent salaries. We furnish set of instruments, train you at home in spare time by practical method, and help you qualify for position. (Address.)
>
> Men—learn barber trade, big wages, light work. Write (Address.)
>
> We carry a fine line of box chocolates, homemade candy. Our fancy drinks and sodas are what you have been looking for. We serve noon-day luncheon. Drop in. (Address.)
>
> Ladies, by using our pattern you can make your own dresses, and dress tailorlike. (Address.)
>
> Stories, poems, plays, etc., are wanted for publication. Submit manuscript or write. (Address.)
>
> U. S. Government wants hundred of women as file clerks, etc., etc. (Address.)
>
> Ladies, don't throw your old clothes away. We remodel, reline, dry clean your clothes and make them look like new, etc., etc.
>
> Ambitious writers, send for free valuable instructive book, etc., etc.
>
> Men to learn vulcanizing, teach you in ten days and start you in a profitable business at small expense, etc., etc.
>
> Dancing taught in private or classes, etc., etc.

Concerning the honesty of some of these advertisements there can be no doubt. For example, there can be nothing wrong in advertising a furnished room. To instruct men to become mechanical draftsmen is a legitimate business. There is nothing wrong in selling candy, teaching men how to barber or how to dance. Advertisements of this type are harmful to newspapers only when misclassified and when written so as to be misleading.

It is not the writer's province or aim to become a prosecutor of dishonest advertisers, but it should be the duty of every newspaper to protect its readers by not accepting copy that is fraudulent or deceptive. To discriminate between good and bad copy is not a difficult task. The easy way to do it is to make every advertiser of a doubtful character prove the merit of his proposition. If they are honest they will be glad to do it.

The classified managers in many cities are learning to cooperate with the Better Business Bureaus and Advertising Clubs. They, through their organization, can often get information more easily than a single newspaper.

The classified advertising manager of one newspaper has a system that has

(Continued on page 35)

A DEVELOPING MARKET

Wisconsin

Wisconsin is rising out of an agricultural and lumbering state into an industrial state.

Wisconsin's industries have expanded consistently. The iron industry has changed from the production of pig iron to the manufacture of a large quantity of different commodities into which iron and steel are made.

Wisconsin ranks second in the production of agricultural implements in excess of $20,000,000 in 46 establishments.

The most important manufacture in the state, according to value of product, is foundry and machine shop products, with a value of $60,698,391 (Census 1914).

The total number of communities from towns to cities in which these products are manufactured is 106; the total number of establishments is 904 (Census of 1918 War Industries Board).

It is easily seen that Wisconsin's wealth is thoroughly distributed and it has been proven that Wisconsin people are receptive to advertising.

USE THESE DAILY WISCONSIN NEWSPAPERS

	Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent .....(E)	7,915	.035
Beloit News .....(E)	7,814	.045
‡‡Eau Claire Leader-Telegram....(ME&S)	8,083	.035
*Fond du Lac Reporter.....(E)	5,325	.03
**Green Bay Press-Gazette.....(E)	10,005	.035
‡‡Kenosha Herald .....(E)	2,498	.025
**Kenosha News .....(E)	5,548	.025
La Crosse Tribune & Leader-Press..(E&S)	12,085	.05
**Madison (Wis.) State Journal....(E&S)	13,719	.05
Milwaukee Journal .....(E)	107,564	.20
Milwaukee Journal .....(S)	95,074	.20
Milwaukee Sentinel .....(M&E)	82,927	.14
Milwaukee Sentinel .....(S)	74,608	.14
Racine Journal-News .....(E)	8,092	.045
Superior Telegram .....(E)	18,091	.05
‡‡Superior (Wis.) Sunday Times.....(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
**A. B. C. Report, April 1st, 1920.
‡‡Government Statement, April 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

J. J. WALSER, TREASURER OF GOSS PRESS, DEAD

Trip to Florida in Search of Health in Vain—Had Contributed Many Inventions to Newspaper Machinery World

(Special to Editor & Publisher)

CHICAGO.—Joseph J. Walser, treasurer of the Goss Printing Press Company and active in that institution for 21 years, died January 1, at Lake Worth, Fla. Mr. Walser had been in ill health for the past year and a half and had recently gone to Florida in hopes of recovery. He was born in Chicago, April 20, 1878, and made city his home until 1916, when he moved to Ann Arbor, Mich. He took his engineering degree at the University of Michigan in 1899.

J. J. Walser

Immediately after leaving college, he entered the employ of the Goss Company, his father, Jacob J. Walser, then being the president and general manager of that corporation. Many patents that have meant much for development in the newspaper world were taken out in his name and in conjunction with others. He was made treasurer of the Goss Printing Press Company in 1913, and served in that capacity until his death.

Mr. Walser was a member of the University Club of Chicago, also a 32° Mason and member of the Oriental Consistory, and Medinah Temple, A. A. O. N. M. S., Chicago. He was a member of the Phi Kappa Psi Fraternity and it was due principally to him that its club house at Ann Arbor was financed and built. He is survived by his wife, Grace Florence Walser, four daughters, Gretchen, Sally, Ruth and Mary; his mother, Mrs. Mary Walser, and his sister, Mrs. Lizzie W. Oliphant.

James H. Sterrett Dead

PHILADELPHIA, Jan. 6.—James H. Sterrett, secretary of the Philadelphia Sports Writers' Association, a noted swimmer and national authority on swimming, died January 5, in this city, following a stroke of apoplexy. He was 65 years old and had been engaged in the printing business for many years. He held many medals for swimming feats, ranging from 50 yards to 50 miles.

Obituary

LYNDWODE CHARLES PEREIRA, aged 69, secretary of the Canadian Government Interior Department, and former night editor of the Montreal Gazette, died in Ottawa January 1. He was a native of Somersetshire, England, and came to Canada at an early age, making his home in Montreal, where he subsequently became editor of the Gazette. He wrote numerous poetical works which were extensively published in American magazines and newspapers. He was champion figure skater of Canada for many years and won the world's championship in competition with the best skaters of his day.

GUY T. KETCHESON, aged 36, publisher of the Pacific Drug Review and Fountain Profits, Portland, died there after an illness of only ten days. He purchased the trade paper in 1914 and was formerly connected with drug publications in the East.

SAMUEL FENTON CARY, Cincinnati newspaper man, died there December 31 of pneumonia. Starting on the Cincinnati Enquirer in 1879, Mr. Cary spent the ensuing 41 years on that paper's staff with the exception of a short time on the St. Louis Globe-Democrat in 1884. He had attended every Republican national convention since 1880.

WILLARD HENRY OLMSTED, former city magistrate and the first judge to preside over the Children's Court of New York, died January 4. After admission to the bar he entered newspaper work with the Auburn Bulletin and in 1887 he came to New York and for the next ten years was a political reporter on the World and the Sun. He was 63 years of age.

ULYSSES GRANT DAVIDSON, aged 56, a lifelong resident of Greensburg, Pa., and for many years engaged in newspaper work in western Pennsylvania, was found dead in bed at his home on January 3. At the time of his death Mr. Davidson was on the staff of the Daily Tribune.

CLYDE ELBERT ORDWAY, a member of the city staff of the Boston Transcript, was buried last Sunday in Jamaica. Mr. Ordway had long been engaged in newspaper work and before entering the field of journalism was a Unitarian minister. At different times he was editor of the Waterville (Me.) Evening Mail and the Jamaica Plain News.

CLIFFORD L. SHERMAN, well known as a cartoonist and newspaper man in the east, died in Springfield, Ill., a few days ago. He was employed by the Boston Globe and Herald, his cartoons appearing under the name "Sherm." The "Dot Books" for children are probably his best known works.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

Buffalo Evening News Leads in National Advertising

For 6 Day Newspapers

The August issue of the Advertising Age and mail order Journal shows in its tabulated comparison The Buffalo Evening News printed more National advertising than any other six-day publication (morning or evening) in the United States.

Total lines of national advertising 1,533,535—GAIN OF 53%

KELLY-SMITH COMPANY
Representatives
47 W. 34th St., New York City — Lytton Bldg., Chicago, Ill.

IF YOU DON'T KNOW

WEST VIRGINIA

You Don't Know Your Own Country

There is enough good business in West Virginia to make rich a *good* advertiser in its daily newspapers.

The State that produces and sells about $135,000,000 in coal, $50,000,000 in natural gas and $22,000,000 in petroleum, that makes chemicals, glass, pottery, etc., and has the *power* and *transportation* facilities to equal any undertaking is greatly above the average *Buyer* and if you do not *know* that then you *should.*

By the very minimum investment in daily newspaper advertising you can cover this territory.

Here are the newspapers:

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	4,686	.025
Charleston			
**Gazette	(M)	12,562	.06
**Gazette	(S)	14,585	.05
*Daily Mail	(E&S)	9,234	.04
Clarksburg			
††Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,585	.035
Fairmont			
**West Virginian	(E)	4,982	.03
‡‡Times	(M)	5,045	.03
Huntington			
*Herald-Dispatch	(M)	16,404	.035
*Herald-Dispatch	(S)	19,854	.035
Martinsburg			
*Journal	(E)	3,289	.02
Parkersburg			
‡‡News	(M)	5,853	.02
‡‡News	(S)	6,527	.03
**Sentinel	(E)	6,859	.024
Wheeling			
‡‡Intelligencer	(M)	16,206	.04
‡‡News	(E)	14,160	.06
‡‡News	(S)	14,166	.06

†Government Statements, Apr. 1, 1920.
‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
*A. B. C. Reports, Apr. 1, 1920.

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

MERCHANTS SHOULD BE TOLD OF INCREASED PUBLISHING COSTS

THE editorial on page 26 of December 11 issue of EDITOR & PUBLISHER should be reprinted by every newspaper advertising manager in the country and sent to the retailers in each town.

With the falling market in practically all lines of merchandise, the newspapers are soon going to be put on a stand where they will have to defend their advertising rates.

Some newspapers are yet putting in effect increased rates, which are absolutely justifiable. Yet they are having a hard time with the retailers, who are able to point to articles on the front pages in this same newspaper where business experts are quoted as saying that the retailers are the ones that are holding up business machinery because they refuse to swallow the losses on their merchandise and thus break the buyers' strike now in effect.

These retailers, apparently justifiably, can point a finger of scorn at the newspaper advertising managers.

It is going to be up to newspaper advertising men to get the facts and in turn see that the merchants in their turn realize what the situation is.

One newspaper in the middle west has prepared a frank statement of its business, showing the total amount of money spent for white paper, for ink, for engravings, typesetters, stereotypes, pressroom employees and reporters, general office expense, etc., for year by year, from 1915 up to and including the approximate cost for 1921.

Although this paper is not published in a large city, yet it shows an increase in its white paper bill of a few dollars less than a million for 1921, as compared with 1915. The newspaper also goes into detail as to how business has increased and how its percentage of profit has decreased.

There may be some publishers and advertising men who do not deem it wise to go too much into detail about their own business, but at the same time it will greatly assist the representatives of the newspapers if the retail merchant knows the exact increase in white paper and ink bills and wage scales.

If nothing else is done, a fac-simile reprint of the "Betrayed" editorial of December 11 issue of EDITOR & PUBLISHER should be sent to the retail merchants.

HAVE A HEART. WE LOSE AS IT IS!

SOME agencies like to give as their excuse for scheduling campaigns in magazines that there is lack of standardization of rates on the part of newspapers.

A statement of the rates for artificial gas in 100 cities has just come to the attention of the writer. The lowest rate is 60 cents in Indianapolis, and the highest rate is $4.10 in a small town in Northern Illinois. Yet the newspapers in all of these towns have to pay these varying rates for the gas used in their shops. The freight on paper is another varying item. Competition makes different conditions in different towns. Wage scales are different. The only way just and equitable newspaper rates can be figured is by taking each paper as an individual proposition.

P. O. INTERPRETATIONS LACK UNIFORMITY

A QUIET investigation made by the Newspaper Department among the newspapers over the country, shows an amazing lack of uniformity in application and enforcement of the different rules made by the third assistant postmaster general on marking of advertising and editorial material in newspapers as it applies to postal rates.

In some instances very stringent application has been made. In others practically no attention has been placed on the interpretation of the third assistant postmaster general. In one case particularly, almost foolish restrictions are being enforced.

The policy of the National Association of Newspaper Executives as set out in resolutions passed at their Indianapolis convention, is very much in accord with the postal department rules.

Almost unanimous opinion was expressed by 700 newspaper executives at Indianapolis against the free reader. The belief that the something for nothing should go and that the newspapers in general would be benefited when all advertising is set between the cut-off rules or in classified pages.

Weekly business reviews, special stunts, book review columns, automobile guff still prevail rather widespread over the country. One would be surprised to know how many newspapers are reluctant about bringing their publishing policies in line with good business practice.

TROUBLE MEASURING SPACE

HARRY T. WATTS, advertising manager of the Des Moines Register and Tribune, writes that he is having considerable trouble recently with advertising agencies, who insist on measuring advertising of their clients from top to bottom of the electrotype without allowing for any white space.

"It is a physical impossibility to print the average electrotype without giving a few lines of white space at the top," says Mr. Watts. "Our usual practice is to measure foreign advertising for the space ordered. Recently several agencies have made deductions from our statements which called for the space originally ordered, explaining that we had charged for white space at the top and bottom."

This inquiry has been referred to M. R. Foster, Houston Chronicle, chairman of the committee of agency relations of the organization, with request that Mr. Foster's committee make some sort of definite ruling on this which can be bulletined to members.

NEW YEAR'S PARTIES

THERE is a noticeable increase in "gang spirit" among the newspaper advertising staffs over the country.

More and more the newspaper advertising departments are catching the organization idea from other lines of business. Very few newspapers over the country went by Christmas or New Year's without a staff dinner.

The circulations and advertising rates of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

CHICAGO TRIBUNE IN SECOND PLACE

The Co-Operator

Issued Monthly, Since February, 1914, by the Business Survey of The Chicago Tribune

Vol. VII. CHICAGO, SEPTEMBER, 1920 No. 9

Sugar Crash Caused By Speculation

Retailers, Newspapers and the Public

Plain Talk on the Foolishness of Some of Us

Aims at Sales of $1,000,000; Reaches Goal

THE second place in the symposium of retailers publication of newspapers was awarded by the secret committee of the National Association of Newspaper Executives to the Chicago Tribune.

The committee had considerable trouble in deciding between their awards of second place for the Co-Operator and award of the first place to the newspaper, name of which will be announced in next week's page.

The Co-Operator is issued monthly by the business survey department of the Tribune. It has the unusual distinction of being printed on good calender paper and in color. The Co-Operator stands on its own feet and is sent to the retailers in Chicago as a message of better merchandising, particularly for pushing newspaper advertised goods.

The Co-Operator is not only of interest to the retailer but to the wholesaler and jobber. Any manufacturer advertising in any of the Chicago newspapers can buy space in the Co-Operator. It is indeed a wonderful publication and does reflect credit on the "World's Greatest Newspaper."

Announcement will be made next week on this page of the winner of the first place in the symposium.

CENSUS FIGURES SHOULD INTEREST

NEWSPAPER merchandising managers should follow very closely the material now being used by the Census Bureau. Population of cities and towns of 2,000 or more inhabitants have already been issued by the Bureau.

The secretary's office would be very glad to furnish interested merchandising managers with the name of a concern in New York and Washington, which is following up the census work very closely, and will be able to give inside dope to merchandising managers of their particular territory.

COMMISSION MEETS AT ST. LOUIS

A MEETING of the National Commission of the A. A. C. of W., will be held in St. Louis, January 21. The representatives of the National Association of Newspaper Executives, which is the newspaper department of the National Commission, are Arthur Newmyer, New Orleans Item; Frank D. Webb, Baltimore News, and Frank F. Carruthers, Denver Post. Mr. Newmyer has made arrangements to attend the meetings as will Fred Millis, secretary of the Department.

OPENING FOR AN AD MANAGER

THE secretary of the National Association of Newspaper Executives knows of an opening for an advertising manager on a strong daily paper in a large city. Persons interested should communicate with Fred Millis, News Building, Indianapolis, Ind., giving full particulars as to experience, qualifications, salary desired, etc.

IRISH EDITORS ORDERED RELEASED

Freeman's Journal Officials Given Liberty Unconditionally

DUBLIN.—General headquarters on January 6 notified the Freeman's Journal that its directors, Hamilton Edwards and Martin Fitzgerald, will be released from prison immediately on medical grounds. P. J. Hooper, editor of the Freeman's Journal, who last month was sentenced to twelve months' imprisonment for the publication of an article alleging ill treatment of a prisoner in the Portobello barracks, also was ordered released. In the cases of all three men the releases were unconditional. The Newspaper Proprietors' Association of Great Britain has been protesting against the imprisonment of the directors of the Freeman's Journal of Dublin.

World Trade Conference Called

The American Committee of the International Chamber of Commerce will propose as a subject to be discussed at the chamber's congress in London next summer the "Restoration of the World's Commerce." This topic to be submitted to the meeting of the board of directors in Paris, January 17. The international cable situation will also be discussed. The present American members of the board are Willis H. Booth, John H. Fahey and Edward A. Filene, with William Butterworth, Harry A. Wheeler and Owen D. Young as alternates.

Legless Editor Vanishes

CHICAGO.—A national search was begun January 6 for Jacques Villard, 38 years of age, owner and editor of The New Age magazine and owner of a correspondence school in St. Louis, who disappeared in Chicago, Christmas night. Villard, who is legless, is known to have had $2,000 in currency and $4,000 in jewelry in his clothes when he vanished.

Van Hamm Estate $57,936

The estate of Caleb M. Van Hamm, managing editor of The New York American, who died December 27, 1919, was valued January 6 at $57,936 gross and $38,418 net. His wife, Amy P. Van Hamm, was left a third of the estate and the rest went to his daughter, Rebecca.

Mrs. Artemus Ward Dead

Mrs. Rebecca D. Ward, wife of Artemus Ward, New York advertising man, died January 4.

Would Ban Sunday Papers

NASHVILLE, Tenn.—The publication or distribution of newspapers in this State on Sunday would be prohibited by a bill introduced in the Senate January 6.

Miss Noyes Weds Edward Hart

WASHINGTON.—The marriage of Miss Frances Newbold Noyes, a daughter of Mr. and Mrs. Frank B. Noyes, of Washington, to Edward Hart, formerly of Washington but now of New York, took place January 6 at the home of the bride's parents.

MAKING CLASSIFIED PAY

(Continued from page 33)

proven hugely efficient in protecting the readers of his paper from fraudulent or misleading copy. In every case where copy of a doubtful character, and often when it is not doubtful, he writes to the advertiser, before printing the Want-ad in question, asking that the proposition be fully explained. On getting from the would-be advertiser his plan of operation and samples of his literature and of his product, if there be one, he verifies all the facts by writing to banks, city officials and newspapers in the city where the prospective space buyer lives.

It is true all this takes some effort, yet not as much as one would imagine. Whatever the effort, it is well spent as it saves the readers of that paper many dollars a year. It is also profitable to the paper from a dollar and cents standpoint, since it increases the reader confidence in its columns, which means more advertising.

The classified advertising manager, who has practiced this policy of investigation for several years, now has a letter file full of information on all kinds of schemes which dishonest advertisers have tried to promote in his columns. He knows their ways and methods and without investigation is now able many times to separate the sheep from the goats.

If every classified advertising manager used this amount of caution in accepting copy, the type that tries to defraud newspaper readers via the Want-ad columns would soon find that the game was not worth all the effort. Then if added to this caution were strict rules which made misclassification impossible, readers would sooner have greater confidence in Want-ads—their power would be increased and people use them to a greater extent.

Chicago Tribune Staff Changes

Paul Williams, late of the Chicago Tribune foreign staff, is back in New York handling the American news of the European edition. Leon Stolz has returned to Paris after spending some time in Ireland and England. Fred Smith, Oriental correspondent, is returning to the United States from Japan, where he has been for several months. Joseph Pierson, who has been representing the Tribune in negotiations with the International Communications Conference, is on his way to Europe.

Dan Carroll Moves

Dan A. Carroll, newspaper representative, has moved to new offices in 150 Nassau street, New York. The telephone numbers remain unchanged—Beekman 2830-2831.

OF THE SHAFFER GROUP

The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana offers to discriminating advertisers the least expensive and most effective method of covering Indiana.

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana

OF NEWSPAPERS

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services.
Speed—Reliability—Quality

International News Service
10th floor, World Building, New York

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The Pittsburg Dispatch

and know you get the "Best Always"

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

IN NEW ORLEANS IT'S — —

THE NEW ORLEANS ITEM

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages.
Tuesday, Music Page.
Circulation 26,649 Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

Marysville Democrat

WILL YOUR CLIENTS GO FIFTY FIFTY

A number of manufacturers are co-operating with dealers in Marysville on a 50-50 advertising basis. If you represent a client who desires this kind of co-operation write to us and we will tell you whether the product is now being sold in this territory.

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

Remember Perth Amboy and the

Evening News

In making up your lists.

F. R. NORTHRUP
Foreign Representative
303 Fifth Ave., New York City

Nearly every person in Richmond reads The

NEWS-LEADER

The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives.
The Kelly-Smith Co., Marbridge Building, Broadway at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Building, Atlanta, Ga.

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN New York
JOHN GLASS, Chicago

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average paid circulation over

30,000

Double the circulation of any New Haven paper. It covers the field.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

3,000 AT HOUSEWARMING

Employes and Friends Inspect Chicago Tribune Plant from Top to Bottom

Special to EDITOR & PUBLISHER

CHICAGO.—Three thousand employes and friends of the Chicago Tribune attended the housewarming at the Tribune's new plant on Sunday afternoon, January 2. For several hours the plant was thrown open to the members of the Tribune family and their guests, and all thought of getting out a newspaper was forgotten, as everyone, from office boy to publishers, vied with each other to make the visit of their guests an interesting one.

Every woman was presented with a corsage bouquet as she entered the building. In the reception line were Col. R. R. McCormick and Capt. J. M. Patterson, the editors, and Mrs. McCormick.

Throughout the afternoon small groups made tours of the plant, from the wireless room and offices and studios on the seventh floor, at the top of the new building, to the basement, which is used as a storage room for paper, visiting every department. Guides explained the various processes of getting out a newspaper. The procession through the plant continued until 3,000 people had seen the various departments.

The plant was decorated with ferns, palms and flowers and resembled a summer garden more than a newspaper office. Orchestras were hidden in corners and played throughout the afternoon. The mailing room was used to serve a buffet lunch and cigars were passed out to the men.

There were no speeches and no formal program or dedication. The principal object of the affair was to let every employe, as well as the members of his family, become acquainted with the new plant, to learn a little more about the intricate process of getting out a newspaper and the interdependence of departments, and to learn through an actual visit something about the better working quarters, the excellent lighting facilities, the safety devices, and the unusual mechanical equipment which has been installed.

Chattanooga News Opens Plant

CHATTANOOGA, Tenn.—Readers of the News several hundred strong accepted that paper's invitation to inspect its new building and plant January 1, the housewarming being opened by exercises at which the speakers were George F. Milton, president and editor of the News; Mayor A. W. Chambliss; Judge W. B. Swaney, director of the News and its legal counsel, and Walter C. Johnson, vice-president and general manager of the paper.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Our No. 15 Hand Shaving Machine in first class condition. Derrick Publishing Company, Oil City, Pa.

For Sale
Automatic steam table for sale. Duplex Mechanical Compressor for two forms, operated by small direct connected motor. No compressed air. Fastest, simplest and easiest operated. Displaced by dry mats. Will sell at half price which is $1,200 F. O. B. cars. First class condition. Derrick Publishing Company, Oil City, Pa.

Business Chance
A complete printing plant and bindery need experienced manager, with some money or will sell whole or in part. Diamond Binding & Printing Co., Hagerstown, Md.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 23½".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1957

For Sale

Newspaper Press, Stereotype Equipment and Motors for sale at a bargain. Forty page right angle R. Hoe Press in good condition, equipped with Kohler system control, 50 and 7½ H.P.D.C. Motors.

Stereotype outfit consisting of 2 steam tables with gas generator. One matrix rolling machine, 3 ton metal pot, pump gas burners, and casting box, plate shaver, tail cutter, and semi-auto plate.

Monotype lead and rule caster with attachments for display type A-1 condition.

18 D. C. Linotype Motors with gears, also a number of various types D. C. Motors from ½ to 15 H.P. Prices low. Address The Hartford Times, Hartford, Conn., c/o Business Manager or Mechanical Superintendent.

Announcements Which Tell of Better Positions and Better Men

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising and Promotion Manager

at present employed, seeks proposition in medium sized city offering a big future. Excellent solicitor, correspondent and copy-idea-layout man having all essential qualifications covering foreign, local, service and promotion departments. Long experience; best references. Box C-726, care Editor & Publisher.

Want to Go South

Preferably to do advertising promotion work on resort town paper located in Far South or Southern California, during coming winter resort season. Thoroughly experienced as advertising manager, solicitor, copy-idea-layout man. Make convincing, on-the-spot layouts for advertisers that sell big space. Am immediately available. Box C-691, Editor & Publisher.

Assistant Treasurer and Cashier

15 years' experience on two large widely known daily papers; has thorough knowledge of newspaper accounting systems; executive ability; desires permanent connection with live newspaper; best references. Address Box C-724, care Editor & Publisher.

Columnist

Columnist wants staff connection with humorous publication or newspaper, preferably in west. Editorial Writer, Paragrapher, Experienced Executive on widely known papers. Address Box C-723, care of Editor & Publisher.

Manager—Maximum Business Getter

Competent to take full charge. Operate plant economically. Ad-writer, develop circulation, publish snappy paper, systematic office manager with successful record that will interest any publisher wanting high-grade man, able to return at least 35 per cent of gross business as profits. Experienced in cities up to 250,000. Address Box C-721, care of Editor & Publisher.

HELP WANTED

6c. A WORD for advertisements under this classification. Cash with order.

Opportunity

New afternoon paper, city of 30,000, wants business manager, city editor, news editor, and other staffmen. Must be energetic men of ability. State experience, age, salary asked. Only live-wire workers wanted. Box C-725, care Editor & Publisher.

Wanted

Advertising manager by afternoon and Sunday morning paper in city of about 50,000 population in Southwest. Young man who has had experience as head of department in city of similar size or smaller ought to qualify for this place. In letter give experience and other details. Communications will be confidential. Address C-722, care of Editor & Publisher.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Capable Newspaper People Wanted

Illinois A. B. C. daily of 10,000 has opening for circulation manager who knows the game and can build circulation; classified ad. manager with modern ideas and who can solicit; copy reader; reporter for assignment work and woman to head social news department. All must be experienced, reliable and of good personality. Give experience in first letter and salary expected to start. Address in confidence C-727, care Editor & Publisher.

Wanted

Two high class subscription solicitors for permanent positions to cover South Eastern States for publishers of 3 Commercial Journals and 2 Technical Publications on a salary, expense and bonus basis. Only producers who can show from past records ability to produce business considered. Give full experience and references in first letter. Address Box C-704, care Editor & Publisher.

HELP WANTED

6c. A WORD for advertisements under this classification. Cash with order.

Wanted

Wanted by an evening paper in the metropolitan district, a working foreman. Man must have executive ability, preside, and conduct makeup and also direct men. Ideal working conditions in a high class office. Position is permanent. Address with all information as to experience, salary expected, etc., to Box C-728, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c. A WORD for advertisements under this classification. Cash with order.

Evening Paper

In growing Southern town under 15,000 population would be sold by owner who has other interests. Fine field, A. P. service, splendid plant, good quarters, now making money on 13 cent paper. Has 1921 contract at 6½c. Cash payment $10,000; balance on convenient terms. Address C-714, care of Editor & Publisher.

For Sale

Account of continued illness of proprietor, a 30-year old, well paying Virginia weekly newspaper and job printing plant, in educational center, is on the market. Paper has splendid local and foreign advertising business and draws advertising from three large cities; it has 1,400 subscribers at $1.50. For invoice and price address Jas. C. Latimer, Box 204, Roanoke, Va.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

$25 Reward

for information leading to the arrest and conviction of one John Cheshire, who claims to have worked on newspapers throughout the South, most recently at Winchester, Ky. After working two weeks for this company, he obtained money under false pretenses and skipped out over night. LONG PRINT. & PUB. CO., 1024 Race St., Philadelphia, Pa.

LEGAL NOTICE

INTERNATIONAL PAPER COMPANY

New York, December 29, 1920.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable January 15th, 1921, to preferred stockholders of record at the close of business January 7th, 1921.

OWEN SHEPHERD, Treasurer.

AD AGENCY NOTES

(*Continued from page* 11)

lay & Mullally, Inc. The business will continue at 198 Broadway, New York.

The Technical Advertising Service, Inc., New York, has elected the following directors: A. D. Bauer, president and general manager; J. S. Beckett, vice-president; R. L. Arrell, treasurer; F. C. Eibell, secretary. The following gentlemen have been added to the staff: F. C. Eibell, formerly advertising manager of Eimer & Amend and recently advertising manager Mathieson Alkali Works; Eton Cook, mechanical engineer, formerly in the advertising department of the DuPont de Nemours Company, Wilmington, and recently of the McGraw-Hill Company's research and sales promotion department. New clients added are: Lancaster Iron Works, Lancaster, Pa.; Mires Fuel Oil Equipment Company, Lancaster, Pa.; Samuel M. Green Company, Engineers, Springfield, Mass.; Joseph Dixon Crucible Company, Jersey City, N. J.; National Hoisting Engine Company, Harrison, N. J.; Mathieson Alkali Works, New York.

W. J. Doherty, former advertising manager for Graham, Sanson & Co., financial brokers, Toronto, has joined the Toronto staff of McConnell & Fergusson, advertising agents.

T. O. Warfield, head of the Warfield Advertising Company, Omaha, was traveling around in the southern oil fields recently, looking over some of his personal holdings, and happened to be present when a project in which he is heavily interested brought in a great gusher. It happened to be his birthday, too.

J. A. Holland has been appointed on the staff of the Montreal office of Smith, Denne & Moore, Ltd., advertising agency. Mr. Holland has been doing advertising work in England since his discharge from the army after four years' service.

R. A. McKnown, formerly employed with the Warfield Advertising Company, Omaha, has joined the force of the Bloodhart-Soat Advertising Company temporarily.

Arthur J. McElhone has become aspany, Inc., Troy, N. Y., as an account executive.

New Agency Gets Postum Account

Official announcement was made this week by the Postum Cereal Company that its advertising account after February 1 would be placed in the hands of Hulscher-Rothenberg, Inc., New York City. This agency was formed a few days ago, as noted in EDITOR & PUBLISHER of January 1 and its principals, Alfred H. Hulscher and Grover V. Rothenberg, have been secretary and treasurer, respectively, of the Liberty Advertising Agency, Ind., which has handled the Postum account for the past eighteen months. The new agency will take over all contracts for space made for the Postum Company, will place all newspaper copy for March and future months and all magazine copy for April and the future.

Dr. C. W. Greene Leaves Agency

Dr. Charles W. Greene has resigned as vice-president of the Liberty Advertising Agency, New York, effective January 18. Before joining the Liberty Agency, two years ago, Dr. Greene had been engaged in publicity work for the Postum Cereal Company. He plans to devote his entire activities to food advertising.

Judge Orbison A. A. C. W. Officer

INDIANAPOLIS.—Judge Charles J. Orbison has been elected vice-president representing District 6 of the Associated Advertising Clubs of the World. He succeeds J. E. Fitzgibbon, of the Phoenix Knitting Mills, Milwaukee, resigned. Judge Orbison formerly acted as general counsel for the A. A. C. W.

Arthur Lang Elected Secretary

The Pan-American Advertising Association of the Associated Advertising Clubs of the World, New York, has appointed Arthur J. Lang executive secretary. Mr. Lang has traveled widely in every country of Latin America during the last ten years. The association at a later date expects to issue bulletins in English and Spanish.

Fifty thousand every-day questions of the newspaper and advertising business will be answered in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

$2,000 cash and $2,500 deferred payments to suit buyers' convenience purchases prosperous New York State weekly. Returning owner $2,140 a year for personal effort and investment. Proposition V. J.

CHARLES M. PALMER
Newspaper Properties
225 Fifth Ave., N. Y.

THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

PRESSES FOR SALE

Due to consolidations and installation of larger equipment. Dates of delivery noted.
1 8-page Standard QQ Duplex, $3,500. February.
1 8-page Goss Semi-Rotary, $3,250. Immediate.
1 8-page Goss Comet, $4,000. February.
1 12-page Cox Duplex, $6,000. February.
1 12-page Goss with Stereotype Equipment, $8,500. Immediate.
1 16-page Goss with Stereotype Equipment, $8,150. Immediate.
1 20-page Hoe, $8,000. Immediate.
1 24-page Hoe, $10,500. Immediate.
1 32-page Hoe, $15,500. Immediate.
1 32-page Goss, $12,000. April.
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, INC.
12 North 9th Street
P. O. Box 1197 Richmond, Va.

CAPPER BUYS K. C. BUILDING

Pays $31,500 for Proposed Paper's Home—First Issue in February

(*Special to* EDITOR & PUBLISHER)

KANSAS CITY, Kan.—Charles Sessions, who is to be in charge of United States Senator Arthur Capper's new afternoon paper here, is rapidly completing arrangements for publishing the new sheet. Contracts with several Kansas City newspaper men have been signed for executive positions. Senator Capper has announced he will give preference to newspaper men, already employed in Kansas City, Kan., in organizing his news force. The Senator has paid $31,500 for a business building and expects to have mechanical equipment installed in a short time.

The first issues probably will not come off the press until February. It is desired to wait until the after-holidays' trade dullness passes. Merchants of Kansas City, Kan., signed contracts for $200,000 worth of advertising within the first year to get Senator Capper to start the new paper.

Sullivan Heads I. E. A.

CHICAGO. — The International Editorial Association in its annual meeting elected the following officers for 1921: Hassal T. Sullivan, Milwaukee Journal, president; Frank J. Tierney, Evanston (Ill.) News-Index, vice-president; and Charles C. Grant, Chicago, secretary.

Eaton at Columbia Again

Walter Pritchard Eaton will soon resume his courses in literary and dramatic criticism in the Pulitzer School of Journalism, Columbia University.

Digitized by Google

TIPS FOR AD MANAGERS

George Batten Company, Inc., 4th Ave. Bldg., New York. Making 5,000-line contracts with a selected list of newspapers for Alfred Decker & Cohn.

Massengale Ad Agency, Inc., Candler Bldg., Atlanta. Making yearly contracts with newspapers for International Properties, Inc.

George L. Dyer Company, Inc., 42 Broadway, New York. Making yearly contracts with newspapers for United States Tire Company. Making 5,000-line contracts with Texas newspapers for Koppenheimer Company, Chicago.

Roy A. Kling, Consumers' Bldg., Chicago, Ill. Making 5,000-line contracts with papers in the Middle West for Glessner Company, Findlay, Ohio.

Gundlach Ad Company, Inc., 122 S. Michigan avenue, Chicago. Making 26-time contracts with rotogravure newspapers for Harold Lachmann.

Lord & Thomas, Inc., 5 S. Wabash avenue, Chicago. Renewing contracts generally for Jiffy Dessert Company.

J. Walter Thompson Co., Inc., 242 Madison avenue, New York. Making 10,000-line contracts with newspapers generally for Horlick's Malted Milk Company, Racine, Wis.

Pack Advertising Agency, 347 5th avenue, New York. Making 10,000-line contracts with a few Southern newspapers for D. Auerbach & Sons, Brooklyn, N. Y.

Federal Advertising Agency, Inc., 6 E. 39th street, New York. Making 5,000-line contracts with Texas newspapers for Consolidated Cigar Company.

H. K. McCann Company, Inc., 61 Broadway, New York. Making 5,000-line contracts with newspapers for H. K. Borden Company, New York.

Charles H. Fuller Company, Inc., 623 S. Wabash avenue, Chicago. Making 2,000-line yearly contracts with newspapers for J. W. Brant Company.

H. W. Kastor & Sons Advertising Company, Inc., Lytton Bldg., Chicago. Making 7,000-line yearly contracts with newspapers for O. R. S. Music Company.

Barton, Durstine & Osborn, 25 W. 45th street, New York. Renewing contracts for Earl & Wilson.

Louis V. Urmy, 41 Park Row, New York. Renewing contracts for Ed Pinaud.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia. Handling account of the Bonney Vise & Tool Works, Inc., Allentown, Pa. This company is planning an advertising campaign to feature a new slip-on truck body for Ford runabouts

Advertising Service Company, Nordheimer Bldg., Toronto. Conducting a mail order campaign for the Toronto Pleating Company. This agency from its Montreal office in the Drummond Bldg., is sending out copy and instructions to a list of maritime papers for the Robin Hood Flour Mills Company, Ltd.

Smith, Denne & Moore, Lumsden Bldg., Toronto. Sending out copy and orders to a selected list of newspapers for Tucketts', Ltd., Hamilton, cigars and smoking tobaccos.

Advertising Service Company, Drummond Bldg., Montreal. Sending out orders to an extensive list of Canadian newspapers, farm journals and trade papers for the Dominion Oilcloth and Linoleum Company, Ltd., Montreal. Color inserts in magazines will also be used.

Scott & Scott, Inc., 220 W. 42d street, New York. Placing orders with Pennsylvania and Ohio newspapers for the spring advertising of Lulevko Co., Philadelphia, Pa.

Collin Armstrong, Inc., 1463 Broadway, New York. Reported making new contracts with newspapers for United Fruit Company, 17 Battery Place, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Usually make up lists in January for Kaynee Company, children's wash wear. Newspapers are contemplated. Reported to have secured account of Glass Container Association of America, 70 5th avenue, New York.

George Batten Company, 4th Ave. Bldg., New York. Have secured account of National Blank Book Company, Holyoke, Mass.; placing orders with newspapers in various sections for B. B. & R. Knight Company, "Fruit of the Loom" muslin, Providence, R. I.; making renewal contracts with newspapers for Electric Storage Battery Company, "Exide Batteries," Philadelphia.

Blackman Company, 116 W. 42d street, New York. Reported to have secured account of Colonial Chemical Corporation, "Flyosan" insect exterminator, Reading, Pa.

T. B. Browne, Ltd., 33 W. 44th street, New York. Making 18,000-line contracts with New England newspapers for Edward Lasseter, Inc., "Wincarnis," 400 W. 23d street, New York.

Calkins & Holden, 250 5th avenue, New York. Again making renewal contract with newspapers for Pierce-Arrow Motor Car Company, Buffalo, N. Y., and Long Island City.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Reported to have secured account of Campbell Heating Company, Des Moines, Ia.

Critchfield Company, Brooks Bldg., Chicago. Again making renewal contracts with newspapers for American Radiator Company, 820 S. Michigan avenue, Chicago.

Dorland Advertising Agency, 9 E. 40th street, New York. Reported to have secured "Tuxedo Tobacco" account of the American Tobacco Company.

E. N. Erickson Advertising Agency, 21 Park Row, New York. Placing orders in New York City newspapers for New Jersey Silk Mills, "True Hue" silk.

Erwin, Wasey & Co., 58 E. Washington St., Chicago. Reported will make up list of newspapers during January for Tubey Polish Company, 200 E. Grand street, Chicago.

Gring & Ward, 104 S. Michigan Blvd., Chicago. Has secured account of Hi San Manufacturing Company, "Boso" kitchen cleaner, Chicago.

McJunkin Advertising Company, 5 S. Wabash avenue, Chicago. Reported will make up list of newspapers during January for Saxon Motor Car Company, Detroit.

Mitchell-Faust Advertising Company, 7 S Dearborn street, Chicago. Placing orders with newspapers for Drake Hotel Company, "Drake Hotel," Lake Shore Drive and Upper Michigan avenue, Chicago.

Mumm-Romer Company, 314 E. Broad street, Columbus, Ohio. Generally make up lists of newspapers, etc., during January for American Products Company, food products, Columbus.

Harry Porter Company, 15 W. 44th street, New York. Generally make up lists of newspapers during January for G. F. Heubein & Bro., "Brand A-1 Sauce," Hartford, Conn.

Prather-Allen Advertising Company, 508 Vine street, Cincinnati. Has secured account of Kenton Pharmacal Company, "Brownatone," Covington, Ky.

Frank Presbrey Company, 456 4th avenue, New York. Placed orders with New York State newspapers for Savings Banks Association of the State of New York, 56 W. 45th street, New York; renewing newspaper contracts for Shredded Whole Wheat Company, Niagara Falls, N. Y.; reported placing orders with newspapers that have rotogravure sections for Bonnie B. Company, hair nets and veilings, 222 4th avenue, New York.

Redfield Advertising Agency, 34 W. 33d street, New York. Will late place orders with newspapers for Executive Service Corporation, 22 W. 42d street, New York. Have secured account of Consolidated Shipbuilding Company, Mount Morris Heights, N. Y.

Ruthrauff & Ryan, 404 4th avenue, New York. Have secured account of Charles Williams Stores, mail order, Brooklyn N. Y.; again placing orders with newspapers for Scientific Research Laboratories, Scranton, Pa.

Stewart-Davis Advertising Agency, Kesner Building, Chicago. Renewing newspaper contracts for William Wrigley, Jr. Company, chewing gum, 5 North Wabash avenue, Chicago.

J. Walter Thompson Company, 242 Madison avenue, New York. Reported will make up newspaper lists in January for Sulpho-Naphthol Company, 14 Medford street, Boston. Again renewing newspaper contracts for Andrew Jergens Company, "Woodbury Facial Soaps," Cincinnati.

Triangle Service, 1133 Broadway, New York. Placing orders with newspapers for Gibbons Manufacturing Company, "Diamond Bitter Cognac." Placing orders with newspapers for Amer-Ole Medical Products, New York.

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

Asbury Park Press

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World-Wide Advertising Corporation (Inc.),
No. 1 West Thirty-fourth St.,
NEW YORK CITY

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The Day
דער טאג
The National Jewish Daily

THE MORNING NEW BERNIAN
The leading paper of New Bern, N. C.
The New Bernian is New Bern's home paper—home owned and home run for the good of its home, business men and industries.
It gives more local news daily than any other paper serving this territory.
It thoroughly covers the city of New Bern, and the surrounding territory, guaranteeing the largest circulation.
It renders excellent co-operation to National Advertisers.
REPRESENTED BY
FROST, LANDIS & KOHN
Chicago New York Atlanta

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The Value of any newspaper is best reflected by the confidence of its Advertisers.
THE HOUSTON CHRONICLE
LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.
IN TEXAS
It's
THE CHRONICLE
Representatives in
New York Chicago
St. Louis Kansas City Atlanta
John M. Branham Company

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The PLAIN DEALERS MARKET
is all of N. Ohio
The Plain Dealer
Cleveland

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy {2940 5111
Cable Address:
SCHOLZEM, NEW YORK

BOSTON AMERICAN
LEADS
all other Boston evening newspapers in
Department Store
ADVERTISING
A sufficient recommendation to ANY space buyer.

FIRST
in automobile advertising
For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.
THE INDIANAPOLIS NEWS
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative
Use Newspapers on a 3 Year Basis

IN
BRIDGEPORT, CONNECTICUT
THE
Post-Telegram
AT
3c
a copy has more than six times the combined circulation of its two contemporaries selling at 2 cents a copy.
What is such a medium worth to you?

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

EDITOR & PUBLISHER
1884 The Oldest Publishers and Advertisers' Journal in America 1921
SUITE 1117, WORLD BUILDING, NEW YORK

INTERNATIONAL YEAR BOOK

January 22, 1921

Partial List of Exclusive Features

List of daily newspapers of the United States (circulation figures, advertising rates, population of cities, listed alphabetically by states).

Complete list of A. B. C. newspapers (circulation figures sub-divided as to distribution by carrier, mail, city, suburban, etc.).

Personnel list of United States newspapers (owners, editors, managing editors, general managers, business managers, advertising managers, circulation managers).

Complete list of newspapers of England, Ireland, Scotland and Wales, with circulations, rates and city populations.

Complete list of daily newspapers of Mexico.

Information regarding newspaper circulations, associations, advertising rates, news requirements and other features of newspapers in practically every European country.

Complete directory of American newspaper associations, giving both state and national organization details.

Complete list of advertising clubs with their executives, etc.

Complete list of Washington correspondents and the newspapers which they represent.

Complete list of foreign correspondents in the United States with addresses.

First complete roster of press gallery of League of Nations at Geneva.

Directory and detailed information of every university of journalism of the world.

Details of production, consumption and price of newsprint in every country.

Details of wire news services of the world.

Detailed information of communication by telegraph and cable, including routes and rates.

Legal decisions of 1920, both news and advertising.

Complete list of recognized advertising agencies of the world.

THE ONLY BOOK
IN WHICH CAN BE FOUND

50,000 Answers

to vital questions regarding

—newspapers
—news print
—newspaper equipment
—feature syndicates
—news services
—advertising rates
—circulations
—recognized agencies
—advertising clubs
—newspaper organizations
—Washington correspondents
—foreign correspondents
—foreign newspapers

—and hundreds of other departments of journalism and advertising

An extraordinary regular edition—Advertising sold at regular rates regardless of increased circulation—Forms close January 19—Wire reservation of space

Digitized by Google

The Advertising Outlook for 1921

To those who permit themselves to become filled with apprehension that all business is going to smash, merely because volume of advertising is endeavoring to swing back to the point where it would have been had there been no World War, this statement may prove of value.

Total volume of advertising in the New York daily newspapers each year since 1913:

1913	99,142,802	lines
1914	94,026,710	"
1915	95,782,276	"
1916	104,411,585	"
1917	108,060,978	"
1918	106,055,622	"
1919	145,879,360	"
1920	*160,000,000	"

*Estimated.

It is probable that these figures reflect conditions all over the country. The only figures we have available for the United States are those concerning 89 newspapers in 18 of the larger cities in the country for the years 1918 and 1919.

1918	631,313,333	lines
1919	879,662,250	"

The gain for the New York newspapers 1919 over 1918 was 39,823,747 lines, or 37 per cent., while that for the 18 cities was 248,348,917 lines, or 39 per cent.

A gain of 10 per cent. for 1920 over 1919 for the New York newspapers, or a total of 51 per cent. gain 1920 over 1918, gives us an indication of the development which has taken place.

What About 1921?

In view of the fact that advertising rates have been increased materially over 1914 and that we are probably destined to pass through a period of readjustment we, cannot expect to continue on the basis of 1920 or even 1919.

Notwithstanding the enormous swing of large volumes of foreign advertising from the general mediums to the newspapers as evidenced on every side, we can hardly expect to maintain the inflated basis of 1919 and 1920.

Business generally is going to require the beneficial results of advertising more than at any time since 1908-9.

A sane estimate of the total volume for 1921 for the New York newspapers would seem to be 120,000,000 lines, which will mean more business than in any normal year in history, or about 20 per cent. above the average normal, 1913 to 1918 inclusive.

Business for 1921 will probably be far above the pre-war normal, but there will be those who find it difficult to believe that any recession does not mean bad business.

Those who seek to reduce expenses by reducing advertising too radically will suffer more seriously than those who maintain a reasonable volume employed most effectively in their newspapers.

The New York Globe is fixing its 1921 budget upon the basis of reduction in the volume of advertising indicated herein. If the volume is heavier it will help reduce manufacturing costs and advertising rates.

JASON ROGERS

MEMBER A. B. C.

The New York Globe

170,000 A DAY

THIS ISSUE—"1921 WILL SEE REVOLUTION IN AUTOMOBILE SALES METHODS"

E3

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Re-entry as second-class matter registered May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879
[Copyright, 1920, by The Editor and Publisher Company, James W. Brown, president.]
Vol. 53. No. 33 NEW YORK, SATURDAY, JANUARY 15, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per C

The Business Stabilizer

A year or two ago the manufacturer was swamped with business.

Today his orders are being canceled, his prices are dropping, his mills—in many cases—shutting down.

What is the trouble? Uncertainty. Unsteady markets. Lack of confidence on the part of buyers. Lack of courage in the man who sells.

Business is shaky. But business can be made good. Business can *always* be good when it is gone after in the right way.

It needs courage. And Confidence. And vision. It needs, above all else, the great business stabilizer—

Advertising.

Advertising that restores public confidence. Advertising that creates demand, increases production, and keeps the wheels humming. Advertising that steadies markets. Advertising that *stabilizes.*

For the past few years advertising has often been used as a spectacular plaything. Today it is a grim necessity. The time to splurge has passed. The time to use it sanely, steadily, consistently, has come.

Advertise. But advertise wisely—where expense is minimized; where business can be developed to the highest point of activity.

Where can that development be more effective than in the great Chicago Market where one newspaper, through its 400,000 circulation, creates a field for advertisers of over 1,200,000 possible buyers?

THE DAILY NEWS

First in Chicago

Digitized by Google

THE RIGHT MARKET IS

Pennsylvania

TO GIVE INTENSIVE CULTIVATION THROUGH DAILY NEWSPAPERS

Merchandise of all kinds is in demand. Working people are putting their wealth into better clothes, better homes, better furniture.

Pennsylvania is a largely urban, busy state, with 8,720,017 people who look to their newspapers for their wants from baby carriages to breakfast foods.

Dotted closely over the state are thriving cities and towns—each one potentially a profitable distributing point for your product—each a market center for a hustling community, with railroads and trolley lines "spider webbing" in every direction. Density of population and diversity of needs makes Pennsylvania an ideal market for the alert advertiser.

Mr. Advertiser, get after this territory. It is mighty worth while.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	22,530	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,558	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.25	.25
Philadelphia Record	(S)	117,132	.25	.25
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pottsville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
††Sharon Telegraph	(E)	5,554	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.

††Government Statements, April 1st, 1920.
**A. B. C. Report, April 1st, 1920.

A Resolution!

Make 1921 a year of Achievement for your newspaper

As a start

Order NEA Today

write or wire –

Newspaper Enterprise Association

(A Service–Not A Syndicate)

Cleveland, O.

Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

These three things expressed in your advertisements will bring you sales:

1.—What are you selling?
2.—How much is it?
3.—Where can it be bought?

One of the beauties about advertising in the Philadelphia Bulletin is that it so thoroughly meets the sales requirements of national advertisers.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

The paid average circulation for the year 1920,

488,687 copies a day

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, JANUARY 15, 1921 No. 33

REVOLUTION IN AUTO SALES METHODS AT HAND

Manufacturers and Dealers Must Now Sell Cars Competitively—Much More Newspaper Space Will Be Used, But It, Too, Must Be Sold on Merit

By JAMES T. SULLIVAN

EDITORIAL NOTE.—Mr. Sullivan, who is automobile editor of the Boston Globe, is known nationally in automobile circles. He was one of the pioneers in his special branch of newspaper work and for years has been in intimate touch with the motor industry and closely associated with its development. His observations in this article, written exclusively for EDITOR & PUBLISHER, *are based on actual conditions at this week's National Automobile Show in New York City, which advertising managers of automobile concerns and of newspapers look upon as the key to the 1921 business situation.*

NEWSPAPER publishers who believed that the bottom had dropped out of the automobile advertising for 1921 will be surprised, and agreeably so, when they figure up their totals next December, because the makers of motor cars, trucks and accessories and the men who sell them have awakened to the fact that they must get quick results from now on. The day of selling motor products like a postmaster sold stamps has passed. We are entering an era of salesmanship and competitive selling. That means getting quick results. Quick results are achieved by newspaper advertising, and motor officials are beginning to see it in that light, so that 1921 will be a newspaper advertising year, and not so much a magazine year as in the past.

Bulk for Newspapers

Also it should be borne in mind that when some of these advertising men refer to magazines they include the trade papers that reach the dealers. Therefore, to be accurate, the newspapers will carry the bulk of the advertising and the trade papers reaching the dealers will carry more, while the general magazines, as a class, will carry less.

If the motor industry spent at least $100,000,000 in 1920 for advertising, is it going to spend that much in 1921? Yes. But instead of the newspapers getting, say, perhaps 50 per cent, to put it high, and the magazines the rest, in 1921 it looks now as if the papers will get the larger share, according to general opinion of men in touch with the industry, because the competitive salesmanship era has arrived and must be emphasized through newspapers. Just how much greater the proportion will be must depend upon the salesmanship of the motor organizations from the high executives to the small dealer, for the myriad Aladdin lamps in the industry have been lost—extinguished.

$100,000,000 Last Year

Take the 10 larger cities—by that, cities whose population according to the census a few years ago, not the official figures, passed 500,000. They are Boston, Baltimore, Brooklyn, Chicago, Cleveland, Detroit, New York, Philadelphia, Los Angeles, St. Louis. If an average were struck on motor advertising it would reach at least $1,000,000 for each city last year. Take 10 more like San Francisco, Milwaukee, Atlanta, Jacksonville, Indianapolis, Minneapolis, Washington, Seattle, Kansas City and Portland, Ore., close to the 500,000 mark, possibly over it now. There certainly was 50 per cent of the total in the first 10 spent in the second group. That is a total of $15,000,000.

There are some 150 other cities large enough to be classed as worth mentioning among popular places. Give them a minimum of $50,000 each and the total now is $22,750,000. This refers practically to display. Add $7,500,000 for a maximum to include classified and it is about $30,000,000. With the big volume in magazine and trade and farm periodicals the $100,000,000 is not overdone.

Therefore, if the papers got $30,000,000 last year they are more likely to get at least a 50 per cent increase next year, which would be a total of $45,000,000. That is a flat minimum when one considers that increased rates will mean more; that they will not have to carry as much lineage and publicity; therefore the net results will be much better. It is not imaginative. Here is an analysis of conditions as they prevailed last year, and what the future has in store for the industry.

In the Spring of 1920 the people were fed up on the shortage of cars and the need of getting orders in early. The public believed it because they read it in the newspapers. And they found that the newspapers told the truth. Therefore the dealers had to fight to get enough cars, and many buyers waited and waited for their machines.

It did not require much of a selling organization. There was time to play golf and go on week-end trips. This continued throughout the Summer. Then there was a let-up in the Fall. It was somewhat surprising to dealers and manufacturers. There was not an absolute end to buying, but compared to the big volume of Spring and Summer sales it was like a drop in temperature suddenly—not really cold weather, but it felt cold.

The makers continued producing. The big distributors kept receiving their allotments. Then the banks began to tighten on credits. Beginning at the bottom the small dealer in the country town who accepted a used car in trade from his neighbor and took time payments, with perhaps a horse, or a cow or a piece of land for security, found himself in a snarl. His bank refused to finance his motor buying. And he had to send the cars back to the distributor. The distributor had paid for them. His credit was good, but not elastic enough to cover all his dealers. So the makers began to hear from the distributors.

The Only Answer

There was only one answer—curtailed production. The cars on hand had to be absorbed. Prices began to come down in some factories. Some newspapers, who had fed the dealers on publicity plentifully, thought the right thing to do was spread eagle the price cuts, and this hurt all the dealers and the industry generally, as it put the buyers in a mood to hold off. Then the buyers went shopping and they made some trades advantageous to themselves, but not to the dealers.

Plans that the advertising managers had made last Fall for newspaper and magazine advertising for 1921 had to be revised because the big chiefs ordered curtailment all along the line. Bankers who had poured in their money to motor concerns began to do a little investigating, asking questions about expenditures, among other things advertising.

1920 Was Biggest Year

Dealers who were on a 50-50 basis said they would do no more advertising for the present. And December began to show a falling off in newspapers throughout the country. Advertising plans for 1921 are up in the air now.

Yet 1920 was a big advertising year for the papers from a motor standpoint. Newspaper men from some of the big cities at the New York show say that they showed a gain that would average something like 15 to 20 per cent for a general average spread everywhere. That may not sound large until it is analyzed. When one realizes that there was no big Goodyear schedule of some 20 pages or so; big lineage from Firestone; some other tire accessory makers who planned or had started campaigns stopped them, it left a big hole. Nevertheless this was made up by a steady

NEWSPAPERS MADE PINCH-HIT OF OPTIMISM FOR AUTOMOBILE INDUSTRY

By STEVE HANNIGAN

Advertising Manager, Stutz Motor Car Company of America, Inc.

NEWSPAPERS played a great part in the wonderful success of the National Automobile Show held at Grand Central Palace, New York, this week. They spread the optimism so essential to combat the pessimism that has been filtering through the automotive industry for sometime.

Advertising and publicity was indeed a grand feature of the show from the standpoint of newspaper men. For the first time in the history of the show real selling appeal was prominent.

It doesn't seem possible that there can be today a single person who read the newspapers during the show or who attended the show and read any of the numerous advertisements who does not feel that the automobile is truly a necessity. There may have been some who swung their way into Grand Central Palace at the opening of the New York automobile show who expected to view the last remains of a much-talked-about industry. If they did, they were converted long before the show had even hit its stride.

Trade forecasters and prophets waited patiently for the opening of the automobile show. When the sales slumped along with all other commodities, there was a whirl of pessimism filtering through the arteries of the automobile world. Manufacturers marked time with a weather eye on the future.

There were some eighty-nine automobile manufacturers displaying their wares at the show along with nearly two hundred accessory manufacturers. The displays filled four floors of the Grand Central Palace. The Palace was swarmed with anxious crowds from the opening of the doors Saturday afternoon. What seemed to impress the exhibitors most favorably was that the crowds were really interested in the cars, and this, according to the dealers, means that the buying public has again entered the market.

As an advance agent of prosperity to the motor car industry, the show is fully proving its worth. Already the number of prospects listed with dealers means that there will be few idle moments along automobile row between now and next Spring. Sales are made on the floor with the regularity that caused some of the old-time salesmen to gasp at the absolute turn in conditions.

Even the casual observer of the show cannot help but notice the reduction in the number of limousines and town cars as compared with the displays of other years. Newspapers came to bat in the pinch and as usual knocked the pellet for a home run. In this instance the pellet was optimism. Newspapers were pinch-hitting for the automotive industry.

increase in motor car and truck makers.

Take the New York show issues. The manufacturers came to New York at a time when their factories were closed or running on part time. But most of them saw it was necessary to advertise. They did. But not so extensively as last year. The New York papers carried about 30 per cent of the lineage that they did a year ago. There is this factor to consider, however. A year ago New York had a National Truck Show. There were some large truck advertisements. Therefore, while the papers carried but some 30 per cent of last year's total, eliminating a National Truck Show this year, the comparison must be made on the passenger figures, and there were said to be about 50 per cent of the 1920 totals.

A Very Healthy Sign

In the face of all the troubles of the makers this was very good; in fact, a real healthy sign for the newspapers. When the show is over the makers will go back and begin to check up results. Here is what they will find. First, a lot of distributors feeling very well disposed toward 1921 business because many sub-dealers were here and they feel people will buy cars again. Expenses for the New York Show were very much less than any other year. The factory organizations brought to New York were smaller. There were fewer big dinner parties running into the thousands with the factory paying all the costs. There were intensive talks—heart-to-heart talks between factory men and dealers—so that all might get the real perspective, in fact more accomplished at less cost than before.

As a result everyone seems to now have his feet on the ground; to have dropped from the clouds, and to have determined to get down to bussiness; to merchandise motor cars and other supplies like other commodities. And the big men in the industry are glad that they have reached such a stage, for the other was unhealthy.

From this time on it is the newspapers that will benefit. The manufacturers have learned the lesson that they must get quick results. The advertising managers know that the quick results come from the newspapers. The distributors know that the people in their home places read the papers, and the sub-dealers have known it a long time. In the newspapers the advertising carries the name, the street number and the telephone number of the dealer. The readers know where to go to get the facts about the car. They know their neighbors who have cars and talk about them.

Must Get to Buyers Quickly

The makers must get to the buyers quickly through their dealers to keep their factories going. The factories are opening up and production is beginning to get under way, not normal to be sure, but producing something. It is said by some of the men in the industry that there are something like 140,000 cars in warehouses throughout the country today. When Spring comes that number will be absorbed quickly, even though it sounds large. Then the buying will take care of the production as it comes along.

People are buying cars now. They seem to have reached the conclusion that the end of price cutting is here; that one might as well buy now if they need a car; and it is a well-known fact that a motor car is one of the first things a person gets when he has some money, and the last thing he disposes of when he is going broke.

With these facts in mind the men handling the advertising of big companies, in a number of instances, say that in 1921 they will curtail the total of magazine advertisements and increase the lineage in the newspapers. With big production and plenty of contracts ahead to insure steady production it was felt that national advertising was necessary to give their product prestige. They felt it carried the message of the car and truck to many places that led to inquiries and sales. They do not say that it is going to be cut off entirely. But they do say that they must work in closer cooperation with the distributor and dealer, which means carrying the message home to the man and woman in the same town on the page with the story about the big social event the readers attended, or something of that sort.

And some of these advertising men now are considering that it might be a good idea to sell the public on transportation by having a certain percentage of their advertisements deal with this subject rather than details about their product. They are figuring on how to carry the whole story home to the people, for the general public realizes the necessity of the motor vehicle, but there is always a big part of the public that must be sold by facts and figures. The National Automobile Chamber of Commerce has spent some of its money in backing up the industry by large copy in New York. It will do it in Chicago. This is the start of what may be developed along the lines of the National Canners' Association and other such associations that have carried the message to the people through the press.

The Chicago show will come in two weeks. There will be more advertising copy out in the papers there than was used in New York. More makers will exhibit. There will be a better feeling. And the good work achieved here will be augmented there. Then the local shows will benefit throughout the country when the results begin to come in from orders.

NEW YORK 1920 ADVERTISING 12 PER CENT GREATER THAN IN 1919

NEW YORK'S dailies printed 160,759,363 agate lines of advertising during 1920, against 145,879,319 lines in 1919, a gain of almost 12 per cent, according to the New York Evening Post Statistical Bureau. In the totals comparing 1920 with 1919, the former figure appears as 157,691,383, as the Brooklyn Times' lineage for 1919 was not recorded and its 1920 total was not included in the addition. Leading the list in amount is the Times, with 23,447,395 lines, a gain of 3,913,753 lines over the 1919 total. The Morning and Sunday World printed 18,152,009 lines, a gain of 332,740 lines over the previous year, while the Evening World printed 9,789,770 lines, a gain of 1,881,886 lines over 1919. The Tribune's gain was 2,059,240 lines, its 1920 total being 10,197,262 lines. The Brooklyn Eagle printed 13,403,456 lines, for a gain of 1,958,398 lines.

The Herald's total from January 31 to December 31, 1920, was 11,421,037 lines; the old Sun during January, 1920, printed 792,854 lines, and the old Herald had a January total of 614,200 lines. Added, these figures give the 1920 total of the papers which the Herald now stands for of 12,828,091 lines. In 1919, the Sun printed 6,573,236 lines and the Herald printed 8,734,682 lines, a total of 15,307,918 lines. In other words, the new Herald's total for 1920 is a gain of 95 per cent over the old Sun's 1919 showing and a gain of 46 per cent over the old Herald's figures for the previous year.

The figures for the years 1920 and 1919 and comparative totals for each year back to 1914 follow:

COMPARATIVE TOTALS FOR 1920-1919

Pages 1920	Pages 1919		1920	1919	Gain	Loss
10,184	10,616	American	10,869,294	10,820,642	48,652	.....
11,446	11,701	Brooklyn Eagle	13,403,456	11,445,058	1,958,398	.....
§3,912	.....	Brooklyn Times	§3,067,986	.....	.....	.....
4,298	3,959	*Commercial	3,461,694	2,862,008	599,686	.....
7,306	7,604	*Evening Journal	9,985,090	9,579,660	405,430	.....
5,316	5,170	*Evening Mail	6,441,770	4,824,119	1,617,651	.....
7,092	6,323	*Evening Post	5,628,471	4,490,629	1,137,842	.....
6,562	6,588	*Evening Sun	8,958,858	8,421,293	537,565	.....
7,036	8,104	Evening Telegram	7,538,530	9,192,795	.....	1,654,265
7,120	6,804	*Evening World	9,789,770	7,907,884	1,881,886	.....
5,896	6,240	*Globe	8,056,835	8,395,112	.....	338,277
§724	10,430	†Herald	§614,200	8,734,682	.....	.....
§9,770	.....	Herald	§11,421,037	.....	.....	.....
*4,212	.....	*News (Tabloid)	**1,335,936	.....	.....	.....
7,778	5,984	Standard Union	8,596,922	7,141,268	1,455,654	.....
§886	9,520	†Sun	§792,854	6,573,236	.....	.....
15,660	14,302	Times	23,447,395	19,533,642	3,913,753	.....
10,426	10,212	Tribune	10,197,262	8,138,022	2,059,240	.....
13,252	13,540	World	18,152,009	17,819,269	332,740	.....
180,732	137,297	Totals	157,691,383	145,879,319	11,812,064	.....
					Net Gain	

*No Sunday Edition.
Brooklyn Times figures not included in totals. Although published both years, 1919 figures were not recorded.

COMPARATIVE TOTALS 1920-1914

	1920	1919	1918	1917	1916	1915	1914
American	10,869,294	10,820,642	8,954,915	9,300,672	9,330,895	8,679,812	8,888,782
Brooklyn Eagle	13,403,456	11,445,058	8,542,714	9,088,947	9,376,572	8,987,138	9,097,925
Brooklyn Times	§3,067,986	‡	‡	‡	‡	‡	‡
Commercial	3,461,694	2,862,008	1,841,547	1,861,185	‡	‡	‡
Evening Journal	9,985,090	9,579,660	7,183,506	7,236,696	7,085,606	6,937,617	7,010,545
Evening Mail	6,441,770	4,824,119	4,174,098	4,888,576	4,949,645	4,516,760	4,129,435
Evening Post	5,628,471	4,490,629	3,783,959	3,847,922	3,790,898	3,515,064	3,411,946
Evening Sun	8,958,858	8,421,293	5,427,009	5,416,317	5,721,399	4,879,597	4,073,470
Evening Telegram	7,538,530	9,192,795	7,806,620	7,775,640	7,122,720	6,941,737	6,919,494
Evening World	9,789,770	7,907,884	4,922,253	5,318,622	4,923,310	5,199,102	5,655,073
Globe	8,056,835	8,395,112	5,470,659	5,470,140	5,921,522	5,547,018	4,081,723
†Herald	§614,200	8,734,682	6,595,075	7,309,298	7,764,405	7,843,026	9,036,429
Herald	§11,421,037	.....	.....	.....	.....	.....	.....
News (Tabloid)	**1,335,936	‡	‡	‡	‡	‡	‡
Standard Union	8,596,922	7,141,268	5,528,955	5,549,711	5,595,997	5,427,867	5,703,046
†Sun	§792,854	6,573,236	3,604,733	4,131,699	4,083,647	3,797,596	3,672,381
Times	23,447,395	19,533,642	13,497,525	12,509,587	11,552,496	9,682,562	9,164,771
Tribune	10,197,262	8,138,022	4,170,812	4,644,931	4,424,553	3,320,453	2,523,878
World	18,152,009	17,819,269	14,754,242	13,741,045	12,767,920	10,506,927	10,657,812
Total	160,759,363	145,879,319	106,055,623	108,090,978	104,411,585	95,782,276	94,026,710

† Sun and Herald combined into Sun-Herald, Feb. 1, 1920. Name changed to Herald, Oct. 1, 1920.
§ January 1 to January 31, inclusive. ‖ February 1 to December 31, inclusive.
¶ March 1 to December 31, inclusive. **May 1 to December 31, inclusive.
‡ Figures not recorded.

Here is where some of the increases will come from:

In EDITOR & PUBLISHER a month ago there were statements from motor advertising men about what they intended to do for 1921.

Briscoe said 25 per cent magazine; 75 per cent newspapers instead of something like 50-50 before.

Haynes last year with 60-40 in favor of magazines will make it nearer 50-50.

Franklin, that was doing little newspaper advertising until 1920, is now sold on the idea and will do more this year.

Jordan, built up by a newspaper man, had it 40-40 between newspapers and magazines and 20 for farm papers. He will do more newspaper advertising this year.

Westcott, formerly big believer in billboards, will do more newspaper advertising this year and make it about 50-50 between papers and magazines.

Cole is increasing its newspaper campaigns all the time, and will do so in 1921.

New Advertisers Develop

Nash is using more newspaper copy than magazines and will follow this line in 1921.

Standard Eight did 75 per cent more newspaper advertising than magazine copy last year, and will increase this year.

Peerless stayed out of newspapers pretty much in 1920, leaving it to the dealer to pay, but this year it will change its policy. It was a big newspaper user in past years.

The above were some of the ones quoted a month ago. There are others who were not.

Stevens Duryea, for example, is a new product. It came out with page copy at New York. That means absolutely a new account.

Gardner also had page copy. And Gardner is a new car.

Lincoln has been advertising off and on for months. Now comes a regular schedule on a 50-50 basis with the dealer. That is practically new revenue.

LaFayette had small copy from time to time last year. It is in production now, and regular campaigns will come through. Also new.

There is the Sheridan that sprang up recently with a few pages announcing its arrival. Now it is going through.

There is the Ace, whose securities were O'K.'d by the Michigan authorities, joining the throng.

There is the Northway with a car supplementing a truck.

Holmes, with an improved car, is going to tell the world about it.

Real Going Enterprises

Dort has some real coach work embodied in its cars now, and the dealers are sold on it, so they are willing to go the limit on advertising, which will be larger in the newspapers than ever, and smaller in the magazines.

The Navarre car, made and financed in Springfield, will be a new account.

The Rolls-Royce, also there, cannot get along without the papers.

The du Pont that came through late last year is amply financed to fight its way through to the top, and has spent much money already in its short history.

Then there is the Dunlop tire with millions behind it using page copy recently even though its factory is not built.

All these are new ventures—real going concerns—that have money enough to put them over. There are others, but the writer does not recall them now.

(*Continued on page 38*)

Digitized by Google

MOTOR ADVERTISERS MUST MAKE BUYERS' MARKET A BUYING MARKET

Council of Leading Firms' Sales and Advertising Chiefs Urges National Publicity Through A. A. A. A. for Whole Industry

THE importance of advertising and selling the automotive industry to America as an essential transportation industry was emphasized at a meeting of the Advertising Managers' Council of the Motor and Accessory Manufacturers' Association at the Hotel Astor, January 7. Approximately 100 sales and advertising executives were present at the conference. A comprehensive program of papers and discussions was built around the central theme, "How to Sell the Automotive Industry to America—Making the *Buyers'* Market a *Buying* Market."

The meeting was not confined to technical advertising subjects, but took up in a broad way the fundamental facts underlying the automotive industry, particularly with reference to sales advertising. The effects of the present adjustment now in progress throughout the automotive field were considered in all the papers. Throughout the meeting there was evidence of a tendency toward more aggressive merchandising and sales effort.

Supreme Council Urged

The basic facts of the present automotive situation were presented by recognized national authorities, including Alfred Reeves, general manager of the National Automobile Chamber of Commerce, and C. C. Parlin, manager, commercial research division, Curtis Publishing Company. The keynote paper was delivered by E. W. Clark, advertising manager of the Clark Equipment Company, also a member of the executive committee of the council.

In the absence of E. C. Tibbitts, chairman of the council and advertising manager of the B. F. Goodrich Rubber Company, Akron, Ohio, who was unavoidably detained in Akron, the meeting was directed by S. E. Baldwin, advertising manager of the Willard Storage Battery Company, Cleveland.

A supreme co-ordinate council of the automotive industry to direct all national efforts and to promote educational and advertising activities on a broad co-operative basis was urged by Mr. Clark as a prime necessity to meet the challenge of present conditions. He said:

Would Have A. A. A. A. Direct

"The automotive industry needs a representative co-ordinate council to which shall be delegated certain work and duties. The voice of the automotive industry should become articulate when its rights are imperiled. Tax the industry justly. We are building passenger and freight transportation vehicles. If transportation is asked to supply a part of the national revenues let the tax fall on every new freight car and motor truck and in equitable proportion to its carrying capacity: let the tax fall on every locomotive, passenger coach, Pullman sleeper as well as passenger automobile—and in just proportion to its power or capacity.

"Why tax a replacement part on car or truck and not tax a brake, spring or defective wheel on a locomotive or freight car? If we tax gas, tax steam—one is as important as the other.

"This council should advertise. Through the American Association of Advertising Agencies it should formulate and execute a comprehensive campaign that would multiply many-fold the efficiency of every individual campaign in the industry. It would have at its disposal the best advertising brains of the land and should be able to dramatize on new lines 'The Spirit of Transportation.'

"Through this supreme council the spirit of the industry should function for the good of our nation. Who shall say what volume of wealth the development of the government-aided transcontinental railroads gave to America. Vast empires of the Central Mississippi Valley, the West, Northwest, Southwest, and Pacific were brought within reach of the markets of the nation and world by railroad construction and development. Yet, I say to you that still vaster empires and sources of agricultural wealth lie tributary to these great steel arteries of travel waiting for the motor car and motor truck to open them to development."

The vital importance of reaching the basic agricultural market of America was stressed by both Mr. Parlin and A. R. Kroh of the Goodyear Tire & Rubber Company who addressed the meeting from the standpoint of a practical farmer and appealed to the advertising managers to shape their educational and publicity campaigns and copy to appeal logically and simply to the average American citizen. At the same time he also emphasized the need for better maintenance and repair service on the part of the automotive industry.

Good Reasons for Optimism

The facts and figures marshalled by Mr. Reeves, Mr. Parlin and Mr. Kroh gave substantial ground for a feeling of sane and prudent optimism as to the future progress and faith in the automotive industry. The general consensus of opinion seemed to be that the ultimate future of the passenger cars and motor trucks would have to be emphasized more strongly in future advertising campaigns.

In the open forum symposium on "My Best Advertising Bet for 1921," detailed suggestions for carrying out this general principle were stressed by several of the executives present. The necessity for tying up direct mail copy with the national magazine and publicity campaign was pointed out by R. Leavenworth, advertising manager of the Standard Parts Company.

The need for representation of the central advertising departments at each of the local sales offices throughout the country was featured by Eben Griffiths, advertising manager of the Vacuum Oil Company.

W. E. Brewster, advertising manager of the U. S. Light & Heat Corporation, presented a paper on "How to Cash In on This Year's Automobile Shows." He stressed the need for the alert and aggressive supervision of the exhibitions at the various shows and a close tie-up with the general advertising campaigns so as to concentrate public attention on the products shown.

Following the general discussion it was voted to appoint a committee to make recommendations for enhancing the merchandising and educational value of the automobile shows to the industry.

HOWARD AGAIN HEADS CLUB

New York Newspaper Men Split Tickets in Annual Election

Edward Percy Howard, editor of the American Press, was again elected president of the New York Press Club at its annual election Monday, receiving 122 votes to 87 for his opponent, G. Selmer Pougner. There are some changes among the other officers, the "insurgent" party, which put a ticket in the field last week, electing their candidate for first vice-president, John R. Binns, of the Tribune, and one man on the board of trustees.

Besides Mr. Binns and Mr. Howard, the officers are: Second vice-president, Martin Dunn; third vice-president, John J. O'Connell; treasurer, Channing A. Leidy (uncontested); financial secretary, Walter E. Warner; recording secretary, Peter A. Dolan; corresponding secretary, Caleb H. Redfern (uncontested); librarian, Clarence E. Swezey (uncontested); trustees (three years), C. Fred Crosby, W. L. Curtin and George F. Dobson, Jr.; (two years), A. A. McCurdy.

Philadelphia Trade Press Elects

PHILADELPHIA.—The Business Press Association of Philadelphia has elected the following officers: President, H. Walter Scott, Boot & Shoe Recorder; vice-president, S. H. Steele, Textile World; secretary-treasurer, L. S. De Lone, Builders' Guide; executive committee, Frank Manser, Dry Goods Economist, and S. B. Koons, Shoe & Leather Reporter.

Spillman Advertising Club Speaker

Harry Spillman, manager of the educational department of the Remington Typewriter Company, will speak to the Advertising Club of New York at the weekly luncheon, January 19. His subject will be "Adjusting Ourselves to the New Business Era."

JANUARY COMING EVENTS

15—Philadelphia Press staff reunion; Philadelphia, Hotel Adelphia.
Washington State Press Association Institute adjournment, University of Washington, Seattle.

17—Poor Richard Club annual dinner; Philadelphia.
Long Island Press Association meeting; New York City.
Georgia Press Association meeting; Macon, Ga.
Benjamin Franklin's birthday; national.

17-21—Canadian pulp and paper associations' meetings; Montreal.
National Canners' Association convention; Atlantic City, N. J.

18—New York State Associated Dailies; Hotel Ten Eyck, Albany.

19—New York State Publishers' Association meeting; Hotel Ten Eyck, Albany.
New England Association of Circulation Managers meeting; Boston.

20—Virginia Press Association meeting; Lynchburg.

20-22—Northern Minnesota Editorial Association meetings; Crookston.

21—Audit Bureau of Circulation directors' meeting; Chicago.
A. A. C. W. National Commission meeting; St. Louis.

21-22—Colorado Editorial Association meeting; Denver.

22—I. T. U., No. 6 (New York), annual ball.
Arkansas Press Association meeting; Little Rock.
Connecticut Editorial Association meeting; New Haven.

24—A. A. C. W. executive committee meeting; Atlanta.

24-25—Texas Associated Advertising Clubs; Waco.

28—Kansas State Editorial Association meeting; Lawrence.
Representatives' Club Dinner, Hotel Pennsylvania, New York.
South Dakota Press Association meeting.
Nebraska Editorial Association (Southeast district) meeting; Falls City.

DOHERTY EXPLAINS THRIFT ADS

Says Dailies Will Get New Line of Business if They Succeed

Henry L. Doherty, president of Henry L. Doherty & Co., was the speaker at the weekly luncheon, January 12, of the Advertising Club of New York. Speaking on "Financial Advertising," Mr. Doherty, who has been advertising thrift in New York dailies over the signature of William C. Freeman, said:

"If we succeed in putting over this thrift campaign, we will bring to the newspapers of the United States a much higher class of advertising than they have ever had before. We have started this thrift campaign with the hope that we can make it profitable for the people to invest in securities—honest securities; to induce the average man to put aside a portion of his wages in this manner. This has never been done before. We hope that we can demonstrate the wisdom of this. We want to demonstrate that it can be done with profit to the investor."

In conclusion, Mr. Doherty stated that in the old days, investors could only be promised a return of from five to six per cent with safety, while today the return is from seven to nine per cent, and the chance of the loss is negligible.

Jail Sentence for Editor Upheld

CHICAGO.—The decision of Federal Judge G. A. Carpenter, sentencing Hector Elwell, city editor of the Chicago Evening American, to an indefinite period in jail and a fine of $500 for failure to reveal the source of his information concerning proceedings of a Grand Jury, was upheld today by the United States Circuit Court of Appeals. Attorneys for Elwell said they would petition for a rehearing and carry the case to the United States Supreme Court if necessary.

New Store Ad Association

An advertising group has been formed in the National Retail Dry Goods Association and members will meet at the time of the association convention—February 9-11. Frank A. Black, of William Filene Sons Company, Boston, is chairman of the advertising group; J. B. Sheffield, of Abraham & Straus, Brooklyn, vice-president, and Homer S. Curtis, secretary.

Pilgrims Hear of Package Goods

BOSTON.—Increasing demand of the public for package food products was the subject of a talk before the Pilgrim Publicity Association, January 11, by William A. Vollmer, advertising manager of the Robert Gair Company, Brooklyn. "Proper display and advertising, while essential," he said, "constitutes only one of the many troubles of the food package trade."

Death of George E. Priest

ITHACA, N. Y.—George E. Priest, who died in New York January 7, was a veteran publisher of this city and was formerly president of the state board of tax commissioners. In 1877 he became part owner and editor-in-chief of the Ithaca Daily Journal, and continued in this capacity until 1912.

Representatives' Dinner Jan. 28

The fourteenth annual dinner of the Representatives' Club, of New York, will be held at the Hotel Pennsylvania, January 28. Dr. C. A. Eaton, editor of Leslie's Weekly, will speak, and Frank Crowninshield of Vanity Fair will be toastmaster.

Digitized by Google

SOUND BUSINESS IS AIM OF WASHINGTONIANS

Ninth Annual Institute at Seattle Sees Advertisers Turning to Daily Paper with Forceful Copy in 1921

(By Telegraph to Editor & Publisher)

SEATTLE, Jan. 13.—"Newspapers that lower their advertising rates for 1921 are headed for the newspaper cemetery. The tremendous increase in cost of material and operating expenses of newspapers in the past four years will not permit rate reduction.

"National advertisers will turn this year from magazines to daily newspapers for direct-result, instead of former name publicity campaigns.

"Advertising copy in 1921 is going to come down to straight-fire talk.

"Bulls-eye copy, that directed to one content and to one class of buyer only—will increase. Force is going to be more important now than ever before, and timeliness—the element which contains a piece of news about a product or about a market—is coming back strongly now.

"Advertising is never written to get something out of the writer's system; it is written to get something into the reader's system.

"The day of 'you' advertising is here.

"Small town papers should not try to compete with big dailies on outside news but should beat them in their own local field. The morning mail brings daily papers from the larger cities of the state. What the metropolitan paper does not tell is why John Smith of Blankville went to Seattle last night. The local citizens, therefore, look in the local paper to find the reason. If there isn't any news gathered from regular runs, why not make some? I don't mean fake it—but get human interest and short feature stories, dealing with interesting local citizens and lives.

"To hold circulation is much more important than to gain new subscribers. Circulation can only be held if publishers gain the confidence of constituents."

The above are some salient points emphasized at opening sessions of the ninth annual newspaper institute of the Washington State Press Association at the University of Washington. Nearly 200 newspaper men and editors of class and trade journals from all parts of the state are in attendance at the institute. The first two days of the institute have been given over to class and trade journal men for discussion of their problems. This is the first time these journals have taken part in the institute.

At the following sessions the trade journal representatives voted to affiliate with the state press association. The closing sessions of the institute, which ends Saturday night, will be devoted entirely to newspaper problems.

INLAND MEETING FEB. 15-16

Paper, Costs, Postage, and Canadian Tour Up for Discussion

(Special to Editor & Publisher)

CHICAGO.—The Inland Daily Press Association will hold its annual meeting in the Hotel La Salle February 15-16. Reports of officers for the past year will be rendered and new officers will be elected, in addition to other important discussions of newspaper problems.

E. P. Adler, past president of the Inland, has been assigned to present a paper on the print situation and recent history of the newsprint market.

A. J. Wilhelm, Huntington (Ind.) Press, will discuss second-class postage and it is understood that the question of one-price subscription to all subscribers, by mail or carrier, will be a leading topic.

Action is expected following the report of the committee on the establishment of a linotype school. The cost-finding committee has called for reports from all members for the last half of 1920 and the subject will receive considerable attention.

In this connection, D. M. Conroy, Mason City (Ia.) Globe-Gazette, will present a paper on ink costs, discussing whether customers should pay the cost of ink containers and the like.

Final acceptance and arrangements for the Inland's trip into British America during the summer are also scheduled.

W. K. KELLOGG WINS NAME SUIT

Brother Restrained from Using Corn Flakes Company Trade-Mark

(Special to Editor & Publisher)

LANSING, Mich.—Rights to use in trade the name "Kellogg," which had been the subject of litigation between Dr. John H. Kellogg, of the Battle Creek Sanitarium, and his brother, W. K. Kellogg, of the Kellogg Toasted Corn Flake Company, since 1908, were finally settled by the decision of the Michigan Supreme Court. The case had been carried to the highest state court on appeals of the Kellogg Toasted Corn Flake Company, upon the following facts and rules of law, which the court upheld:

"*Fact*—Kellogg Toasted Corn Flake Company first adopted, advertised and registered the trade-mark 'Kellogg's.'

"*Rule of Law*—The trade-mark or trade-name is the property of those who made it valuable and its use by others than those who earned a reputation thereunder would be a fraud upon the public.

"*Fact*—Dr. Kellogg participated in and made large profits and capital returns from the adoption, commercialization and wide advertising of the trade-mark 'Kellogg's' by the Kellogg Toasted Corn Flake Company.

"*Rule of Law*—One who participates in and profits by the adoption of a trade-mark is estopped to injure or appropriate it.

"*Fact*—Kellogg Toasted Corn Flake Company never, at any time, by the 1911 contract, or otherwise, transferred to Dr. Kellogg or his company any business or any right to use, infringe, or trail on its registered trade-mark 'Kellogg's' and appellants do not claim that any such right was ever granted to or settled upon them.

"*Rule of Law*—A trade-mark cannot exist as an extrinsic thing and cannot be licensed apart from the business in which it is used. The Kellogg Toasted Corn Flake Company, even if it had desired to do so could not have transferred, granted, or otherwise alienated any right of Dr. Kellogg to defraud and deceive the public by trailing spurious products on its registered trade-mark, and Dr. Kellogg had no such right as an extrinsic thing and could grant no such right to the Kellogg Food Company.

"*Fact*—Appellants are trailing their Kellogg's Bran and other Kellogg's products on the trade-mark, advertising, good-will, trade guarantees, selling helps, name and reputation of the Kellogg Toasted Corn Flake Company by deceiving and confusing the trade and the public.

"*Rule of Law*—Equity will not permit a rival manufacturer to trail his different products on the established trade-mark and reputation of another."

Clarkson L. Farnsworth Dead

Clarkson L. Farnsworth, aged 74, of Huntington, L. I., died January 7. He was assistant secretary of the New York Advertising Club and until his illness had been associated with Murray Howe & Co., New York advertising agency.

Burnham as Canadian Viceroy

LONDON.—The Daily News announced a few days ago that Viscount Burnham, proprietor of the London Daily Telegraph, will be offered the Governor-Generalship of Canada, in recognition of his long and valuable services to the Government.

Reunion for Camera Men

News photographers representing New York dailies, syndicates and motion picture weeklies will assemble at the seventh annual dinner of the News Photographers' Association of New York at the Cafe Boulevard, February 5.

Macon News on Eight Columns

MACON, GA.—The News has changed its make-up from seven columns, 13 ems, to eight columns, 12 ems. The change was effected with the assistance of a local mechanic and did not interfere with the regular publication of the paper.

TREES SAVED BY OREGONIAN'S FIGHT

(Special to Editor & Publisher)

PORTLAND, Ore.—Somewhat of a variation of the campaign for the conservation of forests and the planting of trees, which has been conducted by Editor & Publisher, is a movement which has been carried on for several months by the Oregonian with gratifying results. It has to do with the protection of trees along the scenic driveways throughout Oregon.

The Oregonian initiated the movement when it was found that logging companies had under way operations that would, if continued, ruin the beauty of some of the most picturesque drives in the state. One particular road was used for an illustration. This is the drive from Seaside to Cannon Beach, a winding highway, a few miles inland, penetrating forests of giant spruce and fir trees. During the war the United States Spruce Production Division began felling the trees for airplane material. No objection was raised, as it was realized that all minor considerations must be sacrificed to speed in getting out the right kind of wood for airplanes. When the war was over and private logging companies continued the desolation of the highway, the protest was made.

The Oregonian took the subject up with especial prominence in its automobile section, using page illustrations to show sections of the road as they appeared in their beauty when the trees were still standing and contrasting them with the same locations after the trees were sawed down and only a wilderness of stumps and underbrush remained.

The need for action appeared so urgent that Governor Olcott appointed a committee to carry on the work of saving the trees bordering highways. Already many logging companies have made voluntary pledges to quit cutting such trees, leaving an adequate strip of forest bordering the roads. Oregon has a considerable proportion of the finest timber in the United States and its forest roads are considered a valuable asset in attracting tourists. Large areas are in state and Federal reserves but great tracts are also being utilized commercially as is evidenced by the fact that Portland has the largest lumber exports of any city in the world.

As one phase of its fight the Oregonian called attention to the fact that the mountain side covered by the "Figure Eight," one of the most beautiful stretches of the Columbia River highway, is privately owned and that the trees that make it beautiful were menaced. As a result Multnomah County is now negotiating for purchase of the land that it may be withheld permanently from desecration by the woodman's ax and saw.

MORE CABLES NEEDED TO SOUTH AMERICA

Press Association Heads Say Clients Suffer When News Is Sidetracked for Commercial Business—Pierson Now in France

(Special to Editor & Publisher)

WASHINGTON, D. C.—Inadequacy of cable and radio accommodations between North and South America for the transmission of press dispatches was stressed by Frederick Roy Martin, acting general manager of the Associated Press, and George T. Hargreaves, general manager of the Universal Service, at a meeting of a Senate committee considering cable legislation this week.

Mr. Martin, in telling of the congested conditions prevailing on cables to South America, pointed out that the Associated Press had at times been forced to route its dispatches via London, despite the additional delay and expense that policy involved.

Both he and Mr. Hargreaves declared that they were seldom able to secure a large enough daily quota of words to permit the transmission of a comprehensive report to their South American clients and that at times they were unable to transmit any press matter at all over the lines of the All-America Cables Company, due to the pressure of commercial business, repairs or other causes. Mr. Hargreaves said that his quota averaged about one-third of what he considered necessary for an adequate report.

He also stated that the American companies gave commercial business preference over press matter, because of the higher rate commanded by the former, in contrast to the British companies' policy, which was to transmit without delay matter filed for South America by British press associations, realizing the value to Great Britain of having British news disseminated in foreign countries.

Present arrangements with the Navy for transmission of press matter from France to the United States by navy radio are not entirely satisfactory, Mr. Hargreaves stated, due to their non-permanent character. He urged the passage of legislation permitting the press associations to contract with the Navy for a period of a year or more for the use of the radio equipment, so that, with this contract as a basis, they could lease land lines from Paris to the radio station at Bordeaux and eliminate the delays in France that render the present service unsatisfactory.

Joseph Pierson, of the Chicago Tribune, who is now in Europe on a mission connected with the American publishers' interest in the International Communications Conference, addressed the Newspaper Proprietors' Association in London on January 12. He has discussed transmission of press matter to the United States with the British Post Office authorities, with the purpose of securing the appointment of a daily period in which the cable lines will send press matter and goes to France this week to institute negotiations with the French authorities.

New Paper for Dabney White

TYLER, Tex.—Dabney White, who recently sold his afternoon paper in Tyler and moved to Mineral Wells and established a morning paper, has launched a new publication here, the Tyler Tribune. It will be published semi-weekly.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

by Google

NEWSPAPER MEDIUM OF DIRECT SALES SHOULD BE USED TO SELL DEALER

Newspaper Advertisements Are Retailer's Text Book on Local Business Wants and Through Them He Can Be Reached Quickest

By CHALMERS LOWELL PANCOAST

What the retailer wants is less so-called co-operation and more newspaper advertising.

AMONG advertisers and manufacturers who are selling through the retailer, the most pronounced subject under discussion is co-operating with the retailer. The best brains in the business are being used to devise plans and schemes to get the retailers' good will and in assisting them in moving the goods. Merchandising experts are interested in working out new ideas for the dealers and in devising methods to keep in closer touch with the retailer whether it pleases him or not.

To hear the average merchandising man talk about dealer co-operation, dealer helps, broadsides, circulars and all the various forms of propaganda for making the dealer do what they want him to do, you somehow get the idea that these merchandising experts are trying to make you believe that the dealer never reads a newspaper. In fact, you will be led to believe that the only thing he ever looks at is a broadside, circular or something that slips through the mail to surprise him or give him a shock regarding some advertising campaign.

But What About the Dealer?

The advertiser uses the newspapers to sell to the consumer because it is a medium of closer contact and the medium of direct sales.

Whoever originated the thought that the dealer does not read the newspaper? Can you imagine grocers, druggists, hardware merchants or any local dealers who do not read newspapers daily. As a matter of fact the morning newspaper is as much a part of the merchant's life as his breakfast. If he does not find the paper at his doorstep in the morning, he is the first to raise a howl for its non-delivery. The truth is that the retail merchant depends upon his newspaper more than he does any other medium of publicity for more reasons than we have space here to enumerate.

In the first place he reads newspaper advertisements of all kinds, because the average merchant is an advertiser in some way or other and the daily newspaper advertisements constitute his text book.

Has Vital Part in Retailing

In every line of retailing, the local newspaper is the vital part of the daily business of the merchant. And besides being an essential in business, it is also an important factor in his social life. In the small town the retailer has no other medium that is closer to him than his local newspaper and the advertising of the manufacturers in that paper has a tremendous influence on the dealer. When he sees the advertisement of a manufacturer of some line of goods that he is carrying, it has a greater influence on him than the stacks of broadsides and circulars that eventually fill his waste basket.

In the large city the merchants in the outlying districts read the large city newspapers to see what the big downstores are doing in the way of offering and also to see what the manufacturers of their line are offering to the people in their city. Go out and make an investigation among the dealers of any large city and you will find that the minute an advertisement of some manufacturer appears in their papers, they are not only impressed, but they read about it in a way that could not be expected through circulars or printed matter.

Then why all this talk about circulars and broadsides and dealer help to make the dealer appreciate local newspaper advertising which the manufacturer should place.

Many Use Newspapers

A great many manufacturers who have seen the light are using the newspapers for the sole purpose of reaching the dealer. Their idea is that the quickest and most economical method of getting their story before the retailer is through the daily newspaper. Many of these manufacturers have nothing to sell direct to the consumer except through the retail trade and in many instances their message has no appeal to the consumer at all, but is directed personally to the retailer. They know that they can reach a larger percentage of retail merchants through the newspapers than by any other medium. Of course, there is bound to be waste circulation, but they know that in a city where there are 5,000 retailers of any particular class, they are bound to reach the largest number of those 5,000 through the daily newspaper.

Today we are hearing a great deal about a new idea expressed as "Dealer Acceptance Campaigns." This means a preparatory campaign to the dealer through the newspaper before launching the regular consumer campaign.

Suppose that you are a manufacturer going into a market with a rather difficult proposition and find extreme competition from all sides. You believe that before launching your campaign to the consumer, it would be advisable to get a story over to the retailers so that they will fully appreciate the consumer campaign and co-operate with it when it appears. The only way in which you could hope to lead the field against all competition would be through considerable advanced advertising direct to the dealers and follow this up with a strong newspaper campaign to the consumer.

Of course, at the same time your advertising message is going to the dealer it is also going to the consumer, and you are merely adding force to the regular campaign when it comes through.

Dealer Acceptance Campaigns are planned along lines to break down the resistance of the retailers and to familiarize them with all the details of your proposition before your message to the consumer breaks.

Some large advertisers are using this method of addressing a campaign to the dealers, with just enough consumer appeal, so that both dealers and consumers are influenced and 100 per cent results are secured on the advertising.

If you were a manufacturer starting an intensive consumer advertising campaign in the fall, using a dealer acceptance campaign would mean the beginning of a dealer newspaper campaign through the summer months in order to familiarize the trade to some extent with your proposition. The idea of a preliminary campaign is this: It is not only to secure the interest of new dealers, but to arouse the interest and enthusiasm of dealers who are already handling the line. The proper kind of dealer appeal advertising should be used so that the manufacturer will be able to pave the way for his regular campaign and when he starts in competition with other advertising along his line, he will have the advantage of being the first in the field. Through the preliminary campaign he will also be in a position to dominate that particular field during the heavy campaigning to consumers.

Quick Response

The newspaper represents the most desirable form of personal contact with the dealers. A newspaper campaign has more possibilities of building up their confidence and getting their attention than to bother the dealer to death by circular matter and the offer of sales ideas in which he is not interested. There will be fewer losses suffered by national advertisers through lack of dealer co-operation if advertisers recognized the value of the newspaper in getting their message before him. The quickest way of getting the good-will of the dealer and to establish more amicable bonds and a spirit of closer co-operation is to show the dealer through a real newspaper campaign that you are trying to make sales for him. This will get his appreciation, interest and co-operation quicker than anything else.

The idea of sending advertising men and promotion men and merchandising men out in the field to get acquainted with the dealers does not mean anything to the dealer. He has calls from 10 to 20 salesmen every day and his business is selling merchandise and not entertaining visitors. When he picks up his morning, evening or Sunday paper and there flashes before his eyes a very conspicuous ad of the manufacturer selling the goods which he has on his shelf, he is immediately aroused, displaying more interest, appreciation, good-will, etc., than all the personal calls that ever could be made. Getting acquainted with the dealer is all right, but you will find that if you happen to strike him on a busy day—and every day is a busy day with the average retailer—you will lose through annoying him and the visit you have counted on so much to gain his good will is absolutely wasted.

The most important problem facing the manufacturer today is how to properly merchandise the advertising to the retailer in advance of the campaign to the consumer. This is a subject on which a great many theories have been advanced, but there is only one condition to be met and there is only one solution.

Practically every advertiser and advertising agency has different ideas on the proper way to merchandise a campaign. This subject will be discussed at length in another article.

TESTS FOR PROOF-READERS

EUGENE, Ore.—Tests to determine the kind and frequency of optical illusions which affect proof-readers, have been prepared by Dr. H. R. Crosland of the department of psychology of the University of Oregon. Dr. Crosland takes the position that errors in proof-reading are due to such illusions quite as much as to carelessness.

"Errors by careful and experienced proof-readers are due to one or another of several optical illusions," said Dr. Crosland. "A proof-reader, for instance, may think he sees letters where nothing but white space exists; or he may fail to see transposed letters in a word; or he may fail to observe an incorrect letter substituted for the correct one."

The subject matter for the tests will contain certain typographical errors, placed in certain positions on the page. The first test will be set in 9-point; later 8, 10 and 12-point type will be used. The width of the columns will be varied from 13 ems, the approximate width of a newspaper column, to 17 and 25 ems. At one time the groups of people who take the tests will be instructed to work slowly and carefully; again they will be told to work as rapidly as possible and the time of each person will be taken with stop watch; the third variation will be to allow a limited time to the group, all stopping at the signal whether the work is completed or not.

The tests are to be given to four groups of five persons each, the groups consisting of teachers and students of journalism, students of psychology and actual newspaper employes.

RUMOR HEARST "P-I" OWNER

Seattle Times Prints Report—Denied by Nettleton

(By *Telegraph to* Editor & Publisher)

SEATTLE, Wash., Jan. 13.—The Seattle Times prints the following article:

"It is persistently rumored that William R. Hearst, famous as owner and editor of many newspapers, has purchased the Post-Intelligencer. In all probability negotiations looking to that end will be terminated in a few days, but it is certain that no person connected with the Post-Intelligencer's ownership or management is yet in position to say whether or not the sale will occur. It is understood that an agreement has been reached with the owners of the common stock and that the deal hangs on the disposal of Mrs. John L. Wilson's preferred stock."

Mrs. Wilson is the widow of the late Senator Wilson, former principal owner of the paper. Clarke Nettleton, publisher, reiterates his denial to Editor & Publisher that any negotiations for the sale of the Post-Intelligencer are under way.

North Brookfield Journal Quits

NORTH BROOKFIELD, Mass.—The Journal has supended publication, in order that the editor and publisher, Horace J. Lawrence, may devote his whole time to the job printing department. Mr. Lawrence has been an editor and publisher for just 50 years, 41 of which were passed in North Brookfield.

New Maine Printing Plant

SANFORD, Me.—The Kennebunk Enterprise Publishing Company, owned by Annie J. Crediford of Kennebunk, has moved to Sanford, where it has located in quarters in K. of P. Hall building. The name of the paper, Kennebunk Enterprise, was not changed.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

Digitized by Google

ALBANY ARGUS ENDS CAREER OF 108 YEARS

Sold to Knickerbocker Press and Merged With Jan. 14 Issue—Argus Staff Dropped on Two Days' Notice

(By Telegraph to Editor & Publisher)

ALBANY, N. Y., Jan. 12.—Announcement was made today of the sale of the Argus to the Press Company, but the consideration has not been made public. The last issue of the Argus will appear Friday. The Argus editorial staff will not join the Knickerbocker Press and were given two days' notice that their services were no longer required.

The Argus Company will retain its entire printing plant for increased job and book printing.

The Argus was founded by Jesse Buel in 1813, a judge of Common Pleas of Ulster County. He was backed by ninety citizens, who styled themselves "Godfathers" of the paper. It was issued twice a week until 1824, when it became a daily and its name was changed to the Argus and Daily Gazette.

Calvert Comstock became publisher in 1855 and made it a Democratic organ of national fame and a supporter by Martin Van Buren, William L. Marcy, Silas Wright, John A. Dix and other party leaders.

Cleveland's Sturdy Supporter

The Atlas, edited by William Cassidy in the interest of another faction of Democrats, was merged with the Argus in 1856 through the influence of Horatio Seymour, and began the occupation of the present Argus Building at Broadway and Beaver street. Cassidy became editor, with the retirement of Comstock, and restored the name of the Argus.

During his regime the paper reached its greatest political influence and Cassidy's editorials were literary classics. At his death control passed to Daniel Manning, Secretary of the Treasury in Cleveland's first cabinet; T. C. Callicot and J. Wesley Smith. Manning's political influence, largely exercised through the Argus, was an important factor in making Cleveland president.

His son, James H. Manning, succeeded his father and later was elected Mayor of Albany. Daniel S. Lamont began his reportorial work on the Argus and was associate editor when he was named secretary to Governor Cleveland, went with him to Washington as secretary in his first term and in the cabinet the second. Charles Emory Smith, of Philadelphia, and St. Clair McKelway, of the Brooklyn Eagle, were also editors of the Argus for many years.

Knickerbocker Press History

Edward Murphy, of Troy, former U. S. Senator, became its owner about 25 years ago. Then the late Anthony N. Brady acquired an interest. After the death of each, Joseph J. Murphy, Democratic leader of Troy, and the Brady estate continued control until several years ago, when the Brady estate became sole owner.

The Knickerbocker was started by Hugh Hastings in 1842, who was a protege of Thurlow Weed, and was identified in politics with the old Whig party. In 1879 the Knickerbocker was bought by the Press and the name was changed to Press and Knickerbocker. The Express was later absorbed and the name was Press Knickerbocker Express until 1910, when Judge Lynn J. Arnold, representing the Clark interests of Cooperstown, purchased the paper from John A. McCarthy and changed its name to the Knickerbocker Press.

Branch offices and separate editions are maintained for Troy and Schenectady.

It has maintained an independent attitude in politics, while the Argus has been a Democratic party organ for the greater part of the century of its existence.

Trade Paper Sold

CHICAGO.—The International Trade Press, Inc., has purchased the American Machine & Tool Record, which has been published for ten years at Cincinnati by H. Hillman Smith, who will continue as editor-in-chief. Publication offices will be in this city, but the Cincinnati headquarters will be maintained. Robert E. Powell, Eastern manager of the paper, has joined the staff of the International Trade Press and will be located in its New York office.

Mather-Thompson Wedding

The marriage of Frederick Gregory Mather and Miss Lillian Thompson, both of Stamford, Conn., was solemnized at the Cathedral of St. John the Divine, in New York, January 12. Mr. Mather is widely known for his historical writings. He was at one time editor in chief of the Binghamton (N. Y.) Republican. This was his third marriage.

Illinois Weekly Raises Rate

NEOGA, Ill.—The News, published weekly, has increased its rates from $2 to $2.50 a year.

State Bulletin for New York

ALBANY, N. Y.—The New York State Association has issued its first "State Bulletin." In addition to legislative recommendations, it contains an analysis of the Sage amendments relative to state reorganization, a list of the members of the Senate and Assembly and officers of the association recently organized. The publication office is at 41 Eagle street, Albany, with C. V. Howard as editor.

Monotype Office in Birmingham

BIRMINGHAM, Ala.—The Lanston Monotype Company has opened a new district office at Birmingham, in charge of G. Walter Lieb, whose offices are in the Chamber of Commerce Building. Howard S. Stetler, of the Monotype Company's export department will be assistant manager under Mr. Lieb, who has represented the company in the South for 12 years.

Killam Plans Morning Paper

MERCED, Cal.—Walter H. Killam, for the past fifteen years managing editor of the Modesto Morning Herald, has taken over the Merced Weekly Star. He plans to turn the paper to the morning field, with Associated Press Service. F. E. Beber, for several years advertising manager of the Modesto Herald, is associated with him in Merced.

To Represent London Paper

Roy Barnhill, Inc., publishers' representative, New York, has been appointed American representative of the Advertiser's Weekly, London.

Fire on LeRoy Gazette

BUFFALO.—Fire caused by an overheated metal kettle in the plant of the LeRoy (N. Y.) Gazette caused slight damage.

A NEWSPAPER FOR FACTORY WORKERS

ROCHESTER, N. Y.—Erwin J. W. Huber, of the Huber Publishing Company and managing editor of the Pictureplay News, has brought out the Industrian, which he described at the head of its editorial column as "a weekly newspaper, devoted to sports, recreation, amusements and the social activities of Rochester's industrial army."

E. J. W. HUBER

Mr. Huber, who is managing editor, was for many years night superintendent of the Rochester Herald's art department and nine years ago he and other newspaper men launched the Pictureplay News. Stephen J. Fitzgerald is editor of both papers. He was formerly police reporter of the Rochester Herald and has worked on newspapers in Detroit and Dayton, Ohio. While serving with the naval aviation forces in France, he founded the Pauillac Pilot.

Ernest J. Ingraham, formerly automobile editor of the Rochester Post-Express, is director of the Adcraft Service Bureau for both the Huber publications. George J. Barnes, formerly of the Rochester Post-Express staff and editor of the Legionaire, the official journal of the Rochester American Legion Post, is on the staff of both publications. George Allan McDonald, formerly of the Rochester Democrat & Chronicle and of several Buffalo and Syracuse newspapers, is with the Huber service department.

Willis G. Broadbrooks, for eight years on the Rochester Herald staff, is foreign advertising representative and manager of the publicity-exploitation department. Lloyd W. Culver, formerly on the Rochester Post-Express advertising staff, is advertising manager of the Industrian and James J. Dadd, formerly with the Rochester Herald and for a time with the James J. Dadd Advertising Agency, is on the advertising staffs of both papers. James H. Thompson, for a number of years Sunday editor of the Rochester Herald, is now a special feature writer for the Pictureplay News.

Among the manufacturing firms, many of which are national advertisers, in and near Rochester, which are represented in the Industrian's Newswriters' Club, which furnishes the news from their respective organizations, are:

American Laundry Machinery Company, American Wood Working Machinery Company, Bastian Brothers Company, General Railway Signal Company, Gleason Works, Henry Likly & Co., Northeast Electric Company, Ritter Dental Manufacturing Company, Rochester Motors Company, Inc., Seldon Motor Truck Corporation, Sherwood Shoe Company, Stromberg-Carlson Company, Taylor Instrument Company, Todd Protectograph Company, Vacuum Oil Company, Wilmot Castle Company, Karle Lithograph Company, T. H. Symington Company, Wollensak Optical Company, Art-in-Buttons Corporation, Davis Machine Tool Company, Ingle Machine Company, Rochester Folding Box Company, Rochester Gas & Electric Company, Rochester Stamping Company, Utz & Dunn Company, Yawman & Erbe Company, Samuel Parry, Inc., National Brass Manufacturing Company, Alderman-Fairchild Company, James Cunningham Son & Co., United Shoe Machinery Corporation.

TWO P. M. NEWSPAPERS FOR BIRMINGHAM

Advance, Now Weekly, Becomes Daily Jan. 24—Scripps-McRae League Will Start the Post March 30

(Special to Editor & Publisher)

BIRMINGHAM, Ala.—Birmingham will have two additional daily afternoon newspapers within the next sixty days, according to definite announcements made here within the past few days by representatives of the new properties. Both will enter the afternoon, six-day-a-week field without Sunday editions and both will carry full leased wire reports of foreign news and will maintain ample staffs to cover the local field thoroughly.

The first of the new dailies to enter the local field will be the Birmingham Advance, which will change from a weekly publication to a daily on January 24. Formal announcement of the change was carried in both daily papers here several days ago. The paper has been operating as a weekly for several years and has been the official organ of the membership of the American Federation of Labor in the Birmingham district, which position it is expected to continue to occupy when turned into a daily. Phil Painter, who has been editor of the weekly paper, will continue in that capacity with the daily edition and it is understood that L. B. Musgrove, wealthy coal operator, who was labor's candidate for United States Senator last year against Senator Oscar Underwood, is financially interested in the new publication. A plant for the daily has been secured on Fifth avenue and additional machinery installed to care for the daily issue of the paper.

The second daily, which will begin publication not later than March 30, according to announcements of those interested, and possibly earlier, will be the Birmingham Post, which will be published by the Scripps-McRae League as an additional link in their chain of newspaper properties. B. I. Susong and R. B. Chandler are at present in the city from the Cincinnati headquarters of the league to install the new plant as soon as the machinery which is en route arrives and publication of the new daily will begin shortly after its arrival.

Mr. Susong, who has been connected for some time with the Cincinnati Post, one of the Scripps papers, was formerly managing editor of the Montgomery (Ala.) Journal.

The new paper will begin as an eight-page, six-day-a-week daily in the afternoon field and will be served by the United Press and the Newspaper Enterprise Association, both owned by the Scripps-McRae interests.

Since absorption of the Birmingham Ledger by the Birmingham News in April, 1920, the Birmingham daily newspaper field has been exclusively in the hands of the Age-Herald in the morning field and the News in the afternoon. The two new papers will give Birmingham four daily papers, of which three will be in the afternoon field, with the News also continuing in the Sunday morning field.

Three Newspapers Bankrupt

MARTINSBURG, W. Va.—The World Publishing Company, publisher of the Martinsburg World and two weekly newspapers, was declared bankrupt January 4 by Circuit Court Judge Woods.

Ten thousand every-day questions of the newspaper and advertising business will be answered in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

Digitized by Google

AIRMEN'S LETTERS MAY CAUSE NAVY TO CENSOR OFFICERS' WRITINGS

Unenforced Rule Puts Approval of Articles for Publication in Hands of Intelligence Division—Court Will Investigate

(By Telegraph to Editor & Publisher)

WASHINGTON, D. C., Jan. 12—Enforcement of a slumbering naval regulation under which members of the naval establishment can be prevented from writing for publication without first submitting the articles to the Division of Naval Intelligence, is likely to result as a sequel of the incidents at Mattice when the lost naval aeronauts reached civilization.

Specific direction will be given to the naval court of inquiry, which has been ordered, Josephus Daniels, secretary of the navy has said, to ascertain if the airmen sought to profit by their experience through the publication of their stories. The secretary also has announced that the court would be empowered to investigate the rumor that the Hinton and Kloor letters reached the public through the action of a fellow officer of the two balloonists and that the whole question of how the graphic stories of the two airmen, contained in their letters, gained publicity, would be inquired into by the court.

"I shall direct that the naval court go fully into the matter of publication of the stories of the airmen or any contracts they may have made with the press. Commercialism and naval business do not go well together, and I shall order the board to ascertain the full particulars on this point," Secretary Daniels said in his press conference on Wednesday.

What may have been one of the indirect causes for the trouble at Mattice between Lieut. Steve Farrell and Lieut. Walter Hinton is the policy which the navy department followed in regard to publication of the officers' own stories of their flights.

Following the precedent set up in the case of the NC-4 flight when the navy allowed the men on the trans-Atlantic journey to make exclusive contracts for their stories Mr. Daniels in this case sent a message to the three balloonists that after they had filed their official report they would be at liberty to sell their stories to whom they pleased.

The result was that the navy department received what was probably the briefest report on record, which just barely covered the incidents of the flight.

Before the flyers reached Mattice and the wires to the outside world, however, a report reached Mr. Daniels that the representative of one association had met the aviators on the trail and "sewed them up" for exclusive rights to what they might write. As a result a message was sent on Tuesday night instructing them to talk without discrimination to any newspaper men that might care to interview them.

Mr. Daniels was attacked during the war for enforcing the regulation forbidding men to write for publication and this also was made one of the points in the charges brought by Rear Admiral William S. Sims. There has been some criticism of the policy which Mr. Daniels followed this time when it became known that he had authorized the officers to auction off their stories to the highest bidder.

It was stated at the department before the men came out of the wilderness that one newspaper was ready to offer the men $16,000 for exclusive rights.

Flynt Heads Maine Dailies

AUGUSTA, Me.—The Maine Daily Newspaper Publishers' Association held its annual meeting here on January 5. Matters of business interest were discussed and officers were elected, as follows: President, Charles F. Flynt, business manager, Augusta Kennebec Journal; vice-president, Arthur G. Staples, managing editor, Lewiston Journal; secretary, William H. Dow, business manager, Portland Express-Advertiser; treasurer, Walter B. Reed, business manager, Bangor Daily News.

Pennsylvania Meetings Feb. 9-10

HARRISBURG, Pa.—Annual meetings of the Pennsylvania State Editorial Association, Associated Dailies of Pennsylvania and the Associated Weeklies will be held at the Penn-Harris Hotel here February 9 and 10. The three associations will meet jointly on February 9, the speakers scheduled being Gov. William Sproul, T. R. Williams, president of the American Newspaper Publishers Association, and Don C. Seitz, business manager of the New York World. Other speakers at various sessions include Rowe Stewart, business manager of the Philadelphia Record and president of the Associated Advertising Clubs of the World, and Maj. J. C. Shumberger, of Allentown, an expert accountant, who will discuss Federal taxes as related to newspapers.

New Illustrating Firm

DETROIT.—The Craftsman Studios have been formed here to supply commercial illustrations. The organizers are John J. Hammer, Fred Mannero and Carl Goodwin, late with the Illustration Studios, Chicago.

Fire in Konowa, Okla.

KONOWA, Okla.—Fire destroyed the plant of the Konowa Chief-Leader, causing loss of approximately $5,000, which was partly covered by insurance. The plant will be rebuilt and publication of the paper continued.

Iowa Press Meeting Feb. 17-19

DES MOINES, Ia.—The sixth annual convention of the Iowa Press Association will be held in Des Moines, February 17, 18, 19. Session will be held at the Hotel Savery.

Connecticut Meeting Jan. 22

NEW HAVEN, Conn.—The annual meeting and banquet of the Connecticut Editorial Association will be held at the Hotel Garde here January 22.

PILGRIMS GIVE AD COURSES

Advanced and Elementary Subjects in Two Lecture Classes

(Special to Editor & Publisher)

BOSTON.—A series of seven advanced conferences on "Advertising and Selling," together with seven elementary talks on "Advertising Preparation," will be conducted from January 4 to April 5, by the Pilgrim Publicity Association.

Under the supervision of Henry Kuhns, vice-president of the association, the advanced series will consist of the following subjects: "Product Analysis," with Harry Tipper, business manager of Automotive Industries, in charge; "Market Analysis and Sales Quotas," Walter F. Wyman, sales and export manager, Carter Ink Company; "Developing the Advertising Plan," A. E. Greenleaf, president, Greenleaf Company; "Selling the Sales and Advertising Plan," George C. Frolich, manager drug and chemical department, United Drug Company, president Pilgrim Publicity Association; "Correspondence Department," Robert E. Ramsay, director of publicity, sales promotion and advertising, American Writing Paper Company, and "Handling the Results of Advertising," Walter R. Snow, Walter B. Snow & Staff.

The elementary talks will be directed by Professor Daniel Starch of Harvard University. They are: "How Advertising Is Prepared," S. A. Conover, president, S. A. Conover Company; "The Text," John J. Morgan, John J. Morgan Advertising Agency; "The Layout," C. W. North, art director, Walter B. Snow & Staff; "The Picture," Barnard J. Lewis, treasurer and general manager, Stetson Press; "The Size and Use of Space," William H. McLeod, advertising manager, William Filene's Sons Company; "The Selection of Mediums," Carroll J. Swan, magazine and newspaper representative, and "Truth in Advertising," Charles B. Marble, secretary, the Priscilla Company.

The course was planned by an educational committee headed by L. F. Hamilton, manager of the sales promotion department of the Walworth Manufacturing Company.

IF YOU THINK IT WAS A PICNIC AT MATTICE TAKE A LOOK AT THE TOWN!

Copyright International Film

NOBODY—generally speaking—ever heard of Mattice until 1921. Now look at it—just over the heads of the newspaper reporters and photographers who gathered there to welcome back the American Navy balloonists, Lieutenants Kloor, Farrell and Hinton. Any small boy can now find it on the map and here is the group that put it there—via the first pages of the newspapers of the world. This is not all of them—some had donned their snow-shoes and were out on the trails when this was taken—but even then they number three times the population of the town. What a life: no taxis, no grapefruit, no eggs, but they did live in a Pullman. The natives laughed at their outfits and they laughed, too, for nobody knew Volstead and a photographer had brought a pair of bones. The venison was real, but gosh, it was cold. And if you want to know all about the wilds of Canada talk to some reporter who's been to Mattice.

Digitized by Google

BACKUS STARTS KENORA PAPER MILL

Final Agreement Signed at Ottawa for Timber—To Invest $10,000,000 in Ten Years—Fort Frances Policy Announced

(Special to Editor & Publisher)

TORONTO.—Final agreement between the Ontario Provincial Government and E. W. Backus for the English River timber limit has been signed. Mr. Backus denied an editorial comment of a Toronto daily to the effect that the Fort Frances Pulp & Paper Company had reversed its position toward the supply of newsprint to Canadian daily newspapers.

"In 1919," he said, "we offered contracts for 1920 to all Canadian papers with whom we had dealt. They declined on the ground that they thought they could secure paper supplies through the Government control. Last summer we notified them again that we would consider contracts, and all but two of them were accepted."

Mr. Backus also stated that his mills are selling paper at $130 a ton.

The work on the Kenora plant, which is included in the English River contract, has been started, he said, and pulp will be manufactured there before the end of the year. Before three years are out, paper will form part of the company's production.

When asked what the company's investment would be in the plant, Mr. Backus replied: "If we get out with an expenditure of ten millions in ten years at Kenora we will be lucky."

Labor Weekly for Brantford

TORONTO.—In the course of a speech before the members of the Independent Labor Party, Brantford, January 7, ex-Mayor McBride announced that he had purchased a press and a supply of paper, and that work on a new local labor weekly would begin immediately. He made a call for subscriptions and announced the formation of a committee to organize the business affairs of the venture. The project follows the defeat of numerous labor candidates in the recent municipal elections. Mr. McBride is at present a member of the labor wing of the Ontario Provincial Government, which is a coalition of agricultural and labor members.

Jack Canuck Editor Fined

TORONTO.—On a charge of publishing advertisements tending to solicit liquor orders in Ontario, a breach of the Ontario temperance act, Mrs. Louisa Rogers, publisher of Jack Canuck, Toronto, was fined $200 and costs on December 30. Counsel for the defense pointed out that the disputed advertisements had been approved by the Ontario license board before publication; that they were couched in very vague and general terms and that they contained no price quotations. The case will probably be appealed.

Wayagamack Closed for Repairs

TORONTO.—The Wayagamack Pulp & Paper Company, one of the biggest pulp industries in Canada, will close down on January 15 for one month. According to a statement made by Hugh MacKay, a director of the company, there is a certain amount of repair and renewal work which must receive attention, but this cannot be done so long as the mills are in operation. New machinery is now on the ground awaiting installation. Mr. MacKay says that a short shutdown is customary at this time of year. It is rumored that the wage scale will show a decline when work is resumed.

"Merry Xmas" on Bogus Checks

TORONTO.—During the Christmas season several local merchants were victimized by a bogus check swindler, purporting to be a newspaper man. The checks were unusually well devised to delude the unsuspecting merchant, having specially printed on protective paper the greeting, "Wishing you a Merry Christmas and Happy New Year." Up to the present there has been no arrest.

Brompton to Remodel Plant?

TORONTO.—Persistent rumors are afloat to the effect that the Brompton Pulp & Paper Company is contemplating the reconstruction of some of its machinery to manufacture more newsprint, which the present demand and future prospects would seem to make the most profitable of products.

One of Eight Editors Elected

TORONTO.—Of eight newspapermen who ran for civic honors in the recent municipal elections here, only one was successful, and he was Major Bert Wemp, D. F. C., of the Evening Telegram staff, who was elected to the Board of Education. He headed the poll for his ward, defeating one of the oldest members of the Board.

THREE MILLS FOR PORT ARTHUR

Paper and Pulp Enterprises Planned—New Wood Grant in Nipigon

(Special to Editor & Publisher)

TORONTO.—A pulp wood limit of 1,220 square miles in the Nipigon district has been secured by the Provincial Paper Mills, Ltd. The directors, it is understood, will go ahead at once with the construction of a paper mill and an addition to its pulp mill, which has now a capacity of fifty tons a day. A bond issue of $3,000,000 has been authorized to finance the new work.

According to a report from the directors of the Kaministiqua Pulp & Paper Company, a bond issue is being arranged to provide for an increase in the capacity of its plant from twenty-five to a hundred tons a day.

The John Stirrett Company, which took over the big plant of the Port Arthur Wagon Company recently, announces that Chicago capitalists have financed a pulp mill of one hundred tons a day capacity, and that the establishment of this industry will be commenced without delay. These three enterprises will make Port Arthur one of the largest pulp and paper centres in the Dominion.

Wider Field for Chemical Paper

TORONTO.—The name of the Canadian Chemical Journal has been changed to Canadian Chemistry and Metallurgy and its field correspondingly extended. Its publishers, the Westman Press, Ltd., Toronto, have established the Canadian Dye and Color User, devoted to color interests in the textile, paint, ink, rubber and paper fields.

NEW LIFE IN PERIODICAL BODY

Dominion Magazine Heads Meet Under New Manager at Toronto

(Special to Editor & Publisher)

TORONTO.—Following the appointment of M. J. Hutchinson as manager of the Canadian National Newspaper & Periodicals Association, new life has been put into that organization. To revive interest a meeting of the Business and Technical Sections was held at the National Club here January 6, with practically a 100 per cent representation of members. The chair was occupied by T. S. Young, general manager, Hugh C. Maclean, Ltd., and the president of the association, Acton Burrows, was also present.

A verbal report on the work of the Postal and Parliamentary Committee was presented by H. T. Hunter, vice-president, Maclean Publishing Company.

Following Mr. Hunter, Mr. Burrows told of the steps that had been taken by the committee to prevent the government from levying a sales tax on advertising matter inserted in trade newspapers and other periodicals. This he regarded as one of the most important achievements of the association.

PRINT COMMITTEE SUSPENDED

Eighty-Nine Papers Relieved, Chairman Tufford Reports

(Special to Editor & Publisher)

ST. PAUL.—Wil V. Tufford of Clinton, Ia., chairman of the National Committee on Newsprint Supply, has made the final report of that committee, which went out of existence on Jan. 1. Mr. Tufford has been the active force in handling the work of this committee, the other members being Charles I. Stewart, chairman Newsprint Committee, Southern Newspaper Publishers' Association; H. C. Hotaling, executive secretary National Editorial Association; Wallace Odell, New York Associated Dailies, and E. J. Hancock, president Indiana Press Association.

In all 89 papers were relieved, one each in Arkansas, Oklahoma, South Carolina, Texas, West Virginia and Iowa; two in Alabama, two in North Carolina and two in Illinois; three in Florida, five in Indiana, 39 in Kansas and 30 in Missouri. The paper distributed was donated by the larger newspapers, the greater portion of it coming from Victor Lawson of the Chicago Daily News. In referring to it the chairman says that he believes "all of the paper was honestly distributed and that, while it is quite probable that some were not allocated papers who really deserved it, so strict were the rules and so small the amount of tonnage for so wide a territory, that the strictest of rules were found necessary."

Vancouver Job Printers Strike

VANCOUVER, B. C.—On January 5, the printing shops of Vancouver shut down as a result of the job printers' strike for higher wages. The men are asking for $60 and a 42-hour week. The master printers offered them the existing scale of $40.50 for 1921, but this was refused.

Livesay Undergoes Operation

TORONTO, Ont.—J. F. B. Livesay, general manager of the Canadian Press, Limited, has just undergone an operation for appendicitis and kindred troubles.

BRITISH COLONIAL TRADE NOTES

EIGHTY recently visiting delegates met New South Wales experts in a convention for the purpose of discussing all phases of advertising. Governor Sir Walter Davidson declared the convention open. The keynote of the conference was: "Truth in Advertising."

New Zealand dailies are now 2d. instead of 1½d.

The price of the Sydney Referee is increased from 4d. to 6d.

The Ad. Club of Victoria is now the Victorian Institute of Advertising Men.

No appreciable relief in the paper shortage is anticipated for some time to come.

At the annual meeting of the New South Wales Institute of Journalists, the president, T. W. Heney, was re-elected.

An arbitration decision was arrived at that the six years' experience required of a fully-paid reader did not include his time as a junior.

Journalists accompanying the Prince of Wales in Australia were assessed Income Tax by the Commonwealth on what they earned while there.

T. D. Wanless, editor of the Thistle, a Scottish national newspaper published in Victoria, is the oldest working journalist in the Commonwealth.

It is understood that the Commonwealth Government has under consideration a new scheme for the payment of bounties on paper pulp produced in Australia.

T. M. Rose ("Hotspur"), of the Sydney Sportsman, has resigned the editorship of that paper, with which he had been identified for twenty years.

The Commonwealth Ministry has endeavored to arrange with the Canadian Paper Mills for the supply of newsprint paper required by the Australian provincial Press.

The Australian Provincial Press Association has proposed that the import duty on newsprint should be charged at a flat rate of 50s. per ton, or on the home consumption price in the country of origin.

Australian Paper Mills Co., Ltd., and Sydney Paper Mills Co., Ltd., were to be taken over by a new company called the Australian Paper & Pulp Co., Ltd., with a nominal capital of £950,000 in £1 shares.

A motion has been made for a Royal Commission to report concerning the use of Commonwealth and State instrumentalities by or on behalf of the owners of daily newspapers published in the capital cities of Australia.

An appeal in case of the Perth (Western Australia) Daily News, Ltd., vs. the Australian Journalists' Association against a fine imposed for having failed to furnish to the general secretary of the A. J. A. certain entries in pursuance of an award, was upheld.

A new daily paper, the Eastern Mail, is advertised for Delhi, India's new capitol. The Indian Printing and Publishing Company, Ltd., are the proprietors and a building had been acquired in the civil lines at Delhi.

The Burma Government contemplates establishing a Government newspaper "in which it can expound its policy and confront attacks on it, which are made with the object of undermining its authority." The estimated cost of this new paper is put down at something under Rs.40,000 per annum. Many people think the paper unnecessary, as there is already an official Gazette published weekly in Rangoon, in which government news could be printed, whilst communiqués are constantly sent to all newspapers and are published free of cost to the government.

Digitized by Google

TIME FOR BIG ADVERTISING IS WHEN BUSINESS STARTS UPHILL

Wright of A. N. A. Tells Six-Point League Sales Can't Be Made on Eve of Trade Slump—Newspapers Got $250,000,000 in 1920, Thomson Estimates

MONT H. WRIGHT, of John B. Stetson Company, Philadelphia, the new president of the Association of National Advertisers, made his first appearance as a speaker since his election to office, at the January luncheon of the Six-Point League at the Hotel McAlpin on Tuesday. His subject was "Newspapers from the Viewpoint of a National Advertiser."

In introduction he said that in his opinion the present method of basing the advertising appropriation upon the results obtained the previous year, was entirely wrong. The basis for the appropriation, he contended, ought not to be based upon past history, which is dead and gone, but upon present conditions. In other words, the advertiser should first decide upon the fundamental position and trend of general business.

He argued that "it is just as fatal to launch a big advertising campaign on the eve of a business decline as it is to buy a big line of stock at the peak of a falling market. The time to advertise heavily is when business is gathering strength for a period of industrial, commercial and financial prosperity."

Make Advertising the "Governor"

Mr. Wright believed that, handled in this way, advertising would act as a "governor" on business and help to keep our industrial growth normal, instead of plunging up and down, as it now does, with more violent fluctuations than in any other commercial nation in the world. He blamed the advertising men for our nervous panics and depressions which are hastened by enormous advertising placed at the wrong time, namely, at the top of the hill instead of near the bottom. Continuing, he said:

"If you place an advertisement prepared in harmony with the soundest principles known in a territory that is flat on its back, you won't get satisfactory results and the advertiser will say that it is 'a gamble, anyway.'

"Of course it's a gamble, and always will be so long as we devote all our attention to preparing the advertisement and none to placing it. A rifle is no better than a popgun if you are going to whirl it around three times and fire with your eyes shut. The strongest copy ever written on the best-finished product ever made won't sell goods in a desert.

The Controlling Factors

"Advertising men have sometimes complained that it seems well-nigh hopeless to attempt making advertising more scientific, because their recorded results are so inconsistent and contradictory, the reason being that they have neglected to take into account the greatest factor of all, namely, fundamental conditions. I have tried the experiment time and again; I have taken identically the same advertising and sent it into areas of prosperity and areas of depression; I have taken identically the same locality and have advertised there in identically the same way at one time when conditions were right, and again, at another time, when conditions were wrong, and I know, on the basis of actual experience covering years of practical advertising, that the controlling factor which determines results is not the advertising itself, but the time when it appears and the situation which it encounters.

"Moreover, when you come to buy space, place your money in territory which is enjoying real, sound prosperity.

"If I wanted to make a reputation as a marvelous copy writer and a masterly judge of mediums, I would do the best I could with these important details, but my big work would be to follow fundamental conditions and profit accordingly. You can't sell goods to a man when he is broke; and, what's more, you wouldn't if you could; the money comes easy 'when the goose hangs high.' That, in my opinion, is the great law of publicity and the real answer to the question of when and where to advertise."

In closing, Mr. Wright told his hearers to take advantage of the present opportunity. It was their duty to restore business confidence, which they so largely helped to destroy, through editorials, news articles and solicitation. By so doing, business in general, and newspaper advertising in particular, and most important of all the public, would be benefited.

1920 Newspaper Advertising

W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., the second speaker, said that the object of national advertising is to sell goods to the consumer and at the lowest possible price.

Between $200,000,000 and $250,000,000 was invested in newspaper advertising during 1920. Estimating that the amount of white paper consumed by the newspapers during 1920 was approximately 1,900,000 tons, and that 6 cents a pound was the average amount paid, the total cost was $230,000,000, which about equals the amount paid for advertising. In 1910 the amount paid for advertising was $40,000,000.

Mr. Thomson urged the members of the league to give national advertisers every possible aid by making careful analyses of the marketing conditions prevailing in the fields they represent.

Preceding the luncheon, in their conversations with each other the advertising specials, of whom there were over one hundred present, expressed their confidence in the business outlook. Automobile advertising was about the only class of advertising that showed a marked falling off in volume, but the impression prevailed that as soon as general business conditions pick up a bit, which they seemed to feel would be within a few weeks, most of the manufacturers would increase their advertising to a large volume. The indications are, they assert, that many automobile advertisers will use magazines very sparingly and devote the money they do spend to newspaper publicity.

Reorganize Southwest Trade Body

DODGE CITY, Kan.—A complete reorganization of the Great Southwest Association will be effected shortly to have each town represented on the directorate, instead of each one county, as at present. The association is conducting a large advertising campaign in many of the eastern newspapers and magazines, seeking to attract settlers to southwestern Kansas, northwestern Oklahoma and southeastern Colorado. Another plan contemplated a three-year program of advertising for the association.

Buys Oklahoma Farm Paper

TULSA, Okla.—Richard Elam has purchased the Interstate Farmer from M. C. Harper, of Muskogee, and has moved the paper here from Muskogee.

Free Press Xmas Fund $5,005

DETROIT.—The Christmas fund of the Free Press, which has been conducted for a great many years, this year set a new record, $5,005 being raised for charitable purposes.

REVISING LIBEL LAWS IN OKLAHOMA

(*By Telegraph to* EDITOR & PUBLISHER)

OKLAHOMA CITY, Jan. 8.—Revision of the State libel laws will be asked by the Oklahoma Press Association, it was decided at the closing session of the quarterly meeting of the association Saturday. A legislative committee was appointed to draw up a bill to be presented to the present session of the legislature, revising the law governing newspaper libel, which they declared to be so vague and indefinite as to leave the construction of it up to the jury in each individual case.

The committee will consist of Richard Elam, president of the association; E. S. Bronson of El Reno, secretary; H. G. Spaulding of Shawnee; Harry Gildstrap of Chandler; and W. R. Martineau of Oklahoma City.

The legislative committee was also instructed to draw up a bill requiring city commissioners and city councils to publish all of their proceedings, so that the public may be fully informed of all transactions made by city governments. Other legislation which will be asked by the association is a revision of rates governing legal advertising, such as the publication of initiative and referendum petitions, resale descriptions, and other forms of legal advertising. The present rates, which average about 15 cents an inch, were declared too low. The Association voted to continue its club house, or editors' home, at Medicine Park. The home has scarcely been in use since its purchase and steps will be taken at the next meeting of the Association in May to determine the use to which the clubhouse will be put. An endowment for its upkeep probably will be voted, it was suggested at the meeting.

It was also agreed that in future conventions the first day's session will be divided into a series of round table meetings of members whose interests are most closely allied. The plan would include separate meetings for proprietors of weekly papers, proprietors of dailies and proprietors of job printing plants. The next meeting in El Reno will be a three days' session.

The establishment of a central organization with a representative to keep all newspaper publishers in the State in touch daily with the spot print paper quotations in New York was advocated at the Friday session. George W. Marble, editor of the Fort Scott (Kan.) Monitor, and secretary of the Publishers' Buying Association, stated that certain paper jobbing concerns made 100 per cent profits during the past year. With publishers in Oklahoma now paying $6.50 a hundred for paper, he said it has been shown conclusively that $3.50 a hundred is an ample price.

About 75 publishers attended the meeting. A visit to the department of journalism at the State University at Norman was made Friday.

SURPRISES PROMISED AT FRANKLIN DINNER

Karl Bloomingdale and Poor Richard Committee Expect 1,000 Guests and Keep Secret Plans of Entertainment

(*Special to* EDITOR & PUBLISHER)

PHILADELPHIA.—The sixteenth annual dinner of the Poor Richard Club will be held next Monday evening, January 17, in the ballroom of the Bellevue-Stratford. And like all these Franklin birthday anniversary dinners of this famous club of advertising men, this coming event will be a hummer—as a dinner and as a vehicle for introducing novelty stunts, decorations, etc.

From the moment the 1,000 guests enter the lobby outside the ballroom until the wee sma' hours of the morning after, they are due for a succession of surprises. Karl Bloomingdale, the president of Poor Richard, is not only a successful advertising man but is known as an entertainer of rare ability. He will be the director general of the entire affair, ably assisted by a competent committee, all of the members of which have been working for a full year on next Monday evening's celebration.

SALMON PACKERS ADVERTISE

Newspapers and Magazine Campaign to Sell 1919 and 1920 Stocks

(*Special to* EDITOR & PUBLISHER)

SEATTLE.—An aggressive advertising campaign is to be launched shortly throughout the United States in newspapers and magazines by the Association of Pacific Fisheries. Decision to invoke the printed word to rescue the salmon industry from the serious situation it now finds itself in was reached at a meeting of salmon packers representing all sections of the Pacific Coast held in Seattle.

More than 2,500,000 cases of salmon packed in 1919 and 1920 still remain stored; pink and chum salmon is selling at from 50 to 75 per cent of what it cost to produce it; 60 per cent of the packers are on the verge of "going broke," and the market is at a standstill—these were some of the salient points brought out at the meeting.

After discussing all angles of the status of the salmon industry—an industry having $150,000,000 invested on the Pacific Coast with Seattle as headquarters—it was determined to enlist the support of all packers in a spirited campaign of exploitation, particularly for the cheaper grades of salmon. It is planned to inaugurate the advertising campaign before Lent with an initial fund of $100,000.

Boston Herald Making Improvements

BOSTON.—Alterations and an addition are being made to the Boston Herald printing building at Avery street, Boston. The contract has been awarded to E. A. Abbott Company. The architect is Henry Bailey Alden of 15 Exchange street, Boston.

Frolic for Providence Journal

PROVIDENCE, R. I.—The Providence Journal family will hold its first annual winter frolic and banquet at Elks' Auditorium January 24. In connection with the frolic the staff is getting out a comic edition.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

Digitized by Google

SHAKE UP OF DESK MEN IN WORCESTER

Purchase of Gazette by Telegram Causes Realignment of Editorial Staffs—Gazette Staff Dinner Host to G. F. Booth

(*Special to* Editor & Publisher)

WORCESTER, Mass.—While the purchase by the Telegram of the Evening Gazette has brought no change in the number of employes on the two papers, there have been several shifts in editorial assignments on the Telegram during the past week. E. S. Irwin, who has been associated with the Telegram in various capacities for more than 20 years, has become managing editor, succeeding R. R. Johnson, who has taken charge of the copy desk. Mr. Irwin for the past several years has been county editor. Mr. Johnson, who began his career on the paper, left several years ago to go on the copy desk of the Boston Globe, returned a year ago as city editor of the Telegram.

Daniel N. Pickering, a former county editor, who has been helping out on the copy desk for the past few years, returns to his old position and Francis P. Murphy continues as assistant county editor. James F. Estes, who has been head of the copy desk for years, continues on the desk with Mr. Johnson.

Victor N. Friar, who left the financial editorship several months ago to become associated with a bond agency, has returned to his old position and Roland L. Finley, who has been holding down the financial desk during his absence, goes back to his old assignment on industrial and commercial news.

Gus Corbin, who has been substitute night city editor, has been transferred to the Sunday department and George J. Lemmer, who has the city hall beat, takes his place as substitute on the night desk. E. Clifton Moore, who has been staff correspondent in Holden, has come in on the sporting staff.

CAPT. R. P. ANDREWS

H. M. Sawyer, who was city editor for 20 years, has been placed in full charge of the morgue and library which is being prepared for the paper.

Clinton P. Rowe, day city editor; James H. Guilfoyle, night city editor; Nason H. Arnold, Sunday editor, and Peter F. Duggan, sports editor, continue in their present capacities under Mr. Irwin. Roland F. Andrews is editor-in-chief of both the Gazette and Telegram.

WORCESTER.—Employes of the Evening Gazette gave a testimonial banquet to George F. Booth, retiring publisher and editor, January 6 at the Hotel Mack-Hale. Five repetitions of "The Gang's All Here" were necessary to give vent to the team spirit and punctuate the good words for the boss before the 120 diners reluctantly parted with "Auld Lang Syne."

City Editor Nicholas J. Skerrett was master of ceremonies for the stunts and variety features and his colleagues on the committee of arrangements were R. Stanley Woodward and John O'Brien. Robert J. Smith led the singing. There was music by the hotel orchestra.

The biggest hit was a scene in the publisher's private office in which Mr. Skerrett impersonated Mr. Booth and Stanley Woodward in a variety of costumes appeared as the reporters and other members of the editorial staff summoned in turn to the sanctum. Mr. Skerrett turned the program over to Managing Editor Joseph C. DeWolfe for the serious business of the occasion.

William J. Larkin, the oldest member of the editorial staff in point of service, presented Mr. Booth with a silver loving cup suitably inscribed, a gift from every employe of the paper.

Mr. Booth, remarking that the members of the Gazette staff had put something over on him at last, paid a tribute by name to several of his oldest employes. Referring to the many changes in the city in his 21 years as publisher of the Gazette, he said:

J. W. DE WOLFE

"My passing from the control of the Gazette in a way marks an epoch in Worcester. The Spy is gone. Mr. Nutt is gone and Mr. Moriarty. A. P. Cristy has retired. The editors and directors of the newspapers of this town for 20 years past have all passed out of active control. It is a new day—perhaps a better day.

"Mr. Carnegie said that the secret of his success as a steel master was his ability to surround himself with men smarter than he. I possess no special brand of leadership except one: That I have been smart enough to associate with me this wonderful staff. It is you people who have made the Gazette what it is and given me what reputation I

"You have built up a great newspaper. For my reputation, for your reputation and for the reputation of the Gazette I want you to give your new employer the same kind of loyalty you have given me."

Decatur Review Rewards Students

DECATUR, Ill.—The Daily Review recently awarded prizes and honorable mention to the students of Decatur High School who took part in its annual story contest, which is in its twenty-fifth year. The prizes totalled $30 and interest in the contest was keener than in any year since its establishment in 1896.

Hardy Sells Texas Paper

SNYDER, Tex.—J. S. Hardy, who has been editor and publisher of the Snyder Signal for the last ten years, has sold his interests to W. R. Bell, who has taken charge as editor and publisher.

WHO SHALL CONTROL THE PRESS?

ANN ARBOR, Mich.—Lowell J. Carr, former state editor of the Detroit Free Press, stirred up an animated discussion at the convention of Michigan journalists, held at the University of Michigan here by his paper on "Who Shall Control the Press," in which he alleged that the business office controls the editorial policy of the modern newspaper, declaring:

"All reform influences from within the newspaper business can function only within the limits of toleration imposed by the business community. Revolts of subscribers, endowment of newspapers, establishment of university newspapers, signing of articles and licensing of newspaper men seem to me futile to bring the press as a whole to a more social-minded performance of its obligation to the community at large.

"What would be effective, however, would be an increased sense of social obligation on the part of all groups of society, the business community among the rest. This might express itself by extending the concept of common carrier to the newspaper business.

"Why not lay down conditions on which all socially important news can find access to public opinion? We might require newspapers to accept and publish advertisements from any one who offers them with the cost of publication, or we might permit a court to declare a given subject a matter of social controversy and require all papers within a certain radius to devote a certain proportion of their space in every issue for a certain time to a fair presentation of both sides of the subject at issue. Any such plan would, of course, require drastic revision of our libel laws to free the involuntary publisher from the consequences of the publication."

Lee White, of the Detroit News, took exception to practically every point made by Mr. Carr, and especially to the idea that the business office controlled the editorial policy of the paper. He said he believed any attempt to correct the weaknesses of the press through legislation would be unfortunate, and contended that, instead of the paper being dependent upon the advertiser, the advertiser was dependent upon the paper.

A. W. Stace, editor of the Grand Rapids Press, backed Mr. White's criticism of Mr. Carr's paper, disagreeing with the latter in regard to the dependence of the paper on advertisers. He said that in his paper, when it became necessary to reduce the number of pages, and it was a question of cutting either news or advertising to fit the reduced amount of column space, it was the advertising which was curtailed.

Another paper which stirred up considerable discussion was read by Alfred Lloyd, dean of the graduate school of the University of Michigan. He took as his subject "Newspaper Conscience." The dean said that, thanks to the war and the recent political campaign, there was an unsettled condition in all departments of life and not much sign of anything which could be called conscience in the press.

After those present had adopted a constitution and by-laws Friday afternoon, James Ottaway, editor of the Port Huron Times-Herald, was elected first president of the club. Other officers elected were Stuart H. Perry, of the Adrian Telegram, vice-president; Prof. J. L. Brumm of the University of Michigan, secretary; and Harlan H. Johnson, managing editor of the Ann Arbor Times-News, treasurer.

Professor F. N. Scott told of an Utopian dream of his of a day when an editor-in-chief or newspaper owner would be trained in special schools in the same way in which reporters, copy-readers and editorial writers are now trained in schools of journalism. The two things which Professor Scott would impress upon his pupils in this Utopian institution would be that a newspaper is not private property, but a social institution, and that journalism is a profession, and never a trade.

PORTLAND WOOD SEASON CLOSES

Ships Landed 85,000 Cords and This Year Is Expected to Top Mark

(*Special to* Editor & Publisher)

PORTLAND, Me.—The arrival here a few days ago of the steamship Lake Gatun from Dalhousie, N. B., marked the close of the importation of pulpwood to this port from Canada for the season and brought the total pulpwood importations up to 85,000 cords, the largest amount imported at Portland since 1914, when the ships brought about 100,000 cords here.

Importation of pulpwood commenced May 24, and since that date seventy-four ships landed at Portland from Canadian ports with pulpwood. The severe winter weather and ice conditions in the Canadian harbors at present make it impossible to continue shipping. Vast quantities of pulpwood were brought to Portland by American ships making their maiden voyages, as ships built on the Great Lakes have stopped at New Brunswick, loaded cargo and proceeded to Portland. All the pulpwood brought there has been consigned to the International Paper Company and the Oxford Paper Company.

Officials of the Portland Wood Handling Company say that the outlook for heavy shipments of pulpwood to this port this year is very bright and that the high mark of 1920 may be exceeded.

FORTY LBS. PER HEAD PER YEAR

Kellogg Tells House Committee Year's Paper Totaled 13,000,000 Miles

(*By Telegraph to* Editor & Publisher)

WASHINGTON, Jan. 7.—The average American now uses 40 pounds of newsprint annually, it was said here today by R. S. Kellogg of New York, who appeared at the hearings on the national forestry program before a sub-committee on appropriations.

"The people of the United States are the greatest readers of newspapers in the world," said Kellogg. "From using three pounds of newsprint per capita per year about forty years ago the American people now use close to forty pounds per capita per year. If the newsprint used in a year could be put in one roll of the regulation width for newspapers and unrolled it would reach 13,000,000 miles. Astounding figures you will say, but it shows how the American people are reading newspapers."

Changes in Sherman Newspapers

SHERMAN, Tex.—J. M. Harris, for a long time editor of the Sherman Courier, but a resident of Texarkana for the last two years, will return to Sherman shortly to accept again his position on the paper to which he was recently elected by the management. Since coming to Texarkana, Mr. Harris has been connected with local newspapers. P. S. Hunter of this city who recently bought the Whitesboro News-Record has moved with his family to that city. He was a resident of Sherman for nearly forty years.

Cates Goes to Marshfield

MARSHFIELD, Ore.—L. A. Cates, former owner of the Coquille Sentinel, has been appointed editor and business manager of the Daily News, formerly the Evening Record. The plant, which is owned by a syndicate of business men, will be enlarged and moved into a fireproof building.

The names of the advertising managers of all daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

Digitized by Google

OLD LUMBER FIRM MAKES NEW SALES BY NEWSPAPER ADVERTISING

Service and On-Time Deliveries Emphasized in Lloyd Campaign Which Will Run Indefinitely in Philadelphia After Year's Success

By EDWARD MUSCHAMP

PHILADELPHIA.—A newspaper advertising campaign that can be studied with profit by every newspaper publisher and advertising manager throughout the country, is that of the William M. Lloyd Company of this city. For more than a year this concern has been conducting a campaign in the Philadelphia newspapers that has been both unique and profitable.

In a word, the Lloyd Company, which is one of the largest retail lumber concerns in the East, has, through its newspaper advertising, been selling Lloyd Service, and, in turn, through this service advertising campaign, the Lloyd salesmen have been increasing the sales of Lloyd lumber.

Basis of Advertising

The William M. Lloyd Company had been in business fifty-one years when it began this newspaper campaign a little over a year ago. Up to that time the company, like practically all lumber concerns, had looked upon advertising, outside of the trade papers, as something that was all very well for manufacturers of soups and talking-machines and automobiles, but of little or no importance in the business of selling lumber.

As a basis for the advertising, various points were suggested and eliminated. The question of prices was given careful consideration and as a keynote laid aside. The matter of the quality of the lumber was given equal consideration and it, too, was, as a keynote, laid aside. It was decided that there was not sufficient price and quality advantage to the retail dealer and builder to make either of these subjects the basis of an advertising campaign designed to do what the Lloyd campaign was aiming to accomplish. It was true that at times retail dealers and builders found price and quality advantages in buying Lloyd lumber. But on the whole, the Lloyd officials, taking a broad and liberal view of their competitors, realized that there were many other dealers in their field who were also selling lumber of a very similar quality, at prices that were very fair and advantageous to the retail dealers and builders.

Decided to Tell the Public

But there was one very distinctive and decided phase of the Lloyd Company of which the officials were justly proud. This phase of the business comprised all those elements which, when combined in any business, make for efficiency in organization, which, in turn, makes possible the maintenance of on-time deliveries that are so essential in any line. In a word, the Lloyd Company believed that it was *service* over and above everything else, that their company felt that it was rendering to its customers, which was the corner-stone of the company's success.

For fifty years the company had been adding to and perfecting Lloyd Service. By studying their organization in all its many departments, by eliminating waste and lost motion here and there, and substituting efficiency, they had developed an organization which had enabled them not only to assure, but to guarantee to customers that an order placed with them not only meant that the customer would get the best quality of material for the purpose to which it was to be put, and at the lowest market price, but that, granting that he got all of this, he could, within human limitations, bank on receiving his lumber in quantities as he wanted it, and on scheduled time—two elements that are of the utmost importance, particularly to contractors.

So it was decided to tell the public, through the Philadelphia newspapers, just what the Lloyd service was, how it had been developed and what it meant to the builder and the retail dealer, and through them, to the public at large.

Obviously, such a goal could not be achieved through the occasional use of big space that, like a rocket, flared up for a brief period and then went out—to be followed only from time to time by other rockets equally short-lived. What the Lloyd Company was seeking to do could be accomplished only by practically continuous advertising, week in and week out; with a typographical layout sufficiently standardized to identify each piece of copy; but, withal, a newness and freshness about each piece of text sufficient to compel the reader's attention and to command his interest. The space decided on was two columns wide by 100 lines deep. A simple but definite border was approved. The Lloyd trademark was given a fixed place in every piece of copy, and a size and style of type decided upon.

The adoption of these standardized forms not only served the purpose of a cumulative effect, but simplified very decidedly the preparation of each advertisement. Before any copy was written, Lloyd Service was carefully analyzed and studied from every possible angle. In this way points were selected and arranged in the proper order for presentation.

After the campaign got under way, new service points developed from time to time, and these were taken up in the advertisements and talked about in a brief, human-interest way. Occasionally one of the ads explained some peculiar condition arising in the trade and affecting, to some extent, the company's service, which naturally the company felt should be made known and made clear to its customers. Once in a while a touch of humor was injected into the copy to emphasize some point or other that by its nature lent itself to such treatment.

This lumber advertising has been running now for a year. By so arranging the schedule of insertions, a brief message of Lloyd Service has been reaching the public practically every business day for more than fifty-two weeks. The company plans to continue the advertising indefinitely.

Analysis of Results

As to the results obtained, they have been of a varied and very practical nature. References to the advertising are constantly coming into the Lloyd Company from its trade, through correspondence, through phone messages, and through conversations between the salesmen and their customers. The general tenor of this comment has been of a very complimentary nature. And the significance of this is, of course, much deeper than the foregoing statement might indicate. In reality it means that the Lloyd Company is daily getting closer to its customers and growing in their confidence.

In the matter of new business, the results of the advertising have been of a most practical and concrete character. One of the officials of the company said that before the advertising campaign was started, they regarded one new account a week as very satisfactory progress. During the past year, new accounts have been coming in much more rapidly, until now the company wonders what is the matter when one new account does not come in every day.

The Lloyd salesmen have been having some very interesting experiences since the advertising campaign has been running. In a number of instances prospects that, for reasons which the salesmen were never able to fathom, had remained impervious to their best selling talk for years, have within recent months become Lloyd customers. Probably it would be impossible to point to any one or three or four of the ads and say "this one," or "these three advertisements," made a customer out of any particular prospect. But one cannot escape the conclusion that in such cases the repetition of Lloyd advertising, day in and day out, week in and week out, has had its effect—has made retail dealers and builders better acquainted with the Lloyd organization and all that it stands for, and has made it possible for the salesmen to get the accounts.

In every city and community, and in practically every well-known line, there is at least one concern corresponding in character and standing with the Lloyd Lumber Company of Philadelphia. And what the Lloyd Company has been doing through its service campaign in the Philadelphia newspapers, at least one other concern—either in lumber or in another line—can do in its locality with equal success.

PHILADELPHIA PRESS ALUMNI RE-UNION

PHILADELPHIA.—There will probably be 150 former members of the staff of the old Philadelphia Press at the reunion dinner to be held in the Gold Room of the Adelphia Hotel, January 15. And in this notable gathering will be representatives of every "administration" since the days of the Civil War. There will be old men who started their careers as journalists under the late Col. John W. Forney, and there will be cubs who were breaking into the game when the paper was absorbed by the Public Ledger this past October.

There will be ex-Press men gathered 'round the festive board who have risen to positions of eminence in journalism—and who are still in the harness; men who are directing the affairs of our states and municipalities, successful and widely read novelists, prominent dramatists, and noted and successful professional and business men.

This dinner will, in all probability, be the most remarkable gathering of its kind in the history of American journalism. For the Philadelphia Press, particularly in its heydey, was a veritable training school for newspaper men and its graduates into the world of journalism have achieved success and prominence in practically every big city in the country.

Col. George Nox McCain, now a special writer on the staff of the Evening Public Ledger but for many years one of the Press' star men, will be the toastmaster. The speakers will include Bradford Merrill, general manager of the Hearst newspapers; Henry L. Stoddard, publisher and editor of the New York Evening Mail; Oswald Garrison Villard, editor and publisher of the Nation and the Nautical Gazette and for many years publisher of the New York Evening Post; Cyrus H. K. Curtis, owner and publisher of the Philadelphia Ledgers and head of the Curtis Publishing Company; Gov. William C. Sproul, of Pennsylvania; James O. C. Duffy, for many years dramatic critic of the Press and known to newspaper men, theatrical people and literary folks throughout the country; Prof. John Dennis Mahoney, of the West Philadelphia Boys' High School; William W. Long, former city editor and sporting editor, now member of the Pennsylvania Legislature; Karl Bloomingdale, president of the Poor Richard Club; Alden March, of the editorial staff of the New York Times; Dean Hoffman, editor of the Harrisburg Patriot and the News; Ben Gordon, veteran city editor and probably the most popular man that ever worked on the Press; George G. Pierie, now a city official but a reporter on the paper more than fifty years ago; Dr. Talcott Williams, director-emeritus of the School of Journalism of Columbia University; Thomas Richter, the last city editor and now director of publicity of the Chamber of Commerce; Ralph Paine, the novelist, and Charles M. Lincoln, the publisher of the New York Herald.

Press Club Dines Benedict

PITTSBURGH.—Press Club members held a dinner on January 8 at their rooms in the Nixon building, in honor of Percy Warwick, the club's most recent benedict. J. E. McKirdy, president of the club, was toastmaster and on behalf of the guests presented Mr. Warwick with a case of silver. Mr. McKirdy later in the evening presented to the club autographed photographs sent to the club of President-elect Warren G. Harding and Sir Percival Phillips, the war correspondent, both of whom are life members of the club. Mr. Phillips sent the picture from Athens, Greece, where he was sent to cover the return of King Constantine to the capital.

Heacock Gets $900 Verdict

BUFFALO.—A verdict for $900 was awarded Lee F. Heacock, Buffalo newspaper man, in his suit for $5,000 brought against the New Age Publishing Company for alleged breach of contract. Mr. Heacock claimed the New Age, a Socialist publication, violated its contract with him by refusing to renew an agreement under which he obtained commission on advertising.

Credit Managers Organize

The Association of New York City Newspapers' Credit and Adjustment Managers has been organized with twelve charter members. Arnold Sanchez, of the New York Times, has been elected chairman to serve until a regular election of officers.

"Bat" Masterson's Father Dead

WICHITA, Kan.—Thomas Masterson, 97 years old, an Indian fighter and father of "Bat" Masterson, writer for the New York Morning Telegraph, died January 12.

Seaman Host to Baron Rosen

Baron Rosen, formerly Russian Ambassador to this country, was the guest at a dinner given by Frank Seaman at the Lotos Club, January 13.

Digitized by Google

SPECIAL I. D. P. A. CARS FOR SOUTHERN TRIP

Plans Being Worked Out with N. E. A. for Solid Inter-Association Train on Florida-Georgia-Alabama Tour in March

(Special to Editor & Publisher)

CHICAGO.—Willard E. Carpenter, chairman of the Inland Daily Press Association board of directors, is handling the details for the I. D. P. A. members' March visit to the South in co-operation with H. L. Williamson, secretary of the Illinois Press Association, and H. U. Bailey, of the executive committee of the National Editorial Association. Mr. Carpenter says:

"Our committee favors going over the Louisville & Nashville Railroad, instead of the Illinois Central. Mr. Williamson advises me that he has written to Secretary Schlosser, of the N. E. A., to join up with us over the 'L. & N.' in a solid I. D. P. A.—N. E. A. train. I have arranged with the Pullman Company for two sleepers for the Inlanders exclusively. This insures everyone the privacy of his own room, which may be retained from start to return. The cost will be approximately $2 per day per person, which is less than hotel rooms. I should like to hear from Inland members with regard to their views on the proposed trip.

"The following letter received from F. J. Cramton, publisher of the Odd Fellow, proprietor of the Cramton Lumber Company, of Montgomery, Ala., and a prominent member of the N. E. A., gives an idea of what a welcome is in store for the editorial party in Alabama. Mr. Cramton says:

"'The Chamber of Commerce advises me that the Inland Daily Press Association expects to join the N. E. A. in their trip to Florida, and Mrs. Cramton joins in our invitation to the Inland Daily Press Association to visit us in our own home town, where we will do our best to make the members have a pleasant visit. We will be joined by the Chamber of Commerce of Montgomery and the management of the great Booker T. Washington school at Tuskegee. Knowing the great rush that newspaper editors are usually in, I presume the party would want to visit both places in the same day, which can be done by having the entertainment at the school in the evening, the inspection of the school in the afternoon, Montgomery to be visited in the forenoon, with breakfast and luncheon here, and dinner at the school. I was at the school Thanksgiving, attending the religious service, heard the choir of 150 voices, and saw the student body of 3,000; later witnessed the students in their great dining hall, and I assure you that it is a wonderful sight and one never to be forgotten. Dr. Moton, the principal, is very enthusiastic about your visit and will have the school give a great entertainment for the visitors.

"'For Montgomery, I can only say that we will do as other cities do, dine you and show you our best. The party will have a different idea of the South than many of them have now, and a different idea of the South from what they will have if they see nothing but Florida, with all due respect to Florida. Mrs. Cramton and I want to assure you and the Association that our latch hangs on the outside at all times to all the members of the association.'

"W. F. Black, general secretary of the Montgomery Chamber of Commerce, in another letter backs up Mr. and Mrs. Cramton in everything they say about Alabama's desire to entertain the Inland Association.

"Florida's and Georgia's invitation to the Inland Association comes from George E. Hosmer, secretary of the Florida Press Association, and is as follows:

"'I take pleasure in extending to the officers and members of the Inland Daily Press Association an invitation to visit Florida at the time of the National Editorial Association convention, to be held during the early part of March at St. Augustine. After the session the Florida Press Association expects to take the visiting publishers and their families as its guests on the trip through Florida. All of the route is historic and scenic. The ocean and river views, fine vegetable and fruit farms as well as the historic incidents will be of special interest to the editorial party. I think the ideal way, as you suggest, Mr. Carpenter, is to go in your own chartered Pullman sleepers. You will have considerable entertainment extended to you on the way down by the various cities through which you pass. The Georgia Press Association is especially anxious to entertain you. From the reports I have from you and others in that territory, I expect Illinois to have one hundred members at the Florida meeting. We hope that you will all come, as we can assure you that you will have the time of your live if you do.'

"It is very gratifying to members of the Inland to realize that our association has become of international importance, that a representative of the Canadian government, J. Bruce Walker, attended our last meeting, and invited the members to be the guests of Canada next summer, preferably the last of June, as everything shows up at its best at that time.

"Mr. Walker stated that he expects the Dominion Government will make an appropriation for a special train to take the Inland Press Association members and their families from Winnipeg to Vancouver and Victoria via one route and returning over another."

N. E. A. Convention Speakers

ST. PAUL.—The following have notified H. C. Hotaling, executive secretary of the National Editorial association, of their acceptance of invitations to attend and address the March meeting in Florida: Walter Williams, dean of the Missouri school of journalism and president of the World's Press congress; William G. Sutlive, managing editor of the Savannah (Ga.) Press, and C. J. P. Mooney, editor of the Memphis (Tenn.) Commercial Appeal.

Paper Prices Lower in West

ST. PAUL, Minn.—According to H. C. Hotaling, executive secretary of the National Editorial association, the last sixty days have witnessed a wonderful change in the print paper situation, especially in the Middle West. Prices have depreciated very materially. Where 13 and 14 cents was being asked, paper is now available from jobbers for $8.70 in sheets and $8.30 in rolls. Dailies having contracts are securing supplies around 6½ cents.

Fire on Pejepscot Pulp Dock

BELFAST, Me.—The pulpwood discharging plant here of the Pejepscot Paper Company, at which cargoes of pulpwood from Canada are discharged from steamers and barges for transportation to the company's paper mills at Pejepscot, was put out of commission by fire on January 6. The damage was estimated at $100,000. Besides the damage to the plant, which included three big motor plants and was considered a model of its kind, 3,800 cords of pulpwood were damaged.

JANESVILLE GAZETTE IS HOST

Staff Ends Year with Banquet—Building Is Being Modernized

(Special to Editor & Publisher)

JANESVILLE, Wis.—Using a newspaper matrix as a novel form of menu place cards, the 56 members of the Janesville Gazette family were entertained by the publisher, Harry H. Bliss, at a banquet December 30 in the Grand Hotel. Stephen Bolles, managing editor, was toastmaster. Those who responded to the toasts were H. H. Bliss, publisher; Thomas G. Murphy, advertising manager; James F. McCue, classified advertising manager; Roger C. West, circulation manager; O. C. Homberger, business manager; Fred Myhr, foreman of the composing room; Edmund P. Ehrlinger, mechanical supervisor; A. A. Hagerman, Associated Press representative; and Harriette Wheaton, telegraph editor.

Improvements of the building are being completed to make the paper thoroughly modern. The editorial staff and composing rooms will occupy the entire second story of the Gazette building. The editorial staff will occupy offices until recently used by officers of the Parker Pen Company.

Burnet Record Plant Burns

BURNET, Tex.—Fire recently destroyed the building and plant of the Burnet Bulletin. Publication of the paper will be interrupted for several weeks until new equipment can be purchased and installed.

To Issue Less Frequently

The Arts, a magazine recently started by Hamilton Easter Field in New York, has been changed from a tri-weekly to a monthly, effective today.

Son in Partnership with Stone

HAWARDEN, Ia.—D. O. Stone, publisher of the Independent, has taken into partnership his son, Merle R. Stone.

ST. LOUIS MAY DOUBLE ADVERTISING FUND

(Special to Editor & Publisher)

ST. LOUIS.—A report of the St. Louis Municipal Advertising Campaign for 1920, in which a fund of $50,000 was expended, recommends that $100,000 be spent in 1921. The definite purpose of the campaign was for "the development of needed industries in St. Louis and to more fully round out the city as a well-balanced industrial center," and the "advertisements were placed in a selected list of newspapers, national magazines and trade journals in localities where it was believed they would present their appeal more strongly to business executives and stockholders of definite types of industries."

Ten national magazines, eleven trade journals were used. The report says:

Four New York daily newspapers—New York World, New York Times, New York Post and New York Tribune—were used for three issues in successive weeks. The purpose of these New York advertisements was to announce the St. Louis campaign to the financial powers which probably would be called into conference before a decision was reached to establish new Mid-West plants in St. Louis.

Thirty-eight daily newspapers covering the entire New England and South Atlantic states and portions of the Central Eastern states, were used for three insertions each. It is in these sections that plants of the type sought by St. Louis are located.

Fourteen daily newspapers in South America, Cuba and Mexico were used in the Latin-American campaign of 11 weeks, running on a carefully planned schedule from Oct. 18 to Dec. 17. These papers, published in eight cities in eight different countries, are leaders in their respective sections.

Of results, the report says:

As a direct result of the campaign, three manufacturing plants have definitely announced they will remove to St. Louis. A large shoe-products manufacturing concern has purchased buildings on North Ninth street for its plant. An old and established hardware manufacturing company of Massachusetts has commissioned the New Industries Bureau, established in connection with the campaign, to close a lease on property to be occupied by its plant. A large concern making shoe findings is now negotiating for property for its factory.

Negotiations are also in progress, with every indication of success, for the erection in St. Louis of a large cotton spinning mill and a shoe-lace factory. Negotiations with several other large plants have reached a stage which give promise of success.

It is recommended that:

The advertising campaign in 1921 should be expanded to take in many points which have not been touched, looking toward the ultimate recognition of St. Louis as the country's biggest central market and distributing point.

The report is signed by W. F. Carter, president of the St. Louis Chamber of Commerce, and M. P. Linn, chairman Advisory Committee, Municipal Advertising Campaign. The whole campaign was handled by the John Ring, Jr., Advertising Company.

NOTES OF THE AD AGENTS

INDIANAPOLIS.—Fred Millis, formerly assistant manager of the Indianapolis News, and recently head of the promotion department of the Indianapolis Chamber of Commerce, has entered the advertising agency field. His agency will be known as Fred Millis, Inc., Advertising and General Sales Counsel. "My advertising agency will not affect in any way my connection with the Indianapolis News nor the N. A. N. E. It is merely a concentration under one head of the number of activities which I have carried on during the past two years," said Mr. Millis to Editor & Publisher.

Miss Florence G. Kramer, who has been advertising manager of the Dubblebilt Boys Clothes, Inc., and assistant advertising manager of the Bauman Clothing Corporation, both of New York, has established an advertising service in New York.

S. R. M. Hoye, formerly of the New York office of Hoyts' Service, Inc., has been transferred to the Boston office.

MONTREAL.—Chester F. Craigie has resigned as general sales manager of Ames, Holden, McCready, Ltd., shoe manufacturer of Montreal, and has entered into partnership with Ross O. Stevenson, president of Dominion Advertisers, Ltd., as vice-president in charge of sales and promotion work.

William I. Tracy, formerly of the advertising staff, and Arthur S. Garrabrants, of the service department of the Fairchild Publications, New York, have established an advertising agency, to specialize in textile manufactures, at 31 Union Square, New York.

CHICAGO.—H. W. Dudley has been made director of research of Vanderhoof & Co., advertising agency. He formerly was advertising manager of the Atlas Portland Cement Company, of New York. Another addition to the Vanderhoof agency is Harry Burdick, formerly of Henri, Hurst & McDonald. He will have charge of the copy department.

CHARLESTON, W. Va.—The name of the Jesse H. Whiteley Advertising Agency has been changed to the Allied Crafts Service. The new organization will engage in advertising, art, photography, motion pictures and engraving. Its officers are Jesse H. Whiteley, president, and Robert L. Hance, treasurer. J. William Hazelton, A. A. Barnes and Barry L. Thompson are also associated with the new company.

Paul Wilder, formerly advertising manager of Halsey, Stuart & Co., and later a manufacturer of toilet articles, is now with the Chicago office of Albert Frank & Co.

G. Brent Neale, who was for many years manager of the Robert M. McMullen Company, of New York, and who was later with the San Francisco office of the H. K. McCann Company, is now with the United Advertising Corporation, outdoor advertising, as account executive at New York.

DETROIT.—Jonathan J. Buzzell, former advertising manager of the motor equipment divisions of the General Motors Corporation, has opened an advertising service agency in Detroit.

PHILADELPHIA.—The P. M. Allen Advertising Service has been established here by Philip M. Allen, formerly copy service chief of Clark-Whitcraft Company, Inc. Prior to that connection, Mr. Allen was for five years with the Philadelphia Public Ledger.

Digitized by Google

COLLEAGUES HONOR JAMES G. SCRIPPS DEAD IN THIRTY-FOURTH YEAR

Tributes Come From Friends and Associates Throughout Nation—Succeeded Father as Head of 21 Dailies and Allied Industries 12 Years Ago

(*By Telegraph to* Editor & Publisher)

SAN DIEGO, Cal., Jan. 11.—The death of James G. Scripps at his country home near San Diego, noted in Editor & Publisher of Jan. 8, ended one of the most remarkable careers in the history of American newspaper work. He had and responsible head of the great Scripps newspaper organization for twelve years, conducting its affairs with conspicuous success, yet he was only 34 years of age when he died. Twenty-one important daily newspapers, published in as many different cities, with several allied newspaper industries, make up the Scripps organization.

Tributes of respect and genuine admiration and friendship were paid by executive and employes of every grade in each of these establishments when the kindly young publisher was laid to rest in Greenwood cemetery, Monday.

"Jim" Scripps, as he was known by every man, woman and boy in the organization, was the eldest son of E. W. Scripps, the founder of the Scripps organization. With his brother, John, he was trained from early boyhood to take up the heavy responsibilities of newspaper management. While he was still in short trousers he and his brother attended all business conferences at his father's home, read all business letters and papers, and studied the principles under which business is conducted.

Inherited Father's Genius

In speaking of James G. Scripps, Milton A. McRae, the life-time associate of his father, E. W. Scripps, said:

"In the history of American newspapers, no young man of James G. Scripps' age ever held the managerial responsibilities and authority that he held for a period of years. At one time he directed more daily newspapers published in cities of the United States than any other man in America. He inherited from his father a genius that few men possess.

"He cared little for world praise or attention. His modesty and retiring manner were a marked characteristic.

"The death of James G. Scripps at such an early age is a great loss to this country."

At the age of 21, with the cordial support and approval of his father's associates, the young Scripps stepped into control of the vast industry which his father had created. The elder Scripps was in frail health and he passed the reins of active management over to his son as soon as the latter came of age.

His work was shared in part by his younger brother, but in 1914 John Scripps died.

Had Keen Knowledge of Men

For several years "Jim" Scripps directed both the editorial and business ends of the Scripps newspapers. In 1917, Robert P. Scripps, the youngest and today the only surviving of three brothers, was made editorial director of the newspapers, a position which he still holds.

The newspapers directed by Mr. Scripps included the Cleveland Press, Toledo News-Bee, Cincinnati Post, Akron Press, Columbus Citizen, Evansville Press, Terre Haute Post, Des Moines News, Oklahoma City News, Dallas Dispatch, Houston Press, Denver Express, Spokane Press, Seattle Star, Tacoma Times, Portland News, Sacramento Star, San Francisco Daily News, Los Angeles Record, San Diego Sun and Memphis Press.

With a keen knowledge of men, a deep insight into character and an uncanny business foresight, James G. Scripps compelled the fullest and most enthusiastic support of his associates.

It was his habit, after choosing an executive, to repose in that man the most complete authority in his particular field, himself refusing to touch upon details. The success of his method is shown by the tremendous multiplication in value and prestige which has attended the operations of the Scripps concern.

Personally, he was of the simplest possible tastes. At his ranch at Miramar, near San Diego, and at his summer home by the Pacific at Del Mar, he played with his children, received his associates, did his daily work, always dressed in the soft shirt, khaki trousers and leather puttees of the ranchman.

Held "Society" in Contempt

He held an amused contempt for what is commonly called "society," and refused to have anything to do with it. His leisure hours were largely spent with his chum of sixteen years, R. L. Merigold, with whom he fished and hunted and went for an occasional tour of the United States by motor.

In 1907 Mr. Scripps married Josephine Stedem, of Cincinnati. By this marriage he was the father of four children—Edward W., now aged 12; Joseph, aged 10; James, Jr., aged 8, and Ellen Browning, aged 7. His wife and children, his father and mother, his brother Robert P. Scripps, and two sisters survive him.

At his funeral, eight of his close friends and business associates were the pall-bearers.

They were R. L. Merigold, his confidential assistant and old friend; E. B. Twelker, his private secretary; E. F. Chase, formerly business manager of several of the Scripps newspapers; B. H. Canfield, managing director of the Scripps northwest papers and of the Los Angeles Record; Curtis Hillyer, counsel for the Scripps concern; Thomas H. Scripps, a cousin; E. H. Bagby, formerly with the Scripps concern and also a cousin of Mr. Scripps, and Eugene MacLean, publisher of the San Francisco News and Sacramento Star.

Attending the services also were Col. M. A. McRae of Detroit, for years partner of E. W. Scripps; A. O. Andersson of Cleveland, formerly president of the Scripps southern papers and of the Newspaper Enterprise Association; Roy W. Howard, business director of the Scripps newspapers; J. C. Harper, for many years general counsel for the Scripps concern; F. W. Kellogg, publisher of the Los Angeles Express; W. H. Porterfield, publisher of the San Diego Sun, and E. E. McDowell, the cartoonist.

Telegrams of sympathy were received from practically every newspaper publisher of importance in the United States. Except those who chanced to be already en route to the Pacific Coast, Mr. Scripps' Eastern associates were unable to attend on account of the time necessary to make the trip after receipt of word of his death.

The concluding words of the service at the grave, read by Rev. Dr. Howard B. Bard, were the lines engraved on the tomb of Mrs. Clemens by the late Mark Twain:

"Warm Summer sun, shine brightly here;
Warm Summer wind, blow softly here;
Green sod above, lie light, lie light—
Good-night, dear heart, good night, good-night."

Michael Connolly Dead in Memphis

MEMPHIS, Tenn.—Michael Connolly, for many years active in Southern journalism, died here January 9, aged 68 years. Born in Canada, he entered newspaper work as a telegraph operator and shifted to the editorial end with the Houston Post and later the Dallas News. Going to Memphis as a reporter for the Avalanche, he worked his way through the editorial desks on the various papers, with brief interludes in the service of the Associated Press and Chicago Inter-Ocean, and became an editorial writer on the Commercial Appeal in 1896. For the past 15 years he had been managing editor and editorial writer on the News-Scimitar and was active until a few months ago.

New York Ad Agent Dead

Charles J. Johnson, well known in the financial district for many years, died in New York, January 11. At the time of his death Mr. Johnson was treasurer of Rudloph Guenther-Russell Law, Inc.

C. R. DuNoyer Dead

UTICA, N. Y.—Charles R. DuNoyer, advertising manager of the Utica Press, died suddenly last week. He had been on the Press for many years, starting as a subscription collector and becoming head of the advertising department about 12 years ago.

JAMES G. SCRIPPS
1886-1921

His death at such an early age is a great loss to this country.—M. A. McRae.

BENTON M. HOLMAN DEAD

For 25 Years with Lord & Thomas—Two Sons in Coast Advertisement

SAN FRANCISCO.—Benton M. Holman, aged 70, Chicago advertising man, died here Jan. 3. He was connected with the advertising firm of Lord & Thomas for more than 25 years. Mr. Holman edited the Johnson County Democrat at the age of 21, went to Chicago in 1887 and engaged in advertising work until 5 years ago, when he came to California. He was a 32d degree Mason, a Knight Templar and a member of the Shrine. Two sons survive him, Merritt C. and Everett A. Holman, both of San Francisco and both in the advertising business. The latter is Pacific Coast representative of the E. Katz Special Agency.

B. M. Holman

Obituary

D. C. McCALEB, aged 45, one of the best known newspaper men in Texas and a veteran of the Spanish-American and World Wars, died at Wichita Falls, Tex., last week. Mr. McCaleb was in charge of the publicity work of the Wichita Motors Company. He was one of the founders of the Fort Worth Star and at one time was managing editor of the Fort Worth Star. Mr. McCaleb had also been editor of papers in Austin and Houston and published a paper for a time in San Antonio.

D. P. R. STRONG, aged 80, once one of the most prominent newspaper men of the Northwest, died January 7 at the Minnesota Soldiers' Home. He was formerly editor of the Atwater (Minn.) Press and Grand Forks (N. D.) Herald.

ARTHUR W. NAYLER, aged 66, died in Pittsburgh January 9 after a brief illness. For the past 30 years he had been identified with newspaper work in various capacities, most of the time with the Pittsburgh **Press.**

JAMES C. BOWN, aged 73, publisher of the Columbia County (Pa.) Republican for the past 25 years, died at Mountain Grove, Pa., on January 8.

WILLIAM L. DEWART, SR., aged 62, one of the publishers of the Sunbury (Pa.) Daily and the Northumberland County Democrat, died in Sunbury on January 8.

J. A. PALMER, for several years editor and publisher of the Huntsville (Tex.) Post-Item, died recently in Houston, Tex., and was buried at Huntsville.

FRANK PATTERSON CURRIE, president of the Dominion Paper Company, Ltd., and of the W. & F. P. Currie Company, Ltd., Montreal, died January 6 after an illness of eighteen months, aged 81.

W. FRANK KENNEDY, aged 72, managing editor of the Fall River (Mass.) Globe for 27 years until his retirement three years ago, died January 6.

EDWARD W. COLBY, for a quarter of a century telegraph operator for the Associated Press, died recently at Manchester, N. H. Mr. Colby was the first man in New Hampshire to take press matter on the typewriter.

HANS ERNST KURT MORTIMER VON KESSEL, aged 77, veteran Milwaukee

(*Continued on page 32*)

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

MUST MAKE NEWSPAPER COPY THE NATION'S BUSINESS STABILIZER

FOLLOWING the Civil War, prices followed the declining lines shown in the chart to the side. This chart will be very similar to the one that could be made up for 15 or 20 years following the Napoleonic War.

Commodity prices over the country in the next decade or two will follow very largely this line, if what has happened in the past may be taken as an index of what will happen now. The rises and falls may not be identical. The period may not extend over so many years. We may not find the sharp changes because of the elasticity of the present financial system.

But a conclusion may safely be drawn that for several years to come in successive downward and upward movements, the downward movements will be greater and will last longer.

Newspapers of the country should join in getting this true state of affairs "over" with both the manufacturer and the retailer.

More than ever before will quick turnover be the key to merchandising success.

The local newspaper representatives should urge the retailers to clean out their present stock by using dominant sales copy and to start in immediately on a system of merchandising by which they buy advertised goods and sell in quick rotation.

The same should be true of manufacturers. Quick sales so as not to be caught in the falling market should be the key note of the selling organization.

That eminent apostle of business paper advertising, Jesse H. Neal, of New York City, is quoted recently as saying before an advertising class in Columbia University that the year 1921 will show the manufacturers chopping off media that do not produce actual results and concentrating advertising appropriations in those kinds of media that will produce results

Dominant newspaper advertising is the most efficient form of advertising that can be used today.

This is the only kind of advertising that can always be depended upon to bring in immediate and profitable results.

Without saying a word against the backing up by billboards, sharpshooting by direct mail, retail prestige copy in magazines, the electric signs, street car, elevated cards, yet the fact still remains that now is the golden opportunity for the newspapers to cement even more in the minds of the business men of the country the fact that the newspapers are the one logical advertising medium to be used.

Never was there a time when newspaper advertising men should be tightening up their sales staff as now. Back they should go to the old pre-war basis and go out and fight for every possible line of business.

An investigation made recently by the newspaper department by sending out questionnaires to about 50 different newspapers of the country shows that advertising managers are merely hoping to hold their own in 1921 in comparison with 1920.

This is the wrong psychological attitude to have toward business. Newspaper advertising has just come into its own. Naturally advertising should grow as newspapers have just become to be recognized as the true national advertising medium.

With the quickening of the retail merchants' methods there should be a growth in the space used by the retail advertisers.

By March the automobile business should be on a "selling" basis. Copy perhaps will not be as large as last year, but this loss can easily be overcome by the increase in real estate and building material advertising.

The classified manager who is sitting down sadly reflecting on his great loss is making the mistake of his life. Progressive classified advertising managers are building up their miscellaneous for sale columns and their machinery columns and a thousand and one other classifications that have to do with miscellaneous selling.

With the slackening up in housing conditions over the country there should be an increase in houses for rent and real estate for sale. But the whole proposition is a selling proposition. The advertising manager will have to take the bull by the horns and put selling pep in the organization and go to it.

* * *

WINS FIRST PLACE AS RETAILER PUBLICATION

The World Retailer

A DIGEST of MERCHANDISING IDEAS

Vol. 2 (...) New York, September, 1920 No. 9

PRESENT BUSINESS CONDITIONS AND THE WAY OUT

Read What a Big Man in Business Says About the Causes of Business Depression and the Only Way to Avoid Hard Times. Every One Must Return to the Ideal of Real Service and Produce More if High Wages Are to Be Maintained.

THE New York World was awarded first place in the symposium of retail publications made by a secret committee of the National Association of Newspaper Executives.

The awarding of the first place was a matter of some contention on the part of the 12 different newspaper advertising men living in three widely separated cities, than in any other place. There was a good deal of question as between the merits of the Co-operator, published by the Chicago Tribune, which was awarded second place, and the World's Retailer. The World's Retailer was given first place over the Co-operator principally because the members of the secret committee felt that there was sounder business principles enunciated in the editorial policy of the publication of the New York paper than of the Chicago paper.

It is a fact, however, the Chicago Tribune publication is a much cleaner looking and better appearing paper. The World's Retailer is published on cheap newsprint, while the Co-operator comes out on supercalendered stock.

Other places awarded by the committee was third place to the New York American, fourth place to the Chicago Herald-Examiner, fifth place to the Cleveland News, sixth place to the San Antonio Express, seventh place to the New Orleans Item and eighth place to the Batavia (N. Y.) News.

A number of newspapers which publish retail publications did not enter into the contest, included among which was the very excellent publication of the Philadelphia Public Ledger, which no doubt would have ranged very high in the symposium.

None of the judges in the symposium have any connection with the papers upon whose publications judgment was passed.

It is hoped by the directors of the National Association of Newspaper Executives that this symposium will lead other papers to issue publications of this kind.

Newspaper advertising can be built by such methods. Foolish practices of actually giving away printing, space, stamps, etc., followed by some of the papers, can be eliminated by the publishing of a house organ such as this, which at the same time will go forward building up. There is only one advertising medium that will really move the goods from the shelves of the retailer to the house of the consumer and that is the newspaper.

SALADA USES NEWSPAPERS ONLY

THE value of the daily newspaper as an advertising medium is recognized by the Salada Tea Company, which makes use of no other medium in telling the public of its wares. At present the company places its advertising in 215 daily newspapers which take in every important center from Bangor to Los Angeles, and south as far as Tampa, and this list does not include publications in Canada in which Salada advertising appears.

William H. Walsh, advertising manager for the company, is now in Boston on his annual tour of the United States, making stops in all places where Salada advertising matter is printed. To the newspaper men of New York and Boston particularly, "Billy" Walsh is a familiar figure, for he worked on the papers in those cities and has a host of newspaper friends. In recent years he has been in touch with the advertising end more than the reporting field, although he was for years political editor of the Boston Herald and Globe, as well as associated with the editorial department of the New York World.

* * *

NAME NOT GETTING OVER

EVIDENCE that the recent change in name of the Newspaper Department to the National Association of Newspaper Executives has not gotten over with all the publishers in the country, is shown in a letter received last week from Lafayette Young, of the Des Moines Capital.

Lafayette writes, "What is this new organization?"

Lafayette was president of the newspaper department at the time of the St. Louis convention, but for some reason or other has not taken an active interest in the organization since that time.

* * *

WEBB WILL BE THERE

FRANK WEBB, advertising manager and assistant general manager of the Baltimore News, is scheduled to attend the meeting of the National Commission of the A. A. C. of W. at St. Louis, January 21, as one of the representatives of the Newspaper Department.

Word has not yet been received as to whether or not Frank I. Carruthers, of the Denver Post, will be able to make the trip east to St. Louis at that time, though it is hoped that the organization will present a solid front at the meeting of the National Commission.

Digitized by Google

THE SIGNIFICANCE OF THE SLUG—III

On the Press

In the Linotype*-equipped shop, changes on the press are made with the same ease and quickness that mark the economical advantage of the* Linotype *slug throughout all the other departments. The press is halted only for the moments necessary to change the slug. Before the one-type-at-a-time man's tweezers can manipulate an individual character, the* Linotype *man's fingers place the whole line, working with the swiftness due to the fact that the slug insures the job against "pi" and other accident.*

Mergenthaler Linotype
Company

Digitized by Google

UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

MELVILLE STONE'S NEW BOOK

IT is not generally known that Melville E. Stone, general manager of the Associated Press, is directing much of his leisure time to writing his reminiscences which are to be published in book form next spring by Doubleday, Page & Co. Some months ago Collier's engaged him to prepare a series of articles for the weekly in which should be embodied some of the notable events of his career. Nine of those articles have already appeared, and six more will follow. While some of this material will doubtless appear in the forthcoming book, the most of it will be entirely new matter.

Few men of our time have had so much to do with journalism in all its varied aspects as Mr. Stone, first as a newspaper editor and publisher, and later as the executive head of one of the world's largest and most important news gathering and distributing organizations. Henry Watterson, who is regarded as one of the foremost journalists of our time, but who has retired from active service, has not been prominently identified with any newspaper except the Louisville Courier-Journal, which, although published in a comparatively small city, has exerted a national influence because of his connection with it.

Mr. Stone, on the other hand, as the executive head of the A. P., has been in daily contact with a thousand newspapers through the news service of that organization. Nothing of importance could happen in any part of the globe that he did not know about it before anybody else outside his own office. His duies brought him in constant touch with the most prominent men of our day. He has spent considerable time abroad and knows personally the leading statesmen, scientists, writers, and men of affairs of Europe. He has been acquainted with Clemenceau for forty years.

It can readily be seen that a journalist who has such an intimate knowledge of men and events as Mr. Stone, is in a position to contribute to the literature of journalism some exceedingly interesting and valuable reminiscences. He has a wonderfully retentive memory. Nothing of imporance in his eventful life seems to have been forgotten. He has kept files of his correspondence with distinguished men which will furnish valuable material for his book. He has scrap-books filled with records of news events that have occupied the attention of the public during the past fifty years that will be of service to him in its preparation.

Mr. Stone has lived such an active, busy life, that some of the things he has done that have exerted a considerable influence upon business have been forgotten by many old timers and are unknown to the younger generation.

For instance, it was Mr. Stone who was instrumental in bringing about the establishment of the first fast mail train service for the delivery of morning newspapers to distant points. He conceived the idea and made a trip from Chicago, where he then resided, to Washington to present his views on the subject to the Postmaster-General and other Government officials. Through their co-operation and the co-operation of the enterprising management of the Chicago, Burlington & Quincy Railroad, an experimental fast mail train was put on by the latter company which proved such a decided success that within a year or two all of the principal railroads running out of the city followed the lead of the Burlington. This killed the monopoly of the express companies in the out-of-town distribution of morning newspapers. No wonder the publishers rejoiced at their escape from the clutches of the express companies, for instead of paying 10 cents, as formerly, for the delivery of two or three newspapers to a country dealer, under the fast mail arrangement they paid only one cent.

It was Mr. Stone who introduced the use of pennies in Chicago soon after he had founded the Daily News, the first one cent newspaper in the Middle West, in 1875, by persuading the owners of the big department stores to sell dollar goods at 99 cents and 50 cent goods at forty-nine cents. As the nickel was the smallest coin in circulation in the city, and as the prices of all articles were multiples of 5 cents, there was no way a person could spend the penny received in change when a purchase was made, except to buy a copy of the Chicago Daily News with it. Mr. Stone started the ball rolling by distributing among the stores a barrel of cents which he had secured from the United States Mint in Washington.

It was Mr. Stone who organized the Merganthaler Linotype Company, which has since become the largest manufacturer of typesetting machines in the world and has revolutionized the printing industry. The man who gave the linotype its name was W. H. Rand, one of Mr. Stone's associates in the enterprise.

Next to the organization of the Mergenthaler Linotype Company Mr. Stone's most important contribution to journalism was the work he did in securing the establishment of the principle in law of the right of property in news. He advocated this principle for nearly half a century. He believed that an individual newspaper or an association of newspapers that, through enterprise and the expenditure of considerable money, had secured exclusive news reports, should be protected in their ownership of those reports for a reasonable length of time after they had been printed. He contended that no news bureau or individual should be allowed to appropriate to its own use news so gathered.

In the suit of the Associated Press vs. the International News Service the United States Court of Appeals by injunction forbade the latter organization from approaching and purveying, in competition with the Associated Press, news or dispatches from either the bulletin boards or the early editions of papers receiving the reports of the Associated Press. This order was later confirmed by the Supreme Court of the United States.

These are some of the subjects that Mr. Stone will write about in his new book. That newspaper men everywhere will want to read it is a foregone conclusion.—FRANK LE ROY BLANCHARD.

Your High-Class Readers Will Watch for

THE YOUNG LADY ACROSS THE WAY

THE YOUNG LADY ACROSS THE WAY.
The young lady across the way says her father and mother have had the same family doctor ever since they were married and he's getting to be quite a veterinarian on the service.

A Daily Two by Six
FOR
Those to Whom the Average Comic Does Not Appeal

THE McCLURE NEWSPAPER SYNDICATE,
373 Fourth Ave., New York City.

Jailed for Stealing Papers

SAN ANTONIO, Tex.—An indeterminate sentence of two to five years in the State Training School for Juveniles at Gatesville, was imposed on Charles Givens, 12-year old negro boy, for stealing 25 copies of the San Antonio Express of last Sunday's edition. The boy entered a plea of guilty before Judge McCloskey of the Juvenile Court and it was shown that this was the third time the boy had been before the court on a charge of stealing newspapers.

NEW BROOKLYN AD CLUB

Harry H. Clarke Elected President—70 Members Enrolled

Advertising men of Brooklyn, to the number of seventy, on Wednesday evening, completed the organization of the Brooklyn Advertising Club, affiliated with the Brooklyn Chamber of Commerce, by electing the following officers:

President, Harry H. Clarke, advertising manager of C. Kenyon Company; vice-president, Clifford M. Bishop, of Bishop, McCormick & Bishop; secretary, Grant E. Scott, the secretary of the Brooklyn Chamber of Commerce.

Executive committee: Rev. Robert W. Anthony, of the church extension committee of the Presbyterian Board of Brooklyn; Bert Edward Barnes, advertising manager of the Morse Dry Dock & Repair Company; P. B. Tollison, of Tollison & Klingman; Thomas D. Gould, of Oppenheim, Collins & Co.; W. H. Horner, of the Brooklyn Eagle, and William Woolford, of the Bank of America. John D. Ballou, Jr., advertising manager of Frederick Loeser & Co., acted as temporary chairman at the organization meeting.

William E. Hersey, of Robert H. Ingersoll & Brother, gave an excellent address on "Selling Goods by Mail."

CHURCH G. TODD, Jr.

Church G. Todd, Jr., although one of the younger members of our Organization, has had considerable advertising experience. He was Advertising Manager, as well as Editor, of the school paper at his Military Academy. Then, while at college, he also did the same sort of work. During the war he was with the Navy and after being discharged, joined the Chicago Tribune and later, the Chicago News.

His experience and fine training has been proved by the fine cooperation he has given in our Chicago office.

Lane Block

Scranton Republican

The more thoroughly an advertiser will investigate the local situation in Scranton, the more certain he is to use the Scranton Republican.

In all the better homes in Scranton and its immediate suburbs, the Republican is delivered direct by its own carriers and agents every morning. It has practically no street sale.

Its readers have confidence in the paper and as they constitute the better class they have the purchasing power to make the paper profitable to advertisers. No well informed space buyer would attempt to cover Scranton without the Republican.

Serial Adv. No. 25

Digitized by Google

—do you concede

that the daily Newspaper is the most adaptable and powerful of all mediums?

The Newspaper, available at a moment's notice, subject to timely messages, reaches the greatest number of people in any desired territory and with any frequency—and at the lowest cost.

These obvious and exclusive advantages indicate that only through the assistance of Newspaper advertising can sales reach their peak.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1918

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Of a Series, Number 51

Specific, Unusual Service

The representatives of the Katz organization from all offices gathered in New York during the week of December 27th for their sixth annual sales conference.

It has proved that this annual practice of reviewing the year's work and laying plans for the future, though obviously expensive, is a splendid investment.

The staff now totals 36 people, of whom 15 are salesmen—offices in 5 cities—one of the largest forces in the special agency business.

1920 closed the biggest year in the history of the E. Katz Special Advertising Agency.

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular weekly feature of Editor & Publisher. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1115 World Building, New York.

BEST RESULTS FROM STRAIGHT CANVASS

"WE have tried many methods for circulation building, a straight canvass with competent solicitors (unfortunately all good canvassers are not good newspaper salesmen) and a clean cut newspaper, sold strictly on its merits, are unquestionably the sanest and most satisfactory methods of increasing bone-fide subscription lists. Six months after the campaign closes will show a greater increase of staple new subscriptions than any other means we can name and at a minimum of expense," writes W. B. Sutherland of the Auburn (N. Y.) Advertiser-Journal.

As to returns—Our experience has taught that newsrooms generally handle newspapers in connection with other lines, principally cigars, and their desire to supply the wants of their customers for articles, tends to make them order papers above, rather than below their actual sales. We have found only a slight falling off in our newsroom sales on the no-return basis.

As for street sales, in small towns, these are confined almost entirely to the centre of the city and the carriers are never far from their base of supplies and can therefore replace their stocks with practically no delay. For this reason we have found the *no-return* a great blessing. The street sale can be very closely estimated, in our own city of 35,000 within 30 copies daily and we are able to make our press run very close to the actual distribution.

* * *

NEWS AND NOTES OF THE CIRCULATION FIELD

ST. PAUL.—The Sunday Pioneer Press promises prizes to youngsters furnishing the best suggestions for Christmas tree ornaments. The St. Paul Daily News holds out a cash prize as an inducement for boys and girls to try their hands at Christmas stories.

WICHITA, Kan.—Wichita newsboys are a frugal sort, according to reports made to the annual meeting of the Wichita Newsboys and Overseas Association. Forty-seven out of the 104 boys present had bank accounts. The annual report showed receipts of $332.45 and disbursements of $268.08. Included in these expenditures were sick benefits, flowers, etc.

ST. PAUL.—A. D. Darge, manager of the Ryan Hotel, St. Paul, has invited 100 newsboys of that city to be his guests at a Christmas dinner. Mr. Darge's act was entirely on his own motion and due to his friendly interest in boys generally. Those invited are little fellows who would not have a Christmas dinner otherwise.

BOSTON.—The next meeting of the New England Association of Circulation Managers will be held in Boston, January 19. The business manager of every newspaper represented in the association has been requested to submit a topic or problem for discussion.

COLUMBIA, Mo.—"A carrier is the connecting link between newspaper and reader; if that link fails, the paper is worthless," says one of the "Peppers," little paragraphs in the Missourian Pepster, which is distributed to the carriers of the Columbia Evening Missourian. To show its appreciation of these links, the Missourian gave a great feed-together with a free movie December 11. The Missourian Pepster is printed for the carriers, and the first issue contains a story of how one carrier built up a route from 1 to 140 in a few weeks; another front page story tells of the feed-together and the free movie. A "Who's Who and Where" lists the carriers and their territory, and the rest of the page is filled with Peppers.

ST. PAUL, Minn.—C. J. Kutill, formerly superintendent of circulation of the Daily News, is back on the paper temporarily in an advisory capacity.

TORONTO.—During the production of the play, "It Pays to Advertise," in Owen Sound, Ont., recently, the Sun-Times gave a theatre party to eighty local merchants with their families and friends.

HOUSTON, TEX.—The Post circulation department, from Circulation Manager R. B. Kinard down to the most junior carrier, was remembered by Santa Claus on Christmas Eve at a get-together celebration. Addresses were made by Roy G. Watson, president and publisher; A. E. Clarkson, secretary-treasurer, and L. A. Hoskins, managing editor. Irvin Ellis, for sixteen years a Post carrier, acted as Santa Claus, and after presenting Mr. Kinard with a platinum and diamond solitaire pin, the gift of the department, handed out boxes of candy to the ladies and characteristic paperweights to the men. I. L. Burton, city circulation manager, received a gold pen and pencil set, and A. L. Forbes, country circulation manager, a desk-writing set. Mr. Watson received a paperknife and paperweight.

PHILADELPHIA.—The Evening Public Ledger has started a circulation and general promotion campaign in the form of a limerick contest, which started a week ago and will continue indefinitely. Each day the Evening Public Ledger prints four lines of an original limerick. Readers of the paper are invited to submit their ideas of the best last line for each day's limerick. A prize of $100 is awarded each day to the person submitting the last line that in the opinion of three judges is the best.

SCRANTON, Pa.—The Republican issued to its readers, through the carrier force, New Year's greetings in the form of a calendar, illustrated with pictures of the methods and processes of taking coal from Scranton mines and making it ready for shipment.

ST. PAUL.—The Daily News offered a contest for girls of 12 years and under, with a prize for the most interesting letter describing the doll received as a Christmas gift. The Sunday Pioneer Press offered cash prizes for the best reasons for making or not making New Year resolutions.

DES MOINES, Ia.—Charles Kenneth Jefferson, who is with the circulation department of the Register and Tribune, and Miss Lulu Faye Tuttle were married December 11.

BROCKTON, Mass.—Edward J. Waldron, of Auburn, N. Y., has become circulator of the Times. Mr. Waldron has been engaged in promotion work in New York State and New England.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

INTER-DEPARTMENTAL CO-OPERATION

"MANY a circulation building opportunity is lost by simply neglect on the part of someone who did not appreciate the selling value of a news item. Co-operation will help wonderfully and I might even suggest a 'runner up,' or fellow who could keep in touch with both departments, a live wire who knows news and knows also the selling value of it," says Daniel W. Tanner, circulation manager of the Utica (N. Y.) Herald-Dispatch and Sunday Tribune.

"Just as soon as some live item breaks there should be some system of communication between the news and circulation departments, giving those in the latter department the opportunity of arranging for the proper care of the newspaper clients. Even though the happening may not be of general interest but still important and of good news value to a certain section served by the newspaper, if the circulation department knows that the item referred to is to be published then the matter of enlarging the orders in that section may be judiciously accomplished.

"The time to do this is when the item is live news and not hours after it becomes stale. 'Do it now,' is a mighty good slogan for every department of a newspaper."

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9957-8-9

During 1920

The St. Louis Star Published MORE Department Store Advertising than any other St. Louis daily newspaper

THE ST. LOUIS STAR

National Advertising Representative

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

Don't Say "Paper"—Say "Star"

Trade Mark Registered

Digitized by Google

Boston Globe
FIRST
Total 12,982,585 Lines

Boston Globe Breaks All Records During the Year 1920, Printing 12,982,585 Lines of Advertising, and Leading All of the Other Boston Newspapers

12,982,585 was the largest number of lines of advertising ever printed in the Boston Globe or in any other Boston paper in any one year and **was more lines than were printed in any other Boston paper,** during the year 1920.

In considering the great volume of the Globe's advertising business, 12,982,585 lines of all kinds of advertising printed during 1920, **advertisers will please note that many thousands of lines of various kinds of advertising not acceptable** to the publishers of the Globe were refused publication.

The positive proof that the Boston Globe gives its advertisers the best results, as it has given them for over 30 years, **lies in the fact that it has more individual advertisers, display and classified, than all of the other Boston newspapers (having daily and Sunday editions) added together.**

The Globe averages over 7,500 individual advertisers a week during the year, and in addition to the many thousands of advertisers who get their replies by mail, at their stores, offices or homes, the Globe handles more than 300,000 letters a year through the Globe Counting Room.

The classified advertiser, who usually pays cash and knows where he gets his results, uses more space in the Globe than in all of the other Boston newspapers combined.

During the year 1920 the Globe printed 626,073 Want and Classified advts.—the largest number ever printed in a Boston newspaper in any one year and 534,388 more than were printed in the second Boston newspaper.

In the Globe's classified columns, hundreds of business men have built up and are carrying on their business by advertising in the Globe regularly throughout the year.

To reach the home-going and result-producing clientele in New England, advertisers during 1921 should use liberal space in the Boston Daily and Sunday Globe. It is the best advertising medium in New England.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

CARD SUGGESTIONS

J. A. CURRIER, classified advertising manager of the Boston Evening Transcript, writes:

"We have found the use of the enclosed cards helpful in our classified advertising department and thought others might also."

ANY TIME ANY WHERE ANY PLACE
Whenever, Wherever, Whatever
You Think of Advertising
Always Remember The
BOSTON EVENING TRANSCRIPT
and
JACK CURRIER

RULES
in use for years by the
BOSTON EVENING TRANSCRIPT
The "Golden"
and
The "Agate"
324 Washington Street
at Milk Street
Phone Main 6950
J. A. C.
DO as others DO
and GET YOURS—
by advertising in it

* * *

A CORRECTION

THE following letter has been received from L. J. Boughner, classified advertising manager of the Chicago Daily News, correcting an error which appeared in the classified statistics for November:—"The figures as to classified advertising for November, published in EDITOR & PUBLISHER, appear in successive columns, the second column in each classification showing the gain or loss over November, 1919. By a clerical error the figures for Chicago which were made up in my office from the official reports of the Advertising Record Co. gave in the second column the absolute figures for November, 1919. Thus, it appears that Chicago newspapers printed 902,098 lines of classified advertising, a loss of 1,516,829. The latter figure actually represents the lines published in 1919, the loss therefore being 614,631."

* * *

AGENCY COMMISSIONS

RECENTLY a number of inquiries have reached this office concerning the rate of commission paid to agencies forwarding classified advertising. To answer this question for others the following is given.

Paper	Commission	Cash Discount
Kansas City Star	15%	2%
Indianapolis News	15%	2%
Des Moines Register	15%	2%
Houston Chronicle	15%	2%
Oakland Tribune	12½%	3%
Wichita Eagle	15%	3%
St. Louis Globe Democrat	15%	2%

It seems to be the general rule to allow agencies 15 per cent with a 2 per cent cash discount. While it is not always true, it is usually the papers with a small volume of classified that pay more than this.

The advisability of charging a higher rate for foreign than local classified advertising is often asked. To aid in answering this, the following information has been compiled:

Paper	Foreign Rate
Kansas City Star	Same as local
Spokane Spokesman Review	25% higher rate on business from outside of Washington, Idaho, Oregon and Montana
St. Paul Dispatch	Same as local
Des Moines Register & Tribune	Same as local
Houston Chronicle	Same as local
Milwaukee Journal	Higher
Wichita Eagle	Higher
Chicago Daily News	10c. per line higher

In discussing this subject, L. J. Boughner of the Chicago Daily News said: "There is more risk and more expense in foreign advertising than in local, which justifies the higher rate even when no commission is paid out for it, and our object was to make the net return to the paper the same for all kinds of classified business."

John L. Irvin, classified manager of the Des Moines Register and Tribune, has been very successful in developing classified in the foreign field and writes: "I cannot see any justification whatever in charging the out-of-town man a higher rate than is paid by the local advertiser. I realize that foreign classified is expensive, but city business also costs something. I believe the theory of charging out-of-town classified advertisers a higher rate was instigated by one of the advertising agencies who was unusually zealous to establish himself more strongly with the newspapers and thereby secure additional commission."

Whether it is practical or not, the consensus of opinion among classified managers seems to be that foreign classified should have a higher rate than local, so that after paying commissions, the net rate will be the same. Those papers that have adopted this policy have found no opposition from agencies or advertisers."

TELEPHONE MANNERS

The telephoner is your bread and butter producer—speak plainly and kindly to him.

The telephoner is a human being—be courteous always.

The telephoner visualizes the Boston Evening Transcript and by YOUR voice—be pleasant.

The telephoner is alive—you must be—your voice must show it.

When your 'phone rings there is a customer waiting — GET his order.

Courtesy is a big asset—particularly to the telephoner.

Gentleness is invariaby reciprocated by the telephoner.

You appreciate immediate attention—so does the telephoner.

Speak to the telephoner as you would to YOUR BEST FRIEND.

The one problem in this connection seems to be the drawing of the line between foreign and local classified. If only that business originating within the limits of a city is called local, all urban and suburban business becomes foreign. This is not considered fair since that type of advertising is handled in exactly the same manner as city copy. Some papers have solved the problem by calling any copy originating in the state or even surrounding states local.

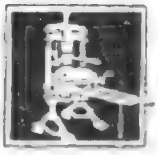
MEISER WITH THE DETROIT FREE PRESS

A MOTOR City product is Fred H. Meiser, the new classified advertising manager of the Detroit Free Press. Born in Detroit in 1885 it has always been home to him. On leaving the University of Michigan he became a salesman in the classified department of the Free Press. That was 18 years ago, and with the exception of last year, when on the Detroit News, he has been on the same payroll.

FRED H. MEISER

OVER MISSISSIPPI'S
"Alluvial Empire" shines
The Mississippi Sun
Radiating over the richest agricultural region in the south. Its people read
THE MISSISSIPPI SUN
(Charleston, Miss.)

The Atlanta Journal
ATLANTA, GA.
Daily 5c Sunday 10c
Associated Press
UNITED PRESS
Leased Wire Cable and Financial News
An outstanding newspaper
Advertising in The Journal Sells the Goods



Ten years ago, Dr. Harvey W. Wiley called The Journal "the Northwest's greatest newspaper," for the same reason that Minneapolis housewives today rely on its advertising as a guide to pure foods for the home

THE MINNEAPOLIS JOURNAL
Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

About 7½% of the people of the United States live in the New England States.

These states as a group LEAD the country in many lines and a wise national advertiser or manufacturer will advertise a path to their door.

The people of New England are, as a whole, educated and discriminating buyers. A product of real worth, adequately advertised, never fails to win its place here.

New England people, accustomed to buying advertised commodities which appeal to them cannot be reached except through newspaper advertising. The newspapers listed here afford the necessary means of communication with them.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,605,562.

		Circulation	2,000 lines	10,000 lines
*Attleboro Sun	(E)	4,006	.0175	.0175
Boston Sunday Advertiser	(S)	397,414	.55	.55
Boston American	(E)	361,365	.50	.50
Boston Globe	(M&E)	625,180	.60	.60
Boston Globe	(S)	342,009	.45	.45
Boston Post	(M)	422,621	.60	.60
Boston Post	(S)	380,661	.55	.55
*Boston Transcript	(E)	83,311	.30	.30
*Fall River Herald	(E)	20,898	.035	.035
Fitchburg Sentinel	(E)	8,017	.05	.035
*Haverhill Gazette	(E)	14,577	.055	.04
Lynn Item	(E)	15,196	.055	.04
*Lynn Telegram News	(E&S)	18,023	.06	.05
Lowell Courier-Citizen	(M&E)	17,356	.045	.045
New Bedford Standard Mercury	(M&E)	24,048	.07	.07
Salem News	(E)	19,027	.06	.07
Worcester Gazette	(E)	21,451	.12	.08
*Worcester Telegram	(M)	35,511	.12	.10
*Worcester Telegram	(S)	40,091	.14	.12

MAINE—Population, 768,727.

Bangor Daily Commercial	(E)	14,816	.0024‡	.021
*Portland Daily Press	(M&S)	18,089	.04	.04
*Portland Express	(E)	24,060	.06	.07
*Portland Telegram	(S)	28,156	.06	.07

NEW HAMPSHIRE—Population, 466,810.

Keene Sentinel	(E)	2,151	.02	.02
*Manchester Union-Leader	(M&E)	25,564	.06‡	.04
Portsmouth Times	(E)	4,006	.02	.015

RHODE ISLAND—Population, 610,355.

Newport Daily News	(E)	6,154	.02357	.023571
*Pawtucket Times	(E)	23,206	.06	.05
‡‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	56,416	.125	.125
*Providence Journal	(M)	31,225	.08	.06
*Providence Journal	(S)	45,224	.12	.12
*Providence Tribune	(E)	34,623	.10	.09
Westerly Sun	(E)	4,520	.025	.025
Woonsocket Call	(E)	18,921	.04	.04

VERMONT—Population, 352,905.

*Barre Times	(E)	6,230	.025	.02
Brattleboro Daily Reformer	(E)	2,502	.02	.015
Burlington Daily News	(E)	7,010	.04	.02
*Burlington Free Press	(M)	10,232	.04	.04
St. Johnsbury Caledonian and Newport Record	(E)	2,700	.012	.015

CONNECTICUT—Population, 1,136,000.

*Bridgeport Post-Telegram	(E&M)	31,626	.145	.14
*Bridgeport Post	(S)	10,516	.025	.02
**Hartford Courant	(M&S)	29,392	.07–.09‡	.07–.09
*Hartford Times	(E)	28,004	.14	.14
New Haven Register	(E&S)	29,561	.09	.08
New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
Norwalk Hour	(E)	3,426	.025	.025
*Stamford Advocate	(E)	7,709	.0275	.03
*Waterbury Republican	(M)	12,154	.05	.04
*Waterbury Republican	(S)	12,901	.05	.04

Government Statements, October 1st, 1920.

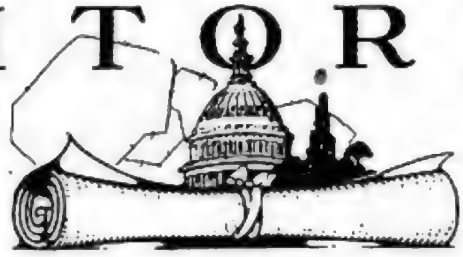
*A. B. C. Publisher's Statement, October 1st, 1920.

‡Rate on 2,000 lines.

**A. B. C. Publisher's Statement, April 1st, 1920.

‡‡Government Statements, April 1st, 1920.

EDITORIAL



EQUALITY BEFORE LAW

THE leaders of the various labor unions regard the decision of the United States Supreme Court in the action of the Duplex Printing Press Company against the International Machinists' Association as the severest blow that organized labor has sustained at the hands of the courts, as it nullifies, so they claim, the protective sections written into the Clayton Amendment to the anti-trust law.

The court holds that Section 6 of that act, which sets forth that "the labor of a human being is not an article of commerce," does not exempt a labor organization from accountability, "if it or they depart from its legitimate objects and engage in an actual combination in restraint of trade."

Under this decision labor organizations cannot declare a boycott, or by persuasion or threats bring about strikes or a cessation from work on the part of the employees of a firm's customer or prospective customers for the purpose of forcing such customers to withdraw their patronage.

In other words, the court makes plain the principle that labor is just as much subject to the anti-trust law as capital. Any law that is one-sided is unjust and therefore untenable. Every man has the individual right to work or not, just as he pleases, but no combination of men, such as a labor union, has the right to force him to work or quit work. The Sherman anti-trust act was the result of deep-seated and well-founded belief that the public was at the mercy of various combinations of capital that aimed to monopolize trade and force up prices by throttling competition.

The purpose of the Clayton act was to exempt the labor organizations from the provisions of the anti-trust law. Section 6 placed in the hands of the unions a weapon that was bound to be used for selfish purposes. The United States Supreme Court points out the injustice of the act.

What recourse has labor to obtain its rights and secure protection? Obviously there is but one answer—the courts, the very purpose of which from time immemorial has been to secure justice between man and man. The Industrial Court of Kansas is a step in the right direction. Other courts will undoubtedly be established to deal exclusively with labor disputes. It should no longer be possible for any labor organization or association of manufacturers to whip into line through the use of strikes or boycotts, lockouts or blacklists those who oppose its wishes.

JAMES G. SCRIPPS

THE news of the death of James G. Scripps, for a dozen years the head of the E. W. Scripps organization, will come to his many friends, throughout the country, as a great shock. He was in his 35th year.

Few men achieve the power, or wield the influence, that belonged to him for over a dozen years and yet, withal, he was modest and retiring.

During that period he was actual head of one of the greatest lists of daily newspapers—in fact, the greatest list of daily newspapers from the standpoint of numbers and controlled by one owner—in this country. He consolidated his gains, gave his properties better homes and advanced the interest of his public in many ways.

The heartfelt condolences of every member of the staff of EDITOR & PUBLISHER are extended to his family and his father in this sad hour of trial.

A PROFITABLE CHURCH SECTION

THE Oakland Tribune for Christmas Eve carried a ten-page church section which was entirely devoted to church news, programs and display advertising. In almost every instance, the paid display advertisements of the churches, representing fifteen separate denominations, were embellished with holly borders, Christmas bells, etc.

The announcements, strange to relate, included paid display copy for about a dozen Catholic churches, all of the Protestant denominations, the Y. M. C. A., Y. W. C. A., Salvation Army, etc., and totaled about six pages of paid display. Here is a fine example for other newspapers.

AUTOMOBILE manufacturers have reached the point where they must stimulate business and, being wise, they are turning to newspaper space.

We rejoice, Oh God of Hosts, that amidst the world's turmoil and unrest thy Hand holds Earth's Pilot Wheel. Cool our fretful fevers concerning tomorrow's troubles. Steady us amidst the storming regrets over yesterday's failures. Check our assaults on others' faults by visions of admitted virtues. Change poisoning jealousy into purposeful zeal. Purge out envy, smother spite, train high temper into control and set us to tasks worthy of thy sons. Tune our spirits into glad harmony with thy will—for Humanity's sake. Amen.—Christian F. Reisner.

WHAT ARE YOU DOING FOR FORESTRY?

American Forestry Association Photo

THE turns in our rivers are marked here and there by lone trees that rise proudly above the scrub growth that is the only other reminder of a once great forest wealth. Moist, rich earth from Canada to North Carolina is the natural home of the yellow birch. Its wood is heavy and strong and very valuable in manufacturing. A thousand places where it should be growing in abundance are now an idle waste.

Twenty-five years ago Wisconsin was the largest lumber producing state in the Union. Now her great forests are gone and great areas are desert wastes, not even seed trees remain within reach of them.

The Milwaukee Journal has taken stock of the state's forests and has now launched a great campaign to make idle acres work—to supply the state with pulpwood for paper making; to give a permanent basis to Wisconsin's wood-using industries; to add to the joy of the people by increasing the supply of fish and game, and to enhance the beauty of the native landscape.

INTERNATIONALIZE THE CABLES

RAPID transmission of the news of important events is as essential to the successful operation of the daily newspaper of today as modern mechanical equipment is desirable.

It is essential also that such communication should be unhampered and uncontrolled by either corporations, individuals, or governments. Moreover, absolute privacy and secrecy is necessary.

This condition does not exist today, according to President Carlton, of the Western Union, who testified this week before a Senate committee.

It comes as a disagreeable surprise that even government messages by cable are subject to foreign government surveillance. Action should be taken at once to correct this condition, for it is a very real menace to peace, fraught with very grave danger.

"Disturbed conditions," the excuse of the British Secret Service for the examination of all American cables, according to President Carlton, certainly will satisfy no one, nor does the fact that the control is more complete in other European countries lessen the evil.

Newspapers can render full public service only when there is no interference with the even, free flow of intelligence as between nations and peoples. There can be no exception to this rule. For this reason, it seems altogether desirable that a Department of Communications should be set up as soon as possible, as provided by the treaty of Versailles and the League of Nations, or that some suggestion as that proposed by the New York World for the internationalization of cables along the lines of the International Postal Union be immediately perfected.

International good will can be established only upon complete understanding. Complete understanding may only be arrived at by an even, steady, flow of truthful news and interpretation by the newspapers of all of the great powers.

OUR FIRST GREAT JOURNALIST

NEXT week the nation will celebrate the anniversary of the birth of America's first great journalist, Benjamin Franklin. Incidentally, this year marks the 200th anniversary of his entrance into newspaper work as a contributor to his brother's newspaper, The New England Courant. It is entirely fitting that the entire week should be set aside for the advancement of national thrift, which he both preached and practiced in private and government affairs.

Franklin was the first of our great journalists, and although it is a long journey from the New England Courant of 1721 to the Philadelphia North American and Saturday Evening Post of today, both of which were at one time under his guidance, it was the seed that he planted as journalist and teacher, ambassador, inventor, but first of all patriot, that made possible the enlightenment and success of the American ideals that are the breath of life to bigger journalism.

While it is not generally known, Franklin was one of the earliest teachers of journalism. The men who worked in his first Philadelphia shop scattered to other cities and, setting up shops of their own, became the great editors and leaders in public thought of that day.

America never needed the teachings of Franklin, the journalist, more than today; just a century and a half ago "Poor Richard" began his autobiography, a book that should be better known among Americans of today and tomorrow.

NO better indication that America is back to normal could be found than the manner in which the newspapers went about the great task of securing first news of the three lost Navy balloonists and the interest shown in the adventure by the reading public. In journalism it proved that we are again back to the point where "the story is the thing" and no obstacle is too great for the true newspaper man to attempt to overcome to get it.

IT was Samuels Bowles who said "Journalism has already come to be the first power of the land." That power is within the keeping of every worker in journalism. Power, if the rewards from it are to be great, is a master that demands fairness, charity and truth.

Digitized by Google

PERSONAL

JAMES SCHERMERHORN, editor of the Detroit Times, addressed the annual banquet of the National Automobile Chamber of Commerce in New York this week.

A. L. Shuman, advertising manager of the Fort Worth (Tex.) Star-Telegram, was a visitor to New York this week.

Willis A. G. Lape, business manager of the Johnstown (Pa.) Tribune, was in New York on a business trip this week and attended the automobile show.

Frederick P. Hall, president of the Jamestown (N. Y.) Journal Printing Company, has been elected president of the board of park and city planning commissioners of Jamestown.

Chandler C. Harvey, editor and publisher of the Fort Fairfield (Me.) Review, was called to Bangor where his daughter, Miss Helen, a student at University of Maine, was operated upon for appendicitis.

Charles S. Marchant has retired as editor of the Vineyard (Mass.) Gazette after 32 consecutive years of service. Mr. Marchant learned the printer's trade in the office of the Winchendon Journal. From 1888 to 1920 Mr. Marchant was editor and publisher of the Vineyard Gazette, being succeeded by E. B. and H. B. Hough.

O. R. Church, editor and publisher of the Streetsville (Ont.) Review, has been elected reeve of that village.

W. R. Givens, publisher of the Kingston (Ont.) Standard, was elected a director of the local branch of the Kiwanis Club at an organization meeting last week.

John F. Lubben, treasurer of A. H. Belo & Co., and general manager of the Galveston (Tex.) Daily News, was presented with a beautiful silver service by the employes of the News as a mark of esteem.

Walter R. Hough, associated for 25 years with the Baltimore American and Star, and managing editor of the Star at the time of its suspension following purchase by Frank A. Munsey, has, with Frank W. Lawson, former newspaper man, purchased from R. B. Caverly the Baltimore Underwriter, insurance and casualty company magazine.

Charles E. Fisher, recently director of advertising of the Seattle Post-Intelligencer, has been made assistant publisher.

Alfred Noyes Ambrose, founder and proprietor of the Norwood (Mass.) Messenger, and for many years Norwood correspondent of the Boston Globe, was honored January 6 by a complimentary banquet tendered to him at the Parker House, Boston, in commemoration of the 25th anniversary of his coming to Norwood. He was presented with a watch and fob.

B. B. Weber, senior publisher of the Salamanca (N. Y.) Republican Press, has just rounded out a half century of newspaper editing.

Robert Munn, the oldest employe of the Toronto Mail and Empire, was presented by the members of the chapel last week with a purse of money. Mr. Munn had been continuously connected with the paper from its first issue in 1872 until his retirement on pension about six months ago.

THE EDITORIAL ROOMS

William G. Gavin, who has for some time been a member of the editorial staff of the Boston Traveller and who since January 1 has represented that paper in Washington, has announced his engagement to Miss Nellie A. Dwyer.

George Wood, political writer on the staff of the New York Globe, has been appointed assistant city editor. He has previously been on the Philadelphia Record, Buffalo Courier and New York Sun and served in the army in France.

Herbert A. Slayton, formerly on the telegraph desk of the Providence Journal, has been made night city editor.

A. Howard Crowell, managing editor of the Woonsocket (R. I.) Call, was called to Lewiston, Me., where he formerly was on the staff of the Lewiston Sun, by the serious illness of his father.

Capt. Harry L. Wells, formerly an editorial writer on the St. Louis Star and, more recently assistant editor of the Globe-Democrat's editorial page, has left for Atascadero, Cal., where he will become editor of a daily paper in the colony of E. G. Lewis.

Claude C. Manly, of the Milwaukee Journal staff, was married recently to Miss Margaret Buege. Mr. Manly served in France as a captain in the 120th machine gun battalion.

William Hamilton Wright, who has been publicity manager of the West Texas Chamber of Commerce for the last year, has resigned to become staff correspondent for the Fort Worth Record in West Texas.

Luther Heller, city editor of the Des Moines (Ia.) News, was severely hurt and his wife suffered internal injuries when they were struck by an automobile at Council Bluffs recently.

Peter B. Murphy, former editor and manager of the Marlboro Mirror, which ceased publication several years ago, has been reelected city clerk of Marlboro, Mass., a position he has held continuously for 39 years.

Pierce Cummings, recently of the Philadelphia Public Ledger, has been added to the news staff of the Portland Oregonian.

John Tagan, police reporter on the Worcester Telegram, was badly beaten by two men one morning last week, while on his way home from work. The police are looking for the men, who threatened to get Tagan because he refused to keep out of the paper a story about their arrest.

Mrs. Irene Landers, wife of John J. Landers, of Keene, N. H., is to become the editor of the women's department of Farm and Home, the New England Homestead, and the American Agriculturist.

Francis Hackett, one of the editors of the New Republic, and S. K. Ratcliffe, of the editorial staff of the Manchester Guardian, spoke here January 10, before the Contemporary, on the subject of "Ireland." Mrs. Emmeline Pankhurst also spoke. Despite general expectations the meeting was decidedly "orderly."

W. F. Payne, for 39 years a member of the staff of the Winnipeg Free Press, has sailed for Scotland with the Canadian curling team. Mr. Payne has been news editor of the Free Press for twenty years. His fellow workers presented him with a steamer ward-robe trunk and old employees of the Free Press handed him a purse containing $150 in pound notes.

Johnnie Cobb, formerly of Paducah and brother of Irvin, who has been on the staff of the Cincinnati Commercial Tribune for upward of a year, left that paper this week.

Everett Boyd, recently with the Detroit Free Press and the Chicago Tribune, is now telegraph editor of the Cincinnati Enquirer. Boyd was formerly "second in command" on the Enquirer desk.

A. H. Burgess, formerly sports writer on the Fitchburg (Mass.) Daily News, is now city editor of the Brockton (Mass.) Times.

John L. Powers has transferred from the copy desk of the Worcester (Mass.) Telegram to the desk of the Worcester Evening Post.

John W. Love, for several years with the local staff of the Cleveland Plain Dealer, has joined the Cleveland Foundation headed by Fred H. Goff, president of the Cleveland Trust Company. Mr. Love is also the new representative of the Philadelphia Public Ledger in this section.

Stanley Kniesly, who left the position of day city editor of the Cleveland Plain Dealer several months ago to become one of the special writers for Finance & Industry, a financial weekly owned by Charles A. Otis, has returned to the P. D.

Miss Beatrice Sullivan has assumed the editorship of the "On Dit" department of the Toronto Mail & Empire.

Peter Donovan, who for many years was library reviewer and humorous writer on the staff of the Toronto Saturday Night, and who left here last September for London, England, to take a similar position on the Daily Express, has left that journal to join the publicity department of the Anglo-Persian Oil Company of London. His recent book "Imperfectly Proper," compiled from his sketches to Saturday Night over the signature "P. O. D.," has been favorably received.

R. A. Biggers, former city editor of the Galveston (Tex.) Daily News, is now on the local staff of the Dallas News.

E. G. Albright, for some time on the staff of the Oklahoma City Daily Oklahoman, has resigned to become secretary of the Brownwood (Tex.) Chamber of Commerce.

H. C. McCoy has become sports editor of the Dallas (Tex.) Evening Journal.

T. O. Bateman, for several years Sunday and feature editor of the Dallas (Tex.) Morning News, who resigned several years ago to accept a position with the Southwestern-Bell Telephone Company, has returned to newspaper work, and will be editor of the new magazine which the Belo publications have announced as a new feature of the Dallas News and the Galveston News.

K. L. Lewis, well known Dallas newspaperman, has become filing editor for the Associated Press at Dallas.

Christopher Morley, who conducts the New York Evening Post's column, "The Bowling Green," and former columnist of the Philadelphia Evening Public Ledger, spoke January 14 on "The Sunny Side of Grubb Street" before the members of the Houston Club of the University of Pennsylvania.

(*Continued on page* 34)

FOLKS WORTH KNOWING

THERE are only two newspapers in Ontario Province which can make the boast that in fifty years they have changed neither name, policy, proprietors, editor or home. One of these is the Orillia Packet, whose founder and editor, W. M. Hale, has just celebrated the fiftieth anniversary of its establishment. Mr. Hale is a native of Ontario, whose early years were spent in the drug business. His first newspaper experience was gained in Beaverton, where he became editor of the Expositor when that paper was founded by Peter Murray, one of the proprietors of the Orillia Northern Light. In 1870 Murray, to forestall possible opposition in Orillia, conceived the idea of issuing a second paper from the Northern Light office. After much persuasion he induced Mr. Hale to come to Orillia to conduct both papers.

W. M. Hale.

Thus the Packet was born. The arrangement, however, was impossible. Mr. Hale took the politics of the Packet seriously and attacked the Northern Light vigorously—so much so that he was forced to get out. He did not give in, however, but raised some money and, with a small staff, started an office of his own. In 1872, he was joined by his brother, George H. Hale, who died three years ago.

It is a fact that nowadays newspapers carry so much advertising that their informative value to the public has been greatly impaired.

THE
HASKIN
Information Service

is a device, calling for only a few inches of space, which offers them service of the highest possible character—service in that it carries a constant preachment for increased health, economy and efficiency.

TIPS FOR AD MANAGERS

Dillard Jacobs Agency, Candler BMg., Atlanta. Making contracts with newspapers for Piedmont Plant Company.

Nelson Chesman & Co., Inc., 1127 Pine street, St. Louis. Sending out 50-line contracts to run 26 times to a selected list of papers for "Piapao Goodfoem."

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 24-inch orders to run 4 times and 5-inch orders to run 8 times in Southern newspapers for Vanola Company, cough drops.

Calkins & Holden, Inc., 250 5th avenue, New York. Making 10,000-line contracts for Pierce-Arrow Motor Car Company.

Philip Kobbe, Inc., 208 5th avenue, New Yurk. Making contracts for Willard Pen Company.

Matos Ad Company, Inc., Bulletin Bldg., Philadelphia. Making contracts for Guthrie & McGovern, and for Eckman Mfg. Co.

George G. Powning, 600 State street, New Haven, Conn. Making 3,000-line contracts with newspapers generally for Kotalko.

Peck Advertising Agency, 347 5th avenue, New York. Making 10,000-line contracts with newspapers for Englander Spring Bed Company.

Dorland Agency, Inc., 9 East 40th street, New York. Making 7,500-line contracts with newspapers for Lightolier Company.

E. T. Howard Company, Inc., 117 East 46th street, New York. Making contracts for Chain Shirt Shops.

American Tobacco Company, 111 5th avenue, New York. Renewing contracts direct.

James Ad Agency, Inc., 450 Fourth avenue, New York. Renewing contracts for W. R. Warner.

George Batten Company, Inc., Fourth Avenue Bldg., New York. Making contracts for Columbia Graphophone Company.

Elliott Ad Service, Inc., 262 East avenue, Rochester, N. Y. Renewing contracts for "Shinola."

Charles H. Fuller Co., Inc., 623 S. Wabash avenue, Chicago. Making contracts for Brooks Rupture Appliance Company.

Otto J. Koch Agency, Inc., University Bldg., Milwaukee. Making contracts for Parker Pen Company.

Scott & Bowne, Bloomfield, N. J. Renewing contracts direct.

Tracy-Parry Company, Inc., LaFayette Bldg., Philadelphia. Making contracts for International Proprietaries, Inc., (Tanlac).

Newell-Emmett Company, Inc., 120 West 32d street, Chicago. Making contracts for Liggett & Myers Tobacco Company.

Cowen Company, Inc., 50 Union square, New York. Making contracts for P. Lorillard Company.

Gardner Ad Company, Inc., 1637 Locust street, St. Louis. Making 300-inch contracts generally for Certain-teed Products Corporation.

Theo F. MacManus, Inc., E. Hancock avenue, Detroit. Making 5,000-line contracts for Dodge automobiles.

Baitzler-Warner Company, 58 East Washington street, Chicago. Making contracts for R. L. Watkins Company.

C. C. Winningham, Book Bldg., Detroit. Making 20,000-line contracts for Hudson Motors and Essex Motors.

Charles H. Fuller Co., Inc., 623 S. Wabash avenue, Chicago. Making contracts for Brooks Rupture Appliance Company; Handling advertising for Arrola Laboratories. Making 5,000-line contracts for Channell Chemical Company.

Sehl Ad Agency, City Hall Square Bldg., Chicago. Making 2,800-line contracts for Marmello Company.

Murray Howe & Co., 30 East 42d street, New York. Sending out additional copy to various papers for American Everready Works.

J. Walter Thompson Co., Inc., 242 Madison avenue, New York. Making contracts with rotogravure newspapers for Fleischmann Yeast.

Federal Advertising Agency, 6 East 39th street, New York. Making yearly contracts with newspapers for Consolidated Cigar Company.

W. H. Rankin Company, Inc., 104 S. Michigan avenue, Chicago. Making contracts with newspapers for J. Hungerford Smith (grape juice).

D'Arcy Ad Co., Inc., Int'l. Life Bldg., St. Louis. Making contracts with newspapers for Magnolia Provision Company.

International Harvester Company, Chicago. Renewing contracts direct with farm papers.

Blum's Ad Agency, 733 Market street, San Francisco. Making contracts with newspapers for T. F. Glass Inhalent Company.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Preparing a series of informative institutional copy for the Louisville & Nashville Railroad and placing the advertising in daily and weekly newspapers of the extreme South.

Scott & Scott, Inc., 220 W. 42d street, New York. Placing orders in weekly and monthly periodicals for Davis-Warner Arms Company, New London, Conn.

Barton, Durstine & Osborn, 25 West 45th street, New York. Placing orders with newspapers for Union Trust Company, Cleveland; again placing orders for Earl & Wilson, E & W Collars and Shirts, Troy, N. Y.; and placing orders with newspapers in list of twenty cities for General Baking Company, "Bond Bread," 45 East 17th street, New York.

George Batten Company, Fourth Avenue Bldg., New York. Placing orders with Eastern newspapers for Utica Investment Company, stock of "Selznick Corporation," Utica, N. Y., and placing orders for Rainbow Waist Shop, 115 West 30th street, New York.

Botsford, Constantine & Tyler, Henry Bldg., Seattle. Placing orders with newspapers for Pacific Steamship Company, "Admiral Line," Seattle.

Campbell-Ewald Company, 18 West 34th street, New York. Reported handling the advertising for Elliott-Fisher Company, bookkeeping machine, Harrisburg, Pa.

Dorland Advertising Agency, London, England. Placing orders with newspapers for Louvre Department Store, Paris, France.

Dorland Advertising Agency, 9 East 40th street, New York. Handling the advertising for Cosmorized Music Company, music rolls, 817 E. 144th street, New York.

A. R. Elliott Agency, 66 West Broadway, New York. Placing orders with newspapers for Thomas Canning Company, "Thomas Blackberries," Grand Rapids, Mich.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Placing orders with newspapers for Arrola Laboratory Company.

Arthur Knight Company, London, England. Placing orders with newspapers for Curzon Bros., Ltd., clothing, City Road, London, E. C., England.

H. E. Lesan Agency, 440 4th avenue, New York. Again placing orders with newspapers for U. S. Light & Heat Corporation, batteries and starters, Niagara Falls, N. Y.

Massengale Advertising Agency, Candler Bldg., Atlanta. Reported will make up list of newspapers during next thirty days for Stonecypher Drug & Chemical Company, Westminster, S. C.

Metropolitan Advertising Company, 120 Liberty street, New York. Placing orders with some New York City newspapers for Steel Equipment Corporation "Security Steel" office furniture, Avenel, N. J., and 25 West 45th street, New York.

Peck Advertising Agency, 347 Fifth avenue, New York. Again placing orders with newspapers for D. Auerbach & Sons, candy, 638 11th avenue, New York, and Englander Spring Bed Company, 100 West 32d street, New York.

Harry Porter Company, 15 West 44th street, New York. Again placing orders with newspapers for Parish Manufacturing Corporation, auto frames, Reading, Pa.

William H. Rankin Company, 104 S. Michigan avenue, Chicago. Handling the advertising for Skinner Company, food products, Omaha, Neb.

Philip Ritter Company, 185 Madison avenue, New York. Placing orders with newspapers for Furness S. S. Line, 34 Whitehall street, New York.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with some Southern newspapers for Steroline Company, 127 Auburn avenue, Atlanta, Ga.

Sehl Agency, 130 North Clark street, Chicago. Again making some newspaper contracts for Calumet Baking Powder Company, 4100 Fillmore avenue, Chicago.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with newspapers for Horlick's Malted Milk Company, Racine, Wis.

Vanderhoof & Co., 167 East Ontario street, Chicago. Secured the accounts of Central Trust Company and Chicago Morris Plan Bank, Chicago, Ill. Newspapers will be used.

W. S. Walker Company, Park Building, Pittsburgh. Handling the advertising for Motor Car Company and Essex Motors, De-Raydex Company, "Glassless Lens," Brackenridge, Pa.

C. C. Winningham, Book Bldg., Detroit. Placing orders with newspapers for Hudson fruit.

World Wide Advertising Corporation, 1 West 34th street, New York. Handling the advertising for Cirola Phonograph Corporation, 1 West 34th street, New York. Will place newspaper advertising during 1921 for E. Payson Hatch, real estate, Greenwich, Conn.

Williams & Cunnyngham, 111 5th avenue, New York. Again placing orders with newspapers for American Tobacco Company, "Lucky Strike" Cigarettes and Smoking Tobaccos, 111 5th avenue, New York.

CALEXICO

on the border between Mexicali, Mexico, and U. S. It is the gateway to 150,000 acres in Imperial Valley in Mexico as well as having tributary a large section in the U. S.

The combined population of Calexico and Mexicali is over 20,000. Imports of $12,491,000 greater than all southern California ports combined. Leads entire Valley in bank resources and volume of business. Its only newspaper is the

CHRONICLE

evening daily with Associated Press and N. E. A. service, is a cash-in-advance paper and completely covers the richest field in Imperial Valley.

Shingle Ad Campaign Will Continue

SEATTLE.—The shingle branch of the West Coast Lumbermen's Association, in annual convention here, voted to continue the extensive national advertising campaign in 1921 to exploit the Northwest shingle in all parts of the country. Washington, Oregon and British Columbia shingle mills manufacturing the "Rite-Grade" brand of shingles will affiliate in this nation-wide advertising campaign. The meeting was very enthusiastic over the results obtained from the national advertising this year.

Kuryer Polski Sued

MILWAUKEE.—The Kuryer Polski has been sued by Robert Buech, sheriff of Milwaukee county, for $50,000 for alleged libel. Mr. Buech was a candidate for Congress and the article objected to was printed during the campaign.

Merger in Llano, Tex.

LLANO, Tex.—M. C. Wilkes, editor and publisher of the News, has purchased the Llano Searchlight, published by A. H. Willbern for the last four years, and consolidated them as one paper.

WOULD END STATE PRINTING

Assemblyman Betts, Lyons Editor, Urges Reform in New York

(Special to EDITOR & PUBLISHER*)*

ALBANY, N. Y.—Assemblyman Charles H. Betts, editor of the Lyons Republican, has introduced a bill in the Assembly to abolish the annual publication of the session laws and concurrent resolutions, which was recommended by Governor Miller in his first message. A similar bill was introduced by Assemblyman Betts last year, which failed to pass. The cost to the state is about $200,000 a year and the printing is an important source of revenue to many country daily and weekly newspapers.

Governor Miller also recommended to the legislature the abolishing of the state printing board, comprising the Comptroller, Attorney General and Secretary of State, and giving its powers to a proposed board of estimate and control to comprise the Governor, or his representative, the chairmen of the ways and means committee of the Assembly and finance committee of the Senate and the Comptroller, which would also have the preparation of a state budget and other duties.

To Issue Prattsburg Advertiser

BUFFALO.—Prattsburg, N. Y., is soon to have a new weekly to succeed the Prattsburg News, which recently suspended publication. The new publication will be the Prattsburg Advertiser and will be edited and published by Miss Leona Bancroft.

Plan City Journal for Buffalo

BUFFALO.—A bill to provide a municipal journal for Buffalo will be introduced in the Assembly at Albany this session.

Because they alone cover the territory.

The newspapers of the South are the only mediums generally read in this section.

Through no other class of medium may the Southern territory be covered thoroughly and in manner giving assurance of results.

The daily newspapers of the South circulate in city and country alike and are read in the homes of ninety per cent of the worth-while people.

Perhaps because so few of the articles they publish are of real interest to Southern folks, the circulation of magazines in the South is limited.

The rich and responsive Southern market is awaiting cultivation by your business. Whatever you produce, if useful to mankind, you may "Sell It South" through newspapers.

Southern Newspaper Publishers Assn.
Chattanooga, Tenn.

AFFILIATION MEETING SEPTEMBER 30

Conflict with A. A. C. W. Date Causes Spring Convention in Hamilton, Ont., to Be Postponed Until Autumn

(By Telegraph to EDITOR & PUBLISHER)

ROCHESTER, N. Y., Jan. 12.—The annual meeting of the advertising affiliation, scheduled for Hamilton, Ont., this spring, was postponed until Sept. 30 and Oct. 1, at a meeting of directors in the Canadian city Jan. 10, announced Theodore Pevear of the Rochester Ad Club, president of the affiliation, on his return here today. Mr. Pevear was accompanied by President Ernest A. Paviour, M. S. Hutchins and John W. Karle of the local club. In addition to Rochester, the Ad Clubs of Cleveland, Buffalo and Canton, Ohio, were also represented by directors at the meeting.

The visitors were entertained by the Hamilton Ad Club at a dinner in the Royal Connaught Hotel, at which President Pevear gave an interesting address on "Retail Advertising." Applications for membership in the affiliation were received from clubs in Toronto, London, Ont., and a few Ohio cities.

Conflicting convention dates led to the postponement of the affiliation's annual meeting, especially the A. A. C. W. Convention at Atlanta, June 6. The change from fall to spring took place two years ago, prompted by the "Flu" epidemic then raging, and it is intended now to return permanently to the previous policy of fall meetings. L. V. Greene, advertising manager of the Tuckett Tobacco Company of Canada, has been appointed general chairman of the Arrangements Committee for the 1921 meeting, at which some important matters in the general advertising field will come up. He will be assisted by the executive committee of the Hamilton Ad Club, and by an advisory board, consisting of one member from the Executive Committees of the respective clubs in the association.

Draft Dodgers' Names Withheld

WASHINGTON.—Secretary Baker said, January 6, that he had declined to accede to the demands of the American Legion that the names of draft dodgers be published. He stated that the list will be made public just as soon as the Adjutant-General's Department could satisfy itself that no names were put on this list through error.

Ad Manager a Fire Hero

ABERDEEN, Wash.—Joseph Ruffner, Jr., advertising manager of the Grays Harbor Daily Washingtonian, rescued three people from a blazing apartment here a few days ago. He discovered the blaze, turned in an alarm and awoke the tenants, finding two children and a man unconscious in the halls.

Detroit Times Buys Building

DETROIT, Jan. 11.—The Detroit Times Company, publishers of the Detroit Daily Times, today announced the purchase of the five-story building on Bagley Ave., which it has occupied for five years. All of the 36,000 square feet of floor space will soon be needed by the paper, the publishers say.

Shawnee News Eight Columns Wide

SHAWNEE, Okla.—The Shawnee Morning News, published by H. G. Spaulding, this week changed from seven to eight columns to the page.

NEWSPRINT

Made in Finland

ON SPOT NEW YORK

ROLLS ONLY

33½"	34⅛"	36½"	49½"
55"	66½"	67"	73"

PRICES ON APPLICATION

THE AGROS CORPORATION

IMPORTERS FINNISH PAPER

27 William St. New York

YOUR INDIANA MARKET

is 276 miles long and 140 miles wide.

2,930,390 (1920 census) people live there. There are 654,891 homes—plus those that have been erected since 1910. For the most part these homes are of the *American Kind*, each one a market for American goods—each one reached by newspaper advertising.

The approximate total area of Indiana is 23,068,800 acres. Of this 21,299,823 acres are in farm lands and 16,938,252 acres are classed as improved.

Land values in Indiana range from ten or fifteen dollars per acre to a hundred and twenty-five or more.

Get Indiana people interested in your product and one market problem will be solved.

Use this list of Indiana Daily Newspapers. They can help you.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.02
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.08
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	28,460	.07
*Fort Wayne Journal-Gazette	(S)	.....	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,628	.025
††Lafayette Journal-Courier	(M&E)	18,402	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	.05
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

†Publishers' Statement.

††Government Statements, April 1st, 1920.

**A. B. C. Publishers' Statement, April 1st, 1920.

Digitized by

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

THE ADVENTURES OF ONE

By EDGAR MELS

AUTHOR'S NOTE.—This is the finale of a recital of the writer's adventures as newspaper man, extending over a period of many years. Every newspaper man has had similar experiences, but rarely do the stories behind the stories get into type. This is not written in a spirit of self-exploitation, but in the hope that the moral contained there may help some youngster—some ambitious boy on his path—that he may avoid mistakes—that he may profit by the hard knocks to which the writer has been subjected at times. If, then, this yarn has helped some cub and lighted the path however dimly, the writer will feel well repaid for having set down in black and white some of his—well, let us say—misadventures. And here be it said that these tales are truthful, actual happenings, to wit:

SOME OTHER PRESIDENTS

I MET two other men, who subsequently became heads of their respective lands. The first I met in London. I acted as dramatic and musical editor of a certain paper. Ignace Paderewski had just jumped into fame as a pianist. The day he gave a concert in St. James' Hall, a Russian general named Padlewski had been assassinated in Paris. In writing the review, I erred and substituted Padlewski for Paderewski.

The next day a red-headed (in more senses than one) man entered the editorial rooms; I was alone.

"Where iss the gentilman who wrote zis?" asked the visitor—fury blazing in his eyes. He held out the offending criticism. "I will see him at once, yes?"

Napoleon and Foch combined never thought one-half so fast as I did then.

"The man who wrote that," I said benignly, "has been discharged for his stupid blunder."

And Paderewski, satisfied, left.

The other President was Thomas Mazaryk, head of the Czecho-Slovak Republic, whom I met in Washington. Six feet tall, sparse of build, a gentleman—a dreamer of materialized dreams—Mazaryk impressed me by his evident will—his evident strength of purpose. He looks fifty, but admitted to 68 years of age.

Third, and least, I met a man who wanted to be President of the United States, and did his darndest, but that is another story entirely. This yarn relates to the time just prior to our disorderly conduct with Spain, when General Weyler was nearly lynched—in the newspaper office of the presidential aspirant. Weyler did not know of his danger (?), and never knew.

In those days the yellow newspapers were out-chroming each other, regardless of financial wounds. The yellowest of all had conceived the idea that it would be a bully thing if it could deliver Weyler into the hands of the Cuban insurgents, obtain his last statement, have him lynched, with a staff photographer on the spot—quite by accident, of course.

Tentative arrangements for the kidnapping had been made, when the Presidential aspirant backed water and declined to see the enterprise through. Pressed for an explanation, he gave voice to his cryptic utterance:

"I don't mind being yellow, but I'll be dashed if I want the world to think that I'm purple!"

Still one other tale of the head of a nation. It was in April, 1917. Royal Hall, Philadelphia, was crowded with friends of recently liberated Russia. On the platform stood a dark man, the lower half of his face covered with a beard.

"To hell with the Russian provisional government (Kerensky's)," he shouted, and the audience hissed in reprisal. Undaunted, the speaker continued his tirade, until finally he was forced to stop by the noise.

The speaker was Leber Braunstein, better known as Leon Trotzky—arch anarchist and Bolshevik.

* * *

TRUTH IS MIGHTY????

I WAS writing feature specials for the Philadelphia Evening Telegraph when Charles Edward Russell, loyal American, though a Socialist, returned from Russia, where he had been sent by the President as a member of a commission. Russell had been my news editor in other days, and was more than willing to give me the material for a story.

"But," he said, "the story I'll give you will not be printed. No paper in the country will print it, because they are afraid of the truth."

"Anything I write will be printed," I boasted. And then Russell told me that the counter revolutionary movement to the Kerensky government came from the renegade English, who had lived in Petrograd for years—spending the bounty of the Czar and his court. Russell furthermore declared that Kerensky was a weakling and did not represent the people—the real rulers.

I wired the story to the Evening Telegraph—about a column all told. It got into type and the proof went to the then editor. He killed the entire story on the ground that it would offend the British government, and—Russell was right!

Sometimes a lie becomes the truth—but seldom. One instance was when I was reading copy on a Boston paper. It was Sunday evening, the last night on earth for a condemned slayer to be hanged at Charlestown prison at next sunrise. A reporter, who shall be nameless for the sake of his profession, was sent to obtain a last statement from the condemned man. At eight that night he returned, overflowing with enthusiasm—the man had confessed to him, and the story was exclusive. Page by page I read the copy—three columns. Then the paper went to press, and—

At three the next morning all hands awoke to the fact that the confession had not been confirmed. The jail was called up on the 'phone, in fear and trembling. No reply came. The minutes went by—the papers were on the street—it was too late. At daybreak 'phone communication was obtained, and—the reporter had never been near the prison, in the first place, and had not seen the condemned man!

BUT—just before his execution the man had confessed along the lines of the fake story, and the paper was saved. Thus did a lie turn into truth.

Newspapers are not all so lucky, however. Stuart Cumberland, whom a previous generation knew as a mind reader, retired from that profession to publish a weekly financial paper in London, the writer being its editor for a brief and inglorious time. In due course a famous financial libel suit was tried and the jury went out the morning of publication day. So Cumberland had printed two editions, one reading: JURY FINDS FOR PLAINTIFF; the other: JURY FINDS FOR DEFENDANT.

After ten hours of wrangling the jury disagreed, and both editions were sold for waste paper.

* * *

A BENNETT ADVENTURE

JUST one more tale, this time about James Gordon Bennett. The writer was on the London edition of the Herald. One afternoon there came word from Paris that Mr. Bennett wanted the pleasure of casting eyes upon me. At two in the morning the writer arrived in the office of the Herald in the Rue de l'Opera, and eventually was ushered into the editor's presence. Mr. Bennett eyed the writer from head to foot, and vice versa.

"I only wanted to see how you looked. Good night," he said, and the writer returned to London a few hours later.

But six months later Mr. Bennett, visiting London, was kind enough to transfer me to New York, with all expenses paid, and a more or less position on the Evening Telegram.

One day there came a cable from Paris. It read:

"Discharge Mels. James Gordon Bennett."

And no one knows to this day why!

EASY TALK—By Philip R. Dillon

Letters to the Editor.—Taking the viewpoint of an outsider, one who lives and works away from the machinery of the editorial rooms and business offices, I freely express my pleasure at the steadily rising quality of the letters to the editor, printed each day in most of the daily newspapers. I am led to believe that these voluntary contributions have come to be one of the most desirable features of the large city dailies, as well as the country weeklies which have carried this custom of printing letters from correspondents from the earliest days of journalism.

The British dailies developed this feature of journalism to a high degree long ago. It was, and is, a fine thing to read, in a newspaper like the London Times, a letter to the editor signed by a doctor, lawyer, educator, clergyman, army officer, engineer, or business man in almost any line of trade, written with force, clearness and elegance; written as well, in fact, as a professional writer could do it, and often better than the average professional writer. The talent for language expression is widespread among all cultural classes outside of the strictly literary class, in Britain and her colonies. The average British professional man unlike the American business man does not drop his habit of good writing and speaking after he leaves the university or secondary school. We are evidently growing conscious of what I call our national shiftlessness in language expression. The finer quality of the daily letters to the editor is another strong piece of evidence going to prove the growth of culture in America.

There is a curious tradition among American newspaper men that it is bad form for a professional journalist, or other newspaper writer who does not call himself a journalist, to write a letter to the editor of a daily. I hazard the opinion that this taboo originates in the code of business ethics of the newspaper profession. A man who earns his living by writing instinctively counteracts the temptation to write a "voluntary contribution." It is an open question whether he gains by always resisting the intellectual urge to give out the light within him when there is no way to do it except by writing to the editor.

I regret that so many editors and publishers seem to frown upon letters from members of their staffs—letters for publication. There are exceptions. The New York World, for instance, encourages members of its staff to write letters to the editor, even letters in answer to some editorial of the paper and in opposition to it. When a World man writes such a letter and it is printed, he is paid regular space rates. Doubtless there are other great dailies that have adopted this policy. Unquestionably, letters to the editor by trained journalists tend to raise the standard of all letters to the editor, and help to establish in the public mind the right of the publication to insist on a certain standard for all letters that aim to attain publication.

MEDALS FOR STUDENTS

BEGINNING next June the Ohio State University Department of Journalism, Columbia, will give a medal donated by Robert F. Wolfe, principal owner of the Dispatch and the Ohio State Journal, to the senior in journalism who writes the best thesis on some phase of journalistic work which is approved by Prof. Joseph S. Myers, head of the department of journalism. Mr. Wolfe has given $1,000 for the foundation of the medal fund in order to encourage journalism students to study the practical problems of newspaper work. The medal, designed by Prof. T. E. French of the engineering department, has on its obverse a classic figure of journalism, with one hand on a primitive printing press and the other holding a laurel wreath which she is about to place on the head of a seated writer.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

CHESTER, P.

The City of Opportunities

Population

1920 Census	58,030
A. B. C. City	64,000
A. B. C. City and Suburban	118,000
Chamber of Commerce, City	60,000
Chamber of Commerce, City and Suburban	180,000
Native Whites	70%
Negroes	10%
Foreign Born	20%
Students	100
Industrial Workers	10%
English Reading	75%
Families	11,000
Summer Residents	Few

City Classed as

Manufacturing and Industrial Center.

Banks

Trust Companies	3	Resources	$13,100,000
National	4	Resources	14,850,756

Schools

Public Grade	33	Pupils	6,000
High	1	Pupils	900
Parochial	5	Pupils	2,500
Penna. Military	—	Pupils	100

Theatres

2 vaudeville and motion picture and 3 motion picture houses, with an average seating capacity of 600.

Churches

36 churches of all denominations.

Location

Chester is 15 miles south of Philadelphia and is on the main line of the B. & O. and Penn. R. R., and is also served by the Phila. & Reading R. R. Also four interurban trolley systems covering the entire county, also affording good trolley service between Chester, Philadelphia and Wilmington, Del.

Principal Industries

Ships, engines, boilers, anchors, cotton and woolen textiles, carpets, rope, dyes and chemicals, bronze and iron castings, pencils, hydraulic machinery, oils, paraffine, magnesia, fire brick, patterns, rubber tires, furniture, tissue paper and locomotives.

Special Information

Chester has a frontage on the Delaware River of 3.12 miles, vessels from foreign ports dock and discharge here. Located here is the Baldwin Locomotive Works and the Eddystone Print Works, each the largest of its kind in the United States. The banks have a combined capital of $1,600,000 and deposits of over $32,000,000. Chester's railroad passenger service is 60 trains daily and over 100 freight trains.

Suburban and Farm Residents

Under this heading must be listed those towns bordering on or within a radius of 15 miles of Chester, which are:

Media, 3,048; Marcus Hook, 3,000; Glen Riddle, 1,200; Darby, 6,000; Ridley Park, 1,761; Moore, 1,000; Clifton Heights, 3,185; Swarthmore, 1,600; also several small boroughs and farming communities.

Wholesalers

Groceries	3
Meats	3
Fruits	2
Bakers	4
Confectioners	6

Owing to its proximity to the large centers of Philadelphia, Pittsburgh and New York, Chester merchants and wholesalers have on hand a full line of goods.

Retail Section

Chester's retail shopping district, in size and comparison, is one of up-to-dateness; its stores and shops are of a high character, and seemingly well patronized.

Residential Features

Chester's houses range from 2 to 3 stories high, also a large number of the newer and more modern type of apartments, also a few tenements.

Retail Outlet for Nationally Advertised Products

Auto. (Passenger)	28	Delicatessen	1	Furriers	2	Merchant Tailors	11
Auto. (Truck)	9	Dressmakers	40	Garages	27	Milliners	14
Auto. (Tires) Agcys	14	Druggists	24	Grocers	270	Opticians	2
Auto. (Parts) Agcys	24	Dry Goods	30	Hardware	24	Photographers	7
Bakers	17	Department Stores	2	Hats and Caps	1	Pianos	3
Cigar Stores	71	Electrical	2	Jewelry	19	Restaurants	25
Cloaks and Suits	5	Florists	7	Ladies' Tailors	1	Shoe Dealers	23
Clothiers	21	Fruits	23	Meat Markets	58	Sporting Goods	4
Confectioners	24	Furniture	15	Men's Furnishings	27	Stationers	6

Trading Area

Chester's trading area is not large in the number of square miles, but extends in a radius of ten miles, covering one of the most thickly populated areas in the U. S., and one of the wealthiest.

NOTE.—*Sources from which facts and figures were secured: Chester Board of Trade, Banks, Board of Education, and other sources.*

Newspapers: Republican (Morn.). Times (Eve.).

You Cannot Hope to Cover

THIS RICH INDUSTRIAL SECTION WITHOUT USING THE

CHESTER TIMES

AND

THE MORNING REPUBLICAN

CHESTER, PENNSYLVANIA

While Chester is only 15 miles below Philadelphia on the Delaware River such well known and big stores as John Wanamaker, Strawbridge and Clothier, Gimbel Bros., Lit Bros. and lesser ones, but nevertheless important, do not rely on the Philadelphia newspapers to reach the buyers of this community, but they carry their advertisements in the column of these two Chester DAILIES, and have done so for years, because it is the only means they have of reaching nearly all the buying public in one of the richest and most prosperous industrial sections along the Atlantic Seaboard.

OVER 15,000 NET PAID DAILY CIRCULATION.

MEMBER THE A. B. C.

Foreign Representative

FRANK R. NORTHRUP

303 Fifth Ave., New York — Association Bldg., Chicago

Digitized by Google

OBITUARY

(Continued from page 17)

newspaper man, soldier of fortune, is dead.

Miss Anna J. Beauchemin, aged 50, for many years an employee of the Clinton (Mass.) Daily Item, died recently.

Ralph Pomeroy, aged 50, one of the telegraph editors of the Philadelphia Record, died last week from pneumonia. Mr. Pomeroy had been on the staff of the Record for thirteen years. He went to Philadelphia fifteen years ago and worked for two years on the Public Ledger before joining the Record. He was a native of Appleton, Wis., where his body was taken for burial.

E. J. Moyer, editor of the Alpine (Tex.) Avalanche, died in Alpine several days ago.

Charles Lustig, aged 45, reporter and correspondent for Polish newspapers throughout the United States, was found hanging in his room at the Albany Hotel, Buffalo. A handkerchief was tied around his neck and attached to the frame of the door. Death had been caused by strangulation.

Alfred Bonneau, owner and editor of La Justice de Biddeford, Me., French language paper, is dead at the age of 58. Mr. Bonneau began his newspaper career as editor of a French publication in Lowell, Mass. He went to Biddeford in 1896 as editor of La Messanger. Some years ago he established La Justice.

Clifton Beardo, an employee of the Fitchburg (Mass.) Sentinel, died recently at Fitchburg, of blood poisoning.

Mrs. Nelson Dingley, widow of Congressman Dingley, many years publisher of the Lewiston Evening Journal, died Jan. 11 at her winter residence at Sea Breeze, Fla. She was 87 years old.

LEADBETTER LOSES SECOND SUIT

Court Denies His Right to Repurchase Crown-Willamette Stock

(Special to Editor & Publisher)

Portland, Ore.—Fred W. Leadbetter, son-in-law of the late H. L. Pittock, publisher of the Oregonian, has lost his suit to recover by purchase $1,000,000 worth of stock in the Crown-Willamette Pulp & Paper Company. Leadbetter, who had sold the stock to Pittock eight years before the latter's death, sought to recover on the ground that they had a verbal understanding that repurchase could be made at any time.

Circuit Judge Robert H. Tucker held that if any such understanding existed it was an "incoherent agreement" and that Leadbetter had failed to take advantage of it "within a reasonable time." He called attention to the fact that nowhere in Mr. Pittock's private books did a record of the agreement exist.

This is the second important suit in connection with the Pittock estate to be lost by Leadbetter. The first, brought by Mrs. Leadbetter, sought to break her father's will wherein he left the Oregonian and other properties, amounting to $8,000,000, in a twenty-year trust. The court has just allowed $50,000 in attorneys' fees to counsel for the estate in that action.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago — 335 Windsor Station Montreal — 1270 Broadway New York

IOWA

HER CHARACTER

Ninety-nine out of every hundred persons in Iowa can read and write, the highest per cent of literacy of any state.

Persons of school age	736,925
Persons attending school	519,814
Enrolled in colleges	25,410
Persons with High School education	289,109
Persons with College education	140,009
Number of Public Schools	20,446
Number of consolidated rural schools	260
Value of Public School property	$60,000,000
Value of Private Colleges	$10,401,405
Value of State Colleges	$15,487,150

Human progress is based upon knowledge. A people is judged by its attitude towards education. Iowa spends approximately thirty million dollars every year for educational purposes, or $12.67 per capita. Thus her achievements as a commonwealth are reasonable and to be expected.

To the National Advertiser Iowa offers the greatest prize for good advertising—good business.

USE THESE DAILY NEWSPAPERS

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.05
Davenport Democrat & Leader	(S)	16,959	.05
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,850	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
**Waterloo Evening Courier	(E)	15,577	.05

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.
**A. B. C. Audit October 1st, 1920.
†Publishers' Statement.

Digitized by Google

EDITOR & PUBLISHER
1884 *The Oldest Publishers and Advertisers' Journal in America* 1921
SUITE 1117, WORLD BUILDING, NEW YORK

INTERNATIONAL YEAR BOOK

January 22, 1921

Partial List of Exclusive Features

List of daily newspapers of the United States (circulation figures, advertising rates, population of cities, listed alphabetically by states).

Complete list of A. B. C. newspapers (circulation figures sub-divided as to distribution by carrier, mail, city, suburban, etc.).

Personnel list of United States newspapers (owners, editors, managing editors, general managers, business managers, advertising managers, circulation managers).

Complete list of newspapers of England, Ireland, Scotland and Wales, with circulations, rates and city populations.

Complete list of daily newspapers of Mexico.

Information regarding newspaper circulations, associations, advertising rates, news requirements and other features of newspapers in practically every European country.

Complete directory of American newspaper associations, giving both state and national organization details.

Complete list of advertising clubs with their executives, etc.

Complete list of Washington correspondents and the newspapers which they represent.

Complete list of foreign correspondents in the United States with addresses.

First complete roster of press gallery of League of Nations at Geneva.

Directory and detailed information of every university of journalism of the world.

Details of production, consumption and price of newsprint in every country.

Details of wire news services of the world.

Detailed information of communication by telegraph and cable, including routes and rates.

Legal decisions of 1920, both news and advertising.

Complete list of recognized advertising agencies of the world.

THE ONLY BOOK
IN WHICH CAN BE FOUND

50,000 Answers

to vital questions regarding

—newspapers
—news print
—newspaper equipment
—feature syndicates
—news services
—advertising rates
—circulations
—recognized agencies
—advertising clubs
—newspaper organizations
—Washington correspondents
—foreign correspondents
—foreign newspapers

—and hundreds of other departments of journalism and advertising

An extraordinary regular edition—Advertising sold at regular rates regardless of increased circulation—Forms close January 19—Wire reservation of space

PERSONALS

(Continued from Page 27)

Tom Daly, author of popular Irish and Italian dialect poems and other verse, and an editorial writer on the Philadelphia Record, is leaving this week for a month's lecture tour through the Middle West and New England.

George M. Graham, former sporting editor of the Philadelphia North American, and now vice-president of the Pierce Arrow Motor Car Company of Buffalo, spoke here last Sunday before the Cheer Up; Don't Worry Club on "Americanism."

THE BUSINESS OFFICE

Frank Wright, for several years ad alley foreman on the Dallas (Tex.) Morning News, has gone to Amarillo as foreman of the mechanical department of the Amarillo Morning News.

C. H. Leonard, business manager of the Gainesville (Tex.) Register, was the victim of an attempted holdup a few nights ago, but when the newspaper man made a double-quick shift and dodged behind his automobile, the bandit fled, evidently fearing trouble.

Capt. Lester M. Hart, former city editor of the Portland (Me.) Daily Press, who the past four years has been private secretary to Governor Carl E. Milliken, has joined the staff of the advertising department of the Augusta Kennebec Journal.

Horace De Grush, advertising manager of the Perry (Ia.) Chief, and Miss Winifred M. Hyland, of Des Moines, were married recently in Omaha.

G. Ray Connolly, identified with the advertising department of the Nevada (Ia.) Evening Journal, and Miss Thelma Shugart were married at Des Moines recently.

WITH THE AD FOLKS

F. S. McVickar, formerly general manager of the Encyclopedia Brittanica Corporation, and for several years with Shepard-Norwell Company, Boston, as office manager, has joined the McGraw-Hill Co., Inc., New York, as personnel manager.

W. H. Milligan, for many years advertising manager of Field, Schlick & Co., St. Paul, Minn., department store, has joined the staff of the Minneapolis Journal. He is succeeded by Randall Sweeney, formerly on the advertising staff of the St. Paul Dispatch and Pioneer Press.

Albert E. Reynolds, recently with the advertising department of Armour & Co., Chicago, has become advertising manager of the Sinbac Shoe Company of that city.

Guy Bolte has resigned from Frank Seaman, Inc., New York, to become advertising manager of Cheney Brothers, silk manufacturers.

Russell L. Cook, formerly advertising manager of the Icy-Hot Bottle Company, Cincinnati, is now advertising manager of the Rheinstroen Bros. Co., also of Cincinnati.

S. Roland Hall has been retained as advertising counselor and agent by the Magnesia Association of America.

Howard Berry, advertising manager of Lansburgh and Bro., Washington, D. C., will have charge of a course of advertising to be given under the direction of the advertising club of that city. The course will begin on January 12.

Frank O. Malm has been elected secretary of the Advertising-Selling League of Omaha, Neb. He has been a salesman for the B. F. Goodrich Company war, he was a lieutenant with the 89th and for the distributor of Delco Light products in Sioux City, Ia. During the Division, serving with the A. E. F. and the Army of Occupation.

W. F. Doyle has been appointed advertising director of Chatfield & Woods Co., Pittsburgh paper merchants. Mr. Doyle has spent considerable time in South America in the paper industry.

David Abeles, formerly for three years advertising manager for Cammeyer shoes, New York, is now associated with Lane Bryant, gowns, in the same capacity. For eight years Mr. Abeles was with Jules P. Storms & Sons, Inc., New York advertising agency.

L. Philander Moore, who has been district sales manager for Brown & Bigelow, St. Paul, has joined the Borden Company, New York, as sales manager for Borden's condensed milk.

R. W. Ashcroft, director of publicity of the Ames Holden McCready System, has been appointed assistant to the president. Before joining this organization, Mr. Ashcroft had been advertising manager of the United States Rubber Company at New York.

Charles E. Byrne has been elected secretary-treasurer and a member of the board of directors of Steger & Sons, piano manufacturers, Chicago. Mr. Byrne had been with the company for ten years, starting as advertising manager. He was engaged in newspaper work before that.

Appeal Detroit Wage Award

DETROIT.—Judge Harry B. Keidan, arbitrator in the wage dispute between the newspaper publishers and printers of Detroit, has awarded the compositors an increase of 18 cents an hour over their previous scale. The old scale was 97 cents an hour, day work, and $1.02 nights. The new scale is $1.15 and $1.22 and is retroactive to November 1, 1920. The contract runs until November 1, 1922. Both publishers and printers have filed notice of appeal with the International Board of Arbitration.

ENGRAVERS' STRIKE DEADLOCKED

Newspaper Advertising Sets Both Sides of Case Before Philadelphians

(Special to EDITOR & PUBLISHER*)*

PHILADELPHIA.—The strike of the photo-engravers which started last Thursday, January 6, seems to be deadlocked. The men are still out and work in the commercial engraving houses has been very much handicapped. Each side has been conducting an advertising campaign in the local newspapers, setting forth its side of the controversy in appeals to the public, particularly that part of the public which includes "the buyers and users of photo-engraving."

The employers opened this advertising battle with an ad four columns wide by ten and a half inches deep. The engravers, through their local, Philadelphia Photo-Engravers' Union No. 7, replied the following day with space three columns wide by fourteen inches. The employers—the Manufacturing Photo-Engravers of Philadelphia—came back the next day with another ad four columns wide by ten inches deep. Since then the "batteries on both sides" have been silent.

The union contends that the new minimum of $50 a week would involve an expenditure on the part of the employers of only $130 per week, or, figured on a basis of the 340 members of the union, only forty cents per member per week. The employers in their reply contend that "to allow this minimum wage increase would, as is the history of our previous experiences, result immediately ... every journeyman demanding a proportionate increase (a majority of the engravers are now earning above the asked-for minimum of $50 per week) in his wage, no matter what he is getting. This is the little Ethiopian in the cord wood, and instead of the innocent $130 a week addition to the overhead, we would have to negotiate an increased cost of production of nearer $2,000 a week, or over $100,000 a year."

And there the controversy stands to date.

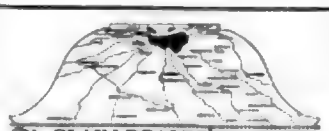
An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.
Asbury Park Press
thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.
Standard Rate Card — *Member A. B. C.*
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Perth Amboy
NEW JERSEY
One of the leading industrial centers of the East. Fully covered by the
Evening News
F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY


The PLAIN DEALER MARKET
is all of N. Ohio
The Plain Dealer
Cleveland

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy {2900 / 5111
Cable Address:
SCHOLZEN, NEW YORK

FIRST
in buying power
American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through
THE INDIANAPOLIS NEWS
Use Newspapers on a 1 Year Basis
for 50 years a Newspaper.
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Nearly every person in Richmond reads The
NEWS-LEADER
The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.
The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives.
The Kelly-Smith Co., Marbridge Building, Broadway at 34th St., New York City.
Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Building, Atlanta, Ga.

IN
BRIDGEPORT, CONNECTICUT
THE
Post-Telegram
AT
3c
a copy has more than six times the combined circulation of its two contemporaries selling at 2 cents a copy.
What is such a medium worth to you?

WHAT OUR READERS SAY

The Checking Copy Problem

AUSTIN, TEXAS, January 5, 1921.

To EDITOR & PUBLISHER: The newspapers are very sincerely trying to do everything in their power to get checking copies to agencies and to advertisers, but there is just as much fault in agencies' and advertisers' checking departments as there is with the newspapers themselves.

Here is a list of requests that we have on file in the Austin American office showing that it takes considerable ingenuity to even get out checking copies.

1—Send checking page only by mail every day.

2—Send complete checking copy every day.

3—Send checking pages only at the end of every week.

4—Send checking pages only at the end of every month accompanied by invoice.

5—Send checking pages every month with invoice and also mail complete checking copies every day.

6—Send every day one advertisement runs complete, checking copy of all editions.

7—Send checking pages only to advertiser and send complete copies to agency.

8—Send complete copies for checking purposes on each insertion direct to our checking department and at the end of each month send all checking pages together with invoices in duplicate to our auditor.

Now how do you suppose it is humanly possible for any publisher to do all these things and to do them accurately?

We have been sending out checking pages every day my mail in a special envelope for three months and I am frank to tell you that we get nearly as many requests for missing papers as we formerly did when we sent out checking pages as second-class matter. Something is radically wrong with checking departments and agencies.

Several months ago an agency wanted something like 30 back pages extending back about six months. This is an imposition on a newspaper. Anyhow, we finally were able to find all these papers, sent them by express and had the Express Company return to us the agency's receipt for them.

About two weeks later there came an insistent demand from the agency that we supply these papers.

We sent them their own receipt, which they had given the express company and then they said that they had evidently mislaid the bundle because they couldn't find it and asked for a duplicate set or affidavits.

We sent another bunch of what we could find and spent $4 50 with a notary to get the necessary affidavits. Some agencies think nothing of asking for papers a year old and it is by no means unusual for agencies to write for checking copies for dates for which their advertisements were never scheduled to appear.

As long as this reform is under way let us make it mutual, as it is by no means one-sided.

KENDALL BROOKS CRESSEY,
Editor and Publisher, Austin American.

Get the Readers' Verdict

WALTON, N. Y., Jan. 10, 1921.

To EDITOR & PUBLISHER: I read with interest in your issue of the 8th "What Papers Have the Best Editorial Pages"; also the points made by Mr. St. John under the heading "What Makes an Editorial."

I am only familiar with the editorial pages of the New York dailies, but if one applies the qualifications laid down by Mr. St. John as "necessary to the best and most influential editorial page" it is clear that the findings of the jury made up of twelve distinguished editors must, so far as New York newspapers are mentioned, been based on points other than those set up by Mr. St. John.

As proof of this contention I will cite the New York Times, which is tied with two newspapers of other cities for first place. I think that newspaper men agree that the Times is a great newspaper, but it is great, not on account of its editorial page but in spite of it. Where can one find a more dreary or tiresome editorial page? It is a conspicuous offender against "brevity." Its style is heavy, its wit ponderous, and as for "humanity" if it is ever "the voice of the mute and the tribune of the weak" a reader will never discover it unless he classes the financial interests of the country as the "weak."

To a certain type of "intellectual" the Times' editorials may be entirely pleasing, but editorials are not written for the few but for the many; not for other editors to enjoy, but for the public. I have often asked a steady reader of the Times if he read the editorials in it, and almost the invariable reply has been "No." If pressed for a reason it would be, "too long" or "too dry." Ask a reader of the New York World the same question and the answer will usually be "Yes," and yet the class that read the Times would be those most likely to read editorials.

After everything that goes to make a best editorial page is weighed, does the verdict of the twelve editors disclose anything of value to the young editorial writer? Is it more than the personal preference of twelve professional men? A jury made up of lawyers might reach an entirely different verdict than a jury of laymen; a jury of editors may very easily be in entire disagreement with a jury of readers, and newspapers are published for readers, not for editors. A referendum of readers, if such a thing were possible, would be the best means of deciding the respective values of the editorial pages of our leading daily newspapers.

JOHN P. WHITE,
Editor, Walton Reporter.

Reprinted Laymen's Appeal

SUMMIT, N. J., Jan. 11, 1921.

To EDITOR & PUBLISHER: We are sending you under separate cover a copy of our last issue, in which you will notice that we have quoted from your issue of January 1, "A New Year Appeal by Laymen for Prayer." We thought that this might interest you as well as the article on the "Church and the World in 1921," and also the article on "The Social Message of Jesus" on another page, and the article which we quoted from your publication we called attention to editorially. We find that the publication of these features has aroused considerable favorable comment in the community. We thought that perhaps you might not only be interested in seeing these articles, but in seeing another copy of the Herald, which we have sent you on previous occasions, and on which you have been so kind as to make favorable criticisms.

FRED W. CLIFT,
Editor Summit Herald.

Worth Dozen Years' Cost

RICHMOND, Va., December 27, 1920.

To EDITOR & PUBLISHER: I want to thank you for the reprinting in EDITOR & PUBLISHER last week the article by Fred Lockley. The reading of this article alone is worth more to me than the price of a dozen years' subscription to the paper. May I add my every good wishes for your happiness in the New Year.

MARVIN S. KNIGHT,
Advertising Manager, Times-Despatch.

The Newspaper Text Book

BURLINGTON, Ia., January 8, 1921.

To EDITOR & PUBLISHER: I have taken EDITOR & PUBLISHER so long that I have acquired the habit. And have profited so much by its instructive features, that, though now an octogenarian, I am still a willing student in newspaper work, with EDITOR & PUBLISHER for a text book.

The strength of your publication rests in the fact that it covers practically everything that enters into the making of a good newspaper and that it is up to date in the progress of journalism in America.

I wish you a happy and prosperous New Year and still other bountiful years to follow.

Sincerely yours,
J. L. WAITE.

Pardon Us—Newfoundlanders

TORONTO, Ont., January 12, 1921.

To EDITOR & PUBLISHER: On page 12 of your issue of January 8 I notice an article under a Toronto date line, announcing that two Canadian dailies have "quit" and naming the two as the Windsor (Ontario) Sun and the St. John's (Newfoundland) Herald.

Far be it from me to cast any aspersions on the geography they teach you fellows in the United States schools, but for your information may I explain to you that Newfoundland never was, and according to Newfoundland people themselves, never will be, a part of the Dominion of Canada? Newfoundland is a separate colony of the British Empire with her own government and her own Governor General appointed by the British Crown.

JOHN W. TIBBS,
News Manager, Canadian Press Limited.

Whiting Quits Boston Record

BOSTON.—Edward Elwell Whiting, for 17 years connected with the Boston Evening Record as an editorial writer, has resigned. Mr. Whiting came to the Record in 1903, when the late William E. Barrett was its publisher. At that time the Daily Advertiser, now part of the Hearst organization, was under the same management, and Mr. Whiting wrote for each of these newspapers. His editorials during the war, and more recently the campaign he carried on editorially in the interest of Calvin Coolidge, brought him high commendation.

Pope Heads Theatre Reporters

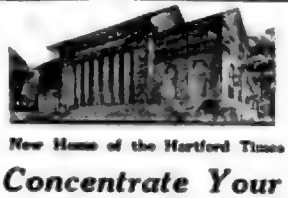
Frank Pope, dramatic editor of the Journal of Commerce, has been elected president of the Manhattan Cheese Club, composed of New York newspaper men on theatrical assignments. The other officers are: Harold Conway, first vice-president; Harry Hershfield, second vice-president; Eugene Kelcey Allen, third vice-president; F. J. Hughes, treasurer; H. P. Hanaford, secretary, and William Pine, recording secretary.

New Paper in Avery, Tex.

AVERY, TEX.—The Avery Times is the name of a new paper just launched here. W. G. Bryan and S. B. Fryar.

Receivership for Atlas

John O'Shaughnessy and Einar Christie have been appointed receivers of the Atlas Advertising Agency.



New Home of the Hartford Times

Concentrate Your Advertising

It's good policy to advertise in a community that holds some promise of doing business with you, isn't it?

Hartford, at this writing, is one of the most prosperous cities in the country!

The Hartford Times

Since 1817 Connecticut's Greatest Newspaper

The Newton Iowa News

Is the only daily newspaper in Jasper County (one of the banner counties of the state).

Newton is known as the Washing Machine center of the World.

It is a city of diversified industries having thirty manufacturing plants.

The News is a member of the A. B. C. and co-operates with national advertisers.

Represented by
FROST, LANDIS & KOHN
Chicago New York Atlanta

FIRST

The New York Times is the first and only New York newspaper to publish a million lines of automobile advertising in one year.

Its record for 1920 exceeds 1,278,000 agate lines — 320,000 lines more than any other New York newspaper.

THE NEW YORK TIMES

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World-Wide Advertising Corporation (Inc.),
No. 1 West Thirty-fourth St.,
NEW YORK CITY

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services.

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The Day
דער טאג
The National Jewish Daily

The Value of any newspaper is best reflected by the confidence of its Advertisers.

THE HOUSTON CHRONICLE

LED the entire State in total Advertising during 1919. Led the entire South in National Advertising. Carries more Classified Ads than the other two Houston papers combined.

IN TEXAS
It's
THE CHRONICLE

Representatives in
New York Chicago
St. Louis Kansas City Atlanta
John M. Branham Company

BOSTON AMERICAN

LEADS

all other Boston evening newspapers in

Department Store ADVERTISING

A sufficient recommendation to ANY space buyer.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

The Mount Vernon, N. Y.
DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

PROMOTION IDEAS

TORONTO.—Newspaper advertising proved its worth as a salesman of life insurance, according to a circular just issued by the Sherbrooke (Que.) Record. The district manager of the Canada Life Assurance Company is quoted as saying that as the result of two advertisements appearing in October and November, the company wrote $27,106 worth of insurance, with first year premiums amounting to $982.30. Inquiries received from the advertising furnished the leads which were turned into contracts, and according to the company, it was found, on checking up the coupon inquiries, that the advertisement in practically every case had sold the policy.

VERNON, Tex.—The Record has been conducting a cooking school here during the past week. The demonstration work is in charge of Miss Edith Lacy and Miss Eula Goodfellow.

DETROIT.—The Detroit Free Press Christmas Fund induced 5,000 Detroiters to contribute at least one dollar each for Christmas charity work.

ST. PAUL.—The Dispatch and Pioneer Press have issued an excellently gotten-up book, known as the St. Paul Survey, for the information and benefit of advertising men the country over. It describes the facilities, field circulation, influence, etc., of the two papers.

NASHVILLE, Tenn.—The Tennessean recently published a double page advertisement in its rotogravure section, depicting a dozen attractive corners of a local department store, with breezy descriptive matter accompanying each cut.

COLUMBIA, S. C.—The Record, to aid in securing $200,000 for Chicora College, a local college for girls, permitted a crew of students to edit and issue a special section, the proceeds of which would go to the fund. Twenty girls were assigned to editorial and news work and ten were detailed to "go out and get ads." The result was a sixteen-page section, averaging 100 inches of advertising to the page.

BUFFALO.—The Courier and Enquirer are conducting a bowlers' popularity contest. The newspapers will enter the sixteen most popular teams in Buffalo in the American Bowling Congress tournament to be held in Buffalo next February and March. The teams receiving the highest number of votes will have all tournament expenses paid by the papers. Coupons only are used as votes, no subscriptions being taken.

GREENVILLE, Ill.—The Advocate last week published a special "Wanderers' Edition," in which letters from former Greenville and Bond county residents occupied several pages of the paper.

BUFFALO.—The Buffalo Evening News on January 1 began the taking, editing and presentation of a weekly motion picture news film, presenting Buffalo and Western New York events. A cameraman and the editorial staff of the News will work jointly in obtaining topics for the weekly. The film will be shown in the Shea theatres in Buffalo each week.

"The Power of the Newspaper" is the title of a semi-monthly broadside issued by Knill-Burke, Inc., newspaper representatives, Number 1 of which has just appeared. Articles by the Blackman Company and the Federal Advertising Agency flank a five-column argument, ably presented, for the daily newspaper as the key to unlock the door to the consumer closed by the recent depression. The paper is issued to advertisers and advertising agents throughout the United States.

INDIANAPOLIS.—The year-end review edition of the Indianapolis Star, published December 31, was the largest ever published by the Star, and according to W. D. Keenan, advertising manager, reflects the sound business conditions in Indianapolis and the Indianapolis territory. "We are starting 1921 expecting more advertising than during the past year," says Mr. Keenan. "We have shown a gain in every department and a total gain of more than 15 per cent in space in the last year. The high spots of Star history last year were the new feature section and the rotogravure on the Sunday paper." Mr. Keenan has announced two additions to his staff, William Akin, formerly with the Cole Motor Company, will have charge of financial advertising, and Albert Lambert is a new member of the mercantile display staff.

HALIFAX, N. S.—Optimism is the keynote of every page of the "end of the year" edition of the Halifax Herald issued on December 31. It is a review of the progress and prosperity of the province, and in a special section, printed in two colors, it emphatically proclaims to its readers that 1921 is "a new year in which a great resolution must be made —and kept. Work and Save."

LEWISTON, Me.—The Ad Men's Bureau of the Lewiston Chamber of Commerce has appointed a committee to arrange for a special sales week of merchants.

ST. PAUL.—The Sunday Pioneer Press, December 26, put forth a "St. Paul-Northwest Issue, Development Review," replete with advertisements and large pictures of St. Paul.

Writes of Fifty Years of Theatres

BOSTON.—Miss Marion Howard Brazier, the Boston journalist, who at 70 has written and published a review of the stage for the past 50 years, has received many congratulatory communications from friends everywhere on this recent success. Miss Brazier is one of the few remaining pioneer woman journalists, and was associated with the Boston Post for a number of years. She belongs to the interesting group which includes such women as Helen Winslow, Belle Armstrong, Edith Miniter, Mary McKay and Isabel Laughlin of the Globe and Mrs. A. Lincoln Bowles of the Transcript.

Bay State Bill Board Law Starts

BOSTON.—Elimination of advertising billboards from along highways in territory of "unusual scenic beauty," and general strict regulation and restrictions of outdoor advertising, are provided in the rules laid down by the division of highways of the Massachusetts State Department of Public Works. The rules are made under authority vested in the department by a statute of 1920 and became effective throughout the Commonwealth with the new year. Regulatory measures of the rules prohibit the construction of any outdoor advertising "within the bounds of any highway, nor on any location within 300 feet of any park, parkway, playground, State reservation or public building."

The names of the managing editors of all the daily newspapers in the United States will appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK—out January 22.

Spach Joins Evening Journal

Lee L. Spach, formerly with Cone, Hunton & Woodman, Inc., has become assistant to Fred Crawford, Western representative at Chicago, of the New York Evening Journal.

Join New York Agency

K. E. Humbert, recently advertising manager of the H. K. H. Silk Company, and R. C. Jones, recently assistant advertising manager of Cheney Brothers, both of New York, have with other interests formed the Ralph Kingsley, Inc., Advertising Agency, New York.

Peach Association Changes Name

The name of the association known as the California Peach Growers has been changed to the California Peach & Fig Growers.

Ex-Editor at Harrisburg

PHILADELPHIA.—One of the recently elected members of the Pennsylvania Legislature, which assembled at Harrisburg last week, was W. W. Long of Coatesville, who will represent the Third Chester County District in the State House of Representatives. Mr. Long, or "Bill" Long as he is known to hundreds of newspaper men, is a former baseball star at Lafayette and Pennsylvania, and a well-known ex-newspaper man. He was sporting editor of the old Philadelphia Press for 14 years and later city editor. About twelve years ago Mr. Long resigned from the Press and moved to Coatesville, Pa., where he became the publisher of the Record. About two years ago he sold the Record and has since been interested in several building operations.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Our No. 15 Hand Shaving Machine in first class condition. Derrick Publishing Company, Oil City, Pa.

For Sale

Automatic steam table for sale. Duplex Mechanical Compressor for two forms, operated by small direct connected motor. No compressed air. Fastest, simplest and easiest operated. Displaced by dry mats. Will sell at half price which is $1,200 F. O. B. cars. First class condition. Derrick Publishing Company, Oil City, Pa.

Business Chance

A complete printing plant and bindery need experienced manager, with some money or will sell whole or in part. Diamond Binding & Printing Co., Hagerstown, Md.

For Sale

Goss quad printing press, capacity 24,000 copies per hour up to sixteen pages, and 12,000 per hour up to thirty-two pages. Type page 22¾ inches long. 35-inch and 17½-inch rolls used. Sheets cut 23½ inches long. Equipped with 35 H. P. motor and Cutler-Hammer controller. Address W. G. Chandler, 1007 Union National Bank building, Cleveland, Ohio.

For Sale

Goss Semi-Rotary flat-bed press. Will print from 4 to 14 pages direct from forms at speed of 4,000. Machine bought new in 1912. If bought today outfit would cost $25,000. Press is complete with motor, belts, shafting, chases, etc. Will sacrifice at $6,000. Times Publishing Co., Warren, Pa.

For Sale

1000 Cut Glass sugar and cream sets at a bargain. Fine for premiums. Write for price on all or part. CONDON GLASS CO., Toledo, Ohio.

EQUIPMENT WANTED

6c A WORD for advertisement under this classification. Cash with order.

Wanted

To buy Tool Cutter, Shaving Machine and Trimming Block to fit one of the later models of Potter Newspaper Press. Address Box C-735, care of Editor & Publisher.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22½".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK
J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1857

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Digitized by Google

Announcements Which Tell of Better Positions and Better Men

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 30 words) FREE.

Accountant
Thoroughly experienced in big newspaper control and disbursing accounting seeks position with New York City daily. Can develop good practice and furnish informative statements to the extent of profit and loss per line. Address Box C-739, care of Editor & Publisher.

Advertising and Promotion Manager
at present employed, seeks proposition in medium sized city offering a big future. Excellent solicitor, correspondent and copy-idea-layout man having all essential qualifications covering foreign, local, service and promotion departments. Long experience; best references. Box C-726, care Editor & Publisher.

Wanted
The advertising manager of one of the most prominent and prosperous afternoon dailies in the middle west seeks a change for personal reasons. Thirty years old, married. Record speaks for itself. Fully qualified to take over all details of advertising and merchandise departments. Salary $4,000. Address Box C-738, care of Editor & Publisher.

Advertising Manager
Now connected with one of the livest dailies in the Northwest. Seeks similar position in eastern, central or southern states. Twelve years' experience on metropolitan papers. Good record. Age 30; married. Wife's health demands another climate. Seeking permanent location only. Box 657, Hoquiam, Wash.

Advertising Manager
Solicitor, now employed desires change, 12 years' experience, 35 years old, married, A-1 references. Address box C-730, care Editor & Publisher.

Classified Manager
Live young man—experienced classified builder, capable director of promotion campaigns and classified sales—is available at once. Desires connection with daily paper of over 12,000 circulation, East, West or South. References. Address Fred W. Spooner, 1724 N. College St., Decatur, Illinois.

Cartoonist
Wants position on newspaper. Experienced in serious and comic cartooning. Can give good reference. My samples do my talking and are furnished on request. Address C-733, care Editor & Publisher.

Editor
Do you need a man of my qualifications? I am 27, have been in the game six years and am now city and telegraph editor in town of 30,000. Box C-737, care Editor & Publisher.

Editorial Writer, Paragrapher, Executive
Wants connection with large paper, East or West. Strong references. Address Box C-731, care of Editor & Publisher.

Managing Editor, Editorial Writer or Sporting Editor
Have had fourteen years' practical experience and can fill either one of above positions to suit best taste. Am little over thirty years, have wife and two kiddies; know game from A to Z and seek immediate engagement as my newspaper suspended. Wire me brief particulars, salary, etc. Advertiser, 109 Tillinghast Place, Flint, Michigan.

General Manager
Trained and experienced all around newspaper man seeks general management of "live" small city daily. Understands modern methods of advertising, circulation and all departments of newspaper making. Excellent record—highest references. Address Box C-734, care Editor & Publisher.

Reporter
Young man seeks connection with small town daily or weekly as reporter, with opportunity ultimately to acquire a financial interest in the paper. Harry Miller, 2252 Haddon Ave., Chicago, Ill.

Young Man
24 years old, single, wants to connect with live daily newspaper in city of 25,000. I have 4 years' advertising agency experience but want to locate in a small city with opportunities to grow. I want to take care of your local advertising by developing greater service in the writing of copy and planning of campaigns. Prefer location within 300 miles of New York City. Box C-736, care of Editor & Publisher.

Reporter and Desk Man
Five years' experience, wants position on paper published in town within one hour of New York City. Address C-729, care Editor & Publisher.

Trustworthy Reporter
No irregular habits, consequently dependable, 30, unmarried, hustler, fine record, wants permanent place quickly. Address Box 185, Jackson, Mich.

HELP WANTED

6c. A WORD for advertisements under this classification. Cash with order.

Capable Newspaper People Wanted
Illinois A. B. C. daily of 10,000 has opening for circulation manager who knows the game and can build circulation; classified ad. manager with modern ideas and who can solicit; copy reader; reporter for assignment work; and woman to head social news department. All must be experienced, reliable and of good personality. Give experience in first letter and salary expected to start. Address in confidence C-727, care Editor & Publisher.

Wanted
A newspaper man to establish and operate a daily newspaper in a live and growing city. An excellent opening. Interested parties correspond with A. R. Workman, Marseilles, Illinois.

Special Agency Representative
One of the leading and oldest special agency representing only high class daily papers desires to engage the services of a clean cut experienced and reliable solicitor. In replying state age, experience, salary desired, etc., which will be treated confidential. Address Box C-741, care of Editor & Publisher.

WANTED

Circulation Manager
Advertising Manager

For evening paper in great metropolitan city. Be specific in giving qualifications. All communications in strict confidence. Address E. D., Box C-732, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c. A WORD for advertisements under this classification. Cash with order.

For Sale
Evening daily and job office in Illinois city of 6,000; circulation over 1,200; 1920 business, $28,609.32; expenses, $15,943.06. Equipment new and modern; established seventeen years. $27,500 for quick sale. Welcome complete investigation. Address C-740, care Editor & Publisher.

Publishers
Chance for publishers of paper or magazine to have your composition set up free of charge if you have a few thousand to invest in good plant. For particulars address A. Johnson, 244 W. 23rd St., New York City.

$10,000
Half Cash, will buy established weekly in Southern California. 1920 receipts $8,400. Expenses $3,250. Net profits $5,150. Future prospects excellent. J. B. Shale, 103 Park Ave., New York City.

Bodenwein Host to Staff

New London, Conn. Theodore Bodenwein, the publisher of The Day, was host to his employees at a dinner at the Mohican Hotel, Dec. 29. Covers were laid for about fifty. The dinner was a get-together of the various departments of The Day. The employees showed their good will and esteem for their employer by presenting him with a handsome and expensive traveling bag and automobile kit. Every employee had earlier been given a Christmas bonus equivalent to a week's pay. Mr. Bodenwein reviewed the history of The Day and declared that its success and the high standard it had attained was due to the co-operation of his employees. Talent from among the employees entertained with vocal and instrumental music and other forms of entertainment. Favors and gifts of a humorous nature were distributed from a Christmas tree, arousing much amusement and merriment.

NEWS OF ASSOCIATIONS AND CLUBS

Portland, Ore.—W. S. Kirkpatrick, head of the Kirkpatrick Advertising Agency, has been elected president of the Portland Ad Club. Other officers chosen are: Vice-presidents, George L. Rauch and Luther R. Bailey; secretary-treasurer, William J. Piepenbrink; directors, William J. Ball, William C. Culberson, Frank P. Tebbetts, Wilson W. Brown, M. R. Klepper, Ernest M. Welch and John J. Lane. The club is now stimulating interest in marine affairs by conducting a contest in the building of ship models by school children of Oregon. As one of its annual philanthropic activities, the club has arranged a Christmas tree for the inmates of the Portland Children's Home.

Detroit.—Methods used in attaining the results accomplished through many of the greatest national and local advertising campaigns will be told and discussed during the 1921 advertising course of the Adcraft Club of the Board of Commerce, according to the prospectus now being prepared. Successful "big business" sales managers and advertising experts of Detroit and other cities, including several who have pioneered in the national field, are expected to speak during the course.

Cleveland.—The Cleveland Ad Club entertained 600 newsboys during the holiday season at Hotel Statler. There was a lunch with real pie, an orchestra, and artists from Keith's Theater. The finale was the distribution of bags containing caps, stockings and candy for the boys. All were donations from Ad Club members.

Bridgeport, Conn.—Local newspaper men, musicians and actors have formed an organization known as "The Hermits." There are already about 200 members and many of the offices have been filled by newspaper men. William E. Burton, former city editor of the Telegram, who resigned to take up the practice of law, has been a prime mover in the association. The Hermits are amassing a large fund for the city's poor, as their first public effort.

St. Paul.—The advertising committee appointed by the Minnesota and Northern Minnesota Editorial Associations have held profitable meetings with the St. Paul Association of Public and Business Affairs, the Minneapolis Civic and Commerce Association and the Duluth Chamber of Commerce. The committee will make a report at the February meeting of the Minnesota Editorial Association here.

Washington, D. C.—The Better Business Bureau of Washington has elected the following trustees: R. B. H. Lyon, chairman; E. H. Droop, H. H. Levi, Chester Warrington, Stanley Lansburgh, George B. Ostermayer, Isaac Behrend, Herbert T. Shannon, I. L. Goldheim, Jos. A. Berberich, Harry W. Hahn, Jos. D. Kaufman, Sydney W. Strauss, H. J. Rich.

Escanaba, Mich.—The Escanaba Press Club is sponsoring an effort to organize the newspaper workers of the Upper Peninsula of Michigan through a dinner now being arranged. Hal Rammel, of the Morning Press, heads the Escanaba organization, with Will Doyle, of the Daily Mirror, as vice-president, and J. Herbert Kelly, of the Morning Press, secretary-treasurer.

Detroit, Mich.—About 50 veteran Detroit advertising men tendered a dinner in honor of Henry T. Ewald, recently in the Advertisers' Bureau, the occasion being the 15th anniversary of the Detroit Adcraft Club, of which Mr. Ewald was founder.

Employees of the Advertising Club of New York were gladdened during the holidays when a fund of $4,200 was distributed among them as a gift from the club members in appreciation of the services which they had received during the past year.

St. Paul.—The Town Criers' Club had a Christmas frolic in the principal hotel of the town. Every member and guest received a stocking filled with small gifts and souvenirs and other gifts donated by firms represented in the club were drawn by lot. The entertainment included a turkey dinner and dance.

Denver.—More than 200 persons, including Denver newspaper men, their families and friends, attended the annual Christmas tree party of the Denver Press Club Christmas Eve. Seventy-five children received Christmas presents from the club Santa Claus. Attorney James W. Kelly, ex-president of the club, presided as chairman of the celebration. The party was followed by a dance after the illumination of a huge Christmas tree.

An advertisement in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, to be issued January 22 as a part of a regular edition, will work for you every day in 1921.

$40,000 Cash

for first payment on a daily newspaper property. Northern and western locations preferred. Proposition V. L.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., N. Y.

THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

LUDLOW FOR SALE

Complete equipment consisting of Caster, 2 14-page Cabinets, 10 Blocks, 5 Slug Racks, 1 Blank Ring Block, 3 sets Roman Spacing, 2 sets Italic Spacing and 6 fonts of faces. Price $2,035 f. o. b.

PRESSES FOR SALE

8-page Goss Comet, $6,000. February.
12-page Cox Duplex, $6,000. February.
16-page Goss with Stereotype Equipment, $6,500. Immediate.
20-page Hoe, $8,000. Immediate.
32-page Goss, $12,000. April.
40 page Hoe with Stereotype Equipment, $15,000. Immediate.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, INCORPORATED
Newspaper Properties & Equipment
P. O. Box 1507 Richmond, Va.
Room 313, 12 North Ninth Street

AUTO SALES METHODS IN 1921

(Continued from page 8)

These will take the place of older concerns that may curtail advertising.

However, when you add them all up with what is on the market it makes a big total. And even though there has been a season of non-buying there have been but two motor concerns, one a car and the other a truck, that the writer knows of that have had financial difficulties. These are being ironed out.

Therefore, when the buying season begins, which will be early Spring because we have not had any great Winter, and may not have, the big men will be more cheerful. The propaganda of saying the business was shot to pieces will be dissipated. When the cars get going the tires will begin to sell. And the tire men will come back again with copy.

The papers are not overloading their columns now—outside of show time—with publicity. This is a saving in space and costs. But the newspapers will not get their share of the advertising by merely waiting to have it roll in to them.

As the dealers have got to sell cars the newspapers will have to sell their product to the dealers and the advertising managers and the agencies. Some of the advertising managers, where they have used four papers in a city, may cut down to three and three to two, so they will have to be convinced about the mediums, for the day passed long ago that copy went to the paper that printed big stories of the boss, with his picture.

News is what the people want to read; and the papers that make a real effort along that line will come into their own.

PRESS REGISTRATIONS AT AUTO SHOW

American Machinist—Fred H. Colvin.
N. W. Ayer & Son (Philadelphia)—Edward M. Powell.
Baltimore American—Elmer D. Free, C. Fletcher Donnocker.
Baltimore News—Jerome J. Reese.
Baltimore Sun—W. S. Albert, Charles Powell, Herbert L. Carpenter.
Bayonne (N. J.)—Evening News.
S. C. Beckwith, Special Agency (New York)—Al Seiffer.
Boston Globe—J. T. Sullivan.
Boston Herald—E. W. Preston.
Boston Herald & Traveler—John Dempsey.
Boston Post—Howard Reynolds, J. J. McNamara.
Boston Transcript—C. F. Marden.
Bridgeport Post—Robert N. B. Farrell.
Brooklyn Citizen—W. E. Schepp.
Brooklyn Eagle—Chester Fox, R. W. Sykes, Jr.
Chicago Daily Journal—A. F. Lorenzen.
Chicago Evening Post—Walter A. Birmingham.
Chicago Herald-Examiner—L. M. Russell.
Chicago Tribune—Morrow Krum, W. R. Bend, R. C. Hollis, C. S. Benham, D. F. McMahon.
Cleveland Plain Dealer—Byron A. Collins, H. J. Morley.
Detroit Free Press—C. W. Cosgrove, E. Y. Watson, Otis Morse.
Detroit News—Eddie Edenbaum.
Dun's International Review (New York)—Edward N. Vose.
Hudson (N. J.) Dispatch—Frank Galland, Morris Miller.
Hudson (N. J.) Observer.
Hudson (N. J.) Republican—E. C. Van Loan.
Indianapolis News—William Herschell.
The Japan Advertiser (New York)—Wilfrid Fleisher.
Jersey City Journal—D. J. Stuart.
Los Angeles Express—Frederic Wagner.
Literary Digest—Arthur B. Cuddahy.
Motor Age—William Martin.
Motor Trades Publishing Company—H. M. Porter.
The Motor (London) England—Victor Beveridge.
Manchester (Eng.) Guardian Commercial—Williams.
Montreal Daily Star—A. C. Morton.
National Farm Power—J. Lewis Draper.
New Haven Register—Frank L. Kane.
Newark (N. J.) Call—J. Kennedy.
Newark (N. J.) Ledger.
New Rochelle (N. Y.) Standard—T. W. Greenslett.
New York American—Emil J. Steinheuser.
New Yorker Herold—Charles Powell.
New York Evening Journal—Davidson Brown, F. E. Cranford, Charles F. Hammond.
New York Evening Mail—John C. Wetmore.
New York Evening Post—Harry Brown.
New York Sun—Benton C. Brown.
New York Evening World—J. E. Pool.
New York News Service—David Robinson.
Philadelphia North American—G. W. Thompson.
Philadelphia Public Ledger—John C. Campbell, Wm. R. Butler.
Philadelphia Record—H. G. Peck.
Pittsburgh Gazette-Times—F. E. Grenogle.
Portland Oregonian—Charles Young.
Rochester Herald—D. H. Craigie.
St. Louis Globe Democrat—Stephen F. Needham.
St. Louis Post Dispatch—Stuart M. Chambers, C. O. Langlois, P. L. Harreguez.
Syracuse Journal—Howard J. Wright.
Frank Seaman Co., Inc. (Chicago)—A. L. Salisbury.
Vanity Fair—Louis A. Herblin.
Washington Post—"Sit" Grogan.
White Plains (N. Y.) Reporter W. Lee Fuller.
Wilkesbarre Record—Grey Moore.
Automobile Trade Journal (Philadelphia)—T. F. Cullen.
Auto Manufacturers' Journal—Robert S. Kennedy.
Everyday Engineering Magazine (New York)—Victor Page.
Scientific American (New York)—Allan C. Hoffman.
Women's Wear—Joe Bernstein.
Ring Lardner, Hugh Fullerton, Bud Fisher, Howard L. Spohn, H. L. Haskell.

Houx Buys Mexia News-Herald

MEXIA, Tex.—E. P. Houx, well known newspaper man of Mexia, who retired from the newspaper field several years ago, has purchased the interest of R. E. Hutchingson in the News-Herald, an afternoon daily, and the firm name has been changed to the News Publishing Company. The owners now are DeWitt Lamb and E. P. Houx. Mr. Houx will become editor.

SPHINX TALKS FOREIGN TRADE

Proper Credit Relations Needed to Sell Goods Abroad, McHugh Declares

International affairs were the main topic at the Sphinx Club dinner at the Waldorf-Astoria, New York, on January 11. John McHugh, vice-president of the Mechanics & Metals Bank of Manhattan; Alexander Konta, who has just returned from a trip to Europe; Dr. John H. Finley, who joins the New York Times staff today, and William H. Rankin, the Chicago advertising agent, were the speakers.

Mr. McHugh declared that international credit must be utilized to the fullest extent and under the wisest possible direction during the coming year to support and develop the foreign trade of the United States. He said that the irony of the existing business situation is that, although American factories and mills are shortening their hours of work and although prices have dropped 25 per cent in a few months, the outside world would willingly take all the goods the United States could spare and that Europe is calling urgently for goods and aid.

Mr. Rankin told of the coming visit of Chicago advertising men to the Sphinx Club as dinner guests. He also referred to the foreign trade situation and urged upon advertising men the necessity of a world-wide viewpoint.

Mr. Konta predicted that the beginning of the new administration would see an improvement in American foreign trade.

Dr. Finley's talk was on "Truth in Advertising" and was of an inspirational character.

New P. M. Paper for Lansing

(By Telegraph to EDITOR & PUBLISHER*)*

DETROIT, Mich., Jan. 12.—Lansing, Mich., will have a new daily afternoon newspaper, the Capitol-News, beginning April 1, according to announcement made here today by Arthur L. Francis, publisher of the Portland Observer, who will be business manager of the new enterprise. Edward M. Lucas, former managing editor of the Grand Rapids Herald, will be editor. Articles of incorporation will be filed next week. Mr. Lucas says the paper will be owned exclusively by Lansing people. It has already been assured the support of Lansing business men.

Miller to Meet Sports Editors

ALBANY.—Governor Miller will shortly announce the date for a meeting with sporting editors of this State to talk over a comprehensive legislative program for sports control which he has in mind. Boxing, baseball, racing and other sports will be included in the proposed legislation.

THE
NEW YORK EVENING
JOURNAL
has the largest circulation of any daily newspaper in America

YORK, PA.
POPULATION 60,000
An ideal manufacturing city of ideal homes and labor conditions.
"You'd like to live in York"
The York Dispatch
York's only Evening Paper

The Detroit News
The Detroit News, SUNDAY EDITION, has 85% of its circulation concentrated where it has the most effect in getting advertising results—the local trading territory.

OF THE SHAFFER GROUP
The Louisville Herald led the other Louisville morning newspaper in local display advertising for the first ten months of 1920 by 171,669 agate lines.
THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper.
OF NEWSPAPERS

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper,
The Pittsburg Dispatch
the same year in and year out.
Branch Offices:
Wallace G. Brooks,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

IN LOS ANGELES IT IS THE EVENING HERALD
Government Circulation Statement April 1, 1920
134,686
The home paper of Southern California
MEMBER A. B. C.

IN NEW ORLEANS IT'S — —
THE NEW ORLEANS ITEM

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for 6 Months ending Oct. 1, 1919
33,137
Its sales promotion department is at the service of advertisers. And it really promotes.
Arthur Capper
Member A. B. C. Publisher.

Digitized by Google

"OHIO

is a state where advertisers, using Ohio newspapers can get their message in the homes of responsive buyers in the shortest time.

As a center of merchandising distribution, in relative proportion to area-population-resources, there is no doubt that it is Ohio First of all her sister states—with

Over 13,000 total railway trackage.

5,759,394 people (1920 census).

Over 200,000 farm owners.

Over 15,000 industrial plants employing over 500,000 workers who earn over $250,000,000 per year. Concentrate your sales effort in Ohio newspapers with vigor and you'll find that Ohio is

FIRST"

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	8,608	.03	.03
††Bellaire Daily Leader	(E)	4,214	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, 5c	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
††Ironton Irontonian	(M)	3,150	.014	.014
Lima News and Times-Democrat	(E&S)	16,193	.06	.05
**Lima Republican-Gazette	(M&S)	10,114	.035	.035
††Middletown Journal	(E)	4,379	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
††New Philadelphia Daily Times	(E)	4,402	.0175	.0175
††Piqua Call and Press-Dispatch	(M&S)	6,187	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
††Springfield News	(E)	15,592	.04	.04
††Springfield News	(S)	13,027	.04	.04
Toledo Blade	(E)	88,490	.22	.20
††Warren Daily Chronicle	(E)	3,525	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920.
††Government Statements, April 1st, 1920.
**A. B. C. Report, April 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.
†Publisher's Statement.

Regarding Advertising Rates

A Statement of Extraordinary Interest and Importance to Advertisers and Publishers

In many ways it seems to be particularly unfortunate for those representing advertisers to go about uttering views which are detrimental to advertising and business. Some people seem to forget that long before soda-crackers were wrapped in gaudily colored boxes and sold for many times old-time bulk-goods prices, our newspapers and periodicals existed in fairly prosperous condition.

There are those who seem to forget, or probably have not thought deeply enough to realize, that what is nowadays known as advertising is the greatest selling force in modern business and that without it many a present-day enormous enterprise would rapidly go to smash.

It is unfortunate that certain advertisers and advertising agencies cannot get a clear idea of conditions owing to the ever-impeded view they get of rates. What a thing costs seems to them much more important than the results it produces. They are using the wrong end of the opera glasses, as it were.

Competition may be depended upon to make for fair prices. Until advertising rates are much higher than they are, no advertiser need worry regarding his ability to use space to a profit, if he uses it intelligently for an article for which a general demand can be created at a fair price.

Advertising rates are bound to swing to lower levels as the price of print paper and other high production costs go down. These costs are to-day higher than at any previous time and the peak of high prices with the publisher will not have been passed until the second quarter 1921.

Advertising rates were about the last item in the cost of national distribution to go up. At a time when manufacturers sold only "at price current at time of delivery" publishers were blindly selling at firm prices a whole year in advance.

Under such conditions it took the average publisher a full year to increase his rates, and it will take him about a full year after the peak of expense is passed before he can get them down after equalizing his own higher costs of manufacture.

We have been asked for facts regarding the cost of advertising and a challenge to publishers was recently issued to justify the necessity for higher rates. I take pleasure in giving the advertising world some data regarding The New York Globe:

Labor costs (Year 1914).....	$2,000 per day
" " (Year 1920).....	4,000 " "
Paper costs (Year 1914).....	1,000 " "
" " (Year 1920).....	5,000 " "

Gross operating expense for producing The Globe:

Year 1914.....	$1,140,000.00
" 1920.....	2,800,000.00
Increase.....	$1,660,000.00
Less increased circulation revenue represented in going from 1 to 3 cents the copy..	680,000.00
Increase to be offset by advertising earnings.....	$980,000.00

On the volume of advertising (4,000,000 lines) carried in 1914, this would have meant an increase of about 80 cents a line in net cost of manufacturing a line of advertising.

Thanks to forced economies in production and an increased volume of advertising, we have been able to hold down the increase in the net advertising rate earned to 7 cents a line, an increase of only 88⅓ per cent. over 1914.

Translated into other figures, the situation with us has been like this:

Print paper bill (Year 1914)....	$320,000.00
" " " (Year 1920)....	1,000,000.00
" " " (*Year 1921)...	1,500,000.00

*Based on price of contract tonnage for first quarter 1921.

In answer to those inclined to suspect that our publishers are profiteering in selling their newspapers at three cents per copy and their advertising on higher levels, let me give these comparisons:

In October, 1914, with the newspaper selling at one cent per copy and print paper at equivalent of present F. O. B. mill prices, $29 the ton:

Paper bill.....	$34,000
Circulation receipts.....	31,000
	$3,000 loss

In October, 1920, with the newspaper selling at three cents per copy and print paper $180 per ton, F. O. B. mill:

Paper bill.....	$107,000
Circulation receipts.....	93,000
	$14,000 loss

In other words, the price of print paper has advanced faster than our newspapers have been able to advance the price to the reader.

We are actually losing more money selling newspapers at three cents to-day than when we sold them at one cent in 1914.

Pay roll expense has increased from $12,000 in 1914 to over $28,000 a week in 1920. Here are some of the details showing monthly totals:

	1914	1920
Editorial.....	$13,500	$33,400
Circulation.....	17,100	36,200
Composition.....	7,600	19,800
Press Room.....	3,800	9,900
General.....	9,300	16,800

For the information of those advertisers who think that they are the only people in business who base their prices on cost of manufacture and selling, plus a reasonable profit, I will present some further data.

The New York Globe bases its rate on exact cost plus a reasonable profit, but during the past three years, with rapidly advancing costs, we have seldom been able to operate on a fixed base long enough to realize the reasonable profit part of the business.

During 1920 we will net less than 3 per cent. on our turnover and much less than that on a reasonable capitalization of the property.

I figure the cost of a line of advertising as gross expense less circulation receipts, divided by lines of advertising.

By this rule the approximate cost of a line of advertising, based on present costs, figures this way:

Approximate gross expense.....	$3,200,000
Less approximate circulation receipts.....	1,000,000
Divided by 8,000,000 lines.....	$2,200,000

equals cost 27½ cents a line

Our present minimum contract rate nets us 29.16 cents per line or just about 10 per cent. over cost, but our actual net rate earned for the year will only figure the narrowest possible margin above the approximate cost of 27½ cents, as above.

This discrepancy is accounted for in this way. The present rate of 29.16 cents has only been in operation for the last quarter of 1920 on new business and on those contracts which permitted adjustment. Likewise, the rate in force up to October 1, 1920, was still a shade lower.

In estimating costs for 1921 we face a probable increase of $250,000 more for paper and $100,000 more for labor than in 1920, a total of $350,000, which divided by 8,000,000 figures an increased cost of 4.4 cents a line.

In order to be reasonably safe we have increased our gross rate 5 cents a line from January 1, 1921, which when discounted for full copy and less agent's commission nets about 3¾ cents a line, or more than ⅓ cent less than the expected increase in costs.

I sincerely believe that the estimated increased costs provided for in our advance of January 1 will subside during the second quarter, and that we, in accordance with our frankly announced policy, will gradually reduce our rates in accordance with lowering price of print paper and labor.

As a further evidence of our entire good faith in the matter, we gave all advertisers of record and all advertising agents opportunity to close firm contracts for 1921 at the price established for the fourth quarter of 1920 if made by December 31, 1920.

This process has obviated the necessity for increases in their cases and has been cordially responded to by them.

It is to be regretted that advertisers as a body should not take a more sincere interest in working to help make advertising more productive of results than in centring their fire on rates.

Standard advertised goods are generally conceded to be better goods than unbranded articles whose manufacturers are ashamed of their offspring, as it were.

Instead of limiting the scope of the publisher in his effort toward making a better and more responsive medium, the talk about reducing expenses by firing editors, cutting off circulation, etc., etc., indulged in by advertisers, seems wholly injudicious.

The theory that the directors of the various important lines of nationally advertised goods, who finally pass upon advertising appropriations, are not and cannot be interested regarding the details of advertising is largely defective.

The construction of Roger Babson's announced statement that manufacturers will use newspapers instead of magazines to mean certain newspapers according to requirements of overcoming trade resistance.

Newspaper advertising is local advertising and we of the newspaper industry will be wholly satisfied in the wonderful demonstration which will come to those who earnestly give it a fair trial, city by city, state by state, or in any other way they desire trade stimulation.

I could go on to endless limits regarding extra expense, but while others are worrying about such business I have been working on more serious matters—to help speed up reduction in price of print paper.

Through the functioning of the Publishers Buying Corporation, organized by me, and my other activities, we defeated the efforts of the paper manufacturers to get away with a minimum of 8 cents a pound in 1921.

Instead of 8 cents they will get 6½ cents for the first quarter 1921 and prices will recede to 5½ or 6 cents for the second quarter, and drop to 3½ or 4 cents later in the year.

As every cent of reduction in price per pound means $50,000,000 to the publishers of the United States, I figure that I have indirectly saved our advertisers anywhere from $150,000,000 to $300,000,000 for the single year 1921.

Last June newspapers were paying 12, 13, 14, and as high as 17 cents for pound for print paper. There was every indication of even higher prices.

Those in control of paper supply, barred from activities in the United States contrary to our federal statutes, had stepped quietly over the Canadian line and devised plans by which they produced satisfactory results—for themselves.

Jobbers bought supply in anticipation of 16 and 19 cent prices in October. Publishers could not get any supply except at ruinous prices.

We preached the gospel of conservation, started importing tonnage from abroad, kept publishers from foolishly bidding one against the other, and utterly defeated the schemes of the operators in the paper ring.

In this recital I but hint at the things done by our publishers honestly seeking to prevent the ruination of an industry. If we had permitted the paper pirates to have their way advertising rates would be much higher than they are or will be.

I may be pardoned for stating that the advertiser who protests against the slight advance in rates he must pay probably does not know how much worse conditions were ahead of him if we had not been seriously working for our own and his protection.

JASON ROGERS,
Publisher The New York Globe.

New York, January 12, 1921.

Member A. B. C.

THE NEW YORK GLOBE

170,000 a Day

NEW YORK 19 West 44th St.

LORENZEN & THOMPSON, Inc.
Publisher's Representatives

CHICAGO 908 Peoples Gas Bldg.

EDITOR AND PUBLISHER

INTERNATIONAL YEAR BOOK NUMBER 1920-1921

NEW YORK, SATURDAY, JANUARY 22, 1921

—the university of the masses

Invest in Newspaper Advertising

Katz Special Advertising Agency

TIMES-PICAYUNE CHARACTER

For "character, the grandest thing," the Times-Picayune has always striven.

Throughout its eighty-three years, it has stood firmly for the better things.

It has battled the storms and stresses of war, of hard times, of natural disaster—battled them as did New Orleans, and emerged as did the city, victorious, triumphant, forward-looking.

Times-Picayune is independent in politics. It supports men, not parties. It fights cleanly, but gives no quarter to the enemies of civic righteousness.

Times-Picayune—progressive in its own policies—stands for progress in public affairs. Its tremendous influence is placed behind any project that is for the general good.

Times-Picayune is no man's mouthpiece. No individual uses the paper for his purposes. Its owners are many, and they ask but that the paper serve the community to insure its continued power and prosperity.

Times-Picayune columns are closed to objectionable advertisements. The closest supervision is exercised, even to a rigid censorship of classified matter.

And as a sign that these things will always be, Times-Picayune has built a home—big, rugged, impressive—symbolizing the firmly founded policies developed through eighty-three years of struggling onward and upward.

The Times-Picayune

New Orleans (Second Port, U. S. A.)

General Representatives

Cone, Hunton & Woodman, Inc.

New York, Chicago, Detroit, Kansas City, Atlanta

Pacific Coast Representative

R. J. Bidwell, San Francisco

Digitized by Google

Times-Picayune

Greater Circulation

New Orleans is a "home-delivery" city, in a newspaper way.

Times-Picayune delivers more papers to New Orleans homes than any other two papers combined.

Times-Picayune advertisers know that their message will go into New Orleans homes (practically all of them), on any or all of the seven days of the week.

Holidays, rainy weather, and other conditions that cut street sales can't touch Times-Picayune circulation that goes into the home and stays there.

It reaches outside of New Orleans to the extent of the city's shopping territory—150 miles around. It covers this, as well as the city, like a blanket.

It goes to all classes of readers—in New Orleans and outside. Its circulation dominates.

Advertisers can reach every wanted prospect in the New Orleans field with Times-Picayune circulation.

Detailed information is available.

The Times-Picayune

New Orleans (Second Port, U. S. A.)

General Representatives

Cone, Hunton & Woodman, Inc.

New York, Chicago, Detroit, Kansas City, Atlanta

Pacific Coast Representative

R. J. Bidwell, San Francisco

Times-Picayune
FIRSTS

In 1920, the Times-Picayune printed 16,863,772 lines of paid advertising. It stood first in the four major divisions of newspaper lineage. The figures follow

Local Display	*Classified*	*Foreign*	*Total*
9,660,902	4,319,065	2,565,969	16,863,772

For the last seven months of 1920, an accounting firm kept track of New Orleans newspaper advertising, dividing it into thirty-seven classifications. Of these 37 minor divisions, the Times-Picayune led in 26. Note:

The Times-Picayune Was First
New Orleans Newspaper in—

Classified Advertising
Women's Wear Advertising
Financial Advertising
Foodstuff Advertising
Furniture Advertising
Passenger Automobile Advertising
Automobile Truck Advertising
Tire and Accessory Advertising
Undisplayed Automobile Advertising
Men's Furnishings Advertising
Women's Shoe Advertising
Jewelry Advertising
Musical Goods Advertising
Hotel and Restaurant Advertising
Household Article Advertising
Railroad Advertising
School and College Advertising
Tobacco Advertising
Toilet Goods Advertising
Office Equipment Advertising
Steamship and Travel Advertising
Resort Advertising
Publication Advertising
Building Material Advertising
Auction Sale Advertising
Miscellaneous Display Advertising

The Times-Picayune carries the largest amount of advertising in these 26 divisions because the paper gets results for advertisers. Times-Picayune returns are greater, and consequently cost less.

Water flows down hill.

The Times-Picayune
New Orleans (Second Port, U. S. A.)

General Representatives
Cone, Hunton & Woodman, Inc.
New York, Chicago, Detroit, Kansas City, Atlanta

Pacific Coast Representative
R. J. Bidwell, San Francisco

Times-Picayune
Merchandising Service

New Orleans is a city that's "different"; local trade customs are deep-seated; methods must be adjusted to conditions.

Times-Picayune merchandising service is helpful to national advertisers desiring to develop their New Orleans business.

Complete and reliable surveys covering various commodities are available. Others can and will be (cheerfully) made upon request.

Connections are formed with merchandise brokers, jobbing houses and retail stores.

Assistance is given to factory salesmen—consisting, in some cases, of sales help as well as introduction.

A complete route sheet—ready for the factory man's use—gives names of grocers, druggists, and other retailers, showing in detail how to reach each one—how to avoid excess of travel and overlooking of prospects.

All these things combine to make a service that is highly valued by the advertisers who have availed themselves of it.

Advertisers and their representatives are invited to inform themselves of the scope and value of Times-Picayune merchandising service.

The Times-Picayune
New Orleans (Second Port, U. S. A.)

General Representatives

Cone, Hunton & Woodman, Inc.

New York, Chicago, Detroit, Kansas City, Atlanta

Pacific Coast Representative

R. J. Bidwell, San Francisco

Buffalo

Has a representation of 60% of all of the industries recognized by the United States Census.

The Buffalo Market Spends in One Year

$283,777,000.00

The Readers of the Buffalo Evening News Spend in One Year

$224,680,000.00

Total buyers in the Buffalo market - - -	Males	205,200
	Females	202,880
Total - - - - - - - - - - - -		408,080
Buffalo Evening News, readers, buyers -	Males	161,860
	Females	157,380
Total - - - - - - - - - - - -		319,240

Analysis of the above figures shows conclusively First—That the Buffalo Market is one worthy of cultivation. Second—That it is economically reached and covered by one medium. Its people are educated to respond to the written solicitation appearing in the Buffalo Evening News, their Home Paper. They earn sufficient money to satisfy their needs as is attested by the fact that the families with

Incomes Over $3,000 Yearly

in Buffalo is six times greater than is the average of the United States. The percentage of families in Buffalo with incomes between $1,800 and $3,000 is twice as large as the average of the United States.

During the year 1920 the Buffalo Evening News carried 46% of all the paid advertising placed in six daily newspapers in Buffalo. Its columns are free from all objectionable medical advertisements, oil stock, mining and advertising of highly speculative nature.

BUFFALO EVENING NEWS

E. H. BUTLER, PUBLISHER

MARBRIDGE BLDG., New York

KELLY SMITH
National Representative

LYTTON BLDG., Chicago

Digitized by Google

San Francisco Examiner

Examiner 1920 Advertising

AGAIN IN 1920 the advertising achievements of THE EXAMINER indicate its preference by advertisers of every class. Again a dominating lead in advertising is maintained over all other newspapers in the local field. It is a story of repetition—an unfaltering duplication and bettering of prior successes.

To advertisers, this reputation for repeated record breaking by THE EXAMINER is no new thing, but it is an assurance that the best advertising medium in San Francisco is better than ever.

Never before has any one medium covered San Francisco and its shopping territory as THE EXAMINER does now. The effect has been felt in greater results from advertising in THE EXAMINER—in bigger values for the advertiser's money. The appreciation of adver-

Western Representative
909 Hearst Building, Chicago

Digitized by Google

San Francisco Examiner

Totals 16,185,568 Lines

tisers is reflected in the figures below, showing the TOTAL ADVERTISING printed in 1920:

EXAMINER	**16,185,568**	**lines**
Second paper (morning)	11,658,290	"
Third paper (evening)	8,037,316	"
Fourth paper (evening)	7,368,998	"

THE EXAMINER'S *dominance* in its field is assured by its leadership over all other local papers. Its *progress* is indicated by the gains made in 1920 over the excellent showing of 1919.

THE EXAMINER'S lead over second paper	**4,527,278**	**lines**
THE EXAMINER'S gain over its 1919 record	**3,438,386**	**lines**

Circulation growth is just as remarkable as the foregoing advertising records. In one year the average net paid circulation of the daily has increased 28,885; Sunday 40,853. For the new year the advertiser starts with the following figures:

AVERAGE NET PAID CIRCULATION

December, 1920	**161,528 Daily**	**296,853 Sunday**
December, 1919	132,643 Daily	256,270 Sunday
Increase	**28,885 Daily**	**40,583 Sunday**

Eastern Representative
1834 Broadway, New York

Digitized by Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

Perhaps one of the most important reasons why national advertisers get such good results from advertising in the Philadelphia Bulletin, is because local retailers have been educated to the importance of linking up their advertisement to the announcements of the manufacturers whose wares they sell.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the year 1920,

488,687 copies a day.

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, JANUARY 22, 1921 No. 34

THE INTERNATIONAL YEAR BOOK IDEA

IN presenting its first INTERNATIONAL YEAR BOOK, EDITOR & PUBLISHER is striving earnestly to extend its service to the journalistic profession, and the advertising and publishing interests of the world by bringing within the covers of a single book vital facts and information, an analysis of which is necessary to properly meet the perplexing problems of world enlightenment and of modern marketing and merchandising.

Each week in the year EDITOR & PUBLISHER not only prints all the news and authoritative interpretative surveys and stories of the major developments in its field, but it also provides a forum where members of the profession of journalism and the business of newspaper-making and advertising may intimately discuss their problems in the assurance of an appreciative audience composed of master craftsmen who are conscientiously endeavoring to attain the ideal of 100 per cent service.

We are frank to confess to our readers that in this first effort we have not achieved that 100 per cent goal to which we aspired. We have worked unceasingly at the idea and ideal and our satisfaction is, of course, in the knowledge that we have accomplished more in this notable work than has ever been achieved in the interests of newspapers at any time.

But ideas grow and concentration upon this idea has developed it far beyond our ability to achieve, but there were some extenuating circumstances beyond our control. Chaotic conditions in Europe and elsewhere throughout the world made the gathering of facts difficult and in some cases almost impossible, but we hope to do better next year. The interests of all countries so completely interlock in a journalistic and advertising way that we believe there is a need for just such a book and that this belief is shared by newspaper and advertising men everywhere.

The EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK should not be confused with the so-called review numbers issued by many publications at this time of the year. It is in no sense a review, but, instead, it is compiled as a ready reference book for 1921.

The scope of the next EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK will be widened to include the newspaper and advertising activities of other countries which it was found impossible to cover this year. In order that everything that goes into this number in future years will be of vital interest, readers are urged to offer suggestions for the impovement of this annual edition. We would like to have you bear in mind that you can help us greatly by letting us know which of the features appearing in this number prove of greatest value to you during 1921 and which you consider non-essential, and why.

It is entirely fitting that this exceptional effort to render greater service in trade journalism should mark the 20th anniversary of the establishment of EDITOR & PUBLISHER and the 37th anniversary of the establishment of the JOURNALIST, which was absorbed by the former in January, 1907, thereby making the publication the oldest publishers' and advertisers' journal in America. EDITOR & PUBLISHER'S steady growth in influence in its particular field has resulted from the service it has rendered and its stand for the highest ideals in journalism, business and advertising.

In this issue, EDITOR & PUBLISHER presents for the first time in the history of American journalism, an almost complete directory of the executive heads of all the daily newspapers in the United States, a complete list of the business paper executives, as well as a list of the executives of Canadian dailies.

Among the other outstanding features that are sure to be of service for ready reference throughout 1921 are the circulation and rate data of over 2,000 daily and Sunday newspapers arranged alphabetically by states, with populations.

For the first time in the history of this country, the complete listing of the newspapers of England, Ireland, Scotland and Wales, compiled by G. Street & Co., Ltd., with circulations, frequency of publication, page sizes and the advertising rate for one insertion and 26 times, will be found in this issue of EDITOR & PUBLISHER. When consulting this list, it should be remembered that the rate quoted is per inch, column width.

The year just past has been one of unusual changes in the field which EDITOR & PUBLISHER covers. Costs of newspaper production have reached a new high level and the indications are that present conditions under which we are doing business will continue through 1921. These increased costs were met by increased business efficiency, needed economies and fairer rates for advrtising and subscriptions with the result that the newspaper business in the United State today is on a sounder basis than ever before in its history. This is very clearly demonstrated by the space-buyers' chart, the record of advertising lineage for the years 1914 to 1920 inclusive in 23 cities, the comparative and exhaustive analyses of "A. B. C." figures, etc.

Newspaper advertising has never been so popular with the business public as it is today, because the need for it has never been so acutely felt. The bulletin board and the town crier were sufficient for the merchants in colonial times, owing to the small populations from which they drew their patronage, but in these days of crowded cities and thickly settled rural districts, the advertising medium used must be one that reaches masses of people at frequent intervals.

Such a medium is the daily newspaper that finds its way into the hands of the worthwhile men and women of every community. It has been called a market-place, a forum, a mirror of public opinion. It is all these and more—it is the very life-blood of the business world. Without it, enterprises dependent upon sales fail. Is proof needed? Last year 85 per cent of the failures recorded were those of concerns that had never advertised.

But the truth is, it took a world war to demonstrate the advertising possibilities of the daily newspaper. Perhaps the most important feature of this book is the record of advertising lineage of the newspapers in 23 cities for the years 1914 to 1920 inclusive. (See pages 148 and 150). In 1914 the total lineage of the 23 cities in newspapers amounted to 662,585,592 agate lines. This was increased to 769,867,736 for the year 1917, and jumped to 1,175,021,335 agate lines of paid advertising for the banner year 1920. This is but an index of the general advertising situation, with all daily and Sunday newspapers throughout America. The figures of course include local and foreign advertising, and all other classifications for every one of the newspapers printed in the 23 cities surveyed.

These figures have been gathered at great expense and very carefully and accurately compiled and are altogether reliable. Any reader will confer a favor by acquainting us with any error that may be found.

But, let's reflect a minute upon the results shown by these figures. The increase from 1914 to 1917 of the 23 cities was 107,282,144 lines. The Government Liberty Loan and Draft campaigns were then inaugurated, with 30,000 men, women and children throughout the country striving to sell newspaper advertising for Government purposes for which individuals paid cash.

Witness the result. Almost immediately the appreciation of newspaper space was reflected in increased newspaper advertising in these 23 cities.

The increase in newspaper lineage from 1917 to 1920 in these 23 cities was almost half a billion lines, or to be exact, 404,753,599 agate lines.

Reflect also upon the further fact that newspaper rates increased only 41 per cent between October 1, 1918, and November 15, 1920, and you will realize in some measure how it was possible for the daily newspaper publisher to absorb a part of his increased material and labor costs without passing all of the increases on to the advertiser.

It is altogether likely that the total for 1920 would have exceeded over 100,000,000 lines a month in these 23 cities, had it not been that the general public went on complete strike in September last and has not yet entirely resumed buying.

As has already been stated in these columns, 1921 promises to be another big year for newspaper advertising, for the reason that many of the largest national distributors of merchandise are devoting more of their appropriations to the purchase of newspaper space in an effort to help the retailers get rid of the stocks of high-priced goods which they had purchased before the present readjustment period began last fall. They fully realize that until these stocks are moved, there will be no great demand for new goods.

The outlook, therefore, is full of promise, and there is every reason to believe that newspaper owners, publishers and workers will have another prosperous year.

It is trite to say in conclusion that journalism of the world never before had such opportunities for service as the immediate future holds. Changing conditions resulting from the Great War have placed it in the front rank to carry on for the rebirth of faith among men. So far we have merely been feeling our way, but the challenge is with the newspapers to greater things for mankind in a bigger way than was ever before attempted.

The new responsibilities that have been placed upon the press, as the great public educator, to remake the rules of conduct of men and nations call for intelligence of the first order—fearlessness and daring—under the control of truth and love.

The problems of the year ahead call for consecrated devotion to the highest ideals of journalism. The need of the hour is for strong men, unafraid, who will fight for the right no matter whom it helps or hurts.

The next few years should give to the profession of journalism a new strength and a measure of independence in the performance of public duty that it has always craved, but never attained, and to the business of newspaper-making economic freedom.

January 22, 1921. Volume 53, No. 34

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO

1117 *World Building, 63 Park Row, New York.*

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins.

J. B. Keeney, advertising; Fenton Dowling, circulation.

Chicago: H. G. Schryver, People's Gas Building, Manager.

Los Angeles: R. W. Madison, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.

London Distributer: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; $4 a year; foreign, $5; Canadian, $4.50.

Digitized by Google

INDEX TO INTERNATIONAL YEAR BOOK CONTENTS

A

Advertisers— PAGE
Advertisers, National Changes....132-134
Advertising—
Books....156-160
Cost by States....38
Rates—England....67, 68, 70, 72, 76, 78, 80
Rates—Ireland....83, 87
Rates—Scotland....80, 82
Rates—Wales....87
Rates—U. S....39, 40, 41, 42, 43, 44, 45, 46
Rates—U. S., by States....38
Rate—U. S.—Analysis....37
Advertising Agencies—
Activities....125, 128
Associations....50
Changes in Ownership....128
Changes in Name....128
New, U. S....128, 130
New, Canada....128, 130
Consolidations, U. S....130
Dissolutions, U. S....130
Troubles....130
New Offices....130, 132
Recognized, U. S. and Canada....112, 116, 120
Recognized, Great Britain....120
of France....125
Advertising Managers—
of Canadian Dailies....90, 155
of U. S. Business Dailies....88
of U. S. Dailies....13, 32
Associations—
Agency....50
of Bulgaria....161
of Canada....105, 106
of China....161
of England....106
of France....101
of Italy....161
of U. S....50
Overseas....161
American Journalists....50
A. B. C. Circulation Reports....55-62
Authors' League of America....146

B

Barbour's Advertising Rate Data....37-46
Books—
of 1920....156-160
Business Managers—
of Canadian Dailies....90, 155
of U. S. Dailies....13-32

C

Cable Rates....32
Canada—
Associations....105, 106
Clubs....105, 106
Dailies....90, 155
Publishers....90, 155
Editors....90, 155
Managing Editors....90, 155
Business Managers....90, 155
General Managers....90, 155
Advertising Managers....90, 155
Circulation Managers....90, 155
Circulations....57, 62
Newspaper Anniversaries....134
Newspapers Anniversaries—
In U. S....134
In Canada....134
Circulation—
A. B. C. Totals....37-46, 58-62
A. B. C. City....58-62
A. B. C. Suburban....58-62
A. B. C. Bulk....58-62
A. B. C. Unpaid....58-62
of English Newspapers....67-80
of Irish Newspapers....82-87
of Scotch Newspapers....80-82
of Welsh Newspapers....87
of Canada....62
of U. S....37-46, 55-62
Managers, Canada....90, 155
Managers, U. S....13-32
Clubs—
of Canada....105, 106
of U. S....50, 106
Thirty, of London....134
National Press....50
Gridiron....50
Correspondents—
Foreign Dailies in U. S....159
Washington....48, 49
In N. Y....161
League of Nations....49
Consolidations—
Canadian Dailies....47
U. S. Dailies....47
Court Rulings....152-154

D

Daily Newspapers—
of Belgium....96-98
of Canada....90, 155
of England....67-80
of France....92-96
Hawaii....110
Ireland....82-87
Mexico....110
Philippine Islands....110
Porto Rico....110
of Scotland....80-82
of U. S....13-32, 37-46
of Wales....87
of Virgin Islands....110
Lineage, 1914-1920....148-150
New, U. S....146
New, Canada....146
Consolidations....47
Changes in Ownership....47
Renamed....109
Changes in Price....136, 137

E

Editors— PAGE
of Canada....90, 155
of Hawaii....110
of Philippine Islands....110
of Porto Rico....110
of U. S....13-32
of Virgin Islands....110
Executives—
of Canadian Dailies....90, 155
of U. S. Business Dailies....88, 90
of U. S. Dailies....13-32

F

France—
Advertising Agencies....125
Associations....101-105
Daily Newspapers....92-96
Foreign Press Associations in Paris....106

G

General Managers—
Canadian Dailies....90, 155
U. S. Dailies....13-32
U. S. Business Dailies....88 90
Gridiron Club....50

H

Hawaii—
Editors....110
Newspapers....110
Cable Rates....32
Radio Rates....32

I

Ireland—
Newspapers....82-87

J

Journalism—
Schools of, U. S....154, 155
Journalists—
Associations of....50, 98
Associations of French....100

K

Key—
to A. B. C. List....62
to Barbour Advertising Rate Data....46
to British Industries....87

L

League of Nations Press Gallery....49, 50
Members of....49, 50
Legislation of 1920....146
Lineage, Advertising, 1914-1920—
Newspapers, 23 Chief U. S. Cities..148, 150

M

Managing Editors—
Canadian Dailies....90, 155
U. S. Dailies....13-32
U. S. Business Dailies....88 90

N

National Advertisers—
Personnel Changes....132-134
Neurology....107-109
News Agencies of World....160
Newspapers—
Advertising Lineage 1914-1920....148-150
Business Troubles....150
New Buildings....150
New Enterprises....146
Directory of Special Representatives..140-144
Celebrations....134
Consolidations....47
Changes in Ownership....47
Renamed....109
Changes in Price....136, 137
Executives of....13-32, 88, 90, 155
of Belgium....96-98
of Canada....90, 155
of England....67-80
of France....92-96
of Hawaii....110
of Ireland....82-87
of Mexico....110
Philippine Islands....110
Porto Rico....110
of Scotland....80-82
of U. S....13-32, 37-46
of Wales....87
of Virgin Islands....110
Reading in U. S....161
Suspensions of....134
Newswriters Unions....159

P

Porto Rico—
Newspapers of....110
Cable Rates to....32
Radio Rates to....32
Press Congress of the World....110
Press Gallery of U. S. Congress....48, 49
Members of....48, 49
Rules of....48
Officers of....48
Newspapers Represented....48, 49
Press Gallery League of Nations....49, 50
Members of....49, 50
Newspapers Represented....49, 50
Press Gallery Canadian Parliament....161
Officers of....161
Press Rates....32
Cable....32
Radio....32
Telegraph....32
Publications in U. S. and Canada....150
Number of....150
Changes in Number of....150
Publishers—
U. S. Newspapers....13-32
U. S. Business Papers....88-90
Canadian Newspapers....90, 155

R

Rates, Advertising—
of England....67-80
of Ireland....82-87
of Scotland....80-82
of U. S....37-46
of Wales....87
Rates, Subscription—
of England....67-80
of Ireland....82-87
of Scotland....80-82
of Wales....87
Representatives, Advertising—
U. S. and Canada Newspapers....140-144
Activities....144

S

Schools of Journalism, U. S....154, 155
Sizes of Newspapers—
of England....67-80
of Ireland....82-87
of Scotland....80-82
of U. S....37, 46
of Wales....87
Subscription Rates—
of England....67-80
of Ireland....82-87
of Scotland....80-82
of Wales....87
Suspensions—
U. S. Dailies....134
Canadian Dailies....134

T

Telegraph Rates, U. S. and Foreign....32

V

Virgin Islands—
Newspapers of....110
Editors of....110
Cable Rates to....32
Radio Rates to....32

W

Washington Correspondents....48, 49
Newspapers Represented by....48, 49
Wire News Services of World....160
Wire Press Rates, U. S. and Foreign....32

INDEX TO ADVERTISEMENTS

NEWSPAPER LEADERS

PAGE
Ada Evening News....152
Akron Beacon-Journal....159
Asbury Park Press....152
Atlanta Journal....106
Atlantic City Daily Press....132
Atlantic City Evening Union....132
Aurora Beacon-News....112
Baltimore News....99
Baltimore Sun....33
Belleville Advocate....102
Boone News-Republican....98
Boston Sunday Advertiser....79
Boston American....153
Bridgeport Telegram and Post....64
Brooklyn Standard Union....96
Buffalo Express....101
Buffalo News....7
Buffalo Times....108
Of Southern California....149
Carlisle Herald....161
Chicago Evening Post....153
Chicago Tribune....74, 75
Cleveland Plain Dealer....69
Dallas Journal....98
Dallas News....98
Des Moines Register....106
Des Moines Tribune....106
Detroit News....154
Elgin Courier....112
Fitchburg Sentinel....100
Fort Smith Southwest American....86
Fort Worth Star-Telegram....81
Galveston News....98
Hartford Courant....51
Hartford Times....64, 65
Of Illinois....144
Of Indiana....140
Indianapolis News....92
Of Iowa....141
Joliet Herald-News....112
Kalamazoo Gazette....96
Kansas City Star....89
London, African World....152
London, Cape-to-Cairo Express....152
Los Angeles Express....105
Los Angeles Herald....109
Louisville Courier-Journal....93
Louisville Times....93
Martinsburg Journal....105
Maryville Democrat....106
Meriden Record....101
Milwaukee Journal....107
Minneapolis Journal....54
Mount Vernon Argus....86
Of New England....143
New Haven Register....94
New Orleans Item....153
New Orleans Times-Picayune....3, 4, 5, 6
Of New York State....151
New York American....153
New York Day-Warheit....152
New York Globe....Back Cover
New York Evening Journal....152
New York Times....153
New York World....63
Oakland Tribune....91
Of Ohio....165
Oil City Derrick....132
Olean Times....132
Orangeburg Times & Democrat....154
Paterson Press-Guardian....102
Perth Amboy Evening News....153
Of Pennsylvania....145
Philadelphia Bulletin....10
Philadelphia Public Ledger....113
Philadelphia Record....83
Pittsburgh Dispatch....153
Pittsburgh Post....153
Pittsburgh Press....152
Portland Express....108
Racine Times-Call....100
Richmond News-Leader....152
Rochester Herald....107
Rochester Times-Union....77
St. Louis Post-Dispatch....97
St. Louis Star....34, 35
San Francisco Examiner....8, 9
Santa Fe New Mexican....111
South Bend News-Times....159
South Bend Tribune....109
Of South....147
Spokane Spokesman-Review....52, 53
Tacoma News-Tribune....95
Topeka Daily Capital....153
Trenton Times....73
Washington Star....142
Of West Virginia....130
Wilmington Every Evening....130
York Dispatch....112

ADVERTISING AGENCIES

Export Advertising Agency....111
O'Malley Adv. & Selling Service....137
G. Street & Co., Ltd....71
World Wide Advertising Corporation....153

CIRCULATION BUILDERS

Blair & Austin....134

ENGRAVERS

Powers Photo-Engraving Co....162

EQUIPMENT AND SUPPLIES

American Type Founders Co....162
Auto-Malling Machinery Company....137
Cline Electric Manufacturing Co....133
Intertype Corporation....129
Lanston Monotype Machine Company....121
Ludlow Typograph Company....124
Mergenthaler Linotype Company....103, 104
Newsbox Sales Corporation....126, 127
Southern Publishers Exchange....163

FEATURE SERVICES

Associated Newspapers....116
Central Press Association....118, 119
Chicago Tribune Newspaper Syndicate..74, 75
Frederic J. Haskin....110
International Feature Service....138, 139
International Syndicate....155
King Features Syndicate....138, 139
McClure Newspaper Syndicate....114, 115
Newspaper Enterprise Association....84, 85
Newspaper Feature Service....154
Philadelphia Public Ledger Feature Syndicate....113
Select Features Company....154
U. S. Features Service....120
Wheeler Syndicate....117

NEWSPAPER BROKERS

Harwell & Cannon....163
Charles M. Palmer....163
Southern Publishers Exchange....163

NEWSPRINT DEALERS

Agros Corporation....130
Invincible Pulp & Paper Company....153
J. & J. Scott, Ltd....135

NEWS SERVICES

International News Service....152
Los Angeles News Bureau....152

PRESS CLIPPING SERVICES

Burrelle....162

PRINTERS

World Color Printing Company....130

PRINTING PRESSES

Duplex Printing Press Company....133
Goss Printing Press Company....131
R. Hoe & Co....122, 123

SPECIAL REPRESENTATIVES

Benjamin & Kentnor Company....136
Collegiate Special Advertising Agency....136
E. Katz Special Advertising Agency....2
I. W. Kelch Company....137
Lorenzen & Thompson....161

SPECIAL PAGES

John B. Gallagher Company....134
I. W. Kelch Company....137

NEWS OF THE WEEK

On Pages 161, 162 and 164.

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES

(Copyright 1920, by The Editor & Publisher Company, J. W. Brown, President)

ALABAMA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Albany	Albany-Decatur Daily	Tennessee Valley Printing Co.	W. R. Shelton	B. M. Bloodworth		W. R. Shelton	A. B. Codrington	C. P. Bailey
Anniston	Star	Harry M. Ayers	T. R. Gordon	T. R. Gordon	Harry M. Ayers	C. L. Leyden	C. L. Leyden	E. G. Shields
Birmingham	Age-Herald	Age-Herald Publishing Co.	E. W. Barrett	C. M. Stanley		R. A. Mullins	J. J. Eaton	J. H. Moye
	News	Victor H. Hanson	A. B. Beasley	J. E. Chappell		J. L. Ebaugh	H. J. Parish	Ray S. South
Dothan	Eagle	W. T. Hall	W. T. Hall			W. C. Batchelor		
Eufaula	Citizen	Citizens Publishing Co.	Thos. G. Wilkinson					
Florence	News	The Florence News Publishing Co.	Prentiss Blackwell			Prentiss Blackwell		
Gadsden	Journal	Journal Publishing Co.	C. A. VerBeck	W. I. Martin		A. W. McCulloch	L. R. Alison	J. M. Hatfield
	Times-News	J. L. Meeks	Ralph H. Marden		J. L. Meeks	J. L. Meeks	S. E. Draper	J. J. Haley
Huntsville	Telegram	D. C. Barrow						
	Times	The Times Publishing Co.	J. E. Pierce	J. E. Pierce	J. E. Pierce	Berry G. Pierce	Irwin A. Burdette	Berry G. Pierce
Mobile	News-Item	Mobile Item Co., Inc.	Erwin Craighead	Barn'y Sheridan, Jr.		W. M. Fincher	J. A. Dair	J. O. Stuardi
	Register	The Mobile Register, Inc.	Erwin Craighead	Roy Garner			J. A. Dair	J. O. Stuardi
Montgomery	Advertiser	C. H. Allen	W. T. Sheehan	J. G. Weiss		R. F. Hudson	P. W. Walsh	C. E. Reed
	Journal	Montgomery Journal Publishing Co.	Horace Hood	C. E. Johnson	F. H. Miller	F. H. Miller	B. Hood	O. Anderson
	Times	J. B. Stern	D. W. McIver	W. C. Bowick	Wm. Berridge	Wm. Berridge	Wm. Berridge	L. E. Martin
Opelika	News	Wear & Wilson	H. M. Wilson		W. T. Wear	W. C. Wear	W. H. Wilson	
Selma	Times-Journal	F. T. Raiford	F. T. Raiford	Wm. Tanquery	F. T. Raiford	M. H. Raiford	M. H. Raiford	B. Payne
Sheffield	Tri-Cities Daily	M. S. Hansbrough	M. S. Hansbrough	M. S. Hansbrough	E. H. Hartwick	E. H. Hartwick		
Talladega	Home							
Troy	Messenger	S. H. Blan	S. H. Blan	S. H. Blan	S. H. Blan	S. H. Blan		
Tuscaloosa	News & Times-Gazette	Tuscaloosa News Publishing Co.	Edward Doty	Edward Doty	Aaron Miller	Aaron Miller		E. O. Schug

ARKANSAS

Arkadelphia	News	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott	Roy L. Elliott		
Batesville	Guard							
Bentonville	County Democrat	Frank P. Harris	Frank P. Harris	Frank P. Harris	Frank P. Harris	Frank P. Harris		
Camden	News	News Pub. Co.	Fred Jones	Curtis B. Hurley			Curtis B. Hurley	
Conway	Log Cabin Democrat	Conway Printing Co.	F. E. Robins			F. E. Robins		
Eureka Springs	Times Echo	Diehl & Sullivan	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl		
Fayetteville	Democrat	Democrat Publishing Co.	Dr. C. Richardson	L. S. Read		J. D. Hurst		
Fort Smith	Southwest American	W. E. Decker	W. E. Decker	Jack Decker	W. E. Decker	Parker M. Walker	S. E. Gearhart	A. S. Deacon
	Times-Record	J. S. Parks	T. H. Brannan	C. P. Byrnes	Harry Robinson	Harry Robinson	Virgil J. Hix	G. C. Gardner
Harrison	Times	J. R. Newman's Sons	Thos. M. Newman	Thos. M. Newman	John R. Newman	John Newman	Thos. M. Newman	John R. Newman
Helena	World	World Publishing Co.	J. O. Burks		Chas. M. Young	Chas. M. Young	Chas. M. Young	E. L. Burks
Hope	Arkansas Herald	J. E. Purkins & B. A. Gates	J. E. Purkins	J. E. Purkins	J. E. Purkins	J. E. Purkins		
	Star of Hope							
Hot Springs	New Era	John A. Riggs	Charles Goslee	Charles Goslee		E. Marion Riggs		
	Sentinel-Record	J. G. Higgins	J. G. Higgins	J. G. Higgins		J. G. Higgins		
Jonesboro	Sun	W. O. Troutt & Sons	Fred D. Troutt	Fred D. Troutt	W. O. Troutt	W. O. Troutt	John Troutt	W. O. Troutt
	Tribune	Williams & Williams	H. Lee Williams	H. Lee Williams	H. Lee Williams	H. Lee Williams		
Little Rock	Arkansas Democrat	Elmer E. Clarke	W. T. Sitlington	W. T. Sitlington	Elmer E. Clarke	K. A. Engel	L. C. Lau	W. S. Dunston
	Arkansas Gazette	Gazette Publishing Co.	J. N. Heiskell	Fred Heiskell	Fred W. Allsopp	Fred W. Allsopp	Cy Seymour	D. W. Smith
	News	Little Rock Daily News Pub. Co.	R. P. Robbins	R. P. Robbins		T. W. Mattingly		
Malvern	Record							
Mammoth	Mammoth Spg. Daily.							
Mena	Star	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	V. W. St. John	D. D. Clement	D. D. Clement
Mena	Tribune	H. D. Ross, Jr.	Ralph A. Lynd	H. D. Ross, Jr.	H. D. Ross, Jr.	R. A. Lynd	D. D. Dick	S. A. Hibbs
Newport	Independent	Jas. L. Bland	A. C. Wilkerson		Jas. L. Bland	Jas. L. Bland	Jas. L. Bland	Jas. L. Bland
Paragould	Press	Griffin Smith	Griffin Smith				R. C. Wright	
Pine Bluff	Commercial	E. W. Freeman	E. E. Plowman	E. W. Freeman	E. W. Freeman	E. W. Freeman	G. N. Freeman	W. F. Hawie
	Graphic	Geo. H. Adams		H. G. Allegue	Geo. H. Adams	Geo. H. Adams	T. D. Arbuckle	T. D. Arbuckle
Rogers	Post	R. O. Beall	Arthur A. Bull	R. O. Beall		R. O. Beall		
Searcy	Citizen	J. J. Baugh	J. J. Baugh	J. J. Baugh	J. J. Baugh	B. R. Johnson		J. J. Baugh
Siloam Springs	Register	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour
Stuttgart	Arkansawyer							
	Free Press	R. L. Metzker	R. L. Metzker	R. L. Metzker	R. L. Metzker	R. L. Metzker		
Texarkana	Four States Press & Courier	Four States Press Co.	H. Humphrey	C. E. Palmer				
	Texarkanian	Texarkana Pub. Co.	J. L. Wadley	J. L. Wadley, Jr.	J. L. Wadley	J. L. Wadley	A. F. Wadley	C. B. Baker

ARIZONA

Bisbee	Ore	Hoy & Hoy	J. T. Hoy	J. T. Hoy	Hoy & Hoy	Mrs. A. T. Hoy	J. T. Hoy	Mrs. A. T. Hoy
	Review	State Consolidated Pub. Co.	Lawrence D. Clark					
Douglas	Dispatch	Dispatch Publishing Co.	C. M. Meadows	James Logie	James Logie	James Logie	T. A. Dunn	H. J. Bollin
	International	International Publishing Co.	George H. Kelly	George H. Kelly		George H. Kelly		
Globe	Arizona Record	Copper Belt Ptg. & Pub. Co.	Jos. H. Hamill	Jos. H. Hamill	Jos. H. Hamill	S. N. Harrison	S. N. Harrison	E. W. Whitaker
Jerome	Verde Copper News	Jerome News Co.	H. J. Mishinnick		Ernest Douglas	Ernest Douglas	Ernest Douglas	O. C. Schultz
Miami	Arizona Silver Belt	Southern Arizona Pub. Co.	Walter J. Scott			L. M. Harman		
Nogales	Herald	H. R. Siak	Reed Robinson	Reed Robinson		H. R. Siak		
	Oasis	The Oasis Printing House, Inc.	Allen T. Bird	Allen T. Bird	Allen T. Bird	Allen T. Bird		
Phoenix	Arizona Gazette	C. H. Akers	Tom Akers	Tom Akers	C. H. Akers	S. J. Wolf	Bryan Akers	L. V. Vancleave
	Arizona Republican	Dwight B. Heard	J. W. Spear		Chas. A. Stauffer	W. W. Knorpp	W. C. McMillen	Oliver King
Prescott	Courier				W. P. Stuart			
Prescott	Journal-Miner	Journal Miner Publishing Co.	Lyle Abbott	J. W. Milnes		J. W. Milnes		
Tempe	News	News Publishing Co.	C. W. Miller			C. W. Miller		
Tombstone	Prospector	Giragi Bros.	C. L. Giragi	C. L. Giragi	M. Ferguson	M. Ferguson		
Tucson	Arizona Star	B. P. Guild		Roy R. Goodrich	B. P. Guild	B. P. Guild	Dayton Phillip	John Wood
	Citizen	Citizen Pub. Co.		A. H. Lyons	C. M. Arntzen	C. M. Arntzen	C. V. Kinter	E. R. Sewell
Yuma	Sun	Sun Printing Co., Inc.	J. H. Westover	J. H. Westover		J. H. Westover		

CALIFORNIA

Alameda	Times-Star & Argus	Times-Star Co.	J. Sher. McDowell	J. Sher. McDowell		W. A. Graba		
Anaheim	Herald	Anaheim Herald Publishing Co.	Garrett Graham			E. J. Horsley		
Bakersfield	Californian	Alfred Harrell	Alfred Harrell	Ross C. Miller		Edward Benson		
	Echo	Echo Publishing Co.	A. W. Mason	A. W. Mason		A. W. Mason		
Berkeley	Gazette	C. E. Dunscomb	James E. Wales	James E. Wales	C. E. Dunscomb	C. M. Wales	A. J. Frankland	Ben Swasey
	Times	Lilian M. Allen	J. P. Knoll	Lola J. Simpson	Lola J. Simpson	Lola J. Simpson	W. A. Macdonald	J. C. Allison
Brawley	News	M. D. Witter	M. D. Witter				John W. Cooley	W. H. Howard
Calexico	Chronicle	Chronicle Pub. Co.	Bert Perrin	Bert Perrin	Bert Perrin	Bert Perrin	J. C. Stockberger	F. W. Roach
Chico	Enterprise	Florence J. O'Brien	Florence J. O'Brien			H. A. Barber	H. A. Barber	M. H. Thompson
	Record	Richards & Duel	C. H. Duel				R. C. Hurst	D. A. Honodel
Coalinga	Record	McCollum & Mason	F. J. McCollum			H. M. Mason	F. J. McCollum	G. E. Kerr
Colusa	Sun	Colusa Sun Pub. Co.	Mrs. W. S. Green	Mrs. W. S. Green		Mrs. W. S. Green		
Corning	Observer	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	T. E. Harper	Buna M. Harper
Corona	Corona Independent	G. M. Blair	G. M. Blair		G. M. Blair		G. R. Miller	Hy Reynolds
Dinuba	Sentinel	J. R. Locke	R. G. Watkins			R. R. Hill		
El Centro	Imperial Valley Press	Merrill D. Davis	Merrill D. Davis	Merrill D. Davis		Merrill D. Davis		
	Progress	O. B. & E. M. Tout	O. B. Tout	O. B. Tout	O. B. Tout	E. M. Tout	W. A. Bernecker	
Escondido	Times-Advocate	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans
Eureka	Humboldt Standard	Standard Publishing Co.	F. W. Georgeson	E. S. Ballard	F. W. Georgeson			
	Humboldt Times	Times Publishing Co.	J. H. Crothers	A. L. Lindsley	J. H. Crothers	J. H. Crothers	Jas. Bliven	J. A. Putnam
Fresno	Herald	Chase S. & Geo. A. Osborn	Chase S. Osborn, Jr	Roy Garman	Geo. A. Osborn	J. Ross Williams	B. S. Bernard	Frank Rhode
	Republican	Chase S. & Geo. A. Osborn	Chase S. Osborn, Jr		Geo. A. Osborn	J. Ross Williams	R. S. Huffman	Frank Rhode
Fullerton	Tribune	E. Johnson	E. Johnson	E. Johnson	E. Johnson	E. Johnson	E. Johnson	E. Johnson
Glendale	News	A. T. Cowan	A. T. Cowan		A. T. Cowan	A. T. Cowan		
Grass Valley	Union	Union Publishing Co.	W. F. Prisk	Thomas Ingram	M. H. Argall	J. V. Snyder	J. V. Snyder	M. H. Argall
Gridley	Globe	Don E. Robb			Ella M. Robb			

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

CALIFORNIA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Hanford	Journal	A. D. Driver	J. L. Smith	A. D. Driver	A. D. Driver		Harry Haynes	
	Sentinel	J. E. Richmond	J. E. Richmond			J. E. Richmond	F. E. Newton	
Healdsburg	Tribune	M. Earle Adams	M. Earle Adams	M. Earle Adams	M. Earle Adams	M. Earle Adams	M. Earle Adams	M. Earle Adams
Hollister	Advance	Shaw & Brummett	J. C. Crome	J. C. Crome		Geo. E. Shaw	E. E. Carey	E. E. Carey
	Free Lance	M. F. Hoyle	M. F. Hoyle	M. F. Hoyle		M. F. Hoyle		
Holtville	Tribune	John B. Baker	Audrey W. Baker		John B. Baker			
Imperial	Enterprise	Burtscher & Thompson	Wm. J. Burtscher	Wm. J. Burtscher	L. M. Thompson	L. M. Thompson	W. J. Burtscher	
Long Beach	Press	Long Beach Press Pub. Co.		W. F. Prisk	W. F. Prisk	W. H. Hosking	F. F. Merriam	Ed. Pugh
	Telegram	Long Beach Daily Telegram Co.	F. C. Roberts				R. M. Dickinson	O. S. Crockett
Los Angeles	Examiner	M. F. Ihmsen	M. F. Ihmsen	F. W. Eldridge		G. G. Young		Robert J. Corrigan
	Express		E. A. Dickson	A. Y. Tully	F. W. Kellogg	J. P. Hamilton	M. S. Day	N. R. Jensen
	Herald	Frank P. Barham	Frank P. Barham	Edwin R. Collins	Frank P. Barham	D. G. Keeler	D. G. Keeler	W. J. Harrison
	Record	Record Publishing Co.	Burton Knisely			J. C. Flagg		
	Times	The Times-Mirror Co.	Harry E. Andrews	Harry E. Andrews	Harry Chandler	J. Baum	I. R. Smith	Alonzo L. Parker
Madera	Mercury	Ernest N. White	Ernest N. White	Ernest N. White	Ernest N. White	Ernest N. White		
Martinez	Gazette	Gazette Publishing Co.	W. A. Rugg	J. K. Cushing	W. A. Rugg	B. E. Stotts	B. E. Stotts	
	Standard	Contra Costa Publishing Co.	Will R. Sharkey		Will R. Sharkey			
Marysville	Appeal	E. A. Forbes Est.	L. A. Smith	L. A. Smith		L. A. Smith	L. A. Smith	A. E. Ernst
	Democrat	A. W. Gluckman	W. S. O'Brien		A. W. Gluckman	A. W. Gluckman		
Merced	Sun	Radcliffe & Hoult	Corwin Radcliffe			U. J. Hoult		
Modesto	Herald	Modesto Herald Pub. Co.		Leslie A. Ferris			W. F. Baber	Rex J. Young
	News	Modesto News Pub. Co.	E. L. Sherman	F. L. Sherman	S. T. Morgan	S. T. Morgan	G. L. Bradt	R. E. McGowan
Monrovia	News	Geo. A. Barry	Geo. A. Barry	Geo. A. Barry	Geo. A. Barry	Geo. A. Barry		Chas. F. Davis
Monterey	Cypress-American	Wm. Sandholdt						
Napa	Journal	J. E. Walden	J. E. Walden	A. B. Barker		A. B. Barker		
Oakland	Enquirer	W. W. Chapin	John F. Conners	John F. Conners	C. H. Brockhagen	C. H. Brockhagen	P. A. Brockhagen	H. V. Parratt
	Post	E. A. Vandeventer	E. A. Vandeventer	B. S. Sanders			W. R. Armstrong	T. R. Gurley
	Tribune	J. R. Knowland	J. R. Knowland	L. S. Levy	B. A. Forsterer	B. A. Forsterer	R. G. Breeze	W. F. D. Brown
Ocean Park	Bulletin	S. E. DeRackin	S. E. DeRackin					
Ontario	Report	Ontario Publishing Co.	Coombie Allen			H. L. Allen		
Orange	News	Hart & Craemer	W. O. Hart			J. F. Craemer	W. S. Lentz	E. E. Brule
Oroville	Mercury	J. H. Dungan	Arthur W. Ford	Edythe Dungan	Edythe Dungan	Edythe Dungan	Edythe Dungan	Edythe Dungan
	Register	Oroville Register Publishing Co.	G. C. Mansfield	G. C. Mansfield		T. J. Powers	T. J. Powers	T. J. Powers
Oxnard	Courier	J. J. Krouser	J. J. Krouser					
Pacific Grove	Review	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith		A. B. Smith
Palo Alto	Times	Geo. F. Morell	Dallas E. Wood		Geo. F. Morell	Geo. F. Morell		R. R. Lovett
Pasadena	Post	F. W. Kellogg	Jas. F. Foley	Fred F. Runyon	Wm. D. Kellogg	E. S. Kellogg	C. R. Kellogg	Robt. Pelouze
	Star-News	Star-News Pub. Co.	Charles H. Frink	Charles H. Frink	Charles H. Frink	Charles H. Frink	A. J. Hosking	H. H. Cantrell
Petaluma	Argus	The Olmsted Co.	J. E. Olmsted	J. E. Olmsted		John A. Olmsted	John A. Olmsted	John A. Olmsted
	Courier	Homer W. Wood	Homer W. Wood	Homer W. Wood	Homer W. Wood	Homer W. Wood		
Placerville	Republican	Wallace C. Brown	Wallace C. Brown		Wallace C. Brown	Wallace C. Brown		Wallace C. Brown
Pomona	Bulletin							
	Progress	Progress Pub. Co., Inc.			W. E. Stevens			
Porterville	Messenger	Garratt Pub. Co.	Grace E. Garratt	Grace E. Garratt		Cyril Garratt	Grace E. Garratt	Cyril Garratt
	Recorder	Porterville Recorder Co.	John R. Bell			Harry Lambdin		George D. Crissey
Red Bluff	News	John G. Miller	John G. Miller	John G. Miller		John G. Miller		
	Sentinel	Nielsen & Fred		E. D. Fred				
Redding	Courier-Free Press	Walter H. Fink	Walter H. Fink			Walter H. Fink		
	Searchlight	H. L. Moody	H. G. Moody	H. G. Moody	H. G. Moody	H. L. Moody	H. F. Baker	Paul Davis
Redlands	Facts	Redlands Daily Facts	Lyman M. King		P. W. Moore	P. W. Moore	P. W. Moore	L. O. Hammond
Richmond	Independent	Independent Publishing Co.	R. S. Crose	F. S. Newsom	J. F. Galvin		J. A. Long	R. E. McGowan
	News-Record Herald		F. J. Hulanski	F. J. Hulanski			F. J. Hulanski	
Riverside	Enterprise	Mission Publishing Co.	J. R. Gabbert	J. R. Gabbert		J. R. Gabbert		
	Press	Press Printing Co.	E. P. Clarke			H. W. Hammond	H. E. Ross	B. F. Watters
Sacramento	Bee	V. S. McClatchy	C. K. McClatchy	J. E. Langdon		H. J. McClatchy	T. A. Cody	J. V. McClatchy
	Recorder	Pierce-Bosquit Abstract & Title Co.		Mrs. A. M. Loveless	George E. Pierce	Mrs. A. M. Loveless		
	Union	Ben S. Allen	Ben S. Allen	John E. Henshall		S. M. Miles	Wm. Mervin	W. J. Howie
	Star	Daily News Co.	Fr. W. McKechnie			L. H. LaRash		
Salinas	Index	Fred Weybret	Jo. Hetherington	Jo. Hetherington	Fred Weybret	Fred Weybret	N. Hetherington	
	Journal	Paul P. Parker	W. C. Lewis	Paul Parker	Paul Parker			
San Bernardino	Index	W. S. Conger	Hamilton Mercer	Hamilton Mercer	W. S. Conger	W. S. Conger	Ray Hall	R. W. Byrne
	Sun	The Sun Company	R. C. Harbison			H. S. Webster		
San Diego	Sun	The San Diego Sun Publishing Co.	W. H. Porterfield	George H. Thomas		W. S. Dayton	A. L. Houser	Wm. V. Lawlor
	Tribune	The Tribune Co.		Jas. MacMullen	Jas. MacMullen	E. P. Parmelee	E. F. Parmelee	W. V. O'Farrell
	Union	San Diego Union Co.		Jas. MacMullen	Jas. MacMullen	E. P. Parmelee	E. F. Parmelee	W. V. O'Farrell
San Francisco	Bulletin	Bulletin Pub. Co.	R. A. Crothers	J. Tufts	B. B. Page		H. Welsh	H. C. Noe
	Call & Post	John Francis Neylan	Fremont Older	E. J. Gough		Jacob L. Adler		Lucius Fuller
	Chronicle		John H. de Young			W. H. B. Fowler	M. Bernstein	George A. Fisher
	Examiner	C. S. Stanton	C. S. Stanton	F. D. Coblentz		J. A. Callahan	J. A. Callahan	A. E. Crawford
	News	Eugene MacLean	Eugene MacLean	P. J. Sinnott		J. L. Cauthorn	W. Abbey	B. W. Bates
San Jose	Mercury-Herald	E. A. & J. O. Hayes		E. K. Johnston		W. P. Lyon	F. L. Baker	E. L. Simpkins
	News	H. L. Baggerly	R. L. Burgis	R. L. Burgis	H. L. Baggerly	A. J. Kimball		H. Fordo
San Luis Obispo	Telegram	Daily Telegram Co.	C. L. Day		C. L. Day	G. O. Davis	G. O. Davis	
	Tribune	Benjamin Brooks	Benjamin Brooks			Benjamin Brooks		
San Mateo	News-Leader	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins
San Pedro	News	The San Pedro Pub. Co.			F. W. Tenney			
	Pilot	Waite Bros.	C. F. Waite	C. F. Waite	C. F. Waite	J. A. Waite	A. L. Waite	L. C. O'Brien
Santa Ana	Register	I. P. Baumgartner	I. P. Baumgartner	T. E. Stephenson	I. P. Baumgartner	I. P. Baumgartner	A. V. Napier	Wm. McKay
Santa Barbara	News & Independent	Thos. M. Storke		Lester S. Walbridge	W. F. Powers	W. F. Powers	E. O. Lynne	S. W. Powers
	Press	R. O. Fernald	Chas. M. Vernon	Chas. M. Vernon		W. R. Mathews	W. R. Mathews	K. T. Boardman
Santa Cruz	News	Devlin & Judah Co., Inc.	Edward J. Devlin	Edward J. Devlin		H. R. Judah, Jr.		
	Sentinel	Sentinel Publishing Co.	D. McPherson			C. W. Waldron		
Santa Maria	Times	C. H. Slater	C. H. Slater	C. H. Slater	C. H. Slater	C. H. Slater		
Santa Monica	Outlook	S. E. DeRackin	S. E. DeRackin			L. T. DeRackin		
Santa Rosa	Press Democrat	Press Democrat Publishing Co.	E. L. Finley			E. L. Finley		
	Republican	J. Elmer Mobley	J. Elmer Mobley	J. Elmer Mobley	J. Elmer Mobley	J. Elmer Mobley	L. L. Putnam	J. Robert Brown
Stockton	Independent	J. L. Phelps & Co.	J. L. Phelps	J. L. Phelps	C. L. Ruggles	C. L. Ruggles	C. M. Adriance	Harry J. McCormick
	Record	Record Pub. Co.	G. E. Reynolds	Irving Martin		H. J. P. Berkeley		
Taft	Midway Driller	Midway Driller Publishing Co.	A. M. Keene	Edm. W. Callander		J. D. Peterson		
Tulare	Advance	John A. Rollins	D. L. MacKaye	D. L. MacKaye	John A. Rollins	John A. Rollins	A. M. Mead	J. F. Nesbit
	Register	H. A. Charters & F. W. Purbeck	H. A. Charters	H. H. Jones	H. A. Charters		H. A. Charters	
Turlock	Journal	Edwin Ullberg	Edwin Ullberg	Edwin Ullberg		Edwin Ullberg		
Vallejo	Chronicle	W. D. Pennycook	Frank L. Savage		R. D. Pennycook	V. Wood		Carlos Knokwood
	News	H. F. Stahl	George Roe	George Roe	H. F. Stahl	H. F. Stahl	H. F. Stahl	W. F. Coster
	Times	Robert W. Walker	Edward W. Longan	Edward W. Longan		Theresa E. Prey		
Venice	Vanguard	Vanguard Printing & Pub. Co.	Geo. W. Thompkins	Geo. W. Thompkins		Geo. W. Thompkins		
Ventura	Free Press	D. J. Reese	D. J. Reese			O. T. Conklin		
	Post	A. H. Davis	A. H. Davis					
Visalia	Delta	Chas. A. Whitmore	Chas. A. Whitmore			A. M. Becker		G. H. Swasey
	Times	M. M. Maddox	A. A. Smith			M. M. Maddox	F. E. Ritchs	F. P. Ward
Watsonville	Pajaronian	Radcliff & Piratsky	Jas. G. Piratsky	W. H. McMaster		Jas. G. Piratsky		
	Register			F. W. Atkinson	F. W. Atkinson			
Whittier	News	Whittier News Pub. Co.	Rex B. Kennedy	Rex B. Kennedy	H. C. Holdsworth	Harry C. Holdsworth	Wm. Cathriner	G. M. Garman
Willows	Journal	E. M. Seborn	J. F. Sidlemore	E. M. Seborn		C. O. McDonnell		
Woodland	Democrat	Ed. E. Leake	Ed. E. Leake					
	Mail	W. F. Mixon	W. F. Mixon	W. F. Mixon	W. F. Mixon, Jr.	W. F. Mixon, Jr.	W. F. Mixon, Jr.	

COLORADO

Aspen	Democrat-Times	Charles Daily	Charles Daily	Charles Daily		Charles Daily		
Boulder	Camera	Boulder Publishing Co.	L. C. Paddock			L. C. Paddock		
	News-Herald	Union Publishing Co.	Arthur C. Parkhurst	Arthur C. Parkhurst		H. R. Thompson, Sr.	H. R. Thompson, Sr.	H. R. Thompson, Sr.

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

COLORADO—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Canon City	Record	Guy U. Hardy	W. W. Emmerson	J. Leo Sterling	J. Leo Sterling	J. Leo Sterling	John W. Pearson	James H. Putney
Colorado Springs	Gazette	Colo. Springs Gazette Pub. Co.		M. A. Ege	M. A. Ege		Wm. G. Johnston	
	Telegraph	C. C. Hamlin	C. C. Hamlin	T. E. Nowels	T. E. Nowels		E. A. Powell	A. M. Barr
Cripple Creek	Times & Victor Rec.	W. A. Kyner	Edward Battles		W. A. Kyner			
Denver	Colorado Herald	Colorado Herald Pub. Co.	R. Nuvalle	V. Neuhaus	V. Neuhaus	V. Neuhaus		
	Express		Harper Leech	C. Clogston	R. P. Scripps	G. C. Waldron		
	Post	Post Printing & Pub. Co.	H. H. Tammen & F. G. Bonfils	W. C. Shepard		J. C. Nielson	F. I. Carruthers	John Levand
	Rocky Mount. News	John C. Shaffer	John C. Shaffer	Frank Farrar	S. S. Sherman	C. Parkhill Harvey	W. E. McClelland	R. C. Hooley
	Times	John C. Shaffer	John C. Shaffer	S. K. Cochems	S. S. Sherman	C. Parkhill Harvey	W. E. McClelland	R. C. Hooley
Durango	Democrat	The Democrat Publishing Co.	Rod S. Day	Rod S. Day	Rod S. Day	Rod S. Day	Rod S. Day	Rod S. Day
	Herald	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	J. H. McDevitt, Jr.	W. L. Wood	Garry J. Thompson
Florence	Citizen	Smith & Meek	Lynn Smith			Lynn Smith	Irvine Meek	
Fort Collins	Courier	Express-Courier Publishing Co.	C. L. Flint	E. A. Hancock	G. C. McCormick	J. G. McCormick	W. G. Jackson	G. L. McCormick
	Express	Express-Courier Publishing Co.	C. L. Flint	E. A. Hancock	G. C. McCormick	J. G. McCormick	W. G. Jackson	G. L. McCormick
Fort Morgan	Times	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer	R. B. Spencer
Grand Junction	News	C. E. Adams	C. E. Adams	C. E. Adams	C. E. Adams	W. Chester		
	Sentinel	Sentinel Pub. Co.	Walter Walker	Walter Walker	Walter Walker	W. A. Williamson	W. A. Williamson	Howard Dodson
Greeley	Tribune-Republican	Tribune-Republican Pub. Co.	F. E. Merrill	Chas. Hansen		Chas. Hansen		
La Junta	Democrat	La Junta Democrat Pub. Co.	James A. Sevita	James B. Pearce		James B. Pearce		
Lamar	News	Fred Betz	Fred Betz					
Leadville	Herald-Democrat	The Leadville Pub. & Ptg. Co.	H. C. Butler			F. E. Vaughn		
Longmont	Call	J. W. Johnson	G. W. Johnson	G. W. Johnson		L. H. Johnson		
	Times	Ray Lanyon	Ray Lanyon					
Loveland	Herald	M. A. Ellison	M. A. Ellison	B. Flanagan	C. W. Turner	C. W. Turner	C. W. Turner	M. A. Ellison
Montrose	Enterprise	Lynn Monroe & Sol A. Sprague	Lynn Monroe	Lynn Monroe	Lynn Monroe and Sol A. Sprague	Lynn Monroe and Sol A. Sprague	Sol A. Sprague	Sol A. Sprague
	Press	C. E. Adams	W. F. Wilcox			G. M. Green		
Pueblo	Chieftain	The Chieftain Printing Co.	Walter L. Wilder	Walter L. Wilder	G. G. Withers	G. G. Withers		
	Star-Journal	Frank S. Hoag	J. R. Shea	J. R. Shea	Frank S. Hoag	H. T. Wright	Paul Harrison	H. E. Watkins
Sterling	Advocate	The Advocate Publishing Co.	A. M. Biggerstaff	J. J. Woodring		J. J. Woodring		
Trinidad	Chronicle-News	The Chronicle-News Pub. Co.	F. E. Windsor		R. E. McClung	R. E. McClung	Joe Wheeler	F. B. Lochard
	Picketwire	The Robinson-Wright Ptg. Co.	Frank J. Rose		A. W. Wright	A. W. Wright	Clyde Ashen	M. W. Rose
Telluride	Journal	Geo. R. Painter	Geo. R. Painter	Geo. R. Painter	Geo. R. Painter	Geo. R. Painter	G. W. Goodrich	G. W. Goodrich

CONNECTICUT

Ansonia	Sentinel	The Emerson Publishing Co.	J. M. Emerson	H. A. Stocking	H. F. Emerson	H. F. Emerson		
Bridgeport	Bridgeport-Herald	Estate of F. R. Swift	Richard Howell	Geo. W. Finley	Richard Howell	Richard Howell	Herbert S. Kamsler	Grace H. Baldwin
	Post	Post Publishing Co.		Geo. C. Waldo, Jr.	Ed. Flicker		Elmer Pfriem	Frank Crawford
	Star	J. E. Phelan & F. W. Montanye		C. P. Beers		J. E. Phelan	F. W. Montanye	B. L. Marr
	Telegram	Post Publishing Co.		Geo. C. Waldo, Jr.	Ed. Flicker		Elmer Pfriem	Frank Crawford
	Times & Farmer	The Times Publishing Co.	Lynn W. Wilson	Lynn W. Wilson		John W. Rose		
Bristol	Press	Bristol Press Publishing Co.	W. H. Miller	A. S. Barnes	A. S. Barnes	A. S. Barnes	A. S. Barnes	A. S. Barnes
Danbury	News	Danbury News Pub. Co.			Fred. B. Dalton	Fred. B. Dalton		
Hartford	Courant	The Hartford Courant Co.	C. Hopkins Clark	Emil Gauvreau		Henry H. Conland	J. A. Spalding	
	Times	The Burr Printing Co.	W. O. Burr	C. L. Sherman	C. P. Chamberlin	C. P. Chamberlin	J. M. Linton	H. M. Wheeler
Manchester	Herald	The Herald Printing Co., Inc.	Elwood S. Ela			Edwood S. Ela		
Meriden	Journal	F. E. Sands	F. E. Sands	E. B. Whitney		C. H. Tryon	C. H. Tryon	T. F. Moroney
	Record	E. E. Smith	T. H. Warnock				Wayne C. Smith	
Middletown	Press	The Middletown Press Pub. Co.	E. S. Hubbell	S. W. Challenger		E. S. Hubbell	E. S. Hubbell	E. S. Hubbel
Naugatuck	News	Naugatuck News Co.	Jas. J. Hackett			T. W. Ahern	T. W. Ahern	
New Britain	Herald	Herald Publishing Co.	Johnston Vance	Johnston Vance		Thomas F. Jackson		
	Record	The New Britain Record Co.	J. M. Doyle	J. L. Doyle	J. W. Lockett	J. W. Lockett	W. J. Doyle	J. W. Lockett
New Haven	Journal-Courier	J. B. Carrington	N. G. Osborn	A. J. Sloane		E. T. Carrington		
	Register	John Day Jackson	John Day Jackson	Frank H. Smith		Hugh B. Kennedy	Hugh B. Kennedy	Walter B. Mills
	Times-Leader	William A. Hendrick	Charles W. Pickett	H. M. Robinson		James R. Lyon		
	Union	Alexander Troup	Alexander Troup	James P. Scott		Edward J. Sullivan		
New London	Day	Theo. Bodenwein		E. F. Loomis	O. G. Andrews			Gordon Bodenwein
	Globe	Adams & Adams	S. T. Adams	S. T. Adams		R. H. Adams		
	Telegraph	The Telegraph Publishing Co.	J. E. Tracy		Julian D. Moran			
Norwich	Bulletin	Wm. H. Ost	Harvey M. Briggs	H. M. Briggs	W. H. Ost	W. H. Ost	W. H. Ost	W. H. Ost
	Hour	E. J. Thomas	E. J. Thomas	E. J. Thomas	E. J. Thomas	E. J. Thomas	E. J. Thomas	E. J. Thomas
	Record	Frank H. Pullen	Frank H. Pullen	John D. Moulton		Frank H. Pullen		
South Norwalk	Sentinel	E. L. & A. L. Golden	E. E. Crowe			C. R. Baker		Chas. R. Baker
Stamford	Advocate	The Gillespie Bros., Inc.	Robert Whittaker	Robert Whittaker	R. H. Gillespie	R. H. Gillespie	R. H. Gillespie	
Torrington	Register	The Torrington Printing Co.	G. W. Peterson			George W. Peterson		
Waterbury	American	American Ptg. Co.	C. F. Chapin	C. F. Chapin	A. R. Kimball	A. R. Kimball	B. C. Pike	E. L. Pierce
	Waterbury Herald	Estate of F. R. Swift	Richard Howell	Geo. W. Finley	Richard Howell	Richard Howell	Herbert S. Kamsler	Grace H. Baldwin
	Republican	Wm. J. Pape	E. R. Stevenson	E. R. Stevenson	Wm. J. Pape	I. B. Myers	I. B. Myers	J. Coffey
Willimantic	Chronicle	The Chronicle Printing Co.	J. A. Keefe	A. B. Cunningham	C. A. Gates	A. B. Cunningham	A. B. Cunningham	
Winsted	Citizen	The Citizen Printing Co.	Robert S. Hurlbert		Robert S. Hurlbert			

DELAWARE

Wilmington	Every Evening	Wm. F. Metten	Merris Taylor	F. K. Reybold	Wm. F. Metten	Wm. F. Metten		Clif. F. Crossgrove
	Journal	The News Journal Pub. Co.	Geo. Carter	Geo. Carter		Clarence J. Pyle	L. M. Wickersham	John Conniff
	News	News-Journal Publishing Co.	A. W. Cummins	Charles E. Gray	Edgar L. Haynes	Edgar L. Haynes		F. E. Starkweather

DISTRICT OF COLUMBIA

Washington	Herald	Washington Herald Co.	C. S. Mitchell	B. P. Garnett	J. E. Rice	J. E. Rice	B. G. Bryant	H. E. Hassan
	Post	Edw. B. McLean	Edw. B. McLean	Edw. B. McLean		Arthur D. Marks	Ernest Johnson	W. C. Shelton
	Star	Frank B. Noyes	Theo. W. Noyes	Rudolph Kauffmann		Fleming Newbold	R. W. Herron	Galt Burns
	Times	Washington Times Co.		Avery C. Marks, Jr.	A. T. Macdonald	E. C. Rogers	Avery C. Marks	M. E. Zepp

FLORIDA

Clearwater	Sun	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor	D. O. Batchelor		
Daytonia	Journal	H. C. Sparkman	H. C. Sparkman	H. C. Sparkman	H. C. Sparkman	H. C. Sparkman	O. E. Millican	Miss S. Fromberger
Daytona	News	T. E. Fitzgerald			T. E. Fitzgerald			
Fort Myers	Press	M. M. Milford	M. M. Milford	Frank Kellow	Frank Kellow	Frank Kellow		
Gainesville	News	Elmer W. McCreary	E. W. McCreary	E. W. McCreary		E. W. McCreary		
	Sun	W. M. Pepper	Robt. W. Davis			W. M. Pepper		
Jacksonville	Florida Metropolis	Quimby Melton	Quimby Melton	O. M. Johnson	Quimby Melton	F. P. Beddow	John Ochen	F. P. Beddow
	Florida Times-Union	Florida Publishing Co.	W. M. Ball			W. A. Elliott	J. M. Elliott	C. R. Norton
Key West	Citizen	The Citizen Pub. Co., Inc.	J. W. Cargile	L. B. Grillon	M. B. Darnall	L. Darnall		
Lakeland	Star	L. W. Bloom	L. W. Bloom	L. W. Bloom	L. W. Bloom	L. W. Bloom		L. W. Bloom
	Telegram	M. F. Hetherington	M. F. Hetherington	M. F. Hetherington		W. M. Hetherington		
Miami	Herald	The Miami Herald Pub. Co.	Frank B. Stoneman	Frank B. Stoneman	E. Taylor	E. Taylor	Chas. S. Bates	Geo. V. Harper
	Metropolis	Metropolis Publishing Co.	S. Bobo Dean		S. Bobo Dean			R. H. Berg
Ocala	Star	Star Publishing Co.	J. H. Benjamin			P. V. Leavengood		
Orlando	Reporter-Star	The Reporter-Star Publishing Co.	J. Clement Brossier		R. B. Brossier	R. Brazile Brossier	D. J. Wattis	D. M. Trout
	Sentinel	W. M. Glenn & W. C. Essington	W. M. Glenn			W. C. Essington		
Palatka	News	Vickers & Guerry	G. M. Guerry	G. M. Guerry		M. M. Vickers	E. B. Huston	L. D. Eldridge
	Post	Lois K. Mayes						
Pensacola	Journal	Lois K. Mayes	C. M. Robinson	Grover C. Baldwin		Lois K. Mayes		J. K. Hughes
	News	Percy S. Hayes	Percy S. Hayes	Don McLellan		Percy S. Hayes		
St. Augustine	Record	The Record Co.	Harry L. Brown	Herbert Pellet	Harry L. Brown	Harry L. Brown	Miss Bothowsky	Leo Ogilvie
St. Petersburg	Independent	Lew B. & L. C. Brown	Lew B. Brown	L. C. Brown	Lew B. Brown	L. C. Brown	P. W. Williamson	F. B. Duryea
	Times	Times Publishing Co.	E. F. Naugle		C. C. Carr	C. C. Carr	N. M. Kaufmann	
Tallahasse	Democrat	Milton A. Smith	Milton A. Smith	Milton A. Smith		Milton A. Smith		
Tampa	Times	D. B. McKay	D. B. McKay	J. E. Worthington	Chas. G. Mullen	Chas. G. Mullen	O. D. Wetherall	Earl Mullen
	Tribune	Tribune Publishing Co.	W. F. Stovall	R. W. Bentley	W. F. Stovall	J. S. Mims	S. L. Frisbie	W. O. Stovall
West Palm Beach	Palm Beach Post	Palms Publishing Co., Inc.	D. H. Conkling	D. H. Conkling		Joe L. Earman		

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

GEORGIA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Albany	Herald	Herald Publishing Co.	H. M. McIntosh	H. T. McIntosh		J. A. Davis	J. A. Davis	Frank Stanford
Americus	Times-Recorder		W. S. Kirkpatrick			Lovelace Eve		J. H. Brittain
Athens	Banner	The Banner Pub. Co.	Hugh J. Rowe	Hugh J. Rowe				J. O. Jones
	Herald	E. W. Carroll	E. W. Carroll	E. W. Carroll	E. W. Carroll	E. W. Carroll	V. L. Hagood	J. F. Whitaker
Atlanta	Constitution	Constitution Publishing Co.	Clark Howell	Francis W. Clarke	Clark Howell	E. Stow	James R. Holliday	John T. Toler
	Georgian & American	T. B. Goodwin	James B. Nevin	Eugene Camp		C. Miller		Chas. Chandler
	Journal	John S. Cohen	John S. Cohen	John Paschall				John D. Simmons
Augusta	Chronicle	Chronicle Pub. Co.	Thos. J. Hamilton	T. D. Murphy	Thos. J. Hamilton		D. R. Pettit	E. C. Keeling
	Herald	Bowdre Phinizy	Bowdre Phinizy	E. C. Braswell		Jas. C. Harrison	B. B. Boeckman	W. T. McKendree
Brunswick	Banner	M. E. Brewster	M. E. Brewster					T. R. Knight
	News	News Pub. Co.	C. H. Leavy	R. D. McQueen		E. M. Dart	E. M. Dart	E. L. Myrick
Columbus	Enquirer-Sun	Enquirer-Sun Co.	W. H. Tucker	J. R. Fitzpatrick		M. L. Wallis		Henry L. Harmon
	Ledger	W. E. Page	R. M. Page	R. M. Page	W. E. Page	R. B. Page	F. C. Storey	R. B. Colquit
Cordele	Dispatch	Dispatch Publishing Co.	Charles E. Brown	Charles E. Brown		Charles E. Brown		
						Frank Lawson and		
Dublin	Courier-Herald	Courier-Herald Pub. Co.	Frank Lawson	Harry Floyd		M. A. Mertz		
	Tribune	W. C. Allen	W. C. Allen	W. C. Allen	W. C. Allen	W. C. Allen		
Griffin	News & Sun	Robert L. Duke	Robert L. Duke	Charles Hammond		E. M. McCoy		
La Grange	Reporter	The La Grange Reporter Co.	John H. Jones	E. W. Emory	John H. Jones			Arthur D. Scobey
Macon	News	The Macon News Printing Co.	R. L. McKenney	T. J. Simmons		R. R. Wallis	L. G. Sims	J. R. Maddux
	Telegraph	Macon Telegraph Pub. Co.	W. T. Anderson	M. L. Richardson	P. T. Anderson	P. T. Anderson	Roy I. Neal	E. T. Webb, *Jr.*
Moultrie	Observer	C. B. Allen	C. B. Allen	Grady Adams	C. B. Allen	C. B. Allen	Grady Adams	
Rome	News	T. E. Edwards		R. H. Clagett	T. E. Edwards		C. B. Wright	O. McPeak
	Tribune-Herald	Tribune-Herald Co.		J. D. McCartney		Mrs. J. L. Johnson		
Savannah	News	F. G. Bell	W. R. Neal	J. P. Miller	F. G. Bell		Boykin Paschal	Ed. Hood
	Press	The Savannah Press Pub. Co.	Pleasant A. Stovall	Wm. G. Sutlive		Taylor S. Whitfield		
Thomasville	Times-Enterprise	Times-Enterprise Co.	E. R. Jerger	E. R. Jerger	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	
Tifton	Gazette	J. L. Herring	J. L. Herring	J. L. Herring	J. L. Herring	J. L. Herring	J. Green Herring	Mrs. D. E. Rogers
Valdosta	Times	Valdosta Times Publishing Co.	C. C. Brantley			E. L. Turner	E. L. Turner	
Waycross	Journal-Herald	Journal-Herald Pub. Co.	Volney Williams		Jack Williams	Jack Williams	Jack Williams	Jack Williams

IDAHO

Boise	Capital News	The Capital News Pub. Co., Ltd.	H. A. Lawson	H. A. Lawson	R. S. Sheridan	Geo. L. Flaherty		
	Idaho Statesman	Statesman Printing Co.	Calvin Cobb	H. E. Abend	Calvin Cobb	J. C. Adams		
Coeur d'Alene	Press	G. R. Scott	G. R. Scott	G. R. Scott	G. R. Scott	G. R. Scott		
Hailey	Wood River Times & News Miner	Wood River Pub. Co.	G. D. Wheeler	G. D. Wheeler				
Idaho Falls	Post	B. H. & C. J. Reed	B. H. Read	T. W. Byers	B. H. Read	B. H. Read	A. R. Rutherford	S. Toft
Lewiston	Tribune	Tribune Pub. Co.	A. H. Alford	A. H. Alford	A. H. Alford	E. L. Alford	T. J. Campbell	Bert Halsey
Moscow	Star-Mirror	Geo. N. Lamphere	J. E. Nealy		Geo. N. Lamphere	Geo. N. Lamphere		Geo. N. Lamphere
Nampa	Free Press	Co-operative Publishing Co.	W. V. Wiegand			W. V. Wiegand	W. V. Wiegand	
Pocatello	News	Pocatello News Ptg. Co.	H. M. Sims	H. M. Sims	V. A. Kedney	V. A. Kedney	H. M. Sims	D. A. Edlin
Twin Falls	Chronicle	R. H. Stevenson	R. H. Stevenson	Frank Helmick		R. H. Stevenson		
	News	Twin Falls News Pub. Co., Inc.	R. A. Read	R. A. Read	R. A. Read	R. A. Read	R. A. Read	R. A. Read
	Times	J. A. Crom	Geo. Gilmore		J. A. Crom		W. J. Smith	W. J. Smith
Wallace	Press-Times	Press-Times Pub. Co., Ltd.	D. F. McKenna	D. F. McKenna	D. F. McKenna			

ILLINOIS

Alton	Telegraph	Telegraph Printing Co.	P. B. Cousley	P. B. Cousley		John D. McAdams		
	Times	The Alton Daily Times	E. E. Campbell	E. E. Campbell	E. E. Campbell	E. E. Campbell	Wm. H. Murphy	H. C. Stark
Aurora	Beacon-News	Aurora-Beacon Pub. Co.	W. W. Whipple	F. C. Flanders	A. M. Snook	Geo. N. Dieterich	Hoefer & Groom	C. D. Chaffee
Beardstown	Illinois-Star	C. A. Schaeffer	C. A. Schaeffer	C. A. Schaeffer	L. Schaeffer	L. G. Schaeffer	C. A. Schaeffer	Mrs. T. W. Gladhill
Belleville	Advocate	Belleville Advocate Printing Co.	F. E. Evans	F. E. Evans	F. E. Evans	W. W. Evans	W. W. Evans	
	News-Democrat	Fred J. Kern	Alfred E. Kern	Alfred E. Kern	Fred J. Kern	Henrietta Schrodi	Henrietta Schrodi	Robt. Kern
Belvidere	Republican	Frank T. Moran	Frank T. Moran	A. F. Conklin	Joe E. Tabor	Joe E. Tabor		
Bloomington	Bulletin	Braley & O'Donnell	Jas. Hart	Clarkson Faulk		J. F. O'Donnell		
	Pantagraph	The Daily Pantagraph	R. H. Crihfield	H. O. Davis	C. C. Marquis	C. C. Marquis	J. M. McMurry	W. P. Lovell
Cairo	Bulletin	The Bulletin Co.	E. U. Myrick		Clyde Sullivan			
	Citizen	The Citizen Co.	John C. Fisher			John C. Fisher		
Canton	Ledger	Canton Ledger Co.	H. S. Owen	A. J. Slater	H. L. Owen	H. L. Owen	H. L. Owen	Geo. F. Copshall
	Register	Register Publishing Co.	C. E. Snively	R. E. Wood	C. E. Snively		Earl Snively	Earl Snively
Carbondale	Free Press	Robt. W. Davis	Jas. F. McGuire	Jas. F. McGuire	Robt. W. Davis	Robt. W. Davis	Jas. F. McGuire	Robt. W. Davis
Carlinville	Enquirer	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin
Centralia	Sentinel	Verne E. Joy	Verne E. Joy	J. E. Morrison	Verne E. Joy	H. B. Mapes	H. B. Mapes	J. W. Combs
Champaign	News-Gazette	D. W. Stevick		Chas. L. Kiser	D. W. Stevick	D. W. Stevick	E. C. Bleau	
Charleston	Courier	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benjamin Weir	Benjamin Weir
	News	C. S. Rardin	C. S. Rardin	C. S. Rardin	C. S. Rardin	C. S. Rardin	J. B. Rardin	J. B. Rardin
Chicago	American	Herman Black	W. A. Curley	W. A. Curley		William Holmes	M. C. Meigs	J. N. Eisenlord
	Am. Daily Standard		Robert Hage	Clarence E. Wood				
	Herald & Examiner	Illinois Pub. & Ptg. Co.			Walter Howey	J. A. Dickson	Wm. P. Dunlap	J. A. Dickson	A. G. Williams
	Journal	The Chicago Journal Co.	John C. Eastman	R. J. Finnegan				
	News	Victor F. Lawson	Victor F. Lawson	Charles H. Dennis		H. L. Rogers	John B. Woodward	W. A. Strong
	Post	J. C. Shaffer	J. C. Shaffer	Julian Mason	D. E. Town	Carroll Shaffer	Frank Hussie	Charles F. Hansche
	Tribune	The Tribune Co.	R. R. McCormick & Edward S. Beck			S. E. Thomason		Max Annenberg
Clinton	Clintonian	J. W. Pierce	Jos. M. Patterson					
	Journal	B. F. Peltz	J. W. Pierce	J. W. Pierce	J. W. Pierce	J. W. Pierce	D. L. Stitt	Herschel Davis
	Public	Clinton Public Printing Co.	B. F. Peltz	B. F. Peltz	B. F. Peltz	B. F. Peltz	B. F. Peltz	B. F. Peltz
Danville	Commercial-News	The Commercial-News Co.	Raymond Brown	Raymond Brown		Raymond Brown	Raymond Brown	
	Press	Jas. H. Skewes	John H. Harrison	John H. Harrison		W. J. Parrett		E. C. Howes
Decatur	Herald	Decatur Herald Co.	Jas. H. Skewes	Guy T. Robinson	Jas. H. Skewes	W. E. Buckingham	Owen O'Herron	Jas. T. McMillan
	Review	Review Publishing Co.	W. F. Hardy	W. F. Hardy	F. M. Lindsay		H. F. Wilson	R. C. Parrish
De Kalb	Chronicle	De Kalb Chronicle Pub. Co.	Jerry Donahue	H. C. Schaub	H. C. Schaub	E. D. Rainey	B. C. Whitsitt	W. H. Coonradt
	Independent	D. W. Tyrell	F. W. Greenaway		E. J. Raymond			
Dixon	Telegraph	M. S. Shaw	R. B. Newcomer	R. B. Newcomer				
East S. Louis	Journal	East St. Louis Daily Journal Co.	George B. Shaw			M. S. Shaw		
Edwardsville	Intelligencer	Intelligencer Co.	A. T. Spivey	A. L. Bowling	A. T. Spivey	E. E. Willis	J. W. Reed	George Schneit
Effingham	Record	Byron K. LeCrone	C. H. Spilman			G. S. Giese		
Elgin	Courier	The Courier Publishing Co.	Byron R. LeCrone	Byron K. LeCrone	B. K. LeCrone	Byron K. LeCrone	Byron K. LeCrone	Byron K. LeCrone
	News	Lowrie & Black Co.	F. P. Hanaán	P. C. Comstock		D. A. McKenzie	E. J. Doppler	A. P. Charest
Evanston	News-Index	Bowman Publishing Co.	Richard Lowrie	Richard Lowrie		Lyman F. Black		
Freeport	Journal-Standard	D. B. Breed	F. J. Tierney	A. H. Bowman	E. R. Ladd	E. R. Ladd		
Galena	Gazette	The Galena Gazette, Inc.	James R. Cowley			D. B. Breed	W. H. Foll	A. E. Wheeland
Galesburg	Mail	Galesburg Mail Co.	Edward Gramm					
	Republican-Register	Galesburg Ptg. Co.		Robert A. Chandler		R. A. Chandler		
Harrisburg	Register	Register Publishing Co.	Fred R. Jelliff	Fred R. Jelliff		Geo. A. Perry	Geo. A. Perry	Sadie J. Babcock
Hoopeston	Chronicle	Marvin & Milburn	Roy L. Seright	Roy L. Seright	Roy L. Seright	Roy L. Seright	F. A. Leberman	F. A. Leberman
	Herald	Chester A. Aldrich	R. H. Marvin	R. H. Marvin	Marvin & Milburn	Marvin & Milburn	R. H. Marvin	Marvin & Milburn
Jacksonville	Courier	Jacksonville Courier Co.	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich
	Journal	The Journal Co.	B. B. Ridgeway		W. A. Fay	W. A. Fay	H. K. Green	Harry Fitch
Jerseyville	Democrat		J. W. Walton	W. L. Fay		J. W. Walton		
Joliet	Herald-News	Joliet Printing Co.	Edward Corlett	Lester Filson	Edward Corlett	Edward Corlett	R. M. Howk	J. J. Morrissey
Kankakee	News	Kankakee Publishing Co.	George M. Hunter			H. F. Schmidt		
	Republican	Kankakee Republican Co.	Leslie C. Small		Leslie C. Small	Leslie C. Small	A. Desiauriers	A. Desiauriers
Kewanee	Star-Courier	Kewanee Ptg. & Pub. Co.	L. H. Lowe	L. H. Lowe	L. H. Lowe	L. H. Lowe	C. C. Farr	M. W. Chesley
La Salle	Post	The Post Publishing Co.	Tessie R. McLain	Tessie R. McLain		T. R. McLain, K. Rendler	McLain, J. N.	
	Tribune	The La Salle Tribune Co.		Wm. T. Bedford		A. M. Carr		
Lewiston	Record	W. J. Duval	W. J. Duval	W. J. Duval	W. J. Duval	W. J. Duval		
Lincoln	Courier-Herald	Willard E. Carpenter		Brainerd C. Snider				
	Star	The Star Publishing Co.	N. L. Gordon		N. L. Gordon	Miss M. C. Lannan	Miss M. C. Lannan	
Litchfield	News-Herald	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson
	Union	Murray & Richards	J. J. Murray	J. J. Murray	J. J. Murray	C. O. Richards		

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

ILLINOIS—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Macomb	By-Stander	Macomb Publishing Co.	T. L. Roark	T. L. Roark	T. L. Roark	T. L. Roark	G. S. Stremmel	G. S. Stremmel
	Journal	Journal Printing Co.	W. H. Hamline	W. H. Hamline		F. W. Harris	F. W. Harris	
Marion	Post	S. K. Casey & Jas. H. Felts	S. K. Casey & J. Felts	S. K. Casey & J. Felts		S. K. Casey & J. Felts		
	Republican	W. O. Paisley	W. O. Paisley	Oldham Paisley	W. O. Paisley	W. O. Paisley	Mrs. W. O. Paisley.	
Mattoon	Journal-Gazette and Commercial Star	Mattoon Journal Co.	H. F. Kendall			H. F. Kendall		
Moline	Dispatch	Moline Dispatch Pub. Co.	P. S. McGlynn	P. S. McGlynn	John Sundine	John Sundine	John Sundine	John Sundine
Monmouth	Atlas	Republican-Atlas Ptg. Co.	L. A. Ryan		B. E. Pinkerton		Lee J. Sharp	
	Review	Review Printing Co.	Hugh R. Moffet	Hugh R. Moffet	R. S. Russell	R. S. Russell	R. S. Russell	R. S. Russell
Morris	Herald	W. L. Sackett		C. F. Jackman		L. B. Sackett		
Mount Carmel	Republican-Register	Mount Carmel Register Co.	D. E. Keen	D. E. Keen	A. L. Richmond	A. L. Richmond	A. L. Richmond	Walter Chapman
Mount Carroll	Mirror-Democrat	Mirror Democrat Co., Inc.	Cal. M. Feezer	Cal. M. Feezer	F. H. Hurless	Feezer & Hurless		
Mount Vernon	Register-News	Mount Vernon Register-News Co.	Edwin Rackaway	Edwin Rackaway	Norman J. Sugg	Norman J. Sugg	Norman J. Sugg	B. E. Parmelee
Murphysboro	Independent	Fred M. Rokus	W. G. Piggott			A. F. Pelzer		
	Republican-Era	Republican-Era Printing Co.	L. B. Sheley	F. D. Sheley	L. B. Sheley		W. B. Inman	
Olney	Mail	Lozier D. Yount	Lozier D. Yount		Lozier D. Yount	Lozier D. Yount		
	Review	Ed. Richardson	Ed. Richardson		Ed. Richardson			
Ottawa	Free Trader-Journal	Free Trader-Journal Ptg. Co.	W. H. Osman	Geo. Woolbert		W. T. Dickens		
	Republican-Times	Republican-Times Ptg. Co.		F. M. Sapp	F. A. Sapp	F. A. Sapp	F. A. Sapp	V. A. Capoel
Pana	Palladium	L. E. Jordan	L. E. Jordan	L. E. Jordan	L. E. Jordan	L. E. Jordan	L. E. Jordan	L. E. Jordan
Paris	Beacon	F. A. Feare	Wm. F. Leath	Wm. F. Leath	F. A. Feare	F. A. Feare	F. A. Feare	F. A. Feare
	Gazette	J. D. & F. L. Shoaff	C. A. Jones		J. D. Shoaff	J. D. Shoaff		
	News	News Publishing Co.	H. P. Twyman	H. P. Twyman		H. P. Twyman	H. P. Twyman	H. E. Twyman
Paxton	Record	H. E. Stevens Printing Co.	H. H. Stevens	H. H. Stevens	H. N. Stevens	H. N. Stevens	H. N. Stevens	
Pekin	Times	Times Publishing Co.	A. E. Higgins	Chas. Utter	Chas. Utter	Chas. Utter	Chas. Utter	L. M. Truesdell
Peoria	Journal-Transcript	H. M. Pindell	H. M. Pindell	Merle Slane	C. P. Slane	C. P. Slane	Earl Maloney	W. G. Mercier
	Star	Fannie G. Baldwin	S. A. Oakley			Clarence Eyster	Louis Proehl	Clarence Eyster
Peru	News-Herald	Corwin & Corwin	Harold R. Corwin	H. R. Corwin	C. W. Corwin	C. W. Corwin		
Pocatello	Tribune	Tribune Co., Ltd.	Charles Sumner	Nicholas Ifft	Wm. Wallin	Bert Stoker	F. J. McGrath	E. E. Ivory
Pontiac	Leader	Pontiac Leader Pub. Co.	L. V. Pearre			L. A. Clark		
Quincy	Herald	Quincy Herald Company	C. P. Eichenauer	C. P. Eichenauer	Ray M. Oakley	Ray M. Oakley	Ray M. Oakley	Thornhill & Myers
	Whig-Journal	The Whig Company	A. O. Lindsay	W. C. Marquiss		A. O. Lindsay		W. C. Hunter
Robinson	News	F. W. Lewis	F. W. Lewis	F. W. Lewis	F. W. Lewis	F. W. Lewis	F. W. Lewis	F. W. Lewis
Rockford	Register-Gazette	The Register-Gazette Co.		Fred E. Sterling	Edgar E. Bartlett	Elliott S. Bartlett		G. S. Galloway
	Republic	The Republic Co.	T. B. Thompson		H. M. Johnson	Harry Pollard	John Bollman	Ben Skeyhan
	Star	Roscoe S. Chapman	John V. Riley				J. V. Hawkinson	G. T. Miller
Rock Island	Argus	J. W. Potter		H. P. Simpson			F. J. Mueller	A. Radford
Savanna	Times-Journal	Times-Journal, Inc.	Will H. Gharrity	Will H. Gharrity			J. E. King	
Shelbyville	Union	Union Publishing Co.	Wm. H. Taylor	Wm. H. Taylor	Wm. H. Taylor	Wm. H. Taylor	Wm. H. Taylor	
Springfield	Illinois State Journal	Illinois State Journal Co.	Lewis H. Miner	S. Leigh Call		W. H. McConnell	Mark Plaisted	J. Paul Kienzle
	Illinois State Register	State Register Publishing Co.	H. W. Clendenin	V. Y. Dallman	Thos. Rees	G. M. Clendenin	Chas. F. Suesen	F. V. Scheeh
Sterling	Gazette	The Sterling Gazette Co.	D. W. Grandon	Geo. G. Grandon		D. W. Grandon		
Streator	Free Press	Free Press Co.	John R. Fornot	John R. Fornot	John R. Fornot	John L. Perry	John L. Perry	R. Cook
	Independent-Times	Fred LeRoy & Virginia B. LeRoy	Virginia B. LeRoy	Virginia B. LeRoy		Reed & LeRoy		
Taylorville	Breeze	The Breeze Ptg. Co.	Frank Reed	Frank Reed		Frank Reed		
	Courier	Daily Courier Co.	Lon E. Martin			Lon E. Martin		
Urbana	Courier	Urbana Courier Co.	A. T. Burrows	T. W. Rea	A. T. Burrows	A. T. Burrows	K. Buchanan	Chas. McQuay
	Illini	Illini Publishing Co.	S. D. Owen	C. W. Cleveland	V. L. Kannert	C. N. Henson		
Waukegan	Sun	Lake County Pub. & Ptg. Co.	W. J. Smith	W. J. Smith	F. G. Smith	F. G. Smith	J. A. Jensen	J. L. Price

INDIANA

Alexandria	Times-Tribune	Will F. Baum	Will F. Baum					
Anderson	Bulletin	Bulletin Ptg. & Mfg. Co.	D. J. Crittenberger		T. McCullough		R. J. Wilson	R. H. Clark
	Herald	Herald Publishing Co.	E. C. Toner	T. A. Branson	E. C. Toner	C. H. Noff	M. L. Walker	Chas. Simmons
Attica	Tribune	J. Frank McDermond, Jr.	J. McDermond, Jr.	J. McDermond, Jr.	J. McDermond, Jr.	J. McDermond, Jr.	J. McDermond, Jr.	J. McDermond, Jr.
Auburn	Star	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan
Bedford	Democrat	C. P. Butler	C. P. Butler	C. P. Butler	C. P. Butler	C. P. Butler	C. P. Butler	C. P. Butler
	Mail	Otis & Brooks			F. B. Otis		T. J. Brooks	B. C. Wicker
Bicknell	News	F. F. McNaughton	F. F. McNaughton					
Bloomington	Telephone	Bradfute & Bradfute	Walter Bradfute	B. W. Bradfute				
	World	Oscar H. Cravens	D. C. Miller	D. C. Miller	D. C. Miller	Oscar H. Cravens		
Bluffton	Banner	Banner Pubishing Co.	Geo. L. Saunders	W. A. Shead	G. L. Saunders	G. L. Saunders		
	News	D. H. Swain	O. O. Craven		D. H. Swain	D. H. Swain	D. H. Swain	
Brasil	Times	Henkel Publishing Co.	R. H. Plumb	Geo. H. James	James A. Raper	Geo. H. James	H. E. Potts	H. E. Potts
Columbia City	Commercial-Mail	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson
	Post	J. W. Adams	J. W. Adams	J. W. Adams	J. W. Adams	J. W. Adams	J. W. Adams	J. W. Adams
Columbus	Herald							
	Ledger		William Hacker			Donald R. Mellett		
	Republican	Raymond S. Brown	Chas. T. Mitchell	Raymond S. Brown	Raymond S. Brown	Raymond S. Brown	E. E. Helfrich	Dallas Robertson
Connersville	News-Examiner	D. E. Trusler	E. W. Williams		D. E. Trusler	Inez Williams	Inez Williams	C. E. Kreter
Crawfordsville	Journal	The Journal Co.	George Ryan		A. M. Smith	P. T. McCain	Geo. Rush	F. E. Huddleston
	Review	The Crawfordsville Review	W. E. Coons			Foster Fudge		
Decatur	Democrat	Decatur Democrat Co.	John H. Heller	John H. Heller	A. R. Holthouse	A. R. Holthouse	A. F. Stalter	R. K. Ehringer
Dunkirk	News	G. K. Wallar	G. K. Wallar	G. K. Wallar	G. K. Wallar	G. K. Wallar		
Du Quoin	Call	A. W. Essick	A. W. Essick	A. W. Essick	A. W. Essick			
Edinburg	Courier							
Elkhart	Truth	Truth Publishing Co.	Tom H. Keene	Tom H. Keene		Harry Sibbet	W. M. Fuller	D. D. Danforth
Elwood	Call-Leader	Fornshell & Carpenter	E. E. Fornghell			Fornshell & Carpenter		
Evansville	Courier	The Evansville Courier	W. H. Robertson	W. H. Robertson	Hy. W. Marshall	Ed. G. Fehn	A. G. Hollander	H. S. Butler
	Journal	Evansville Journal Pub. Co.	Oscar T. Conklin	M. E. Butterworth	Oscar T. Conklin		C. T. Mushlets	H. B. Stowe
	Press	Evansville Press Co.	F. R. Peters	E. J. Meeman	F. R. Peters	W. C. Bussing		W. H. Riley
Fort Wayne	Journal-Gazette	Lew G. Ellingham	Claude G. Bowers	R. S. Nelson		J. E. Bond	A. J. Gruber	W. R. Ray
	News and Sentinel	O. G. Foellinger	J. A. Greene	J. A. Greene	O. G. Foellinger	O. G. Foellinger	F. G. Hamilton	C. A. Ferris
Frankfort	Crescent-News	Crescent-News Publishing Co.	George H. Healey	George H. Healey	George H. Healey	George H. Healey		
	Times	G. Y. Fowler's Sons	W. S. Fowler	W. S. Fowler	Max Fowler	Max Fowler	Max Fowler	W. S. Fowler
Franklin	Star	Pulliam & Thomas	E. C. Pulliam	J. H. Adams		R. A. Thomas		
Gary	Post	Gary Ptg. & Pub. Co.	H. B. Snyder	H. B. Snyder	J. R. Snyder	J. R. Snyder	P. C. Wescott	E. L. Todd
	Tribune	Gary Tribune Co.	Homer J. Carr	Homer J. Carr		Geo. R. Scott		
Goshen	Democrat	Dean L. Barnhart	W. V. Fink		Dean L. Barnhart		P. McK. Blough	P. McK. Blough
	News-Times	News Printing Co., Inc.	W. A. Moxley	O. M. Kinnison	O. M. Kinnison	O. M. Kinnison	O. M. Kinnison	O. M. Kinnison
Greencastle	Banner	Harry M. Smith	Harry M. Smith	Harry M. Smith		Harry M. Smith		
	Herald	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold
Greenfield	Reporter	Viola Banks Spencer	Viola B. Spencer	Viola B. Spencer	Viola B. Spencer	Viola B. Spencer	Viola B. Spencer	Viola B. Spencer
Greensburg	News	Braden & Hancock	Braden & Hancock	Braden & Hancock	Braden & Hancock	Braden & Hancock	Braden & Hancock	Braden & Hancoc
	Times	Greensburg Democrat Co.		Smiley Fowler			Noah T. Rogers	
Hammond	Times	The Lake County Ptg. & Pub. Co.	P. A. Parry			R. H. McHie	S. Crawford	R. C. Pierce
Hartford City	News	James Chapman	James Chapman			Nelson Townsend		
	Times-Gazette	Times-Gazette Co.	R. W. Monfort	H. E. Honey	R. W. Monfort	R. W. Monfort	R. W. Monfort	H. E. Honey
Huntington	Herald	Walter H. Ball	Walter H. Ball	Charles M. Paul	Walter H. Ball	Walter H. Ball	Earle Steele	Harlan Clark
	Press	M. H. Ormsby	M. H. Ormsby	Dayton S. Hamer	A. J. Wilhelm	A. J. Wilhelm	H. W. Zinn	T. J. Mason
Indianapolis	Indiana Times	Indiana Daily Times Co.	R. A. Butler	R. A. Butler	J. H. Lederer	J. H. Lederer	O. T. Roberts	C. B. Julia
	News	Delevan Smith	Louis Howland	Richard Smith	Hilton U. Brown	Hilton U. Brown	Frank T. Carroll	John M. S
	Star	John C. Shaffer	John C. Shaffer	Ernest Bross	D. C. Town	B. F. Lawrence	W. D. Keenan	Charles P
Jeffersonville	News & Journal	News & Journal	Harry Bird	Harry Bird	E. B. Trinler	E. B. Trinler	E. B. Trinler	E. B. T
	Star	Jeffersonville Ptg. Co.	O. W. Baylor	R. C. Swartz		R. C. Swartz	R. C. Swartz	Estelle
Kendallville	News-Sun	Kendallville Publishing Co.				C. W. Bridenthal		
Kokomo	Dispatch	Paul Poynter	Paul Poynter		L. C. Gifford	L. C. Gifford	K. Banta	Fran
	Tribune	J. A. Kautz	J. A. Kautz			J. A. Kautz		
Lafayette	Journal-Courier	Henry W. Marshall	Henry W. Marshall	Herbert C. Light	H. W. Marshall, Jr.	F. P. Vogt	W. L. Cuppy	H
	Purdue Exponent	Haywood Pub. Co.	Ray S. Bundy	Paul E. Reed	D. H. Beisel	D. H. Beisel		
La Porte	Argus	Argus Bulletin Co.		J. A. Chaney	J. A. Chaney			
	Herald	La Porte Ptg. Co.	George Hahn	George Hahn	H. A. Lindgren	Chas. A. Beal	Chas. A. Beal	

ted by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

INDIANA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Lebanon	Reporter	Lebanon Printing & Pub. Co.	J. M. Batterton			R. B. Neal		
Linton	Citizen	J. E. Turner						
Logansport	Pharos Tribune	W. R. Emelie	Marion Swadener	A. A. Mourer	W. R. Emelie	H. Arthur Felts	A. J. West	Lewis Hyman
Madison	Courier	Courier Co.	M. C. Garber			M. E. Garber		
	Herald	The Herald Co., Inc.	M. H. Cockrane			John B. Niesse		
Marion	Chronicle	Chronicle Publishing Co.	Geo. D. Lindsay	Lewis Spilman	David G. Lindsay		P. A. Speer	Fred Christian
	Leader-Tribune	Marion Leader Co.	George B. Heiser	E. H. Johnson	E. H. Johnson	J. A. Hardman	O. M. Scarborough	J. A. Hardman
Martinsville	Reporter	H. J. Martin	H. J. Martin					
Michigan City	Dispatch	Francis & Faulknor	J. B. Faulknor		H. C. Crosby		H. C. Crosby	
	News	Robb & Misener	Chas. J. Robb		Robb & Misener	H. R. Misener	Robb & Misener	Robb & Misener
Monticello	Journal	Don J. Wickizer	Lawrence O. Corey	Lawrence O. Corey	Donald J. Wickizer	Donald J. Wickizer	Donald J. Wickizer	
Mount Vernon	Democrat	Edward F. Allen	Edward F. Allen	Orvan R. Hall	Edward F. Allen	Edward F. Allen	Edward F. Allen	Orvan R. Hall
Muncie	Press	George B. Lockwood		Wilbur E. Sutton	Walter S. Steele	Walter S. Steele	Joseph Blakely	J. Davis
	Star	Star Publishing Co.	John C. Shaffer	Frank P. Harrold		H. F. Guthrie		
New Albany	Ledger	New Albany Ledger Co.	Bruce W. Ulsh			Bruce W. Ulsh		
	Tribune	Tribune Co.	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery		
New Castle	Courier	Jean E. Barnard	Allen C. Hiner			R. W. Barnard	R. W. Barnard	H. C. Tucker and Alice Ulmer
	Times	Times Publishing Co.			W. S. Chambers	W. S. Chambers	A. L. Young	
Noblesville	Ledger	Enterprise Ptg. & Pub. Co.	E. E. Neal			C. S. Neal		
Peru	Chronicle	Arthur C. Petty	Chas. Winter	Chas. Winter		Arthur C. Petty		
	Journal	Peru Journal Pub. Co.	W. G. Hendricks	W. G. Hendricks			W. G. Hendricks	
Plymouth	Democrat	Clyde W. Metsker	R. B. Metsker	Clay W. Metsker	C. W. Metsker	C. W. Metsker		
	Republican	The Pilot Co.	Samuel E. Boys	Samuel E. Boys	Samuel E. Boys	Samuel E. Boys	P. M. Riddick	P. M. Riddick
Portland	Commercial Review	B. F. Springer	Leo Maxwell	B. F. Springer	B. F. Springer	B. F. Springer	Emil Crebb	H. F. Haisley
	Republican	Portland Republican Co.	A. A. Kist	A. A. Kist	A. A. Kist	A. A. Kist		
	Sun	Denney & Simmons	J. W. Denny	J. W. Denny	J. W. Denny	J. W. Denny		
Princeton	Clarion News	The Clarion Publishing Co.	R. S. Munford	F. R. Ewing	F. R. Ewing	Geo. B. Grigsby	Geo. B. Grigsby	Geo. B. Grigsby
	Democrat	J. C. Gorman	Owen V. Agar	J. C. Gorman	J. C. Gorman	C. I. Miller	C. I. Miller	C. I. Miller
Rensselaer	Republican	Louis H. Hamilton	Louis H. Hamilton	Louis H. Hamilton	Louis H. Hamilton	Louis H. Hamilton	Louis H. Hamilton	Louis H. Hamilton
Richmond	Item	The Item Newspaper Co.	Guild A. Copeland	Guild A. Copeland	F. S. Dodd	F. S. Dodd	E. J. Troffinger	T. W. Campbell
	Palladium	Palladium Printing Co.	R. G. Leeds	Luther M. Yeager	E. H. Harris	E. H. Harris	Geo. W. Breniser	Roy McMath
Rochester	Republican	M. Bittero Estate	A. W. Bittero	A. W. Bittero	E. A. Miller	E. A. Miller		
	Sentinal	Hugh A. Barnhart	Hugh A. Barnhart					
Rushville	Republican	The Republican Co.	Roy E. Harrold	Ray E. Harrold	W. O. Feudner	W. O. Feudner	B. O. Simpson	B. O. Simpson
Seymour	Tribune	Jay C. Smith	John H. Connor	Jay C. Smith	Jay C. Smith	Jay C. Smith	Jay C. Smith	Jay C. Smith
Shelbyville	Democrat	Democrat Publishing Co.	Wray Fleming	John D. DePres		John D. DePres		
	Republican							
South Bend	News-Times	Joseph M. Stephenson	John Henry Zuver	C. J. Cooper	J. M. Stephenson	J. M. Stephenson	W. R. Armstrong	H. H. Irish
	Tribune	South Bend Tribune	Frederick A. Miller	R. H. Horst			W. S. Bowman	H. S. Kingsley & F. M. Hatch
Sullivan	Times	Poynter & McGuire	Paul Poynter	A. G. McGuire	A. G. McGuire	A. G. McGuire	A. G. McGuire	O. B. Duffy
Terre Haute	Star	Star Publishing Co., Inc.	John C. Schaffer	S. W. Snively		J. E. White	Frank E. Hollis	
	Post	Terre Haute Post Co.	R. H. Gore	R. H. Gore	P. R. Peters	Walter A. Letsler		J. H. Frey
	Tribune	A. C. Keifer	Wm. F. Cronin	Wm. F. Cronin	A. C. Keifer	A. C. Keifer	Frank Shannon	J. Hanrahan
Tipton	Times	John O. Behymer	John O. Behymer	John O. Behymer		John O. Behymer		
Union City	Times	Geo. W. Patchell	Geo. W. Patchell	Roy Patchell	Roy Patchell	Roy Patchell	Geo. W. Patchell	Geo. W. Patchell
Valparaiso	Messenger	H. F. Strother	H. F. Strother	H. F. Strother	H. F. Strother	H. F. Strother		
	Vidette	John M. Mavity	John M. Mavity	John M. Mavity		John M. Mavity		
Vincennes	Commercial	Thomas H. Adams	Thomas H. Adams	A. B. Brouillette		C. W. Adams		
	Sun	R. E. Purcell & Sons	Geo. W. Purcell	Geo. W. Purcell	R. Purcell & Sons	R. Purcell & Sons	Geo. W. Purcell	
Wabash	Plain Dealer	The Plain Dealer Co.	C. E. Dittmer					R. H. Coate
	Times-Star	Wabash Ptg. & Pub. Co.	J. E. Almond					
Warsaw	Times	R. Williams & Sons, Inc.	Logan H. Williams		L. H. Williams	R. W. Bartel	R. W. Bartel	R. W. Bartel
	Union	A. A. East & Son	E. A. East	Glen G. Cole	Glen G. Cole	Glen M. Cole		
Washington	Democrat	Boyd & Backes	S. B. Boyd			S. B. Boyd		
	Herald	The Gazette & Herald Co.	Charles G. Sefrit	Charles G. Sefrit	Charles G. Sefrit	John T. Harris		

IOWA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Ames	Tribune and Times	Tribune Publishing Co.	W. G. Williams					
Atlantic	News-Telegraph	News Pub. Co.	E. P. Chase	E. P. Chase	E. P. Chase	E. P. Chase	E. P. Chase	E. P. Chase
Boone	News-Republican	S. G. Goldthwaite	Geo. Brunton	Geo. Brunton	Geo. Brunton	Geo. Brunton		
Burlington	Gazette	George A. Stivers		Thomas Green		Chas. W. Morgan		
	Hawk Eye	Jno. F. D. Aud	J. L. Waite	J. T. Garrett	Jno. F. D. Aud	C. M. Waite	H. E. Morgan	C. M. Waite
Cedar Falls	Record	L. E. Bladine	L. E. Bladine	L. E. Bladine	L. E. Bladine	L. E. Bladine	D. W. Whitebrook	Miss F. E. Pixley
Cedar Rapids	Gazette	The Gazette Co.	H. L. Marshall	Verne Marshall	J. L. Miller			
	Republican	Luther A. Brewer	Cyrenus Cole	Fred J. Lazell		W. R. Ashford		
	Times	Luther A. Brewer	Cyrenus Cole	Fred J. Lazell		W. R. Ashford		
Centerville	Iowegian & Citizen	Beck & Needham	J. M. Beck			J. R. Needham		A. C. Humphrey
Charles City	Press	L. H. Henry	L. H. Henry	L. H. Henry	L. H. Henry	S. C. Henry	H. S. Henry	
Clinton	Advertiser	B. G. Oates	T. V. Murphy		B. G. Oates		H. Van Valkenberg	
	Herald	L. M. Michelsen	W. C. Eastland	W. C. Eastland	L. M. Michelsen	L. M. Michelsen	L. W. Stoik	W. H. Knott
Council Bluffs	Nonpareil	New Nonpareil Co.	W. R. Orchard			R. R. O'Brien	J. C. Winters	A. H. Warner
Creston	Advertiser-Gazette	F. E. Sampson	M. L. Burt	M. L. Burt	M. L. Burt	M. L. Burt	A. D. Smith	
Davenport	Democrat & Leader	Frank D. Throop	Ralph W. Cram	Ralph W. Cram	Frank D. Throop	Frank D. Throop	V. Martin	V. N. Dorgan
	Times	E. P. Adler	J. E. Hardman	J. E. Hardman		A. F. O'Hern	Jesse Phillips	Ray Evans
Des Moines	Capital	Lafayette Young	Lafayette Young	W. C. Jarnagin	L. Young, Jr.	L. Young, Jr.	F. R. Geneva	Hoffer and Huffy
	News	The Des Moines News Co.	W. E. Battenfield	Harold Place	W. E. Battenfield			Wm. Bailey
	Record	Daily Record Co.	T. A. Versaw			E. G. McIntire		
	Register	Gardner Cowles	Harvey Ingham	W. W. Waymack	Gardner Cowles	Gardner Cowles	H. T. Watts	W. A. Cordingley
	Tribune	Gardner Cowles	Harvey Ingham	W. W. Waymack	Gardner Cowles	Gardner Cowles	H. T. Watts	W. A. Cordingley
Dubuque	News	The News Publishing Co.	J. H. Wallis	M. Bordeaux	J. H. Wallis	J. H. Wallis	O. A. Groff	C. M. Downs
	Telegraph-Herald	F. W. Woodward	W. E. Wendt	W. E. Wendt	F. W. Woodward	F. W. Woodward	F. J. McLaughlin	Glenn Stewart
	Times-Journal	Times-Journal Co.	Edw. Fairfield		Wm. J. Schaeffer	Wm. J. Schaeffer		A. A. Coughlin
Fairfield	Ledger-Journal	Journal Printing Co.	Dean Taylor	Dean Taylor	C. E. Nieukirk	C. E. Nieukirk		
Fort Dodge	Messenger & Chron.	Messenger Printing Co.	C. A. Roberts	Granger Mitchell	C. A. Roberts	W. S. Merryman	H. B. Lee	Floyd Campbell
Fort Madison	Democrat	The Democrat Co., Inc.	W. J. McGiffin	W. J. McGiffin	W. J. McGiffin	W. J. McGiffin		
Iowa City	Press-Citizen	S. E. Carrell	S. E. Carrell	Dale E. Carrell	S. E. Carrell		E. A. Chappell	M. J. Laffey
Keokuk	Gate City & Constitution Democrat	The Gate City Co.	Walter Burton	C. F. Skirvin	C. F. Skirvin	C. E. Warwick	Clyde Thornton	Henry Nelson
Marshalltown	Times Republican	Times Republican Ptg. Corp.		R. C. Wells		George F. Thayer		
Mason City	Globe-Gazette	W. P. Muse	W. P. Muse	Earl Hull	D. M. Conroy	A. Jeppeson	H. B. Winn	Lloyd Bergen
Missouri Valley	Times	R. C. Lahman	R. C. Lahman		S. Holmes	R. C. Lahman	R. C. Lahman	
Mount Pleasant	News	Charles S. Rogers	Charles R. Rogers			Warren K. Rogers		
Muscatine	Journal	Lee P. Loomis		Ralph J. Leynen			C. R. Rabedeaux	A. M. Geibel
Nelson	News	James R. Rhodes	James R. Rhodes	S. W. Mitchell	James R. Rhodes	Geo. C. Bolte	Geo. C. Bolte	Nellie A. Parsons
Onawa	Register	Hoyer & Robinson	Hoyer & Robinson	Hoyer & Robinson	Hoyer & Robinson	Hoyer & Robinson	Hoyer & Robinson	Hoyer & Robinson
Orange City	Herald	C. V. Hoffman	Phil Hoffman			Chas. S. Walling		
Osceola	Courier	Jas. P. Powell	W. H. Powell			John Huston	E. P. Canny	J. F. Haring
Oskaloosa	Chief	Chief Ptg. Co.	Scott Snyder		H. S. Adams		H. A. Debrush	J. E. Manbeck
Ottumwa	Journal	Perkins Bros. Co.		A. F. Allen	W. H. Sammons	W. H. Sammons	J. B. Perkins	Ed. E. Towns
	Tribune	The Tribune Co.	John H. Kelly	Everett Tripp	Eugene Kelly	Eugene Kelly	G. H. Pearsall	Dan H. Brown
Red Oak	Journal	Elder & Shannon	Orville Elder		Elder & Shannon	R. E. Shannon	R. E. Shannon	R. E. Shannon
Sac City	Courier	W. H. Hartman Co., Inc.	J. C. Hartman	E. R. Moore	A. W. Peterson			
Sheldon	Times-Tribune	Wm. A. Reed	Wm. A. Reed			D. N. Place	A. J. Townsley	W. J. O'Neil
Sioux City	Freeman-Journal	Freeman-Journal Pub. Co.	W. P. Hunter	George C. Tucker				

KANSAS

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Arkansas City	Chronicle	P. W. Heath	P. W. Heath	P. W. Heath		P. W. Heath		
Atchison	Reflector	Reflector Publishing Co.	C. M. Harger		H. W. Wilson	H. W. Wilson	H. W. Wilson	R. C. Dederick
Chanute	News	The News Publishing Co., Inc.	Chas. Spencer	Chas. Spencer	Chas. Spencer	Chas. Spencer	R. M. Davis	R. M. Davis
Coffeyville	Leveler	R. C. Howard	R. C. Howard	R. C. Howard	R. C. Howard	H. D. Howard	H. D. Howard	H. D. Howard
Concordia	Globe	The Globe Publishing Co.	Eugene A. Howe	J. R. Rank	Eugene A. Howe	N. D. Bartlett	N. D. Bartlett	W. C. Hawk
Dodge City	Globe	W. K. Leatherock	W. K. Leatherock					

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

KANSAS—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Baxter Springs	Citizen	A. E. Pfrommer	A. E. Pfrommer	A. E. Pfrommer	A. E. Pfrommer	A. E. Pfrommer	J. H. Swindler	R. H. Endicott
Beloit	Call	Adamson & Houghton	Adamson & Houghton					
Burlington	Republican	John Redmond	John Redmond				Ora Morris	Lorraine Batdorf
Caldwell	Messenger	A. H. & H. A. Hammond	A. H. & H. A. Hammond	A. H. & H. A. Hammond		A. H. & H. A. Hammond		
Caney	Chronicle	Tom B. & Fred M. Lindsay	Tom B. & Fred M. Lindsay	Tom B. & Fred M. Lindsay		Tom B. & Fred M. Lindsay		
Chanute	Tribune	The Tribune Publishing Co.	Herbert Cavaness	George L. Barcus		Wilfrid Cavaness		
Cherryvale	Republican	Will R. Burge	Will R. Burge	Will R. Burge		Will R. Burge		
Clay Center	Dispatch-Republican	Clay Center Pub. Co.	F. W. Parrott			F. I. Shoaf		
Coffeyville	Journal	Powell & Platz	Hugh J. Powell		Powell & Platz	Powell & Platz	C. M. Dunham	M. C. Harrison
	News	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine
Columbus	Advocate	N. W. Huston	N. W. Huston	N. W. Huston	N. W. Huston	N. W. Huston	N. W. Huston	Kathryn Huston
Concordia	Blade-Empire	Ray Green		Roy Buckingham			L. W. Lash	Lester B. Shrouf
Council Grove	Guard	M. F. Amrine	M. F. Amrine	M. F. Amrine	M. F. Amrine	L. N. Woodside	L. N. Woodside	M. F. Amrine
Dodge City	Globe	J. C. Denious	C. L. Jacoby		J. C. Denious		Francis Fuhr	Lucille Beck
El Dorado	Times	Times Publishing Co., Inc.	R. A. Clymer and Burns Hegler				Burns Hegler	
Emporia	Gazette	W. A. White	W. A. White			W. E. Hughes		
Fort Scott	Tribune & Monitor	Tribune-Monitor Co.	Geo. W. Marble	Geo. W. Marble		Geo. W. Marble		
Frankfort	Index	F. M. Hartman	F. M. Hartman			F. M. & H. H. Hartman		
Fredonia	Herald	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	Ben S. Hudson	H. M. Robertson	H. M. Robertson
Galena	Times	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay
Great Bend	Tribune	Townsley & McMullen	W. L. Townsley	John K. McMullen	John K. McMullen	John K. McMullen	John K. McMullen	John K. McMullen
Hiawatha	World	Ewing Herbert	Ewing Herbert	Ewing Herbert		Rose Zimmerman & Jesse Shepherd		
Hutchinson	Gazette	Gazette Printing Co.	Chester Leasure	Chester Leasure	H. W. Southworth	H. W. Southworth	M. T. Rose	H. O. Sondergard
	News	The News Co.	W. Y. Morgan	C. H. Scott	W. Y. Morgan	R. C. Ballard	Wm. S. Cady	R. C. Parks
Independence	Free Press	Richmond & Richmond	A. B. Hamlin			R. D. Richmond	J. F. Shichman	
	Reporter	Clyde H. Knox	Clyde H. Knox		Clyde H. Knox	Clyde H. Knox		
	Star		A. T. Cox	A. T. Cox		A. T. Cox		
Iola	Register	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	M. L. Langley	George L. Williams
Junction City	Union	John Montgomery & Son	H. E. Montgomery			John Montgomery		
Kansas City	Kansan	A. E. Neal	A. E. Neal	Howard Payne	H. W. Bailey	Geo. N. Barnes		
Kiowa	Record							
Lawrence	Gazette	The Gazette Co.	Homer Talbot	John Montgomery	Homer Talbot	Homer Talbot	R. A. De Watteville	George Smith
	Journal-World	W. C. Simons	J. W. Murray	J. W. Murray	W. C. Simons	W. C. Simons	A. C. Newby	Grace Stout
Leavenworth	Post	The Post Publishing Co., Inc.	Wallace F. Hovey	Wallace F. Hovey	Wallace F. Hovey	Wallace F. Hovey	Wallace F. Hovey	C. A. Hunter
	Times	D. R. Anthony, Jr.	D. R. Anthony, Jr.		D. R. Anthony, Jr.	H. H. Seckler	H. H. Seckler	Ed. Smith
Lyons	News	Paul A. Jones	Paul A. Jones	Paul A. Jones		Paul A. Jones		
McPherson	Republican	W. J. Krehbiel	C. E. Oelrich		W. J. Krehbiel	L. A. Rank		J. L. Saltbouse
Manhattan	Mercury	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton	Fay N. Seaton
	Nationalist	Ed. Shellenbaum	Ed. Shellenbaum		Ed. Shellenbaum	Ed. Shellenbaum		
Neodesha	Sun	C. E. Cowdery Estate	Chas. P. Beebe	Chas. P. Beebe	Chas. P. Beebe	Chas. P. Beebe	Chas. P. Beebe	Chas. B. Beebe
Newton	Journal	R. E. Nye	Mrs. E. Nye				R. E. Nye	
	Kansan-Republican	The Kansan Ptg. Co.	J. L. Napier	J. L. Napier		J. C. Mack		
Norton	Telegram	T. N. & E. Moore	T. N. & E. Moore	T. N. & E. Moore	T. N. & E. Moore	T. N. & E. Moore	T. N. & E. Moore	T. N. & E. Moore
Ottawa	Herald	R. A. Harris	R. A. Harris	W. E. Gilliland		R. A. Harris		
Parsons	Eclipse	Eclipse Pub. Co.	I. W. Howe	I. W. Howe	C. A. Lamb			
	Republican	P. T. Foley	Lee Meadows	Emerson G. Smith	Lee Meadows	C. E. McKnight		
	Sun	Sun Publishing Co.	C. M. Reed	A. D. Murlin	Lester Combs	Lester Combs	C. J. Moore	G. C. Krauss
Pittsburg	Headlight	I. T. & G. A. Moore	F. W. Brinkerhoff	F. W. Brinkerhoff	J. T. Moore	J. T. Moore	Hoyt F. Boylan	I. H. Cole
Pratt	Tribune	The Tribune Publishing Co.	Nate E. Reece			Cecil P. Rich	G. E. Rich	
Salina	Journal	Journal Publishing Co.	Joseph L. Bristow	Fred J. Ludes	Roy F. Bailey	Roy F. Bailey	Roy F. Bailey	
	Union	J. L. Brady	J. L. Brady	W. T. Miller	M. P. Shipman	M. P. Shipman	Walter L. Kelley	M. P. Shipman
Topeka	Capital	Arthur Capper	Harold T. Chase	Chas. Sessions	Marco Morrow	W. R. Smith	W. B. Flowers	H. T. Blake
	State Journal	Frank P. MacLennan	F. P. MacLennan	Arthur J. Carruth	F. P. MacLennan	W. P. Snyder	Paul Morgan	Morris D. Milham
Wellington	News	H. L. Woods	H. L. Woods			John M. Pile		
Wichita	Beacon	The Beacon Publishing Co.	Henry J. Allen	S. A. Coleman	Henry J. Allen	A. T. Butler	P. M. Hart	C. B. McCawley
	Eagle	Marcellus Murdock	Chas. B. Driscoll	J. B. Doze		Sidney D. Long		Sidney D. Long
Winfield	Courier	Courier Printing Co.	E. P. Greer	E. P. Greer	Milton A. Bangs	Milton A. Bangs	Milton A. Bangs	E. P. Green, Jr.
	Free Press	W. G. Anderson	W. G. Anderson	W. G. Anderson	W. G. Anderson		George Hirmold	

KENTUCKY

Ashland	Independent	Independent Pub. Co.	B. F. Forgey			B. F. Forgey		
Bowling Green	Park City News	News Pub. Co.	John N. Gaines	John N. Gaines	John N. Gaines		John N. Gaines	
	Times-Journal	Times Journal Pub. Co., Inc.	W. J. & J. G. Dunhardt			W. J. Dunhardt	W. J. Dunhardt	J. G. Dunhardt
Covington	Kentucky Post	Post Publishing Co.	Frank Rostock	Max B. Cook		Wm. McIntosh	Wm. McIntosh	W. Rouck
Danville	Advocate	Richardson & McIntyre	Richardson & McIntyre	W. V. Richardson	W. V. Richardson	W. V. Richardson		
	Messenger	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	Geo. A. Joplin, Jr.	J. Curtis Alcock
Frankfort	State Journal	The State Journal Co.	James L. Newman	Dulin Moss		Jas. L. & J. P. Newman		
Fulton	Leader	Fulton Publishing Co.	R. S. Williams	R. S. Williams	R. S. Williams	R. S. Williams		
Henderson	Gleaner	Leigh Harris	Leigh Harris	F. M. Hutchinson	Leigh Harris	W. W. Smith	W. W. Smith	Roy Springer
	Journal	Leigh Harris	Leigh Harris	John A. Lyne		W. W. Smith	W. W. Smith	Roy Springer
Hopkinsville	Kentucky New Era	A. W. Wood	T. C. Underwood		A. W. Wood	M. E. Bacon		M. E. Bacon
Lexington	Herald	Lexington Herald Co.	Desha Breckenridge	T. E. Underwood	Charles I. Stewart	Wm. Wolfe	J. L. Naylor	Zack Carter
	Leader	John G. Stoll		James M. Ross	H. Giovannoli	Fred B. Wachs	H. E. Roberts	C. W. Crum
Louisville	Courier-Journal	Robert W. Bingham	Wallace T. Hughes	Barry Bullock		Bert N. Garstin		Robt. S. Weir
	Louisville Herald	Louisville Herald Co.	John C. Shaffer	C. A. Segner	C. F. Gladfelter		S. A. Bernheim	
	Post	Evening Post Co.	L. C. Humphrey & R. G. Knott	G. R. Newman	Eugene Knott	W. W. Stouffer		W. E. Eastland
	Times	Robert W. Bingham	Arthur Krock	Brainard Platt		Bert N. Garstin		Robt. S. Weir
Madisonville	Messenger	Madisonville Publishing Co.	C. C. Givens	Woodson Browning		C. C. Givens & T. C. O'Bryan		
Mayfield	Messenger	Clay G. & Scott Lemon	Clay G. Lemon	Clay G. Lemon	Lemon Bros.	Scott T. Lemon		
	Times	Mayfield Times, Inc.	Bert S. Berry		Bert S. Berry	Bert S. Berry		
Maysville	Bulletin	McCarthy & Altmeyer	John J. Altmeyer	John J. Altmeyer		M. J. McCarthy		
	Independent	Purdon & Schatzmann	Purdon & Schatzmann	James Purdon		Purdon & Schatzmann		
	Public Ledger	Ledger Publishing Co.	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews
Middlebore	News	Chas. E. Herd	Chas. F. Herd	L. H. Smalling	Lenore Herd			
Owensboro	Inquirer	Lawrence W. Hager	L. W. Hager	G. M. Pedley	W. B. Hager	W. B. Hager	G. A. Yancey	Chas. Curran
	Messenger	Messenger Publishing Co.	Urey Woodson	J. M. Pendleton		Geo. M. Fuqua	L. E. Cummings	V. J. Greenwell
Paducah	News-Democrat	Democrat Publishing Co.	Noel A. Berry		Noel A. Berry			
	Sun	E. J. Paxton	E. J. Paxton	E. J. Paxton	E. J. Paxton	E. J. Paxton	E. H. Mammam	J. W. Woods
Richmond	Register	S. M. Saufley	S. M. Saufley		S. M. Saufley	S. M. Saufley	E. T. Wiggins	
Winchester	Democrat	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson	Chas. B. Nelson		
	Sun	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins

LOUISIANA

Alexandria	Town Talk	H. M. Huie	R. C. Jarreau			H. M. Huie		
Baton Rouge	State-Times		Chas. P. Manship		Chas. P. Manship	J. L. Lusk	Herbert Benjamin	H. E. Kirby
Crowley	Signal	W. W. Duson	J. G. Gabelle	W. W. Duson, Jr.	W. W. Duson, Jr.	W. W. Duson, Jr.		
Jennings	Times-Record							
Lafayette	Advertiser	Lafayette Advertiser, Inc.	T. M. Callahan	H. E. Browning		Scranton Mouton		
	Gazette	Jay Davidson	Jay Davidson	Jay Davidson	Jay Davidson	Jay Davidson	Jay Davidson	Jay Davidson

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

LOUISIANA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Lake Charles	American-Press	American-Press Co., Ltd.	Frank A. Smith			Frank A. Smith		
Monroe	News Star	J. W. Smith	A. G. Cook		J. W. Smith		J. W. Smith	C. E. Faulk
New Orleans	Item	James M. Thomson	Marshall Ballard	Clark Salmon	Arthur G. Newmyer	Arthur G. Newmyer		Paul J. Thomson
	States	Robert Ewing		J. Walker Ross		M. Beyersdorfer	J. L. Ewing	F. L. Knecht
	Times-Picayune	The Times-Picayune Pub. Co.	D. D. Moore	J. E. Edmonds		J. A. Van Buren	J. F. Tims	A. H. Baker
Ruston	Leader	S. M. Lewis	S. M. Lewis	S. M. Lewis		Henry Mayo		
Shreveport	Journal	Journal Pub. Co.	D. G. Frantz	D. G. Frantz	D. Attaway	D. Attaway	S. H. Cohen	T. L. Sensum
	News	Shreveport News Pub. Co.	W. S. Ingram	W. S. Ingram		R. H. Cowan		
	Times	Robert Ewing		Albert Witt		L. A. Mailhes	R. D. Holt	Michael Cohen

MAINE

Augusta	Kennebec Journal	Kennebec Journal Co.		John V. Lane		Charles F. Flynt		
Bangor	Commercial	J. P. Bass Publishing Co.	A. E. Bass	O. L. Hall		M. Robt. Harrigan		
	News	Bangor Pub. Co.	J. Norman Towle			W. B. Reed	W. B. Reed	W. B. Reed
Bath	Times	F. B. Nichols	H. C. Webber	H. C. Webber	F. B. Nichols	F. B. Nichols	F. B. Nichols	W. C. Stewart
Biddeford	Journal	C. H. Prescott	R. F. Wormwood	C. H. Prescott		C. H. Prescott		
	Record	The Biddeford Record, Inc.	John W. Robinson	John W. Robinson		C. A. Sutherland		
Houlton	Aroostook News	Aroostook Publishing Co.		Ed. T. MacShane		Ed. T. MacShane		
Lewiston	Journal	Lewiston Journal Co.	A. G. Staples	A. G. Staples			B. H. Dingley	
	Sun	Lewiston Daily Sun, Inc.	Geo. W. Wood			L. B. Costello	Frank S. Hoy	Frank S. Hoy
Portland	Eastern Argus	Eastern Argus Publishing Co.	Eli R. Russell			Ernest C. Bowler		
	Express	Evening Express Pub. Co.	A. O. Elden		Wm. H. Dow	Wm. H. Dow	F. H. Drinkwater	E. L. Coughlan
	Press	Fredk. Hale	H. M. Bigelow	H. M. Bigelow		B. A. Connolly	J. W. Barbour	Isaac Clough
Waterville	Sentinel	Waterville Sentinel Pub. Co.	F. W. Manson	F. W. Manson	F. W. Manson	C. A. Lewis	C. A. Lewis	C. A. Lewis

MARYLAND

Annapolis	Advertiser							
	Capital & Maryland Gazette	The Capital Pub. Co.	Ridgely P. Melvin	Ridgely P. Melvin		Burleigh C. Pooks		
Baltimore	American	The News Publishing Co.	Chas. M. Harwood	Arthur G. Turner	Stuart Olivier	Herbert Wyle	Frank D. Webb	Jas. W. Foster
	News	News Pub. Co.	C. H. Harwood	Arthur G. Turner	Stuart Olivier	Herbert Wyle	Frank D. Webb	James Foster
	Evening Sun	The A. S. Abell Co.	Stan. M. Reynolds	J. E. Murphy		W. F. Schmick	W. F. Schmick	C. O. Reville
	Sun	The A. S. Abell Company	J. H. Adams	Frank R. Kent		W. F. Schmick	W. F. Schmick	C. O. Reville
Cambridge	Banner	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb
Cumberland	News	The Daily News Co.		W. W. Brown		Chas. W. Donnelly	John T. Taylor	R. Armbruster
	Times	Times & Allegnian, Inc.	Joseph B. Finan	H. E. Webber	Joseph B. Finan	Joseph B. Finan	W. J. Wilkinson	Samuel Sklar
Frederick	Post	Great Southern Ptg. & Mfg. Co.	J. L. C. Sunday	W. T. & R. Delaplaine			W. T. Delaplaine	Robert Baer
	News	Great Southern Ptg. & Mfg. Co.	August T. Brust	W. T. & R. Delaplaine			W. T. Delaplaine	Miss Helen Kreh
Hagerstown	Globe	The Globe Publishing Co.	L. D. Emmert					
	Herald	Herald Publishing Co.	C. N. Baylor		C. E. Whipple	C. E. Whipple	W. E. Pattison	J. E. Philips
	Mail	Herald Pub. Co.	J. A. Hawken		C. E. Whipple		W. E. Pattison	J. E. Philips

MASSACHUSETTS

Amesbury	News	Amesbury Publishing Co.	E. J. Graves	E. J. Graves	T. F. Coffin	T. F. Coffin	T. F. Coffin	T. F. Coffin, Jr.
Attleboro	Sun	The Sun Publishing Co.	Charles C. Cain	J. H. Vallette		J. H. Vallette		
Beverly	Times	Walter E. Hubbard	Walter E. Hubbard					
Boston	Advertiser	Edward A. Westfall	Lewis Taplinger	James W. Reardon	John D. Bogart	Mortimer C. Priest		
	American	Edward A. Westfall	Robert C. McCabe	Robert C. McCabe	John D. Bogart			
	Christian Science Monitor	The Christian Science Pub. Soc.	Frederick Dixon			John R. Watts		
	Globe	The Globe Newspaper Co.	Chas. H. Taylor	Arthur A. Fowle		William O. Taylor		Thomas Downey
	Herald	James H. Higgins	Robt. L. O'Brien	Robert L. O'Brien		James H. Higgins		T. J. Maynahan, Jr.
	Post	Edwin A. Grozier	Edwin A. Grozier	C. B. Carberry	Richard Grozier	W. A. Grozier	A. H. Marchant	E. J. Maguire
	Record	E. C. Deland	E. E. Whiting	J. W. Wallace	C. A. Barrett	J. H. Devlin	H. W. Allen	Samuel Sklar
	Transcript	Boston Transcript Co.	George S. Mandell	George S. Mandell	L. M. Hammond		W. F. Rogers	L. Hammond, Jr.
	Traveler	Robt. L. O'Brien	Robert L. O'Brien	J. S. Allen	J. H. Higgins			
Brockton	Enterprise	Enterprise Pub. Co.	L. E. Rich	S. H. Rich	A. H. Fuller		C. L. Fuller	F. W. Middleton
	Times	W. R. Buchanan	W. R. Buchanan	G. M. Gifford	W. R. Buchanan	H. H. Buchanan	H. H. Buchanan	L. W. Cobbett
Chelsea	Record	S. H. Robie	S. H. Robie	S. H. Robie	S. H. Robie	S. H. Robie	S. H. Robie	S. H. Robie
Clinton	Item	The W. J. Coulter Press, Inc.	Harry F. Hartwell	C. C. Coulter		C. C. Coulter		
Fall River	Globe	The Fall River Globe Pub. Co.	C. J. Leary, Jr.	C. J. Leary, Jr.		Ernest D. Lough		Benj. Madowsky
	Herald	Edward Gans	Edw. D. Toohill	Edw. D. Toohill	Edward Gans		R. C. Mills	A. F. Boyle
	News					F. S. Almy		
Fitchburg	Sentinel	Sentinel Printing Co.	George H. Godbeer	George H. Godbeer			F. B. Creasy	E. G. Wellington
Framingham	News							
Gardner	News	The Gardner News Co.			S. W. Rogers	S. W. Rogers		W. C. Lamoureux
Gloucester	Times	Gloucester Times Co.		Fred E. Smith	J. H. Higgins			
Greenfield	Recorder	Greenfield Recorder Co.	John W. Haigis	John W. Haigis	John W. Haigis	John W. Haigis	D. E. Gingras	E. J. McHugh
Haverhill	Gazette	Haverhill Gazette Co.	Robert L. Wright	Robert L. Wright	Robert L. Wright	J. C. Moran	F. B. Fuller	Jos. Ferati
Holyoke	Telegram	James J. O'Donnell	James J. O'Donnell	Wm. Friend	Wm. Friend	Wm. Friend	Jos. F. Sullivan	William Rathbun
	Transcript	William G. Dwight	William G. Dwight	William G. Dwight		William G. Dwight		
Hudson	Sun							
Lawrence	Eagle	Hildreth & Rogers Co.	J. D. Marin	G. A. Mellen	A. H. Rogers	A. H. Rogers	C. T. Schueler	G. S. Wadsworth
	Telegram	Kimball G. Colby	Joseph McCarthy	Fred H. Ladd		Kimball G. Colby		
	Tribune	Hildreth & Rogers Co.	J. A. O'Hearn	G. A. Mellen	A. H. Rogers	A. H. Rogers	C. T. Schueler	G. S. Wadsworth
Leominster	Enterprise Pub. Co.	J. D. Miller Co. Leominster Enterprise Co.	Harry J. Bell			Walter N. Howe		
Lowell	Courier-Citizen	Courier-Citizen Newspaper Co.	Philip S. Marden	Philip S. Marden	Harry R. Rice	Harry R. Rice	S. P. Whipple	Wm. G. Spence
	Sun	John H. Harrington	J. H. Harrington	E. J. Gallagher		Martin H. Reidy		
Lynn	Item	Hastings & Sons Pub. Co.		H. S. Cummings	C. H. Hastings		W. R. Hastings	W. R. Hastings
	Telegram-News	Frederick W. Enwright	F. W. Enwright	J. J. O'Flanigan		Arthur H. Erwin		
Malden	News	Frank A. Bayrd	F. A. Bayrd	D. P. Rossiter		A. B. Moseley		
Marlboro	Enterprise	The Enterprise Co.	H. F. Wilder	H. F. Wilder	H. F. Wilder	H. F. Wilder	Oscar Zettler	Jno. Wilcox
Melrose	News							
Milford	News	Milford Daily News Co.	W. D. Leahy	W. D. Leahy	W. D. Leahy	W. D. Leahy	W. D. Leahy	
New Bedford	Mercury	Mercury Pub. Co.	Zephaniah Pease	Zephaniah Pease	Arthur G. Luce	Arthur G. Luce	James T. Murray	Arthur G. Luce
	Standard	E. Anthony & Sons, Inc.	Cooper Gaw	George A. Hough	B. H. Anthony	B. H. Anthony	James T. Murray	Geo. H. Reynolds
	Times	W. J. Glasgow, Jr.				W. J. Glasgow, Jr.		
Newburyport	News & Herald	News Pub. Co., Inc.	F. E. Smith	J. E. Mannix		F. E. Hicken		
North Adams	Herald	Thos. A. Haggerty	Thos. A. Haggerty	Thos. A. Haggerty	Thos. A. Haggerty	Thos. A. Haggerty	W. P. Meade	W. P. Meade
	Transcript	A. W. Hardman	A. W. Hardman	James A. Hardman		James A. Hardman		
Northampton	Herald	Wm. M. Kiely	G. J. Knoll, Jr.	G. J. Knoll, Jr.	Wm. M. Kiely	Wm. M. Kiely	G. J. Knoll, Jr.	
	Hampshire Gazette	H. S. Gere & Sons	C. H. Gere	F. C. Gere		H. W. DeRose	H. W. DeRose	H. W. DeRose
North Attleboro	Chronicle	North Attleboro Chronicle Co.		J. W. Martin, Jr.			Charles F. Martin	
Pittsfield	Eagle	Eagle Pub. Co.	K. B. Miller	D. J. Haylon	K. B. Miller		F. W. Couch	George Fisher
Quincy	Patriot-Ledger	George W. Prescott Pub. Co., Inc.	George T. Magee	Albert P. Langtry	Albert P. Langtry	Albert P. Langtry	Walter Early	Albert P. Langtry
	Telegram	W. G. Sparen	J. D. Smith					
Salem	News	Salem News Pub. Co.	W. B. Porter		H. E. Flint	H. E. Flint		
Springfield	News	The Daily News Pub. Co.	John B. Callaghan	John B. Callaghan		Asher Allen	D. M. Munroe	T. F. Murphy, Jr.
	Republican	Richard Hooker	Richard Hooker	Howard K. Regal	Sherman H. Bowles	Arthur H. Yunker	James E. Welch	Raymond A. Beach
	Union	John D. Plummer	M. S. Sherman	M. S. Sherman		Henry N. Bowman		John W. Nolan
Stoneham	Enterprise	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis
Taunton	Gazette	Wm. Reed & Sons Co.	G. D. Guthrie	Wm. H. Reed	Wm. H. Reed	F. E. Johnson		
Wakefield	Item	Harris M. Dolbeare	H. M. Dolbeare	G. E. Campbell	G. E. Campbell	G. E. Campbell	G. E. Campbell	
Waltham	Free Press-Tribune	Waltham Pub. Co.	A. Starbuck	A. Starbuck		R. B. Somers		
	News	Charles W. Pierce	Charles W. Pierce		Charles W. Pierce			
Woburn	Times	James D. Haggerty	James D. Haggerty	James D. Haggerty		James D. Haggerty		
Worcester	Gazette	Theodore T. Ellis	Roland F. Andrews	Joseph C. DeWolf	A. W. Fell	Chas. W. Morse	R. LeR. Woodbury	C. M. Schofield
	Post	John H. Fahey	G. T. Richardson	Walter Cleary	James J. Conroy	James J. Conroy	John Sullivan	J. M. Kearns
	Telegram	Theodore T. Ellis	Roland F. Andrews	E. S. Irwin	A. W. Fell	Chas. W. Morse	R. LeR. Woodbury	E. D. Dolhenty

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

MICHIGAN

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Adrian	Telegram	Stuart H. Perry	Stuart H. Perry	J. S. Gray	Stuart H. Perry	L. B. Oberlin	L. B. Oberlin	F. M. Meyerhuber
Albion	Recorder	The Recorder Press Co.	Richard T. Baldwin	W. S. Kennedy	W. S. Kennedy	Jos. A. Baldwin	Jos. A. Baldwin	Jos. A. Baldwin
Alpena	News		J. E. Richards		T. J. Ferguson		T. J. Ferguson	
Ann Arbor	Times-News	The Booth Pub. Co.	Harlan H. Johnson	Harlan H. Johnson		S. H. McKinley		Harold Booth
Battle Creek	Enquirer & News	Enquirer-News Co.	A. L. Miller	A. L. Miller		A. C. Pfander		
	Moon-Journal	Moon-Journal Pub. Co.	Geo. B. Dolliver	Geo. B. Dolliver	N. E. Conine	N. E. Conine	P. R. Bevier	Glen Winger
Bay City	Times Tribune	The Booth Pub. Co.		W. H. Gustin		S. J. Armstrong	A. Simpson	V. Meisel
Benton Harbor	News-Palladium	Palladium Pub. Co.	S. R. Banyon	S. R. Banyon		S. R. Banyon		
Big Rapids	Pioneer	Wells F. Harvey	Wells F. Harvey	Glen Shannon	Wells F. Harvey	Wells F. Harvey	Wells F. Harvey	L. Widlitzki
Cadillac	News	T. H. Fuller	Felix M. Church	Felix M. Church	T. H. Fuller	T. H. Fuller	M. O. Straight	E. V. Gregory
Calumet	News	The Mining Gazette Co.	Merwin W. Youngs		John R. Pimlott	Wm. M. Lyon		
Cheboygan	Tribune	Cheboygan Tribune Co.	W. H. Gamble	W. H. Gamble		W. H. Gamble		
Coldwater	Reporter	Horace Kitchel				H. D. Lansing		
Detroit	Free Press	The Detroit Free Press		Phil J. Reid	Wm. H. Pettibone		Otis Morse	E. R. Hatton
	Journal	The Journal Co.	N. C. Wright	Grove Patterson	H. S. Talmadge	P. S. Buggie	R. C. Horn	N. A. Currie
	News	Evening News Association	George E. Miller	M. W. Bingay	H. S. Scott	H. Ponting	H. C. Paterson	J. C. Montgomery
	Times	Detroit Times Company	Jas. Schermerhorn	W. N. Burkhart	Jas. Schermerhorn	M. E. Adamson		Homer Bair
Dowagiac	News		Harry H. Whiteley	W. C. Creighton	Harry H. Whiteley	Harry H. Whiteley	Harry H. Whiteley	Karl J. Easton
Escanaba	Mirror							
	Press	Escanaba Mining Press Co.		J. P. Norton		W. H. Holreth		
Flint	Journal	Booth Pub. Co.	George Perry	George Perry	Joseph R. Taylor		Lester Karr	R. W. Taylor
Grand Haven	Tribune	Harry Nichols	M. K. Scott		Harry Nichols		Harry Nichols	
Grand Rapids	Herald	The Herald Pub. Co.	A. H. Vandenberg	F. M. Sparks		C. J. Toot		C. J. Toot
	News	A. G. Johnson		Wm. J. Etten	A. G. Johnson	M. J. Tietema	T. R. Barth	Ellsworth Woolpert
	Press	The Booth Pub. Co.	E. W. Booth	Arthur W. Stace	E. W. Booth		H. S. Conlon	Paul O. Sergent
Greenville	Call	William B. Wells	William B. Wells	William B. Wells		William B. Wells		
Hancock	Copper Journal	Hancock Journal Co.	E. W. Presho	A. S. Ley	A. S. Ley	W. E. Madigan	W. E. Madigan	E. M. Gauley
Hillside	News	H. J. Burgess	H. J. Burgess	H. J. Burgess	H. J. Burgess	H. J. Burgess	Herbert J. Pavey	Eugene H. Crum
Holland	Sentinel	N. J. Whelan	Arnold Mulder	Ben A. Mulder		Frederick Slag		
Houghton	Mining Gazette	The Mining Gazette Co.		M. W. Youngs	J. R. Pimlott			
Ionia	Sentinel-Standard	Est. of J. H. Kidd	Ben L. Taylor	F. M. Kidd	P. M. Kidd	P. M. Kidd	F. M. Kidd	
Iron Mountain	Tribune-Gazette	Walter P. Hocking	Eugene Wright					
Ironwood	Globe	Globe Pub. Co.	Howard A. Quirt	Howard A. Quirt		Linwood I. Noyes	E. R. Krieger	A. J. Musholt
Jackson	Citizen-Patriot	The Booth Pub. Co.	B. M. Wynkoop	G. W. Scotford		Jos. E. Noll	Jos. E. Noll	L. H. Kimball
	News	Jackson News Pub. Co.	E. W. Barber	Harold Frank	James Frank	James Frank	H. H. Austin	H. B. Hawley
Kalamazoo	Gazette	F. F. Rowe	J. K. Walsh	J. K. Walsh	F. F. Rowe	A. E. Kettle	F. F. Rowe	E. R. Chapman
Lansing	State Journal	The State Journal Co.		F. A. Van Fleet	Charles N. Halsted	A. E. Richardson	H. J. Baker	Harry Wooten
Ludington	News	The Ludington Daily News, Inc.	G. H. D. Sutherland			G. H. D. Sutherland	Mrs. C. A. Sutherland	
Manistee	News-Advocate	Harry W. Musselwhite	H. W. Musselwhite	H. W. Musselwhite	H. W. Musselwhite	W. E. Smith	August A. Greve	Morris E. Olsen
Marquette	Mining Journal	Mining Journal Co., Ltd.	Frank J. Russell	Frank J. Russell		Frank J. Russell		
Marshall	Chronicle	J. M. Moses & Son	J. M. Moses	J. M. Moses	F. R. Moses	F. R. Moses	L. H. Chapman	M. M. Page
Monroe	News	C. A. French	C. A. French	C. A. French	C. A. French	C. A. French	C. A. French	H. B. Davenport
Mount Clemens	Leader	Leader-Press Co., Ltd.	Chas. D. Straight	Chas. D. Straight		Chas. D. Straight		
Muskegon	Chronicle	Booth Publishing Co.	A. E. Boswell	Archie E. McCrea			Jas. Clootingh	Irving Cross
Menominee	Herald-Leader	Herald-Leader Co.	R. M. Andrews	B. W. Donnell		P. C. Munroe	O. F. Demske	A. Gagnon
Niles	Star-Sun	Star-Sun Pub. Co.	T. J. Tormey	T. J. Tormey	T. J. Tormey	T. J. Tormey	Fred D. Cook	G. P. McBride
Owosso	Argus-Press	Argus-Press Co.		G. T. Campbell			R. E. Gardner	H. B. Reed
Petoskey	News & Resorter	Churchill Printing Co.	H. Lee North	D. H. Hinkley	D. H. Hinkley	C. E. Garvin	H. B. Lee	H. B. Lee
Pontiac	Press	Pontiac Press Co.	H. Y. Fitzgerald	R. A. Foley	H. Y. Fitzgerald	H. Y. Fitzgerald	Russell Bassett	E. R. Mason
Port Huron	Times-Herald	The Times Herald Co.	L. A. Weil	W. H. Davis	E. J. Ottaway	E. J. Ottaway	G. A. Ashpole	J. L. Doolittle
St. Joseph	Herald-Press	Willard Brewer	Willard Brewer	Rex V. Wynkoop	Willard Brewer	Willard Brewer	Charles Moore	Nelson Foulkes
Saginaw	News-Courier	Booth Publishing Co.	A. R. Treanor	M. A. Gorman	A. R. Treanor	W. A. Rorke	M. C. Hinken	
Sault Ste. Marie	News	Sault News Printing Co.	G. A. Osborn	Norman H. Hill	G. A. Osborn	Norman H. Hill	Chas. Zylstra	C. W. Smith
South Haven	Tribune	The Tribune Co.	C. O. Monroe		C. O. Monroe		T. M. Sawyer	E. M. Bratton
Sturgis	Journal	Mark P. Haines	Mark P. Haines	Maurice Wells	Mark P. Haines	F. J. Mayer	F. J. Mayer	
Three Rivers	Commercial	Wm. H. Shumaker	Wm. H. Shumaker		Wm. H. Shumaker	Wm. H. Shumaker	J. H. Wagner	
Traverse City	Record-Eagle	W. G. Williams	Lew A. Holliday	Austin C. Batdorff		W. G. Williams	C. F. Thomas	C. B. Anderson
Ypsilanti	Ypsilantian-Press	G. C. Handy	Judson Grenall			T. O. Huckle	T. O. Huckle	Lyle Judd

MINNESOTA

Albert Lea	Tribune	Albert Lea Pub. Co.				L. S. Whitcomb	L. S. Whitcomb	
Austin	Herald	Herald Pub. Co.	John H. Skinner			Fred C. Ulmer		
Bemidji	Pioneer	The Bemidji Pioneer Pub. Co.	G. W. Harnwell			E. H. Denu		
Brainerd	Dispatch	The Brainerd Dispatch Co.	F. W. Wieland	F. W. Wieland		F. W. Wieland		
Crookston	Times	W. E. McKenzie	D. A. McKenzie	C. H. Zealand		E. W. Robbins	B. Goosman	K. Nesselrod
Duluth	Herald	M. F. Hanson	S. H. Bingham	Wm. T. Thompson	M. F. Hanson	Wm. P. Henry	Wm. P. Henry	George H. Hunter
	News-Tribune	The Duluth News Tribune Co.	John W. Nagle	R. E. Austin		Miron Bunnell		G. J. Desmond
Faribault	News	Howard Bratton	Clifford Russell				H. G. Savoie	H. C. Joachim
Fairmont	Martin Co. Independ.	Independent-Zeitung Co.	Malcolm J. Aldrich			Ward & Welch		
	Sentinel	Sentinel Pub. Co.	Fairley & Nelson	Frank A. Day		Nelson & Whitney		
Fergus Falls	Journal	Fergus Journal Co.	W. L. Robertson			R. J. Underwood		
Hibbing	News	Claude M. and Marc Atkinson	C. M. Atkinson	Marc Atkinson	Marc Atkinson	Marc Atkinson	P. A. Widstrand	Marion Fox
	Tribune	R. W. Hitchcock	Martin Codel	Geo. Fisher		J. G. Early	Chas. Spurway	Arthur Herritt
Internat'l Falls	Journal		C. B. Montgomery	C. B. Montgomery		C. B. Montgomery		
Little Falls	Transcript	Transcript Pub. Co.	Ed. M. La Fond	Ed. M. La Fond	Ed. M. La Fond	Ed. M. La Fond	Ed. M. La Fond	Ed. M. La Fond
Mankato	Free Press	Free Press Co.	J. E. Reynolds		Free Press Co.	Free Press Co.	Rolf Julsrud	Frank Kendall
Minneapolis	Journal	Herschel V. Jones	Herschel V. Jones	George H. Adams		William S. Jones		G. B. Bickelhaupt
	Minnesota Star		Rex Large		Wm. Rouleaux	Wm. Rouleaux		
	News	L. V. Ashbaugh	W. A. Frisbie	W. C. Robertson	John Burgess	A. E. Floback	Geo. D. Flynn	C. J. Cahaley
	Tribune	Minnesota Tribune Co.	J. S. McLain	T. J. Dillon	Rome G. Brown	E. P. Stewart	Gerald Pierce	J. E. Medley
Montevideo	American					C. E. Mills		
Moorhead	News	Moorhead News Co.	J. H. Freeman			J. H. Freeman		
Owatonna	People's Press	Benjamin E. Darby	George F. Darby	George F. Darby	Benjamin E. Darby	Harry B. Darby	Wm. H. Darby	Wm. H. Darby
Red Wing	Eagle	Daily Eagle Pub. Co., Inc.	N. P. Olson	A. H. Olson	N. P. Olson	N. P. Olson	A. H. Olson	F. H. Olson
	Republican	Red Wing Ptg. Co.	Jens K. Grondahl	Jens K. Grondahl		Jens K. Grondahl		
Rochester	Bulletin	The Bulletin Pub. Co.	H. H. Witherstine	G. S. Witherstine		G. S. Witherstine		
	Post & Record	Blakely Ptg. Co.	A. W. Blakely	A. W. Blakely	Clare W. Blakely	Clare W. Blakely	Clare W. Blakely	R. V. Zimmerman
St. Cloud	Journal-Press	Journal Press Co.	Alvah Eastman	Alvah Eastman		John P. Gaspard		
	Times	Times Pub. Co., Inc.	Fred Schilplin			Fred Schilplin	Walter G. Grimsle	
St. Paul	Dispatch	C. K. Blandin		H. R. Galt		J. M. Riegel	A. J. McFaul	E. C. White
	News	L. V. Ashbaugh	Howard Kahn			H. K. Edwards		Geo. R. Boyd
	Pioneer Press	C. K. Blandin		H. R. Galt		J. M. Riegel	A. J. McFaul	E. C. White
South St. Paul	Reporter	E. L. Ogilvie	E. L. Ogilvie	W. M. Fisk		P. A. Wiegand	R. T. Ogilvie	
Stillwater	Gazette	Easton & Masterman	Easton-Masterman	Easton-Masterman	Easton-Masterman	Easton-Masterman	Easton-Masterman	Easton-Masterman
Virginia	Enterprise	Enterprise Ptg. & Pub. Co.	E. C. Smith	E. C. Smith		E. C. Smith		
	Virginian	Virginia Pub. Co.	Geo. E. Webster	Geo. E. Webster		M. H. Montgomery		
Winona	Republican-Herald	Republican-Herald Pub. Co.		H. G. White	P. J. Rucker			

MISSISSIPPI

Biloxi	Herald	Geo. W. Wilkes Sons	Geo. P. Money		W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	Chester Rose
Clarksdale	Register	G. P. Clark	Chas. W. Littlejohn	E. A. Paul	G. P. Clark	A. M. Littlejohn	C. W. Winn	E. F. Kornmayer
Corinth	Corinthian	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop		
Greenville	Democrat-Times	Greenville Npr. & Ptg. Co.	L. Pink Smith	L. Pink Smith		E. W. Smith		
Greenwood	Commonwealth	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie	J. L. & S. Gillespie
Gulfport	Herald	Geo. W. Wilkes' Sons	A. G. Osoinach		W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	Chester Rose
Hattiesburg	American	Howard S. Williams	H. S. Williams	H. S. Williams		H. S. Williams		Thos. St. John
Jackson	Clarion-Ledger	T. M. Hederman	T. M. Hederman	T. M. Hederman	T. M. Hederman	T. M. Hederman	T. M. Hederman	T. M. Hederman
	News	News Pub. Co.	Frederick Sullens	Robt. E. Conner	W. G. Johnson		Crenshaw & Bailey	Roscoe Bailey
Laurel	Leader	Edgar G. Harris	Edgar G. Harris	E. E. Hoffman	Edgar G. Harris	Edgar G. Harris	L. A. Jones	Roscoe James
Meridian	Dispatch	The Dispatch Pub. Co.	H. H. Weir					
	Star	Ralph R. Buvinger	Ralph R. Buvinger	O. C. Morgan		K. S. Buvinger		
Natchez	Democrat	Jas. K. Lambert	Jas. K. Lambert			C. C. Goetz		
Vicksburg	Herald	Vicksburg Ptg. & Pub. Co.	J. S. McNeily	J. S. McNeily	E. A. Fitzgerald	E. A. Fitzgerald	E. A. Fitzgerald	E. A. Fitzgerald
	Post	J. G. Cashman & Sons	J. G. Cashman			L. P. Cashman	P. L. Barclift	
West Point	Times-Herald							
Yazoo City	Sentinel	F. R. Birdsall	F. R. Birdsall	F. R. Birdsall	F. R. Birdsall	F. R. Birdsall	H. E. Browning	H. E. Browning

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

MISSOURI

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Aurora	Advertiser	W. B. Lowry	W. B. Lowry					
	News	Combination Card Co.	M. D. Steiner	M. D. Steiner	M. D. Steiner	M. D. Steiner		
Boonville	Republican	C. M. Harrison	C. M. Harrison	C. M. Harrison	C. M. Harrison	C. M. Harrison	E. J. Melton	C. M. Harrison
Brookfield	Argus							
Butler	Democrat	Harry H. Henry	Harry H. Henry	Harry H. Henry	Harry H. Henry			
Cameron	News & Observer	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt		
	Sun	C. P. Dorsey	C. P. Dorsey	C. P. Dorsey	C. P. Dorsey	C. P. Dorsey	C. P. Dorsey	C. P. Dorsey
Cape Girardeau	Southeast Missourian	Naeter Brothers	Fred Naeter	Fred Naeter	W. H. Kiehne	W. H. Kiehne	E. E. Campbell	Alvin Macke
	Sun	Chas. C. Oliver	Chas. C. Oliver	W. V. Working		H. N. Fressell		
Carrollton	Democrat	W. S. Holliday	W. S. Holliday	W. S. Holliday	W. S. Holliday	W. S. Holliday	W. S. Holliday	
Carthage	Democrat	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach
	Press	W. J. Sewall	W. J. Sewall		W. J. Sewall	H. L. Howe	H. L. Howe	W. L. Schwartz
Charleston	Index	E. H. Smith	E. H. Smith	E. H. Smith	E. H. Smith	E. H. Smith	E. H. Smith	E. H. Smith
Chillicothe	Constitution	J. E. Watkins	J. E. Watkins	C. A. Spooner	J. E. Watkins	C. E. Watkins	C. E. Watkins	I. W. Watkins
	Tribune	H. D. McHolland	H. D. McHolland			A. McHolland	J. P. Sailor	Miss Lucy Horton
Clinton	Democrat	C. H. Whitaker & Son	C. H. Whitaker, Sr			C. H. Whitaker, Jr.		
Columbia	Missourian	Missourian Pub. Association, Inc.			Alfonso Johnson	Alfonso Johnson	H. W. Smith	Carrie Quinn
	Tribune	E. M. Watson	E. M. Watson	E. M. Watson		J. M. Hubbell		
Excelsior Springs	Call	Blood & Blood	A. L. Blood	A. L. Blood		A. L. Blood		
	Standard	F. W. Mitchell	F. W. Mitchell					
Fulton	Gazette	Fulton Gazette Pub. Co.	Ovid Bell		Fulton Gazette Pub. Co.		A. D. Williams	
	Sun	Sun Ptg. Co.	J. W. & Geo. P. Johnston	J. W. & Geo. P. Johnston		J. W. & Geo. P. Johnston		
Hannibal	Courier-Post	J. B. Jeffries		J. B. Jeffries		E. L. Sparks		
Independence	Examiner	Examiner Ptg. Co.	Wm. Southern, Jr.				F. W. Rucker	Chas. J. Allis
	News	C. A. Carroll	E. S. Carroll					
Jefferson City	Capital News	Capital News Ptg. Co.	Buchanan & Franklin	Buchanan & Franklin		Buchanan & Franklin		
	Democrat-Tribune	Joe Goldman	Joe Goldman	Joe Goldman		M. M. Horner	Joe Goldman	M. M. Horner
	Post	Joseph Sailor	Joseph Sailor	Joseph Sailor		Joseph Sailor		
Joplin	Globe	The Joplin Globe Pub. Co.	P. R. Coldren	Ray S. Cockran	R. E. Burns		J. J. McClelland	E. D. Uzzell
	News-Herald	P. E. Burton	J. F. Williams	J. F. Williams	P. E. Burton	P. E. Burton	Guy T. Humes	O. K. Williams
Kansas City	Journal	The Journal Co.	E. P. Allen		C. C. Rosewater		William R. Wright	R. J. Seaman
	Post	Burris A. Jenkins	Burris A. Jenkins	Dick Smith		M. M. Levand	J. R. Winter	E. J. Kurrie
	Star	William R. Nelson Est.	R. E. Stout, H. J. Haskell, A. F. Seested, Irwin Kirkwood	R. E. Stout	A. F. Seested	A. F. Seested	J. T. Barrons	F. C. Seested
Kirksville	Express	E. E. Swain	E. E. Swain	J. D. Buckingham		P. M. Nicolson	J. N. Stonebraker	
	News	C. C. Howard			C. C. Howard	C. C. Howard		
Lamar	Democrat	The Lamar Democrat Pub. Co.	Arthur Aull					
Lexington	Intelligencer	A. W. Allen	A. W. Allen	A. W. Allen	A. W. Allen	A. W. Allen		
Louisiana	Press-Journal	J. N. Bryson	I. N. Bryson	I. N. Bryson		I. N. Bryson		
Macon	Chronicle-Herald	Chronicle-Herald Pub. Co.	W. R. Baker		C. H. Weisenborn	C. H. Weisenborn		
Marshall	Democrat-News	Democrat-News Ptg. Co.	A. L. Preston				E. P. Barnhill	
Maryville	Democrat-Forum	James Todd	Amos S. Evans	James Todd	James Todd	E. Crockett	M. E. Seleeman	Helen Todd
	Tribune	J. F. Hull	J. F. Hull	J. F. Hull	J. F. Hull	J. F. Hull	H. E. Miles	
Mexico	Intelligencer	The Intelligencer	Gale Johnston	Gale Johnston		Gale Johnston		
	Ledger	R. M. White & Son	L. M. White	L. M. White	L. M. White	L. M. White	L. M. White	L. M. White
Moberly	Democrat							
	Monitor-Index	Moberly Index Ptg. Co.	W. C. Van Cleve	H. M. Calbert	W. C. Van Cleve	W. C. Van Cleve	F. H. Scott	G. P. Delahy
Monett	Times	Pearl Peters	Pearl Peters	Pearl Peters		Pearl Peters		
Neosho	Democrat							
Nevada	Mail & Post	Southwest Mail Ptg. Co.		J. H. Benn		W. L. Earp		
North Platte	Telegraph							
Poplar Bluff	American	Citizen Ptg. Co.	Dwight H. Brown	Dwight H. Brown	Dwight H. Brown	Dwight H. Brown	Dwight H. Brown	V. H. Steward
St. Charles	Banner-News	R. M. Thomson	W. C. Fuhr		R. M. Thomson	R. M. Thomson		
	Cosmos-Monitor	St. Charles Pub. Co.	E. Lee Ronno	E. Lee Ronno	M. L. Comans	M. L. Comans		
St. Joseph	Gazette	C. D. Morris	C. D. Morris	W. D. Ladd	C. D. Morris	W. Boeshans	E. D. Morris	W. Boeshans
	News-Press	Louis T. Golding	Louis T. Golding	C. L. Rutt		H. A. Sprague	H. A. Sprague	W. M. Badger
St. Louis	Globe-Democrat	E. Lansing Ray	E. Lansing Ray	J. J. McAuliffe	E. Lansing Ray		D. B. Houser	Wm. H. Herrington
	Post-Dispatch	Pulitzer Pub. Co.	Joseph Pulitzer, Jr.	O. K. Bovard		W. C. Steigers	G. M. Burbach	A. G. Lincoln
	Star	Elzey M. Roberts		F. W. Taylor, Jr.	B. E. Bradley	M. J. Lowenstein		Marine H. Dubbs
	Times	G. A. Bader	Homer Bassford	S. R. Stanard		G. S. Pollard		Wm. E. Wilson
Sedalia	Capitol	Sedalia Democrat Co.		Ray Morris	W. J. Brill	W. J. Brill	Ellis Thaxton	C. Young
	Democrat	The Sedalia Democrat Co.	G. H. Scruton			A. D. Stanley		
Springfield	Leader	H. S. Jewell & Son	R. L. Kennedy	R. L. Kennedy	H. S. Jewell	H. S. Jewell	J. M. Acuff	W. E. Barth
	Republican	Springfield, Mo., Republican Co.	E. E. E. McKinney	W. H. Brunkhorst		C. B. Robertson		
Trenton	Republican & Tribune	W. B. Rogers	R. P. McColloch	Carrie Rogers		Ray VanMeter		
	Times	J. H. Miller & Son	J. H. Miller	J. H. Miller	J. H. Miller	D. L. Miller	J. H. Miller	J. H. Miller
Warrensburg	Star-Journal	Star-Journal Pub. Co., Inc.	W. C. Kapp	W. C. Kapp	W. C. Kapp			
Webb City	Sentinel	Hal Wise	Hal Wise		Hal Wise	Hal Wise	Chas. Smuck	Chas. Smuck
West Plains	Quill	Mills Williams & Daughters	Williams Sisters	Williams Sisters		Mills Williams & Daughters		

MONTANA

Anaconda	Anaconda Standard	Standard Pub. Co.		R. R. Kilroy		J. H. Reilly		J. Martindale
Billings	Gazette	Gazette Printing Co.	R. Richards	Leon Shaw	Leon Shaw	J. L. Markham		W. J. Barrett
Bozeman	Chronicle	Chronicle Pub. Co.	Jas. P. Bole	Chas. L. Stevens	H. H. Howard		Fred H. Wilson	Frank Colfer
Butte	Bulletin	Bulletin Publishing Co.	R. Smith &W. Dunn	R. B. Smith	R. B. Smith	R. B. Smith		
	Miner	The Butte Miner Co.	J. L. Dobel			B. E. Woolston	Wm. A. Glass	O. L. Brooke
	Post	J. H. Durston	J. H. Durston	C. T. Shearer		J. H. Durston	J. K. Evans	H. L. Miller
Great Falls	Leader	The Leader Co.	E. H. Cooney	E. H. Cooney	F. M. Tenney	F. M. Tenney	C. T. Gregg	L. E. Eberling
	Tribune	O. S. Warden	Wm. M. Bole			L. G. Diehl		
Havre	Promoter	Havre Daily Promoter	R. G. Linebarger			Jas. W. Rogers		
Helena	Montana Record Her.	Montana Record Publishing Co.			C. H. Reifenrath			Leo La Rose
Kalispell	Inter Lake	The Daily Inter Lake, Inc.	L. D. Spafford			L. D. Spafford		
Lewistown	Democrat-News	Tom Stout	E. G. Ivins		H. E. Lay	H. E. Lay	Hanley & McGinnis	
Livingston	Enterprise	Livingston Publishing Co.	Robert S. Phillips	Emmett F. Riordan	Robert S. Phillips	Robert S. Phillips	Robert S. Phillips	R. E. Shaver
Miles City	Montanan	Independent Printing Co.	Jos. D. Scanlon	Louis F. Grill		Jos. D. Scanlon		
	Star	Independent Printing Co.	J. D. Scanlon	L. S. Grill	J. D. Scanlon		H. G. Potter	Russell Robbins
Missoula	Missoulian	Martin J. Hutchens	P. T. Ferguson	P. T. Ferguson	James A. Sage	James A. Sage	S. L. McConnell	J. A. King
	New Northwest							
	Sentinel	The Missoulian Publishing Co.	M. J. Hutchens	P. T. Ferguson		James A. Sage		

NEBRASKA

Beatrice	Express	Beatrice Express Publishing Co.	Clark Perkins		Clark Perkins	H. M. Ivey	H. M. Ivey	Robert Kline
	Sun	E. M. Marvin						
Columbus	News	John I. Long	John I. Long			John I. Long		
Falls City	Journal	A. R. Keim	A. R. Keim			A. R. Keim		
	News	C. C. Davis	C. C. Davis					
Fremont	Tribune	Hammond Printing Co.	Frank Hammond	Chas. Ryckman	R. W. Hammond	R. W. Hammond	H. C. Kendall	Walt. B. Reynolds
Grand Island	Independent	Independent Publishing Co.	A. F. Buechler	A. F. Buechler		J. R. Fulton	J. R. Fulton	A. Boehm
Hastings	Tribune	Adam Breede	Adam Breede	H. G. Smith		L. T. Kohl	H. Haines	
Kearney	Hub	The Kearney Hub, Inc.	M. A. Brown	M. A. Brown	M. A. Brown	Hugh R. Brown	Guy Saltzgaber	Guy Saltzgaber
Lincoln	Nebr. State Journal	J. C. Seacrest	W. O. Jones	W. O. Jones		J. C. Seacrest		
	Nebr. State Jor. (E.)	J. C. Seacrest	W. O. Jones	W. O. Jones		J. C. Seacrest		
	Star	The Star Publishing Co.	Homer K. Johnston	L. B. Tobin		L. B. Tobin		Clyde M. Husted
Nebraska City	Nebraska Press	The Press Printing Co.	John H. Sweet					Russell Bachler
	News	News Publishing Co.	C. M. Hubner			E. D. Marnell		
Norfolk	News	Gene Huse		S. H. McCaw	Gene Huse	P. C. Asmus	G. P. Stern	Guy Lenis

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

NEBRASKA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Omaha	Bee	Nelson B. Updike		Victor B. Smith		Charles S. Young	R. A. Carrington	Franklin Rook
	News		Joseph Polcar	Neal Jones			M. C. Taylor	L. G. Lillyman
	World Herald (E.)	W. G. Crounse	H. E. Newbranch	W. R. Watson		H. Doerly	L. R. Wilson	M. B. McNab
Plattsmouth	Journal	R. A. Bates	M. A. Bates	R. A. Bates	R. A. Bates	R. A. Bates	R. A. Bates	
York	News-Times	York Blank Book Co.	Thos. Curran	Thos. Curran	Thos. Curran	Thos. Curran	Thos. Curran	
Wymore	Arbor State	L. F. Hohensee	L. F. Hohensee	L. F. Hohensee		L. F. Hohensee		

NEVADA

Carson City	Appeal							
	News	Gifford & Felesina	H. P. Gifford			P. V. Felesina		
Ely	Times	Expositor Publishing Co.	Vail Pittman		Vail Pittman	Vail Pittman		Ida Pittman
Goldfield	Tribune	Tribune Printing Co.	V. L. Ricketts	M. A. Farrell		V. L. Ricketts	H. Moon	
Reno	Gazette	Reno Evening Gazette Co.	D. W. Williamson	D. W. Williamson	Graham Sanford	H. H. Rosenbrock	J. F. McDonald	R. D. Burke
	Nev. State Journal	Nevada State Journal Pub. Co.	D. B. Potts	D. B. Potts		C. F. Going		
Tonopah	Bonanza	Tonopah Bonanza Printing Co. Inc.	W. W. Booth	W. W. Booth		W. W. Booth		
	Times	F. F. Garside	F. F. Garside			F. F. Garside		

NEW HAMPSHIRE

Claremont	Eagle	Welch & Woodward	George I. Putnam	Welch & Woodward	Welch & Woodward	Welch & Woodward	F. E. Joy	Welch & Woodward
Concord	Monitor	Wm. D. Chandler	Wm. D. Chandler	Wm. D. Chandler	Wm. D. Chandler	Frank F. Hart	J. Harold Dame	Frank E. Moberg
	Patriot	E. J. Gallagher	E. J. Gallagher	Wm. E. Wallace		E. J. Gallagher		
Dover	Foster's Democrat	Geo. J. Foster & Co.	F. Foster	F. Foster		G. J. Foster		
Keene	Sentinel	Sentinel Printing Co.	W. H. Prentiss	A. G. Hazeltine	C. J. Woodward	C. J. Woodward	C. J. Woodward	C. R. Rodgers
Manchester	Leader	Union-Leader Publishing Co.	Frank Knox	Robert McBlood		J. A. Muehling	B. LeR. Woodbury	
	Mirror & American	R. W. Pillsbury	E. J. Knowlton	Calvin Chalmers		H. S. Taylor	H. S. Taylor	
	Union	Union-Leader Publishing Co.	Frank Knox	William T. Nichols		J. A. Muehling	B. LeR. Woodbury	
Nashua	Telegraph	Telegraph Publishing Co.		G. Parkhurst		B. E. Warren		
Portsmouth	Chronicle	Chronicle & Gazette Publishing Co.	F. W. Hartford			W. R. Dearborn		
	Herald	Chronicle & Gazette Publishing Co.	F. W. Hartford			W. R. Dearborn		
	Times	Times Pub. Co.	Emily Stavers			James F. Driscoll		

NEW JERSEY

Asbury Park	Press	J. Lyle Kinmonth	J. Lyle Kinmonth	E. S. Longstreet		George E. Hopper	David S. Thurston	E. H. Baker
Atlantic City	Gazette Review	Gazette Review Co.	James M. Healy		Harry E. Smith		R. E. Newsham	A. C. Finley
	Press	Press-Union Pub. Co.	Ernest Smith	Francis E. Crossdale	Albert J. Feyl	Albert J. Feyl		Lloyd Lippincott
	Union	Press-Union Pub. Co.	Ernest Smith	Francis E. Crossdale	Albert J. Feyl	Albert J. Feyl		Lloyd Lippincott
Bayonne	News & Review	C. A. Ruhlmann	L. E. Travis	L. E. Travis	A. A. Melniker	W. W. Hubbard	Bernard Kramen	I. Cohn
	Times	Hyman Lazarus	H. L. Martin	H. Lazarus		S. I. Newhouse		
Bridgeton	News	Evening News Co.	Clifford Snowden	W. J. Kirby	C. L. Snowden	F. A. Stanger	G. L. Schofield	E. Ware
	Pioneer	George W. McCowan	H. L. Tyler		Geo. W. McCowan	Geo. W. McCowan	Geo. W. McCowan	
Burlington	Enterprise	Enterprise Publishing Co.	J. R. Chrestman			J. R. Chrestman		
Camden	Courier	J. David Stern	Harry T. Saylor			W. L. Tushingham	Albert Ingram	C. A. Van Fossen
	Post-Telegram	Post-Telegram Co.	U. S. Jefferys		F. F. Patterson, Jr.	F. F. Patterson, Jr.	T. N. Patterson	F. F. Patterson, Jr.
Elizabeth	Journal	Aug. S. Crane	Aug. S. Crane	Geo. W. Swift	Aug. S. Crane	Elmer E. Stanion	F. Ernest Wallace	A. J. Ruck
	Times	Leonard F. Sawvel	Leonard F. Sawvel			A. M. Knox	A. M. Knox	F. Haber
Hackensack	Record	Evening Record Pub. Co.	James M. Smith			J. Douglas Gessford		
Hoboken	Hudson Observer	G. A. Seide	John McCormick		G. A. Seide		A. L. Kohnfelder	Harry Kelly
Jersey City	Jersey Journal	The Evening Journal Association	Joseph A. Dear	Joseph A. Dear		Walter M. Dear		
Long Branch	Record	F. M. Taylor Pub. Co.	G. P. Wilson		Bryant B. Newcomb	Bryant B. Newcomb	H. S. Meyers	Philip L. Meyers
Millville	Republican	W. E. Middleton	George Doyles	W. E. Middleton		M. F. Hankins		
Morristown	Jerseyman	The Jerseyman, Inc.	G. W. Patterson, Jr.					
	Record	Norman B. Tomlinson	N. B. Tomlinson		N. B. Tomlinson	N. B. Tomlinson	N. B. Tomlinson	N. B. Tomlinson
Newark	Ledger	Lucius T. Russell	Lucius T. Russell	John J. McGowan		Lucius T. Russell	A. Schaefer	E. S. Dobson
	News	Wallace M. Scudder	Edw. W. Scudder	John W. Maynard		Eugene W Farrell	Eugene W. Farrell	Charles L. Stasse
	Star-Eagle	Newark Star Pub. Co.		John P. Coakley		Henry J. Auth		Geo. F. Magennass
New Brunswick	Home News	Home News Pub. Co.	Hugh Boyd			E. B. Boyd		
Passaic	Herald	E. A. Bristor	E. A. Bristor	William M. McBride		E. A. Bristor		Chas. L. Mull
	News	Passaic Daily News, Inc.	G. M. Hartt		J. T. Barker	J. T. Barker	C. W. Kievit	
Paterson	Call	Call Print. & Pub. Co.	F. A. Friedrich			G. H. Sturr		
	Chronicle	W. B. Bryant	J. L. Matthews	J. L. Matthews		W. B. Bryant		
	News	News Printing Co.	Harry B. Haines	M. T. Baum	J. C. Levine	J. C. Levine	William Erickson	Charles Duffy
	Press-Guardian	William B. Bryant	John L. Mathews	John L. Mathews	William B. Bryant	William B. Bryant	Henry Durkin	R. J. Stewart
Perth Amboy	News	Perth Amboy Evening News Co.	J. Logan Clevenger	J. Logan Clevenger	D. P. Olmstead		J. Y. Duff	
Plainfield	Courier-News	Courier-News Pub. Co.	J. A. Gaffney	C. H. Frost	C. H. Frost	C. H. Frost	A. W. Zimmerman	C. F. Stout
Salem	Standard & Jerseyman	Standard & Jerseyman Co.	William H. Chew		William H. Chew	W. B. Dunn		
Trenton	State Gazette	State Gazette Pub. Co.	Forrest R. Dye			Charles H. Baker		
	Times	Times Co.	James Kerney		Owen Moon, Jr.			
Union Hill	Hudson Dispatch	Thomas F. Martin	Haddon Ivins	Haddon Ivins	Thomas F. Martin	William Rubel	Frank Galland	Percy W. Shippman
Vineland	Journal	Evening Journal	George C. Ladd			George C. Ladd	Edward H. Ladd	
Woodbury	Times	Woodbury Daily Times Co.	J. Frank Wilson		J. Frank Wilson			

NEW MEXICO

Albuquerque	Herald	Central Printing Co., Inc.	H. B. Hening	H. B. Hening	Thomas Hughes	Thomas Hughes	Marjorie Allen	C. L. Burt
	Journal					D. A. MacPherson		
East Las Vegas	Optic	Optic Publishing Co., Inc.	M. M. Padgett	M. M. Padgett	M. M. Padgett	M. M. Padgett	O. G. White	O. G. White
Roswell	News	Roswell News Co.		Will Robinson		Harry Jaffa		
	Record	C. E. Mason	C. E. Mason	C. E. Mason	C. E. Mason	C. E. Mason		
Santa Fe	New Mexican	Santa Fe New Mexican Pub. Corp.	E. Dana Johnson		C. S. Kennedy	J. C. McConvery	Lewis Layer	A. Kaune

NEW YORK

Albany	Journal	The Journal Co.	William Barnes	Arthur Lucas		Robert B. Waters	C. H. Willoughby	H. S. Schock
	Knickerbocker Press	The Press Co.	Amos D. Moscrip	Chas. H. McTigue	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors	John W. O'Connor
	Times Union	Martin H. Glynn	Martin H. Glynn	James T. Glynn		James J. Kane		
Amsterdam	Recorder & Democrat	W. J. & Gardiner Kline	Wm. J. Kline	John E. Willoughby	Gardiner Kline	Gardiner Kline	William H. Kuhn	Frank W. Mathieu
Auburn	Advertiser-Journal	Advertiser-Journal, Inc.	H. J. Fowler		H. J. Fowler	H. J. Fowler	W. B. Sutherland	Frank Thompson
	Citizen	Auburn Pub. Co.	Wm. O. Dapping	Wm. O. Dapping	C. D. Osborne	C. D. Osborne	R. J. Beachman	J. Fitzgerald
Ballston Spa	Journal	C. H. Grose	Arthur Mathers			C. H. Grose		
	News	Reginald W. Durant	Wm. J. Burnham					
Batavia	News	G. S. Criswold	A. J. McWain	J. J. Maney		M. R. Miller and L. W. Griswold		
Beacon	Herald	K. H. Donoghue	C. E. L. Norris	C. E. L. Norris		C. E. L. Norris		
	Journal	Matteawan Journal Co.	Morgan H. Hoyt			H. M. Tallmadge		
Binghamton	Press-Leader	W. S. Kilmer	Frank Spaulding		J. B. Hadsell	R. E. Bennett	L. S. Chubbuck	Chas. Biewer
	Sun	George F. Johnson	George H. Lyon	V. J. Lyon		H. G. More	C. F. Goetchens	Geo. A. Brooks
Brooklyn	Citizen	J. F. Frost	A. McLean	A. G. Dore	J. F. Frost	J. F. Frost	D. J. McLean	E. F. Seixas
	Eagle	Herbert F. Gunnison	Arthur M. Howe	Harris M. Crist	Herb. F. Gunnison	Herb. F. Gunnison	William Horner	Michael Burke
	Standard-Union	R. F. R. Huntsman	J. Halton	T. Boshard	C. P. Dodd	H. L. Bridgman	W. F. Reynolds	James Hennessy
	Times	John H. Harman	John N. Harman	W. M. Oestreicher	John N. Harman	George Rothwell	J. F. McKeon	S. Perber
Buffalo	Commercial	Charles A. Finnegan		Harvey White	E. J. McCone	Raymond Bissell	James H. Ford	Clyde B. Butler
	Courier	W. J. Conners, Jr.	W. J. Conners, Jr.	D. S. Taylor		W. S. Bennett	M. R. Clissold	R. J. Bulger
	Enquirer	Wm. J. Conners, Jr.	Wm. J. Conners, Jr.	J. H. Tranter		W. S. Bennett	M. R. Clissold	R. J. Bulger
	Express	W. M. Ramsdell	James W. Greene	James W. Greene	W. M. Ramsdell	L. W. Wilgus	W. G. Bryan	L. W. Wilgus
	News	Edward H. Butler	Edward H. Butler	M. A. Rose		Clayton G. Underhill	Joseph P. Mella	G. Thernan & G. Cobb, Jr.
	Times	Norman E. Mack	N. E. Mack	John S. V. Bowen	Thomas M. Clark	Thomas M. Clark	Frank L. McGrath	M. D. Treble
Canandaigua	Messenger	Ontario Press, Inc.	T. C. Bradley	T. C. Bradley	George Armann	George Armann	R. K. Cavanaugh	Charles Davis
Catskill	Mail	M. Edward Silberstein	M. Ed. Silberstein	Gilbert H. Benedict		M. Ed. Silberstein		

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

NEW YORK—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Cohoes	American	Cohoes American, Inc.	Frank Kennedy	Frank Kennedy	J. J. Wallace	J. J. Wallace	Thos. A. Jones	J. J. Wallace
Corning	Leader	E. S. Underhill		J. F. Rolfe		E. S. Underhill, Jr.		W. G. Underhill
Cortland	Standard	Cortland Standard Ptg. Co., Inc.	Wm. H. Clark	E. D. Blodgett	Wm. H. Clark	E. H. Clark	E. H. Stanley	E. H. Clark
Dansville	Breeze	Bayard H. Knapp			Bayard H. Knapp	Bayard H. Knapp		Bayard H. Knapp
Dunkirk	Observer	Dunkirk Printing Co.	Gerald B. Williams	Gerald B. Williams	H. K. Williams	H. K. Williams	I. D. Woods	A. R. Lee
Elmira	Advertiser					Milo Shanks		H. D. Lemley
	Star-Gazette	W. J. Copeland	G. S. Crandall and M. D. Richardson				Frank E. Tripp	J. F. Woodford
Flushing	Journal	J. H. Ridenour						
	Times	Flushing Times, Inc.	Frank C. Bouse					
Geneva	Times	Geneva Printing Co.	W. A. Gracey			W. A. Gracey and G. B. Williams		G. B. Williams
Glens Falls	Post-Star	The Glens Falls Post Co., Inc.	Roy E. Farman		J. I. Fowler	A. P. Irving	A. P. Irving	H. E. Pettingill
	Times-Messenger	Glens Falls Pub. Co.	F. G. Bascom	F. G. Bascom	C. V. Furness	C. V. Furness	C. V. Furness	F. ., Pulver
Gloversville	Herald	The Morning Herald Co.	F. B. Carl	F. B. King	E. H. Cullings	E. H. Cullings	J. A. Beach	Roy Church
	Leader-Republican	Wm. B. Collins Co.	Ray Ide	Frank L. Rogers		Edw. H. Mills	Jack R. Paul	Fred Arn
Herkimer	Telegram	Herkimer Telegram Pub. Co.			Edward Small	Edward Small		
Hornell	Tribune-Times	The W. H. Greenhow Co.	C. W. Newman	C. W. Newman	W. G. Masterman	W. G. Masterman		E. L. Foster
Hudson	Register	Record Ptg. & Pub. Co.	Fred J. Cook	John F. Brennan	W. S. Decker			J. J. Ellsworth
	Republican	Bryan Ptg. Co.	Henry M. James		Emory C. Van Loan			
Ithaca	Journal-News	Ithaca Journal-News, Inc.	H. G. Stutz	John W. Baker			W. W. Baker	R. B. Saxton
Jamaica	Long Island Farmer.							
Jamestown	Journal	Fred P. Hall		James A. Clary	Fred P. Hall	Henri M. Hall	Levant M. Hall	
	News	The Jamestown Evening News, Inc.	Floyd Jacobson	Leon Roberts		E. E. Sprague		
	Post	Post Pub. Co.	Edward L. Allen			Robert K. Beach	O. W. Bunting	A. A. Brandon
Kingston	Freeman	Freeman Pub. Co.	A. W. Hoffman	A. W. Hoffman	Jay E. Klock	H. D. Frey	H. D. Frey	Eugene Cornwell
	Leader	The Leader Co.	Floyd Edinger	Thos. J. Comerford				W. Van Steenburgh
Lackawanna	Journal	Ellis-Joslyn Pub Co., Inc.	Chas. W. Ellis	Chas. W. Ellis	Chas. W. Ellis	Chas. W. Ellis	M. G. Ellis	Miss Genevieve Ellis
Little Falls	Times	The Crowley Co.	John Crowley	John Crowley		Kate F. Crowley		
Lockport	Union Sun & Journal	Union Sun & Journal, Inc.		A. C. Dwyer	E. D. Corson	G. E. Fitzsimmons	G. E. Fitzsimmons	Earl Clark
Long Island City	Star	Long Island Star Pub. Co.	Le Roy L. Smith		John T. Collins	John T. Collins	John T. Collins	John T. Collins
Malone	Telegram	Redfield, Turner & Callander	Redfield, Turner & Callander			Redfield, Turner & Callander		
Mechanicsville	Times	Hudson Valley Times Co., Inc.	Henry R. Helsby		C. L. Humphrey			
Medina	Journal	Medina Daily Journal Pub. Co.	W. John Henchey				Alonzo L. Waters	
Middletown	Herald	Orange Co. Herald Pub. Co., Inc.	Harold S. LaPolt	Geo. F. Cullen		Harold S. LaPolt		
	Times-Press	Stivers Ptg. Co.	John D. Stivers	Ralph P. Bull		H. A. MacGowan	John D. Schultz	Elmer E. Decker
Mt. Vernon	Argus	Franklin A. Merriam		Maurice S. Porter		P. A. Merriam	L. G. Speidell	L. G. Speidell
	Examiner	George Markey	George Markey	Leo Friedman	George Markey	Joseph Hollander	Joseph Hollander	Harold Schneider
Newburgh	News	Newburgh News Ptg. & Pub. Co.	Calvin Myers	E. P. Dunphy	F. H. Keefe	F. H. Keefe	Harry Cohen	Conklin Vail
New Rochelle	Standard	Truman W. Greenalitt	T. W. Greenalitt	T. W. Greenalitt		Harry P. Greenalitt	Harry P. Greenalitt	
	Star	T. Harold Forbes	L. E. Thayer		T. Harold Forbes	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes
New York	American	E. D. Shaw	Arthur Brisbane	W. A. Thayer	Bradford Merrill		D. Fitzgibbons	Joseph Bannon
	Call	Workingmen's Cooperative Pub. Co.	Chas. W. Ervin	Chas. W. Ervin	Chas. W. Ervin	L. Bright	M. Kaufman	W. Guilfoyle
	Commercial	Russell R. Whitman	W. B. Brown	Charles R. Barth		D. D. Glassford	L. C. Paine	F. A. Cook
	Globe & Com. Adver.	Jason Rogers	H. J. Wright	Bruce Bliven		Charles D. Losee	Wm. McK. Barbour	S. P. Booth
	Herald	Charles Lincoln	E. P. Mitchel	Keats Speed	Herbert Halsey	Charles Lupton	E. M. Alexander	James Hasanack
	Jewish Daily Forward	Jewish Forward Association	A. Cohn	Hilel Rogoss	B. C. Vladeck	B. C. Vladeck	J. Jacobs	B. C. Vladeck
	Jewish Day-Warheit	M. Weinberg		W. Edlin	W. Edlin	C. Gomikman	M. Kaufman	H. Paley
	Jewish Journal	I. Friedkin	P. Wiernik	J. Fishman	I. Friedkin	A. L. Malkenson	P. Gallerstein	B. Cohen
	Jewish News	E. Sarasohnn & Son	G. Bublick	J. J. Zelvin	E. Wolbert	E. Wolbert	E. Wolbert	L. S. Bisly
	Jewish Times	Poale Zion Pub. Association, Inc.	T. Cimski	A. Wohlinerr	M. I. Zobol	M. I. Zobol	M. I. Zobol	M. I. Zobol
	Journal	James C. Dayton	Arthur Brisbane	J. R. Hastings	James C. Dayton	James C. Dayton	James C. Dayton	Joseph Bannon
	Mail		H. L. Stoddard	G. T. Niles		Daniel Nichol	T. F. Burnes	F. Levy
	News	The News-Syndicate Co., Inc.	J. M. Patterson	Merton E. Burke	William H. Field	W. J. Barnhart	A. Myrhum	J. S. Sullivan
	North Side News	George W. Markey	Geo. W. Markey	Geo. W. Markey	Geo. W. Markey			
	Post	New York Evening Post, Inc.	Simeon Strunsky	C. McD. Puckette		Z. L. Potter	J. Mora Boyle	Gerald McSweeney
	Russian Voice	Ruasky Golos Publishing Corp.	A. Brailozsky	M. Stern	M. Weinbaum	M. Weinbaum	M. Weinbaum	A. Sokol
	Staats-Zeitung-Herold	Staats-Herold Corp.	J. Grammer	J. Grammer	Julius Holz	Julius Holz	M. J. Hynes	W. F. Hofmann
	Sun	Charles M. Lincoln	James Luby	Thomas Dsenade	Herbert Halsey	Charles Luxton	E. M. Alexander	James Hasanack
	Telegram	Frank A. Munsey	J. P. Donlon	J. P. Donlon	F. A. Walker	F. A. Walker	F. A. Walker	J. Winters
	Telegraph	Wm. E. Lewis	I. J. Lewis	F. J. Price	Wm. E. Lewis	I. J. Nell	H. A. Hallett	Victor Ryberg
	Times	Adolph S. Ochs	Charles R. Miller	C. V. Van Anda		Louis Wiley	B. T. Butterworth	C. A. Flanagan
	Tribune	Ogden M. Reid	Ogden M. Reid		Geo. V. Rogers	Howard Davis	F. Porter Caruthers	C. H. Sandham
	World (Morning)	Press Publishing Co.	Frank I. Cobb	Herbert B. Swope	Florence D. White	Don C. Seitz	G. H. Larke	James McKernan
	World (Evening)	Press Publishing Co.	Frank I. Cobb	John H. Tennant	Florence D. White	Don C. Seitz	Geo. H. Larke	James McKernan
Niagara Falls	Gazette	The Niagara Falls Gazette Pub. Co.	N. F. Maddever		A. C. Deuel	A. C. Deuel	George A. Healey	Fred S. Olert
North Tonawanda	News	C. E. Hewitt	E. H. Hewitt	E. H. Hewitt	C. E. Hewitt	C. E. Hewitt	R. D. Struble	H. Kopf
Norwich	Sun	The Norwich Pub. Co.	P. L. Clark	P. L. Clark	Wm. H. Clark	Wm. H. Clark	Irene L. Carter	Lysle Montgomery
Nyack	Journal	Charles Brace	W. E. Williams					
Ogdensburg	Republican-Journal	A. E. Sousoucy	H. Belgard	A. E. Sousoucy	A. E. Sousoucy			
Olean	Herald	Olean Herald Co., Inc.	W. L. Ostrom	Merle C. Ostrom		W. L. Ostrom & Son.		
	Times	M. G. Fitzpatrick	John Armstrong	John Armstrong	M. G. Fitzpatrick	W. S. Dodson	P. J. Walsh	George Hill
Oneonta	Star	Otsego Pub. Co.	H. W. Lee	W. B. Mason	H. W. Lee	F. M. H. Jackson	Frank M. Hill	E. J. Irish
Ossining	Citizen-Sentinel							
Oswego	Palladium	Palladium Ptg. Co.	Clark Morrison	Clark Morrison, Jr.	Clark Morrison	Clark Morrison		
	Times	Oswego Times Co.	John B. Alexander	John B. Alexander		John B. Alexander		
Peekskill	News	Peekskill Evening News Co.	C. A. S. Freeman	C. A. S. Freeman	C. A. S. Freeman	C. A. S. Freeman	James A. Copeland	Stanley Barger
	Union	Cassius M. Gardner	Cassius M. Gardner	C. L. Whitney		C. M. Gardner, Jr.	C. M. Gardner	
Plattsburg	Press	Sentinel Pub. Co.	Jas. E. Tracy		W. M. Lynch	W. M. Lynch	W. M. Lynch	W. M. Lynch
Port Chester	Item	Daily Item Press, Inc.	Thomas J. Blain	Thomas J. Blain	Thomas J. Blain	Allan R. Hunter	A. C. Saunders	
Port Jervis	Gazette	Gazette Pub. Co.	Mark V. Richards		D. F. Cook	D. F. Cook		
	Union	F. R. Salmon	D. N. Raynor		F. R. Salmon	F. R. Salmon	W. O. Cooley	F. D. Salmon
Poughkeepsie	Eagle-News	Platt & Platt, Inc.	R. E. Coon, Jr.	R. E. Coon, Jr.	F. W. Platt	F. W. Platt	Wm. Wetzel	F. W. Platt
	Star & Enterprise	The Poughkeepsie Pub. Corp.	Arthur A. Parks		Arthur A. Parks	Richard Brown		
Rochester	Democrat & Chronicle	W. H. Mathews	O. S. Adams	O. S. Adams		W. H. Mathews		Ed. J. Fonda
	Herald	Rochester Herald Co.	Louis M. Antisdale	Louis M. Antisdale	M. Bruce Potter	M. Bruce Potter	E. C. Mason	M. J. Blakeder
	Post Express	The Post-Express Ptg. Co.			Frank B. Mitchell			
	Times-Union	Rochester Times Union, Inc.	F. E. Gannett	Roy C. Kates	E. R. Davenport	E. R. Davenport	F. A. Wood	Frank A. Roberts
Rome	Sentinel	A. C. Kessinger	A. C. Kessinger	A. R. Kessinger	A. C. Kessinger	W. P. Doyle		F. Everiss Kessinger
Salamanca	Republican Press	B. B. & Matthew Weber	Matthew Weber	Matthew Weber	Matthew Weber	B. B. Weber	B. B. Weber	
Saratoga Springs	Saratogian	John K. Walbridge	W. Howard Moody		John K. Walbridge	John K. Walbridge	W. G. Kern	
	Saratoga Sun	Reginald W. Durant	W. J. Bornham					
Saugerties	Post	The Saugerties Tel. Ptg. & Pub. Co.	Joseph W. Frankel			J. W. Frankel		
Schenectady	Gazette	A. N. Liecty	Dudley T. Hill		A. N. Liecty	A. N. Liecty	Ramon L. Hall	Robert H. Hurley
	Union-Star	Schenectady Union Pub. Co.	Ray Mowers	Ray Mowers	F. R. Champion	F. R. Champion	F. R. Cullings	J. A. Walker
Staten Island	Advance	Blanchard M. Preble	Joel H. Johnson		B. M. Preble	B. M. Preble	N. H. Golden	Peter F. McGuirk
Syracuse	Herald	The Herald Co.	Edward H. O'Hara	F. W. Clark		E. A. O'Hara	Geo. N. Graham	E. F. McIntyre
	Journal	Harvey D. Burrill	Harvey D. Burrill	Louis D. Burrill			W. H. Burrill	H. W. Stodghill
	Post-Standard	J. D. Barnum	W. P. Baker	John F. Dunn	J. D. Barnum	Robert W. Disque	D. W. Howe	M. C. Hinson
Tarrytown	News	Van Tassell & Odell, Inc.	Wallace Odell	Wallace Odell	Wallace Odell		W. J. Cannon	
Troy	Record	The Troy Record Co.	Dwight Marvin	Dwight Marvin	David B. Plum	David B. Plum	J. A. Viger	E. G. Buck
	Times	Francis & Anderson	James H. Potts	James H. Potts		W. B. Wilson	J. P. Ruddy	M. I. Sheridan
Utica	Herald-Dispatch	The Utica Sunday Tribune Co.	W. E. Weed	W. E. Weed	Jno. C. Fulmer	F. H. Wienke	R. B. Georgia	D. W. Tanner
	Observer	E. P. Bailey & Co.	W. W. Canfield	W. W. Canfield	P. Bailey	T. F. Clarke	P. Bailey	M. A. Miner
	Press	The Utica Daily Press Co.	George E. Dunham	Hugh Hughes		William V. Jones	William V. Jones	A. W. Cockerill
Watertown	Standard	Standard Pub. Co.	George A. Glynn			N. R. Bowers		
	Times	Chas. H. Congdon	Harold B. Johnson	Harold B. Johnson	Chas. H. Congdon	Chas. H. Congdon	C. M. Kendall	
Wellsville	Reporter	The Reporter Co., Inc.	E. W. & C. M. Barnes	E. W. Barnes		F. W. & C. M. Barnes		
White Plains	Reporter	W. Lee Tuller	Walter V. Hogan	Walter V. Hogan	W. Lee Tuller	W. Lee Tuller	John Lynch	John Tobyansen
	The Eastern State Journal	The Eastern State Journal	E. Milton Harker	E. Milton Harker	Louis Eugene Tepp	Louis Eugene Tepp	Ben A. Siebert	John Harker, Jr.

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

NEW YORK—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Yonkers	Herald	Frank E. Xavier	Frank E. Xavier	Frank E. Xavier		J. A. Brennan		
	News	A. S. Maudlin	P. E. Landau			Arthur S. Maudlin	Alfred Watson	G. P. Sealy
	Statesman							

NORTH CAROLINA

Asheville	Citizen	The Citizen Co.	C. K. Robinson	Joe L. Baker	P. M. Burdette		C. B. McIntyre	W. E. Geiger
	Times	Asheville Times	James J. Britt	Wm. C. Hendricks		R. W. Harris		
Charlotte	News-Chronicle	W. C. Dowd	J. S. Miller	W. C. Dowd, Jr.	W. C. Dowd, Jr.	J. E. Dowd	Wm. Bell	S. D. Bagwell
	Observer	The Observer Co.	W. H. Harris	J. A. Parham		A. W. Burch	T. J. Pierson	W. B. Henry
Concord	Tribune	J. B. Sherrill	J. B. Sherrill		J. B. Sherrill	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill
Durham	Herald	E. T. Rollins	W. N. Keener	W. N. Keener	E. T. Rollins	E. T. Rollins	M. F. Murdaugh	C. C. Council
	Sun	W. W. Weaver				H. R. Weaver		W. W. Weaver
Elizabeth City	Advance	Herbert Peele & Joseph Peele	Herbert Peele		Herbert Peele	Herbert Peele		
Fayetteville	Observer	Jno. A. Park	G. G. Myrover	C. B. Taylor		Earl L. Hedrick		M. B. Jones
Gastonia	Gazette	Gazette Pub. Co.	H. A. Query	J. W. Atkins	J. W. Atkins	E. D. Atkins		
Goldsboro	Argus							
Greensboro	News	E. B. Jeffress	Earle Godbey	A. L. Stockton	E. B. Jeffress	E. B. Jeffress	A. B. Joyner	W. T. Corbin
	Record	J. M. Reece Pub. Co.	John G. Dickson	Asa Biggs		Capus M. Waynick		
Greenville	News	John A. Park	John A. Arthur			M. L. Finch		J. B. Fisher
	Reflector	D. J. Wichard, Jr.	Herbert B. Utley			D. J. Wichard, Jr., & Miss Nannie Bowling		
Henderson	Dispatch	Gold Leaf Pub. Co.	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis	Frank Hicks	O. W. Mayo
Hickory	Record	Clay Printing Co.	S. H. Fasabee			J. C. Miller		
High Point	Enterprise	I. P. Rawley	C. M. Brown	C. M. Brown	J. P. Rawley	J. P. Rawley	J. P. Rawley	S. F. Bryan
Kinston	Free Press	H. Galt Braxton	H. Galt Braxton		H. Galt Braxton	H. Galt Braxton	R. E. Todd	R. E. Todd
	News	Kinston Pub. Co.	C. Green	C. Green	C. Green	C. Green		
Leaksville	Tri City Gazette							
New Bern	New Bernian	Hill Printing Co.	J. B. Dawson	J. B. Dawson		J. B. Dawson		
	Sun-Journal	John A. Park	John P. Watkins			Geo. B. Hellen		
Raleigh	News & Observer	Josephus Daniels	R. W. Haywood			Jos. Daniels, Jr.	J. T. Bell	L. A. Morris
	Times	John A. Park	O. J. Coffin	O. J. Coffin	John A. Park	John A. Park	W. N. Penny	C. R. Goodrich
Rocky Mount	Telegram	Rocky Mount Pub. Co.	J. L. Horne, Jr.	H. W. Kendall	J. L. Horne, Jr.	P. B. Daub	P. B. Daub	J. P. Ricks
Salisbury	Post	Post Publishing Co.	J. F. Hurley	J. F. Hurley, Jr.	J. F. Hurley	C. D. Rose		
Scotland Neck	Commonwealth	The Commonwealth, Inc.	R. G. Shackell	R. G. Shackell		R. G. Shackell		
Tarboro	Southerner	Bourne & Cruch	R. G. Shackell		V. Herman Cruch	V. Herman Cruch	V. Herman Cruch	V. Herman Cruch
Washington	News	Carl Goerch	Carl Goerch	Carl Goerch	J. L. Mayo	J. L. Mayo	E. Warren	J. G. Latham
Wilmington	Dispatch	Dispatch Pub. Co.	R. S. Carver	J. Cruikshank	R. S. Carver		George Tilles	W. H. Newman
	Star	Wilmington Star Co.	Chas. N. Feidelson	Thos. R. White	C. N. Feidelson	C. N. Feidelson	P. G. Laughridge & Lamont Smith	James F. Loe
Wilson	Times	John D. Gold	John D. Gold	John D. Gold	John D. Gold	John D. Gold	O. B. Bowling	Miss Blanche Floore
Winston-Salem	Journal	Journal Pub. Co.	Santford Martin	J. M. Miles		R. R. Richmond	C. A. Eury	M. H. Misemheimer
	Twin City Sentinel	Sentinel Printing & Pub. Co.	H. R. Dwire	H. R. Dwire	Rufus Shaw	Rufus Shaw	H. E. Aitchison	B. L. Welfare

NORTH DAKOTA

Bismarck	Tribune	Geo. D. Mann	Geo. D. Mann	Geo. D. Mann		Geo. D. Mann		
Devil's Lake	Journal	M. H. Graham	M. H. Graham	T. F. McCarthy	M. H. Graham	M. H. Graham		
Fargo	Courier-News	The Courier News	R. M. McClintock	P. O. Ottman		P. W. Wing	G. F. Breidford	J. P. Johnson
	Forum	N. B. Black	J. E. Rockwell	H. D. Paulson	N. B. Black	Norman D. Black	C. W. Brown	Norman D. Black
Grand Forks	American	Grand Forks American	Paul Greer	Paul Greer	John B. Brown	R. P. Showalter		
	Herald	Grand Forks Herald Co.	W. P. Davies	W. P. Davies	J. F. Bacon	J. F. Bacon	J. H. Pearson	R. H. Fadden
Jamestown	Alert	Alert Publishing Co.	W. R. Kellogg			E. V. Quimby		
Mandan	Pioneer	E. A. Tostevin	E. A. Tostevin	E. A. Tostevin	E. A. Tostevin		W. C. Tostevin	
Minot	News	H. S. Davies	C. W. Mason	C. W. Mason	H. S. Davies	H. S. Davies	R. Bailey	C. E. Gittleman
New Rockford	Transcript	Transcript Pub. Co.			A. C. Olsen			
Valley City	Times-Record	P. R. Trubshaw	P. R. Trubshaw	P. R. Trubshaw		P. R. Trubshaw		

OHIO

Akron	Beacon Journal	Beacon Journal Co.	C. L. Knight	J. S. Knight	C. L. Knight	J. H. Barry	A. Neutzenholzer	H. S. Seymour
	Press	Scripps Pub. Co.	L. E. Judd	H. B. Kerr		R. A. Huber	C. McTammany	G. A. Coup
	Times	Akron Times Pub. Co.	W. Kee Maxwell	W. Kee Maxwell		Ross F. Walker		H. H. Kentor
Alliance	Review	E. C. Jenkins	N. A. Geyer	N. A. Geyer	E. C. Jenkins	E. C. Jenkins	Paul Siddell	Eldon Guthrie
Ashland	Times-Gazette	Ashland Printing Co.	W. A. Duff		F. R. Beer	F. R. Beer	Bertha Kerr	
Ashtabula	Star & Beacon	Ashtabula Printing Co.	J. J. Mundy	G. H. Leggett		C. A. Rowley		
Athens	Messenger	The Athens Messenger & Herald Ptg. Co.	F. W. Bush	C. H. Harris	F. W. Bush	F. W. Bush	F. M. McKay	W. B. Johnson
Bellaire	Leader	Robinson Bros.	T. A. O'Leary	T. A. O'Leary	J. H. Robinson	J. H. Robinson		
Bellefontaine	Examiner	H. K. & M. J. Hubbard	H. & M. Hubbard	H. & M. Hubbard		F. G. McCracken		
	Index-Republican	C. E. Gillette	C. E. Gillette	Joseph Cooke				
Bellevue	Gazette	The Gazette Pub. Co.		A. C. Callaghan		M. J. Callaghan		
Bowling Green	Sentinel-Tribune	The Sentinel Co.	Spencer A. Canary		Alfred Haswell	Alfred Haswell	G. Katzenmeyer	E. Angel
Bucyrus	Forum	The Bucyrus Pub. Co.		Lank M. Smith		Lank M. Smith		
	Telegraph	The Hopley Print. Co.	John E. Hopley			James R. Hopley		
Cambridge	Jeffersonian	The Jeffersonian Co.		H. W. Amos	T. E. Amos	T. E. Amos	L. H. Merrick	T. S. Moorehead
Canton	News	C. W. Ufford	J. H. Reed		C. W. Ufford			L. T. Ward
	Repository	Geo. B. Frease	Geo. B. Frease	J. S. Wilhelm		Geo. B. Frease		
Celina	Standard	F. A. Snyder	F. A. Snyder	F. A. Snyder	F. A. Snyder	F. A. Snyder	F. A. Snyder	
Chillicothe	News-Advertiser	The News-Advertiser Co.	H. H. Bennett			J. K. Hunter		George Ulmaier
	Scioto Gazette	The Scioto Gazette Co.	Ed. S. Wenis	G. W. C. Perry				D. D. Dahill
Cincinnati	Commercial Tribune	Harry W. Brown	Wade Mountfort		Harry W. Brown	W. B. Fortlage	A. E. Wailes	P. W. Eastin
	Enquirer	Enquirer Co.	W. F. Wiley	H. M. Potter	W. F. Wiley	W. K. Nottingham	G. W. Preston	H. M. Kloecker
	Post	Scripps McRae League	F. W. Rostock	E. Fries		M. Levy	E. B. Chandler	W. R. Rouck
	Times-Star	Charles P. Taft	Hulbert Taft	Joseph Garretson	C. H. Rembold	C. H. Motz		George Fries
Circleville	Union-Herald	C. C. Chappelear	C. C. Chappelear	C. C. Chappelear	C. C. Chappelear	C. C. Chappelear	C. C. Chappelear	C. C. Chappelear
Cleveland	News	The Cleveland Co.		T. A. Robertson	Geo. F. T. Moran			
	Plain Dealer	The Plain Dealer Pub. Co.	Eric C. Hopwood	Paul Bellamy	George M. Rogers	John S. McCarrens		George M. Rogers
	Press	The Scripps Pub. Co.	Victor Morgan	Frank J. Ryan		B Brewer		J. J. Lynch
Columbus	Citizen	Citizen Pub. Co.	E. E. Cook	R. H. Jones		Charles F. Fischer	M. R. Thomas	H. A. Akin
	Dispatch	The Dispatch Print. Co.		A. C. Johnson, Sr.		George E. Fowler	Harvey R. Young	Chas. S. Wilson
	Ohio State Journal	The Ohio State Journal Co.	A. E. McKee	H. P. Brandon		W. H. Ridle	R. F. Hirsch	R. R. Bartram
Conneaut	News-Herald	Conneaut Ptg. Co.	W. E. Putnam	C. E. McManus	W. E. Putnam		G. G. Rooker	
Coshocton	Tribune & Times-Age	The Tribune Co.	Fred S. Wallace			Fred S. Wallace		
Dayton	Herald	E. G. Burkam	E. G. Burkam	H. H. Haberer		F. D. McDonald		
	Journal	E. G. Burkam	E. G. Burkam	Greene & Calvo		F. D. McDonald		Clem D. O'Rourke
	News	James M. Cox	Daniel Kumler	Joel Glass	D. J. Mahoney	Harry Brandt	Harry Brandt	Thomas Kavanaugh
Defiance	Crescent-News	The Crescent Print Co.	Ralph W. Peters	Lee O. Tustison	Lee O. Tustison	Lee O. Tustison	F. W. Kimberly	Lee O. Tustison
Delaware	Gazette	H. C. Thomson	H. C. Thomson	G. H. Townsley	W. D. Thomson	W. D. Thomson	W. D. Thomson	H. K. Ashley
	Journal-Herald	The Journal-Herald Pub. Co.	J. D. Knowles	J. D. Knowles	J. D. Knowles	J. D. Knowles	J. D. Knowles	
Delphos	Herald	Delphos Print. & Pub. Co.	A. J. Laudick		L. C. Laudick	L. C. Laudick	L. C. Laudick	L. C. Laudick
Dennison	Paragraph	G. C. Haverstack	G. C. Haverstack	G. C. Haverstack	G. C. Haverstack	G. C. Haverstack	G. C. Haverstack	R. E. Russell
East Liverpool	Review	East Liverpool Pub. Co.			L. H. Brush	T. S. Brush		
	Tribune	The East Liverpool Pub. Co.	Alex Sweeney			T. S. Brush		
East Palestine	Leader	C. L. Merwin	C. J. Wilkinson	C. L. Merwin	C. L. Merwin	C. L. Merwin		
Elyria	Chronicle-Telegram	The Lorain Co. Ptg. & Pub. Co.		J. F. Burke			Harry C. Queen	
Findlay	Courier	H. W. Brown	H. W. Brown	H. W. Brown	H. W. Brown	H. W. Brown	John W. Farling	Harry Sheets
	Republican	Findlay Pub. Co.	I. N. Heminger	A. P. Hardman	I. N. Heminger	I. N. Heminger		
Fostoria	Review	The Review Ptg. Co.	P. M. Hopkins	P. M. Hopkins		P. M. Hopkins		
	Times	Roscoe Carle	I. W. Lockhart	I. H. Williams	I. H. Williams	I. H. Williams	I. H. Williams	
Fremont	Messenger	The Fremont Ptg. Co.	L. C. Worst	V. G. Worst		L. C. & V. G. Worst		
	News	Wrigley Bros. Ptg. Co.	H. M. Wrigley	G. A. Hoot		J. B. Wrigley		
Galion	Inquirer	Inquirer Ptg. Co.	C. F. Else	W. V. Gosborn		I. C. Guenther		

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

OHIO—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Gallipolis	Tribune	W. G. Sibley	W. G. Sibley	W. G. Sibley	H. E. Sibley	H. E. Sibley	H. E. Sibley	H. E. Sibley
Geneva	Free Press Times	Ashtabula Ptg. Co.	C. A. Bowley	R. H. Geo.				
Greenville	Advocate	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Sr.				W. A. Baumgardner
	Tribune	J. M. Light	J. M. Light	J. M. Light	J. M. Light	J. M. Light		
Hamilton	Journal	Homer Gard	C. A. Lester	Campbell Gard		G. E. Holdefer	L. R. Henaley	Stephen Weber
	News	Republican Pub. Co.	W. L. Tobey	E. Robinson	W. L. Tobey	W. L. Tobey	C. B. Greenawalt	B. J. Alf
Ironton	Irontonian	Irontonian Pub. Co.	H. M. Paul	H. M. Paul	H. C. Gorman	J. C. Gorman	J. K. Cellar	John Cellar
	Register	F. Moore	J. B. Corns	F. Moore	F. Moore	F. Moore	Chas. Feil	Harry Fisher
Kenton	Democrat	Kenton Democrat Ptg. Co.	C. E. Flanagan					
	News-Republican	The Kenton Republican Co.		E. E. Rutledge	E. E. Rutledge	E. E. Rutledge	C. A. Cram	M. Herbert
Lancaster	Gazette	Gazette Printing Co.	C. J. Beach		C. J. Beach			
	Eagle	Eagle Printing Co.	Ed. Wetzler		Ed. Wetzler	Chas. Wetzler	Geo. Harris	Geo. Harris
Lima	News & Times Democrat	Lima News Pub. Co.	John W. Fisher	L. S. Galvin		L. S. Galvin		
	Republican-Gazette	Republican-Gazette Co.	Don D. Campbell	Don D. Campbell	W. J. Galvin	W. J. Galvin	W. P. Meily	G. D. Goodrich
Lisbon	Journal	D. H. Frew	D. H. Frew		D. H. Frew	W. A. Frew	M. E. Henry	
Lorain	Times-Herald	R. C. & F. A. Hoiles	K. Craig	R. C. Hoiles	R. C. Hoiles	R. C. Hoiles	F. Daubel	Walter Mead
Mansfield	News	E. B. Cappeller	E. S. Hiestand	E. S. Hiestand	E. B. Cappeller	E. B. Cappeller	D. M. Krug	A. W. McNary
Marietta	Register-Leader	The Register-Leader Co., Inc.		John Kaiser		George Bills, Jr.		
	Times	Times Co.	F. B. McKinney	F. B. McKinney		W. B. McKinney	L. E. Toller	E. C. Angert
Marion	Star	Harding Pub. Co.			Geo. H. Van Fleet		A. J. Myers	J. C. Woods
	Tribune	The Marion Tribune Pub. Co., Inc.	T. B. Fletcher			L. L. Lamborn		
Martin's Ferry	Times	The Sedgwick Ptg. Co.	Fred Spaulding	Fred Spaulding		A. L. Sedgwick		Albert Shriver
Marysville	Tribune	J. H. Shearer	J. H. Shearer	J. H. Shearer	J. H. Shearer	J. H. Shearer	J. H. Shearer	L. D. Shearer
Massillon	Independent	The Independent Co.	B. V. R. Skinner	C. E. Chidester	J. J. Bernstein	J. J. Bernstein	K. De Long	S. S. Maier
Mechanicsburg	Telegram							
Middletown	Journal	Naegele-Auer Ptg. Co.	Frank B. Pauly	Frank B. Pauly		Frank B. Pauly		Neil H. Hellker
	News Signal	Middletown News Pub. Co.	J. O. Baker	P. J. Banker		E. R. Shafor	G. Hankins	R. C. Oglesby
Mount Vernon	Banner	S. J. Dorgan	S. J. Dorgan	R. B. Armstrong			S. J. Dorgan	
	Republican-News	Republican Pub. Co.	Chas. C. Iams	Chas. C. Iams		L. A. Culbertson	L. A. Culbertson	C. P. Wenger
Newark	Advocate	The Advocate Ptg. Co.	C. H. Spencer	F. A. Woolson	C. H. Spencer	C. H. Spencer	W. Bluthart	F. B. Eldridge
	American-Tribune	Newark News Ptg. & Pub. Co.	Chas. L. H. Long		F. S. Neighbor	F. S. Neighbor	Jas. Criswell	
New Philadelphia	Times	Democrat Pub. Co.	J. E. Hurst	J. E. Hurst	J. E. Hurst	J. E. Hurst		
Niles	News	E. R. Smith	E. A. Schimi			E. A. Schimi		
Norwalk	Reflector-Herald	R. C. Snyder		A. E. David	R. C. Snyder	R. C. Snyder	R. A. Fisher	Julia Donaman
Painesville	Telegraph	Telegraph-Republican Co.	Will C. Kegel	W. C. Kegel	W. C. Kegel	W. C. Kegel	W. C. Kegel	
Piqua	Call & Press-Dispatch	The Piqua Call Pub. Co.	C. F. Ridenour	Ray H. Heater		C. F. Ridenour		
Pomeroy	News	Ralston Russell	S. Martin	Ralston Russell		Russell & Martin		
Portsmouth	Times	Harry E. Taylor	George M. Taylor		Harry E. Taylor	Maurice Coe	Frank Sheridan	Victor Adler
St. Mary's	Leader	The Leader Ptg. Co.	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan
Salem	News	The Salem Pub. Co.	C. L. Smith		L. H. Brush			
Sandusky	Register	The Register Publishing Co.	E. H. Mack	F. F. Wolrath		John D. Mack	Chas. Linkenbach	Wm. Giesman
	Star-Journal	The Alvord & Peters Co.		R. M. Struble			Dewitt Soutar	A. Brownworth
Shelby	Globe	Stambaugh & Stambaugh	R. L. Castor			J. C. Stambaugh		
Sidney	Journal							
	News	E. C. Amos	E. C. Amos	H. A. Amos	W. T. Amos		W. T. Amos	
Springfield	News	George S. Thurtle		Edgar Morris	George S. Thurtle			
	Sun	Geo. V. Sheridan	Harvey F. Busey	Harvey F. Busey	Geo. V. Sheridan	L. Walter Harrison	C. R. Dodsworth	R. L. Lockhart
Steubenville	Gazette	The Steubenville Gazette Co.	J. W. Burchinal	John F. Nolan		Chas. W. Robinson		
	Herald-Star	The Herald Ptg. Co.	Charles D. Simeral	Charles D. Simeral		Charles D. Simeral		
Tiffin	Advertiser	Advertiser Co.	U. S. Abbott	U. S. Abbott	E. T. Rodgers	E. T. Rodgers	Jay Clagett	Albert Ball
	Tribune-Herald	O. T. Locke & Son	J. P. Locke	J. P. Locke	J. P. Locke	J. P. Locke	A. B. Nighswander	Ruth R. Bentley
Toledo	Blade	The Toledo Blade Co.	N. C. Wright	W. F. Hedrick		H. S. Talmadge	P. E. Cottrell	L. E. Neafie
	News-Bee	Toledo Newspaper Co.	N. D. Cochrane	F. M. Heller	W. G. Chandler	W. K. Stewart	W. W. Pierce	B. J. Hoffman
	Times	Toledo Times Pub. Co.	John D. Dun	C. W. Howard	R. C. Patterson	R. C. Patterson	P. A. Summers	C. E. Veller
Toronto	Tribune	H. P. Boyer	H. P. Boyer	H. P. Boyer	H. P. Boyer	H. P. Boyer		
Troy	News	The Miami Union Pub. Co.	Harold A. Pauly			A. C. McClung	Chas. E. Mattocks	
Ubrichsville	Chronicle	W. H. Stoutt	W. H. Stoutt	Paul H. Stoutt	W. H. Stoutt	Paul H. Stoutt	Paul H. Stoutt	Paul H. Stoutt
Upper Sandusky	Chief	The Daily Chief Co.	Charles U. Read	Charles U. Read	Charles U. Read	Charles U. Read	Charles U. Read	Charles U. Read
	Union	Wyandot Union Pub. Co.	L. M. Newcomer		L. M. Newcomer		Geo. E. Frater	
Urbana	Citizen	F. C. Gaumer	L. C. Hovey	L. C. Hovey	F. C. Gaumer	F. C. Gaumer	L. C. Hovey	Forrest Tormir
	Democrat	The Gaumer Pub. Co.	E. H. Hullinger	F. C. Gaumer		F. C. Gaumer		
Van Wert	Bulletin							
	Times	Times Ptg. Co.	F. G. Owens	M. E. Fisher		F. G. Owens		
Wapakoneta	News	The Democrat Ptg. Co.	Dwight Matchette	Dwight Matchette	A. E. Schaffer	A. E. Schaffer	Dwight Matchette	A. E. Schaffer
Warren	Chronicle	Wm. Ritezel & Co.	F. M. Ritezel			F. S. Van Gorder	F. S. Van Gorder	Geo. Moser
	Tribune	The Tribune Co.	Thos. H. Deming		Mrs. Z. H. Deming	Z. H. Deming	Morris Burnham	C. E. Gilliam
Washington C. H.	Herald	The Herald Pub. Co.	Joseph H. Harper	Joseph H. Harper	Joseph H. Harper	Earl McCoy	Earl McCoy	Earl McCoy
Wellston	Sentinel	The Sentinel Pub. Co.	J. N. Kisling	Geo. B. Davis	Geo. B. Davis	Geo. B. Davis	J. N. Kisling	Mrs. Anna Harrison
Wilmington	News-Journal	The Journal Republican Co., Inc.		Thurman Miller		Thurman Miller & C. C. Martin		
Wooster	Record	The Wooster Republican Ptg. Co.	Ed H. Hauenstein	E. C. Dix		Albert Dix		
Xenia	Gazette	The Chew Pub. Co.	J. P. Chew	E. S. Myers		J. A. Chew		
	Republican	The Chew Pub. Co.	J. P. Chew	E. S. Myers	J. A. Chew	J. A. Chew	W. B. Chew	F. W. Chew
Youngstown	Telegram	Samuel G. McClure		E. H. Hilt		O. M. Phillips	O. M. Phillips	A. M. Clark
	Vindicator	The Vindicator Ptg. Co.	P. A. Douglas	Wm. P. Maag, Jr.	Wm. P. Maag, Jr.	W. O. Brown	R. E. Robinson	B. J. Ullman
Zanesville	Signal	The Zanesville Pub. Co.		J. R. Downs	W. O. Littlck	C. W. Gibson	Con Nelson	C. L. Sink
	Times-Recorder	The Zanesville Pub. Co.		C. E. Granger	W. O. Littlck	C. W. Gibson	Con Nelson	C. L. Sink

OKLAHOMA

Ada	News	News Pub. & Ptg. Co.	Marvin Brown			Marvin Brown		
Alva	Review-Courier	Wilhite & McConnell	Wilhite & McConnell	Wilhite & McConnell		Wilhite & McConnell		
Ardmore	Ardmoreite	Ardmoreite Pub. Co.	John F. Easley	Geo. H. Wyatt	John F. Easley	P. A. Rieson	E. R. O'Neill	R. G. Shaw
Bartlesville	Enterprise	J. S. Leach	J. S. Leach	J. S. Leach	J. S. Leach	E. M. Freiburger	E. J. Bosley	Chas. Van Arsdale
	Examiner	The Examiner Co.	N. D. Welty	N. D. Welty	N. D. Welty	N. D. Welty	A. W. Trotter	Don R. Welty
Blackwell	News	J. M. Eisminger						
	Tribune	Blackwell Pub. Co.	J. R. Jones		J. R. Jones			
Chickasha	Express	George H. Evans		J. Edwin Pool	Geo. H. Evans	Geo. H. Evans	Geo. Dismukes	W. D. Collier
Claremore	Progress	A. L. Kates	W. C. Kates	W. C. Kates	G. B. Brewer	G. B. Brewer		
Collinsville	News-Star	C. H. Wright	C. H. Wright	C. H. Wright	C. H. Wright	C. H. Wright	C. H. Wright	C. H. Wright
Cushing	News	G. H. Bennett						
Drumright	Derrick							
Durant	Democrat	Archibald & Story	R. F. Story	R. F. Story	G. W. Archibald	G. W. Archibald	G. W. Archibald	Allen Hill
El Reno	Democrat	T. W. & J. R. Maher and W. A. & Tom Hennessy	T. W. Maher	T. W. Maher		J. R. Maher		
Enid	Eagle	Eagle Ptg. & Pub. Co.	Wm. M. Taylor	Wm. M. Taylor	Wm. M. Taylor	Wm. M. Taylor	Jno. Bemis	Glenn Harrison
	News	E. C. Dunlap		J. H. McKiddy	E. C. Dunlap			E. C. Dunlap
Frederick	Leader	J. L. Newland	J. L. Newland	N. H. Lingenfelter	J. A. B. Dilworth	J. A. B. Dilworth		
Guthrie	Leader	Leader Ptg. Co.	L. G. Niblack	P. L. Wenner	L. G. Niblack	H. E. Derwin	J. O. Winton	O. Canfield
Haskell	News	T. B. O'Brien	T. B. O'Brien	T. B. O'Brien	T. B. O'Brien	T. B. O'Brien	T. B. O'Brien	T. B. O'Brien
Henryetta	Free Lance							
Hobart	Democrat-Chief	Democrat-Chief Pub. Co.	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman	J. M. Roul and Theo. Lauman	Theo. Lauman	
Hugo	News	Husonian Pub. Co., Inc.	L. J. Penney			L. J. Penney		
Idabel	News	W. K. Barrett	W. K. Barrett	W. K. Barrett	W. K. Barrett	W. K. Barrett		
Kingfisher	Free Press	Ed. Ingram	Ed. Ingram	Ed. Ingram	Ed. Ingram	Ed. Ingram	Ed. Ingram	Ed. Ingram
	Times	S. Hardy	S. Hardy	S. Hardy	S. Hardy	S. Hardy		S. Hardy
Lawton	Constitution	Constitution Co.	Ned Shepler	Fred B. Shepler				
	News	William H. Hanley	Joseph F. Willets		William H. Hanley	William H. Hanley	William H. Hanley	J. N. Hunt
McAlester	News-Capital	News-Capital Co.	L. B. Myers		Fred G. Cowles		S. M. Goss	Joe Howe

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

OKLAHOMA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Miami	Record-Herald	E. P. Martin	G. T. Trail		E. P. Martin		G. D. Brederman	S. M. Newkirk
	Miami News	J. A. Lloyd	J. W. Brandon		J. A. Lloyd	J. A. Lloyd	Harry Sterling	
Muskogee	Phoenix	Tams Bixby	Tams Bixby	E. K. Bixby		J. H. Boxby	A. J. Putnam	C. Quilliam
	Times-Democrat	Oklahoma Press Pub. Co.	Carl W. Heid	Carl W. Heid	C. A. Looney	C. A. Looney	C. R. Carson	L. M. Bailey
Newkirk	Reporter	Hamlin Bros.	Jas. E. Hamlin	Jas. E. Hamlin	Jas. E. Hamlin	Jas. E. Hamlin		
	Eagle	James Herbig	James Herbig	James Herbig	James Herbig	James Herbig	James Herbig	James Herbig
Norman	Transcript	Transcript-Enterprise Pub. Co.	R. H. Parham	J. J. Burke	J. J. Burke	R. H. Parham		
Nowata	Star	Sam F. Wilkinson	J. T. Norton	J. T. Norton		J. T. Norton		Miss Maud Murray
Oklahoma	Times	Oklahoma Pub. Co.	E. K. Gaylord	Walter M. Harrison	E. K. Gaylord	C. W. Boggs	H. E. Drier	M. W. Halmbacher
	Oklahoman	Oklahoma Pub. Co.	E. K. Gaylord	Walter M. Harrison	E. K. Gaylord	C. W. Boggs	H. E. Drier	M. W. Halmbacher
	Oklahoma News	The Oklahoma News Co.	G. B. Parker	W. F. Bickford		M. G. Chambers	L. E. Herman	J. C. Rowett
Okmulgee	Democrat	Okmulgee Democrat Pub. Co.	G. G. Martin	G. G. Martin		F. E. Lemcke	H. C. Shuttee	E. B. Mace
	Times	Times Pub. Co.	H. H. Horton	W. J. Rand	H. H. Horton	H. H. Horton	W. R. R. Porter	Bass H. Clark
Pawhuska	Capital	Richard Elam		J. Francis Elam	Richard Elam	J. Francis Elam	Lyle Webb	Harriett Blance
Perry	Sentinel							
Ponca City	News		Clyde E. Muchmore		Clyde E. Muchmore	Clyde E. Muchmore	W. W. Eastman	
Pryor	News	John S. Urie	John S. Urie	John S. Urie	John S. Urie	John S. Urie	John S. Urie	John S. Urie
Sapulpa	American	J. D. Flynn	J. D. Flynn		Arthur M. Croke			
	Herald	John W. Young	John W. Young	John H. Booker	John W. Young	John W. Young	M. T. Hubbard	C. H. Hartman
Shamrock	Bulletin	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith	J. Wiley Smith		
Shawnee	News	H. G. Spaulding	H. G. Spaulding				H. S. Humphrey	R. T. Mecker
Stillwater	Gazette	Hinkel & Brown	E. H. Brown			John P. Hinkel	John P. Hinkel	John P. Hinkel
	Press	J. P. Hinkel	E. H. Brown	E. H. Brown		J. P. Hinkel		
Tulsa	Tribune	Tulsa Tribune Co.	Richard L. Jones	Victor F. Barnett		T. F. McPherson	William Miller	J. V. Hallett
	World	Eugene Lorton	T. A. Latta	Otis Lorton		F. O. Larson	Rex Justus	E. E. Scott
Vinita	Journal	Willis F. Allen	Willis F. Allen	Willis F. Allen		Willis F. Allen		

OREGON

Albany	Democrat	W. L. Jackson & R. R. Cronise	W. L. Jackson and R. R. Cronise			R. R. Cronise	R. R. Cronise	C. A. Dingladine
	Herald	Herald Ptg. Co.	Thos. D. Potwin	H. H. Hill	E. M. Reagan		W. A. Allen	M. J. Reagan
Astoria	Budget	Astoria Budget Pub. Co.	M. R. Chessman			L. D. Drake	C. A. Murphey	L. M. Kletzing
Ashland	Tidings	Ashland Ptg. Co.	Bert R. Greer	Bert R. Greer	Bert R. Greer	Bert R. Greer	Bert R. Greer	Bert R. Greer
Astoria	Astorian	J. S. Dellinger	J. S. Dellinger					
Baker	Democrat	Bowen-Small Pub. Co.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	Will H. Evans	Will H. Evans	Will H. Evans	I. B. Bowen, Jr.
	Herald	Baker Herald Pub. Co., Inc.		George H. Currey			J. R. Brooks	C. Hancock
Bend	Bulletin	The Bend Bulletin	Robert W. Sawyer	Robert W. Sawyer	Robert W. Sawyer	Robert W. Sawyer	C. H. Smith	J. H. O'Neil
Corvallis	Gazette-Times	Ingalls, Moore & Hurd	C. E. Ingalls	C. E. Ingalls		G. L. Hurd	G. L. Hurd	G. L. Hurd
Eugene	Guard	Guard Ptg. Co.	C. H. Fisher	J. E. Shelton	J. E. Shelton		F. C. Westerfield	I. H. Reberman
	Register	Register Pub. Co.	Frank Jenkins	Frank Jenkins		E. R. Gilstrap	E. R. Gilstrap	Arne G. Rae
Grant's Pass	Courier	A. E. Voorhies	Wilford Allen	A. E. Voorhies	A. E. Voorhies	A. E. Voorhies	A. E. Voorhies	
Klamath Falls	Herald	Herald Pub. Co.	E. J. Murray			R. M. Murray	Paul T. O'Doud	E. Hawxhurst
La Grande	Observer	Bruce Dennis	Bruce Dennis	Bruce Dennis		Bruce Dennis		
Marshfield	Coos Bay Times	M. C. Maloney	M. C. Maloney	Dan E. Maloney	M. C. Maloney	Dan E. Maloney	H. B. Maloney	A. B. Maloney
	Record	Record Pub. Co., Inc.	A. R. O'Brien	A. R. O'Brien		A. R. O'Brien		
Medford	Mail-Tribune	Medford Ptg. Co.	Robert W. Ruhl	Robert W. Ruhl	S. S. Smith	S. S. Smith	S. S. Smith	Mary Hess
Oregon City	Enterprise	E. E. Brodie	E. E. Brodie	C. W. Robey			Hal E. Hoss	Allen Pratt
Pendleton	East Oregonian	East Oregonian Pub. Co.	E. B. Aldrich	E. B. Aldrich		F. W. Lampkin	L. D. Drake	J. M. Dunning
	Tribune	Harry L. Kuck	Harry L. Kuck	Harry L. Kuck	Harry L. Kuck	Harry L. Kuck	J. F. Dalton	J. F. Dalton
Portland	Oregon Journal	C. S. Jackson	D. F. Irvine	D. J. Sterling	P. L. Jackson	M. T. Potts	Harry Marcus	David H. Smith
	Oregonian	Oregonian Pub. Co.	E. B. Piper			W. E. Hartman	W. J. Hofmann	E. P. Hopwood
	News	Portland News Pub. Co.	Fred L. Boalt	E. W. Jorgensen		W. C. Tunks	C. W. Myers	M. H. Clark
	Telegram	Telegram Pub. Co.	J. E. & L. R. Wheeler	W. T. Stott		G. F. Law	Chas. Rafield	E. G. Wendling
Roseburg	News-Review	B. W. Bates, L. Wimberly, Bert G. Bates and G. V. Wimberly						
Salem	Capital Journal	G. Putnam	G. Putnam	Harry Crain	G. Putnam	G. Putnam	E. A. Brown	Oscar Paine
	Oregon Statesman	Statesman Pub. Co.	R. J. Hendricks	S. A. Stone	R. J. Hendricks	R. J. Hendricks	W. C. Squier	Marguerite Crosson
The Dalles	Chronicle	Chronicle Pub. Co., Inc.	A. L. Bucklin	Ben R. Litfin	Ben R. Litfin	Ben R. Litfin	F. H. McNeil	Marjorie Sutherland

PENNSYLVANIA

Allentown	Chronicle & News	Chronicle & News Pub. Co.	R. R. Iredell		W. J. Lerch	W. J. Lerch	A. R. Frederick	Edward Fluck
	Call	Allentown Call Pub. Co.	P. B. Ruhe	C. J. Smith		P. W. Leisenring	P. W. Leisenring	R. W. Weiler
	Item	Allentown Call Pub. Co.	C. J. Smith	C. J. Smith	R. W. Weiler	P. W. Leisenring	P. W. Leisenring	R. W. Weiler
	Leader		Geo. R. Roth					
Altoona	Mirror	Mirror Ptg. Co.	Harry Slep	H. L. Johnston				
	Times-Tribune	Times Co.	W. H. Schwartz		Milo W. Whittaker		P. H. Crawford	Paul Zentmeyer
Ashland	News	Kyler Pub. Co.	Grant Kyler	Grant Kyler	Grant Kyler	Nolan Kyler	Nolan Kyler	Miss Kathryn Stief
	Telegram	Steel Pub. Co.	Alex. H. Tiley	Alex. H. Tiley	Alex. H. Tiley	Alex. H. Tiley	Alex. H. Tiley	Alex. H. Tiley
Bangor	News	W. R. Grubb	W. R. Grubb	W. E. Grubb	W. R. Grubb	W. R. Grubb		W. R. Grubb
Beaver	Times	The Daily Times Co.	Floyd P. Chalfant	E. L. Freeland	E. L. Freeland	E. L. Freeland	R. E. Slough	H. T. Wallace
Beaver Falls	Tribune	Tribune Printing Co.	John C. Telford	John C. Telford	John C. Telford	John C. Telford	J. March	John McLean
Berwick	Enterprise	R. L. Harder and R. E. Eyerly	R. L. Harder			R. E. Eyerly		
Bethlehem	Globe	The Bethlehem Globe Co.	Harold B. Farquhar			J. M. Litsch	J. M. Litsch	George F. Keener
	Times	Times Pub. Co.	F. McIntosh		E. D. Rice		Geo. McDade	Geo. McDade
Bloomsburg	Press	Vandereslice & Eyerly	Paul R. Eyerly			C. T. Vandereslice		
Braddock	News-Herald	Daily-News Pub. Co.	M. Clyde Kelly	Clark W. Kelly	Clark W. Kelly	Clark W. Kelly		
	Era	Era Pub. Co.	D. W. Dean	D. W. Dean	J. W. Milligan	J. W. Milligan	J. W. Milligan	Romayne Hyland
	Star & Record	R. P. Hapgood	R. P. Hapgood	H. S. Robbins	R. P. Hapgood			
Bristol	Courier	Earl R. Roth	Earl R. Roth	Earl R. Roth			Raymond Roth	
Brownsville	Telegraph	Henry Baker Reiley	Henry B. Reiley	J. J. Dodds	Henry Baker Reiley	D. H. Shelton	Earl Storey	Abe Hershovitz
Butler	Citizen	The Citizen Ptg. Co.	Jas. A. McKee	Jas. A. McKee	H. A. Werth	H. A. Werth	Jno. H. Muegat	J. M. Armstrong
	Eagle	Eagle Ptg. Co.	John Laing Wise	John Laing Wise	John Laing Wise	R. L. Wise	W. W. McKelvey	J. F. Pollock
Cannonsburg	Notes	The Notes Pub. & Ptg. Co.	David H. Fee	Wm. H. Fee		R. C. Potts		
Carbondale	Leader	J. L. Druck	J. L. Druck	G. W. Smithing		C. J. Carden		W. H. Connaughton
Carlisle	Herald	Carlisle Ptg. Co.	Guy Carleton Lee	Guy Carleton Lee	Guy Carleton Lee	Guy Carleton Lee	E. N. Kurtz	S. A. Lantz
	Sentinel	David R. Thompson	David R. Thompson	Allan D. Thompson		J. Vance Thompson		
Chambersburg	Franklin Repository	A. Nevin Pomeroy	A. Nevin Pomeroy	S. J. Zarger		A. Nevin Pomeroy	Robt. Bickley	A. V. Vogle
	Public Opinion	The Public Opinion Co.	Ross K. Gilbert		Morris Lloyd		Herbert S. Foltz	Mrs. Clara Venable
	Valley Spirit	Valley Spirit Pub. Co.		D. A. Orr		Robt. A. Sellers		
Charleroi	Mail	Mail Pub. Co., Inc.	L. E. Flint			H. E. Price		
Chester	Republican	Chas. R. Long and F. C. Wallace	Chas. R. Long and F. C. Walace	S. E. Turner	Chas. R. Long and F. C. Wallace	Chas. R. Long and F. C. Wallace	M. P. Carroll	M. J. McLaughlin
Chester	Times	Chas. R. Long and F. C. Wallace	Chas. R. Long and F. C. Wallace	S. C. Turner	Chas. R. Long and F. C. Wallace	Chas. R. Long and F. C. Wallace	M. P. Carroll	M. J. McLaughlin
Clearfield	Progress	Progressive Pub. Co.	G. A. Stewart	G. A. Stewart			R. S. Nightingale	
	Public Spirit	Matt Savage	Matt Savage	Matt Savage	R. H. McWhinney	R. H. McWhinney	R. H. McWhinney	R. H. McWhinney
Coatesville	Record	W. W. Long, C. H. Heintzelman	C. H. Heintzelman					
Columbia	News-Spy	W. E. Crist	W. E. Crist	R. H. Fulweiler	W. E. Crist	W. E. Crist	S. Smith Crist	Chas. S. Stair
Connellsville	Courier	The Courier Co.	Mrs. H. P. Snyder	J. L. Gans	J. J. Driscoll	J. J. Driscoll	J. J. Driscoll	J. J. Driscoll
	News	Connellsville Ptg. Co.	Alnevius Call			M. B. Pryce		
Corry	Journal	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove	Arthur Colegrove
Danville	News	Angle & Angle		Theo. R. Angle		F. Pursell Angle		
Donora	Herald		Grover W. Boyd	Grover W. Boyd	Grover W. Boyd			Annette Heatter
Doylestown	Democrat	Doylestown Pub. Co.	Geo. MacReynolds		Webster Grim	Alden M. Collins	Alden M. Collins	
	Intelligencer	The Intelligencer Co.	Geo. S. Hotchkiss		Oscar O. Bean			
Du Bois	Courier	Gray Printing Co.	W. B. Ross	W. B. Ross	F. W. Gray	E. W. Gray	L. F. Mohney	L. F. Mohney
	Express	A. E. Hasbrook	A. E. Hasbrook	A. H. Hasbrook	A. E. Hasbrook	A. E. Hasbrook		
Easton	Express & Argus	Easton Pub. Co.	John H. McGrath	John H. McGrath		J. L. Stackhouse	J. L. Stackhouse	M. P. Dickinger
	Free Press	Free Press Pub. Co.	C. N. Andrews	C. N. Andrews	C. N. Andrews		J. F. Hess	Evan Dalrymple
East Stroudsburg	Press	Press Pub. Co.	Russell C. Hughes			George C. Hughes		
Erie	Dispatch	Record Pub. Co. of Erie		John H. Strong		Robert L. Noland		
	Herald	Record Pub. Co. of Erie		John H. Strong		Robert L. Noland		
	Times	J. J. Mead	G. R. Yaple	J. J. Mead	J. J. Mead	J. J. Mead	H. J. Price	O. L. Van Duzee
Farrell	News	Farrell Pub. Co.				B. F. Parry	W. F. Dupie	N. A. Beige

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

PENNSYLVANIA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Franklin	News-Herald	The News-Herald Ptg. Co.	W. P. F. Ferguson.	J. B. Borland.	George A. Fahey.	George A. Fahey.	George A. Fahey.	Frank Bowser
Gettysburg	Times	W. L. Hafer	Don F. Ikeler		W. L. Hafer	W. L. Hafer	J. C. Sowers	R. Breighner
Greensburg	Review	E. A. Sweeney	E. A. Sweeney.	E. A. Sweeney.	E. A. Sweeney.	E. A. Sweeney.	W. H. Klingensmith	
	Record	Record Pub. Co.		W. C. Henderson.	W. T. Wertz		J. B. Cherry	Mary Frye
	Tribune	Tribune Press Pub. Co.	R. W. Herbert.	R. W. Herbert.	R. W. Herbert.	R. B. Herbert.	F. J. Kuhns	C. R. Hayden
Greenville	Record	John L. Morrison	John L. Morrison					
Hanover	Record-Herald	Hanover Ptg. Co.	M. W. Naill.	M. W. Naill		L. D. Sell		
	Sun	Evening Sun Co.	C. Homer Meredith.	H. B. Hostetter.	John T. Nace.	John T. Nace.	W. Cyril Smith.	W. Cyril Smith
Harrisburg	News	The Patriot Co.	Dean Hoffman.	V. H. Berghaus.	R. H. M. Wharton.	V. H. Brackenridge.	Homer Moyer	E. A. Miller
	Patriot	The Patriot Co.	Dean Hoffman.	Carl Sprout	R. H. M. Wharton.	V. H. Brackenridge.	Homer Moyer	E. A. Miller
	Telegraph	The Telegraph Ptg. Co.	E. J. Stackpole.	Gus M. Steinmetz.		P. R. Oyster	Boyd M. Oglesby.	A. R. Michener
Hazleton	Plain Speaker	W. C. Dershuck	J. W. Kraft	J. W. Kraft	W. C. Dershuck.	J. R. Dershuck	J. R. Dershuck	J. R. Dershuck
	Standard-Sentinel	Henry Walser & Geo. T. Kirkendall.	Lewellyn Richards		Henry Walser	Henry Walser	Wm. Bachman	Wm. Walser
Homestead	Messenger	Messenger Pub. Co.		Bert P. Kline	Bert P. Kline.		Frank Slocum	
Huntingdon	Journal & New Era							
Indiana	Gazette							
Jersey Shore	Herald	Herald Pub. Co.	E. F. Peterman.	E. F. Peterman.	E. F. Peterman.	E. F. Peterman.	E. F. Peterman.	E. F. Peterman
Johnstown	Democrat	Johnstown Democrat Co., Inc.	Warren W. Bailey.	Warren W. Bailey		Frank J. Studeny		Al A. Kemper
	Leader	M. C. Beck	Herbert D. Brauff.	J. D. White		M. C. Beck		Murray T. Beck
	Tribune	The Johnstown Tribune Pub. Co.	A. H. Walters.	J. C. Murphy		W. A. G. Lape	P. C. Walters	John D. Walker
Kane	Republican	G. Scott Smith	G. Scott Smith	J. P. Langdon		W. G. Collinge		
Kittanning	Simpson's Leader	Simpson's Pub. Co.	J. T. Simpson.	J. T. Simpson.	Roland B. Simpson.	Roland B. Simpson.	Roland B. Simpson.	
	Times	Frank M. Fries	Frank M. Fries.	Frank M. Fries.	Frank M. Fries.	Frank M. Fries.	Frank M. Fries.	Frank M. Fries
Lancaster	Examiner	New Era Ptg. Co., Inc.	Oliver J. Keller.	Oliver J. Keller.	J. R. Gilbert.	R. P. Rohrer	E. J. Barnes	C. T. Buck
	Intelligencer & News Journal	Steinman & Foltz	C. S. Foltz, J. F. & J. H. Steinman.	A. C. McCullough.	J. F. Steinman.			
Latrobe	Bulletin	Latrobe Ptg. & Pub. Co.	Thos. M. Whiteman.	Thos. M. Whiteman.	Thos. M. Whiteman.		Rose E. Berkmyre.	Rose E. Berkmyre
Lebanon	News	Lebanon News Pub. Co.		A. B. Schropp		A. B. Schropp		
	Report	W. R. Mark	W. R. Mark				John Richards	Robert Fisher
	Times	C. M. Bowman	C. M. Bowman.	C. M. Bowman.	C. M. Bowman.	C. M. Bowman.	C. M. Bowman.	C. M. Bowman
Lehighton	Leader	Guy V. Mortimer	Guy V. Mortimer		W. W. Rothermel			
Lewiston	Sentinel	The Sentinel Co.	H. J. Fosnot	Meredith Meyers.	Walter Fosnot			Carl Aurand
Lock Haven	Express	Lock Haven Express Ptg. Co.		Frank D. O'Reilly.	W. A. Kinaloe		W. A. Kinaloe	C. E. Herr
McKeesport	News	The Daily News Pub. Co.	Jess E. Long		Jess E. Long			
Mahanoy City	Record-American	American Printing Co.	Jas. H. Kirschner			David B. Davies		
Mauch Chunk	News	E. B. Rauch	E. B. Rauch	E. B. Rauch		E. B. Rauch		
	Times	James J. Boyle	James J. Boyle.	James J. Boyle.	James J. Boyle.	James J. Boyle.		
Meadville	Tribune-Republican	Tribune Pub. Co.	Walter I. Bates.	H. S. Phillips.	Walter I. Bates.	E. H. Sackett	E. H. Sackett	C. B. Menold
Mechanicsburg	Journal	Craftsman Pub. Co.	George W. Lewis		George W. Lewis			
Middletown	Journal	A. L. Etter	M. E. Myers.	M. E. Myers.	A. L. Etter.	A. L. Etter		
Milton	Standard	Standard Ptg. Co.	Penn G. Hastings.	Fred. G. Hastings		Penn G. Hastings		
Monessen	Independent	H. R. Pore	H. R. Pore			G. C. Diehl		
Monongahela	Republican	The Chill W. Hazzard Co.	G. A. Anderson.	E. L. Wilson		E. L. Wilson		
Mount Carmel	News	C. L. & W. N. Cleaver	W. N. Cleaver		W. N. Cleaver			
	Item	Item Pub. Co.	W. P. Kemble			E. B. Kemble		John Foley
Natrona	Press	News Ptg. Co.	George P. Schmitt.	Charles P. Howe.		Charles P. Howe		
New Brighton	Beaver Valley News	F. S. Reader & Son	F. S. Reader	W. S. Reader	W. S. Reader	F. S. Reader	W. S. Reader	W. S. Reader
New Castle	Herald	Emil Calman	N. F. Allen	Emil Calman	Emil Calman	Emil Calman	E. M. Webster	
	News	The News Company	Geo. W. Conway		Fred L. Rentz	Fred L. Rentz	Jacob F. Rentz	
New Kensington	Dispatch	The New Kensington Dispatch Pub. Co., Inc.	M. P. Endean	M. P. Endean	Ed. R. Peay	Ed. R. Peay	John T. Endean	N. H. Hall
Norristown	Herald	Norristown Ptg. Co.	Irvin P. Knipe			Chester W. Knipe		
	Times	Times Pub. Co.	J. J. McGinley.	J. J. McGinley.	J. J. McGinley.	J. J. McGinley	J. J. McGinley	P. Quinn Roth
Oil City	Blizzard	The Blizzard Pub. Co.	Sam'l M. Rosenthal	Sam'l M. Rosenthal		C. F. Halderman	S. M. Rosenthal	
	Derrick	P. C. Boyle	Geo. Turnbull	Jos. Orr	E. R. Boyle	E. R. Boyle	G. E. Lynch	Jos. Murphy
Philadelphia	Bulletin	Wm. L. McLean	Wm. Perrine	Chas. E. Shull.	Wm. L. McLean	Wm. Simpson	Wm. Simpson	Robt. L. McLean
	Inquirer	James Elverson, Jr.	Chas. H. Huestis.	John T. Custis		Edward I. Bacon		G. R. Mundy
	North American	The North American Co.	E. A. Van Valkenburg	Fred'k F. Forbes		James P. Considine		
	Public Ledger	Public Ledger Co.	John J. Spurgeon.	Randolph Marshall		John C. Martin		J. M. Annenberg
	Public Ledger (Eve.)	Public Ledger Co.	David E. Sellley.	Morris M. Lee		John C. Martin		J. M. Annenberg
	Record	The Record Pub. Co.		John P Dwyer		Rowe Stewart	Wm. H. Neville	Charles C. Bauer
	Star	Richardson & Martin	H. S. Richardson.	Carl Lorrine		F. H. Martin		
Phillipsburg	Journal	W. T. Blair	W. T. Blair	W. T. Blair		W. T. Blair		
Phoenixville	Republican	Phoenixville Pub. Co.	Chas. E. Albert		Chas. E. Albert			
Pittsburgh	Chronicle-Telegraph	The Newspaper Ptg. Co.		Chas. W. Danziger.	George S. Oliver.	David B. Smith	H. C. Rosenbaum.	Joseph M. Aylward
	Dispatch	The Dispatch Pub. Co.	C. A. Rook	C. A. Rook		C. R. Sutphen	A. R. Carroll	C. A. Rook, Jr.
	Gazette-Times	The Newspaper Ptg. Co.		Chas. W. Danziger.	George S. Oliver.	David B. Smith	Chas. C. Yost	John H. Miller
	Leader	A. P. Moore	A. P. Moore	I. K. Emge	J. A. Grant	Edw. Hope	W. E. Moffett	John Herron
	Sun	Sun Pub. Co.	F. W. Merchant.	F. W. Merchant.	A. E. Braun		J. E. Trower	M. S. Lunn
	Press	O. S. Hershman	H. M. Bitner			T. R. Williams	H. C. Milholland.	H. M. Bitner
	Post	The Post Pub. Co.	W. U. Christman.	W. U. Christman.	A. E. Braun		J. E. Trower	M. S. Lunn
Pittston	Gazette	Pittston Gazette Co.			Wm. J. Peck			
Pottstown	Ledger	Pottstown Ledger Co.	H. S. Binder	P. L. Defenderfer			P. L. Defenderfer	G. A. Lenig
	News	Pottstown Daily News Pub. Co.	J. Ernest Spare		W. L. Binder	W. L. Binder	W. L. Binder	Horace Hallman
Pottsville	Chronicle	Chas. Myers	Curtis Sterner	Chas. Myers	Carl J. Weigand	A. J. Sennet		
	Journal	Miners' Journal Newspaper Co.	H. I. Silliman.	John Rice	H. I. Silliman		Wm. Ent	Evan Miller
	Republican	J. H. Zerbey, Jr.	J. H. Zerbey.	J. H. Zerbey.	E. L. Clifford	E. L. Clifford	E. L. Clifford	J. H. Zerbey, Jr.
Punxsutawney	Spirit	Spirit Pub. Co.	W. O. Smith	W. O. Smith	J. P. Wilson	J. P. Wilson	E. C. Kyper	Katherine Parsons
Reading	Eagle	Reading Eagle Co.	Al. N. Burkholder.	Al. N. Burkholder.	John W. Rauch		Wm. E. Althouse	D. K. Hoch
	Herald Telegram	William McCormick	Wm. McCormick	Clifford D. Spohn		Marcus B. Eaches		
	News-Times	William McCormick	Edwin R. Gerber.	Wm. McCormick		Marcus B. Eaches		
Renovo	Record	John U. Shaffer	John U. Shaffer	John U. Shaffer	John U. Shaffer	John U. Shaffer		
Ridgway	Record	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.
St. Mary's	Press	Press Pub. Co.	G. A. Mohr	G. A. Mohr		J. A. Dippold		
Sayre	Times	I. R. Stephens	J. R. Stephens	J. R. Stephens	J. R. Stephens	Elizabeth Lake	R. C. Hascall	Elizabeth Lake
Scranton	Republican	W. J. Pattison	John E. Barrett.	Jas. F. Mitchell.	W. J. Pattison	Edward Cohen	T. J. Duffy	Fred I. Cook
	Times	Edward J. Lynett	Edward J. Lynett.	J. D. Keator		J. E. Bradley		Edw. J. Cullen
Shamokin	Dispatch	The Leader Pub. Co.	Clayton S. Scott.	Clayton S. Scott		Clayton S. Scott		
	Herald							
	News	News Pub. & Ptg. Co., Inc.		J. F. Hoover		C. C. Hoover	E. B. Sharpless	C. C. Hoover
Sharon	Herald	The Sharon Herald Pub. Co.	Wm. B. Ramsay.	Wm. B. Ramsay.	Wm. S. Organ	A. W. McDowell	C. B. Lartz	J. B. Furey
	Telegraph	Addison C. Dickinson	Smith & Dodge	A. G. Dickinson	A. G. Dickinson	Edgar G. Harris		
Shenandoah	Herald	Herald Ptg. Co.	C. T. Straughn	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	
Stroudsburg	Rec. & Times-Dem.	Stroudsburg Ptg. Co.	A. F. Everett		N. A. Frantz		L. H. Cross	John Litts
Sunbury	Daily	The Daily Pub. Co.	W. F. Eichholtz.	W. F. Eichholtz.	W. F. Eichholtz.	W. F. Eichholtz.	Delia Alden Arthur.	R. H. Eisely
	Item	Farra & Brill	Harry H. Haddon.	Harry H. Haddon.	Farra & Brill	Chas. S. Farra	J. S. McCombe	Basse A. Beck
Susquehanna	Transcript	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker	
Tamaqua	Courier	Est. of Robert Harris	John M. Harris	John M. Harris		I.M. & R.H. Harris		
Tarentum	Telegram	Telegram Ptg. & Pub. Co.		George D. Stuart.	G. W. Crawford.	Geo. W. Crawford.		
	Valley Daily News	News Printing Co.	Geo. P. Schmidt.	Chas. P. Howe.	Chas. P. Howe	Chas. P. Howe		Miss Hilda Larson
Titusville	Herald	Joseph M. Bloss	Joseph M. Bloss.		Joseph M. Bloss.	M. V. Wilson	E. E. Ricketts	E. E. Ricketts
Towanda	Review	Towanda Ptg. Co.	H. F. Eames	D. M. Turner		H. M. Turner	H. M. Turner	
Tyrone	Herald	Tyrone Herald Co.	Claude Jones		T. C. Smith			
Uniontown	Genius	The Fayette Pub. Co.	H. G. Sturgis.	J. S. Albright.	W. P. Harader		W. P. Harader	Ira W. Coldren
	Herald	The Fayette Pub. Co.	H. G. Sturgis.	J. Fred Shean	W. P. Harader		W. P. Harader	I. W. Coldren
	News Standard	John O'Donnell	John O'Donnell			Dan O. Little		
Warren	Mirror	Mirror Pub. Co.	C. A. Berger.	F. W. Clinger.	H. H. McWethy.	H. H. McWethy	J. K. Knobll	F. E. Emerson
	Times	Times Pub. Co., Inc.	Edward C. Lowrey.	S. E. Walker.	S. E. Walker.	W. A. Walker	W. E. German	Charles Kirscharts
Washington	Observer	The Observer Pub. Co.	John L. Stewart.	L. C. Day	John L. Stewart.	John L. Stewart	H. L. Christman	W. P. Wilson
	Reporter	The Observer Pub. Co.	John L. Stewart.	Minor H. Day.	John L. Stewart.	John L. Stewart	H. L. Christman	W. P. Wilson
Waynesboro	Press	Todd & Zink	N. B. Martin	N. B. Martin	Walter T. Todd	Walter To Todd	Walter T. Todd	Walter T. Todd
	Record-Herald	The Waynesboro Record Co.	Robert C. Gordon.	Frank C. Parker.	Robert C. Gordon.	Robert C. Gordon.	Robert C. Gordon.	A. D. Etter

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

PENNSYLVANIA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
West Chester	Local News	Daily Local News Co. of West Chester, Inc.	W. W. Thompson	W. W. Thompson		L. H. Shields		Jos. B. Taylor
Wilkes-Barre	News	John A. Hourigan	Geo. W. Williams				Jas. F. McKeown	T. F. McCarthy
	Record	Wilkes-Barre Record Co.	Eugene T. Gierring	J. Andrew Boyd	Guy W. Moore	Guy W. Moore	Harry L. Campbell	P. C. Robinson
	Times-Leader	The Leader Pub. Co.	F. C. Kirkendall	Joseph P. Forestal		Ernest G. Smith		
Williamsport	Gazette & Bulletin	Gazette & Bulletin Pub. Ass'n.	E. L. Schuyler		H. R. Laird	H. R. Laird		Jas. P. Melick
	Sun	George E. Graff	John E. Person	Edmund Wolf	George E. Graff	W. J. N. Cox	Harry Hagus	D. G. Stark
York	Dispatch	The Dispatch Pub. Co.	W. L. Taylor		W. L. Taylor	H. F. Eyster	Ralph Stagemeyer and H. F. Eyster	Chas. K. Blasser
	Gazette & Daily	J. W. Gitt	J. W. Gitt	T. B. Elsesser	J. W. Gitt	J. W. Gitt	A. E. Lehman	P. E. Kain

RHODE ISLAND

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Arctic	Pawtuxet Val. Times	I. P. Hudson	I. P. Hudson	I. P. Hudson	Jos. E. Noel	Jos. E. Noel		
Newport	Herald	Herald Pub. Co.	L. K. Carr	L. K. Carr	L. K. Carr	S. J. Buckley	W. D. Hogard	E. J. Roderick
	News	Edward A. Sherman		Benj. F. Thurston	Edw. A. Sherman	Victor Baxter	Victor Baxter	
Pawtucket	Times	Charles O. Black	C. R. Thurston	Archibald G. Adam	Charles O. Black		W. C. Binford	
Providence	Bulletin	Providence Journal Co.	John R. Rathom	Edmund H. Kirby		G. Edw. Buxton, Jr.		Thomas F. Farrelly
	Journal	Providence Journal Co.	John R. Rathom	Sevellon Brown		G. Edw. Buxton, Jr.	Arthur Poorman	Thomas F. Farrelly
	News	James C. Garrison	John A. Hennessy	John A. Hennessy		James C. Garrison		Luke A. Keenan
	Tribune	Matthew S. Dwyer	Frederic N. Lutter	Matthew S. Dwyer	Matthew S. Dwyer	Timothy F. Dwyer	Timothy F. Dwyer	
Westerly	Sun	G. B. Utter			G. B. Utter		Wilfred B. Utter	Edgar R. Maxson

SOUTH CAROLINA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Anderson	Mail	G. P. Browne		L. M. Glenn				E. T. Burns
	Tribune	V. B. Cheshire	V. B. Cheshire	V. B. Cheshire	V. B. Cheshire	V. B. Cheshire	V. B. Cheshire	J. H. Alewine
Charleston	American	American Pub. Co.	John P. Grace	M. J. Grace	J. J. Furlong	J. J. Furlong	E. C. Powers	W. J. Finnegan
	Post	Evening Post Pub. Co.	T. R. Waring			Hall T. McGee	Geo. J. Jenkins	V. L. I. Cooper
	News & Courier	The News & Courier Co.	Robert Lathan		Robert Lathan	Chas. Robertson	H. H. Baynard	A. P. Carrere
Columbia	Record	R. Charlton Wright	R. Charl. Wright			W. O. Boger	L. J. Davis	P. H. Brown
	State	A. E. Gonzales	W. W. Ball	W. W. Ball	A. E. Gonsales	F. C. Withers	W. P. Etchison	J. L. Erwin
Florence	Times	Brunson & Gardiner	Mason C. Brunson			Chas. S. Gardiner		
Greenwood	Index-Journal	Index-Journal Co.	H. L. Watson			J. S. Bailey		
Greenville	Piedmont	Geo. R. Koester	J. R. McKissick	J. R. McKissick	Geo. R. Koester	Geo. R. Koester	P. N. Challen	A. F. Ballentine
	News	B. H. Peace	B. H. Peace	J. E. Brunson		Roger C. Peace	Wm. Lebby	Jno. L. Parks
Orangeburg	Times & Democrat	Jas. Izlar Sims	Henry R. Sims	E. N. Smith	Jas. Izlar Sims	Jas. Izlar Sims		Z. L. Roberts
Rock Hill	Herald	Herald Pub. Co.	J. T. Fain	J. N. Benton	J. T. Fain	J. T. Fain	J. T. Fain	W. A. Wright
Spartanburg	Herald	Spartanburg Herald Co.	C. O. Hearon	C. O. Hearon	W. W. Holland	W. W. Holland	W. W. Holland	J. D. Ulrich
	Journal							
Sumter	Item	Osteen Pub. Co.	H. G. Osteen		H. G. Osteen			
Union	Times					Lewis M. Rice		

SOUTH DAKOTA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Aberdeen	American	Aberdeen American Co.	J. H. McKeever	Geo. Hinshaw	E. P. Neill	E. P. Neill	F. C. Preston	V. S. Neill
	News	Aberdeen American Co.	Kenneth Duncan	Donald Jordan	E. P. Neill	E. P. Neill	F. C. Preston	V. S. Neill
	N. W. Square Deal	Square Deal Pub. Co.	W. W. Cadee		O. E. Hochen			
Deadwood	Pioneer-Times	Bonham & Morford	W. H. Bonham	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford
	Telegram	Senn Pub. Co.	E. L. Senn	E. L. Senn		Albert Senn		
Huron	Huronite	Bowen Pub. Co.	George H. Bowen	H. G. Lee	George H. Bowen	George H. Bowen	E. W. Patton	H. E. Losey
Lead	Call	John A. Stanley	J. A. Stanley	J. A. Stanley		Geo. L. Beers		
Madison	Leader	J. P. Stahl				H. A. Stahl		
	Sentinel	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease	F. L. Mease		
Mitchell	Gazette	L. W. Robinson	L. W. Robinson	L. W. Robinson	L. W. Robinson	L. W. Robinson	L. W. Robinson	L. W. Robinson
	Republican	Mitchell Pub. Co.	W. R. Ronald	C. H. Allen	W. R. Ronald	C. H. Arundel	C. H. Arundel	G. C. Ledson
Pierre	Capital Journal	Hipple Ptg. Co.	J. E. Hipple	J. E. Finbrock			T. M. Taylor	
Rapid City	Journal	Jos. B. Gossage	Jos. B. Gossage	Jos. B. Gossage	Jos. B. Gossage	A. R. Gossage	Jos. B. Gossage	A. R. Gossage
Sioux Falls	Argus-Leader	The Argus Leader Co.	C. M. Day	R. W. Horn	B. C. Dow	E. J. Kahler	D. T. Kieffer	E. J. Kahler
	Press	W. C. Cook	E. R. Rowe	E. R. Rowe	W. C. Cook	F. M. Trew		
Watertown	News	Watertown Publishing Co.	F. J. Cory	Mary G. Humphrey	F. J. Cory	F. J. Cory		
	Public Opinion	Public Opinion Pub. Co.	George B. Elliott	George B. Elliott		A. J. Albrook	A. J. Albrook	F. A. Gordon
Yankton	Press & Dakotan	Yankton Ptg. Co.	W. C. Lusk	I. M. Lindstrom	W. C. Lusk	W. C. Lusk	A. E. Montford	M. W. Lusk

TENNESSEE

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Chattanooga	News	Chattanooga News Co.	Geo. F. Milton	J. B. Clark	W. C. Johnson	A. Kindel		Herbert Akem
	Times	H. C. Adler	L. G. Walker	M. B. Ochs	H. C. Adler	W. S. Weitzell	Jas. Landis	W. S. King
Clarksville	Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale			W. W. Barksdale	Miss Fran. Osborne	J. M. McDonnell
Columbia	Herald	Columbia Herald Co., Inc.	J. I. Finney	J. I. Finney		W. D. Hastings		
Greenville	Democrat-Sun							
Jackson	Sun	Sun Pub. Co.		C. Harris Brown	Albert A. Stone			Egbert McClure
Johnson City	Staff	E. M. Slack	R. C. Hodge	E. M. Slack	E. M. Slack	M. Neurath	E. M. Slack	C. W. Britt
Knoxville	Journal & Tribune	A. F. Sanford	Wm. Rule	Russell Kent		Fred T. Bonham	Fred T. Bonham	
	Sentinel	C. B. Johnson	J. H. Moore	W. L. Morgan	C. B. Johnson	H. A. Rouser	H. A. Rouser	H. L. Baker
Memphis	Commercial Appeal	The Commercial Pub. Co.	C. P. J. Mooney	C. P. J. Mooney		J. W. Hays	W. G. Ritchie	W. H. Alexander
	News	L. B. Jones	L. B. Jones	L. N. Lett	P. T. Jones	P. T. Jones	E. C. Courtney	E. C. Courtney
	Press	Memphis Press Co.	E. T. Leech	F. E. Sharp		J. A. Keefe	J. H. Bullock	H. M. Johnson, Jr.
Morristown	Mail	Bruce Armstrong	Bruce Armstrong	Bruce Armstrong	Bruce Armstrong	Bruce Armstrong	Bruce Armstrong	F. A. Williams
Nashville	Banner	Banner Pub. Co.	R. H. Yancey	M. B. Morton	E. M. Foster	E. M. Foster	A. B. Clark	J. H. Lackey
	Tennessean	Luke Lea		E. L. Shaub	Luke Lea	Luke Lea		

TEXAS

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Abilene	Reporter	Abilene Ptg. Co.	Frank Grimes	Geo. S. Anderson	M. B. Hanks	M. B. Hanks	Manly Hanks	R. L. Young
Amarillo	News	J. E. Nunn	S. M. Ramsey	S. M. Ramsey	J. S. Brown	J. E. Nunn		H. E. Murphree
	Panhandle				J. S. Brown			
	Tribune	R. H. Nichols	R. H. Nichols	T. E. Johnson	R. H. Nichols	R. H. Nichols	H. L. Grable	T. N. Smissen
Athens	Review	Athens Review Ptg. Co.	R. T. Craig			A. M. Barnes		
Austin	American	Kendall B. Cressey	K. B. Cressey	K. B. Cressey	K. B. Cressey	K. B. Cressey	K. B. Cressey	K. B. Cressey
	Statesman	Capital Pub. Co.	E. Travis	E. Travis	W. C. Storey	W. C. Storey		
Ballinger	Ledger	The Ballinger Ptg. Co., Inc.	A. W. Sledge			C. P. Shepherd		
Bay City	Tribune							
Beaumont	Enterprise	W. P. Hobby	Alfred Jones	Alfred Jones	J. L. Mapes	J. L. Mapes	H. P. Brundage	
	Journal	The Journal Pub. Co.	Jas. E. Day			N. R. Buckley	P. O. Starr	E. O. Perdue
Belton	News	Fred Savage	Fred Savage	H. B. Savage		D. F. Savage		
Bonham	Favorite	Favorite Ptg. Co.	W. S. Spotts	W. S. Spotts	W. S. Spotts	W. S. Spotts	W. S. Spotts	J. B. Vernon
Brenham	Banner-Press	Brenham Banner Pub. Co.	Ruby Robertson		George Neu	George Neu	George Neu	P. W. Peake
	Messenger	Messenger Pub. Co.	Wm. J. Tucker	Wm. J. Tucker		Henry Muller	Wm. J. Tucker	Mrs. H. Thiel
Brownsville	Herald	The Brownsville Herald Pub. Co.	Mrs. J. O. Wheeler	J. M. Stein		Geo. Cruhm		
	Sentinel							
Brownwood	Bulletin	Mayes Ptg. Co.		James C. White	H. P. Mayes		Ben Poole	A. D. Murphy
Bryan	Eagle	Lee J. Rountree		Lee J. Rountree		A. J. Duchanan		
Cisco	News							
Cleburne	Enterprise	J. R. Ransone	J. R. Ransone			Keating Ransone	Johnnie Ransone	
	Review	Review Pub. Co.	Cecil Horne			O. H. Poole		
Commerce	Journal	Hart Bros.	Sterling Hart	Sterling Hart	Hart Bros.	E. M. Moore	Sterling Hart	E. M. Moore
Corpus Christi	Caller	New Caller Pub. Co., Inc.	Roy Miller			C. M. Petty	Chas. Roster	W. T. Coe
	Times	W. E. Pope	A. R. Marker			R. E. Essing	R. E. Essing	C. D. Brown
Cuvalcana	Sun	Wortham & Martin	A. A. Wortham		Lowry Martin		Lowry Martin	R. P. McEntire
Cuero	Record	Cuero Pub. Co.	J. P. Bridges	J. C. Howerton	J. C. Howerton	J. C. Howerton	J. C. Howerton	J. C. Howerton

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

TEXAS—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Dallas	Dispatch	Dallas Dispatch Co.	L. W. Bailey	Glenn Pricer	W. C. Mayborn	F. R. Colgan	Albert Hearst	Wm. Loftus
	Journal	A. H. Belo & Co., Inc.	Tom Finty, Jr.	H. C. Withers	G. B. Dealey	W. H. Benners	Geo. W. Lemons	M. W. Florer
	News	A. H. Belo & Co., Inc.	Tom Finty, Jr. & Alonso Wasson	George McQuaid	G. B. Dealey	W. H. Benners	Geo. W. Lemons	M. W. Florer
	Times Herald	Edwin J. Kiest	B. B. Hogue	P. E. Fox	Tom C. Gooch	L. N. McCullouch	J. C. Reynolds	A. C. Harris
Denison	Herald	J. L. Greer	W. T. Brown	H. E. Ellis	J. L. Greer	J. L. Greer	F. A. Haree	W. J. Winkler
Denton	Record-Chronicle	Record-Chronicle Co.	W. C. Edwards	L. A. McDonald	W. C. Edwards	Lee R. McDonald	J. S. Fowler	H. E. Roberts
El Paso	Herald	Herald News Co.	H. D. Slater	G. A. Martin		J. C. Wilmarth		H. H. Fris
	Times	El Paso Times Co.	E. C. Davis	James S. Black	E. C. Davis			
Eastland	Oil Belt News							
Ennis	Record							
Fort Worth	News	W. H. Bagley	H. N. Fitzgerald	Charles G. Norton	J. H. Allison		L. C. Lau	I. H. Landsbaum
	Star-Telegram	Wortham-Carter Pub. Co.	Louis J. Wortham	J. M. North, Jr.	Amon G. Carter		A. L. Shuman	Harold Hough
Gainesville	Hesperian	Geo. N. Yates	Geo. N. Yates	Geo. N. Yates	Geo. N. Yates	Geo. N. Yates		
	Register	Register Ptg. Co.	J. M. Leonard	J. T. Leonard	C. H. Leonard	C. H. Leonard	C. H. Leonard	
Galveston	News	A. H. Belo & Co., Inc.		L. C. Elbert	J. F. Lubben	Lynn Walker	A. P. Vaughan, Jr.	E. H. Robertson
	Tribune	C. H. McMaster	C. H. McMaster	A. L. Perkins		T. E. Gaffney		
Gonzales	Inquirer	Henry Reese	Annie Reese		Henry Reese	L. L. Olire		
Greenville	Banner	Banner Pub. Co.	C. C. Cantrell			Fred E. Horton		
	Herald	Herald Pub. Co.	Tom R. Poole	Tom R. Poole	Tom. R. Poole			
Hillsboro	Mirror	Thompson & Campbell	I. C. Butts	L. J. Thompson	D. W. Campbell	D. W. Campbell	D. W. Campbell	C. H. Read
Houston	Chronicle	M. E. Foster	M. E. Foster	Max Bentley		Fred Fox		J. E. Nunn
	Post	Roy G. Watson	Roy G. Watson	L. A. Hoskins	Roy G. Watson		H. A. Gascon	R. B. Kinard
	Press	Houston Prem Co.	G. V. Saunders	Leon M. Siler		J. H. Payne	C. A. Wyatt	Frank S. Newell
Jacksonville	Progress							
Kaufman	Herald	A. M. Barnes & R. T. Craig	Clifford Dinsmore					
Lampasas	Leader	J. H. Abney & Son	J. H. Abney & Son		J. H. Abney	J. H. Abney		
Laredo	Record							
	Times	Penn Pub. Co.	W. W. Gregg	J. S. Penn	J. S. Penn	J. S. Penn		
Longview	Leader	D. B. Coates	D. B. Coates					
	Times-Clarion	G. B. Whitley						
Lufkin	News	Watford-Binion Ptg. Co.	G. E. Watford	G. E. Watford	G. E. Watford	G. E. Watford		
McAllen	Rio Grande Sun							
McKinney	Courier-Gazette	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson		Perkins & Wilson		
Marlin	Democrat							
Marshall	Messenger	The Messenger Co.	W. A. Adair	W. A. Adair	W. A. Adair	G. W. Turner	G. W. Turner	W. R. Ingram
	News	Price & Wells	E. L. Wells	E. L. Wells	H. M. Price	H. M. Price	J. H. Blalock	Hugh Lane
Mart	Herald	J. L. Spencer	J. L. Spencer	J. L. Spencer		J. L. Spencer		
Maxia	News	News Pub. Co.	De Witt Lamb	De Witt Lamb	De Witt Lamb	De Witt Lamb	De Witt Lamb	De Witt Lamb
Mineral Wells	Index	Index Ptg. Co.	C. W. Wilson	C. W. Wilson	C. W. Wilson	C. W. Wilson	C. W. Wilson	J. W. McGuire
Nacogdoches	Sentinel	G. M. Haltom	G. M. Haltom		G. M. Haltom	G. M. Haltom	G. M. Haltom	
Navasota	Examiner-Review	Ed. F. Blackshear	Ed. F. Blackshear			Ed. F. Blackshear		
Orange	Leader	H. C. Connolly		R. C. Hicks		H. C. Connolly	C. C. Woodson	A. L. Bynum
Palestine	Herald	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	
	Visitor	Dening & Gibson		Dening & Gibson				
Paris	Dinner Horn	Walter E. Boyd	N. P. Jackson	Walter E. Boyd	Walter E. Boyd	Walter E. Boyd		
	News	H. T. Warner	H. T. Warner					
Port Arthur	News	The News Pub. Co.	Olin W. Archer	Olin W. Archer		E. H. Detrick		G. N. Nilson
Ranger	Times	R. B. Waggoman		H. E. Boseman	R. B. Waggoman	R. B. Waggoman	R. B. Waggoman	C. F. Underwood
San Angelo	Standard	Houston Harte	Dean Chenoweth			Herbert O. Taylor		
San Antonio	Express	Express Pub. Co.	M. M. Harris	A. W. Grant		F. G. Huntress, Jr.		W. A. Druse
	Light	Chas. S. Diehl & Harrison L. Beach	Harrison L. Beach	John V. Brogan	Chas. S. Diehl		Horner & Wuerts	H. L. Steele
	News	Express Pub. Co.	Harris and Butler	A. W. Wallner		R. J. Newton & F. G. Huntress, Jr.		
San Benito	Light	John F. Rector, Jr.	Jim Craig				C. E. Everett	
Sherman	Courier	Texas Immigration Co.	W. J. Minton	Roy Minton		W. J. & Roy Minton		
	Democrat	Sherman Democrat	K. K. Hooper	E. J. Parker	K. K. Hooper		M. Campbell	J. C. Hamilton
Sulphur Springs	Gazette	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs		
	News-Telegram	Tate & Flowers	Tate & Flowers	R. L. Tate	R. L. Tate	J. G. Flowers		
Taylor	Democrat	Democrat-Texan Pub. Co.	H. G. Willson	H. G. Willson	H. G. Willson	H. G. Willson		
	Press	Taylor Press Co.	H. D. Schulz	H. D. Schulz		H. D. Schulz		
Temple	Telegram	The Telegram Pub. Co.	Chas. W. Ingram	Chas. W. Ingram		W. W. Stephens, Jr.		W. Stephens
Terrell	Transcript	Terrell Transcript Co.	H. Galbraith	H. Galbraith	H. Galbraith	Joe Galbraith	Joe Galbraith	A. M. Woolley
	Tribune	Tribune Pub. Co.	E. Y. Horn			Fred Massengill		
Texarkana	Four States Press	C. E. Palmer			C. E. Palmer	C. E. Palmer	H. A. Quarels	H. A. Quarels
Timpson	Times	Molloy & Winfrey	T. J. Molloy			S. Winfrey		
Tyler	Courier-Times	Courier-Times Pub. Co.	H. A. McDougal			H. A. McDougal & Mrs. Dolly Hanks		
Victoria	Advocate	Geo. F. French	Sam F. Luchese	Geo. H. French	Geo. H. French	Geo. H. French		
Waco	Colored Observer							
	News-Tribune	E. S. Fentress		Roy Christian		E. S. Fentress		
	Times-Herald	Waco Pub. Co.	George Robinson			C. J. Clover, Jr.		
Waxahachie	Light	Enterprise Pub. Co.	W. A. Ownby	W. A. Ownby	C. W. Kent	C. W. Kent	H. E. Herring	J. A. C. Kemble
Weatherford	Herald	Herald Pub. Co.	W. A. Brundage	A. C. MacNelly	A. C. MacNelly	A. C. MacNelly		
Wichita Falls	Record-News	The Reeord News Co.		R. L. Curran, Jr.	C. G. Manuel		Norris Ewing	
	Wichita Times	The Times Pub. Co.	B. D. Donnell			B. D. Donnell		Herbert Peters
Yoakum	Herald	L. L. Rogers	L. L. Rogers	L. L. Rogers	L. L. Rogers	L. L. Rogers	L. L. Rogers	L. L. Rogers

UTAH

Logan City	Journal	Earl & England Pub. Co.	A. Gordon	P. J. Marshall	Chas. England		Chas. England	Jesse Earl
Ogden	Standard-Examiner	Standard-Examiner Pub. Co.	A. L. Glassmann	A. L. Glassmann	J. N. Eldredge, Jr.	J. N. Eldredge, Jr.	W. R. McBride	M. H. Brandon
Salt Lake City	Deseret News	Heber J. Grant	John Q. Cannon			Elias P. Woodruff		Melvin R. Ballard
	Telegram	Arthur L. Fish	Fred Goodcell	Fred Goodcell	Arthur L. Fish	Thomas J. Mullin		W. G. Weaver
	Tribune	Salt Lake Tribune Pub. Co.		E. H. Holden	A. N. McKay	H. P. Robinson		C. N. Butler

VERMONT

Barre	Times	Frank E. Langley	Dean H. Perry		Frank E. Langley	Frank E. Langley	Frank E. Langley	
Bennington	Banner	Frank E. Howe	Frank E. Howe					
Brattleboro	Reformer	Howard C. Rice	Howard C. Rice					
Burlington	Free Press	Free Press Association	J. L. Southwick	J. L. Southwick	W. B. Howe	W. B. Howe	W. B. Howe	W. B. Howe
	News	Burlington News, Inc.		L. F. Dow	John H. Lawton		I. Dow	Arthur Provost, Jr.
Montpelier	Argus	Argus & Patriot Co.	Morris F. Atkins	Morris F. Atkins	George Atkins	George Atkins	George Atkins	George Atkins
Rutland	Herald	Herald & Globe Ass'n	H. L. Hindley					
	News	Rutland News Co.	D. G. Babbitt			D. G. Babbitt		
St. Albans	Messenger	St. Albans Messenger Co.		John T. Cushing				
St. Johnsbury	Caledonian-Record	Herbert A. Smith	Arthur F. Stone	Herbert A. Smith	Herbert A. Smith	Herbert A. Smith	Herbert A. Smith	Herbert A. Smith

VIRGINIA

Alexandria	Gazette	Gazette Corp	M. T. Dwyer	M. T. Dwyer	M. T. Dwyer	M. T. Dwyer	C. R. Morrison	E. B. Walker
Bristol	Herald-Courier	Munsey Slack	Herschel Dove	Walter Harper		Charles B. Dove	John J. Jelks	Geo. K. McClellan
Charlottesville	Progress		J. H. Lindsay	B. L. Hawkins				
Clifton Forge	Review	The Clifton Forge Review, Inc.	Geo. O. Greene			M. Botts Lewis		
Covington	Virginian	The Covington Virginian, Inc.	C. P. Jones, Jr.	J. L. Goodman		J. L. Goodman		
Danville	Bee	Rover A. James	Rover A. James	G. Tetley	H. B. Trundle	H. B. Trundle	H. B. Trundle	E. F. Graham
	Register	Rover A. James	Rover A. James	A. H. Taylor	H. B. Trundle	H. B. Trundle	H. B. Trundle	E. F. Graham
Fredericksburg	Star	The Free Lance-Star Pub. Co.		A. P. Rowe	A. P. Rowe		A. P. Rowe	
Harrisonburg	News-Record	Rockingham Pub. Co.	H. W. Bertram	Geo. W. Berry			B. Staven	R. P. Keisell
Hot Springs	Day Letter	The Day Letter Pub. Co., Inc.	C. P. Jones, Jr.		W. W. Scott			
Lynchburg	Advance	Carter Glass	Robert Glass	Powell Glass		M. K. Duerson	R. Chess McGhee	H. S. Shaner
	News	Carter Glass	W. E. Addison	Powell Glass		M. K. Duerson	R. Chess McGhee	H. S. Shaner
Newport News	Press	The Daily Press, Inc.	W. S. Copeland			L. E. Pugh	W. B. Darden	E. L. Cunningham
	Times-Herald	The Daily Press, Inc.	W. S. Copeland			L. E. Pugh	W. B. Darden	E. L. Cunningham
Norfolk	Ledger-Dispatch	S. L. Slover	Douglas Gordon	H. D. Perkins		P. S. Huber		Norman N. Hill
	Virginian-Pilot	Virginian & Pilot Pub. Co.	L. I. Jaffe	F. K. Glennan	R. F. Turner		Louis Fisher	C. S. Abell
Petersburg	Index-Appeal	Petersburg Newspaper Corp.	Walter Edw. Harris	C. G. Marshall	S. L. Slover	R. B. Huber	R. H. Ryan	W. G. Morris
	Progress	Petersburg Newspaper Corp.	Walter E. Harris	C. G. Marshall	S. L. Slover	R. B. Huber	R. H. Ryan	W. G. Morris

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

VIRGINIA—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Portsmouth	Star	Norman R. Hamilton	A. McK. Grigg	B. D. Stephenson	A. M. Spong, Jr.	A. M. Spong, Jr.		
Pulaski	Southwest Times and News Review	The Southwest Pub. Co.				Eugene P. Ham		
Richmond	Evening Dispatch	C. P. Hasbrook		John Burke	C. P. Hasbrook	J. V. Wachtel, Jr.	M. S. Knight	D. J. Bucher
	News-Leader	John Stewart Bryan	D. S. Freeman	Robt. M. Lynn		Allen Potts	Robt. J. Hess	Robt. B. Jones
	Times Dispatch	C. P. Hasbrook		John Burke	C. P. Hasbrook	J. V. Wachtel, Jr.	Marvin S. Knight	D. J. Bucher
Roanoke	Times	Times-World Corporation	H. P. Chapman			W. E. Thomas		
	World-News	Times-World Corporation	J. P. Fishburn			W. E. Thomas		
Staunton	Leader	Leader Pub. Co., Inc.	R. D. Hainlip	H. L. Opie	H. L. Opie	A. F. Riffe	A. F. Riffe	A. S. Morton
	News-Leader	Leader Pub. Co., Inc.	E. S. Sheppie	H. L. Opie	H. L. Opie	A. F. Riffe	A. F. Riffe	A. S. Morton
Star	Winchester	H. F. Byrd	H. F. Byrd	H. F. Byrd		R. F. Ransier		

WASHINGTON

Aberdeen	World	W. A. Rupp	W. A. Rupp	C. J. Glasier		W. L. Ballard	R. V. Mack	P. P. Faulkner
Bellingham	American-Reveille	Bellingham Pub. Co.	Frank I. Sefrit	E. E. Hale	Frank I. Sefrit	E. G. Earle	E. G. Earle	M. W. Blenden
	Herald	Bellingham Pub. Co.	W. C. Carver		Frank I. Sefrit	E. G. Earle	E. G. Earle	M. W. Blenden
	Journal	Journal Pub. Co.	A. G. Gordon	A. G. Gordon	A. G. Gordon	A. G. Gordon		
Centralia	Chronicle	Centralia Printing Co.	Harry L. Bras	Harry L. Bras	R. W. Edinger	R. W. Edinger	D. F. Arthur	M. O. Ort
	Hub	The Hub Printing Co.	M. E. Cue		M. E. Cue	M. E. Cue		
Ellensburg	Record	Record Press	J. C. Kaynor	D. H. Dickson	J. C. Kaynor	M. E. Studebaker	M. E. Studebaker	Claude Gillispie
Everett	Herald	J. B. Best	C. S. Coleman	C. S. Coleman	J. B. Best	J. B. Best	J. H. Carter	R. F. Hyson
	Tribune	Post Land Co.	A. R. Fenwick		A. R. Fenwick	J. L. Hartshorn	J. L. Hartshorn	Carl Pearson
Hoquiam	Washingtonian		C. D. McClure		A. Johnson, M. C.	D. M. Delmas	Jos. Ruffner, Jr.	
Olympia	Olympian	Western Pub. Co.	E. E. Perry	S. L. Lester	S. L. Lester	S. L. Lester	S. L. Lester	Dan Fish
	Recorder	Washington Recorder Pub. Co.	Wm. Gardiner	S. L. Lester	S. L. Lester	S. L. Lester	S. L. Lester	Dan Fish
Port Angeles	Herald	A. V. Watts	A. V. Watts	A. V. Watts		Mrs. A. E. Watts		
	News	Evening News, Inc.	Wm. D. Welsh			E. B. Webster		
Port Townsend	Leader							
Seattle	Post-Intelligencer	Clark Nettleton	James A. Wood	A. E. Parrish		L. S. Moore		Wm. L. Myers
	Star	Star Pub. Co.	Leroy Sanders	L. Starmont	LeRoy Sanders	F. W. Webster	H. E. Marshall	H. W. Parish
	Times	C. B. Blethen	C. B. Blethen	John L. Travis	Jos. Blethen	A. G. Bixby	J. Fred Braid	L. B. Nelson
	Union-Record	Seattle Union Record Pub. Co., Inc.	E. B. Ault	B. S. Coleman		F. A. Rust	A. T. Schmidt	W. F. Dyer
Spokane	Chronicle	Spokane Chronicle Co.						
	Press	Spokane Newspaper Co.	James L. Marshall	James L. Marshall	A. B. Collison	A. B. Collison	A. B. Collison	Henry Hanson
	Spokesman-Review	Cowles Pub. Co.		George W. Dodds		J. F. Young		C. H. Breed
Tacoma	Ledger	Frank S. Baker	Frank S. Baker	H. F. Higgins		James O'Neil		Sam E. Allen
	News-Tribune	Frank S. Baker	Chas. B. Welch		Chas. B. Welch		S. S. Anderson	W. D. Lyness
	Times	Scripps League	Roy D. Pinkerton		Leroy Sanders	M. H. Voorhees		
Vancouver	Columbian	Will H. Hornibrook	W. H. Hornibrook	W. H. Hornibrook			S. T. Hopkins	Alex. Gabrielson
Walla Walla	Bulletin	J. G. Kelly	J. G. Kelly	J. H. Gibbons		F. G. Mitchell, Jr.		
	Union	E. G. Robb		B. E. LaDue		D. W. Ilt		Wm. H. Packard
Wenatchee	World	World Pub. Co.	Rufus Woods	E. H. McPherson		Chas. E. Stohe		
Yakima	Herald	Herald Pub. Co.	J. V. Ellis, Jr.			Roger Neal		E. Wightman
	Republic	W. W. Robertson	W. W. Robertson	W. W. Robertson		W. P. Ridgway		
	Valley American	Yakima Farmer Pub. Co.	C. A. Smith			C. A. Smith		

WEST VIRGINIA

Bluefield	Telegraph	Daily Telegraph Print. Co.	H. I. Short			C. O. Stahlman		
Charleston	Gazette	Daily Gazette Co.	H. H. Pfahler	H. H. Pfahler		C. O. Stahlman		
	Mail	Walter E. Clark	R. H. Martin	R. H. Horner		B. H. Anderson		
Clarksburg	Exponent	The Exponent Co.		W. Guy Tetrick	W. Guy Tetrick		J. Monroe Boyer	Ray M. Caldwell
	Telegram	Clarksburg Telegram Co.	W. L. Geppert		J. J. Devine	A. J. Bishop	A. J. Bishop	W. H. Childs
Elkins	Inter-Mountain	Herman G. Johnson	Herman G. Johnson		Herman G. Johnson			A. B. Vannoy
Fairmont	Times	Index Ptg. Co.	Earl H. Smith	Earl H. Smith		L. M. Herman	C. H. Riggle	C. Roy Manley
	West Virginian	Fairmont Print. & Pub. Co.	James C. Herbert	James C. Herbert	W. J. Wiegel		S. W. Wright	A. I. Garrett
Grafton	Sentinel	Howard H. Holt	Howard H. Holt		Howard H. Holt	Lee Bennett, Jr.	Lee Bennett, Jr	
Hinton	News	J. W. Graham			J. W. Graham	J. W. Graham		J. W. Graham
Huntington	Advertiser	Luther T. Long	Julien E. Caton	Julien E. Caton	Luther T. Long	Luther T. Long		
	Herald-Dispatch	Huntington Herald Co.	Boyd Jarrell	H. E. Gleske	Dave Gideon	W. L. Mengert	B. B. Lovins	E. A. Bailey
Keyser	Mineral News	P. V. Doyle	P. V. Doyle	P. V. Doyle	P. V. Doyle	P. V. Doyle	P. V. Doyle	P. V. Doyle
Mannington	Leader							
Martinsburg	Journal	Evening Journal Pub. Co.	Max von Schlegell	Vernon B. Garton & A. Paul Hertzog		Max von Schlegell		C. E. Lodge
Morgantown	New Dominion	R. H. Jarvis & C. E. Hodges		C. E. Hodges		E. P. Schultz		
	Post	Morgantown Post Co.	G. B. Miller			R. G. Hess		
Moundsville	Echo	S. C. Shaw	S. C. Shaw			S. C. Shaw	S. C. Shaw	
	Journal							
Parkersburg	News	Hannah G. Kane	H. W. Magee		Hannah G. Kane		H. W. Mann	Marie M. Magee
	Sentinel	Chas. P. Harvey	John W. Fischer	John W. Fischer	Chas. P. Harvey	Chas. P. Harvey	Herbert Keenan	Edna C. Hene
Sisterville	Review	Oil Review Pub. Co.	Frank T. Smith	W. R. Keyser		W. R. Keyser	W. R. Keyser	Frank T. Smith
Wellsburg	Herald	Brooke Herald Co.		Geo. S. Larrimore				
Wheeling	Intelligencer	H. C. Ogden	R. M. Archer	R. M. Archer	H. C. Ogden	Peter Boyd	Edward Salado	Jack Edgel
	News	H. C. Ogden		Lester Crowe		H. C. Clark		
	Register	Wm. L. Brice	C. S. Taney	M. T. Brice		Wm. S. MacDonald		
	Telegraph	Geo. A. Laughlin	Robt. T. Beans			Alvin L. Winters		

WISCONSIN

Antigo	Journal	Berner Bros. Pub. Co.	Fred L. Berner	Earle Holman		Henry Berner	O. Berner	Max Klemig
Appleton	Post-Crescent	Post Pub. Co.	John K. Kline	John K. Kline	H. L. Davis	H. L. Davis	Ralph Goo	F. L. Leininger
Ashland	Press	J. M. Chapple & Co.	J. M. Chapple & Co.	John C. Chapple	John C. Chapple	Kirk L. Miles	Kirk L. Miles	Miss H. C. Eckman
			H. E. Cole & H. K.	H. E. Cole & H. K.		H. E. Cole & H. K.		
Baraboo	News	H. E. Cole & H. K. Page	Page	Page		Page		
	Republic	Hood Bros.	Hood Bros.	Hood Bros.	Hood Bros.	Hood Bros.	Hood Bros.	Hood Bros.
Beaver Dam	Citizen	E. E. Parker & Son	H. H. Parker				H. H. Parker	
Beloit	News	Daily News Pub. Co.	D. B. Worthington	D. B. Worthington	D. B. Worthington	D. B. Worthington	W. L. Odett	R. F. Collins
Berlin	Journal	R. S. Starks	R. S. Starks	R. S. Starks		R. S. Starks		
Chippewa Falls	Chippewa Herald	Herald Ptg. Co.	George E. Dee			George E. Dee		
	Press	Equity News Bureau	A. F. Ender		A. F. Ender	A. F. Ender		E. G. Sloane
Eau Claire	Telegram	EauClaire Press Co.	C. W. Fiske	Otto Lund		C. W. Fiske		
	Leader & Telegram	EauClaire Press Co.	P. C. Atkinson	Otto Lund	C. W. Fiske	N. B. Nelson	M. M. Kelley	O. M. Grotte
Fond du Lac	Commonwealth	E. M. Jenison	P. B. Haber	P. B. Haber	P. B. Haber	A. L. Waffle	A. L. Waffle	A. L. Waffle
	Reporter	Reporter Ptg. Co.	C. F. Coffman	C. F. Coffman	A. H. Lange	A. H. Lange	Emery Martin	Emery Martin
Green Bay	Press-Gazette	Green Bay Newspaper Co.	John K. Kline			A. B. Turnbull	E. I. Robinson	Jos. Horner, Jr.
Janesville	Gazette	H. H. Bliss	Stephen Bolles	Stephen Bolles	H. H. Bliss	H. H. Bliss	T. G. Murphy	R. C. West
Kenosha	Herald	Kenosha Herald Pub. Co.	J. E. Hansell	J. E. Hansell	J. E. Hansell	R. F. Ruskell	Ernest Hawke	Al Janka
	News	W. T. Marlatt	W. T. Marlatt			R. S. Kingsley	H. R. Young	C. E. Head
La Crosse	Tribune and Leader Press	A. M. Brayton		M. B. Byers	F. H. Burgess		D. S. Greig	
Madison	Capital Times	The Capital Times Pub. Co.	W. T. Evjue	E. L. Meyer	W. T. Evjue	W. T. Evjue	T. C. Bowden	H. D. Sage
	Democrat	Democrat Ptg. Co.	O. D. Bradenburg	Henry Noll	F. S. Bradenburg	F. S. Bradenburg	H. W. Pickford	N. D. Bassett
	Wisconsin State Journal	A. M. Brayton	A. M. Brayton	E. R. Meak		I. U. Sears	J. G. Tappins	M. P. Mergen
Manitowoc	Herald-News	Herald News Pub. Co.	Edw. W. Mackey			William F. Ohde		
	Times	New Times Pub. Co.	Arthur Trippler	Arthur Trippler		G. H. Thompson		
Marinette	Eagle-Star	Frank E. Noyes	Frank E. Noyes	Ed. W. Leroy	Frank E. Noyes	Frank E. Noyes	D. Andraesen	S. P. Jones
Menasha	Record	Ira H. Clough	Ira H. Clough	Ira H. Clough	Ira H. Clough	I. H. Clough	M. Clough	M. Clough
Merrill	Herald	W. B. Chilsen	W. B. Chilsen	John Gumtz	W. B. Chilsen	W. B. Chilsen	Waldmar Mohr	H. Steckling
Milwaukee	Journal	H. J. Grant	L. W. Nieman	M. H. Creager	H. J. Grant	L. L. Bowyer	R. A. Turnquist	O. V. Fragstein
	Sentinel	C. F. Pfister	E. G. Johnson	J. Poppendieck, Jr.	J. Poppendieck, Jr.		A. B. Cargill	Wm. Mahoney
	Wisconsin News	M. L. Annenberg	E. N. Kronshage	Harry Canfield & Harry Canfield		M. L. Annenberg	Jack Carr	
Monroe	Journal	L. A. Woodle & Son	L. A. & R. Woodle	L. A. Woodle		L. A. Woodle		
	Times							

Digitized by Google

EXECUTIVES OF NEWSPAPERS OF THE UNITED STATES—Continued

WISCONSIN—Continued

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Neenah	News	The News Pub. Co.	Clara A. Bloom	Clara A. Bloom				
Oshkosh	Northwestern	O. J. Hardy	F. C. Walker	Edw. F. Kennedy	O. J. Hardy	Fred R. Wiese	Chas. A. Hellard	C. A. Thomas
Portage	Register-Democrat	A. A. Porter						
Racine	Journal-News	Journal Ptg. Co.	F. W. Starbuck		F. R. Starbuck	F. R. Starbuck	H. S. Mann	Henry Larsen
	Times-Call	The Call Pub. Co.	M. Myrup	W. S. Goodland	W. S. Goodland	W. S. Goodland	F. J. Heaton	J. H. Heim
Rhinelander	News	M. H. Barton	M. H. Barton	M. H. Barton	M. H. Barton	H. A. Lewis	H. A. Lewis	Allan Colburn
Sheboygan	Press	Press Pub. Co.	C. E. Broughton	C. E. Broughton	C. E. Broughton		E. S. Gerlat	
	Telegram	The Telegram Printing Co.	Frank A. Zufelt			Frank A. Zufelt		
Stevens Point	Journal	Journal Ptg. Co.	F. W. Leahy	Guy W. Rogers				
Stoughton	Courier-Hub	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard
Superior	Telegram	Evening Telegram Co.	H. C. Stivers	Walter Hard	S. A. Buchanan	Clough Gates	Victor G. Fowler	E. F. Johnson
Watertown	Times	Times Pub. Co.	J. C. & J. P. Holland			E. J. Schoolcraft		
Wausau	Record-Herald	J. L. Sturtevant	J. L. Sturtevant			E. J. Smith	H. Alarik	G. M. Stephenson
Wisconsin Rapids	Tribune	W. F. Huffman	W. F. Huffman	F. A. Drumb		P. A. Pratt	P. A. Pratt	A. B. Sutor

WYOMING

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Casper	Herald	Frank M. O'Brien	Frank M. O'Brien	Frank M. O'Brien	Frank M. O'Brien	P. C. Kelley		E. D. O'Brien
	Tribune	J. E. Hanway	J. E. Hanway	J. E. Hanway	J. E. Hanway	E. E. Hanway	Thos. Daily	S. E. Golden
Cheyenne	State Leader	Tribune Pub. Co.	W. C. Deming	J. C. Thompson				
	Wyom. State Tribune	Tribune Pub. Co.	W. C. Deming		W. C. Deming			
Lander	Post							
Laramie	Boomerang							
	Republican	Republican Pub. Co.	F. S. Burrage		F. S. Burrage			John B. Isberg
Sheridan	Enterprise	The Enterprise Co.	Everett J. Lippard			Everett J. Lippard		
	Post	Post Ptg. Co.	C. Watt Brandon	C. Watt Brandon	C. Watt Brandon	C. Watt Brandon	Leroy Rosenberg	Maryellen Peters

For Executives of U. S. Business Dailies See Page 88—For Executives of Canadian Dailies See Page 90

CABLE PRESS RATES FROM NEW YORK CITY

(Via Western Union Telegraph and Cable Company)

Europe	Per word
Great Britain and Ireland	$0.07
Azores	.12½
Austria	.16
Belgium	.12
Bulgaria	.19
Denmark	.15
France	.10
Gibraltar	.18
Greece	.19
Germany	.15½
Holland	.13
Italy	.12
Luxemburg	.14
Norway	.15
Poland	.17
Portugal	.17
Roumania	.19
Russia	.28
Servia	.17
Sweden	.16½
Switzerland	.14½
Asia	
China	.36½
Japan	.39½
Philippines	.13½
Africa	
Egypt—	
Alexandria and First Region	.22
Second Region	.24
Third Region	.26
Aden, Red Sea	.35
South African Union	.35
Australia	
Australia	.16
New Zealand	.16
British West India Islands	
Antigua	
Barbados	
Dominica	
Grenada	
St. Kitts	.18
St. Lucia	
St. Vincent	
Trinidad	
British Guiana, So. America	
Demerara	
French West India Cable Stations via Hayti—New York	
Hayti—	
Cap Haitien	
Mole St. Nicholas	.30
Port-au-Prince	
All other places	.35
Curacao	.69
Dutch and French Guiana	.69
Martinique	.47½
Venezuela	.50
Hawaiian Islands	
Honolulu	.10½

South America	
Republic Panama	.10
Colombia, U. S. of—	
Buenaventura	.15
All other places	.25
Ecuador—	
Esmeralda	
Guyaquil	.15
Santa Elena	
All other places	.20
Peru—	
Callao	
Lima	.15
Payta	
All other places except wireless stations	.20
Bolivia	.30
Chile—	
Antofagasta	
Iquique	
Los Andes	.15
Quillota	
Santiago	
Valparaiso	
All other places	.20
Argentine—	
Buenos Aires	
Mendoza	.15
Rosario	
All other places	.20
Paraguay	.19
Uruguay—	
Montevideo	.19
All other places	.21
Brazil—	
Pernambuco	
Bahia	
Rio de Janeiro	.22
Santos	
Sao Paulo	
Central America Via Galveston	
Guatemala—	
San Jose de Guatemala	.20½
All other places	.25½
San Salvador—	
La Libertad	.20½
All other places	.25½
Honduras	.25½
Nicaragua—	
San Juan de Sur	.26½
All other places	.31½
Costa Rica	.31½
West Indies	
Cuba—	
Havana	.05
All other places	.10
Jamaica	.13
Guadeloupe	.42½
St. Croix	.25
St. Thomas	.25
St. Domingo, via Ponce wireless	.36
Porto Rico	.20

WIRELESS TELEGRAPH RATES

Following are the per word commercial and press wireless telegraph rates between the United States and the principal countries of the world except South America:

	Commercial Rate	Press Rate
Great Britain—from New York City	$0.18	$0.05
Norway—from New York City	.24	.12
Sweden—from New York City	.26	...
Denmark—from New York City	.25	...
Finland—from New York City	.29	...
Poland—from New York City	.32	...
Germany—from New York City	.36	.08
France—from New York City	20	.10
Japan—from San Francisco	72	...
Hawaii—from San Francisco	.25	.05

PRESS RATES IN THE U. S. AND CANADA

(Via Postal Telegraph Cable Company Lines)

On Day Press Messages—⅓ of what the tolls would be on the same message at full commercial DAY rates, commercial count.

On Night Press Messages—⅙ of what the tolls would be on the same message at full commercial DAY rates, commercial count.

Ashcroft, B. C., add the following rate per word beyond.

	Per word
Cordova, Douglas, Hadley, Haines, Juneau, Ketchikan, Petersburg, Seward, Sitka, Skagway, Thane, Treadwell, Valdez and Wrangell	$0.01*
Beaver Dam, Birches, Boundary, Chena, Circle, Copper, Center, Donnely, Eagle City, Eureka, Fairbanks, Fort Egbert, Fort Gibbon, Fort Liscum, Fort Yukon, Gulkana, Hot Springs, Hogan, Holy Cross, Jualin, Kokrines, Koyukuk, Louden, McCallum, Melozi, Nenana, Nulato, Paxson, Rampart, Richardson, Selcha, St. Michael, Teikhell, Thompson's Pass, Tonsina, Tolovana and Wortmans	.01½*
Shops, Glacier	.01¾†
Alaganik, Bremner, Fort Davis, Gilhena, Katalla, Kennecott, Miles Glacier, Nome, Shushanna Junction, Strelna, Tiekel	.02*

* The minimum charge for any one press dispatch is twenty-five cents.

† The minimum charge for any one press dispatch is $1.75.

Beyond Ashcroft, B. C.

	Per word
Glacier, Shops, Skagway	$0.01¾†
Cordova, Haines, Juneau, Ketchikan, Sitka, Valdez and all other one-star points	.02§

Press Rates to and from Places in Alaska

Beyond Seattle, Wash.

To the press rate to Seattle, Wash., or

Alaganik, Bremner, Chitina, Galhena, Kennicott, Katalla, Miles Glacier, Shushanna Junction, Strelna, Tiekel	.03§§

	Per word beyond New York
Havana, Cuba	$0.05
Porto Rico	.20

Via Atlantic

	Per word from New York
Great Britain	$0.10
France	.10
Belgium	.12
Italy	.12
Holland	.13
Norway	.15
Denmark	.15
Germany	.15½
Sweden	.16½
Finland	.17½
Esthonia	.19
Latvia	.19
Greece, via Eastern	.20

Via Pacific

	Per word from San Francisco
Honolulu	$0.10
Manila	.27
China	.29
Japan	.32

† The minimum charge on any one press dispatch is $1.75.

§ The minimum charge on any one press dispatch is $1.25.

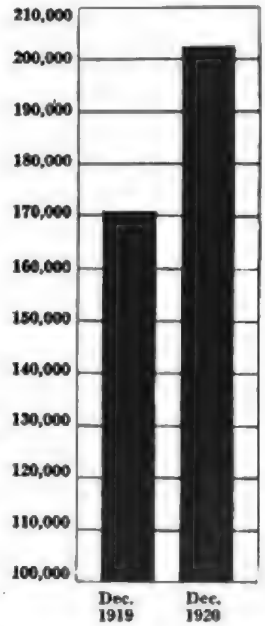
§§ The minimum charge on any one press dispatch is $1.50.

DOMESTIC TELEGRAPH PRESS RATES

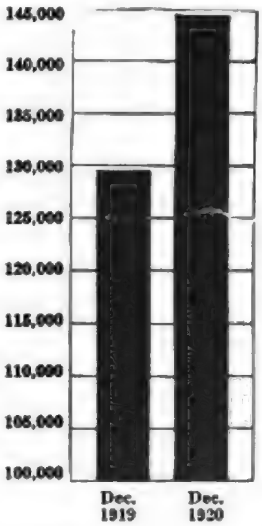
The rate on night press messages is one-sixth of the regular commercial rate; the rate on day press messages is one-third of the regular commercial rates. Following is the conditional press rate for the entire country on the basis of 200 words:

Commercial Rate		Toll on 200-word message in same zone	
10 words	Each word above 10	Day	Night
$0.30	$0.02½	$1.68	$0.84
.36	.02½	1.70	.85
.43	.02½	1.72	.86
.48	.03½	2.38	1.19
.60	.03½	2.42	1.21
.72	.05	3.40	1.70
.90	.06	4.10	2.05
1.20	.08½	5.78	2.89

Digitized by Google



Growth in Circulation of The Daily Sun (Morning and Evening)



Growth in Circula ion of The Sunday Sun

202,790

was the average net paid circulation of **The Baltimore Sun,** daily (morning and evening), for December, 1920—a gain of 32,394 over December, 1919.

¶ The average net paid circulation of The Sunday Sun for December, 1920, was 144,297—a gain of 14, 751 over the same month last year.

¶ And The *Sunpapers* are gaining in the volume of advertising carried each year. During 1920, **The Baltimore Sun** — Morning, Evening and Sunday — carried 31,930,166 agate lines of paid advertising as compared with 26,682,172 agate lines in 1919—an average gain of 1,483 columns per month throughout the year.

¶ The Service Department of The *Sunpapers* is rendering a worthwhile service to advertisers and advertising agencies. It furnishes up-to-the-minute, authoritative facts and figures on the local market in its relation to the individual product of the manufacturer. That this kind of service is highly valued is shown by the following excerpts from unsolicited letters of appreciation (names furnished on request):

"The report is very complete and comprehensive and I want to take this occasion to show you that this company thoroughly appreciates such 100 per cent. co-operation."

"We have been doing a lot of corresponding with papers all over the country, but certainly think The Sun is a corker when it comes to co-operative service work."

"We were all very agreeably surprised at the quality and quantity of information received and take this opportunity to compliment you on your Service Department."

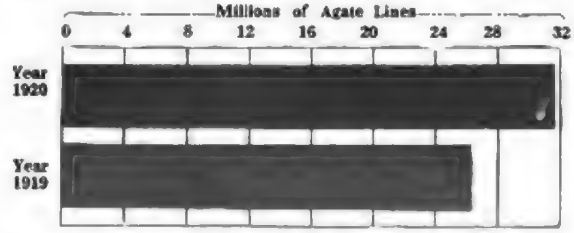
¶ If you are coming into the Baltimore market, be sure to write our Service Department for an outline of the Baltimore situation in regard to your product and data proving that

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago



Growth in Advertising of The Three *Sunpapers* Years 1920 and 1919

Baltimoreans Don't Say "Newspaper" —*They Say "Sunpaper"*

Google

How 50 of the Largest Local Advertisers Bought Space in St. Louis Daily Newspapers

During the Year 1920

Amusement Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
American Theater..	13,749	7,180	7,017	13,839
Columbia Theater..	9,159	7,208	7,307	9,235
Grand Opera House.	9,186	6,170	6,567	8,946
Orpheum Theater...	12,482	8,290	8,427	12,818
Shubert-Jefferson ..	13,364	7,360	7,485	13,358
Movie Directory....	356,965	153,862	174,939	129,023
	414,905	190,070	211,742	187,219

Women's Clothing Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Bedell C. & S. Co.	35,881	83,816	.....	.....
Garland, Thos. W.	312,108	263,232	59,105	123,062
Kline's	280,360	270,466	28,340	70,430
Sensenbrenner's ..	130,124	84,785	1,740	.....
Sonnenfeld's	270,832	247,705	24,850	56,300
Steinberg's	8,075	15,020	6,525	.....
	1,037,380	965,024	120,560	249,792

Men's Clothing Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Boyd's	49,517	41,095	123,320	10,940
Burton Clo. Shop ...	17,039	19,665	3,250	.....
Greenfield Bros.	25,805	53,885	58,450	8,327
Schmitz & Shroder..	85,054	88,585	56,625	.....
Steer's	6,860	6,950	5,440	.....
Weil Clothing Co....	97,180	136,415	16,799	.....
	281,455	346,595	263,884	19,267

Jewelry Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Hess & Culbertson..	24,440	225	15,218	.....
Bolland Jewelry Co.	5,002	1,933	1,620	2,199
Ingalls, F. H.	8,913	8,150	.....	.....
Jaccard's	18,514	5,105	16,255	13,210
Loftis Bros. & Co...	12,536	23,489	.....	.....
	69,405	38,902	33,093	15,409

Shoe Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Brandt Shoe Co. ...	5,525	29,670	5,879	.....
Factory Shoe Store..	9,880	3,100	.....	.....
Hellman Shoe Co....	2,345	2,165	.....	.....
Reid Shoe Co.	4,737	6,120	3,260	.....
Swope Shoe Co.	15,540	20,335	30,430	.....
Shoe-Mart	24,970	27,905	10,033	.....
Walk-Over Shoe Co.	16,935	4,920	7,645	150
	79,932	94,215	57,247	150

Department Store Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Famous & Barr Co.	812,315	782,705	386,110	467,460
Grand-Leader	667,360	623,300	292,515	345,200
B. Nugent & Bro..	639,081	618,600	183,825	264,714
Vandervoort's	586,408	385,960	287,425	476,157
Schaper Stores Co.	112,115	37,961	.....	825
Penny & Gentles..	.....	167,365	.....	.....
	2,817,279	2,615,891	1,149,875	1,554,356

Grocery Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Conrad, J. F.....	21,172	32,165	.....	200
Dorn Bros.....	8,180	2,816	.....	.....
Kroger G. & B. Co.	68,332	84,625	222	.....
Remley Market ...	50,441	15,335	50	3,685
Lind, Frank	1,731	4,025	.....	.....
Kohn, L. & Sons..	4,895	9,647	.....	.....
A. Moll Gro. Co...	15,268	19,380	.....	.....
	170,019	167,993	272	3,885

Musical Instrument Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Aeolian Co.	14,313	25,022	8,730	1,957
Barthel & Du'senb'g	6,679	160	.....	3,285
Conroy Piano Co. .	18,004	7,880	6,568	5,060
Kieselhorst	.....	34,118	22,228	.....
Silverstone	12,228	1,655	9,820	14,995
Starck Piano Co...	9,759	38,874	11,085	.....
Baldwin Piano Co.	5,397	750	3,400	3,000
	66,380	108,459	61,831	28,297

Furniture Advertising

	THE STAR	Post-Dispatch	Globe-Democrat	The Times
Goldman Bros.....	11,332	14,060	.....	.....
Hellrung & Grimm	24,997	13,915	.....	5,975
Kennard, J. & Sons	15,283	5,235	6,425	5,935
Lammert Furn. Co.	10,580	450	5,230	.....
Macky Furn. Co..	10,550	25,940	.....	.....
May, Stern & Co..	45,012	71,095	1,680	22,425
McNichols	38,186	.....	.....	.....
Prufrock-Litton ..	50,796	16,962	23,933	250
Reliable	16,510	45,235	.....	450
St. Louis H. F. Co.	27,451	2,880	.....	.....
Trorlicht-Duncker .	41,594	19,335	20,445	20,925
Welch & Co.....	24,730	43,536	.....	.....
	317,021	258,643	57,713	55,960

Digitized by Google

(Comparing 1920 with 1919)

The St. Louis Star Gained More Than 3,000,000 Lines of Paid Advertising

Published Six Days a Week, The Star's Gain in Local Display Advertising Was GREATER than the COMBINED Gains of BOTH 7 Day Competitors.

Local Display Comparisons

THE STAR - - - -	(6 Days)	**Gained**	**9,456 Columns**
Post-Dispatch - - - -	(7 Days)	"	5,892 "
Globe-Democrat - - -	(7 Days)	"	3,268 "
The Times - - - -	(6 Days)	"	3,631 "

Total Advertising Comparisons

THE STAR - - -	(6 Days)	**Gained**	**10,123 Columns**
Post-Dispatch - - -	(7 Days)	"	6,632 "
Globe-Democrat - - -	(7 Days)	"	4,869 "
The Times - - - -	(6 Days)	"	3,354 "

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

don't say 'Paper' Say 'STAR'

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

Digitized by Google

Over A Million Lines

IN THE (1920) YEAR JUST CLOSED

The Southwest American

Beat the next paper by 1,136,935 Agate Lines in Paid Advertising and broke all previous records for volume of business carried, with a total lineage for the year of 5,448,977 lines.

LET'S GET DOWN TO FACTS!

When a certain retail establishment in any city has the bulk of the trade in its line, there is always a good reason, and when a certain newspaper has a lead of sixty-two per cent in paid circulation and over twenty per cent in volume of paid advertising, there also must be a very good reason—**RESULTS.** From the "Bradstreets" of newspaper circulations you will find that **The Southwest American** leads in **HOME DELIVERED, SUBURBAN** and **COUNTRY** subscribers, and in the following figures, taken from daily measurements on both Fort Smith newspapers, you will note that **The Southwest American** leads in **LOCAL, FOREIGN** and **CLASSIFIED** advertising.

	Local	Foreign	Classified	Total
Southwest American.....	3,467,310	1,361,929	619,738	5,448,977
Times Record	2,848,223	1,001,868	461,951	4,312,042
Southwest American, LEAD	619,087	360,061	157,787	1,136,935

The Southwest American has maintained this lead in all kinds of advertising week after week and month after month, for twenty-six consecutive months—**Sufficient Evidence that its Advertising Columns are Producing Results.**

If you, Mr. Advertiser, would reduce the cost to market your product, why not concentrate your advertising in the newspaper that reaches the greatest number of prospective consumers? In other words, **COVER THE FIELD WITH ONE COST.** This can be accomplished by using

The Southwest American

"ALWAYS FIRST"

A. B. C. Membership No. 50

Fort Smith, Arkansas

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Candler Annex	Monadnock Bldg.
NEW YORK	CHICAGO	KANSAS CITY	ATLANTA	SAN FRANCISCO

Digitized by Google

CIRCULATIONS AND ADVERTISING RATES OF 2,133 U. S. ENGLISH LANGUAGE DAILIES

Editor & Publisher and Barbour's Advertising Rates Sheets Present Most Complete List and Summary of Daily and Sunday Newspaper Circulation and Advertising Rates Ever Compiled—Circulations A. B. C. or Government October 1, 1920—Advertising Rates, Foreign, November 15, 1920

THIS is the sixth semi-annual listing of United States English-language daily newspaper circulations and advertising rates. The circulation figures are the net paid daily and Sunday averages (separate, of course) for the six months' period ending September 30, 1920, as reported to the Audit Bureau of Circulations or to the Government under the Act of Congress of August 24, 1912.

The advertising rates cover the 5,000-line contract rate, and the minimum space rate as filed with Barbour's Advertising Rate Sheets, Inc., of Chicago, as of November 15, 1920.

There are 437 morning newspapers and 53 morning business dailies, making in all 490 morning papers.

There are 1,605 evening newspapers and 38 evening business dailies, making in all 1,643 evening newspapers in the United States.

There are 522 Sunday newspapers and 3 Sunday business dailies, making in all 525 Sunday newspapers.

The summary of these data shown in the exhaustive table on the next page shows that the 437 morning newspapers listed, exclusive of the business dailies, had a net paid combined circulation at October 1, 1920, of 9,827,775 copies per day and a combined agate line space rate of $26.14 per line, per insertion, on the 10,000-line contract basis. Comparing these figures with the October 1, 1919, figures, as presented in the comparative table in adjoining column, we find that there are 20 morning papers less; that the increase of October 1, 1920, over the net paid at October 1, 1919, is 280,532 copies per day, and that the joint rate shows an increase of $4.66 per agate line.

The net paid circulation of the 1,605 evening newspapers listed is shown to be 17,962,881 copies, which is an increase over October 1, 1919, of 1,066,773 copies per day. The joint rate for all these newspapers on a minimum space basis is $58.47 per agate line per insertion, which is $13.31 per agate line more than on October 1, 1919. In other words, 16 less evening newspapers on October 1, 1920, show 1,066,773 more net paid circulation, at an increase of $13.31 per agate line per insertion.

The net paid circulation of the 522 Sunday newspapers summarized is shown to be 17,083,604 per Sunday—an increase over October 1, 1919, of 1,600,734 copies. The joint or combined advertising space rate of all these Sunday newspapers per line per insertion is $41.10, which is $9.37 more than the joint rate on October 1, 1919. (See comparative table on this page and summary on next page.)

In a word, morning circulations have increased 2 per cent in the past year and morning advertising rates have increased 21 per cent. Evening circulations have increased 6 per cent and evening advertising rates have increased 29 per cent. Sunday circulation has increased 10 per cent and Sunday rates have shown an increase of 29 per cent.

An important feature of the comparative analysis in the adjoining columns of morning, evening and Sunday circulations as of October 1, 1919 and 1920, is the average rate per line per thousand.

For example, the average net paid circulation of 519 morning newspapers for the six months' period ending October 1, 1918, is known to have been 10,271,137 copies per day.

The total combined minimum agate line advertising rate for all of the 519 morning newspapers on January 1, 1919, was $19.20 per line, whereas the average rate per line per thousand for these 519 morning newspapers on January 1, 1919, was $0.001869.

The compilation shows that 2,669 morning, evening and Sunday newspaper on October 1, 1918, had a net paid circulation of 44,701,621 and a joint rate per agate line of $88.43 on the minimum space basis.

The average rate per line per thousand for this 44,701,621 net paid circulation on October 1, 1918, was $.001977, or roughly, about 1/5 of a cent a line per thousand.

On October 1, 1919, the combined net paid circulation of 2,584 daily and Sunday newspapers was 41,926,221 and the joint rate was $98.37 per line, whereas the average rate per thousand was $.002345.

On October 1, 1920, the net paid circulations of 2,564 daily and Sunday newspapers combined were 44,874,260 copies per day, with a joint rate per agate line of $125.71 and an average rate per line per thousand of $.002801, or exactly 28/100 of a cent per line per thousand.

As between October 1, 1918, and October 1, 1920, the combined circulation of all English-language daily and Sunday newspapers have increased 172,630 copies per day, whereas the combined agate line space rate on a minimum space basis has increased from $88.43 per line to $125.71 per line.

The average rate per line per thousand has increased from $.001977 to $.002801, or an increase per agate line per thousand circulation of $.000824, or 9/1000th of a cent per line per thousand, or an increase of 41.6 per cent.

This is the increase as between January 1, 1919, and November 15, 1920, or in a period of 22¾ months.

These figures also show that the national or foreign advertiser now buys 3,569 net paid circulation per penny per line of his advertising investment, as compared with 5,055 net paid circulation per line per penny invested on January 1, 1919.

In comparison, daily newspaper space costs relatively less today than ever before. While the rate per line per thousand has increased, the increase has been less than the decreased purchase power of the dollar, and at the same time the increased rate per line per thousand has been less in amount of percentage than the increase in the selling price of any other form of advertising.

On the following pages appear the names of every English-language daily newspaper in the United States, with net paid circulation and advertising space rates.

Another added feature of the listing is the population of every city having a daily.

The 1920 Government population figures are given wherever available. The population, the circulation and the rate figures following, together with the data by States and nationally as presented in the table on the next page, will prove of immeasurable aid and assistance to the advertiser, agent, and seller of newspaper space in estimating campaigns.

It is surprising to see the large number of flat rates.

The newspapers of general news circulation, published Sundays only, as well as most of the college dailies, have been added to this list, though their circulation and rates have not been included in the total figures. As in the preceding list, a separate section is made of the Business, Trade and Professional dailies.

BASIC FACTS FOR BUYERS AND SELLERS OF NEWSPAPER SPACE

Circulations as of October 1, 1920. Rates as of November 15, 1920.
(See Summary and Detail in Following Nine Pages)

Papers	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Average Rate Per Line Per 1,000 Paid Circulation
*Morning	437	9,827,775	$26.14	$.002660
*Evening	1,605	17,962,881	58.47	.003255
*Sunday	522	17,083,604	41.10	.002405
Totals	2,564	44,874,260	$125.71	$.002801

*Does not include business dailies.

Circulations as of October 1, 1919. Rates as of November 15, 1919.
(See Editor & Publisher for November 27 and December 11, 1919)

Papers	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Average Rate Per Line Per 1,000 Paid Circulation
*Morning	457	9,547,243	$21.48	$.002249
*Evening	1,621	16,896,108	45.16	.002673
*Sunday	506	15,482,870	31.73	.002049
Totals	2,584	41,926,221	$98.37	$.002345

*Does not include business dailies.

1900-1920 POPULATION OF U. S. BY STATES

State	Population 1920	Population 1910	Population 1900	Increase 1910-1920 Number	Increase 1910-1920 P. Ct.	Increase 1900-1910 Number	Increase 1900-1910 P. Ct.
United States	105,708,771	91,972,266	75,994,575	13,736,505	14.9	15,977,691	21.0
Alabama	2,348,174	2,138,093	1,828,697	210,081	9.8	309,396	16.9
Arizona	—333,903	204,354	122,931	129,549	63.4	81,423	66.2
Arkansas	1,752,204	1,574,449	1,311,564	177,755	11.3	262,885	20.0
California	—3,426,861	2,377,549	1,485,053	1,049,312	44.1	892,496	60.1
Colorado	—939,629	799,024	539,700	140,605	17.6	259,324	48.0
Connecticut	1,380,631	1,114,756	908,420	265,875	23.9	206,336	22.7
Delaware	223,003	202,322	184,735	20,681	10.2	17,587	9.5
District of Columbia	437,571	331,069	278,718	106,502	32.2	52,151	18.8
Florida	—968,470	752,619	528,542	215,851	28.7	224,077	42.4
Georgia	2,895,832	2,609,121	2,216,331	286,711	11.0	392,790	17.7
Idaho	—431,866	325,594	161,772	106,272	32.6	163,822	101.3
Illinois	—6,485,280	5,638,591	4,821,550	846,689	15.0	817,041	16.9
Indiana	—2,930,390	2,700,876	2,516,462	229,514	8.5	184,414	7.3
Iowa	—2,404,021	2,224,771	2,231,853	179,250	8.1	—7,082	—0.3
Kansas	1,760,257	1,690,949	1,470,495	78,308	4.6	220,454	15.0
Kentucky	—2,416,630	2,289,905	2,147,174	126,725	5.5	142,731	6.6
Louisiana	1,798,509	1,656,388	1,381,625	142,121	8.6	274,763	19.9
Maine	768,014	742,371	694,466	25,643	3.5	47,905	6.9
Maryland	1,449,661	1,295,346	1,188,044	154,315	11.9	107,302	9.0
Massachusetts	3,852,356	3,366,416	2,805,346	485,940	14.4	561,070	20.0
Michigan	—3,668,412	2,810,173	2,420,982	858,239	30.5	389,191	16.1
Minnesota	2,387,125	2,075,708	1,751,394	311,417	15.0	324,314	18.5
Mississippi	1,790,618	1,797,114	1,551,270	—6,496	—0.4	245,844	15.8
Missouri	3,404,055	3,293,335	3,106,665	110,720	3.4	186,670	6.0
Montana	548,889	376,053	243,329	172,836	46.0	132,724	54.5
Nebraska	1,296,372	1,192,214	1,066,300	104,158	8.7	125,914	11.8
Nevada	77,407	81,875	42,335	—4,468	—5.5	39,540	93.4
New Hampshire	443,083	430,572	411,588	12,511	2.9	18,984	4.6
New Jersey	3,155,900	2,537,167	1,883,669	618,733	24.4	653,498	34.7
New Mexico	360,350	327,301	195,310	33,049	10.1	131,991	67.6
New York	10,384,829	9,113,614	7,268,894	1,271,215	13.9	1,844,720	25.4
North Carolina	2,559,123	2,206,287	1,893,810	352,836	16.0	312,477	16.5
North Dakota	645,680	577,056	319,146	68,624	11.9	257,910	80.8
Ohio	5,759,394	4,767,121	4,157,545	992,273	20.8	609,576	14.7
Oklahoma	2,028,283	1,657,155	790,391	371,128	22.4	866,764	109.7
Oregon	783,389	672,765	413,536	110,624	16.4	259,229	62.7
Pennsylvania	8,720,017	7,665,111	6,302,115	1,054,906	13.8	1,362,996	21.6
Rhode Island	604,397	542,610	428,556	61,787	11.4	114,054	26.6
South Carolina	1,683,724	1,515,400	1,340,316	168,324	11.1	175,084	13.1
South Dakota	636,547	583,888	401,570	52,659	9.0	182,318	45.4
Tennessee	2,337,885	2,184,789	2,020,616	153,096	7.0	164,173	8.1
Texas	4,663,228	3,896,542	3,048,710	766,686	19.7	847,832	27.8
Utah	449,396	373,351	276,749	76,045	20.4	96,602	34.9
Vermont	352,428	355,956	343,641	—3,528	—1.0	12,315	3.6
Virginia	2,309,187	2,061,612	1,854,184	247,575	12.0	207,428	11.2
Washington	1,356,621	1,141,990	518,103	214,631	18.8	623,887	120.4
West Virginia	1,463,701	1,221,119	958,800	242,582	19.9	262,319	27.4
Wisconsin	2,632,067	2,333,860	2,069,042	298,207	12.8	264,818	12.8
Wyoming	194,402	145,965	92,531	48,437	33.2	53,434	57.7

* A minus sign (—) denotes decrease.

URBAN AND RURAL POPULATIONS BY STATES, 1920 CENSUS

	Urban.	Rural.
Alabama	509,317	1,839,857
Arizona	117,526	216,376
Arkansas	290,497	1,461,707
California	2,331,729	1,095,132
Colorado	453,259	486,370
Connecticut	936,339	444,292
Delaware	120,767	102,236
Florida	355,825	612,645
Georgia	727,859	2,167,973
Idaho	119,037	312,829
Illinois	4,405,678	2,079,602
Indiana	1,482,855	1,447,535
Iowa	875,495	1,528,526
Kansas	617,964	1,151,293
Kentucky	633,543	1,783,087
Louisiana	628,163	1,170,346
Maine	299,569	468,445
Maryland	869,422	580,000
Massachusetts	3,650,248	202,108
Michigan	2,241,560	1,426,852
Minnesota	1,051,593	1,335,532
Mississippi	340,121	1,550,497
Missouri	1,506,903	1,817,152
Montana	172,011	376,878
Nebraska	405,306	891,066
Nevada	15,254	62,153
New Hampshire	279,761	163,322
New Jersey	2,482,289	673,611
New Mexico	64,960	295,390
New York	8,589,844	1,794,985
North Carolina	490,370	2,068,753
North Dakota	88,234	557,446
Ohio	3,677,136	2,082,258
Oklahoma	539,480	1,488,803
Oregon	391,019	392,370
Pennsylvania	5,607,815	3,112,202
Rhode Island	.....	15,217
South Carolina	293,980	1,389,737
South Dakota	101,872	534,675
Tennessee	611,226	1,726,659
Texas	1,512,689	3,150,539
Utah	215,584	233,812
Vermont	109,976	242,452
Virginia	673,984	1,635,203
Washington	748,735	607,886
West Virginia	369,007	1,094,694
Wisconsin	1,244,568	1,387,499
Wyoming	57,348	137,054

Digitized by Google

THIS CHART WILL ENABLE YOU TO ESTIMATE AT ONCE THE COST OF A NEWSPAPER CAMPAIGN BY STATES

Circulation and Rate Data, of 437 Morning, 1,605 Evening and 522 Sunday Newspapers, Given in Great Detail in the Following Pages, Are Here Summarized by States and Nationally for the Benefit of Both Buyers and Sellers of Daily and Sunday Newspaper Space

THIS table is in truth a "ready reckoner" for space-buyers and newspaper men. For example, let us assume that you desire to know what a campaign in the morning newspapers of Continental United States would cost.

First, you find that there are 437 of them, that combined they have a net paid circulation of 9,827,775 copies per day. Moreover, the joint rate for all of them is $26.14. Furthermore, let us assume that you desire to use 10,000 lines in every one of the morning papers—presto, you have the answer to your question. It is $261,400. That would be the cost of a 10,000 line display campaign in every one of the 437 morning papers across the continent figured on the basis of the foreign advertising rate.

If you desire 10,000 lines in every evening newspaper the cost would be 10,000 times the joint rate for evening—$56.41—or $564,100. For this $564,700 you could have twenty ads of say, 125 lines on four columns, or one adv. of 500 lines every week for five months in 1,605 evening newspapers. You would reach practically 18,000,000 paid circulation or more than 60,000,000 people at a cost less than that of a postal card per buyer.

The cost of 10,000 lines in the Sunday edition would be 10,000 times the joint Sunday rate of $41.10 or $411,000. For this money you could buy ten ads of a thousand lines each in 522 Sunday papers having a combined net paid circulation of over 17,000,000 copies and reaching over 40,000,000 people.

Let us assume that our advertiser believes in the modern method of concentrating his advertising expenditure in the territory wherein he has perfected his distribution and therefore he desires to confine his advertising to one Southern State, say Texas; one Coast State, say California; a Central State, say Ohio; and an Eastern State, say Pennsylvania.

It would be comparatively easy with this chart to determine the cost of a campaign in any one of the States mentioned or any other State or in the morning, evening or Sunday papers, or all of them combined.

For example, let us take Texas. There are 26 morning papers in Texas with a combined rate on minimum basis of $1.16 per line. 10,000 lines in every one of the morning papers of Texas would cost $11,600. All of the evening papers—77 of them—would cost $2.14 a line, or $21,400. The Sunday papers of Texas would cost $2.80 a line, or $23,000 per 10,000 in every one of the 47 Sundays of Texas.

This analysis could be carried to almost any extent, but time and space are precious. Newspaper rates are no longer the hardest to figure. Any one through the use of this chart can tell a prospective national advertiser almost at a glance just what any campaign would cost on a minimum space rate basis, in any State, or nationally.

State	Population Census 1920	Number of English Language Dailies: Morn.	Eve.	Total	Total Net Paid Circulation: Morning	Evening	Total	Joint Minimum Advertising Rate Per Line Per State: Morning	Evening	Total	Number Sunday Papers	Total Sunday Circulation	Joint Sunday Advertising Rate
Alabama	2,348,174	3	19	22	63,515	134,481	197,996	$ .21	$ .657	$ .867	10	168,546	$ .611
Arizona	333,903	9	12	21	33,293	30,730	64,023	.279	.317	.596	10	38,641	.314
Arkansas	1,752,204	5	30	35	58,156	66,536	124,692	.178	.502	.68	6	82,032	.245
California	3,426,861	37	99	136	542,758	836,013	1,378,771	1.723	3.348	5.071	38	891,445	2.415
Colorado	939,629	8	29	37	60,623	242,733	303,356	.259	.864	1.123	11	267,453	.654
Connecticut	1,380,631	7	27	34	96,677	264,151	360,828	.33	.926	1.256	7	149,271	.45
Delaware	223,003	1	2	3	10,200	31,555	41,755	.04	.11	.15	1	14,505	.06
District of Columbia	437,571	2	2	4	101,904	141,644	243,548	.28	.36	.64	4	240,773	.66
Florida	968,470	10	19	29	69,456	65,273	134,819	.333	.467	.80	10	86,182	.39
Georgia	2,895,832	8	21	29	116,900	192,538	309,438	.38	.744	1.124	17	362,594	.916
Idaho	431,866	6	8	14	32,312	27,155	59,467	.183	.205	.388	8	45,590	.259
Illinois	6,485,280	15	99	114	880,753	1,378,370	2,259,123	1.639	3.845	5.484	22	1,554,976	2.629
Indiana	2,930,390	19	104	123	249,460	551,906	801,366	.7335	2.3905	3.124	16	263,881	.83
Iowa	2,404,021	10	44	54	143,108	467,393	610,501	.4075	1.6515	2.059	12	225,911	.755
Kansas	1,769,257	9	55	64	118,981	207,405	326,386	.40	1.146	1.546	12	175,374	.55
Kentucky	2,416,630	9	22	31	132,148	176,933	309,081	.384	.644	1.028	10	170,441	.49
Louisiana	1,798,509	2	13	15	92,488	136,286	228,774	.21	.469	.679	5	250,927	.565
Maine	768,014	6	7	13	60,456	62,196	122,652	.20	.195	.395	2	35,148	.11
Maryland	1,449,661	5	9	14	178,144	209,628	387,772	.39	.461	.851	3	310,944	.70
Massachusetts	3,852,356	11	55	66	789,036	1,151,621	1,940,657	1.9475	2.9025	4.85	12	1,415,728	2.477
Michigan	3,668,412	6	52	58	215,542	746,766	962,308	.439	2.098	2.537	11	518,531	1.014
Minnesota	2,387,125	6	32	38	153,578	510,448	664,026	.3585	1.4835	1.842	8	408,097	.934
Mississippi	1,790,618	4	12	16	14,819	32,412	47,231	.098	.254	.352	6	26,045	.158
Missouri	3,404,055	10	58	68	527,836	822,579	1,350,415	1.02	2.151	3.171	16	1,034,474	1.849
Montana	548,889	11	10	21	65,727	42,772	108,499	.368	.259	.627	11	93,376	.465
Nebraska	1,296,372	7	18	25	113,878	215,008	328,886	.281	.782	1.063	8	249,777	.734
Nevada	77,407	3	5	8	7,018	8,698	15,716	.055	.121	.176	2	6,518	.044
New Hampshire	443,083	4	10	14	17,887	41,785	59,672	.064	.177	.241	..	.....	....
New Jersey	3,155,900	7	30	37	91,771	460,477	552,248	.279	1.435	1.714	8	160,982	.485
New Mexico	360,350	1	5	6	7,631	12,469	20,100	.03	.084	.114	2	10,131	.066
New York	10,384,829	32	98	130	2,001,189	2,826,830	4,828,019	4.415	7.426	11.841	27	3,231,118	5.831
North Carolina	2,559,123	9	28	37	96,147	91,580	187,727	.358	.596	.954	14	129,798	.512
North Dakota	645,680	2	9	11	22,967	39,216	62,183	.085	.258	.343	2	25,212	.12
Ohio	5,759,394	18	115	133	465,347	1,607,606	2,072,953	1.117	4.416	5.533	25	858,172	2.335
Oklahoma	2,028,283	8	45	53	108,215	191,226	299,441	.415	1.213	1.628	21	175,976	.837
Oregon	783,389	7	21	28	96,046	188,373	284,419	.308	.706	1.014	10	191,245	.551
Pennsylvania	8,720,017	37	137	174	999,750	1,745,932	2,745,682	2.5285	4.7885	7.317	13	1,291,128	2.674
Rhode Island	604,397	2	8	10	35,179	147,689	182,868	.091	.457	.548	3	66,447	.235
South Carolina	1,683,724	7	10	17	62,220	50,536	112,756	.233	.27	.503	9	83,142	.328
South Dakota	636,547	6	13	19	24,618	44,978	69,596	.156	.309	.465	7	37,033	.276
Tennessee	2,337,885	4	12	16	156,862	190,493	347,355	.325	.584	.909	6	233,204	.535
Texas	4,663,228	26	77	103	273,258	451,394	724,652	1.167	2.142	3.309	47	640,665	2.269
Utah	449,396	1	4	5	38,929	57,121	96,050	.08	.218	.298	3	104,338	.27
Vermont	352,428	2	8	10	18,418	32,416	50,834	.09	.127	.217	..	.....	....
Virginia	2,309,187	10	18	28	105,047	162,564	267,611	.355	.617	.972	10	136,859	.58
Washington	1,356,621	10	23	33	131,570	324,690	456,260	.448	1.099	1.547	16	285,121	.86
West Virginia	1,463,701	9	19	28	73,944	71,782	145,726	.283	.404	.687	11	103,590	.41
Wisconsin	2,632,067	3	46	49	62,072	454,391	516,463	.1075	1.6595	1.767	7	222,411	.55
Wyoming	194,402	3	6	9	9,852	16,103	25,955	.08	.138	.218	3	9,852	.105
*Continental for Oct. 1, 1920	105,708,771	437	1,605	2,042	9,827,775	17,962,881	27,790,656	$26.141	$58.477	$84.618	522	17,083,604	$41.107
Business Dailies		53	38	91	195,730	245,643	441,373	3.842	2.046	5.888	3	29,812	.22
Grand Total as of October 1, 1920		490	1,643	2,133	10,023,505	18,208,524	28,232,029	$29.983	$60.523	$90.506	525	17,113,416	$41.327
Grand Total as of April 1, 1920		500	1,651	2,151	9,870,942	18,242,024	28,112,966	$27.838	$54.503	$82.36	511	17,059,435	$36 799
*Continental for April 1, 1920		449	1,612	2,061	9,712,916	17,986,224	27,699,140	$24.268	$52.323	$76.591	508	17,037,794	$36.499
*Continental for October 1, 1919		457	1,621	2,078	9,547,243	16,896,108	26,443,351	$21.48	$45.16	$66.65	506	15,482,870	$31.73

*For comparative purposes.

For explanation and interpretation of this chart see preceding page. All rights reserved by Editor & Publisher and Barbour's Advertising Rate Sheet.

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

Copyrighted, 1921, by The Editor & Publisher Company and Barbour's Advertising Rate Sheets, Inc.

ALABAMA

POPULATION—2,347,986

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line Rate	
7,682	Albany	*Albany-Decatur Daily*	(r)	2,900	.018	.018
17,734	Anniston	*Star*	(e)	4,644	.03	.03
		Sunday Edition	(m)		.03	.03
178,270	Birmingham	*Age-Herald	(b)	†22,484	.06	.06
		*Sunday Edition	(m)	†24,494	.10	.10
		*News	(e)	†55,662	.15	.15
		*Sunday Edition	(m)	†55,383	.15	.15
10,834	Dothan	*Eagle*	(r)		.026	.026
4,939	Eufaula	*Citizen*	(r)		.011	.011
10,529	Florence	*News*	(r)	3,571	.025	.025
14,787	Gadsden	*Journal*	(e)	†4,132	.025	.025
		Times-News	(r)	6,991	.025	.025
8,018	Huntsville	*Telegram*	(m)	3,347	.02	.02
		Sunday Edition	(m)		.02	.02
		Times	(u)	2,527	.025	.025
		Sunday Edition	(m)		.025	.025
60 777	Mobile	*News-Item	(r)	†10,860	.05	.05
		*Register	(b)	†22,451	.07	.07
		*Sunday Edition	(m)	†33,718	.085	.085
43,464	Montgomery	*Advertiser	(b)	†18,500	.06	.06
		*Sunday Edition	(m)	†20,373	.07	.07
		*Journal	(r)	†18,605	.06	.06
		*Sunday Edition	(m)	†18,580	.07	.07
		Times	(r)	7,115	.06	.06
4,960	Opelika	*News*	(r)	2,710	.014	.011
15,589	Selma	*Times-Journal*	(e)	3,240	.03	.025
		*Sunday Edition	(m)		.025	.025
6,682	Sheffield	*Tri-Cities Daily*	(r)		.025	.025
6,546	Talladega	*Home*	(r)		.021	.021
5,696	Troy	*Messenger*	(r)		.014	.014
11,996	Tuscaloosa	*News & Times-Gazette*	(u)	3,300	.036	.036
		Sunday Edition	(m)		.036	.036

ARIZONA

POPULATION—333,573

9,303	Bisbee	*Ore*	(r)	1,800	.022	.022
		Review	(e)	4,226	.035	.035
		Sunday Edition	(m)		.035	.035
9,916	Douglas	*Dispatch*	(c)	2,431	.029	.029
		Sunday Edition	(m)		.029	.029
		International	(r)	2,360	.029	.029
7,044	Globe	*Arizona Record*	(c)	2,500	.036	.036
		Sunday Edition	(m)		.036	.036
4,080	Jerome	*Verde Copper News*	(r)	1,792	.021	.021
3,036	Mesa	*Southside Union*	(c)	2,200	.027	.021
		Sunday Edition	(m)		.027	.021
		Tribune	(r)	2,078	.025	.025
6,609	Miami	*Arizona Silver Belt*	(r)	2,390	.029	.021
		Bulletin	(e)	2,285	.03	.025
5,190	Nogales	*Herald*	(r)	1,530	.021	.021
		Oasis	(d)		.029	.029
		Sunday Edition	(m)		.029	.029
29,053	Phoenix	*Arizona Gazette*	(e)	†9,892	.05	.05
		*Arizona Republican	(b)	†12,988	.06	.06
		*Sunday Edition	(m)	†13,681	.06	.06
4,300	Prescott	*Arizona Journal-Miner*	(c)	1,709	.02	.018
		Sunday Edition	(m)		.02	.018
		Courier	(r)		.018	.018
1,963	Tempe	*News*	(r)		.015	.015
1,178	Tombstone	*Prospector*	(r)	950	.025	.025
20,292	Tucson	*Arizona Star*	(d)	†3,639	.03	.03
		*Sunday Edition	(m)	†3,856	.03	.03
		*Citizen	(r)	†4,681	.035	.035
		*Sunday Edition	(m)	†4,356	.035	.035
4,237	Yuma	*Sun*	(c)	1,610	.021	.021
		Sunday Edition	(m)		.021	.021

ARKANSAS

POPULATION—1,780,005

2,311	Arkadelphia	*News*	(r)	520	.014	.014
4,299	Batesville	*Guard*	(r)		.011	.011
2,313	Bentonville	*County Democrat*	(r)	778	.014	.014
3,238	Camden	*News*	(r)		.007	.007
2,794	Conway	*Log Cabin Democrat*	(r)	933	.009	.009
3,887	El Dorado	*Tribune*	(r)		.013	.013
2,429	Eureka Springs	*Times-Echo*	(r)		.007	.007
5,362	Fayetteville	*Democrat*	(r)	1,350	.018	.018
28,811	Fort Smith	*News (Labor Daily)*	(r)		.02	.02
		*Southwest American	(d)	†10,837	.05	.05
		*Sunday Edition	(m)	†11,426	.05	.05
		*Times Record	(e)	†7,319	.045	.045
		*Sunday Edition	(m)	†7,378	.045	.045
3,677	Harrison	*Times*	(r)	600	.011	.011
9,112	Helena	*World*	(u)	2,580	.021	.017
		Sunday Edition	(m)		.021	.017
4,790	Hope	*Arkansas Herald*	(r)	1,078	.011	.011
		Star of Hope	(r)		.011	.011
11,695	Hot Springs	*New Era*	(r)	3,166	.02	.02
		Sentinel-Record	(c)	3,373	.018	.018
		Sunday Edition	(m)		.018	.018
9,384	Jonesboro	*Sun*	(r)	1,383	.014	.014
		Tribune	(r)		.014	.014
64,977	Little Rock	*Arkansas Democrat*	(r)	†20,515	.06	.06
		*Arkansas Gazette	(b)	†29,759	.07	.07
		*Sunday Edition	(m)	†53,791	.09	.09
		News	(r)		.03	.03
3,864	Malvern	*Record*	(r)		.018	.018
700	Mammoth Spg.	*Daily*	(b)		.015	.015
3,441	Mena	*Star*	(r)	700	.011	.011
3,771	Newport	*Independent*	(r)	700	.011	.011
6,306	Paragould	*Press*	(r)	1,100	.011	.011
19,200	Pine Bluff	*Commercial*	(r)	5,400	.025	.025
		Graphic	(e)	3,485	.025	.025
		Sunday Edition	(m)		.025	.025
3,318	Rogers	*Post*	(r)	845	.014	.014
2,836	Searcy	*Citizen*	(r)	525	.007	.007
2,569	Siloam Springs	*Register*	(r)	600	.014	.014
4,532	Stuttgart	*Arkansawyer*	(r)		.014	.014
		Free Press	(r)		.014	.013
9,287	Texarkana (Including Texarkana, Texas, 19,737)	Four States Press & Courier (See Texarkana, Texas)				
		Texarkanian	(r)	2,537	.021	.018

CALIFORNIA

POPULATION—3,426,536

28,806	Alameda	*Times-Star & Argus*	(r)	3,955	.02	.018
8,526	Anaheim	*Herald*	(r)	1,650	.014	.014
		Orange County Plain Dealer	(r)	2,331	.021	.021
18,638	Bakersfield	*Californian*	(r)	†7,389	.04	.04
		Echo	(d)	†4,735	.035	.035
		*Sunday Edition	(m)	†5,091	.035	.035
56,036	Berkeley	*Gazette*	(r)	6,840	.030	.03
		Times	(r)	2,170	.021	.021
5,392	Brawley	*News*	(r)	1,609	.025	.025
6,223	Calexico	*Chronicle*	(r)	1,950	.018	.014
8,873	Chico	*Enterprise*	(r)	†1,712	.021	.021
		Record	(e)	2,211	.018	.018
		Sunday Edition	(m)		.018	.018
2,934	Coalinga	*Record*	(r)	925	.025	.025
1,846	Colusa	*Sun*	(r)	1,170	.021	.021
3,449	Corning	*Observer*	(r)	450	.014	.014
4,129	Corona	*Independent*	(r)	656	.018	.018
3,480	Danuba	*Sentinel*	(r)	1,623	.025	.025

CALIFORNIA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line Rate	
5,464	El Centro	*Imperial Valley Press*	(r)	2,391	.025	.025
		Progress	(e)	1,900	.02	.013
		Sunday Edition	(m)		.02	.013
1,709	Escondido	*Times-Advocate*	(r)	600	.014	.014
12,923	Eureka	*Humboldt Standard*	(e)	4,537	.03	.02
		Humboldt Times	(d)	†4,347	.03	.03
		*Sunday Edition	(m)	†4,573	.03	.03
44,616	Fresno	*Herald*	(r)	8,642	.045	.045
		*Republican	(b)	†10,393	.10	.10
		*Sunday Edition	(m)	†11,679	.10	.10
4,413	Fullerton	*Tribune*	(r)	1,630	.021	.021
13,536	Glendale	*News*	(r)	1,600	.03	.02
4,006	Grass Valley	*Union*	(c)	1,983	.015	.015
		Sunday Edition	(m)		.015	.015
1,626	Gridley	*Globe*	(r)		.006	.004
5,888	Hanford	*Journal*	(c)	1,491	.01	.018
		Sunday Edition	(m)		.018	.018
		Sentinel	(r)	1,603	.018	.018
2,412	Healdsburg	*Tribune*	(r)	625	.011	.011
2,751	Hollister	*Advance*	(e)	963	.015	.015
		Sunday Edition	(m)		.015	.015
		Free Lance	(r)	901	.015	.015
1,347	Holtville	*Tribune*	(r)	1,192	.021	.021
1,885	Imperial	*Enterprise*	(r)		.021	.014
1,355	Lemoore	*Advance*	(r)		.021	.021
55,593	Long Beach	*Press*	(e)	†9,040	.04	.04
		Telegram	(r)	†9,113	.04	.04
576,673	Los Angeles	*Examiner*	(b)	†90,110	.30	.30
		*Sunday Edition	(m)	†188,792	.35	.35
		*Express	(e)	†49,483	.15	.15
		*Herald	(r)	†127,381	.24	.24
		Record	(r)	42,167	.09	.09
		*Times	(h)	†81,815	.19	.18
		*Sunday Edition	(m)	†121,943	.25	.24
3,446	Madera	*Mercury*	(r)		.014	.011
		Tribune	(r)	1,350	.018	.018
3,850	Martinez	*Gazette*	(r)	900	.021	.021
		Standard	(r)	1,187	.021	.021
5,461	Marysville	*Appeal*	(e)	1,730	.02	.02
		Sunday Edition	(m)		.02	.02
		Democrat	(r)	1,862	.018	.018
3,974	Merced	*Sun*	(r)	1,435	.025	.025
9,241	Modesto	*Herald*	(e)	3,476	.025	.025
		Sunday Edition	(m)		.025	.025
		News	(r)	4,567	.035	.035
5,480	Monrovia	*News*	(r)	970	.018	.018
5,479	Monterey	*Cypress & American*	(r)	1,200	.018	.018
6,797	Napa	*Journal*	(e)	729	.011	.011
		Sunday Edition	(m)		.011	.011
		Register	(r)	1,500	.018	.018
216,261	Oakland	*Enquirer*	(r)	25,321	.08	.08
		Post	(r)	†25,520	.065	.06
		Tribune	(r)	†50,694	.15	.15
		*Sunday Edition	(m)	†50,164	.15	.15
8,000	Ocean Park	*Bay District News* (First issue 9-1-20)	(r)	874	.018	.018
		Bulletin	(r)	734	.018	.014
7,280	Ontario	*Report*	(r)	1,815	.018	.018
4,884	Orange	*News*	(r)	1,637	.018	.018
3,340	Oroville	*Mercury*	(r)	815	.011	.011
		Register	(b)	1,450	.018	.018
4,417	Oxnard	*Courier*	(r)	1,100	.021	.021
2,974	Pacific Grove	*Review*	(r)	491	.018	.018
5,900	Palo Alto	*Times*	(r)	1,815	.036	.036
45,354	Pasadena	*Post*	(r)	†9,283	.04	.04
		Star-News	(r)	†11,044	.055	.055
6,236	Petaluma	*Argus*	(r)	2,000	.021	.021
		Courier	(e)	1,075	.011	.011
		Sunday Edition	(m)		.011	.011
1,650	Placerville	*Republican*	(r)	305	.011	.011
13,505	Pomona	*Bulletin*	(d)		.025	.014
		Sunday Edition	(m)		.025	.014
		Progress	(r)	†2,910	.02	.02
4,097	Porterville	*Messenger*	(c)	1,069	.018	.018
		Sunday Edition	(m)		.018	.018
		Recorder	(r)	1,315	.021	.021
3,104	Red Bluff	*News*	(r)	1,326	.018	.018
		Sentinel	(d)		.014	.014
		Sunday Edition	(m)		.014	.014
2,962	Redding	*Courier-Free Press*	(r)	1,083	.014	.014
		Searchlight	(c)	1,365	.014	.014
		Sunday Edition	(m)		.014	.014
9,571	Redlands	*Facts*	(r)	2,399	.02	.02
16,843	Richmond	*Independent*	(r)	3,016	.025	.025
		Record Herald & News	(r)	1,436	.025	.025
19,341	Riverside	*Enterprise*	(e)	3,001	.025	.025
		Sunday Edition	(m)		.025	.025
		Press	(r)	†4,872	.025	.025
65,857	Sacramento	*Bee*	(e)	†36,125	.08	.08
		*Saturday Edition	(y)	†37,500	.08	.08
		Star	(r)	6,449	.035	.035
		Union	(m)	9,786	.05	.05
		Sunday Edition	(m)		.06	.06
4,308	Salinas	*Index*	(e)	1,729	.018	.018
		Journal	(e)	1,180	.018	.018
		Sunday Edition	(m)		.018	.018
18,721	San Bernardino	*Index*	(r)	†1,984	.02	.02
		*Sunday Edition	(m)	†1,997	.02	.02
		*Sun	(b)	†4,433	.035	.03
		*Sunday Edition	(m)	†4,500	.035	.03
74,683	San Diego	*Sun	(r)	†14,919	.04	.04
		*Tribune	(r)	†14,751	(e)	†11,463	.08	.08
		*Union	(b)	†16,712				
		*Sunday Edition	(m)	†24,886	.07	.07
506,676	San Francisco	*Bulletin	(r)	†79,587	.20	.20
		*Call & Post	(e)	†90,854	.20	.20
		*Chronicle	(h)	†91,798	.25	.24
		*Sunday Edition	(m)	†117,265	.29	.28
		*Examiner	(b)	†146,545	.30	.30
		*Sunday Edition	(m)	†270,583	.55	.55
		News	(r)	51,851	.13	.13
29,604	San Jose	*Mercury Herald	(b)	†14,624	.06	.06
		*Sunday Edition	(m)	†15,696	.06	.06
		News	(r)	4,060	.029	.021
5,895	San Luis Obispo	*Telegram*	(r)	1,823	.014	.014
		Tribune	(c)	1,075	.011	.011
		Sunday Edition	(m)		.011	.011
5,979	San Mateo	*News-Leader*	(r)	1,273	.021	.021
15,000	San Pedro	*News*	(r)	2,351	.016	.014
		Pilot	(r)	2,169	.02	.02
15,685	Santa Ana	*Register*	(e)	6,428	.036	.036
19,441	Santa Barbara	*News & Independent*	(r)	†4,962	.035	.035
		Press	(c)	3,151	.025	.025
		Sunday Edition	(m)		.025	.025
10,917	Santa Cruz	*News*	(r)	2,128	.018	.018
		Sentinel	(e)	2,200	.018	.018
		Sunday Edition	(m)		.018	.018
3,943	Santa Maria	*Times*	(r)	1,225	.014	.014
15,252	Santa Monica	*Bulletin* (See Ocean Park)				
		Outlook	(r)	1,568	.018	.014
8,785	Santa Rosa	*Press Democrat*	(c)	3,427	.025	.025
		Sunday Edition	(m)		.025	.025
		Republican	(r)	2,097	.025	.025
40,296	Stockton	*Independent*	(e)	4,836	.035	.035
		Sunday Edition	(m)		.035	.035
		Record	(r)	18,174	.06	.06
3,317	Taft	*Midway Driller*	(r)	3,325	.03	.03
3,530	Tulare	*Advance*	(e)	895	.014	.014
		Sunday Edition	(m)		.014	.014
		Register	(r)	1,135	.014	.014

CALIFORNIA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line Rate	
3,394	Turlock	*Journal*	(r)	1,758	.020	.020
11,107	Vallejo	*Chronicle*	(r)	2,578	.021	.018
		News	(r)	1,499	.014	.014
		Times	(r)	1,796	.018	.018
10,385	Venice	*Vanguard*	(r)	1,900	.025	.025
4,343	Ventura	*Free Press*	(r)		.02	.02
		Post & Democrat	(c)	900	.018	.018
		Sunday Edition	(m)		.018	.018
5,783	Visalia	*Delta*	(c)	1,526	.017	.017
		Sunday Edition	(m)		.017	.017
5,813	Watsonville	*Times*	(r)	†1,644	.017	.017
		Pajaronian	(r)	1,350	.014	.014
		Register	(e)	1,438	.014	.014
		Sunday Edition	(m)		.014	.014
7,997	Whittier	*News*	(r)	2,028	.018	.018
2,190	Willows	*Journal*	(r)	994	.018	.018
4,147	Woodland	*Democrat*	(r)	1,333	.012	.005
		Mail	(e)	1,350	.014	.014
		Sunday Edition	(m)		.014	.014

COLORADO

POPULATION—939,378

1,268	Aspen	*Democrat-Times*	(r)	646	.006	.006
10,909	Boulder	*Camera*	(e)	1,850	.018	.018
		News-Herald	(r)	1,930	.018	.018
4,551	Canon City	*Record*	(r)	1,476	.018	.018
30,105	Colorado Springs	*Gazette*	(b)	†5,458	.035	.035
		*Sunday Edition	(m)	†7,594	.035	.035
		*Telegraph	(r)	†6,796	.036	.035
2,338	Cripple Creek	*Times & Victor Record*	(r)		.018	.018
256,491	Denver	*Colorado Herald*	(t)		.05	.05
		Sunday Edition (Sunday Edition printed in German)	(m)		.06	.06
		Express	(r)	†7,778	.05	.05
		*Post	(r)	†26,158	.20	.20
		*Sunday Edition	(m)	†39,462	.25	.25
		*Rocky Mount. News	(b)	†25,747	.10	.10
		*Sunday Edition	(m)	†56,165	.13	.13
		*Times	(r)	†33,960	.08	.08
4,116	Durango	Democrat	(c)	2,112	.018	.018
		Sunday Edition	(m)		.018	.018
		Herald	(r)	1,985	.018	.018
2,629	Florence	*Citizen*	(r)	750	.014	.014
8,734	Fort Collins	*Courier* (r) Express (d)	(t)		.035	.035
		Sunday Edition	(m)		.035	.035
3,818	Fort Morgan	*Times*	(r)	1,125	.018	.018
8,665	Grand Junction	*News*	(c)	2,134	.016	.016
		Sunday Edition	(m)		.016	.016
		Sentinel	(r)	3,360	.02	.02
10,883	Greeley	*Trib.-Rep.* (b)†1,287 *Trib.-Rep.* (r)†2,438	(e)	†3,725	.020	.025
4,964	La Junta	*Democrat*	(r)	613	.014	.014
2,512	Lamar	*News*	(r)		.014	.014
4,959	Leadville	Herald Democrat	(a)	3,217	.02	.02
		Sunday Edition	(m)		.02	.02
5,848	Longmont	*Call*	(r)	800	.018	.018
		Times	(r)	1,100	.02	.02
5,279	Loveland	*Herald*	(r)	1,204	.018	.018
		Reporter	(r)	1,177	.021	.021
3,581	Montrose	*Enterprise*	(r)	1,750	.02	.02
		Press	(r)	1,721	.02	.02
42,908	Pueblo	*Chieftain*	(b)	†8,168	.04	.04
		*Sunday Edition	(m)	†9,837	.04	.04
		*Star-Journal	(r)	†9,814	.04	.04
		*Sunday Edition	(m)	†9,983	.04	.04
6,415	Sterling	*Advocate*	(r)	2,579	.036	.036
1,618	Telluride	*Journal*	(r)	629	.01	.01
10,906	Trinidad	*Chronicle-News*	(e)	2,569	.02	.02
		Sunday Edition	(m)		.02	.02
		Picketwire	(r)	2,010	.02	.02

CONNECTICUT

POPULATION—1,380,585

17,643	Ansonia	*Sentinel*	(r)	†6,719	.035	.028
143,538	Bridgeport	*Post*	(r)	†32,981	(e)	†51,638	.14	.14
		*Telegram	(b)	†18,737				
		*Sunday Post	(m)	†19,858	.08	.08
		Star	(e)	†4,882	.04	.04
		Sunday Herald	(m)		.06	.06
		Times & Farmer	(r)	15,102	.035	.035
20,620	Bristol	*Press*	(r)	3,819	.025	.014
22,325	Danbury	*News*	(r)	6,901	.018	.018
138,036	Hartford	*Courant*	(b)	†27,870	.07	.07
		*Sunday Edition	(m)	†38,533	.09	.09
		Times	(r)	†38,117	.14	.14
10,370	Manchester	*Herald*	(r)	3,382	.018	.018
14,730	Meriden	*Journal*	(r)	†5,399	.03	.025
		Record	(b)	†6,794	.038	.028
22,129	Middletown	*Press*	(r)	6,952	.03	.025
15,051	Naugatuck	*News*	(r)	2,138	.021	.014
59,316	New Britain	*Herald*	(r)	†6,257	.03	.03
		Record	(r)	7,510	.036	.029
162,519	New Haven	*Journal-Courier*	(b)	†15,243	.05	.05
		Register	(a)	29,861	.085	.08
		Sunday Edition	(m)		.085	.08
		Times-Leader	(r)	†15,807	.06	.06
		Union	(r)	12,813	.05	.04
		Sunday Edition	(m)	7,638	.05	.04
		Yale News (College year only)	(b)		.043	.038
30,688	New London	*Day, The*	(r)	†10,631	.045	.045
		Globe	(r)	1,756	.025	.011
		Telegraph	(e)	5,120	.025	.025
27,980	Norwalk	*Hour*	(r)	†3,426	.025	.025
		South Norwalk Sentinel	(r)	2,825	.014	.014
29,685	Norwich	Bulletin	(b)	10,785	.05	.04
		Record	(r)	3,386	.03	.025
48,037	Stamford	*Advocate*	(r)	†7,705	.035	.03
22,055	Torrington	*Register*	(e)	4,161	.02	.02
91,410	Waterbury	*American*	(r)	†9,009	.045	.035
		Democrat	(r)	†7,477	.035	.035
		Republican	(b)	†12,158	.045	.04
		*Sunday Edition	(m)	†12,301	.045	.04
		Sunday Herald	(m)		.06	.06
12,330	Willimantic	*Chronicle*	(r)	3,400	.024	.014
8,348	Winsted	*Citizen*	(r)	2,313	.011	.009

DELAWARE

POPULATION—223,003

110,168	Wilmington	*Evening Journal*	(r)	†18,086	.06	.06
		Every Evening	(r)	†13,469	.05	.05
		News	(b)	†18,200	.04	.04
		Sunday Star (6 mo. stm't 6-30-20)	(m)	14,805	.06	.06

DISTRICT OF COLUMBIA

POPULATION—437,571

437,571	Washington	*Herald*	(b)	†42,188	.10	.10
		*Sunday Edition	(m)	†32,966	.10	.10
		*Post	(r)	†59,716	.19	.18
		*Sunday Edition	(m)	†78,240	.21	.20
		*Star	(e)	†89,120	.20	.20
		*Sunday Edition	(m)	†85,982	.20	.20
		*Times	(r)	†52,524	.16	.16
		*Sunday Edition	(m)	†43,677	.16	.16

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

FLORIDA

POPULATION—968,380

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
3,427	Clearwater	*Sun*	(r)	1,064	.018	.018
5,648	Daytona	*Journal*	(e)	1,582	.02	.02
		Sunday Edition	(m)		.02	.02
		News	(r)	2,410	.03	.03
		Sunday Edition (during Jan., Feb. & Mar. only)	(m)		.03	.03
3,324	De Land	*News*	(r)	890	.014	.014
3,678	Fort Myers	*Press*	(r)	1,011	.011	.011
5,206	Gainesville	*News*	(r)	1,413	.015	.015
		Sun	(a)	1,075	.014	.014
		Sunday Edition	(m)		.014	.014
91,558	Jacksonville	**Florida Metropolis*	(r)	†17,860	.07	.07
		**Florida Times-Union*	(b)	†26,758	.07	.07
		*Sunday Edition	(m)	†33,158	.08	.08
18,749	Key West	*Citizen*	(r)	2,125	.02	.02
7,063	Lakeland	*Star*	(r)	1,250	.014	.014
		Telegram	(r)	1,430	.015	.015
29,849	Miami	**Herald*	(b)	†6,634	.05	.05
		*Sunday Edition	(m)	†8,201	.06	.06
		**Metropolis*	(r)	†7,334	.05	.05
4,914	Ocala	*Star*	(r)	725	.011	.011
9,287	Orlando	*Reporter-Star*	(r)	1,901	.025	.025
		Sentinel	(c)	2,065	.025	.025
		Sunday Edition	(m)		.025	.025
5,102	Palatka	*News*	(r)		.025	.025
		Post	(b)		.013	.013
31,035	Pensacola	**Journal*	(b)	†4,640	.03	.03
		*Sunday Edition	(m)	†6,246	.04	.04
		**News*	(r)	†4,190	.03	.03
		(6 mos. 9-30 audit)				
6,192	St. Augustine	*Record*	(r)	1,963	.02	.02
14,237	St. Petersburg	*Independent*	(r)	3,640	.025	.025
		Times	(c)	4,160	.025	.025
		Sunday Edition	(m)		.025	.025
5,586	Sanford	*Herald*	(r)		.018	.018
5,637	Tallahassee	*Democrat*	(r)	1,120	.018	.018
51,608	Tampa	*Times*	(e)	12,524	.04	.04
		**Tribune*	(b)	†18,326	.05	.05
		*Sunday Edition	(m)	†24,507	.06	.06
8,659	West Palm Beach	*Palm Beach Post*	(a)	2,798	.036	.036
		Sunday Edition	(m)		.036	.036

GEORGIA

POPULATION—2,894,683

11,585	Albany	*Herald*	(r)	4,086	.03	.03
9,010	Americus	*Times-Recorder*	(u)	2,374	.02	.02
		Sunday Edition	(m)		.02	.02
10,748	Athens	**Banner*	(d)	†3,217	.02	.02
		*Sunday Edition	(m)	†3,220	.02	.02
		**Herald*	(r)	†4,552	.025	.025
		*Sunday Edition	(m)	†4,584	.025	.025
200,616	Atlanta	**Constitution*	(b)	†53,101	.13	.13
		*Sunday Edition	(m)	†64,499	.13	.13
		**Georgian*	(r)	†45,098	.12	.12
		**Hearst's Sunday American*	(m)	†184,898	.15	.15
		**Journal*	(r)	†37,718	.14	.14
		*Sunday Edition	(m)	†79,980	.14	.14
62,948	Augusta	**Chronicle*	(b)	†8,885	.045	.045
		*Sunday Edition	(m)	†8,994	.045	.045
		**Herald*	(r)	†13,836	.05	.05
		*Sunday Edition	(m)	†11,883	.05	.05
14,413	Brunswick	*Banner*	(r)	2,512	.025	.025
		News	(e)	2,550	.025	.025
		Sunday Edition	(m)		.036	.036
31,125	Columbus	**Enquirer-Sun*	(b)	†4,883	.03	.03
		*Sunday Edition	(m)	†4,275	.03	.03
		**Ledger*	(b)	†8,176	.04	.04
		*Sunday Edition	(m)	†8,092	.04	.04
6,538	Cordele	*Dispatch*	(u)	1,300	.016	.016
		Sunday Edition	(m)		.016	.016
7,707	Dublin	*Courier-Herald*	(r)	1,450	.018	.018
		Tribune	(r)		.021	.021
8,240	Griffin	*News & Sun*	(r)	1,981	.021	.014
17,038	La Grange	*Reporter*	(r)	796	.014	.014
52,995	Macon	**News*	(b)	†19,532	.06	.06
		*Sunday Edition	(m)	†19,023	.06	.06
		**Telegraph*	(b)	†20,636	.06	.06
		*Sunday Edition	(m)	†20,660	.06	.06
6,739	Moultrie	*Observer*	(r)	1,850	.014	.014
13,252	Rome	*News*	(u)	4,906	.025	.025
		Sunday Edition	(m)		.025	.025
		Tribune-Herald	(c)	3,389	.02	.02
		Sunday Edition	(m)		.02	.02
83,252	Savannah	**News*	(b)	†20,799	.06	.06
		*Sunday Edition	(m)	†23,267	.06	.06
		**Press*	(r)	†14,042	.05	.05
8,196	Thomasville	*Times-Enterprise*	(r)	1,425	.014	.014
3,085	Tifton	*Gazette*	(r)	1,275	.014	.014
10,783	Valdosta	*Times*	(r)	2,702	.013	.013
18,068	Waycross	*Journal-Herald*	(r)	3,120	.021	.021

IDAHO

POPULATION—431,828

31,393	Boise	*Capital News*	(r)	10,643	.04	.04
		Sunday Edition	(m)	10,217	.04	.04
		Idaho Statesman	(b)	†14,691	.05	.05
		*Sunday Edition	(m)	†14,743	.05	.05
6,743	Coeur D'Alene	*Press*	(r)	1,520	.009	.009
1,201	Hailey	*Wood River Times-News-Miner*	(r)	736	.014	.014
8,864	Idaho Falls	*Post*	(r)	3,009	.036	.036
		Sunday Edition	(m)		.036	.036
6,874	Lewiston	*Tribune*	(a)	4,813	.029	.022
		Sunday Edition	(m)		.029	.023
3,936	Moscow	*Star-Mirror*	(r)	1,640	.018	.018
7,621	Nampa	*Free Press*	(c)	4,450	.03	.03
		Sunday Edition	(m)		.03	.03
15,001	Pocatello	*News*	(c)	2,634	.02	.02
		Sunday Edition	(m)		.02	.02
		Tribune	(r)	4,903	.029	.029
8,324	Twin Falls	*Chronicle*	(c)	4,785	.03	.03
		Sunday Edition	(m)		.03	.03
		**News*	(r)	†2,004	.03	.03
		Times	(r)	3,600	.029	.029
2,816	Wallace	*Press-Times*	(c)	1,741	.03	.03
		Sunday Edition	(m)		.03	.03

ILLINOIS

POPULATION—6,485,888

20,682	Alton	**Telegraph*	(r)	†5,031	.025	.025
		Times	(r)	4,312	.02	.02
36,397	Aurora	**Beacon-News*	(r)	†15,490	.055	.055
		Sunday Edition	(m)	16,171	.055	.055
		Latter Journal	(r)		.025	.025
7,111	Beardstown	*Illinois Star*	(r)		.014	.013
20,823	Belleville	**Advocate*	(r)	†3,777	.02	.02
		News-Democrat	(r)	3,275	.02	.02
7,760	Belvidere	*Republican*	(r)	2,804	.021	.021
28,725	Bloomington	**Bulletin*	(t)	†6,362	.035	.035
		*Sunday Edition	(m)	†7,996	.035	.035
		**Pantagraph*	(b)	†17,359	.05	.05
15,263	Cairo	**Bulletin*	(h)	†2,192	.018	.018
		*Sunday Edition	(m)	†2,197	.015	.015
		**Citizen*	(r)	†3,686	.025	.025
10,938	Canton	**Ledger*	(r)	†5,220	.025	.025
		**Register*	(r)	†3,068	.02	.02

ILLINOIS—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
6,267	Carbondale	*Free Press*	(r	1,221	.015	.015
5,212	Carlinville	*Enquirer*	(r)	683	.011	.009
12,491	Centralia	**Sentinel*	(r)	†4,409	.025	.025
18,873	Champaign	**News-Gazette*	(t)	†8,687	.04	.04
		*Sunday Edition	(m)	†8,574	.04	.04
		Illini (see Urbana)				
6,600	Charleston	Courier (b) 503 Courier (r) 2,461	(e)	2,964	.02	.02
		News (b) News (r)	(e)		.018	.018
2,701,705	Chicago	**American*	(r)	†364,749	.60	.60
		Drovers Journal	(r)	41,421	.13	.13
		**Herald & Examiner*	(b)	†343,515	.55	.55
		*Sunday Edition	(m)	†628,848	.75	.75
		Journal	(r)	116,363	.34	.34
		Journal of Commerce and Daily Fin'l Times	(b)		.288	.228
		Maroon (No Sat., Sun., or Mon. edition—published college year only)			.029	.029
		**News*	(r)	†388,086	.65	.65
		**Post*	(r)	†52,981	.18	.12
		**Tribune*	(b)	†437,158	.70	.70
		*Sunday Edition	(m)	†711,284	1.00	1.00
		Columbet (So. Chicago)	(r)		.04	.04
3,898	Clinton	**Journal*	(d)	†2,891	.021	.021
		*Sunday Edition	(m)	†2,996	.021	.021
		Public	(r)	1,260	.012	.012
33,730	Danville	**Commercial-News*	(r)	†15,617	.04	.04
		Press	(c)	6,887	.033	.03
		Sunday Edition	(m)		.033	.03
43,818	Decatur	**Herald*	(b)	†14,643	.05	.05
		*Sunday Edition	(m)	†14,550	.05	.05
		**Review*	(e)	†16,926	.05	.05
		*Sunday Edition	(m)	†15,725	.05	.05
7,871	De Kalb	*Chronicle*	(r)	2,187	.02	.02
		Independent	(r)		.007	.007
8,191	Dixon	**Telegraph*	(e)	†4,314	.025	.025
7,385	Du Quoin	*Call*	(r)		.013	.013
66,740	East St. Louis	*Journal*	(u)	8,305	.05	.05
		Sunday Edition	(m)		.05	.05
5,336	Edwardsville	*Intelligencer*	(r)	3,056	.02	.02
4,024	Effingham	*Record*	(r)		.036	.023
27,454	Elgin	**Courier*	(r)	†8,582	.035	.035
		Sunday Edition	(m)		.035	.035
		News	(r)	7,731	.03	.03
37,215	Evanston	*News-Index*	(r)	4,549	.04	.04
		Northwestern (No Sat., Sun., or Mon. edition, published college year only)			.04	.035
19,669	Freeport	**Journal-Standard*	(r)	†8,907	.04	.04
4,742	Galena	*Gazette*	(r)	1,120	.014	.014
23,834	Galesburg	**Mail*	(r)	†7,986	.03	.03
		**Republican-Register*	(r)	†8,436	.025	.025
7,128	Harrisburg	*Illinois Miner*	(r)		.02	.02
		Register	(r)	3,389	.02	.02
5,431	Hoopeston	*Chronicle*	(bi)	884	.014	.014
		Herald	(r)	1,366	.014	.014
15,713	Jacksonville	**Courier*	(r)	†2,363	.017	.017
		**Journal*	(d)	†4,916	.031	.029
		*Sunday Edition	(m)	†4,881	.031	.029
2,839	Jerseyville	*Democrat*	(r)		.006	.004
38,406	Joliet	**Herald-News*	(r)	†16,778	.055	.055
		*Sunday Edition	(m)	†16,294	.055	.055
16,753	Kankakee	*News*	(r)		.025	.025
		**Republican*	(r)	†5,314	.013	.013
		**Star-Courier*	(r)	†3,675	.02	.02
12,050	La Salle	*Post*	(r)	2,478	.014	.014
		**Tribune & Press*	(r)	†3,276	.02	.02
2,279	Lawrenceville	*Record*	(r)	1,016	.013	.013
11,882	Lincoln	**Courier-Herald*	(r)	†1,854	.02	.02
		**Star*	(r)	†1,862	.02	.02
6,315	Litchfield	*News-Herald*	(r)	2,147	.015	.015
		Union	(r)		.016	.016
6,714	Macomb	*Bi-Shmdrr*	(r)	1,978	.011	.011
		Journal	(r)	4,133	.02	.02
9,882	Marion	*Post*	(r)	1,155	.015	.015
		Republican	(r)	1,404	.015	.015
13,852	Mattoon	**Journal-Gazette & Commercial-Star*	(r)	†4,641	.025	.025
30,709	Moline	**Dispatch*	(r)	†9,693	.04	.04
8,116	Monmouth	*Atlas*	(r)	2,964	.025	.025
		Review	(r)	3,010	.018	.018
4,588	Morris	*Herald*	(r)	2,465	.015	.015
7,456	Mount Carmel	*Republican-Register*	(r)	2,460	.018	.018
1,886	Mount Carroll	*Mirror-Democrat*	(r)		.014	.014
9,815	Mount Vernon	*Register-News*	(r)	4,265	.025	.025
10,783	Murphysboro	*Independent*	(r)	2,338	.015	.015
		Republican-Era	(r)	2,215	.015	.015
1,800	Nat'l Stock Y'ds	*National Live Stock Reporter*	(r)	19,416	.06	.06
4,491	Olney	*Mail*	(r)	1,592	.013	.013
		Review	(r)		.013	.013
10,816	Ottawa	*Free Trader-Journal*	(r)	4,470	.014	.014
		**Republican-Times*	(r)	†4,536	.025	.025
6,122	Pana	*Palladium*	(r)	1,025	.014	.014
7,985	Paris	*Beacon*	(r)	1,981	.015	.015
		Gazette	(d)		.016	.016
		Sun ay Edition	(m)		.016	.016
3,833	Paxton	*News*	(r)	2,443	.014	.014
		Record	(r)		.009	.009
		(No Thurs. issue)				
12,006	Pekin	*Times*	(e)	2,366	.018	.018
		Sunday Edition	(m)		.018	.018
76,121	Peoria	**Journal*	(r)	†19,833		
		**Transcript* (b)	†11,100	(e)	†30,933	.09	.09
		*Sunday Journal-Transcript	(m)	†19,561	.09	.09
		**Star*	(r)	†22,181	.06	.06
		*Sunday Edition	(m)	†14,568	.06	.06
8,869	Peru	*News-Herald*	(r)	2,580	.018	.018
6,664	Pontiac	**Leader*	(r)	†3,189	.018	.018
36,978	Quincy	**Herald*	(r)	†10,789	.045	.045
		**Whig-Journal* (4 mos. estim't)	(r)	†15,298	.05	.05
		*Sunday Edition	(m)	†16,150	.06	.06
3,368	Robinson	*News*	(r)	1,236	.014	.014
69,651	Rockford	**Register-Gazette*	(r)	†11,467	.04	.04
		**Republic*	(r)	†8,443	.03	.03
		**Star*	(d)	†10,607	.04	.04
		*Sunday Edition	(m)	†13,457	.05	.05
35,177	Rock Island	**Argus & Union*	(r)	†9,100	.04	.04
5,237	Savanna	*Times-Journal*	(r)	1,237	.018	.018
3,568	Shelbyville	*Union*	(r)	1,240	.011	.011
59,183	Springfield	**Illinois State Journal*	(b)	†22,828	.06	.06
		*Sunday Edition	(m)	†16,075	.06	.06
		**Illinois State Register*	(r)	†21,640	.06	.06
		*Sunday Edition	(m)	†17,662	.06	.06
8,182	Sterling	**Gazette*	(r)	†4,863	.03	.03
14,779	Streator	**Free Press*	(r)	†3,293	.014	.014
		**Independent-Times*	(r)	†2,768	.02	.02
5,806	Taylorville	*Breeze*	(r)	2,106	.011	.011
		Courier	(r)	4,528	.02	.02
10,244	Urbana	*Courier*	(r)	2,847	.021	.021
		Illini (College year only)	(c)	3,150	.025	.025
		Sunda Edition	(m)		.025	.025
19,226	Waukegan	**Sun & Gazette*	(r)	†4,360	.03	.03

INDIANA

POPULATION—2,930,844

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
4,173	Alexandria	*News*	(r)		.011	.011
		Times-Tribune	(r)	1,124	.011	.011
29,767	Anderson	**Bulletin*	(r)	†6,215	.03	.03
		**Herald*	(d)	†6,488	.03	.03
		*Sunday Edition	(m)	†7,630	.03	.03
3,392	Attica	*Tribune*	(r)		.014	.014
4,650	Auburn	*Star*	(r)		.014	.014
8,963	Bedford	*Democrat*	(r)	850	.011	.009
		Mail	(r)	2,991	.018	.018
7,635	Bicknell	*News*	(r)	2,274	.014	.014
11,595	Bloomington	Indiana Student (College Year Only)	(b)		.025	.025
		Telephone	(r)	3,300	.02	.02
		World	(r)		.014	.014
3,391	Bluffton	*Banner*	(r)	2,435	.015	.015
		News	(r)	2,589	.014	.014
9,293	Brazil	*Times*	(r)	4,469	.025	.025
10,962	Clinton	*Clintonian*	(r)	2,995	.02	.02
3,499	Columbia City	*Commercial-Mail*	(r)	1,450	.021	.021
		Post	(r)	1,250	.014	.014
8,990	Columbus	*Herald*	(r)		.015	.015
		Ledger	(u)	2,035	.02	.02
		Sunday Edition	(m)		.02	.02
		Republican	(r)	1,300	.025	.025
9,901	Connersville	**News-Examiner*	(r)	†3,885	.025	.025
10,139	Crawfordsville	**Journal*	(r)	†2,148	.02	.02
		**Review*	(b)	†3,842	.025	.025
4,762	Decatur	*Democrat*	(r)	1,044	.02	.02
2,379	Dunkirk	*News*	(r)		.007	.007
2,376	Edinburg	*Courier*	(r)		.01	.01
24,277	Elkhart	**Truth*	(r)	†9,227	.04	.04
10,790	Elwood	*Call Leader*	(r)	3,449	.013	.013
80,264	Evansville	**Courier*	(b)	†22,271	.08	.06
		*Sunday Edition	(m)	†20,571	.08	.08
		**Journal*	(r)	†11,149	.04	.04
		*Sunday Edition	(m)	†11,549	.04	.04
		Press	(r)	16,362	.045	.045
86,549	Fort Wayne	**Journal-Gazette*	(b)	†25,496	.07	.07
		*Sunday Edition	(m)	†25,879	.07	.07
		**News & Sentinel*	(r)	†32,798	.08	.08
11,588	Frankfort	*Crescent-News*	(r)	2,419	.018	.018
		Times	(c)	3,335	.025	.025
		Sunday Edition	(m)		.025	.025
4,909	Franklin	*Star*	(r)	2,684	.018	.018
55,378	Gary	**Post*	(r)	†6,120	.035	.035
		Tribune	(r)	5,660	.03	.03
9,533	Goshen	*Democrat*	(r)	2,555	.015	.015
		News-Times	(r)	3,073	.018	.018
3,780	Greencastle	*Banner*	(r)	1,660	.014	.014
		Herald	(r)	1,575	.014	.014
4,168	Greenfield	*Reporter*	(r)	2,060	.014	.014
3,345	Greensburg	*News*	(r)	2,911	.02	.02
		Times	(r)	1,936	.014	.014
36,004	Hammond	*Lake County Times*	(r)	†6,692	.04	.04
		Saturday Edition	(y)		.04	.04
6,183	Hartford City	*News*	(r)	2,381	.02	.02
		Times-Gazette (b)				
		Times-Gazette (r)	(e)	2,390	.02	.02
14,000	Huntington	**Herald*	(r)	†3,576	.02	.02
		**Press*	(d)	†3,653	.025	.025
		*Sunday Edition	(m)	†3,330	.025	.025
314,194	Indianapolis	**Indiana Times*	(r)	†47,444	.10	.10
		**News*	(r)	†113,281	.30	.30
		**Star*	(b)	†86,570	.15	.15
		*Sunday Edition	(m)	†99,419	.20	.20
10,098	Jeffersonville	*News*	(r)	675	.014	.014
		Star	(r)		.018	.018
4,981	Kendallville	*News-Sun*	(r)	1,958	.018	.018
38,067	Kokomo	*Dispatch*	(c)	6,658	.03	.03
		Sunday Edition	(m)		.03	.03
22,486	Lafayette	**Tribune*	(r)	†9,003	.04	.04
		**Journal Courier* (b) † 7,350 **Journal Courier* (r) †10,363	(e)	†17,721	.05	.06
		Purdue Exponent	(d)		.032	.032
		Sunday Edition (College year only)	(m)		.032	.032
15,150	La Porte	*Argus*	(e)	2,239	.012	.012
		Herald	(r)	3,605	.025	.025
4,257	Lebanon	*Reporter*	(e)	3,175	.018	.018
5,843	Linton	*Citizen*	(r)	2,412	.018	.018
21,626	Logansport	**Pharos-Tribune*	(r)	†9,362	.04	.04
6,711	Madison	**Courier*	(r)	†2,430	.02	.02
		Herald	(r)	1,235	.018	.018
23,747	Marion	**Chronicle*	(r)	†7,822	.03	.03
		**Leader-Tribune*	(d)	†7,693	.03	.03
		*Sunday Edition	(m)	†7,854	.03	.03
4,893	Martinsville	*Reporter*	(r)	1,340	.011	.011
19,457	Michigan City	*Dispatch*	(r)	2,725	.013	.013
		News	(r)	3,576	.025	.023
2,526	Monticello	*Journal*	(r)	NIG	.014	.014
5,284	Mount Vernon	*Democrat*	(r)	980	.014	.014
36,524	Muncie	*Press*	(r)	9,085	.04	.04
		**Star*	(b)	†24,946	.07	.07
		*Sunday Edition	(m)	†15,298	.07	.07
22,992	New Albany	*Ledger*	(r)	1,715	.011	.011
		Tribune	(r)		.014	.014
14,458	New Castle	**Courier*	(r)	†3,848	.025	.025
		Times	(r)	2,825	.02	.02
4,758	Noblesville	*Ledger*	(r)	3,023	.018	.018
12,410	Peru	*Chronicle*	(r)	2,815	.015	.015
		Journal (b) *Journal* (r)	(e)	3,955	.029	.029
4,338	Plymouth	*Democrat*	(r)	1,490	.02	.02
		Republican	(r)	1,318	.02	.02
5,958	Portland	Commercial Review (b)				
		Commercial Review (r)	(e)	2,118	.015	.015
		Republican	(r)	2,237	.014	.014
		Sun (b) *Sun* (r)	(e)		.013	.013
7,122	Princeton	**Clarion-News* (3 mo. estim't)	(r)	†3,711	.018	.018
		Democrat	(r)	1,750	.014	.014
		Republican	(r)	600	.013	.013
26,765	Richmond	**Item*	(d)	†8,934	.045	.045
		*Sunday Edition	(m)	†9,315	.045	.045
		**Palladium*	(r)	†11,839	.05	.05
3,720	Rochester	*Republican*	(r)		.014	.014
		Sentinel	(r)	1,400	.014	.014
5,498	Rushville	*Republican*	(r)	2,595	.015	.015
7,348	Seymour	*Tribune*	(e)	2,444	.018	.018
9,701	Shelbyville	*Democrat*	(r)	3,530	.02	.02
		Republican	(r)		.017	.017
70,983	South Bend	News-Times (a) *News-Times* (r)	(f)	†6,994	.05	.05
		Sunday Edition	(m)		.05	.06
		**Tribune*	(r)	†16,263	.055	.055
4,489	Sullivan	*Times*	(r)	2,000	.018	.018
66,083	Terre Haute	*Post*	(r)	†8,488	.035	.035
		**Star*	(b)	†22,364	.06	.06
		*Sunday Edition	(m)	†17,645	.06	.06
		**Tribune*	(r)	†20,986	.06	.06
		*Sunday Edition	(m)	†19,253	.06	.06
4,507	Tipton	*Times*	(r)		.018	.018
		Tribune	(r)	3,167	.02	.02
4,940	Union City	*Times*	(r)	1,864	.014	.014
6,518	Valparaiso	*Messenger*	(r)	2,214	.013	.013
		Vidette	(r)	2,030	.011	.011

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

INDIANA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line Rate	
17,160	Vincennes	*Commercial	(d)	14,096	.025	.025
		*Sunday Edition	(m)	14,104	.025	.025
		Sun	(r)	2,250	.015	.015
9,872	Wabash	Plain Dealer	(r)	2,426	.012	.012
		Times-Star	(e)	3,020	.015	.015
3,478	Warsaw	Times	(r)	2,726	.015	.015
		Union	(r)	1,790	.012	.012
8,705	Washington	Democrat	(r)	2,125	.014	.014
		Herald	(r)	1,664	.014	.014

IOWA

POPULATION—2,400,630

6,270	Ames	Tribune & Times	(r)	2,473	.03	.03
5,329	Atlantic	News-Telegraph	(r)	3,150	.021	.021
12,451	Boone	*News-Republican	(r)	13,799	.027	.026
24,087	Burlington	*Gazette	(r)	†10,004	.035	.035
		*Hawk-Eye	(d)	†10,045	.035	.035
		*Sunday Edition	(m)	†11,933	.035	.035
6,316	Cedar Falls	Record	(r)	1,700	.015	.015
45,566	Cedar Rapids	*Gazette	(r)	†17,348	.055	.055
		*Republican(d)		†10,485		
		*Times	(r)	12,940	†13,345	.05	.05
		*Sunday Edition	(m)	†13,726	.05	.05
2,486	Centerville	Iowegian & Citizen	(r)	4,116	.02	.02
7,250	Charles City	News	(r)		.025	.025
		Press & Intelligencer	(r)	2,000	.016	.016
26,151	Clinton	*Advertiser	(r)	†8,366	.035	.035
		*Herald	(r)	†8,131	.038	.035
36,162	Council Bluffs	Nonpareil	(e)	14,857	.05	.05
		Sunday Edition	(m)	14,833	.05	.05
8,034	Creston	Advertiser-Gazette	(r)		.02	.015
		Plain Dealer	(e)	2,793	.025	.025
		Sunday Edition	(m)		.025	.025
56,727	Davenport	*Democrat & Leader	(r)	†15,011	.06	.06
		*Sunday Edition	(m)	†17,159	.06	.06
		*Times	(r)	†25,796	.07	.07
126,468	Des Moines	*Capital	(r)	†53,877	.14	.14
		*Sunday Edition	(m)	†37,585	.14	.14
		News	(r)	49,485	.10	.10
		*Register	(h)	†61,516		
		*Tribune	(r)	†48,007	†109,523	.20	.20
		*Sunday Edition	(m)	†82,846	.20	.20
39,141	Dubuque	*American Tribune (Catholic Daily)	(r)		.05	.05
		*News	(r)	†6,319	.03	.03
		*Sunday Edition	(m)	†5,717	.03	.03
		*Tel.-Herld.	(d)	†9,326		
		*Tel.-Herld.	(e)	†6,064	†10,390	.055	.055
		*Sunday Edition	(m)	†15,300	.055	.055
		*Times-Jour.	(d)	†6,814		
		*Times-Jour.	(r)	†3,203	†9,217	.05	.05
		*Sunday Edition	(m)	†9,247	.05	.05
3,948	Fairfield	Ledger-Journal	(r)	1,700	.03	.019
19,347	Fort Dodge	*Messenger & Chronicle	(r)	†8,346	.04	.04
12,866	Fort Madison	*Democrat	(r)	†3,357	.025	.02
31,267	Iowa City	*Press-Citizen (about 11-1 the Press and Citizen were consolidated. The individual circulation was, Citizen 13,252; Press 13,928)	(r)		.035	.035
14,423	Keokuk	*Gate City & Constitution Democrat	(r)	†5,413	.033	.022
15,731	Marshalltown	*Times-Republican	(r)	†11,563	.04	.04
20,065	Mason City	*Globe-Gazette & Tribune	(r)	†8,944	.035	.035
3,985	Missouri Valley	Times	(r)	375	.017	.017
3,997	Mount Pleasant	News	(r)	1,400	.014	.014
16,068	Muscatine	*Jour. & News Tribune	(r)	†7,977	.035	.035
6,627	Newton	*News (6 mon. Audit)	(r)	†2,866	.021	.021
7,455	Oelwein	Register	(r)	1,521	.018	.018
9,427	Oskaloosa	Herald	(r)	4,950	.029	.029
23,083	Ottumwa	*Courier	(r)	†12,001	.05	.05
		News	(d)		.025	.025
		Sunday Edition	(m)		.025	.025
5,642	Perry	Chief	(r)	3,000	.025	.025
71,227	Sioux City	*Journal	(h)	†21,983		
		*Journal	(r)	†29,559		
		*Sunday Edition	(m)	†31,000	.11	.11
		Live Stock Record	(r)		.035	.021
		*Tribune	(h)	† 6,294		
		*Tribune	(r)	†45,967	(e) †52,261	.11	.11
3,331	Vinton	Cedar Valley Times	(r)		.03	.03
4,697	Washington	*Journal	(r)	12,831	.02	.02
26,230	Waterloo	*Courier	(r)	†15,722	.05	.05
		*Times-Tribune	(d)	†10,912	.035	.035
		*Sunday Edition	(m)	†11,422	.035	.035
5,657	Webster City	Freeman-Journal	(r)	1,790	.018	.018

KANSAS

POPULATION—1,769,257

4,898	Abilene	Chronicle	(r)	771	.006	.006
		Reflector	(r)	1,100	.011	.011
11,253	Arkansas City	News	(r)	2,330	.02	.02
		Traveler	(r)	2,640	.023	.02
12,630	Atchison	*Globe	(r)	†7,285	.03	.03
4,219	Augusta	Gazette	(r)	1,431	.018	.018
3,608	Baxter Springs	Citizen	(r)	1,440	.014	.014
3,315	Beloit	Call	(r)	2,175	.011	.011
2,236	Burlington	Republican	(r)	2,265	.011	.011
2,191	Caldwell	Messenger	(r)	773	.014	.011
2,427	Caney	Chronicle	(r)	1,005	.014	.014
10,226	Chanute	Tribune	(r)	2,820	.023	.015
4,698	Cherryvale	Republican	(r)	1,335	.015	.015
3,715	Clay Center	Dispatch-Republican	(r)	1,450	.014	.014
13,454	Coffeyville	Journal	(e)	4,600	.021	.021
		News & Daily Earth	(e)	3,426	.02	.02
		Sunday Edition	(m)		.02	.02
3,155	Columbus	Advocate	(r)		.011	.011
4,705	Concordia	Blade-Empire	(r)	3,025	.021	.021
2,857	Council Grove	Guard	(r)	1,300	.014	.014
5,061	Dodge City	Globe	(r)	2,418	.025	.025
10,995	El Dorado	Times	(r)	4,213	.025	.025
11,273	Emporia	*Gazette	(r)	†5,922	.025	.025
10,693	Fort Scott	Tribune & Monitor	(r)	3,179	.025	.025
1,314	Frankfort	Index	(r)	1,200	.014	.014
3,954	Fredonia	Herald	(r)	1,470	.015	.015
4,712	Galena	Times	(r)	1,115	.014	.014
4,460	Great Bend	Tribune	(r)	3,250	.029	.019
3,222	Hiawatha	World	(r)	2,900	.02	.02
23,298	Hutchinson	*Gazette	(d)	10,017	.04	.04
		*Sunday Edition	(m)	10,505	.04	.04
		*News	(r)	†11,996	.04	.04
11,930	Independence	Free Press	(e)	2,215	.014	.014
		Sunday Edition	(m)		.014	.014
		Reporter	(r)	2,743	.014	.014
		Star	(r)	1,927	.015	.015
8,513	Iola	*Register	(r)	13,700	.025	.025
7,561	Junction City	Union	(r)		.02	.02
101,177	Kansas City	Kansan	(r)		.03	.03

KANSAS—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line Rate	
1,539	Kiowa	Record	(d)		.009	.009
		Sunday Edition	(m)		.009	.009
12,456	Lawrence	Gazette	(r)		.015	.015
		*Journal-World	(r)	†4,765	.025	.025
16,913	Leavenworth	Post	(u)	5,830	.03	.025
		Sunday Edition	(m)		.03	.025
		Times	(e)	6,790	.06	.03
		Sunday Edition	(m)		.06	.03
2,516	Lyons	News	(r)	1,172	.014	.014
4,595	McPherson	Republican	(r)	997	.018	.014
7,909	Manhattan	Mercury	(r)	1,570	.014	.014
		Nationalist	(r)	2,075	.021	.018
3,943	Neodesha	Sun	(r)	1,025	.014	.014
9,781	Newton	Kansan-Republican	(r)	2,630	.02	.02
3,186	Norton	Telegram	(r)	1,200	.011	.011
9,018	Ottawa	*Herald	(r)	†4,282	.025	.025
16,028	Parsons	Eclipse	(r)		.011	.011
		Republican	(e)	3,670	.017	.017
		Sunday Edition	(m)		.017	.017
		Sun	(r)	3,875	.025	.025
18,052	Pittsburg	*Headlight	(r)	†7,818	.03	.03
		Sun	(e)	4,456	.03	.03
		Sunday Edition	(m)		.03	.03
5,111	Pratt	Tribune	(r)	1,822	.02	.02
19,085	Salina	*Journal	(r)	†4,537	.025	.025
		Union	(e)	4,998	.025	.025
		Sunday Edition	(m)		.025	.025
50,022	Topeka	*Capital	(h)	†34,257	.09	.09
		*Sunday Edition	(m)	†34,006	.09	.09
		*State-Journal	(r)	†22,579	.06	.06
		News	(r)		.02	.02
		*Bearon	(r)	†36,201	.10	.10
		Sunday Edition (First Edition 12-5-20)	(m)		.10	.10
		*Eagle	(h)	†55,250	.13	.15
		*Sunday Edition	(m)	†64,680	.13	.15
		Sun-Times	(r)		.04	.04
7,933	Winfield	*Courier	(r)	†2,016	.018	.018
		Free Press	(r)	1,750	.014	.014

KENTUCKY

POPULATION—2,416,613

14,739	Ashland	*Independent	(r)	†3,706	.03	.03
		*Sunday Edition	(m)		.03	.03
9,638	Bowling Green	Park City Daily News	(r)	2,168	.02	.02
		Times-Journal	(r)	1,437	.018	.018
57,121	Covington	Kentucky Post	(r)	37,177	.055	.055
8,634	Danville	Advocate	(r)	2,100	.018	.014
		Messenger	(r)	1,750	.014	.014
9,005	Frankfort	State Journal	(e)	3,127	.025	.025
		Sunday Edition	(m)		.025	.025
3,415	Fulton	Leader	(r)		.014	.014
12,169	Henderson	*Gleaner	(d)	†2,644	.025	.025
		*Sunday Edition	(m)	†2,921	.025	.025
		Journal	(r)	1,250	.015	.015
9,696	Hopkinsville	Kentucky New Era	(r)	3,300	.018	.018
41,534	Lexington	*Herald	(h)	†14,900	.05	.05
		*Sunday Edition	(m)	†15,872	.05	.05
		*Leader	(r)	†14,296	.05	.05
		*Sunday Edition	(m)	†14,936	.05	.05
234,891	Louisville	*Courier-Jour.	(h)	†146,470		
		*Times	(r)	†61,294	†207,764	.22	.22
		*Sunday Edition	(m)	†61,882	.15	.15
		*Herald	(h)	†49,781	.09	.09
		*Sunday Edition	(m)	†54,781	.09	.09
		*Post	(r)	†40,234	.09	.09
4,945	Madisonville	Messenger	(r)	1,650	.014	.014
6,583	Mayfield	Messenger	(r)		.021	.021
		Times	(r)	2,205	.02	.02
6,107	Maysville	Bulletin	(h)	1,326	.014	.014
		Independent	(h)	2,335	.02	.02
		Public Ledger	(r)	1,540	.014	.014
8,041	Middlesboro	News	(r)		.018	.018
17,434	Owensboro	*Inquirer	(r)	†4,819	.02	.02
		*Sunday Edition	(m)	†3,957	.03	.02
		*Messenger	(d)	†6,046	.025	.025
		*Sunday Edition	(m)	†6,011	.025	.025
34,735	Paducah	News-Democrat	(e)	5,579	.032	.025
		Sunday Edition	(m)		.032	.025
5,622	Richmond	Register	(r)	2,850	.029	.029
7,866	Winchester	Democrat	(r)		.014	.014
		Sun	(r)	3,480	.021	.021

LOUISIANA

POPULATION—1,797,798

17,510	Alexandria	Town Talk	(r)	3,961	.025	.025
21,782	Baton Rouge	State Times	(r)	4,810	.032	.025
6,108	Crowley	Signal	(r)		.014	.009
3,824	Jennings	Times-Record	(r)		.014	.014
7,855	Lafayette	Advertiser	(r)	750	.011	.011
		Gazette	(r)	617	.014	.014
13,088	Lake Charles	American-Press	(e)	3,349	.025	.025
12,675	Monroe	News-Star	(r)	2,900	.029	.025
387,219	New Orleans	*Item	(r)	†63,924	.15	.15
		*Sunday Edition	(m)	†88,990	.18	.18
		*States	(r)	†37,544	.10	.10
		*Sunday Edition	(m)	†36,209	.10	.10
		*Times-Picayune	(h)	†73,336	.15	.15
		*Sunday Edition	(m)	†91,127	.18	.18
3,389	Ruston	Leader	(r)		.006	.006
43,874	Shreveport	*Journal	(r)	†10,986	.04	.04
		News	(r)		.025	.025
		Sunday Edition	(m)		.025	.025
		*Times	(h)	†19,154	.06	.06
		*Sunday Edition	(m)	†26,331	.06	.06

MAINE

POPULATION—768,014

14,114	Augusta	*Kennebec Journal	(h)	†9,236	.04	.04
25,978	Bangor	Commercial	(e)	14,395	.04	.035
		News	(h)	†8,039	.04	.04
14,731	Bath	Times	(r)	3,250	.018	.013
10,008	Biddeford	Journal	(r)	4,203	.02	.015
		Record	(r)	2,446	.018	.011
6,191	Houlton	Aroostook News	(r)	2,215	.014	.011
31,791	Lewiston	*Journal	(t)	†11,564	.04	.04
		*Saturday Edition	(y)	†13,976	.045	.045
		*Sun	(h)	†9,849	.04	.035
69,272	Portland	Eastern Argus	(h)	5,053	.025	.025
		*Express & Advertiser	(e)	†20,053	.08	.07
		*Sunday Telegram	(m)	†22,146	.08	.07
		*Press	(h)	†13,812	.04	.04
		Sunday Press & Times	(m)		.04	.04
13,381	Waterville	Sentinel	(h)	5,267	.020	.02

MARYLAND

POPULATION—1,449,810

11,214	Annapolis	Advertiser	(r)		.02	.01
		Capital-Md. Gazette	(r)	2,100	.014	.014
733,826	Baltimore	*American	(b)	†59,136		
		*News	(e)	†100,865	†160,001	.30	.30
		*Sunday Amer		†90,010	(m) †174,548	.35	.35
		*Sunday News		†84,538			
		(On 12-1-20 the News absorbed the Star)					
		*Sun	(h)	†105,362			
		*Sun	(r)	†79,926	(e) †185,288	.35	.35
		*Sunday Edition			(m) †136,399	.35	.35
7,467	Cambridge	Banner	(r)	1,250	.011	.009
29,837	Cumberland	News	(h)	6,485	.03	.03
		Times	(r)	10,980	.04	.04
11,066	Frederick	News	(r)	3,476		
		Post	(h)	2,233	(e) 5,709	.03	.03
28,066	Hagerstown	Globe	(r)	2,500	.021	.018
		Herald	(h)	4,928		
		Mail	(r)	5,438	(e) 10,366	.04	.04

MASSACHUSETTS

POPULATION—3,852,356

10,936	Amesbury	News	(r)	2,250	.013	.013
19,731	Attleboro	*Sun	(r)	14,925	.023	.018
22,561	Beverly	Times	(e)	4,975	.02	.02
748,060	Boston	Advertiser	(h)		.12	.12
		*Sunday Edition	(m)	†397,210	.55	.55
		*American	(r)	†381,372	.50	.50
		Christian Science Monitor	(b)	43,166	.50	.50
		*Globe	(h)	†104,792		
		*Globe	(r)	†184,597	(e) †285,189	.45	.45
		*Sunday Edition	(m)	†349,003	.55	.55
		*Herald	(h)	†110,635		
		*Herald	(r)	†140,294	(e) †250,929	.60	.60
		*Sunday Edition	(m)	†126,961	.30	.30
		*Post	(h)	†422,631	.60	.60
		*Sunday Edition	(m)	†300,461	.55	.55
		Record	(r)	43,258	.20	.20
		*Transcript	(r)	†33,187	.20	.20
		*Wednesday Edition			.25	.25
		*Saturday Edition	(y)		.30	.30
66,138	Brockton	Enterprise	(r)	18,383	.065	.065
		Times	(r)	18,596	.045	.045
109,694	Cambridge	Harvard Crimson (College year only)	(h)	2,500	.08	.08
		Record	(r)	3,500	.031	.018
41,184	Chelsea	*Item	(r)	12,658	.018	.013
12,979	Clinton	Globe	(r)	8,661	.025	.025
120,485	Fall River	*Herald	(e)	†10,098	.035	.035
		*News	(r)	†6,340	.02	.02
41,013	Fitchburg	*Sentinel	(h)	10,623	.045	.038
17,033	Framingham	News	(r)		.021	.021
16,971	Gardner	News	(r)	3,563	.017	.017
22,947	Gloucester	*Times	(r)	†6,518	.025	.025
15,462	Greenfield	Recorder	(r)	2,450	.018	.015
53,884	Haverhill	*Gazette	(r)	†14,570	.05	.04
60,203	Holyoke	Telegram	(r)	9,190	.03	.03
		Transcript	(r)	12,701	.05	.04
7,607	Hudson	Sun	(r)		.015	.015
94,270	Lawrence	*Eagle	(h)	11,001		
		*Tribune	(r)	†13,197	(e) †24,908	.08	.08
		Sun American	(r)		.032	.032
		Sunday Sun	(m)		.043	.043
		*Telegram	(r)	17,911	.035	.03
		Enterprise	(r)	3,741	.02	.016
112,759	Lowell	Courier-Citizen	(h)			
		Courier-Citizen	(r)		(e) 17,353	.045	.045
		Sun	(r)		10,140	.060	.06
		Sunday Telegram	(m)		.04	.035
99,148	Lynn	*Item	(r)	†15,196	.05	.04
		*Telegram-News	(r)	†18,083	.05	.05
		*Sunday Edition	(m)	†12,071	.05	.05
49,183	Malden	News	(r)	8,379	.036	.025
15,028	Marlboro	Enterprise	(r)	2,897	.018	.018
18,204	Melrose	Press	(e)		.029	.018
13,471	Milford	News	(e)	4,400	.016	.014
121,217	New Bedford	*Mercury	(h)	†5,709		
		*Standard	(r)	†23,271	(e) †28,980	.07	.07
		*Sunday Standard	(m)	†23,318	.07	.07
		Times	(e)	5,305	.018	.014
		Sunday Edition	(m)		.018	.014
15,618	Newburyport	*News & Herald	(r)	†9,233	.02	.02
22,282	North Adams	Herald	(r)	2,927	.025	.017
31,981	Northampton	*Transcript	(r)	†8,073	.028	.025
		*Hampshire Gazette	(r)	†5,595	.025	.018
		Herald	(r)		.018	.009
9,238	North Attleboro	Chronicle	(r)	1,705	.013	.01
41,751	Pittsfield	Berkshire Eagle	(r)	15,012	.032	.03
		Wednesday Edition			.037	.037
47,876	Quincy	Patriot Ledger	(r)	4,511	.029	.029
		Telegram	(r)	1,938	.018	.018
42,529	Salem	*News	(r)	†19,522	.08	.07
129,563	Springfield	*News	(r)		(e)	.13	.12
		*Republican	(h)	†		
		*Sunday Edition			(m) †32,885	.075	.075
		*Union	(h)	†29,952		
		*Union	(r)	†21,928	(e) †51,880	.12	.12
		*Sunday Edition			(m) †33,124	.12	.12
7,975	Stoneham	Enterprise	(r)		400	.014	.014
37,137	Taunton	*Gazette	(r)	†7,801	.03	.03
13,025	Wakefield	Item	(r)	2,307	.015	.011
30,915	Waltham	Free Press-Tribune	(r)	3,900	.054	.054
		News	(r)	3,002	.015	.015
16,574	Woburn	Times	(r)	3,500	.025	.018
179,754	Worcester	*Gazette	(r)	†31,636	.10	.08
		*Post	(r)	†22,300	.08	.08
		*Telegram	(h)	†35,511	.11	.10
		*Sunday Edition			(m) †40,031	.13	.12

MICHIGAN

POPULATION—3,667,222

11,878	Adrian	*Telegram	(r)	†9,719	.035	.035
8,384	Alliance	Recorder	(r)	2,400	.018	.018
11,184	Algona	*News	(r)	12,843	.02	.02
19,516	Ann Arbor	Michigan Daily (College year only)	(d)		.026	.025
		Sunday Edition	(m)		.026	.025
		Times News	(r)	7,301	.035	.035
36,164	Battle Creek	*Enquirer & News	(e)	†11,126	.045	.045
		*Saturday Edition	(y)	†9,302	.045	.045
		*Sunday Edition	(m)	†10,388	.045	.045
		*Moon Journal	(r)	6,568	.025	.025
47,554	Bay City	*Times-Tribune	(r)	†16,761	.05	.05
12,283	Benton Harbor	News-Palladium	(r)	4,340	.025	.025
8,558	Big Rapids	Pioneer	(r)	1,974	.015	.015
9,734	Cadillac	News	(r)	3,568	.025	.025
13,283	Calumet	News	(r)	2,837	.025	.016
5,642	Cheboygan	Tribune	(r)	1,781	.015	.015
6,114	Coldwater	Reporter	(r)	3,060	.02	.02

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

MICHIGAN—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
993,678	Detroit	*Free Press	(b)	†154,626	.35	.35
		*Sunday Edition	(m)	†162,328	.30	.30
		*Journal	(r)	†101,164	.22	.22
		*News	(e)	†220,370	.30	.30
		*Sunday Edition	(m)	†223,899	.30	.30
		*Times	(r)	†10,752	.08	.08
5,440	Dowagiac	News	(r)	2,119	.018	.018
13,103	Escanaba	Mirror	(r)		.014	.014
		Press	(c)	4,163	.021	.019
		Sunday Edition	(m)		.021	.019
91,599	Flint	*Journal	(r)	†20,196	.08	.05
7,236	Grand Haven	Tribune	(r)	1,586	.014	.009
137,634	Grand Rapids	Herald	(a)	31,180	.08	.08
		Sunday Edition	(m)		.08	.08
		*News	(r)	†11,728	.05	.05
		*Press	(r)	†29,899	.14	.14
4,304	Greenville	Call	(r)	950	.007	.007
7,527	Hancock	Journal	(r)	4,036	.025	.025
3,476	Hillsdale	*News	(e)	†4,722	.025	.025
12,166	Holland	Sentinel	(r)	1,632	.011	.011
4,456	Houghton	Mining Gazette	(e)	6,782	.039	.02
		Sunday Edition	(m)		.039	.02
6,938	Ionia	Sentinel-Standard	(r)	1,896	.02	.02
8,251	Iron Mountain	Tribune-Gazette	(r)	1,400	.018	.018
15,739	Ironwood	Globe	(r)	2,781	.018	.018
48,374	Jackson	*Citizen Patriot	(r)	†21,509	.06	.06
		*Saturday Edition	(y)	†16,839	.06	.06
		*Sunday Edition	(m)	†20,101	.06	.06
		News	(a)	12,916	.04	.04
		Sunday Edition	(m)		.04	.04
48,487	Kalamazoo	*Gazette	(c)	†23,256	.06	.06
		*Saturday Edition	(y)	†19,544	.06	.06
		*Sunday Edition	(m)	†22,500	.06	.06
57,327	Lansing	*State Journal	(r)	†27,765	.07	.07
8,810	Ludington	*News	(t)	†3,388	.02	.02
		*Sunday Edition	(m)	†3,450	.02	.02
9,690	Manistee	News-Advocate	(r)	3,114	.02	.02
12,718	Marquette	Mining Journal	(b)	5,927	.03	.03
4,270	Marshall	Chronicle	(r)	2,138	.02	.02
8,907	Menominee	Herald-Leader	(r)	3,418	.021	.02
11,573	Monroe	News	(r)	3,617	.02	.02
9,488	Mount Clemens	Leader	(r)	3,100	.021	.021
36,578	Muskegon	*Chronicle	(r)	†12,885	.04	.04
7,311	Niles	Star-Sun	(r)		.025	.025
12,575	Owosso	Argus-Press	(r)	5,993	.03	.025
5,064	Petoskey	News & Reporter	(r)	1,685	.013	.013
34,273	Pontiac	*Press	(r)	†12,565	.04	.04
25,944	Port Huron	*Times-Herald	(r)	†12,225	.04	.04
61,903	Saginaw	*News-Courier	(r)	†21,956	.07	.07
		*Sunday Edition	(m)	†20,956	.07	.07
7,251	St. Joseph	Herald-Press	(r)	2,978	.02	.02
12,096	Sault Ste. Marie	News	(r)	4,091	.025	.025
3,829	South Haven	Tribune	(r)		.015	.015
5,995	Sturgis	Journal	(r)	2,510	.02	.02
5,209	Three Rivers	*Commercial	(r)	†2,094	.02	.02
19,925	Traverse City	Record-Eagle	(r)	4,210	.025	.025
7,413	Ypsilanti	Ypsilantian-Press	(r)	2,097	.02	.02

MINNESOTA

POPULATION—2,386,371

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
3,056	Albert Lea	Tribune	(r)	3,063	.025	.025
10,118	Austin	Herald	(r)	3,281	.014	.014
7,086	Bemidji	Pioneer	(r)	3,244	.023	.023
9,591	Brainerd	Dispatch	(r)	1,950	.018	.018
6,825	Crookston	Times	(r)	5,129	.03	.03
98,917	D. luth	*Herald	(r)	†34,352	.09	.09
		*News Tribune	(b)	†19,989	.06	.06
		*Sunday Edition	(m)	†34,343	.06	.06
4,630	Fairmont	Independent	(r)	2,398	.009	.009
		Sentinel	(r)	2,226	.021	.021
11,089	Fairbault	News & Republican	(r)	2,938	.025	.025
7,581	Fergus Falls	Journal	(r)	4,410	.021	.021
13,089	Hibbing	News	(c)	1,325	.036	.036
		Sunday Edition	(m)		.036	.036
3,448	International Falls	Tribune	(r)	3,179	.025	.025
		Journal	(r)		.013	.013
5,500	Little Falls	Transcript	(r)	1,686	.02	.02
12,469	Mankato	*Free Press	(r)	†5,514	.04	.04
280,582	Minneapolis	*Journal	(r)	†98,793	.22	.22
		*Sunday Edition	(m)	†97,747	.22	.22
		Minnesota Daily (College year only)	(d)	3,000	.039	.039
		Minnesota Star	(e)		.15	.15
		*News	(r)	†46,768	.12	.12
		*Tribune	(b) †66,513 (e) †121,925		.22	.22
		*Tribune	(r) †54,513 (m) †123,756		.22	.22
4,419	Montevideo	American	(r)		.011	.011
9,730	Moorhead	News	(r)		.01	.01
7,283	Owatonna	Peoples Press	(c)	2,165	.025	.025
		Sunday Edition	(m)		.025	.025
8,657	Red Wing	Eagle	(r)	1,500	.018	.018
		Republican (d) 531 Republican (r) 2,001	(t)	2,532	.025	.025
		Sunday Edition	(m)		.033	.033
11,722	Rochester	Bulletin	(r)	3,350	.021	.021
		Post & Record	(r)	3,000	.02	.02
13,873	St. Cloud	Journal-Press	(r)	3,882	.025	.025
		*Times	(r)	3,891	.025	.025
234,600	St. Paul	*Dispatch (r) 174,797 *Pioneer Press (b) 62,856	(e)	†137,653	.36	.25
		*Sunday Edition	(m)	†110,285	.22	.22
		*News	(r)	†72,734	.15	.15
		*Sunday Edition	(m)	†48,776	.12	.12
6,960	So. St. Paul	*Reporter	(r)	†6,164	.03	.027
7,735	Stillwater	Gazette	(r)	1,490	.018	.018
14,022	Virginia	Enterprise	(r)		.018	.018
		Virginian	(r)	3,876	.021	.021
19,1 3	Winona	*Republican-Herald	(r)	†8,527	.035	.035

MISSISSIPPI

POPULATION—1,789,284

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
10,937	Biloxi	Herald (r) 1,188 Gulfport Herld. (r) 1,347	(r)	2,527	.02	.02
7,582	Clarksdale	Register	(e)	1,950	.026	.021
4,946	Corinth	Corinthian	(r)		.018	.013
11,560	Greenville	Democrat-Times	(r)	1,840	.018	.018
7,793	Greenwood	Commonwealth	(r)	1,500	.029	.021
13,270	Hattiesburg	American	(r)	3,819	.035	.03
22,817	Jackson	*Clarion-Ledger	(d)	†5,342	.03	.03
		*Sunday Edition	(m)	†5,611	.03	.03
		*News	(r)	†4,704	.03	.03
		*Sunday Edition	(m)	†4,462	.03	.03
13,037	Laurel	Leader	(r)	2,412	.02	.02
23,399	Meridian	Dispatch	(c)	2,711	.028	.028
		Sunday Edition	(m)		.028	.028
		*Star	(r)	†6,260	.03	.03
		*Sunday Edition	(m)	†6,495	.03	.03
12,648	Natchez	Democrat	(c)	3,375	.02	.02
		Sunday Edition	(m)		.02	.02
17,931	Vicksburg	Herald	(c)	3,301	.02	.02
		Sunday Edition	(m)		.02	.02
		Post	(r)	3,617	.02	.02
4,400	West Point	Times-Herald	(r)	675	.014	.011
5,344	Yazoo City	Sentinel	(r)	2,100	.029	.02

MISSOURI

POPULATION—3,404,341

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
3,578	Aurora	Advertiser	(r)	840	.011	.011
		News	(r)		.011	.007
4,645	Boonville	Republican	(r)		.018	.018
6,304	Brookfield	Argus	(r)	2,205	.014	.014
2,792	Butler	Democrat	(r)		.011	.011
3,268	Cameron	News & Observer	(r)		.014	.014
10,253	Cape Girardeau	*Southeast Missourian	(r)	†4,391	.035	.035
		Sun	(e)	2,750	.018	.018
		Sunday Edition	(m)		.018	.018
3,218	Carrollton	Democrat	(r)		.009	.009
10,068	Carthage	Democrat	(c)	1,807	.007	.007
		Sunday Edition	(m)		.007	.007
		Press	(r)	2,922	.018	.018
3,284	Charleston	Index	(r)	938	.014	.014
6,525	Chillicothe	Constitution	(r)	1,890	.014	.014
		Tribune	(r)	2,100	.021	.014
5,000	Clinton	Democrat	(r)		.011	.011
10,379	Columbia	*Missourian	(r)	†1,188	.025	.025
		Tribune	(r)	2,726	.021	.021
4,167	Excelsior Springs	Call	(r)	600	.021	.021
		Standard	(r)	1,166	.021	.021
5,948	Fulton	Gazette	(r)	1,763	.014	.014
		Sun	(r)	1,030	.009	.009
18,930	Hannibal	*Courier-Post	(e)	†4,980	.03	.03
11,686	Independence	Examiner	(r)	3,757	.02	.02
		News	(r)	1,230	.014	.014
14,490	Jefferson City	Capital News	(c)	3,450	.025	.025
		Sunday Edition	(m)		.025	.025
		Democrat Tribune	(r)	1,900	.012	.012
		Post	(r)	2,000	.011	.011
29,858	Joplin	*Globe	(e)	†24,697	.08	.08
		*Sunday Edition	(m)	†25,906	.08	.08
		*News-Herald	(r)	†13,799	.05	.05
		*Sunday Edition	(m)	†13,607	.05	.05
324,410	Kansas City	Drovers Telegram	(e)	33,676	.09	.09
		*Journal	(b)	†44,417	.12	.12
		*Sunday Edition	(m)	†42,222	.12	.12
		*Post	(r) †168,771		.25	.25
		*Sunday Edition	(m) †159,227		.275	.275
		*Star (b) †217,119 *Star (r) †231,773	(e) †426,892		.60	.60
		*Sunday Edition	(m) †232,510		.55	.55
7,313	Kirksville	Express	(r)	2,275	.02	.02
		News	(r)	2,097	.021	.021
2,258	Lamar	Democrat	(r)	493	.007	.007
4,695	Lexington	Intelligencer	(r)		.014	.014
4,868	Louisiana	Press-Journal	(r)		.007	.007
3,549	Macon	Chronicle-Herald	(r)		.018	.018
3,200	Marshall	Democrat News	(r)	2,100	.018	.018
4,711	Maryville	*Democrat-Forum	(r)	†3,138	.018	.018
		Tribune	(r)	2,500	.013	.013
6,013	Mexico	Intelligencer	(r)	975	.014	.011
		Ledger	(r)	1,835	.011	.011
13,008	Moberly	Democrat	(u)	2,570	.018	.014
		Sunday Edition	(m)		.018	.014
		Monitor-Index	(r)	3,071	.02	.02
4,206	Monett	Times	(r)	1,100	.014	.014
3,968	Neosho	Democrat	(r)		.011	.011
7,176	Nevada	Mail & Post	(r)	2,125	.018	.018
8,042	Popular Bluff	American	(r)	2,311	.018	.018
2,261	Rich Hill	Review	(r)		.004	.004
8,583	St. Charles	Banner-News	(r)	1,010	.011	.009
		Cosmos-Monitor	(r)		.011	.011
77,939	St. Joseph	*Gazette	(b)	†14,839	.06	.06
		*Sunday Edition	(m)	†12,461	.07	.07
		*News-Press	(r)	†37,366	.10	.10
		Stock Yards Journal	(r)	7,947	.025	.025
772,897	St. Louis	*Globe Democrat	(d)	†206,113	.35	.35
		*Sunday Edition	(m)	†171,527	.35	.35
		*Post Dispatch	(r)	†150,364	.32	.30
		*Sunday Edition	(m)	†343,881	.37	.35
		*Star	(r)	†102,466	.30	.30
		*Times	(e)	†50,147	.17	.15
31,144	Sedalia	Capital	(d)		.02	.02
		Sunday Edition	(m)		.02	.02
		Democrat	(t)		.03	.03
		Sunday Edition	(m)		.03	.03
39,631	Springfield	*Leader	(r)	†15,001	.05	.05
		*Sunday Edition	(m)	†14,792	.05	.05
		*Republican	(d)	†10,986	.04	.04
		*Sunday Edition	(m)	†11,110	.04	.04
6,931	Trenton	Republican & Tribune	(r)	1,531	.014	.014
		Times	(r)	650	.011	.011
4,011	Warrensburg	Star-Journal	(r)	800	.012	.012
7,807	Webb City	Sentinel	(r)	940	.011	.011
3,178	West Plains	Quill	(r)	864	.018	.018

MONTANA

POPULATION—547,303

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
11,668	Anaconda	*Standard	(b)	†12,233	.06	.06
		*Sunday Edition	(m)	†17,777	.07	.07
15,100	Billings	Gazette	(e)	10,700	.05	.05
		Gazette	(m)			
		Sunday Edition	(m)	11,025	.06	.06
6,183	Bozeman	Chronicle	(c)	2,315	.025	.025
		Sunday Edition	(m)		.025	.025
41,611	Butte	Bulletin	(r)	10,000	.071	.045
		*Miner	(b)	†13,646	.06	.06
		*Sunday Edition	(m)	†20,090	.08	.08
		*Post	(r)	†10,788	.05	.05
1,838	Forsyth	Democrat	(r)		.007	.007
24,121	Great Falls	*Leader	(r)	†2,728	.03	.03
		*Tribune	(b)	†11,876	.05	.05
		*Sunday Edition	(m)	†12,561	.05	.05
5,429	Havre	Promoter	(c)	1,412	.025	.025
		Sunday Edition	(m)		.025	.025
12,037	Helena	Independent	(a)	5,312	.035	.035
		Sunday Edition	(m)		.035	.035
		*Montana Record-Herld	(r)	†6,721	.03	.03
8,147	Kalispell	Inter Lake	(r)	2,341	.018	.018
6,120	Lewistown	Democrat-News	(a)	5,526	.03	.03
		Sunday Edition	(m)		.03	.03
6,326	Livingston	Enterprise	(c)	2,100	.025	.025
		Sunday Edition	(m)		.025	.025
7,937	Miles City	Montanan (r) 1,275 Star (e) 2,350	(f)	3,625	.03	.03
		Sunday Edition	(m)		.03	.03
12,668	Missoula	*Missoulian (b) †3,803 *Sentinel (r) †1,965	(e)	†5,768	.04	.035
		*Sunday Edition	(m)	†4,908	.04	.035
		New Northwest	(r)		.021	.021

NEBRASKA

POPULATION—1,295,508

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
9,664	Beatrice	Express	(r)	2,900	.018	.018
		Sun	(c)	3,760	.025	.025
		Sunday Edition	(m)		.025	.025
5,410	Columbus	News	(r)	1,511	.018	.018
4,930	Falls City	Journal	(r)	2,025	.019	.019
		News	(c)	1,700	.021	.021
		Sunday Edition	(m)		.021	.021
9,570	Fremont	*Tribune	(r)	†6,287	.04	.04
13,960	Grand Island	*Independent	(r)	†5,765	.03	.03
11,647	Hastings	*Tribune	(r)	†5,923	.04	.04
		High				

NEBRASKA — Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
54,934	Lincoln	*Nebraska State Journal (b) †21,882 *Nebraska State Journal (r) †10,541	(e)	†32,393	.09	.09
		*Sunday Edition	(m)	†19,613	.09	.09
		*Star	(r)	†29,947	.08	.08
		*Sunday Edition	(m)	†30,672	.08	.08
6,279	Nebraska City	Nebraska Press	(c)	2,472	.018	.018
		Sunday Edition	(m)		.018	.018
		News	(r)	1,588	.014	.014
8,634	Norfolk	*News	(r)	†8,333	.05	.05
10,446	North Platte	Telegraph	(r)		.021	.021
191,601	Omaha	*Bee (b) †41,391 *Bee (r) †19,056	(e)	†60,447	.16	.16
		*Sunday Edition	(m)	†60,759	.16	.16
		Drovers Journal-Stockman	(r)	36,488	.06	.06
		*News	(r)	†77,942	.17	.17
		*Sunday Edition	(m)	†70,980	.17	.17
		*World-Herld (b) †42,504 *World-Herld (r) †35,368	(e)	†77,872	.17	.17
		*Sunday Edition	(m)	†69,893	.17	.17
4,190	Plattsmouth	Journal	(r)		.009	.006
2,368	Seward	Tribune	(r)		.018	.018
2,992	Wymore	Arbor State	(b)	199	.007	.007
5,388	York	News-Times	(r)	2,475	.03	.03

NEVADA

POPULATION—77,407

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
1,685	Carson City	Appeal	(r)		.011	.011
		News	(b)	800	.011	.011
3,098	Ely	Times	(r)	825	.023	.025
1,568	Goldfield	Tribune	(r)	1,127	.039	.033
12,016	Reno	*Gazette	(e)	†5,260	.038	.038
		Nevada State Journal	(a)	5,353	.035	.03
		Sunday Edition	(m)		.035	.03
6,144	Tonopah	Bonanza	(r)	900	.018	.018
		Times	(c)	1,165	.014	.014
		Sunday Edition	(m)		.014	.014

NEW HAMPSHIRE

POPULATION—443,083

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
9,524	Claremont	Eagle	(r)	1,650	.011	.011
22,167	Concord	Monitor	(r)	3,276	.017	.017
		*Patriot (b) †1,018 *Patriot (r) †2,633	(e)	†3,443	.02	.02
13,029	Dover	Foster's Democrat	(r)	3,662	.014	.011
1,513	Hanover	Dartsmouth (College year only)	(b)		.039	.036
11,210	Keene	Sentinel	(r)	3,131	.027	.02
78,384	Manchester	*Leader (r) †12,549 *Union (b) †12,868 Mirror & Amer. (b) Mirror & Amer. (r)	(e)	†25,114	.065	.06
			(e)	5,005	.038	.038
20,279	Nashua	Telegraph	(r)	4,335	.024	.025
13,569	Portsmouth	Chronicle	(b)	1,580	.025	.011
		Herald	(y)	5,028	.046	.025
		Times	(r)	4,000	.013	.015

NEW JERSEY

POPULATION—3,155,374

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
13,400	Asbury Park	*Press	(r)	†7,647	.028	.025
		*Sunday Shore Press	(m)	†3,916	.025	.025
50,662	Atlantic City	Gazette Review	(b)	6,756	.02	.02
		*Sunday Edition	(m)		.035	.035
		Press (b) 13,488 Union (r) 4,726	(e)	18,214	.065	.06
76,754	Bayonne	News & Review	(r)	8,370	.035	.035
		Times	(r)	9,681	.035	.035
14,323	Bridgeton	News	(r)	5,849	.025	.025
		Pioneer	(b)	1,240	.011	.011
9,049	Burlington	Enterprise	(r)	4,601	.02	.02
116,309	Camden	*Courier	(r)	†12,647	.05	.05
		Post Telegram	(r)	13,209	.035	.035
95,623	Elizabeth	*Journal	(r)	†17,498	.07	.07
		Times	(a)	8,941	.04	.04
		Sunday Edition	(m)		.04	.04
17,667	Hackensack	Bergen Daily News	(r)		.025	.025
		Record	(r)	8,328	.025	.025
68,166	Hoboken	*Hudson Observer	(r)	†13,248	.11	.11
297,864	Jersey City	*Jersey Journal	(r)	†36,264	.10	.10
13,521	Long Branch	*Record	(r)	†3,717	.021	.018
14,691	Millville	Republican	(r)	2,100	.018	.014
12,568	Morristown	Jerseyman	(r)	3,118	.02	.02
		Record	(r)	3,025	.018	.018
414,216	Newark	Ledger	(a)	32,154	.11	.10
		Sunday Edition	(m)		.11	.10
		News	(r)	100,953	.21	.21
		*Star-Eagle	(r)	†67,248	.17	.16
		Sunday Call	(m)		.14	.13
32,779	New Brunswick	Home News	(r)	9,135	.035	.035
		Sunday Times	(m)		.035	.035
63,824	Passaic	*Herald	(r)	†8,882	.04	.035
		*News	(e)	†9,119	.035	.03
		*Call	(h)	†15,578	.06	.043
135,866	Paterson	*News	(r)	†10,908	.04	.04
		*Press Guardian	(e)	†10,156	.04	.04
		*Sunday Chronicle	(m)	†10,670	.04	.04
41,707	Perth Amboy	*News	(r)	†8,284	.045	.045
37,700	Plainfield	*Courier-News	(r)	†8,416	.03	.03
5,917	Princeton	Princetonian	(h)	1,600	.029	.029
119,289	Trenton	State Gazette	(h)	11,523	.03	.03
		*Times	(r)	†20,956	.08	.08
		*Sunday Times-Advertiser	(m)	†22,172	.08	.08
20,631	Union Hill (P. O. Weehawken)	Hudson Dispatch	(b)	11,832	.033	.033
6,799	Vineland	Journal	(r)	2,084	.014	.014
8,801	Woodbury	Times	(r)	1,975	.021	.021

NEW MEXICO

POPULATION—360,347

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
15,157	Albuquerque	Herald	(r)	4,004	.02	.02
		Journal	(a)	7,631	.03	.03
		Sunday Edition	(m)		.03	.03
4,318	East Las Vegas	Optic	(e)	2,565	.014	.014
7,062	Roswell	News	(r)	1,500	.018	.013
		Record	(r)		.016	.016
7,236	Santa Fe	New Mexican	(a)	3,500	.032	.021
		Sunday Edition	(m)		.036	.036

NEW YORK

POPULATION—10,384,144

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Rate	Agate Line Rate
113,344	Albany	Argus	(a)	16,537	.04	.04
		Sunday Edition	(m)		.04	.04
		*Journal	(e)	†12,528	.04	.04
		*Knickerbocker Press	(h)	†30,761	.09	.09
		*Sunday Edition	(m)	†44,219	.11	.11
		*Sunday Telegram	(m)	†26,840	.06	.06
		*Times Union	(r)	†31,692	.09	.09
33,524	Amsterdam	*Recorder & Democrat	(r)	†6,107	.04	.04
36,192	Auburn	Advertiser-Journal	(r)	4,017	.03	.03
		Citizen	(r)	6,926	.038	.035

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

NEW YORK—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Line Rate
4,103	Ballston Spa	*Journal*	(e)		011	011
		News (see Saratoga Spgs-Saratoga Sun)				
13,541	Batavia	*News*	(e)	17,940	.03	.03
10,996	Beacon	*Herald*	(e)	1,885	.014	.014
		Journal	(e)	3,775	.021	.021
66,800	Binghamton	*Press & Leader*	(e)	‡26,725	.08	.08
		Sun	(b)	‡16,363	.05	.05
2,022,262	Brooklyn	*Citizen*	(e)	39,365	.14	.10
		Sunday Edition	(m)		.14	.10
		Eagle	(e)	‡51,070	.20	.20
		*Sunday Edition	(m)	‡68,841	.20	.20
		*Standard Union	(e)	‡61,554	.20	.20
		*Sunday Edition	(m)	‡62,183	.20	.20
		Times	(a)	45,102	.12	.12
		Sunday Edition	(m)		.12	.12
506,775	Buffalo	*Commercial*	(r)	33,202	.07	.07
		*Courier	(b)	‡50,066		
		*Enquirer	(e)	‡86,632	.18	.18
		*Sunday Edition	(m)	‡107,973	.22	.22
		Express	(b)	‡35,764	.10	.10
		*Sunday Edition	(m)	‡53,776	.14	.14
		Live Stock Record	(r)		.021	.021
		*News	(e)	‡95,562	.21	.21
		*Times	(r)	‡68,703	.15	.15
		*Sunday Edition	(m)	‡67,083	.15	.15
7,356	Canandaigua	*Messenger*	(e)	4,200	.02	.018
6,728	Catskill	*Mail*	(e)	2,010	.016	.014
22,987	Cohoes	*American*	(e)	9,761	.04	.04
15,820	Corning	*Leader*	(e)	17,620	.04	.04
13,294	Cortland	*Standard*	(e)	5,290	.035	.035
4,681	Dansville	*Breeze*	(e)	1,300	.014	.014
19,336	Dunkirk	*Observer*	(e)	13,453	.015	.015
45,308	Elmira	Advertiser	(b)	9,004	.03	.03
		*Star-Gazette	(e)	‡24,203	.07	.07
15,000	Flushing	*Journal*	(r)	4,550	.023	.023
		Times	(e)	8,310	.036	.036
14,648	Geneva	*Times*	(e)	13,657	.04	.04
16,638	Glens Falls	*Post-Star*	(b)	17,276	.03	.03
		Times	(e)	6,120	.023	.023
22,075	Gloversville	*Herald*	(b)	15,711	.03	.03
		Leader-Republican	(e)	13,934	.03	.03
10,431	Herkimer	*Telegram*	(e)	2,250	.007	.007
15,025	Cornell	*Tribune-Times*	(e)	6,435	.035	.035
11,745	Hudson	*Register*	(e)	‡2,230	.018	.018
		*Republican	(b)	‡3,235	.018	.018
17,004	Ithaca	Cornell Sun	(b)		.036	.036
		(College year only)				
		*Journal-News	(e)	‡7,275	.04	.04
		Long Island Farmer	(e)		.014	.014
38,917	Jamestown	*Journal*	(e)	16,529	.025	.025
		News	(e)	2,250	.021	.021
		Post	(b)	10,934	.03	.03
26,688	Kingston	*Freeman*	(e)	10,654	.03	.03
		Leader	(b)	2,810	.021	.021
17,918	Lackawanna	*Journal*	(r)	1,087	.025	.025
13,029	Little Falls	*Times*	(e)	3,270	.015	.015
21,308	Lockport	*Union Sun & Journal*	(r)	17,198	.04	.035
50,000	Long Island City	*Star*	(e)	15,348	.07	.07
7,556	Malone	*Telegram*	(e)	4,500	.027	.02
8,166	Mechanicsville	*Hudson Valley Times*	(e)	1,250	.014	.014
6,237	Medina	*Journal*	(e)	2,482	.021	.021
19,420	Middletown	*Herald*	(e)	2,700	.02	.02
		Times Press	(e)	15,561	.03	.03
42,726	Mount Vernon	*Argus*	(e)	16,297	.04	.04
30,166	Newburgh	*News & Journal*	(e)	‡10,636	.05	.05
36,213	New Rochelle	*Standard*	(e)	4,500	.025	.025
		Star	(e)	2,950	.02	.02
5,620,048	New York	*American*	(b)	‡289,538	.60	.60
		*Sunday Edition	(m)	‡919,547	1.25	1.25
		Call	(b)	‡21,851	.13	.10
		*Sunday Edition	(m)	‡16,996	.13	.10
		Columbia Spectator (No Sat. issue—college year only)	(b)		.043	.039
		*Commercial	(b)	410,632	.27	.24
		*Globe & Com'l Adv'r	(e)	‡181,675	.45	.45
		*Herald	(b)	‡203,636	.48	.41
		*Sunday Edition	(m)	‡207,662	.48	.41
		*Journal	(e)	‡632,892	1.25	1.25
		Journal of Commerce & Com'l Bulletin	(b)	20,292	.27	.24
		*Mail	(e)	‡172,703	.42	.36
		*News, The	(b)	‡249,646	.54	.52
		Sup., Oct. and Nov.		383,674		
		North Side News	(e)		.14	.105
		Sunday Edition	(m)		.14	.105
		*Post	(e)	‡36,891	.28	.23
		*Sun	(e)	‡190,509	.48	.41
		*Telegram	(e)	‡117,038	.325	.25
		*Sunday Evening	(m)	‡132,196	.325	.25
		Telegraph	(a)	54,815	.295	.24
		Sunday Edition	(m)		.333	.28
		*Times	(b)	‡320,655	.637	.566
		*Sunday Edition	(m)	‡472,717	.686	.588
		*Tribune	(b)	‡125,919	.38	.30
		*Sunday Edition	(m)	‡127,836	.38	.30
		*World	(b)	‡338,014	.59	.48
		*Sunday Edition	(m)	‡390,965	.59	.48
		*World	(e)	‡358,829	.59	.44
50,760	Niagara Falls	*Gazette	(e)	‡12,599	.05	.05
5,927	No. Tarrytown	*Mt. Pleasant News* (See Tarrytown)				
15,682	No. Tonawanda	*News	(e)	12,468	.02	.02
8,269	Norwich	*Sun*	(e)	2,869	.02	.02
4,444	Nyack	*Journal*	(e)	2,000	.018	.018
14,609	Ogdensburg	*News*	(e)	3,420	.021	.018
		Sunday Edition	(m)		.021	.018
		*Republican-Journal	(b)	13,315	.025	.025
20,566	Olean	*Herald*	(e)	15,516	.02	.02
		Times	(e)	5,037	.021	.02
11,582	Oneonta	Star	(b)	6,038	.03	.03
10,739	Ossining	*Citizen-Sentinel*	(e)	1,260	.025	.025
23,626	Oswego	*Palladium*	(e)	4,966	.018	.018
		Times	(e)	5,847	.017	.014
15,868	Peekskill	*News*	(e)	2,330	.025	.025
		Union	(e)	1,900	.025	.025
10,909	Plattsburg	*Press*	(b)	3,540	.032	.025
		Republican	(b)		.013	.011
16,573	Port Chester	*Item*	(e)	3,005	.025	.025
10,171	Port Jervis	*Gazette*	(e)	2,013	.01	.01
		Union	(e)	2,094	.014	.011
35,000	Poughkeepsie	*Eagle-News*	(b)	5,524	.03	.03
		Star & Enterprise	(r)	‡10,437	.05	.05
		Saturday Courier	(m)	12,902	.05	.05
295,750	Rochester	*Democrat & Chronicle	(b)	‡54,568	.18	.17
		*Sunday Edition	(m)	‡62,383	.21	.20
		*Herald	(b)	125,023	.08	.08
		*Sunday Edition	(m)	‡19,123	.08	.08
		Post-Express	(r)	14,692	.058	.058
		Times-Union & Advertiser	(e)	‡62,404	.18	.18
26,341	Rome	*Sentinel*	(e)	5,614	.035	.035
9,276	Salamanca	*Republican Press*	(r)	2,050	.02	.012
13,181	Saratoga Spgs	*Saratogian*	(e)	7,406	.04	.04
		Saratoga Sun	(e)	2,425	.018	.014
		Ballston Spa News				
3,928	Saugerties	*Post*	(r)	650	.014	.014
88,723	Schenectady	*Gazette	(b)	‡20,192	.06	.06
		*Union-Star	(e)	‡15,187	.04	.04

NEW YORK—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Line Rate
85,634	Staten Island	*Advance	(r)	15,968	.045	.04
171,717	Syracuse	*Herald	(e)	‡41,997	.13	.13
		*Sunday Edition	(m)	‡70,778	.18	.18
		*Journal	(e)	‡62,218	.18	.10
		Orange (College year only)	(b)	2,000	.025	.014
		*Post Standard	(b)	‡50,651	.17	.16
		*Sunday Edition	(m)	‡60,118	.17	.16
5,807	Tarrytown	*News* 1,630	(r)	1,948	.025	.025
		Mt Pleasant News 318				
72,013	Troy	*Record* (b) ? 9,124				
		Record (e) ?17,188	(e)	‡22,312	.06	.06
		Times	(e)	17,057	.04	.04
94,156	Utica	*Herald-Dispatch*	(e)	‡19,584	.065	.065
		Sunday Edition	(m)		.055	.055
		Observer	(e)	‡16,063	.05	.05
		Press	(b)	‡21,209	.04	.04
		Telegram	(b)		.04	.04
31,385	Watertown	*Standard*	(e)	9,983	.045	.04
		Times	(e)	‡14,298	.055	.055
5,046	Wellsville	*Reporter*	(e)	1,960	.018	.018
21,031	White Plains	*Eastern State Journal*	(e)		.025	.02
		Reporter	(e)	4,873	.025	.025
100,176	Yonkers	*Herald*	(e)	10,090	.06	.05
		News	(e)	3,700	.025	.025
		Statesman	(e)		.019	.01

NORTH CAROLINA

POPULATION—2,556,486

28,504	Asheville	*Citizen	(b)	‡11,912	.045	.045
		*Sunday Edition	(m)	‡10,423	.045	.045
		*Times	(e)	15,324	.03	.03
		*Sunday Edition (3 mos 6-30 Stat.)	(m)	15,669	.03	.03
46,338	Charlotte	*News	(e)	19,941	.03	.03
		*Sunday Edition	(m)	19,434	.03	.03
		*Observer	(b)	‡16,574	.04	.04
		*Sunday Edition (3 mo —9-30-20)	(m)	‡17,528	.05	.05
9,903	Concord	*Tribune*	(e)	3,612	.015	.015
21,719	Durham	*Herald	(d)	16,170	.04	.04
		*Sunday Edition	(m)	16,159	.04	.04
		Sun	(a)	5,078	.025	.025
		Sunday Edition	(m)		.025	.025
9,925	Elizabeth City	*Advance*	(r)	1,140	.012	.012
8,877	Fayetteville	*Observer*	(e)	2,500	.025	.025
12,871	Gastonia	*Gazette*	(e)	2,604	.021	.018
11,296	Goldsboro	*Argus*	(e)		.018	.018
19,861	Greensboro	*News	(b)	‡16,881	.05	.05
		*Sunday Edition	(m)	‡22,761	.06	.06
		Record	(r)	8,868	.025	.025
5,772	Greenville	*News*	(e)	1,741	.02	.02
		Reflector	(e)	1,554	.018	.018
5,367	Henderson	*Dispatch*	(e)	1,975	.02	.02
5,076	Hickory	*Record*	(e)	1,700	.012	.012
14,332	High Point	*Enterprise*	(e)	2,071	.025	.025
9,771	Kinston	*Free Press*	(e)	1,669	.015	.015
		News	(d)		.021	.021
		Sunday Edition	(m)		.021	.021
13,911	Lenoir	*Topic*	(e)		.014	.014
12,198	New Bern	*Gazette*	(e)		.014	.014
		New Bernian	(e)	3,000	.025	.022
		Sunday Edition	(m)		.025	.022
		Sun Journal	(e)	2,112	.025	.025
34,418	Raleigh	*News and Observer	(b)	‡21,238	.06	.06
		*Sunday Edition	(m)	‡26,309	.06	.06
		Times	(e)	‡6,485	.01	.03
12,742	Rocky Mount	*Telegram*	(e)	2,700	.018	.018
13,884	Salisbury	*Post*	(e)	3,890	.02	.02
2,861	Scotland Neck	*Commonwealth*	(r)		.013	.013
7,895	Statesville	*Daily*	(e)		.011	.011
4,868	Tarboro	*Southerner*	(e)	900	.014	.014
		Tarborian	(e)		.014	.014
		Sunday Edition	(m)		.014	.014
6,166	Washington	*News*	(e)	2,625	.025	.025
33,372	Wilmington	*Dispatch*	(e)	15,034	.035	.035
		*Sunday Edition	(m)	14,613	.035	.035
		Star	(e)	6,753	.04	.04
		Sunday Edition	(m)		.04	.04
10,612	Wilson	*Times*	(e)	2,250	.029	.029
47,395	Winston-Salem	*Journal*	(b)	18,727	.04	.04
		*Sunday Edition	(m)	19,361	.04	.04
		Twin-City Sentinel	(e)	19,473	.04	.04

NORTH DAKOTA

POPULATION—645,730

6,951	Bismarck	*Tribune	(r)	13,844	.03	.03
5,140	Devils Lake	*Journal*	(r)	2,197	.025	.025
21,961	Fargo	*Courier-News	(d)	113,078	.05	.05
		*Sunday Edition	(m)	114,196	.05	.05
		*Forum	(r)	113,408	.05	.05
		*American	(r)	16,660	.04	.04
14,010	Grand Forks	*Herald	(d)	19,896		
		*Herald	(e)	15,162	.07	.07
		*Sunday Edition	(m)	111,016	.07	.07
6,627	Jamestown	*Alert*	(r)	1,140	.015	.015
4,336	Mandan	*Pioneer*	(r)	1,692	.015	.015
10,476	Minot	*News & Optic Reporter*	(e)	3,950	.03	.03
4,606	Valley City	*Times-Record*		3,200	.018	.018

OHIO

POPULATION—6,350,368

OHIO—						
208,435	Akron	*Beacon Journal*	(e)	134,678	.085	.085
		Press	(e)	26,954	.085	.085
		Times	(e)	121,873	.06	.06
		*Sunday Edition	(m)	125,135	.07	.07
21,603	Alliance	*Review & Leader*	(e)	18,904	.04	.04
9,249	Ashland	*Times Gazette*	(e)	3,650	.021	.021
22,062	Ashtabula	*Star & Beacon*	(e)	16,185	.04	.03
6,418	Athens	*Messenger*	(e)	18,519	.03	.03
15,061	Bellaire	*Leader*	(e)	3,642	.015	.015
9,386	Bellefontaine	*Examiner*	(e)	3,756	.014	.014
		Index Republican	(e)	2,719	.014	.014
5,776	Bellevue	*Gazette*	(e)	2,032	.014	.014
5,780	Bowling Green	*Sentinel-Tribune*	(e)	12,582	.015	.015
10,425	Bucyrus	*Forum*	(e)	1,826	.015	.015
		Telegraph	(e)	3,620	.015	.015
13,104	Cambridge	*Jeffersonian*	(e)	17,095	.03	.03
87,091	Canton	*News*	(e)	15,475	.045	.045
		Sunday Edition	(m)		.045	.045
		*Repository	(e)	121,864	.055	.055
		*Saturday Edition	(s)	123,217	.055	.055
		*Sunday Edition	(m)	119,507	.055	.055
4,226	Celina	*Standard*	(e)	1,690	.011	.011
15,831	Chillicothe	*News Advertiser*	(e)	3,131	.015	.015
		Scioto Gazette	(e)	3,124	.014	.014
401,247	Cincinnati	*Commercial Tribune*	(a)	48,176	.14	.14
		Sunday Edition	(m)		.15	.16
		Enquirer	(a)	66,442	.17	.17
		Sunday Edition	(m)		.35	.35
		Post	(e)	180,160	.28	.28
		Times-Star	(e)	146,909	.36	.36
7,049	Circleville	Herald	(b-s)			
		Herald	(e)	1,655	.016	.016
		Union-Herald	(e)	929	.01	.01

OHIO—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Line Rate
796,836	Cleveland	*News	(e)	‡148,241	.30	.30
		*Sunday News-Leader	(m)	‡154,348	.32	.32
		Live Stock News	(c)		.043	.036
		*Plain Dealer	(b)	‡182,459	.32	.32
		*Sunday Edition	(m)	‡212,939	.37	.37
		Press	(e)	191,488	.35	.35
237,031	Columbus	*Citizen*	(e)	75,492	.14	.14
		Dispatch	(e)	74,000	.14	.14
		Sunday Edition	(m)	69,084	.14	.14
		Ohio State Journal	(a)	31,452	.11	.11
		Sunday Edition	(m)		.11	.11
		Ohio State Lantern (College year only)	(t)	2,650	.013	.013
9,343	Conneaut	*News-Herald*	(r)	2,906	.014	.014
10,847	Coshocton	*Tribune & Times Age	(e)	15,837	.025	.025
		*Sunday Edition	(m)	15,707	.025	.025
182,859	Dayton	*Herald*	(e)	‡29,290	.07	.07
		Journal	(b)	‡36,936	.06	.06
		*Sunday Edition	(m)	‡34,781	.07	.07
		*News	(e)	‡37,548	.10	.10
		*Sunday Edition	(m)	‡39,957	.085	.065
8,076	Defiance	*Crescent-News*	(r)	3,127	.018	.018
8,786	Delaware	*Gazette	(r)	‡3,098	.011	.011
		Journal-Herald	(r)	1,311	.011	.011
5,745	Delphos	*Herald*	(r)	1,338	.013	.013
5,524	Dennison	*Pictograph*	(r)	1,706	.014	.014
8,101	Dover	*Reporter*	(r)	3,756	.018	.018
21,411	East Liverpool	*Review* (r)	(e)	‡15,738		
		*Tribune (b)	(e)	‡11,388	.04	.04
5,250	East Palestine	*Leader*	(r)	1,330	.014	.014
20,474	Elyria	*Chronicle-Telegram*	(e)	15,606	.03	.03
17,021	Findlay	*Courier*	(r)	3,169	.011	.011
		*Republican	(b)	16,665	.025	.025
9,987	Fostoria	*Review*	(e)	3,126	.014	.013
		Times	(e)	3,100	.013	.013
12,468	Fremont	*Messenger*	(e)	2,500	.014	.012
		News	(e)	‡2,738	.015	.015
7,374	Galion	*Inquirer*	(e)	2,333	.013	.013
6,070	Gallipolis	*Tribune*	(e)	739	.009	.009
3,081	Geneva	*Free Press-Times*	(e)	1,300	.010	.010
7,104	Greenville	*Advocate*	(e)	3,900	.010	.025
		Tribune	(e)		.010	.010
39,675	Hamilton	*Journal*	(e)	‡8,312	.03	.03
		News	(e)	‡6,900	.03	.03
14,007	Ironton	Irontonian	(e)	3,150	.010	.010
		Sunday Edition	(m)		.010	.010
		Register	(e)	3,200	.010	.010
7,690	Kenton	*Democrat*	(e)	2,400	.014	.014
		News Republican	(e)	3,900	.015	.015
14,706	Lancaster	*Eagle*	(e)	3,278	.018	.014
		Gazette	(e)	6,028	.010	.010
41,306	Lima	*News & Times-Democrat*	(e)	‡13,998	.05	.05
		*Sunday Edition	(m)	‡13,504	.05	.05
		*Republican-Gazette	(d)	18,969	.035	.035
		*Sunday Edition	(m)	‡8,773	.035	.035
3,084	Lisbon	*Journal*	(r)	1,000	.014	.014
37,295	Logan	*Times-Herald*	(e)	16,647	.03	.03
27,024	Mansfield	*News	(e)	‡10,206	.04	.04
		*Sunday Edition	(m)	‡10,146	.04	.04
15,840	Marietta	*Register-Leader*	(e)	3,414	.02	.02
		Times	(e)	16,334	.025	.025
		Sunday Edition	(m)		.025	.025
27,891	Marion	*Star	(e)	‡10,853	.04	.04
		Tribune	(r)	4,702	.02	.02
11,634	Martin's Ferry	*Times	(e)	16,647	.03	.03
3,635	Marysville	*Tribune	(e)	1,558	.013	.013
17,428	Massillon	*Independent	(e)	16,936	.03	.03
1,470	Mechanicsburg	*Telegram*	(e)		.014	.014
23,594	Middletown	*Journal*	(e)	4,466	.02	.02
		News-Signal	(e)	‡4,143	.02	.02
9,287	Mount Vernon	*Banner*	(r)	2,651	.01	.01
		Republican-News	(r)	‡3,598	.015	.015
26,718	Newark	*Advocate*	(e)	16,320	.03	.023
		American-Tribune	(r)	6,300	.018	.018
10,718	New Philadelphia	*Times*	(r)	6,462	.018	.018
15,008	Niles	*News*	(r)	1,112	.011	.011
7,379	Norwalk	*Reflector-Herald*	(r)	3,612	.018	.018
7,272	Painesville	*Telegraph*	(r)	2,925	.018	.018
15,044	Piqua	*Call* (r)	(e)	6,109	.025	.025
		Press-Dispatch (b)				
4,294	Pomeroy	*News*	(r)		.011	.011
33,011	Portsmouth	*Times*	(r)	‡12,123	.04	.04
		*Sunday Edition	(m)	10,925	.04	.04
5,679	St. Marys	*Leader*	(e)	2,350	.013	.013
10,305	Salem	*News*	(e)	13,427	.015	.015
22,897	Sandusky	*Register*	(d)	16,756	.025	.025
		*Sunday Edition	(m)	‡7,603	.025	.025
		Star Journal	(e)	10,915	.02	.02
5,578	Shelby	*Globe*	(e)	2,100	.011	.011
8,590	Sidney	*Journal*	(e)	3,585	.014	.014
		News	(e)	3,500	.02	.02
60,840	Springfield	*News*	(e)	19,763	.05	.05
		*Sunday Edition	(m)	13,381	.05	.05
		*Sun	(b)	13,816	.035	.035
		*Sunday Edition	(m)	11,747	.035	.035
20,500	Steubenville	*Gazette*	(e)	5,200	.025	.025
		Sunday Edition	(m)		.032	.032
		Herald-Star	(e)	8,225	.03	.03
14,575	Tiffin	*Advertiser*	(e)	13,166	.021	.021
		Tribune & Herald	(e)	3,032	.018	.018
243,109	Toledo	*Blade*	(e)	88,490	.24	.23
		Friday Edition			.26	.25
		News Bee	(r)	77,754	.20	.20
		Times	(b)	19,569	.05	.05
		*Sunday Edition	(m)	39,500	.08	.08
4,684	Toronto	*Tribune*	(r)	2,815	.011	.011
7,260	Troy	*News*	(e)	2,515	.014	.014
6,429	Uhrichsville	*Chronicle*	(e)	2,783	.015	.015
3,708	Upper Sandusky	*Chief*	(r)	2,903	.015	.015
		Union	(r)	2,062	.011	.011
7,621	Urbana	*Citizen* (b) ? 4,341	(e)	14,035	.02	.02
		Democrat	(e)	‡3,681		
8,100	Van Wert	*Bulletin*	(e)		.012	.012
		Times	(e)	2,860	.013	.013
5,295	Wapakoneta	*News*	(e)	2,714	.014	.014
27,050	Warren	*Chronicle*	(e)	5,557	.025	.025
		Tribune	(e)	6,700	.035	.035
7,962	Washington C. H.	*Herald* (b)	(e)	2,839	.016	.016
		Herald (e)				
6,697	Wellston	*Sentinel*	(e)	1,420	.011	.007
5,037	Wilmington	*News-Journal*	(e)	2,950	.015	.015
8,204	Wooster	*Record*	(e)	16,271	.025	.025
9,110	Xenia	*Gazette* (e)	(e)	14,513	.025	.025
		Republican (b)				
132,358	Youngstown	*Telegram*	(e)	‡22,618	.07	.07
		Vindicator	(e)	‡21,750	.07	.07
		*Sunday Edition	(m)	‡23,651	.07	.07
29,569	Zanesville	*Signal* (e)	(e)	17,446		
		*Times Recorder	(e)	‡19,855	.07	.07
		Sunday Times-Signal	(m)		.035	.035

OKLAHOMA

POPULATION—2,087,561

8,012	Ada	*News*	(r)	2,290	.025	.020
3,912	Alva	*Review-Courier*	(r)	1,500	.015	.015
14,181	Ardmore	*Ardmoreite*	(a)	4,500	.04	.04
		Sunday Edition	(m)		.04	.04

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

OKLAHOMA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Rate
14,617	Bartlesville	*Enterprise*	(r)	4,400	.03	.03
		Examiner	(d)	†3,012	.03	.03
		Sunday Edition	(m)	†3,132	.03	.03
7,174	Blackwell	*News*	(r)	1,200	.021	.021
		Tribune	(c)		.021	.021
		Sunday Edition	(m)		.021	.021
10,179	Chickasha	*Express*	(r)	2,366	.021	.021
3,435	Claremore	*Progress*(no Thurs. is	(r)		.018	.018
6,336	Cushing	*News*	(r)	941	.021	.021
6,460	Drumright	*Derrick*	(r)		.018	.018
7,340	Durant	*Democrat*	(r)	1,743	.021	.018
7,737	El Reno	*Democrat*	(r)		.02	.02
26,576	Enid	*Eagle*	(u)	5,971	.025	.025
		Sunday Edition	(m)		.025	.025
		News	(u)	6,398	.025	.025
		Sunday Edition	(m)		.025	.025
3,822	Frederick	Leader (c) / *Leader* (t)	(b)	2,972	.021	.021
		Sunday Edition	(m)		.021	.021
11,757	Guthrie	*Leader*	(r)	12,222	.06	.05
5,500	Henryetta	*Free Lance*	(t)		.015	.015
		Sunday Edition	(m)		.015	.015
2,936	Hobart	*Democrat-Chief*	(r)		.018	.018
6,368	Hugo	*News*	(m)	1,400	.018	.018
		Sunday Edition	(m)		.018	.018
3,067	Idabel	*News*	(r)	781	.018	.011
2,447	Kingfisher	*Free Press*	(r)	1,150	.016	.016
		Times	(r)	1,050	.016	.016
		Constitution	(r)	2,743	.029	.029
8,930	Lawton	*News*	(c)	3,600	.029	.029
		Sunday Edition	(m)		.029	.029
12,095	McAlester	*News-Capital*	(r)	12,564	.025	.025
6,002	Miami	*District News*	(u)	3,960	.025	.025
		Sunday Edition	(m)		.025	.025
		Record-Herald	(u)	4,276	.025	.025
		Sunday Edition	(m)		.025	.025
30,277	Muskogee	*Phoenix*	(b)	†13,901	.06	.06
		Sunday Edition	(m)	†14,493	.05	.05
		Times-Democrat	(r)	†11,475	.06	.06
2,533	Newkirk	*Eagle*	(r)		.011	.011
		Reporter	(r)	500	.006	.006
5,004	Norman	*Oklahoma Daily* (no Fri-day or Saturday issue)	(r)		.02	.02
		Transcript	(t)		.021	.021
		Sunday Edition	(m)		.021	.021
4,471	Nowata	*Star*	(u)	1,850	.021	.021
		Sunday Edition	(m)		.021	.021
91,295	Oklahoma City	*Live Stock News*	(r)		.029	.029
		Oklahoma News	(r)	24,262	.085	.085
		Oklahoman	(b)	†55,538	.15	.15
		Sunday Edition	(m)	†64,382	.18	.18
		Times	(r)	†48,362	.12	.12
17,430	Okmulgee	*Democrat*	(u)	5,011	.036	.036
		Sunday Edition	(m)		.036	.036
		Times	(c)	2,610	.035	.035
		Sunday Edition	(m)		.035	.035
6,414	Pawhuska	*Capital*	(r)	2,600	.025	.025
3,154	Perry	*Sentinel*	(r)		.013	.013
7,051	Ponca City	*News*	(r)	2,400	.025	.025
1,767	Pryor	*News*	(r)		.026	.026
11,634	Sapulpa	*Americas*	(u)	2,216	.03	.03
		Sunday Edition	(m)		.03	.03
		Herald	(r)	2,360	.027	.021
1,409	Shamrock	*Bulletin*	(r)		.011	.011
15,348	Shawnee	*News*	(c)	4,302	.03	.03
		Sunday Edition	(m)		.03	.03
4,701	Stillwater	*Press*	(r)		.018	.018
72,075	Tulsa	*Tribune*	(r)	†20,205	.07	.07
		Sunday Edition	(m)	†18,429	.07	.07
		World	(b)	†26,786	.08	.08
		Sunday Edition	(m)	†26,310	.09	.09
5,010	Vinita	*Journal*	(r)	1,242	.014	.014
2,601	Yale	*Record*	(r)		.018	.018

OREGON

POPULATION—783,389

4,848	Albany	*Democrat*	(r)	3,000	.018	.018
		Sunday Edition	(m)		.018	.018
		Herald	(r)	2,042	.018	.018
4,283	Ashland	*Tidings*	(r)	1,728	.019	.019
14,027	Astoria	*Astorian*	(d)	1,987	.021	.018
		Sunday Edition	(m)	2,425	.021	.018
		Budget	(r)	3,430	.029	.029
7,729	Baker	*Democrat*	(c)	2,211	.025	.025
		Sunday Edition	(m)		.025	.025
		Herald	(r)	1,918	.025	.025
5,415	Bend	*Bulletin*	(r)	†1,635	.018	.018
3,752	Corvallis	*Gazette-Times*	(r)	2,050	.018	.018
10,593	Eugene	*Guard*	(r)	†3,613	.018	.018
		Register	(d)	†4,424	.025	.025
		Sunday Edition	(m)	†4,525	.025	.025
3,151	Grants Pass	*Courier*	(r)	1,186	.018	.018
4,501	Klamath Falls	*Herald*	(r)	1,817	.021	.021
6,913	La Grande	*Observer*	(r)	3,190	.025	.025
4,034	Marshfield	*Coos Bay Times*	(r)	2,798	.018	.018
		Southwestern Oregon News	(r)	1,138	.03	.011
5,786	Medford	*Mail Tribune*	(r)	3,226	.025	.025
		Sunday Sun	(m)		.025	.025
5,686	Oregon City	*Enterprise*	(c)	1,912	.021	.021
		Sunday Edition	(m)		.021	.021
7,387	Pendleton	*East Oregonian*	(r)	†3,833	.018	.018
		Tribune	(d)		.029	.029
		Sunday Edition	(m)		.029	.029
258,288	Portland	*News*	(r)	†26,141	.055	.055
		Oregon Journal	(r)	†65,421	.14	.14
		Sunday Edition	(m)	†78,125	.14	.14
		Oregonian	(b)	†79,164	.16	.16
		Sunday Edition	(m)	†90,423	.20	.20
		Telegram	(r)	†54,050	.14	.14
4,381	Roseburg	*News-Review*	(r)	3,400	.021	.021
17,679	Salem	*Capital Journal*	(r)	†5,029	.03	.03
		Oregon Statesman	(r)	3,748	.03	.03
		Sunday Edition	(m)		.03	.03
3,907	The Dalles	*Chronicle*	(r)	11,513	.021	.021

PENNSYLVANIA

POPULATION—8,720,180

73,502	Allentown	*Call* (b) †26,494 / *Item* (r) † 3,990	(e)	†30,474	.10	.10
		Chronicle and News	(r)	5,978	.03	.03
		Leader	(r)		.015	.015
60,331	Altoona	*Mirror*	(r)	†22,692	.06	.06
		Times-Tribune	(b)	15,049	.05	.05
6,666	Ashland	*News*	(r)	1,532	.018	.014
		Telegram	(r)	1,150	.014	.014
5,402	Bangor	*News*	(r)		.016	.016
4,135	Beaver	*Times*	(r)	†3,887	.025	.025
12,002	Beaver Falls	*Tribune*	(r)	5,418	.025	.025
12,181	Berwick	*Enterprise*	(r)	2,200	.018	.014
50,358	Bethlehem	*Globe*	(r)	7,295	.04	.04
		Times	(r)	3,074	.022	.014
2,819	Bloomsburg	Press	(b)	5,932	.029	.025
20,879	Braddock	*News-Herald*	(r)	2,250	.02	.015
15,525	Bradford	*Era*	(b)	3,548	.018	.018
		Star & Record	(r)	3,833	.014	.014
10,273	Bristol	*Courier*	(r)	2,161	.018	.016

PENNSYLVANIA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Rate
2,502	Brownsville	*Telegraph*	(r)	1,995	.014	.014
23,778	Butler	*Citizen*	(b)	6,137	.018	.018
		Eagle	(r)	3,206	.03	.03
10,632	Canonsburg	*Notes*	(r)	2,315	.014	.014
10,640	Carbondale	*Leader*	(r)	5,611	.05	.025
18,916	Carlisle	*Herald*	(r)	1,650	.014	.009
		Sentinel	(r)	2,963	.018	.018
13,171	Chambersburg	*Franklin Repository*	(r)	4,496	.021	.021
		Public Opinion	(b)	4,816	.025	.025
		Valley Spirit	(r)	880	.016	.015
11,516	Charleroi	*Mail*	(r)		.01	.01
58,080	Chester	*Republican	(b)	12,254	.02	.02
		*Times	(r)	†12,962	.04	.04
8,529	Clearfield	*Progress*	(r)	3,209	.021	.021
14,515	Coatesville	*Record*	(r)	5,267	.021	.021
10,836	Columbia	*News*	(r)	2,504	.029	.029
13,006	Connellsville	*Courier*	(r)	†4,690	.018	.018
		News	(b)	4,510	.018	.018
7,238	Corry	*Journal*	(r)	2,600	.018	.014
6,952	Danville	*News*	(r)	2,517	.018	.018
14,131	Donora	*Herald*	(r)		.018	.018
3,837	Doylestown	*Democrat*	(r)	2,000	.007	.007
		Intelligencer	(r)	4,003	.014	.014
13,691	Du Bois	*Courier*	(b)	3,350	.021	.018
		Express	(r)	2,800	.011	.009
33,813	Easton	*Express & Argus*	(r)	†11,534	.04	.04
		Free Press	(r)	13,648	.05	.05
4,855	E. Stroudsburg	Press	(b)	1,856	.018	.018
8,958	Ellwood City	*Ledger*	(r)	1,886	.02	.02
93,372	Erie	*Dispatch(b) †18,159 / *Herald (r) † 7,508	(e)	†17,667	.065	.065
		*Sunday Dispatch-Herald	(m)		.07	.07
		(In October, the Dispatch and the Herald were consolidated. The individual Sunday Circulations were: Dispatch, †12,518, and the Herald, †9,232.)				
		*Times	(r)	†20,976	.08	.08
10,336	Farrell	*News*	(r)	1,970	.019	.019
9,978	Franklin	*News-Herald*	(r)	6,650	.04	.04
4,439	Gettysburg	*Times*	(r)	3,233	.02	.02
19,033	Greensburg	*Record*	(r)	4,009	.02	.02
		Review	(b)	4,112	.02	.02
		Tribune	(r)	4,618	.03	.03
8,181	Greenville	*Record*	(r)	1,703	.014	.014
8,664	Hanover	*Record-Herald* (r) / *Record* (b)	(e)	2,880	.014	.014
		Sun	(r)	4,370	.02	.018
75,917	Harrisburg	*News (r) †25,509	(e)	†44,699	.11	.11
		*Patriot (b) †19,190				
		Telegraph	(r)	†32,394	.095	.095
33,277	Hazleton	*Plain Speaker*	(r)	7,647	.025	.025
		Standard-Sentinel	(b)	7,613	.025	.025
20,452	Homestead	*Messenger*	(r)	3,321	.021	.021
7,981	Huntingdon	*Journal & News Era*	(r)		.014	.014
7,043	Indiana	*Gazette*	(r)		.021	.021
6,183	Jersey Shore	*Herald*	(r)	1,062	.017	.014
67,327	Johnstown	*Democrat*	(b)	10,990	.05	.05
		Leader	(r)	8,562	.09	.05
		Tribune	(r)	23,529	.07	.07
7,283	Kane	*Republican*	(r)	2,384	.018	.018
7,153	Kittanning	*Simpson's Leader*	(r)	3,205	.011	.011
		Times	(r)		.018	.012
53,150	Lancaster	*Examiner & New Era*	(r)	17,886	.07	.06
		Intelligencer (r) †13,649 / *News Journal* (b) †12,597	(e)	†26,246	.10	10
9,625	Lansford	*Record*	(r)	2,180	.025	.021
9,484	Latrobe	*Bulletin*	(r)	3,976	.021	.021
24,643	Lebanon	*News*	(r)	8,511	.035	.035
		Report	(r)	4,128	.02	.02
		Times	(b)		.009	.006
6,182	Lehighton	*Leader*	(r)	1,325	.011	.011
9,869	Lewistown	*Sentinel*	(r)	4,281	.02	.02
8,587	Lock Haven	*Express*	(r)	2,623	.021	.018
15,599	Mahanoy City	*Record-American*	(r)	4,163	.025	.025
3,646	Manch Chunk	*News*	(r)	2,158	.018	.018
		Times	(r)	1,560	.007	.007
45,975	McKeesport	*News*	(r)	11,061	.036	.036
14,568	Meadville	*Republican* (r) †2,222 / *Tribune-Rep.* (b) †9,091	(e)	†7,313	.036	.032
4,488	Mechanicsburg	*Journal*	(r)	1,046	.025	.025
5,374	Middletown	*Journal*	(r)	1,336	.009	.009
6,638	Milton	*Standard*	(r)	3,004	.025	.021
18,179	Monessen	*Independent*	(r)	1,730	.016	.016
8,688	Monongahela	*Republican*	(r)	2,963	.014	.014
17,469	Mt. Carmel	*Item*	(r)	†3,324	.025	.021
		News	(r)		.014	.011
5,500	Natrona	*Press*	(r)	420	.013	.013
9,361	New Brighton	*Beaver Valley News*	(r)	1,263	.014	.014
44,938	New Castle	*Herald*	(e)	8,609	.024	.023
		News	(r)	†12,349	.036	.036
11,987	New Kensington	*Dispatch*	(r)	3,019	.02	.02
32,319	Norristown	*Herald*	(r)	2,922	.021	.021
		Times	(r)	†8,678	.035	.035
31,274	Oil City	*Blizzard*	(r)	2,742	.018	.014
		Derrick	(b)	†6,461	.035	.035
1,823,779	Philadelphia	*Bulletin*	(r)	488,151	.35	.35
		Inquirer	(b)	†185,219	.35	.35
		Sunday Edition	(m)	†345,259	.50	.50
		*North American	(b)	†141,317	.30	.288
		Sunday Edition	(m)	†175,739	.40	.388
		Pennsylvanian (College year only)	(b)		.027	.024
		*Public Ledger (b) †81,429 / *Public Ledger (r) †126,009	(e)	†207,438	.45	45
		*Sunday Edition	(m)	†189,955	.35	.35
		*Record	(e)	†109,573	.25	.25
		*Sunday Edition	(m)	†117,132	.30	.30
		Star	(r)		.12	.10
3,900	Phillipsburg	*Journal*	(r)	1,725	.011	.011
10,454	Phoenixville	*Republican*	(r)	3,000	.018	.018
588,193	Pittsburgh	*Chronicle Telegraph* (r) †91,414			.19	.19
		*Gazette Times (b) †87,767 / *Sunday Gazette Times	(e)	†179,181	.19	.19
		*Dispatch	(b)	†56,178	.15	.15
		*Sunday Edition	(m)	†70,382	.18	.18
		Leader	(r)	80,198	.15	.15
		Sunday Edition	(m)		.15	.15
		Live Stock Journal	(r)		.029	.024
		*Post (b) †71,585 / *Sun (e) †72,435	(e)	†144,020	.15	15
		*Sunday Post	(m)	†110,446	.18	.18
		*Press	(r)	†118,872	.20	.20
		*Sunday Edition	(m)	†132,651	.20	.20
18,497	Pittston	*Gazette*	(r)	3,847	.025	.025
17,431	Pottstown	*Ledger*	(r)	3,100	.02	.02
		*News	(b)	16,433	.025	.025

PENNSYLVANIA—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln. Agate Line	Min. Agate Rate
21,876	Pottsville	*Chronicle*	(r)		.014	.014
		Journal	(r)	9,434	.025	.025
		*Republican	(r)	†11,358	.06	.045
10,311	Punxsutawney	*Spirit*	(r)	4,000	.025	.025
107,784	Reading	*Eagle	(r)	†33,526	.08	.08
		*Sunday Edition	(m)	†22,526	.08	.08
		*Herald Telegram (r) †9,015 / *News-Times (b) †6,797	(e)	†14,812	.05	.05
5,877	Renovo	*Record*	(r)		.013	.013
6,037	Ridgway	*Record*	(r)	3,667	.016	.016
6,967	St. Mary's	*Press*	(r)	995	.014	.014
8,978	Sayre	*Times*	(r)	4,160	.015	.015
137,783	Scranton	Dispatch (Sunday)	(m)		.046	.046
		*Republican	(b)	†29,473	.10	.10
		*Times	(r)	†33,895	.10	.10
21,304	Shamokin	*Dispatch*	(r)	3,860	.025	.021
		Herald	(r)		.018	.014
		News (3 mos. 9-30 stat.)	(r)	†3,372	.025	.021
21,747	Sharon	*Herald*	(r)	†4,821	.021	.021
		Telegraph	(r)	†4,709	.03	.03
24,736	Shenandoah	*Herald*	(r)	4,300	.025	.021
5,278	Stroudsburg	*Record & Times-Democrat*	(r)	3,527	.03	.03
15,721	Sunbury	*Daily*	(r)	3,139	.025	.021
		Item	(r)	3,775	.021	.018
3,764	Susquehanna	*Transcript*	(r)	1,010	.014	.014
12,362	Tamaqua	*Courier*	(r)	3,250	.025	.021
8,925	Tarentum	*Telegram*	(r)	1,909	.011	.011
		Valley News	(r)	1,520	.015	.015
8,432	Titusville	*Herald*	(b)	†4,778	.032	.029
4,260	Towanda	*Review*	(b)	3,308	.025	.025
9,004	Tyrone	*Herald*	(r)	3,000	.011	.011
15,693	Uniontown	*Genius* (r) 6,338 / Herald (b) 9,136	(e)	15,644	.04	.03
		News Standard	(r)		.012	.012
14,256	Warren	*Mirror*	(r)	3,211	.018	.018
		Times	(r)	†3,938	.025	.021
21,480	Washington	*Observer(b) †10,234 / *Reporter (r) †4,685	(e)	†14,919	.05	.05
9,230	Waynesboro	*Press*	(r)	1,985	.014	.014
		Record Herald	(r)	3,695	.021	.021
11,717	West Chester	*Local News*	(r)	12,264	.03	.03
73,833	Wilkes Barre	*News*	(r)	12,888	.035	.035
		*Record	(b)	†18,140	.05	.05
		*Sunday Independent (3 mos. 9-30 stat.)	(m)	†15,250	.04	.04
		Times-Leader	(r)	†17,007	.05	.05
36,198	Williamsport	*Gazette & Bulletin*	(b)	9,300	.03	.03
		Sun	(r)	†16,520	.05	.05
47,512	York	*Dispatch*	(r)	15,027	.045	.045
		Gazette & Daily	(b)	15,014	.045	.045

RHODE ISLAND

POPULATION—604,397

4,500	Arctic	*Pawtuxet Valley Times*	(r)		.021	.021
30,255	Newport	Herald	(b)	3,294	.016	.011
		News	(r)	6,155	.033	.026
64,248	Pawtucket	*Times*	(r)	†23,244	.06	.06
237,595	Providence	*Bulletin*	(r)	†56,416	.135	.135
		Journal	(b)	†37,885	.08	.08
		*Sunday Edition	(m)	†48,224	.13	.13
		*News	(r)	†17,335	.06	.06
		*Tribune	(r)	†24,633	.09	.09
		*Sunday Edition	(m)	†33,637	.09	.09
9,952	Westerly	*Sun	(t)	†4,529	.025	.025
		*Sunday Evening	(m)	†4,906	.025	.025
43,496	Woonsocket	*Call	(r)	†13,177	.06	.04

SOUTH CAROLINA

POPULATION—1,680,663

10570	Anderson	*Mail*	(r)	4,325	.02	.02
		Tribune	(d)		.018	.018
		Sunday Edition	(m)		.018	.018
67,957	Charleston	*American	(b)	†8,925	.03	.03
		*Sunday Edition	(m)	†10,557	.03	.03
		*News & Courier	(b)	†10,542	.04	.04
		*Sunday Edition	(m)	†11,290	.04	.04
		*Post	(r)	†10,713	.04	.04
		*Record	(r)	†12,937	.05	.05
		*Sunday Edition	(m)	†13,749	.05	.05
		*State	(b)	†21,362	.06	.06
		*Sunday Edition	(m)	†22,307	.06	.06
10,968	Florence	*Times*	(r)	1,905	.021	.021
23,127	Greenville	*News	(b)	†10,897	.04	.04
		*Sunday Edition	(m)	†9,889	.04	.04
		*Piedmont	(r)	†7,285	.04	.04
8,703	Greenwood	*Index-Journal	(s)	4,187	.025	.025
		*Sunday Edition	(m)		.025	.025
7,290	Orangeburg	Times & Democrat	(c)	3,250	.025	.025
		*Sunday Edition	(m)		.025	.025
8,889	Rock Hill	*Herald	(r)	1,300	.021	.018
22,638	Spartanburg	*Herald (d) †4,704 / *Journal (r) †3,132	(t)	†7,876	.04	.04
		*Sunday Herald	(m)	†5,913	.04	.04
9,598	Sumter	*Item*	(r)	1,787	.021	.018
6,141	Union	*Times*	(r)	2,965	.018	.018

SOUTH DAKOTA

POPULATION—636,820

14,537	Aberdeen	*American(b) †4,578 / *News (r) †4,611	(e)	†9,189	.07	.07
		*Sunday American-News	(m)	†4,972	.07	.07
2,483	Deadwood	Pioneer-Times	(c)	1,375	.025	.025
		*Sunday Edition	(m)		.025	.025
		Telegram	(r)	490	.006	.006
8,302	Huron	*Huronite*	(s)	4,169	.04	.04
		*Sunday Edition	(m)		.05	.05
5,013	Lead	*Call*	(r)	1,439	.018	.018
4,164	Madison	*Leader*	(r)	1,020	.013	.013
		Sentinel	(r)	712	.011	.011
8,478	Mitchell	*Gazette*	(r)	2,730	.029	.017
		*Republican (d) †2,298 / *Republican (r) †2,637	(i)	†4,935	.035	.035
		*Sunday Edition	(m)	†4,986	.035	.035
3,209	Pierre	*Capital-Journal*	(r)	850	.018	.018
5,777	Rapid City	Journal	(d)		.032	.018
		*Sunday Edition	(m)		.032	.018
25,176	Sioux Falls	*Argus-Leader	(r)	†16,861	.07	.07
		*Press	(d)	†11,761	.043	.043
		*Sunday Edition	(m)	† 5,677	.043	.043
9,480	Watertown	*News*	(r)	3,927	.021	.021
		Public Opinion (c) / *Public Opinion* (r)	(g)	6,612	.035	.035
		*Sunday Edition	(m)		.035	.035
5,036	Yankton	*Press & Dakotan*	(r)	2,246	.025	.025

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

TENNESSEE

POPULATION—2,337,400

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
57,895	Chattanooga	*News	(r)	†19,249	.05	.05
		*Times	(h)	†22,547	.07	.07
		*Sunday Edition	(m)	†22,866	.07	.07
8,110	Clarksville	Leaf Chronicle	(r)	2,175	.02	.02
5,526	Columbia	Herald	(r)	1,950	.021	.014
3,775	Greenville	Democrat-Sun	(s)		.032	.032
15,960	Jackson	Sun	(s)	4,000	.025	.025
		Sunday Edition	(m)		.025	.025
12,442	Johnson City	Staff	(r)	4,900	.03	.03
77,018	Knoxville	*Journal & Tribune	(h)	†26,094	.06	.06
		*Sunday Edition	(m)	†19,996	.06	.06
		*Sentinel	(r)	†19,022	.06	.06
162,351	Memphis	*Commercial Appeal	(h)	†83,359	.15	.15
		*Sunday Edition	(m)	†113,841	.18	.18
		*News Scimitar	(r)	†42,522	.13	.12
		Press	(e)	32,877	.07	.07
5,881	Morristown	Mail	(r)		.018	.018
110,342	Nashville	*Banner	(r)	†41,097	.10	.10
		*Sunday Edition	(m)	†43,116	.11	.11
		*Tennessean (h) 130,982 *Tennessean (r) 116,261	(e)	†47,163	.09	.09
		*Sunday Edition	(m)	†29,745	.09	.09

TEXAS

POPULATION—4,661,027

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
10,274	Abilene	Reporter	(r)	4,706	.035	.035
		Sunday Edition	(m)	5,268	.035	.035
15,494	Amarillo	News	(e)	4,967	.043	.04
		Sunday Edition	(m)		.043	.04
		Panhandle	(r)		.013	.013
		Tribune	(s)	3,784	.036	.036
		Sunday Edition	(m)		.029	.029
3,270	Athens	Review	(r)	440	.007	.007
34,876	Austin	*American	(b)	15,633	.04	.04
		*Sunday Edition	(m)	17,927	.04	.04
		*Statesman	(r)	15,666	.04	.04
		*Sunday Edition	(m)	16,690	.04	.04
		Texan	(d)		.04	.04
		Sunday Edition (College year only)	(m)		.04	.04
2,767	Ballinger	Ledger	(r)	700	.009	.009
3,484	Bay City	Tribune	(r)		.009	.007
40,422	Beaumont	*Enterprise	(b)	†19,343	.06	.06
		*Sunday Edition	(m)	†24,799	.09	.09
		*Journal	(r)	17,946	.04	.04
		*Sunday Edition	(m)	17,295	.04	.04
3,098	Belton	News	(r)		.013	.013
6,000	Bonham	Favorite	(r)	1,638	.011	.011
3,066	Brenham	Banner-Press	(r)	796	.01	.009
		Messenger	(e)	856	.014	.014
		Sunday Edition	(m)		.014	.014
11,791	Brownsville	Herald	(a)	2,160	.025	.018
		Sunday Edition	(m)		.025	.018
		Sentinel	(e)	1,428	.028	.02
		Sunday Edition	(m)		.028	.02
8,223	Brownwood	Bulletin	(r)	1,770	.025	.025
6,295	Bryan	Eagle	(r)	1,280	.018	.018
7,422	Cuero	News	(r)		.03	.03
		Sunday Edition	(m)		.03	.03
12,830	Cleburne	Enterprise	(a)	1,756	.021	.021
		Sunday Edition	(m)		.021	.021
		Review	(e)	2,060	.014	.014
		Sunday Edition	(m)		.014	.014
3,842	Commerce	Journal	(r)		.011	.011
10,522	Corpus Christi	*Caller	(b)	†3,282	.03	.03
		*Sunday Edition	(m)	†3,639	.03	.03
		Times	(r)	1,885	.025	.025
11,356	Córsicana	Sun	(r)	2,188	.014	.014
3,671	Cuero	Record	(r)		.011	.011
		Sunday Edition	(m)		.011	.011
158,976	Dallas	Dispatch	(r)	26,385	.07	.07
		*Journal	(e)	†33,588	.09	.08
		*News	(h)	962,522	.15	.13
		*Sunday Edition	(m)	192,961	.18	.16
		Times-Herald	(s)	44,916	.11	.11
		Sunday Edition	(m)		.11	.11
17,065	Denison	Herald	(e)	4,356	.025	.025
		Sunday Edition	(m)		.025	.025
7,626	Denton	*Record-Chronicle	(r)	†1,795	.018	.018
9,368	Eastland	Oil Belt News	(r)		.036	.036
77,560	El Paso	*Herald	(e)	†25,169	.06	.06
		*Times	(h)	†15,329	.07	.06
		*Sunday Edition	(m)	†19,513	.06	.06
		News	(r)		.013	.013
7,224	Ennis	Live Stock Reporter	(r)	2,966	.035	.035
106,482	Fort Worth	*Record	(b)	†26,484	.10	.10
		*Sunday Edition	(m)	†33,094	.10	.10
		*Star-Telegram	(r)	†25,477	.16	.16
		*Sunday Edition	(m)	†68,792	.18	.18
5,648	Gainesville	Hesperian	(d)		.011	.011
		Sunday Edition	(m)		.011	.011
		Register	(r)	1,650	.018	.018
44,255	Galveston	*News	(h)	†10,503	.09	.07
		*Sunday Edition	(m)	†15,656	.10	.08
		*Tribune	(r)	†8,094	.05	.05
3,128	Gonzales	Inquirer	(r)	484	.011	.011
12,384	Greenville	Banner	(r)	4,956	.025	.018
		Herald	(c)	4,986	.026	.02
		Sunday Edition	(m)		.026	.02
6,952	Hillsboro	Mirror	(r)	1,162	.011	.011
138,976	Houston	*Chronicle	(r)	†47,396	.12	.12
		*Sunday Edition	(m)	†59,774	.14	.14
		*Post	(h)	†41,122	.11	.11
		*Sunday Edition	(m)	†50,660	.11	.11
		Press	(r)	17,718	.06	.06
3,723	Jacksonville	Progress	(r)		.018	.014
3,981	Kaufman	Herald	(e)	313	.007	.007
2,107	Lampasas	Leader	(e)		.007	.007
22,710	Laredo	Record	(e)	650	.021	.021
		Sunday Edition	(m)		.021	.021
		Times	(r)		.011	.011
5,713	Longview	Leader	(e)	1,376	.018	.018
		Times-Clarion	(r)	1,310	.021	.021
4,878	Lufkin	News	(r)		.025	.025
5,331	McAllen	Rio Grande Sun	(d)		.015	.015
		Sunday Edition	(m)		.015	.015
6,677	McKinney	Courier-Gazette	(r)	1,652	.014	.014
4,310	Marlin	Democrat	(r)		.014	.014
14,271	Marshall	Messenger	(r)	1,800	.016	.016
		News	(e)	3,492	.036	.036
		Sunday Edition	(m)		.036	.036
3,105	Mart	Herald	(r)	450	.009	.009
3,482	Mexia	News	(e)	550	.014	.014
7,890	Mineral Wells	Index	(r)	1,107	.017	.017
3,546	Nacogdoches	Sentinel	(r)	900	.011	.011
5,060	Navarro	Examiner-Review	(r)	700	.009	.009
9,212	Orange	Leader	(r)	1,620	.025	.025
11,039	Palestine	Herald	(r)	1,115	.011	.011
		Visitor	(r)		.007	.007
15,040	Paris	Dinner Horn	(e)		.036	.036
		News	(c)	4,548	.035	.035
		Sunday Edition	(m)		.035	.035
22,251	Port Arthur	News	(s)	2,824	.03	.03
		Sunday Edition	(m)		.03	.03
14,205	Ranger	Times	(s)	3,452	.035	.035
		Sunday Edition	(m)		.035	.035

TEXAS—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
9,192	San Angelo	Standard	(r)	2,622	.027	.027
		Sunday Edition	(m)	3,056	.03	.03
161,379	San Antonio	*Express	(b)	†30,375	.10	.10
		*Sunday Edition	(m)	†45,378	.11	.11
		*Light	(r)	†19,936	.08	.08
		*Saturday Edition	(y)	†19,959	.08	.08
		*Sunday Edition	(m)	†29,001	.09	.09
		*News	(e)	†30,007	.07	.07
		Light	(r)		.018	.018
5,870	San Benito	Courier	(h)		.025	.025
15,681	Sherman	Sunday Edition	(m)		.025	.025
		Democrat	(r)	2,647	.025	.025
5,558	Sulphur Spgs	Gazette	(u)	800	.011	.011
		Sunday Edition	(m)		.011	.011
		News-Telegram	(u)	985	.012	.011
		Sunday Edition	(m)		.012	.011
4,387	Sweetwater	Reporter	(r)		.018	.018
		Sunday Edition	(m)		.018	.018
5,963	Taylor	Democrat	(r)	925	.018	.018
		Press	(r)	976	.014	.014
11,833	Temple	*Telegram	(h)	†6,640	.04	.04
		*Sunday Edition	(m)	†7,257	.04	.04
8,249	Tertell	Transcript	(s)	1,800	.024	.024
		Sunday Edition	(m)		.024	.024
		Tribune	(s)	2,183	.018	.018
		Sunday Edition	(m)		.018	.018
11,490	Texarkana (including Texarkana, Arkansas, 19,737)	Four States Press	(n)	5,366	.03	.03
		Sunday Edition	(m)		.03	.03
		Texarkanan (See Texarkana, Arkansas)				
1,526	Timpson	Times (No Thurs. issue)	(r)	575	.011	.011
12,085	Tyler	Courier Times	(r)	2,526	.021	.021
5,957	Victoria	Advocate	(r)	800	.011	.011
38,500	Waco	Colored Observer (Negro)	(b)		.006	.006
		*News-Tribune	(h)	†12,326	.05	.05
		*Sunday Edition	(m)	†10,426	.06	.05
		Times-Herald	(r)	8,658	.035	.035
		Sunday Edition	(m)	10,153	.04	.04
7,918	Wazahachie	Light	(r)		.032	.032
6,283	Weatherford	Herald	(r)	1,280	.011	.011
40,079	Wichita Falls	Record News	(a)	6,356	.05	.05
		Sunday Edition	(m)		.05	.05
		*Times	(r)	†9,417	.05	.05
		*Sunday Edition	(m)	†9,794	.05	.05
6,184	Yoakum	Herald	(r)	800	.013	.013
		Times	(d)		.012	.012
		Sunday Edition	(m)		.012	.012

UTAH

POPULATION—449,446

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
9,439	Logan	Journal	(r)	1,688	.018	.018
32,804	Ogden	*Standard-Examiner	(r)	†10,346	.06	.06
		*Sunday Edition	(m)	†10,221	.06	.06
118,110	Salt Lake City	*Deseret News	(r)	†19,765	.06	.06
		*Saturday Edition	(y)		.07	.07
		*Telegram	(e)	†25,342	.08	.08
		Sunday Edition	(m)		.09	.09
		*Tribune	(h)	†38,929	.08	.08
		Sunday Edition	(m)	†68,775	.12	.12

VERMONT

POPULATION—352,481

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
10,000	Barre	*Times	(r)	†6,862	.035	.02
9,982	Bennington	Banner	(r)	2,942	.015	.01
7,324	Brattleboro	Reformer	(r)	2,004	.015	.015
33,779	Burlington	*Free Press	(b)	†10,052	.05	.05
		News	(r)	7,012	.03	.03
7,125	Montpelier	Argus	(r)	3,090	.016	.013
14,956	Rutland	*Herald	(b)	†8,366	.04	.04
		News	(r)	3,739	.018	.013
7,983	St. Albans	Messenger	(r)	3,187	.018	.013
7,163	St. Johnsbury	Caledonian & Newport Record	(r)	2,790	.013	.013

VIRGINIA

POPULATION—2,300,361

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
18,060	Alexandria	Gazette	(r)	2,780	.036	.014
14,776	Bristol	Herald-Courier	(b)	6,601	.04	.04
		Sunday Edition	(m)	7,927	.04	.04
10,686	Charlottesville	Progress	(r)		.026	.021
6,150	Clifton Forge	Review	(r)	1,104	.013	.013
5,623	Covington	Virginian	(r)	1,685	.015	.013
21,339	Danville	Bee (e) 5,696 Register (c) 4,454	(g)	9,950	.04	.04
		Sunday Edition	(m)		.04	.04
5,882	Fredericksburg	Star	(r)	1,631	.014	.011
5,875	Harrisonburg	*News-Record	(b)	†7,124	.025	.025
1,000	Hot Springs	Day Letter			.05	.05
29,996	Lynchburg	*Advance (e) †5,568 *News (d) †3,446	(i)	†10,014	.05	.05
		*Sunday Edition	(m)	†10,432	.05	.05
35,596	Newport News	*Press (d) 16,057 *Times-Herald (e) †8,664	(t)	†14,521	.05	.05
		*Sunday Edition	(m)	†8,098	.05	.05
115,777	Norfolk	*Ledger-Dispatch	(r)	†35,934	.10	.10
		*Virginian Pilot	(b)	†32,596	.08	.08
		*Sunday Edition	(m)	†38,452	.10	.10
31,002	Petersburg	Index-Appeal Progress	(a) (r)	6,682	.05	.05
		Sunday Edition	(m)		.05	.05
54,387	Portsmouth	Star	(s)	3,828	.04	.04
		Sunday Edition	(m)		.04	.04
5,282	Pulaski	Southwest Times & News-Review	(r)	1,336	.018	.018
171,667	Richmond	Dispatch	(r)		.07	.07
		*News Leader	(r)	†45,063	.11	.11
		*Times-Dispatch	(h)	†22,583	.07	.07
		*Sunday Edition	(m)	†42,368	.11	.11
50,842	Roanoke	*Times (d) † 9,668 *World-News (r) †10,193	(t)	†19,861	.06	.06
		*Sunday Edition	(m)	†13,770	.07	.07
10,623	Staunton	*Leader (r) 12,062 *News-Leader (d) †4,277	(l)	†6,339	.03	.03
		*Sunday Edition	(m)	†6,289	.03	.03
6,883	Winchester	*Star (3 mos. 9-30 stat.)	(r)	†3,398	.015	.015

WASHINGTON

POPULATION—1,356,310

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
15,337	Aberdeen	*World	(r)	†5,367	.03	.03
26,570	Bellingham	American-Reveille	(d)	8,966	.03	.03
		Sunday Edition	(m)	10,131	.035	.035
		Herald	(r)	10,896	.035	.035
		Journal	(t)	5,500	.023	.021
		Sunday Edition	(m)	5,500	.023	.021
4,500	Bremerton	Searchlight	(r)		.029	.029
7,849	Centralia	Chronicle	(r)	3,062	.018	.018
		Hub	(u)	2,900	.015	.015
		Sunday Edition	(m)		.015	.015
4,209	Ellensburg	Record	(r)	1,765	.014	.014
27,644	Everett	*Herald	(r)	†12,439	.035	.035
		Tribune	(e)	3,663	.026	.026
		Sunday Edition	(m)		.026	.026

WASHINGTON—Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
10,058	Hoquiam	Washingtonian	(e)	3,000	.029	.018
		Sunday Edition	(m)		.029	.018
8,337	Olympia	Olympian	(c)	1,813	.018	.018
		Sunday Edition	(m)		.018	.015
5,351	Port Angeles	Recorder	(r)	1,435	.018	.018
		Herald	(e)	2,241	.018	.018
		Sunday Edition	(m)		.021	.021
		News	(r)	1,450	.021	.021
4,181	Port Townsend	Leader	(d)		.015	.015
		Sunday Edition	(m)		.015	.015
315,652	Seattle	*Post Intelligencer	(h)	†49,196	.125	.12
		*Sunday Edition	(m)	†68,719	.165	.14
		*Star	(e)	†61,829	.12	.12
		*Times	(r)	†53,685	.165	.165
		*Sunday Edition	(m)	†88,894	.22	.22
		Union Record	(r)	47,610	.18	.17
104,437	Spokane	*Chronicle	(r)	†30,945	.10	.10
		Press	(r)	6,854	.035	.035
		*Spokesman-Review	(h)	†44,633	.11	.11
		*Sunday Edition	(m)	†35,075	.14	.14
96,965	Tacoma	*Ledger	(h)	†11,985	.06	.06
		*Sunday Edition	(m)	†20,918	.09	.09
		*News-Tribune	(r)	†31,250	.08	.08
		Times	(e)	13,858	.06	.05
12,637	Vancouver	Columbian	(r)	2,560	.018	.018
15,563	Walla Walla	*Bulletin	(r)	†5,196	.03	.03
		*Sunday Edition	(m)	†5,151	.03	.03
		*Union	(h)	†8,815	.024	.024
		*Sunday Edition	(m)	†8,840	.024	.024
6,336	Wenatchee	*World	(r)	†6,092	.03	.03
18,539	Yakima	*Herald	(d)	†5,290	.03	.03
		*Sunday Edition	(m)	†6,957	.03	.03
		*Republic	(r)	†5,416	.02	.02
		Valley American	(u)	5,129	.02	.02
		Sunday Edition	(m)		.02	.02

WEST VIRGINIA

POPULATION—1,468,810

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
15,282	Bluefield	Telegraph	(e)	5,871	.028	.02
		Sunday Edition	(m)		.028	.02
39,608	Charleston	*Gazette	(h)	†13,578	.05	.04
		*Sunday Edition	(m)	†14,585	.06	.05
		*Mail	(r)	†9,230	.04	.04
		*Sunday Edition	(m)	†7,581	.04	.04
27,869	Clarksburg	Exponent	(c)	7,481	.032	.03
		Sunday Edition	(m)		.032	.03
		*Telegram	(r)	†7,048	.035	.035
		*Sunday Edition	(m)	†8,627	.035	.035
6,788	Elkins	Inter-Mountain	(r)	1,360	.018	.018
17,851	Fairmont	*Times	(h)	†3,068	.03	.03
		*Sunday Edition	(m)	†4,797	.03	.03
		*West Virginian	(r)	†4,436	.03	.03
8,817	Grafton	Sentinel	(r)	1,945	.018	.018
3,912	Hinton	News	(r)		.007	.007
50,177	Huntington	*Advertiser	(r)	†8,611	.035	.035
		*Sunday Edition	(m)	†8,219	.035	.035
		*Herald-Dispatch	(h)	†10,688	.035	.035
		*Sunday Edition	(m)	†10,848	.035	.035
6,083	Keyser	Mineral News	(r)	1,300	.018	.018
3,673	Mannington	Leader	(r)		.011	.011
12,515	Martinsburg	*Journal	(r)	†3,065	.02	.02
		World	(r)	2,961	.013	.013
12,127	Morgantown	New Dominion	(h)	2,873	.025	.025
		Post	(r)		.018	.018
10,669	Moundsville	Echo	(r)	1,827	.011	.011
		Journal	(r)		.011	.011
30,050	Parkersburg	News	(n)	8,294	.02	.02
		Sunday Edition	(m)		.02	.02
		*Sentinel	(r)	†6,899	.024	.022
3,238	Sistersville	Review	(r)		.015	.015
4,918	Wellsburg	Herald	(e)	1,900	.021	.011
56,208	Wheeling	Intelligencer	(h)	†9,506	.04	.035
		*News	(r)	†12,891	.06	.05
		*Sunday Edition	(m)	†16,726	.07	.07
		Register	(n)	14,631	.04	.04
		Sunday Edition	(m)		.045	.045
		Telegram	(r)		.021	.021

WISCONSIN

POPULATION—3,631,820

Pop.	City	Paper		Net Paid Circulation	5,000 Min. Agate Line	Rate
8,451	Antigo	Journal	(e)	2,925	.02	.018
19,561	Appleton	*Post-Crescent	(r)	†7,915	.035	.035
11,334	Ashland	Press	(e)	2,850	.014	.014
5,538	Baraboo	News	(r)	1,600	.011	.011
		Republic	(r)	1,080	.011	.011
7,992	Beaver Dam	Citizen	(r)	2,573	.014	.012
21,284	Beloit	*News	(e)	†7,811	.04	.035
4,356	Berlin	Journal	(r)	886	.011	.007
9,130	Chippewa Falls	Chippewa Herald	(r)	3,268	.021	.021
		Wisconsin Press	(r)	1,900	.018	.018
20,080	Eau Claire	*Leader (d)†5,068 *Telegram (e)†2,589	(s)	†7,907	.035	.035
		*Sunday Edition	(m)	†5,115	.035	.035
23,427	Fond du Lac	*Commonwealth	(e)	†5,964	.035	.035
		*Reporter	(r)	†5,108	.03	.03
	Grand Rapids	(See "Wisconsin Rapids")				
31,017	Green Bay	*Press-Gazette	(r)	†9,716	.04	.04
18,293	Janesville	*Gazette	(r)	†8,775	.045	.045
40,473	Kenosha	Herald	(r)	2,875	.025	.020
		News	(e)	†5,262	.03	.03
30,363	La Crosse	*Tribune & Leader Press	(r)	†12,166	.05	.05
		*Sunday Edition	(m)	†11,997	.05	.05
38,378	Madison	*Capital Times (3 Mos. 9-30 stat't)	(r)	†10,722	.035	.035
		*Democrat	(d)	†6,876	.02	.02
		*Sunday Edition	(m)	†6,540	.02	.02
		*Wisconsin State Journal	(r)	†13,171	.05	.05
		*Sunday Edition	(m)	†11,391	.06	.06
17,563	Manitowoc	Herald-News	(r)	4,912	.025	.020
		Times	(r)	3,817	.021	.018
13,610	Marinette	Eagle-Star	(r)	3,844	.025	.025
7,214	Menasha	Record	(r)	1,267	.011	.011
8,068	Merrill	Herald	(r)	2,650	.02	.02
457,147	Milwaukee	*Journal	(r)	†107,564	.20	.20
		*Sunday Edition	(m)	†95,074	.20	.20
		Leader	(r)		.12	.12
		*Sentinel (h)†50,428	(e)	†82,927	.14	.14
		*Sentinel (r)†32,499				
		*Sunday Edition	(m)	†74,600	.14	.14
		*Wisconsin-News	(r)	†64,525	.18	.18
4,788	Monroe	Journal	(r)	865	.011	.011
		Times	(r)	†2,335	.02	.018
7,171	Neenah	News	(r)	1,954	.016	.016
33,162	Oshkosh	*Northwestern	(r)	†13,272	.05	.05
5,582	Portage	Register-Democrat	(r)	1,600	.015	.013
58,593	Racine	*Journal-News	(r)	†8,092	.045	.045
		*Times-Call	(r)	†7,110	.035	.035
6,654	Rhinelander	News	(r)	1,378	.014	.014
30,955	Sheboygan	*Press	(r)	†8,288	.045	.045
		Telegram	(r)	1,052	.015	.015
11,371	Stevens Point	Journal	(r)	2,343	.021	.021
5,101	Stoughton	Courier-Hub	(r)	1,321	.012	.012
39,634	Superior	*Telegram	(r)	†10,806	.05	.05
		Wis. Sunday Times	(m)		.055	.055
9,299	Watertown	Times	(r)	2,750	.021	.021
12,558	Waukesha	Freeman	(r)	1,910	.025	.025
10,661	Wausau	*Record-Herald	(r)	†9,195	.03	.03
7,363	Wisconsin Rapids	Tribune	(r)	1,650	.018	.018

(See Explanatory Note and Key Letters on Page 45)

Digitized by Google

ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are the Average Net Paid for Six Months Ending October 1, 1920, as Filed with the Audit Bureau of Circulations or the Government—The Advertising Rates Are the 5,000 Line Rate and the Minimum Agate Line Rate on 10,000 Line Contracts—Column to Right—as Filed with Barbour's Advertising Rate Sheets as of November 15, 1920.

WYOMING

POPULATION—194,402

Pop.	City	Paper		Net Paid Circulation	5,000 Ln.	Min. Agate Line Rate
11,447	Casper	Herald	(e)	3,363	.05	.025
		Sunday Edition	(m)		.05	.025
13,829	Cheyenne	†Tribune	(r)	†3,642	.03	.03
		State Leader(c) 2,832				
		†State Tribune(r) 5,164	(g)	7,996	.05	.05
		Sunday Edition	(m)		.05	.05
2,133	Lander	Post	(r)		.018	.018
6,301	Laramie	Boomerang	(r)		.014	.014
		Republican	(r)	1,440	.025	.021
9,175	Sheridan	Enterprise	(r)	4,299	.03	.03
		Post	(c)	3,657	.03	.03
		Sunday Edition	(m)		.03	.03

BUSINESS, TRADE AND PROFESSIONAL DAILIES

CALIFORNIA

Bakersfield	Report	(b)		.015	.015
Los Angeles	Journal	(b)		.036	.029
Oakland	Inter-City Press	(r)	482	.018	.018
Sacramento	Recorder	(b)		.015	.015
San Diego	Transcript	(r)		.015	.015
San Francisco	Automotive News	(r)	1,007	.025	.025
	Commercial News	(b)	1,915	.05	.043
	Journal of Commerce	(b)	6,250	.14	.13
	News Bureau	(r)	575	.018	.018
	Pacific Builder	(b)	(1)	(1)	(1)
	Recorder	(b)	1,817	.043	.029
Stockton	Report	(b)	159	.05	.05

COLORADO

Colorado Springs	Transcript	(r)		.018	.018
Denver	Mining & Fin. Record	(r)		.036	.036
	Saturday Edition	(y)		.107	.107
	Record Stockman	(r)		.064	.064

DISTRICT COLUMBIA

Washington	Cockrell's Transcript	(b)		.014	.014

GEORGIA

Atlanta	Fulton County Report	(r)		.035	.025

ILLINOIS

Chicago	Drovers Journal	(r)	41,426	.13	.13
	Journal of Commerce	(b)		.255	.225
	Law Bulletin	(r)		.10	.05
	Municipal Court Record	(r)		.10	.05
	Nat. Hotel Reporter	(b)		.10	.10
	Racing Form	(d)		.143	.10
	Saturday Edition	(m)		.143	.10
Nat. Stock Yds.	Nat. Live Stock Reporter	(r)	19,416	.06	.06

INDIANA

Indianapolis	Commercial	(b)	1,212	.057	.057
	Live Stock Journal	(r)	3,320	.071	.05

IOWA

Des Moines	Record	(b)	779	.021	.018
Sioux City	Live Stock Record	(r)		.025	.021

BUSINESS, TRADE AND PROFESSIONAL DAILIES —Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln.	Min. Agate Line Rate
		KANSAS				
	Topeka	Legal News	(b)		.025	.025
	Wichita	Stockman	(r)		.04	.04
		KENTUCKY				
	Louisville	Record	(b)		.035	.035
		LOUISIANA				
	New Orleans	Official Court Record	(b)		.035	.02
		MARYLAND				
	Baltimore	Record	(b)		.07	.07
		MASSACHUSETTS				
	Boston	Financial News	(r)		.263	.238
		News Bureau(b)	(e)	13,910	.35	.35
		News Bureau (r)				
		MICHIGAN				
	Detroit	Legal News	(b)	3,001	.046	.036
		MINNESOTA				
	Duluth	Financial Record & Law Bulletin	(r)		.025	.02
	Minneapolis	Finance & Commerce	(b)		.071	.064
		Market Record	(g)	2,900	.075	.05
	South St. Paul	*Reporter	(r)	10,104	.03	.027
		MISSOURI				
	Kansas City	Advance Construction Reports	(b)		.05	.025
		Drovers Telegram	(r)	33,676	.09	.09
		Western Contractor (No Wednesday issue)	(b)			
	St. Joseph	Stock Yards Journal	(r)	2,947	.030	.026
	St Louis	Record	(b)	2,117	.04	.04
		NEBRASKA				
	Omaha	Drovers Journal-Stockman	(r)	34,498	.08	.08
		Record	(b)		.007	.007
		NEW YORK				
	Buffalo	Live Stock Record	(r)		.021	.021
		Racing Form	(c)	12,813	.143	.10
		Sunday Edition	(m)		.143	.10
	New York	American Metal Market & Daily Iron & Steel Report	(t)	6,152	.10	.05
		Bond Buyer	(b)		.25	.04
		Bond News	(b)		.30	.30
		Chemical, Color & Oil Daily	(b)		.10	.05
		†Commercial	(b)	†10,632	.27	.24
		Financial America	(b)	1,990	.15	.12
		Garment News	(b)	5,912	.14	.12
		Journal of Commerce & Commercial Bulletin	(b)	28,292	.27	.24
		Law Journal	(b)		.15	.15

BUSINESS, TRADE AND PROFESSIONAL DAILIES —Continued

Pop.	City	Paper		Net Paid Circulation	5,000 Ln.	Min. Agate Line Rate
		NEW YORK – Continued				
	New York— Continued	Marine Record	(b)		10	.05
		Metal Reporter	(d)			
		Mill Stock Reporter	(d)			
		†News Record	(b)	13,282	.24	.20
		Reporter	(b)		.107	.036
		Wall Street Journal	(e)	18,750	.24	.25
		Wall Street Journal	(r)			
		Wild's			.05	.02
		Sunday Edition	(m)		.05	.02
		†Women's Wear	(r)	20,319	.24	.20
	Rochester	Record	(b)	750	.021	.014
		OHIO				
	Cincinnati	American Racing Record	(b)		.10	.05
		Court Index	(b)		.036	.036
	Cleveland	*Metal Trade	(t)	5,573	.096	.061
		Legal News & Recorder	(b)		.05	.043
		Live Stock News	(t)		.043	.036
	Columbus	Reporter, Law Journal & Legal News	(b)		.05	.05
	Toledo	Legal News	(b)		.025	.02
		OKLAHOMA				
	Oklahoma City	Legal News	(r)		.025	.02
		Live Stock News	(r)		.029	.029
	Tulsa	Oil Record	(r)		.061	.029
		OREGON				
	Portland	Record Abstract	(b)		.025	.02
		PENNSYLVANIA				
	Pittsburgh	Law Bulletin	(b)		.025	.02
		Live Stock Journal	(r)		.029	.024
		TENNESSEE				
	Memphis	Court News	(b)	2,600	.025	.018
	Nashville	Commercial Daily Record	(r)		.029	.021
		TEXAS				
	Dallas	Commercial Daily	(r)		.025	.02
	Fort Worth	Live Stock Reporter	(c)	2,966	.035	.035
	San Antonio	Commercial Recorder	(b)		.036	.018
		WASHINGTON				
	Seattle	Journal of Commerce & Daily Bulletin	(b)		.05	.036
		Produce News	(r)		.029	.025
	Tacoma	Index	(r)	442	.025	.020
		WISCONSIN				
	Milwaukee	Reporter	(b)		.036	.014

(See Explanatory Note and Key Letters Below)

EXPLANATION OF KEY LETTERS AND MARKINGS IN PRECEDING PAGES

The bold face population figures are from the 1920 census reports.

The light face figures, from N. W. Ayer's American Newspaper Annual and Directory, 1920.

The list of papers is corrected to December 1st, 1920.

The circulation figures are the average net paid for the six months period ending September 30th, 1920, as reported to the Audit Bureau of Circulations, or to the Government under the Act of Congress of August 24, 1912.

The agate line rates (14 agate lines equal one inch) are the five thousand agate line, and the minimum agate line space rates applying to general "foreign" advertising in effect, or announced, November 15th, 1920, and include all changes in rates received by Barbour's Advertising Rate Sheets, Inc., up to that date.

"(a)"—Every morning.

"(b)"—Morning except Sunday.

"(c)"—Morning except Monday.

"(d)"—Morning except Sunday and Monday.

"(e)"—Morning and evening weekdays.

"(f)"—Morning and evening weekdays and Sunday morning.

"(g)"—Morning except Monday and evening except Sunday.

"(h)"—Morning except Monday and evening except Saturday and Sunday.

"(i)"—Morning except Sunday and Monday and evening except Sunday.

"(j)"—Morning except Sunday and Monday and evening except Saturday and Sunday.

"(m)"—Sunday exclusively.

"(q)"—Every evening.

"(r)"—Evening except Sunday.

"(s)"—Evening except Sunday and Sunday morning.

"(t)"—Evening except Saturday and Sunday.

"(u)"—Evening except Saturday and Sunday and Sunday morning.

"(y)"—Saturday exclusively.

The asterisk (*) preceding the name of a paper indicates membership in the A. B. C. All figures represent the average net paid circulation for the six months period ending September 30th, 1920, except those set in light face which cover the six months period ending March 31st, 1920.

Rate figures set in light face type indicate that the rate has been estimated.

Because there is no question as to what the A. B. C. figures actually represent, A. B. C. figures are used in preference to Government figures whenever available.

Roman type, indicates morning papers, Italic type, evening papers.

The dagger (†) indicates that the figures have been taken from A. B. C. statements.

Digitized by Google

DAILY NEWSPAPER CHANGES OF OWNERSHIP

UNITED STATES

Albany (Ore.) Herald—half interest from E. M. Reagan to T. D. Potwin and Harry R. Hill. Oct. 1.

Albuquerque (N. M.) Morning Journal—to Carl C. Magee. May 20.

Appleton (Wis.) Post—T. B. Reid and E. P. Humphrey to J. K. Klein, A. B. Turnbull, V. I. Minahan and H. L. Davis; Messrs Reid and Humphrey retained minority interest. Jan. 29.

Baltimore American and Star—Gen. Felix Angus to Frank A. Munsey. Dec. 1.

Bastrop (Tex.) Advertiser—T. W. Cain to Powell Perkins and associates. April 10.

Beaumont (Tex.) Enterprise—interests of Walter J. Crawford, Bernard Deutser and Paul A. Hessig to J. L. Mapes; Governor W. P. Hobby, Edwin Hobby and J. L. Mapes sole owners. March 1.

Bellaire (O.) Daily Leader—Robinson Brothers to A. J., B. A. and H. E. Sherlock. Sept. 27.

Birmingham News—interests of Frank P. Glass to Victor Hanson, Owen Moon and John Stewart Bryan. April 3.

Boonville (Mo.) Daily Republican—Houston Hart to C. M. Harrison and associates. Feb. 28.

Bridgeport (Conn.) Star-Herald—interest to Clarence P. Beers, who assumed managing editorship. May 15.

Bridgeport (Conn.) Times and Evening Farmer—Floyd Tucker to Times Publishing Company, Lynn W. Wilson, James L. McGovern. Sept. 2.

Bridgeton (N. J.) Evening News—J. Ward Richardson to C. I. Snowden. Aug. 1.

Bryan (Tex.) Eagle—interest of A. B. Flaherty to Lee J. Rountree. Feb. 20.

Bucyrus (O.) Forum—L. M. Smith to Thomas L. Cooper, Allen Markley and associates. Dec. 25.

Buffalo (N. Y.) Polish Daily News—to M. W. Nowak; name changed to Daily Telegram. Oct. 2.

Cadillac (Mich.) News—to Cadillac Publishing Company. Oct. 1.

Carbondale (Ill.) Free Press—Mrs. John T. Galbraith to Robert W. Davis and Joseph P. McGuire. April 24.

Cheyenne (Wyo.) State Leader—purchased by Tribune; Leader continued as morning paper and Tribune as evening. July 31.

Chippewa Falls (Wis.) Press—August F. Ender to company, of which H. Pomeroening is president. Oct. 1.

Coffeyville (Kan.) Morning News—A. J. Valentine Publishing Company. July 1.

Columbus (Ga.) Ledger—to Thomas W. Loyless and Julian Harris. Dec. 1.

Corpus Christi (Tex.) New Caller Publishing Company—took over Daily Caller from Mrs. H. M. King. Sept. 1.

Corvallis (Ore.) Gazette-Times—third interest by Charles L. Springer to G. Lansing Hurd, who became business manager. Nov. 1.

Creston (Ia.) Daily Advertiser-Gazette—Paul S. Junkin to DeWitt Sowers. July 1.

Danville (Ill.) Daily News—half interest to Edward S. Fortman. Feb. 1.

Danville (Ill.) Press-Democrat—Clinton Tilton to W. I. Ryan. Jan. 22.

Defiance (O.) Crescent-News—interest to Ralph Peters. Dec. 11.

Devil's Lake (N. D.) World—to Non-Partisan League; Fred S. Austin manager. Oct. 1.

Dover (O) Daily Reporter—to A. A. Hoopingarner and associates. June 11.

Duluth (Minn.) Herald—A. C. Weiss to M. F. Hanson and Paul Block. Dec. 31.

Elkhorn (Wis.) Independent—J. Walter Strong sold interest to F. H. Barnes & Co., and retired as editor-manager. Nov. 1.

Evansville (Ind.) Courier—Henry C. Murphy to Henry W. Marshall. Jan. 29; half interest Henry A. Marshall to Benjamin Boone. March 29; Henry A. Marshall to Benjamin Boone. Dec. 11.

Evansville (Ind.) Journal-News—E. T. McNeely to W. H. McCurdy. Jan. 22; name changed to Journal. Feb. 24.

Everett (Wash.) Morning Tribune—assets sold at auction to Post Land Company in receivership proceedings. Sept. 1.

Fayetteville (N. C.) Observer—to John A. Park. Feb. 6.

Fitchburg (Mass.) News—James J. Devine to S. I. Newhouse. April 24.

Fort Collins (Colo.) Courier—P. R. McDowell sold interests to Harry Roe. Sept. 16.

Fort Smith (Ark. Times-Record—Southwell and Aue interests to J. S. Parks and George D. Carney. April 10; interest of J. F. Henry to associates. Aug. 15.

Franklin (Ind.) Star—W. W. Aikens to Eugene C. Pulliam. July 31.

Fremont (Neb.) Tribune—Ross L. Hammond to associates. Jan. 22.

Fresno (Cal.) Republican—Chester H. Rowell to George A. and Charles E. S. Osborn, Jr., owners of Herald. Oct. 14.

Glens Falls (N. Y.) Times—Addison B. Colvin to Charles V. Furness. March 30.

Grand Rapids (Wis.) Tribune—absorbed by Daily Leader. March 18.

Greenville (N. C.) Daily News—J. L. Mayo to John A. Park. July 10.

Griggsville (Ill) Independent-Press—Ernest E. Williamson to E. W. Beehorn. Nov. 27.

Hackensack (N. J.) Bergen Daily News—Mutual Publishing Company to E. B. Walden. Oct. 15.

Hartford (Conn.) Post—to Thomas Spellacy, May 17; to owners of Times; discontinued. Oct. 6.

Hartford City (Ind.) Daily Times-Gazette—(half-interest) Miss Bess Geisler to Herbert E. Hony. Oct. 1.

Hoopeston (Ill.) Chronicle—Charles W. Warner to Ray H. Marvin and Dall Milburn. Dec. 1.

Hoquiam (Wash.) Daily Washingtonian—Albert Johnson to C. D. McClure. Nov. 28.

Hugo (Okla.) Morning News—interest to Jack Stephens. April 3.

Indianapolis News Publishing Company—was incorporated with capital of $500,000 and took over Indianapolis News, heirs of the Charles Warren Fairbanks assuming control; Delavan Smith remained as president and general manager. Nov. 9.

Jackson (Miss.) Clarion-Ledger—stock of Col. R. H. Henry to R. M. and T. M. Henderson. March 27.

Jacksonville (Fla.) Metropolis—W. R. Carter and Rufus A. Russell to S. A. Lynch. May 15.

Jefferson City (Mo.) National News—to W. R. Hollister. Jan. 8.

Jefferson City (Mo.) Post—Joseph Satter to Peter Nations. Dec. 26.

Jeffersonville (Ind.) Evening Star—A. R. Schimpff to Conway Swarts and Lawrence Hester. Feb. 11.

Kansas City (Mo.) Journal—Charles C. Rosewater, general manager, purchased stock of late Charles C. Glood and became president of company. Oct. 1.

Lakeland (Fla.) Evening Telegram—M. F. Heatherington to Harry B. Brown. Dec. 1.

Lamar (Colo.) Daily News—S. A. Crary to R. E. Wood. Jan. 22.

Lapeer (Mich.) Press—to Harry Myers. Sept. 1.

Laramie (Wyo.) Republican—William E. Chaplin to Frank S. Hurrage. Feb. 27.

Lawrence (Kan.) Daily Gazette—Hall & Finch to Homer Talbot. July 25.

Logansport (Ind.) Tribune—Edgar F. Metzger to S. O. Berman and W. R. Emslie. Jan. 20.

Los Angeles Saturday Night—from F. C. Veon and W. R. Crusoe to Wayside Press. Oct. 30.

Madeira (Cal.) Daily Mercury—to O. A. Rothe (changed to weekly). Dec. 11.

Mannington (W. Va.) Telegram—Miss Marion Shaw to Mannington Publishing Company; D. S. Allen general manager, T. M. Barker advertising manager. Jan. 22.

Marshall (Tex.) Morning News—interest to E. L. Wells. Nov. 15.

Marshfield (Mo.) Chronicle—W. L. Smith to Carl Gardner. Oct. 10.

Marshfield (Ore.) Evening Record—R. A. O'Brien; to co-operative ownership headed by Rev. J. T. Anderson, G. A. Martin and others. Sept. 1.

Marshfield (Wis.) Times—Leo and Michael T. Berg to Glen V. Kraus. May 1.

Mercer (Cal.) Sun—half interest to Urban J. Hault. Jan. 29.

Mexia (Tex.) Evening News and Herald—Fort & Smith to DeWitt Lamb, R. T. Barnes and R. E. Hutchinson. March 27.

Mexico (Mo.) Daily Intelligencer—Rufus A. Jackson and Fred A. Morris to Gale Johnston. Dec. 31.

Minneapolis, (Minn.) Svenska Amerikanska Posten (Swedish)—Swan J. Turnblad to Magnus Martinson. Oct. 1.

Minot (N. D.) News—to Norman Black. June 1.

Minot (N. D.) State Journal—L. D. McGahan to V. A. and John A. Corbett. Oct. 1.

Missoula (Mont.) Daily Missoulian and Evening Sentinel—interests of George L. Rice and Lester L. Jones to Martin J. Hutchins. Jan. 15.

New Castle (Pa.) Herald—to Emil Calman. Aug. 1.

Newport (N. H.) Republican Champion—to George E. Brown. Oct. 15.

Newbern (N. C.) Sun-Journal—Owen G. Dunn to John A. Park. May 12.

Newport (R. I.) Express and Standard—D. W. Hildreth to J. H. Houlihan. June 1.

New York Herald—James Gordon Bennett estate to Frank A. Munsey. Jan. 12.

New York Evening Telegram—James Gordon Bennett estate to Frank A. Munsey. Jan. 12.

Norman (Okla.) Transcript—interests of J. J. Burke to associates. April 10.

Oberlin (Kan.) Times—L. M. Parker to Lee Meadows. Sept. 1.

Okmulgee (Okla.) Times—John H. Rebold to Sanford C. Cox, L. N. Houston, L. H. D. Cook. Jan. 20; interest of Sanford C. Cox to H. H. Horton. May 15.

Olympia (Wash.) Standard—Eagle Freshwater to J. M. Tadlock. Feb. 19.

Omaha (Neb.) Bee—Victor Rosewater to Nelson B. Updike. Jan. 15.

Orange (Tex.) Daily Leader—leased to H. C. Connelly. Jan. 8.

Paris (Tex.) Morning News—Sayers Boyd to North Texas Publishing Company; Harry Warner editor. April 10.

Parsons (Kan.) Eclipse—C. A. Lamb to Eclipse Publishing Company. March 1.

Pendleton (Ore.) Morning Tribune—William F. Lowell to G. F. Gilmore, C. J. Owen, Harry L. Kuck. May 15.

Philadelphia Press—Rodman Wanamaker to Cyrus H. K. Curtis; discontinued. Oct. 1.

Placerville (Cal.) Republican-Nugget—W. S. Kirk to Wallace C. Brown. Dec. 16.

Portage (Wis.) Register-Democrat—John G. Garry to A. A. Porter. May 1.

Portland (Me.) Daily Eastern Argus—interest of Don C. Seitz to local syndicate. Dec. 25.

Red Bluff (Cal.) Daily Cause—to John G. Miller. May 1.

Red Bluff (Cal.) Sentinel—leased to D. D. Dodson, Jr., and V. H. Werlhof; changed to morning paper. Jan. 29; leased by D. D. Dodson to John G. Miller. Sept. 1; John G. Miller to Neilson & Fred. Nov. 6.

Redding (Cal.) Daily Courier-Free Press—Ferdinand Hurst to Walter H. Fink. Feb. 17.

Redmond (Ore.) Spokesman—M. W. Pettigrew to Douglas Mullarky. March 27.

Richmond Virginian—to Sam T. Clover (merged with Evening Journal). May 15.

Richmond (Va.) Evening Journal—Samuel T. Clover to Times-Dispatch Company. Oct. 1.

Rutland (Vt.) Evening News—to Donald G. Babbitt. April 3.

Sacramento (Cal.) Morning Union—John S. Craig to Ben S. Allen. Feb. 17.

Savannah (Ill.) Times-Journal—to W. H. Gharrity. March 27.

St. Cloud (Minn.) Times—C. F. McDonald to Fred Shilpin. May 1.

Salina (Kan.) Daily Union—interest of J. R. Burton to Melville P. Shipman. Sept. 1.

Salt Lake City Herald—Mormon church to A. L. Fish. Jan. 1.

Salt Lake City Telegram—controlling interest purchased by A. L. Fish; Sunday edition started. July 25.

San Angelo (Tex.) Standard—J. G. Murphy to Houston Harte. Aug. 1.

San Benito (Tex.) Daily Light—A. E. Stephenson to Light Publishing Company; J. F. Rector editor and manager. April 16.

San Juan (Tex.) Dispatch—Isadore Moritz to S. A. Pipes. May 22.

Shasta (Cal.) Courier—Ferdinand Hurst to Walter H. Fink. Feb. 19.

Sherman (Tex.) Daily Democrat—G. O. and E. C. Hunter to a syndicate. June 18.

Shreveport (La.) News—J. S. Richardson to Charles L. Schloss. May 1.

Sioux Falls (S. D.) Press—Willis C. Cook to George E. Egan. Dec. 11.

Snyder (Tex.) Signal—controlling interest J. F. Chamblins to W. M. Curry. March 20; to J. S. Hardy to W. R. Bell. Dec. 11.

Steubenville (Ohio) Gazette—controlling interest from John F. Nolan to W. R. Alban and Jay S. Paisley. Dec. 25.

Stuttgard (Ark.) Daily Arkansawyer—interest to J. Milton Drummond. March 21.

Stroudsburg (Pa.) Times-Democrat—A. Mitchell Palmer to Nelson A. Frantz. June 21.

Texarkana (Ark.) Daily Texarkanian—third interest from W. W. Thornton to J. L. Wadley & Sons. Oct. 15.

Tyler (Tex.) Tribune—Dabney White to A. B. O'Flaherty. April 1; resold by A. B. O'Flaherty to Dabney White. April 10.

Utica (N. Y.) Globe—to Judge Lynn J. Arnold. April 3 (Judge Arnold died later in year).

Vale (Ore.) Enterprise—to Lloyd Riches. Dec. 18.

Vernon (Tex.) Record Company—succeed Nichols-Brown Company as owner of Record. Aug. 21.

Waukesha (Wis.) Herald—Ad. Campbell to B. A. Hoffman and associates. May 29.

Wilmington (Del.) Every Evening—leased to William F. Metten. Sept. 1.

Wilmington (Del.) Morning News—Alfred I. duPont to syndicate headed by Robert H. Richards. July 10.

Wilmington (N. C.) Dispatch—interests of P. R. Anderson to R. S. Carver. April 10; half interest to James Cruikshank. July 1.

Winsted (Conn.) Citizen—L. E. Manchester to Robert S. Hulbert and associates. Aug. 16.

Worcester (Mass.) Gazette—George F. Booth and John Day Jackson to T. T. Ellis, publisher Worcester Telegram; became evening edition of Telegram. Dec. 31.

CANADA

Charlottetown (P. E. I.) Examiner—controlling interest to J. R. Burnett. June 1.

Hamilton (Ont.) Times—to John M. Imrie. Oct. 1. (Suspended Nov. 11.)

Winnipeg (Man.) Tribune—R. L. Richardson to William Southam and sons. July 1.

Winnipeg (Man.) Telegram—to William Southam & Sons. July 26; discontinued Oct. 16.

DAILY NEWSPAPER CONSOLIDATIONS

UNITED STATES

Allentown (Pa.) Morning Call with Herald. April 1.

Altoona (Pa.) Times and Tribune. Jan. 1.

Appleton (Wis.) Crescent merged with Appleton Post, as Post-Crescent. Feb. 19.

Ashland (Wis.) Daily Press absorbed Weekly Call. Feb. 12.

Baltimore Star with Baltimore News. Dec. 1.

Bellaire (O.) Independent absorbed by Daily Leader. March 20.

Birmingham (Ala.) News absorbed Daily Ledger. April 17.

Brazil (Ind.) News, Times and Democrat combined as Daily Times. Feb. 1.

Caledonia (N. Y.) Advertiser and Era. Sept. 1.

Charleston (Mo.) Enterprise Courier absorbed by Daily Index. May 1.

Cheyenne (Wyo.) State Leader purchased by Tribune; Leader continued as morning paper and Tribune as evening. July 31.

Cohoes Republican and the Dispatch combined as Cohoes American. Feb. 9.

Columbia (Pa.) Daily Spy absorbed by Daily News. Nov. 1.

Connersville (Ind.) Daily Examiner and News. Jan. 29.

Erie (Pa.) Evening Herald purchased by Morning Dispatch. Sept. 22.

Fort Collins (Colo.) Courier absorbed by Express. May 1.

Henderson (N. C.) Gold Leaf and Daily Dispatch. April 24.

Iowa City (Ia.) Press and Daily Citizen. Nov. 6.

Jacksonville (Ill.) Daily Courier absorbed by Daily Journal. Feb. 11.

Lancaster (Pa.) Examiner and Daily New Era. April 12.

Lima (Ohio) Times-Democrat with News. May 1.

Logansport (Ind.) Pharos-Reporter and Tribune. March 16.

Marietta (Ohio) Times purchased Journal; combined as afternoon paper under title of Journal Times. Feb. 22.

Mt. Vernon (Ill.) Daily Register and Daily News. Oct. 1.

New York Staats-Zeitung and German Herold merged as Staats-Zeitung-Herald. March 12.

Ogden (Utah) Morning Examiner and Evening Standard. March 27.

Paw Paw (Mich.) Free Press and Courier with True Northerner. Feb. 11.

Quincy (Ill.) Whig purchased Journal; papers combined as Whig-Journal. June 1.

Red Bluff (Cal.) Sentinel, Daily Cause and Daily News. Sept. 1.

Richmond (Cal.) News and Record-Herald. Sept. 1.

Richmond Virginian merged in Richmond Journal. May 15.

Richmond (Va.) Journal—absorbed by Times-Dispatch; Sunday edition discontinued; afternoon edition retained. Oct. 1.

Rock Island (Ill.) Daily Union absorbed by Daily Argus. April 3.

Roseburg (Ore) Review and News. April 10.

St. Johnsbury (Vt.) Republican absorbed by Evening Post. Jan. 22.

Salt Lake Herald and Telegram. Dec. 15.

Seymour (Ind.) Daily Democrat absorbed by Republican; name of combination changed to Tribune. Sept. 16.

Waukesha (Wis.) Daily Herald and Freeman. Nov. 1.

White Plains (N. Y.) Reporter, Daily Argus and Daily Record combined. March 20.

Worcester (Mass.) Gazette consolidated with Telegram as evening edition. Dec. 31.

CANADA

Peterboro (Ont.) Examiner and Daily Review. June 1.

Regina (Sask.) Leader absorbed Evening Post. Aug. 1.

St. Marys (Ont.) Journal absorbed Argus. Oct. 20.

Saskatoon (Sask.) Star and Phoenix. Aug. 1.

Welland (Ont.) Tribune and Telegraph. Oct. 6.

Digitized by Google

PRESS GALLERY OF CONGRESS

PERSONS desiring admission to the press galleries of Congress shall make application to the Speaker, as required by Rule XXXV of the House of Representatives, and to the Committee on Rules of the Senate, as required by Rule VI for the Regulation of the Senate Wing of the Capitol; and shall state in writing the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any; and they shall further declare that they are not engaged in the prosecution of claims pending before Congress or the departments, and will not become so engaged while allowed admission to the galleries; that they are not employed in any legislative or executive department of the Government, or by any foreign Government or any representative thereof, and that they are not employed, directly or indirectly, by any stock exchange, board of trade, or other organization, or member thereof, or brokerage house, or broker, engaged in the buying and selling of any security or commodity or by any person or corporation having legislation before Congress, and will not become so engaged while retaining membership in the galleries. Holders of visitors' cards who may be allowed temporary admission to the galleries must conform to the restrictions of this rule.

2. The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the standing committee of correspondents, who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the standing committee, at their discretion, to report violation of the privileges of the galleries to the Speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

3. Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

4. Members of the families of correspondents are not entitled to the privileges of the galleries.

5. The press galleries shall be under the control of the standing committee of correspondents, subject to the approval and supervision of the Speaker of the House of Representatives and the Senate Committee on Rules.

Approved:

FREDERICK H. GILLETT,
Speaker of the House of Representatives.

Approved by the Committee on Rules of the Senate

GUS J. KARGER, *Chairman.*
CHARLES S. ALBERT.
ARTHUR S. HEMMING.
H. C. STEVENS, *Secretary.*
Standing Committee of Correspondents.

MEMBERS

NAME	PAPER REPRESENTED	OFFICE
Albert, Charles S.	New York World	20-22 Wyatt Building
Anderson, Parker E.	Charlotte News, Winston-Salem Sentinel	41 Home Life Building
Armstrong, Robert B.	Los Angeles Times	Hibbs Building
Atchison, John C.	Daily News Record, New York	507 Union Trust Building
Atkins, W. H.	International News Service	1204-1207 Munsey Bldg.
Authier, George F.	Minneapolis Tribune	823 Albee Building
Baker, Joe L.	Daily News Record, New York	507 Union Trust Building
Barry; Robert T.	Philadelphia Public Ledger	501½ Fourteenth Street
Baxter, Norman W.	Philadelphia Public Ledger	501½ Fourteenth Street
Beamish, Richard J.	Philadelphia Inquirer	1006 Munsey Building
Bird, Hugh	Baltimore Evening Sun	1416 New York Avenue
Boeckel, Richard	Federal Trade Information Service	63 Home Life Building
Bochringer, Edwin C.	Daily Metal Trade	1110 F Street
Bowman, W. E.	Detroit Journal, Newark Star Eagle, Toledo Blade	420 Colorado Building
Boyle, John	Wall Street Journal, Exchange Telegraph Company, London, England	1422 F Street
Bradford, A. L.	United Press Associations	1234 Munsey Building
Bradshaw, Robert V.	Buffalo Evening News	514 Woodward Building
Brainerd, C. C.	Brooklyn Daily Eagle	301 Colorado Building
Brigham, William E.	Boston Evening Transcript	81 Home Life Building
Brown, Ashmun N.	Seattle Post Intelligencer, Providence Journa, Providence Evening Bulletin	607 Hibbs Building
Brown, G. R.	Washington Post	Post Building
Brown, Harry J.	Boise Statesman, Anaconda Standard, Salt Lake Tribune	Woodward Building
Bruckart, W. L.	Associated Press	Star Building
Bryant, H. E. C.	New York World	20-22 Wyatt Building
Buel, Walker S.	Cleveland Plain Dealer	38 Post Building
Caldwell, William P.	Associated Press	Star Building
Campbell, J. Bart	International News Service	238 Munsey Building
Carson, John J.	Baltimore Evening Sun	1416 New York Avenue
Church, David M.	International News Service	1204-07 Munsey Building
Clapper, Raymond	United Press Associations	1234 Munsey Building
Clark, Edward B.	Chicago Evening Post, Western Newspaper Union	610 Munsey Building
Cohn, Clinton	Associated Press	Star Building
Collins, Ralph A.	New York Herald	Munsey Building
Combs, George W.	Baltimore Sun, Lynchburg News, Wilmington Morning News	1416 New York Avenue
Connor, Frank W.	New York Evening World, Oshkosh Northwestern	Wyatt Building
Cottrell, Jesse S.	Nashville Banner, Memphis News-Scimitar, Montgomery Advertiser	72 Home Life Building
Couch, Ralph P.	United Press Associations	1234 Munsey Building
Craig, Donald A.	New York Herald	Munsey Building
Crawford, Arthur W.	New York Commercial	42 Wyatt Building
Crawford, W. A.	Central News	31 Wyatt Building
Daley, William L.	Los Angeles Times	604 Hibbs Building
Dodge, Homer Joseph	Federal Trade Information Service	63 Home Life Building
Dougherty, E. G.	Des Moines Capital, Davenport Democrat, Marshalltown Times-Republican, Sioux City Journal	514 Woodward Building
Dunn, Arthur W.	American Press Association	1119 Woodward Building
Early, Stephen T.	Associated Press	Star Building
Easton, Edward C.	Philadelphia Inquirer	1006 Munsey Building
Ehrhardt, Edwin J.	Los Angeles Examiner	1403 H Street
Eland, Henry E.	Wall Street Journal	1422 F Street
Ellmaker, Lee	International News Service	1204-7 Munsey Building
Erwin, John D.	Nashville Tennessean and American, Philadelphia Record, New York Evening World	205 District Bank Bldg.
Essary, J. Fred	Baltimore Sun	1416 New York Avenue
Fairbairn, A. D.	Troy Record, Wilmington Every Evening, Buffalo Commercial	46 Post Building
Field, Carter	New York Tribune, Buffalo Evening News, Montreal Star	514 Woodward Building
Foote, Mark	Grand Rapids Evening Press, Saginaw News, Jackson Citizen-Patriot, Flint Journal, Bay City Times, Muskegon Chronicle	927 Colorado Building
Fox, Albert W.	Cincinnati Enquirer	Post Building
Gahleman, Edwin W.	Cincinnati Enquirer	32 Post Building
Gardner, Gilson	Newspaper Enterprise Association	1132 Munsey Building
Garnett, Burr P.	Washington Herald	427 Eleventh Street
Gates, Robert M.	Memphis Commercial Appeal	511 Metropolitan Bk. Bldg.
Gauss, Harry B.	Chicago Daily News	51 Home Life Building
Gavin, William G.	Springfield Republican, Springfield News, Boston Traveler	719 Albee Building
Gedden, Bond P.	Associated Press	Star Building
Gilbert, Clinton W.	Philadelphia Evening Ledger	501½ Fourteenth Street
Gill, A. Cloyd	Washington Times	Munsey Building
Ginter, Robert M.	Pittsburgh Gazette-Times	47 Post Building
Gleissner, John M.	United News	1234 Munsey Building
Goodwin, Mark L.	Dallas News, Galveston News, Dallas Evening Journal	620 Albee Building
Gottlieb, Louis S.	New York Jewish Morning Journal	945 Pennsylvania Avenue
Gregg, Isaac	New York Sun	438 Munsey Building
Grimes, W. H.	United Press Association	1234 Munsey Building
Groves, Charles S.	Boston Globe	307 Albee Building
Hall, Henry	Pittsburgh Chronicle Telegraph	47 Post Building
Hallam, H. C.	Providence Tribune, Pawtucket Times, North Adams Transcript	502 Hibbs Building
Hamilton, Charles A.	Buffalo Times, Rochester Post-Express, Troy Times, Utica Observer	519 Colorado Building
Hanlon, John V.	Pittsburgh Press	421 Colorado Building
Hanna, Paul	Federated Press	233 Maryland Building
Harris, Winder R.	New York American	1403 H Street
Hart, Charles C.	Portland Oregonian, Sacramento Bee, Spokane Spokesman Review, Boise Capital News	823 Albee Building
Hassett, William D.	Washington Post	28 Post Building
Haupert, Paul F.	Associated Press	Star Building
Hayden, Charles S.	San Antonio Light, St. Louis Star, Little Rock Democrat	72 Home Life Building
Hayden, Jay G.	Detroit News	903 Colorado Building
Hayward, A. O.	International News Service	1204-7 Munsey Building
Heiss, A. E.	Traffic World, Chicago	505 Colorado Building
Henning, Arthur S.	Chicago Tribune	42 Wyatt Building
Hill, George Griswold	London Times	510 Wilkins Building
Holloman, James A.	Atlanta Constitution	Harrington Hotel
Hood, Edwin M.	Associated Press	Star Building
Hornaday, James P.	Indianapolis News, Western Newspaper Union	33 Wyatt Building
Hunt, Charles P.	Douglas International, Johnstown (Pa.) Tribune, Altoona Mirror	608 Fourteenth Street
Hunt, Harry B.	Newspaper Enterprise Association	1120 Munsey Building
Huntley, Theodore A.	Pittsburgh Post	32 Post Building
Jamison, A. M.	Central News	Wyatt Building
Jermane, W. W.	Seattle Times	923 Colorado Building
Johns, E. B.	Sandusky Register, Bellingham Herald	81 Home Life Building
Jones, Winfield	San Antonio Express	101 District Bank Bldg.
Joslin, Theodore G.	Boston Evening Transcript	81 Home Life Building
Judd, Maurice B.	Indianapolis News, New York Sun	34 Wyatt Building
Karger, Gus J.	Cincinnati Times-Star	16 Post Building
Kennedy, David S.	New York Journal of Commerce	6 Fleming Building
Kennedy, William P.	Washington Evening Star	Star Building
Keyser, Charles P.	St. Louis Globe-Democrat	34 Wyatt Building
Klein, Alfred	Day, New York	Cavanaugh Courts
Knorr, Ernst A.	Central News	31 Wyatt Building
Laddon, Rosa	Federated Press	233 Maryland Building
Lamm, L. M.	Chicago Daily Hide and Tallow	63 Home Life Building
Lawrence, David	Consolidated Press Association	503 Commercial Bk. Bldg.
Lechartier, G.	Petit Parisien	512 Wilkins Building
Lee, Annabel	Universal Service	1403 H Street
Lee, Richard	Chicago Herald-Examiner	1403 H Street
Lewis, Frank W.	Knoxville Sentinel, Winston-Salem Journal, Wilmington (N. C.) Star	205 Munsey Building
Lewis, Willmott Harsant	London Times	510 Wilkins Building
Lincoln, G. Gould	Washington Evening Star	Star Building
Linz, Clarence L.	Newport Daily News, Providence News, Newburgh News, Daily Garment News	622 Albee Building
Lorance, John	New Bedford Mercury	1344 Vermont Avenue
Lorton, Eugene	Tulsa World	34 Post Building
Low, A. Maurice	London Morning Post	402 Hibbs Building
Ludlow, Louis	Columbus Dispatch, Ohio State Journal, Cincinnati Commercial Tribune, Denver Post	903 District Bank Bldg.
McGahan, Paul J.	Philadelphia Inquirer	1006 Munsey Building
MacGregor, Donald	Paris Herald	1502 H Street
McGuire, Mason	New York Tribune	514 Woodward Building
McMillan, H. C.	New York Evening Post	91 Home Life Building
McMurchy, W. G.	St. Paul News, Minneapolis News, Omaha News	630 Munsey Building
McSween, Angus	Philadelphia North American	40 Wyatt Building
McNeely, John H.	Evansville Journal-News	The Burlington
Macnamee, Wallace B.	Boston Advertiser	1403 H Street
Mallon, Winifred	The News, New York	42 Wyatt Building
Manning, George H.	New York Telegram, Roanoke Times, Atlanta Georgian and American, Richmond News Leader	617 Colorado Building
Markham, Edgar	St. Paul Dispatch, St. Paul Pioneer Press	514 Woodward Building
Marriman, John J.	Boston Herald	719 Albee Building
Martin, Lawrence C.	United Press Association	1234 Munsey Building
Martin, Lorenzo W.	Louisville Courier-Journal, Louisville Times	808-809 Evans Building
Melman, Benjamin	Jewish Daily Forward	420a Warner Street
Mellett, Lowell	United News Service	1201 Munsey Building
Messenger, N. O.	Washington Evening Star	Star Building
Michael, Charles R.	Philadelphia North American	40 Wyatt Building
Michelson, Charles	New York World	20-22 Wyatt Building
Miller, Karl W.	Detroit News	903 Colorado Building
Milne, Henry Utley	Reading Eagle, Standard Daily Trade Service	306 Wilkins Building
Mixter, Paul	Detroit Free Press	302 Metropolitan Bk. Bldg.
Monk, Thomas O.	New York Telegram, Akron Beacon-Journal	419 Metropolitan Bk. Bldg.
Montgomery, A. J.	The Christian Science Monitor, Boston	921 Colorado Building
Montgomery, Floyd H.	Arkansas Gazette, Muskogee Phoenix	Herald Building
Morgan, Raymond B.	New York Herald, Lincoln State Journal, Dallas Times-Herald	Munsey Building
Murphy, Marvin E.	Louisville Courier-Journal, Louisville Times	808-9 Evans Building
Murray, K. Foster	Norfolk Virginia-Pilot, Charleston News and Courier, Savannah News	302 Metropolitan Bk. Bldg.
Nesbitt, H. B.	Kansas City Star, Kansas City Times	15 Post Building
Nevin, John Edward	Nevins News and Feature Service	304-5 Munsey Building
Nicolson, C. B.	Detroit Free Press	302 Metropolitan Bk. Bldg.
Norton, Robert L.	Boston Post	911 Union Trust Building
Odell, George T.	New York Morning Telegraph, Portland Telegram	40 Wyatt Building
Oulahan, Richard V.	New York Times	717 Albee Building
Owen, John W.	Baltimore Sun	1416 New York Avenue

Digitized by Google

PRESS GALLERY OF CONGRESS—Continued

Petit, Royce E.	United Press Association	1234 Munsey Building
Plummer, Nixon S.	New York Evening World	20-22 Wyatt Building
Price, Harry N.	Austin American	Post Building
Probert, L. C.	Associated Press	Star Building
Ranck, Than V.	New York American, Universal Service	1403 H street
Richards, Mrs. George F.	Worcester Gazette, Springfield Union, Lowell Sun, Portland (Me.) Express, Norwich Bulletin, Hartford Courant	George Washington Inn
Richter, John L.	Central News	31 Wyatt Building
Rigby, Cora	The Christian Science Monitor, Boston	921 Colorado Building
Roberts, Hugh W.	Birmingham Age-Herald	500 Davidson Building
Roberts, Roy A.	Kansas City Star, Kansas City Times	37 Post Building
Rogers, Harry A.	International News Service	1204-7 Munsey Building
Ross, Charles G.	St. Louis Post-Dispatch	20-22 Wyatt Building
Royle, Jack	International News Service	1204-7 Munsey Building
Ruth, Carl D.	Cleveland News	421 Colorado Building
Sack, Leo R.	Fort Worth Star-Telegram, Cleveland Press, Cincinnati Post, Toledo News Bee, Columbus Citizen	45 Wyatt Building
Searle, William F.	Salem Evening News, Lynn Daily Item, Lawrence Telegram, Haverhill Evening Gazette	112 Third Street, N. E.
Shepard, Nelson M.	Central News	31 Wyatt Building
Simpson, Richard W.	Associated Press	Star Building
Simonds, Frank H.	McClure Newspaper Syndicate	2400 Sixteenth Street
Sinnott, Arthur J.	Newark Evening News	904 Colorado Building
Small, Albert	Washington Herald	427 Eleventh Street
Small, Robert T.	Consolidated Press Association	305 Commercial Bk. Bldg.
Smith, Carl	Oregon Journal	2633 Adams Mill Road
Smith, Hal H.	New York Times	717 Albee Building
Smith, R. B.	Chicago Tribune	42 Wyatt Building
Smith, Stanley H.	Traffic World	505 Colorado Building
Snure, John	New York Tribune, Des Moines Register, Sioux City Tribune	Munsey Building
Snyder, Edgar C.	Omaha Bee	1311 G Street
Somers, Lee	Christian Science Monitor	Colorado Building
Speers, Leland C.	New York Times	717 Albee Building
Springer, Walter G.	New York Evening Mail	605 Hibbs Building
Sterner, Chas. J.	Wall Street Journal	1422 F Street
Stetson, F. A.	International News Service	238 Munsey Building
Stevens, H. C.	Minneapolis Journal, Seattle Times	44 Wyatt Building
Stofer, Alfred J.	Birmingham News	Home Life Building
Stokes, Harold Phelps	New York Evening Post	91 Home Life Building
Stokes, Elizabeth King	Consolidated Press Association	305 Commercial Bk. Bldg.
Strayer, L. W.	Pittsburgh Dispatch	38 Post Building
Sullivan, Mark	New York Evening Post	91 Home Life Building
Summers, Geo. W.	Wheeling Register, Buffalo Courier, Louisville Post, Lexington Herald	45 Post Building
Sweinhart, Henry L.	Havas News Agency, La Prensa (New York)	821 Albee Building
Tepper, Joseph L.	Jewish World	401 Jenifer Building
Tighe, M. F.	San Francisco Examiner	1403 H Street
Tiller, Theodore	Atlanta Journal, Savannah Press, Greensboro News	623 Albee Building
Timmons, Bascom N.	Fort Worth Record, Helena Independent, Houston Chronicle, Tulsa World	34 Post Building
Todd, Laurence	Federated Press	233 Maryland Building
Torbett, George Pierce	Syracuse Post-Standard, Bristol Courier-Herald	729 Fifteenth Street
Truesdell, J. A.	New York Journal of Commerce	6 Fleming Building
Turker, Glenn I.	St. Louis Post Dispatch	20-22 Wyatt Building
Tuttle, Elbert P.	Pacific Commercial Advertiser (Honolulu)	502 Evans Building
Underwood, John J.	Seattle Times	905 Colorado Building
Vernon, Leroy T.	Chicago Daily News	51 Home Life Building
Walker, Herbert	United Press Association	1234 Munsey Building
Waters, George B.	Newspaper Enterprise Association	1132 Munsey Building
Watkins, Everett C.	Indianapolis Star	45 Post Building
Weir, Paul	Reuter's (Ltd.), London	204 Star Building
Whitehead, Frank Inaco	Washington Post	28 Post Building
Wilcox, Grafton S.	Chicago Tribune	42 Wyatt Building
Wile, Frederic W.	Philadelphia Public Ledger	501½ Fourteenth Street
Wisner, G. Franklin	Baltimore American, Baltimore Evening News	439 Munsey Building
Wood, Lewis	St. Louis Globe Democrat, Columbia Record	716 Albee Building
Wooton, Paul	New Orleans Times Picayune	307 Union Trust Building
Wright, James L.	Cleveland Plain Dealer	38 Post Building
Zachary, Robert A.	Brooklyn Daily Eagle	901 Colorado Building

Superintendent, House Press Gallery—W. J. Donaldson, Main 1246
Superintendent, Senate Press Gallery—James D. Preston, Main 99

LEAGUE OF NATIONS PRESS GALLERY

PROBABLY no gathering in the history of the world assumed such an international aspect from the journalistic point of view as the first Assembly of the League of Nations which opened its sessions at Geneva on Nov. 15.

Two hundred and eight seats were allotted to the press in the horseshoe-shaped gallery looking down upon the delegates. Every seat was occupied when the provisional president, Paul Hymans, called the Assembly to order and 30 nations were represented.

Singularly enough the press of America, next to Switzerland, had the largest numerical representation. English and French newspapers and news agencies sent large delegations but two weeks after the first sitting the French correspondents were homeward bound, leaving the field to these French news agencies and the permanent Geneva correspondents of the Paris newspapers. Nearly all the German newspapermen remained until the end.

In this international assembly of newspapermen there were neither press gallery officials nor press gallery rules. The Information Section of the League allotted the seats for the duration of the session and each seat holder received a pink card, entitling him to pass the Swiss officials guarding the entrances to the Assembly hall, and to the press gallery itself.

Correspondents sending cable dispatches were favored in the seating arrangements. On the floor above the press gallery were several large rooms, exclusively for the use of newspapermen. One was a working room, where dispatches might be written, though most of the news agency stories were put down with pencil and paper in the press gallery itself and rushed to the wire by messengers.

A second room was devoted to the telephone service. There were sixteen booths and eight operators, provided by the Swiss telephone administration, to "put through" calls to Paris, Milan, Zurich, Lyon and a host of other places. There were other rooms for the handling of dispatches sent by land and cable lines to all quarters of the globe, or by the French wireless or the Marconi systems, the Marconi company having installed a special station just outside Geneva for sending news to London, New York, Argentine and many European points.

In other rooms were small mail boxes, one assigned to each correspondent, for the receipt of the official journal and various documents distributed by the information section of the League. In one of these all communiques regarding the League's work were regularly posted.

Publicity, in the fullest sense of the word, was lacking. Lord Robert Cecil made a half-hearted move for open committee sessions and was strongly supported by Sir James Allen, representing New Zealand, but the Assembly gave the proposal a cold shoulder and Cecil at once accepted the substitute offered by ex-Premier Viviani of France, providing for the publication of summaries of committee actions. Even Barnes, the English labor leader, and regarded as one of the real liberals in the Assembly, advocated secret sessions of one of the committees of which he was a member. Ex-Premier Branting of Sweden, heading the committee on disarmament, invited all newspapermen to attend the first session of his committee, at which only reports were read, but closed the doors at later sessions when the committee members got down to real discussions. Lord Robert Cecil invited two American newspapermen right out of his office when they inquired for news regarding the meeting of a subcommittee of which he was chairman.

However, the Section of Information, headed by Pierre Comert, formerly London correspondent of the Paris Tempa, and assisted by Arthur Sweetser, a former American newspaperman, and George H. Mair, an Englishman, evolved a scheme for getting information to the press that worked quite well, once the Assembly had defined its position on publicity. To each committee meeting the information section assigned one of its own men, whose business it was to take notes on proceedings and telephone them to press headquarters where they were distributed by one of Comert's two assistants. It was further arranged that the president of each committee should receive correspondents at the close of each session and answer questions. This information was supplemented by printed communiques, reporting the important decisions reached by each committee, which were posted at press headquarters from an hour to five hours after the committees had adjourned. The English and French correspondents generally favored this system on the ground that it was impossible to cover several important committees, meeting at the same time, even had the sessions been open, but a large proportion of the American newspapermen were not entirely satisfied, favoring open sessions and first-hand information rather than official "hand-outs," however complete they may have seemed.

In addition to this information, each correspondent received daily a copy of the official journal, the "proces verbal" which was supposed to outline the discussions in committee, and the daily review of the press. None of these documents afforded much enlightenment except to reveal, as if by accident, some previously unknown "story" that had broken in a sub-committee debate several days before.

Summed up, the physical arrangements for the gathering and transmission of news, were quite good—so good that in some instances news of the Assembly's action reached New York within less than three hours after dispatches were filed at Geneva. There was much to be desired from the standpoint of real "pitiless publicity." In this respect the first Assembly of the League went far ahead of the Paris peace conference, with its star chamber sessions, but hardly reached that stage of publicity attained by modern parliamentary bodies, say the American congress. Registered correspondents and the names of the newspapers and associations they represented follow:

ARGENTINE—La Nacion, Ortez Echague; La Prensa, Ramiro de Maestu.

ARMENIA—Bureau de Presse Armenia, M. Michaelian; Jamanak, M. Garaud der Garaoedian.

AUSTRALIA—United Cable Service, Thorold Waters; Australian and New Zealand Press Association, A. F. Fraser; Australian and New Zealand Press Association and Sydney Daily Telegraph, John Sandes.

AUSTRIA—Correspondance de Vienne, K. Wollanka; Express, W. Hartmann; Freie Tribune, Abramovitch; Die Zeit, J. Rogovin.

BELGIUM—Demain, L. Courthion; L'Independance Belge, G. Vanypre; Le Soir (Brussels), M. Adam; Independance Belge, etc., M. P. Walbroeck; L'Etoile Belge, M. Haubrechts.

CHINA—Bureau d'Information Chinois, M. Soong, M. K. Chwan, M. E. Chen.

DENMARK—Politiken (Copenhagen), Andreas Winging.

EGYPT—La Reforme (Alexandria and Cairo), F. Simond; Journal du Caire, Haggar; Correspondance d'Orient (Paris), Aly El Ghaiaty; La Bourse Egyptienne, L. Avenalier.

SPAIN—Diario Universal (Madrid), A. Pages; Mercurio (Barcelona), A. Montfort; El Sol (Madrid), R. de Maestu.

FINLAND—De Locomotiff, A. B. Cohan Stuart.

FRANCE—(Paris) Agence Centrale, H. Bessemer; Agence Radio, Jean Bauler; Agence Havas, Henri Rufin; Le Drapeau Bleu, Lagnioc; L'Echo de Paris, A. Gérard; L'Eclair, M. Maieroff; L'Information, E. Taponier; Agence Fournier, M. De Toledo; L'Illustration, N. Roger; Journal des Débats, E. Bauty, E. Gauroni-Laroue; Le Journal de Paris, Tony Roche; Journaux de la République, Emile Thomas; Le Monde Illustré, Mme. J. Barrelet, 4, Avenue Henri Dunand; L'Œuvre, M. Berthet; Le Petit Parisien, Paul du Bochet; Le Radical, L. Rodanet; Le Soir, Paul Seller; Le Tempa, M. Charles Rivet, Francois Laya; Le Petit Havre (Le Havre), Paul Meyhoffer; Lyon Républican, Jean Veyrat; Le Progrès (Lyon) F. Ramnas; La Dépêche (Toulouse), R. Gayot; Agence Rhénane (Strasbourg), M. Milner; Alsace-Lorraine, M. A. Viernes.

GERMANY—Agence Wolff, Dr. Max Beer; Berliner Tagblatt, Dr. V. Auburtin; Deutsche Allgemeine Zeitung, Dr. Adler; Deutsche Tagesszeitung, Frans Farga; Frankfurter Zeitung, Emil Ney; Lokal Anzeiger, W. Schonermann; Vossiche Zeitung, Dr. J. Becker.

GREAT BRITAIN—(London) Agence Reuter, M. F. W. Ernett; Central News, M. R. Sommer; Christian Science Monitor, M. S. J. Jennings, Daily Chronicle, M. G. N. Perris, Daily Express, Sir Percival Phillips, P. de Witte; Daily Mail, A. G. Cardono, Wilson H. Harris; Daily Telegraph, R. M. Hugh; Economist, Leo Wolfsohn; Exchange Telegraph Company, M. A. Glarner; Ladies' Field, Mrs. M. de Perrot; Manchester Guardian, E. C. Carrol; Morning Post, J. A. Ford; Newspaper and Press Association, H. N. Rickey; Observer, M. S. Huddleston; Times, M. Hubert Walet, M. Vernon Bartlett; Westminster Gazette, Mrs. G. Grande; Wireless Press, Herbert White; Birmingham Post, etc., Julian Grande; New Standard, Robert Dell.

GREECE—Agences d'Athènes, M. S. Pappas; Atlantis, etc., M. C. Gelbert.

HOLLAND—Het Leven, J. F. A. Orbaan; Handelsblad, M. Schaardenburg; Maasbode, Dr. B. de Jong van Beek en Donk; Nederlander, M. L. Van Outheorn; Nieuwe Rotterdamsche Courant, Dr. J. Van der Bergh; De Telegraaf, M. et Mme. Louis Israels; Het Vaderland, Jac. Thomson.

HUNGARY—Agence Télégraphique Officielle, Hongrie, M. Z. Barayai, B. Z. am Mittelag, M. L. Boris.

ITALY—Corriere della Sera, M. A. Sottile; Il Secolo (Milan), M. A. Monto; La Sera (Milan), M. A. Scanbiana.

JAPAN—Hochi, M. Kashiwada; Jiji, M. Tokanii; Nichibei, M. Ochihara; Osaka-Asahi, M. Machida; Osaka-Mainicht, M. F. Chara; Yoroza, M. Osumi; Tokio Nichi Nicht, Miss Schmidt-Giesecke.

JUGOSLAVIA—Bureau de Presse Jugo-Slav, Stanasvirik; Selo et Jugoslavenski Economista, M. Drag. V. Miletich; Attaché Press Legation Bulgaric, M. H. Zlafanoff.

POLAND—Bureau de Presse Polonais, F. Nunberg; Narod (Warsaw), Count Potulicki; Nowa Reforma (Cracow), M. Fras. Brzesicki; Kurjer Poranny (Warsaw), Dr. L. Wioch.

PORTUGAL—A. B. C. (Lisbon), Jose Da Cunha; Commercio do Porto, M. A. A. Almendra.

RUSSIA—La Cause Commune, M. Serguey-eff; Golos Russi, P. Swesditsch.

SWEDEN—Stockholms Tidningen, L. Winding; Svenska Dagbladet (Stockholm), E. F. Rusen; Dagens Tidningen, Mme. A. Anderberg; Dagens Nyheter, O. Thorsing; Nordeka Press Central, A. Waltz; Social Demokraten, S. Bachlund.

SWITZERLAND—Cercle de la Presse; Agence Télégraphique Suisse, Dr. Fr. Rothen, Aloys Mooser; Le Droit des Peuples, R. Claparede; Le Journal Français, F. Fournier; Nouveau Journal de Strasbourg, Th. Heusser, M. Weisle; Journal de Genève, Ed Chapuisat; Le Genevois, G. Verdene et J. Fazy; Indian Sociologist, S. Krishyami; Le Peuple Genévois, M. Durand; La Revue de Genève, R. de Traz, 6, rue des Granges; Tribune de Genève, M. B. Gouzy; Agence Télégraphique Suisse, Dr. C. Ludi, M. Kuns-Aubert, M. Fillini; Basler Volksblatt, Dr. Edyard; Annales des Nationalites (Lausanne) M. Gabrys; Basler Nachrichten, M. Oert; Bund, M. A. Keller; Feuille Centrale de Zofingue, H. Reymond; Jewish Press Association, Mrs. Edelstein-Friedmann; La Gazette de Lausanne, G. Rigassi; Journal International de Santé publique; M. Krieger; National Zeitung, A. Sanger; Neue Zurcher Zeitung, M. Borel, E. Reitman, Dr. A. Charuachi; Nouvelliste Valaisan, M. P. Meyer de Stadelhofen; Ostschweis (St. Gall) M. Wartburg; La Patrie Suisse, E. Kuhne; Presse Suisse Moyenne, M. Briod; Revue de Lausanne, H. Lasser; Revue Franco-Suisse, L. Duret; La Semaine Litteraire, L. Debarge; La Suisse Liberale (Neuchatel), Maxime Coursiere; La Suisse, M. A. Nicole; Neue Schweizer Zeitung, M. A.

Digitized by Google

PRESS GALLERY OF LEAGUE OF NATIONS

(Continued from page 48)

SWITZERLAND—Continued

Picot; La Sentinelle, M. A. Leuba; La Voix de l'Humanité, Dr. R. Broda.

CZECHO-SLOVAKIA—Bureau Tchéco-Slovaque de la Presse, P. Pallvec; Cas (Prague), Dr. R. Teltsik; Prikarpatska Rus, Dr. D. Markoff; Pravo Lidu, M. J. Linhart; Venkov, S. Necasek; Gazette de Prague, J. Stavnich; Volia Rossi (Prague), Prof. Hersch; Prager Tageblatt, M. Lowy.

UKRAINE—Société des Journalistes Ukrainiens, E. Batchinsky.

URUGUAY—La Mañana, Señor L. Azarola.

GEORGIA—Presse Georgian, M. Chavichvaki; Djaghadamard, Dr. E. Adjemiar.

UNITED STATES

ASSOCIATED PRESS—S. F. Wader, Carlyl McDonald.

UNITED PRESS—Henry Wood, A. Johnson.

INTERNATIONAL NEWS SERVICE—N. C. Parke.

UNIVERSAL SERVICE—C. F. Bertelli.

NEW YORK TIMES—Edwin L. James.

NEW YORK WORLD—Lincoln Eyre.

NEW YORK TRIBUNE—Arthur S. Draper.

NEW YORK HERALD—Laurence Hills.

NEW YORK EVENING POST—Charles Selden.

BROOKLYN EAGLE—Guy Hickok.

PHILADELPHIA PUBLIC LEDGER—C. W. Ackerman, C. Hirschey.

CHICAGO TRIBUNE—Henry G. Wales.

CHICAGO NEWS—A. R. Decker.

DETROIT NEWS—W. K. Kelsey.

LOS ANGELES TIMES—R. Courtney.

NEWSPAPER ENTERPRISE ASSOCIATION—H. N. Rickey, Milton Breaner.

LEAGUE OF FREE NATIONS ASSOCIATION—James G. McDonald.

FOREIGN PRESS—A. Hodges.

CHRISTIAN WORK—H. ''. Jaquith.

WORLD OUTLOOK—Miss F. L. Robinson.

PUBLIC LIBRARIES, Chicago—E. C. Richardson.

UNATTACHED—Frederick Palmer, Frederick Palmer.

NEWSPAPER AND JOURNALISTIC ORGANIZATIONS OF U. S.

(National, International, State and Interstate)

Alabama Press Association—President: Frank N. Julian, Sheffield.

American Association of College News Bureaus—President: Prof. Bristow Adams, Cornell University.

American Association Foreign Language Newspapers—Manager: Frank D. Gardner, 19 East 23d street, New York.

American Association Teachers of Journalism—President: Prof. Willard G. Bleyer, University of Wisconsin, Madison.

American Journalists Association—President: Richard A. Stokes, 407 Commercial Bldg., St. Louis, Mo.

American Newspaper Publishers Association—President: T. R. Williams, Pittsburgh Press; General Manager: Lincoln B. Palmer, World Building, New York, director Advertising Bureau Committee, William A. Thomson, World Bldg., New York.

Arkansas Press Association—President: Walter B. Williams.

Associated Business Papers—President: M. C. Robins, Gas Age, New York.

Associated French Language Newspapers of New England—President: Jean B. Paradis, L'Independent, Fall River, Mass.

Association of American Schools and Departments of Journalism—President: W. H. Mayes, University of Texas, Austin.

Association of Newspaper Classified Advertising Managers—President: L. J. Boughner, Chicago Daily News; executive secretary, C. L. Perkins, 216 West Madison street, Chicago.

Authors' League of America—President: Rex Beach, 61 Union Square West, New York City.

Audit Bureau of Circulations—President: O. C. Harn, National Lead Company, New York; managing director, Stanley Cloque, 202 S. State street, Chicago.

Baseball Writers Association of America—President: L. E. Sanborn, Chicago Tribune.

Bennett, James Gordon, Association—President: Robert E. Livingston, New York.

California Press Association—President: Friend W. Richardson, Berkeley Gazette.

California Circulation Managers Association—President: W. F. D. Brown, Oakland Tribune.

Carolina Circulation Managers Association—President.

Catholic Writers Guild of New York—President: Thomas F. Meehan.

Chicago Newspaper Representatives Association—President: Charles B. Nichols, John M. Branham Company.

Chicago Press Club—President: Clyde A. Morrison, Ashland Block, Chicago.

Colorado Editorial Association—President: Mrs. Lois Allen, Canon City Leader.

Columbia University School of Journalism Alumni—President: Edwin N. Lewis, New York City.

Connecticut Editorial Association—President: O. S. Freeman, Bristol Press.

Corn Belt Press Association—President: Lon Martin, Taylorville (Ill.) Courier.

Correspondents Club of New York, Inc. (out-of-town correspondents). President: A. M. Kemp, Boston Globe, 1106 World Bldg., New York City.

Del-Mar-Via (Delaware, Maryland, Virginia) **Press Association**—President: S. E. Shanahan, Easton (Md.) Star-Democrat.

Florida Associated Dailies—President: T. E. Fitzgerald, Daytona News.

Florida Press Association—President: Gilbert D. Leach, Leesburg Commercial.

Foreign Language Publishers Association of Cleveland—President: D. J. Zinner.

Foreign Press Correspondents Association of U. S.—President: Marcel Knecht, French Official Bureau of Information, New York; secretary, Percy Bullen, London Daily Telegraph, 66 Broadway, New York.

Georgia Press Association—President: J. Kelly Simmons, McRae.

Gridiron Club—President: O. N. Messinger, Washington Star.

Illinois Newspaper Association—President: Krebs Beebe, representative.

Inland Daily Press Association—President: John Sundine, Moline (Ill.) Dispatch; secretary-treasurer: Wil V. Tufford, Clinton, Ia.

International Association of Display Men—President: Charles F. Wendel, J. L. Hudson Company, Detroit.

International Circulation Managers Association—President: W. L. Argue, Toronto (Ont.) Star; secretary, Clarence Eyster, Peoria (Ill.) Star.

International Editorial Association—President: Hassel T. Sullivan, Milwaukee Journal.

Interstate Circulation Managers Association (Pennsylvania, New Jersey, Delaware)—President: A. R. Michener, Harrisburg (Pa.) Telegraph.

Kansas Editorial Association—President: O. W. Little, Alma Enterprise.

Long Island (N. Y.) Press Association—President: David E. Murray, Rockaway Beach (N. Y.) Wave.

Maine Daily Newspaper Publishers Association—President: Charles F. Flynt, Augusta Kennebec Journal.

Maine Press Association—President: C. H. Fogg, Houlton.

Michigan Authors Association—President: Louis James Rosenberg.

Michigan League of Home Dailies—President F. R. Moses, Marshall Chronicle.

Michigan Women's Press Association—President: Helen A. Williams, Grand Rapids.

Mid-Continent Publishers Association—President Eugene Lorton, Tulsa World.

Midwest Newsprint League—President: George W. Marble, Fort Scott (Kan.) Tribune.

Minnesota Editorial Association—President: James R. Landy, Olivia Times.

Missouri Press Association—President: L. Mitchell White, Mexico Leader.

National Association Newspaper Executives—President: Charlie Miller, Atlanta Georgian and American; secretary, Fred Millis, News Bldg., Indianapolis, Ind.

National Conference of Business Papers—President: Clay C. Cooper, Mill Supplies, Chicago.

National Editorial Association—President: Wil Wilke, Grey Eagle (Minn.) Gazette; executive secretary, H. C. Hotaling, St. Paul, Minn.

National Lutheran Editorial Association—President: Rev. O. T. Lee, Minneapolis.

National Press Club—President: Avery Marks, Washington (D. C.) Times.

National Publishers Association—Magazines and business publications—President: H. M. Swetland, United Publishers Corporation, New York.

Nebraska Press Association—President: Emerson R. Purcell, of Broken Bow, Neb.

New England Association of Circulation Managers—President: Frank S. Hey, Lewiston (Me.) Daily Sun.

New England Newspaper Alliance—President: Kimball J. Colby, Lawrence (Mass.) Telegram.

New Jersey Press Association—President: Walter L. Tushingham, Camden Courrier.

New Jersey Women's Press Club—President: Miss Ada D. Fuller, Jersey City.

Newspaper Men's Benevolent League—President: George F. Dobson, Jr., New York Globe.

New York Press Club—President: Percy Howard, 31 Spruce street, New York City.

New York State Circulation Managers Association—President: A. W. Cockerill, Utica Press.

New York State Associated Dailies—President: Franklin A. Merriam, Mt. Vernon Argus.

New York State Legislative Correspondents Association, Albany, N. Y.—President: Russell Hathaway, Associated, Albany.

New York State Press Association—President: W. B. Sanders, Nunda News.

New York State Publishers Association—President: Frank Gannett, Rochester Times-Union.

North Carolina Association of Dailies—President: E. B. Jeffress, Greensboro News.

North Carolina Press Association—President: James F. Hurley, Salisbury Post.

North Dakota Press Association—President: L. J. Bowen, Hope Pioneer.

Northwest Daily Press Association—President: Fred Schilplin, St. Cloud, Minn.

Ohio Associated Dailies—President: G. W. C. Perry, Chillicothe.

Ohio Circulation Managers Association—President: Leslie E. Neafie, Toledo Blade.

Ohio Newspaper Women's Association—President: Pearl Helfrich, Bowling Green.

Ohio Select List—President: Fred W. Bush, Athens Messenger.

Oregon Editorial Association—President: C. E. Ingalls, Corvallis.

Pacific-Northwest Newspaper Association—President: J. F. Young, Spokane Spokesman-Review.

Pennsylvania Associated Dailies—President: C. R. Long, Chester Times & Republican.

Pennsylvania State Editorial Association—President: C. N. Andrews, Easton Free Press.

Periodical Publishers Association (Magazines)—President Frederick L. Collins, McClure's Magazine, New York.

Publishers Buying Corporation—President: William J. Pape, Waterbury (Conn.) Republican.

Six-Point League of New York (Special newspaper advertising representatives)—President: Col. W. D. Bryant, 225 5th avenue, New York City; secretary, R. R. Mulligan, 10 East 42d street, New York City.

Southeastern Association of Circulation Managers—President: John T. Toler, Atlanta (Ga.) Constitution.

Southern Newspaper Publishers Association—President: Marcellus E. Foster, Houston (Tex.) Chronicle; secretary, Walter C. Johnson, Chattanooga News.

Texas Circulation Managers Association—President: Rolla B. Kinard, Houston (Tex.) Post.

Texas Daily League—President W. C. Edwards, Denton Record-Chronicle.

Texas Editorial Association—President: E. T. Merriman, Corpus Christi Caller.

Texas Press Association—President: John E. Cooke, Rockdale Reporter.

"Three-I" (Illinois, Indiana, Iowa) Circulation Managers Association—President: W. P. Lovell, Bloomington (Ill.) Pantagraph.

United States Golf Writers Association—President, Joseph Davis, Chicago Tribune.

United States Newsprint Conservation League—President: J. R. Snyder, Gary (Ind.) Post.

Utah Press Association—President James H. Wallis, Vernal Express.

Oregon University Newspaper Conference—President: Carl E. Abrams.

Vermont Press Association—President: L. B. Johnson, Randolph.

Virginia Press Association—President; L. E. Pugh, Newport News Daily Press.

Washington State Press Association—President: Clarence Ellington, Chehalis Nugget.

Westchester (N. Y.) Select List—Representative: George B. David, 171 Madison avenue, New York.

Western Association Teachers of Journalism—President: A. L. Stone, University of Montana.

Wisconsin Daily League—President: O. J. Hardy, Oshkosh Northwestern.

Wisconsin Weekly League—President: Paul Kuypers, DePere.

PRINCIPAL ADVERTISING AND AGENCY ASSOCIATIONS OF THE U. S.

American Association of Advertising Agencies—President: Jesse P. Matteson, 140 N. Dearborn street, Chicago; General Manager, James O'Shaughnessy, Metropolitan Tower, New York; Southern Council, Chairman: Ernest Dallis, Johnson-Dallis Co., Greenfield Bldg., Atlanta, Ga.; New York Council, Chairman: Joseph Hanff, 95 Madison avenue, New York City; New England Council, Chairman: S. A. Conover, 24 Milk street, Boston; Western Council, Chairman: Jesse P. Matteson, 140 North Dearborn street, Chicago; Philadelphia Council, Chairman: Eugene McGuckin, 1211 Chestnut street.

Associated Advertising Clubs of the World—President, Rowe Stewart, The Record, Philadelphia, Pa.; general manager, Park S. Florea, 110 West 40th street, New York City (see National Association Newspaper Executives under Newspaper Associations for newspaper department); Mexican Division, Felix Palavacini, El Universal, Mexico City, president; R. H. Lee, director Vigilance Division; Irving F. Pashall, chairman 1921 national program committee for Atlanta Convention, June 6-10.

Advertising Affiliation—President: T. F. Pevear, Stein-Bloch Co., Rochester, N. Y.

Agate Club—President: Warren C. Agry, People's Popular Monthly, Chicago.

Association of National Advertisers—President, Mont H. Wright, John B. Stetson Company, Philadelphia; Secretary, John Sullivan, 15 East 26th street, New York.

Engineering Advertisers' Association—President: J. J. Arnsdell, of Fairbanks, Morse & Co., Chicago.

Financial Advertisers Association—President: Lloyd H. Mattson, Corn Exchange National Bank Bldg., Omaha, Neb.

Iowa Associated Advertising Clubs—President: H. M. Knudson, Mason City. Newspaper Division, President: H. T. Watts, Des Moines Register & Tribune.

Direct Mail Advertising Association—President: Joseph Meadon, Detroit.

National Outdoor Advertising Association—President: G. L. Channell, Columbus, Ohio.

Texas Associated Advertising Clubs—President: Harold Kayton, San Antonio.

Winter Golf League of Advertising Interests—President, H. R. Read, Bankers Trust Building, 16 Wall street, New York.

Pacific Coast Advertising Agencies Association—President, Frederick T. Hyakell, Portland, Ore.

Pacific Coast Advertising Men's Association

AMERICAN JOURNALISTS ASSOCIATION

Headquarters: 507 Commercial Bldg.

St. Louis, Mo.

National Officers: Richard L. Stokes (Post-Dispatch), president; Aaron Benesch (St. Louis Times), vice-president; Irving Brant (St. Louis Star), vice-president; Xhar Kenamore (St. Louis Post) vice-president; Mrs. Katherine Richardson Lewis (St. Louis Star), secretary-treasurer. Active Chapters 14; total membership 2,400. Membership qualifications: All persons earning a living in the profession of journalism. Purposes of association: Establishment of a standard of practices and ethics in the profession of journalism; improving working conditions and the editorial standing of the press.

THE GRIDIRON CLUB OF U. S.

Washington, D. C.

Fraternal and social officers: N. O. Messenger (Evening Star, Washington), president; James P. Hornaday (Indianapolis News), vice president; Harry J. Brown (Salt Lake Tribune), treasurer; J. Harry Cunningham (non-active), secretary. Board of Governors: Edgar C. Snyder, Omaha Bee; Arthur J. Sinnott, Newark Evening News; J. Fred Essary, Baltimore Sun.

Conditions of Membership: At least two continuous years' active Washington correspondence and majority election to membership. Annual meeting and annual dinner principal functions. Members permitted to wear gold grid-iron pin.

Digitized by Google

A Pronounced Success
Right from the Start

THE SUNDAY COURANT
"ROTO" Section

Oversold the first month.
Carried 30,604 lines in December (4 issues.)
Produced big results for advertisers.

The COURANT "ROTO" SECTION goes into over 40,000 homes, completely covering Hartford and its trading territory.

It is the best "buy" in New England.

It is a regular Sunday feature of

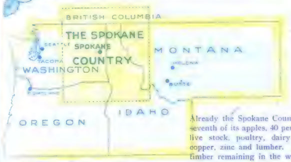
"Connecticut's Greatest Newspaper"

THE HARTFORD COURANT

Continuously since 1754

GILMAN, NICOLL & RUTHMAN
Representatives
WORLD BLDG., N. Y. TRIBUNE BLDG., CHICAGO

The Great Spokane Country is Closely
Annual Production of New



The Spokane Country
is One of the Great
of the Pacific

Already the Spokane Country produces one-twelfth of the nation's wheat, one-seventh of its apples, 40 per cent of its lead, and large quantities of cereals, fruit, live stock, poultry, dairy produce, flour, packing house products, gold, silver, copper, zinc and lumber. This district embraces the largest body of white pine timber remaining in the world and one-seventh of all the timber left standing in the United States. Its 800 saw mills are cutting and shipping upwards of 100,000,000 feet of lumber every month.

The output of new wealth from Spokane Country mines, farms, forest and orchards now exceeds $400,000,000 each year, or approximately $2,000 for each and every home. (New wealth produced year 1920 over $450,000,000.)

Circulation of The Spokesman-Review

	DAILY	SUNDAY
Average Each Issue 1919	41,414	54,022
Average Each Issue 1930	45,654	57,427
AVERAGE GAIN 1920 over 1919	4,240	3,405

QUALITY PLUS QUANTITY CIRCULATION—The SPOKESMAN-REVIEW has been building good will and prestige in SPOKANE and the rich productive SPOKANE COUNTRY for thirty-seven years. Its clean, complete reliable news service in connection with its subscription charge of $11 per year, 10 cents per copy Sunday, and 5 cents daily have combined to confine its circulation to the thinking permanent earning classes—those who appreciate good merchandise and have the money to buy it.

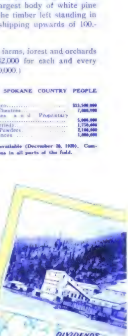
AMOUNT OF MONEY SPENT FOR LEADING COMMODITIES BY SPOKANE COUNTRY PEOPLE DURING 1939

Foodstuffs	$144,000,000	Candy and Tobacco	$13,500,000
Dry Goods, Clothing and Shoes	54,000,000	Picture Shows, Theatres	7,000,000
Hardware and Farm Implements	41,000,000	Drugs, Medicines and Proprietary Remedies	5,000,000
Automobiles, Trucks, Tractors, Accessories and Tires	25,000,000	Soft Drinks (Bottled)	1,750,000
Furniture	14,500,000	Soaps, Washing Powders	2,100,000
Building Materials	14,000,000	Electrical Appliances	1,000,000

These figures are for the year 1939 from the most authoritative sources available (December 28, 1939). Compiled from figures furnished by jobbers and dealers who do business in all parts of the field.

PROFITABLE APPLE TREE

WHEAT AWAITING SHIPMENT



DIVIDENDS PAID $16,000,000.

THE SPOKESMAN-REVIEW
DAILY, SUNDAY, TWICE-A-WEEK
Advertising Representatives
W. J. Morton: Fifth Ave. Bldg., New York; Tribune Bldg., Chicago   R. J. Bidwell, Bankers Inv.

Digitized by Google

Covered by the Spokesman-Review
Wealth Over $400,000,000

Shown on the Maps
Producing Areas
Northwest

Population of cities and towns (1920 Census and estimates)	428,440
Population of District's farms	350,000
Total	**778,440**

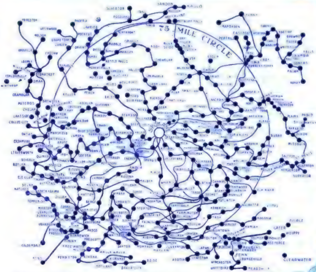
Population of the four northwestern states show INCREASE of 23.9% over 1910.

The map gives the approximate location of towns and cities of the Spokane Country. Six transcontinental and twelve branch railways radiate from Spokane and intimately connect it with its surrounding territory. How close this connection is appears from the fact that there are 172 passenger trains and 42 freight trains arriving or departing from Spokane railway stations every day.

Spokane is the natural jobbing and commercial center of this section. Its wholesalers in every line do business in practically all the towns shown above.

As the **Daily and Sunday Spokesman-Review** thoroughly covers all of these communities and the **Farmer's Twice-a-Week Spokesman-Review** covers the surrounding farms, it will be seen how closely a manufacturer's advertising and his distribution may be made to coincide.

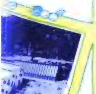
No attempt is made to put all towns in their exact geographical positions.



THE SPOKANE COUNTRY

The 1921 Edition of "MERCANTILE TRADE CONDITIONS IN THE SPOKANE COUNTRY," dealing fully with this field, will be gladly sent on request, also folder, "YOUR KEY, GATEWAY AND GUIDE TO THE 2½ BILLION DOLLAR ANNUAL BUYING POWER OF THE PROSPEROUS PACIFIC NORTHWEST."

N. B.—**The Spokesman-Review** will gladly furnish any special information requested by interested advertisers and agencies.



SPOKANE COUNTRY SHEEP

TYPICAL LUMBER MILL

Published By
The Cowles Publishing Co.,
SPOKANE, WASHINGTON

...lde., San Francisco

Digitized by Google

The Best Salesman in Minneapolis

THE progressive business men of Minneapolis recommend a salesman who for the last eight years has been their creditable representative.

A resourceful, energetic, and resultful salesman, thoroughly at home in the territory served, able to win and hold the confidence of the purchasing public, straightforward, honest and clean.

This salesman is The Minneapolis Journal.

The proof of Journal advertising power is set forth in the following figures, covering the advertising done in thirteen of the main classifications of Minneapolis merchandising during the last eight years. The record written in these figures is clear and unmistakable evidence of the preeminent value of The Minneapolis Journal to the advertiser.

There are strong reasons for this relationship. These advertisers, many of them competitors, are keen business men, insisting on value received for value given. Their experience has demonstrated to them that Journal advertising gets the most and the best results.

This Salesman's Record for Eight Years

The following figures carry their own significance. They indicate the average yearly lead of advertising patronage extended The Journal during the eight year period (1913-1920 inclusive) by those leaders of business in thirteen of the largest industries of this city of aggressive, loyal, discriminating business men.

Journal Lead	
Automotive	22%
Department Stores	7%
Financial	10%
Foods	17%
Furniture	½%
Hardware	11%
Jewelry	11%
Men's Apparel	31%
Mfg. and Jobbers	66%
Musical	7%
Real Estate	44%
Shoes	76%
Women's Apparel	21%

Total Local Display Advertising for 1920

Journal Lead 884,436 lines 8%

Increases were made by The Journal in 1920 over its average 8 year lead in 4 important classifications:

Automotive	27%
Department Stores	8%
Electrical (New Classification 1920)	107%
Furniture Stores	17%
Real Estate	97%

THE MINNEAPOLIS JOURNAL

"The Northwest's Greatest Newspaper"

CITY, COUNTRY, SUBURBAN, BULK, NET PAID AND UNPAID AS SHOWN BY "A. B. C." REPORTS

A Complete List of Daily Newspapers, Members of the Audit Bureau of Circulations, With an Analysis of Each Paper's Circulation as Given on the First Page of Its Report to That Organization for the 6 Months Ending Sept. 30, 1920—Foreign Language Dailies Also Listed

"A. B. C." circulations are known circulations. Every avenue of distribution is charted and known. The number of papers sold and delivered in the city of publication is made clear. Also the number sold and distributed in the suburbs and in the country are known to members of the Audit Bureau of Circulations which has been the great stabilizing factor in this readjustment period. Not alone is the average net paid circulation shown, including bulk sales, but what is sometimes of equal importance the number of copies used for service purposes, remaining unpaid, and in arrears are also definitely known, as well as the total distribution.

It is particularly gratifying therefore to be able to present in the following pages the actual detailed circulation figures of every newspaper member of the "A. B. C."

These detailed figures have been summarized and analyzed to such an extent that it is possible to tell the total "A. B. C." circulation in any given State, morning, evening, Sunday, nationally, and as to city, country, etc.

In addition to which, comparative tables are given on this page of the "A. B. C." circulations at October 1, 1919, and April 1, 1920, and at top of next page is given the "A. B. C." circulation totals as of October 1, 1920.

Comparing these tables, we find that city circulations of all "A. B. C." papers were at October 1, 1919, as follows: Morning, 4,109,958; evening, 8,549,537; Sunday, 7,183,841; as compared with city totals at October 1, 1920, of: Morning, 4,955,073; evening, 9,216,584; Sunday, 8,151,240.

Suburban at October 1, 1919, was: Morning, 1,741,336; evening, 2,229,014; Sunday, 2,375,501. Whereas, suburban at October 1, 1920, was: Morning, 1,866,-037; evening, 2,306,861; Sunday, 2,720,-933.

Country at October 1, 1919, was: Morning, 2,557,623; evening, 2,314,177; Sunday, 4,876,749. Whereas country at October 1, 1920, was: Morning, 2,640,-551; evening, 2,288,494; Sunday, 5,276,-315.

Total net paid increased from October 1, 1919: Morning, 8,416,950; evening, 13,123,718; Sunday, 14,446,148; to the following at October 1, 1920; Morning, 9,466,185; evening, 13,832,970; Sunday, 16,154,316.

Arrears, service copies and unpaid make a mighty interesting comparison. At October 1, 1919, the total of the three classifications was as follows: Morning, 153,835; evening, 246,320; Sunday, 194,442. At October 1, 1920, the totals were: Morning, 174,799; evening, 272,485; Sunday, 200,978.

Total distribution at October 1, 1919, of all "A. B. C." newspapers was: Morning, 8,570,785; evening, 13,370,038; Sunday, 14,640,590. At October 1, 1920: Morning, 9,640,984; evening, 14,105,455; Sunday, 16,355,294.

While these total figures and comparative analysis make an interesting study for the buyers and sellers of newspaper space, the analysis of each paper's circulation in itself will be of constant value to all.

These figures tell more than where a paper is distributed. To those who can read them from a merchandising point of view they give a pretty accurate idea of the selling problems of each city. Many papers have a larger suburban or country circulation than their total city circulation, and in many cases this will indicate that these cities look to the surrounding territory for a large percentage of their business. In other cases, one paper in a city will show practically all city circulation, while the other paper will distribute the majority of its circulation in the suburbs and country. This, too, will generally indicate a large volume of business from the surrounding territory. The towns, in which 25 or more copies of each paper's circulation are distributed, are listed, together with the total circulation in that town in the latest A. B. C. audit.

While these figures will be of inestimable value in showing the anaysis of the circulation, they are but a part of the important facts contained in each audit of the "A. B. C." giving not only the figures which EDITOR & PUBLISHER presents, but the methods in which this circulation is obtained, the prices per copy received by the publisher, etc.

Average Net Paid and Total Daily Circulations of All "A. B. C." Newspapers as of October 1, 1919

Avenues of Distribution	Morning	Evening*	Total Daily*	Sunday
City Circulation.....	4,109,958	8,549,537	12,659,495	7,183,841
Suburban	1,741,336	2,229,014	3,970,350	2,375,501
Country	2,557,623	2,314,177	4,871,800	4,876,749
Bulk	8,033	26,789	34,822	10,057
Net Paid inc. Bulk...	**8,416,950**	**13,123,718**	**21,540,668**	**14,446,148**
Arrears	16,941	17,953	34,895	7,717
Service Copies.....	56,884	79,244	154,128	73,626
Unpaid	80,010	149,123	229,133	113,099
Total Distribution ...	**8,570,785**	**13,370,038**	**21,940,823**	**14,640,590**

Circulations of U. S.—"A. B. C."—Dailies

Distribution	Morning	Evening*	Total Daily*	Sunday
City Circulation.....	3,826,798	7,751,419	11,578,217	6,810,551
Suburban	1,620,099	2,064,190	3,684,289	2,320,570
Country	2,313,519	1,959,152	4,272,671	4,713,279
Bulk Sales.....	7,817	25,301	33,118	10,019
Net Paid inc. Bulk...	**7,768,233**	**11,804,263**	**19,572,496**	**13,854,419**
Arrears	7,978	8,983	16,961	5,320
Service Copies.....	48,591	81,978	130,569	70,944
Unpaid	71,083	125,938	197,021	109,701
Total Distribution ...	**7,895,885**	**12,021,162**	**19,917,047**	**14,040,484**

**Note: The Evening and Total Daily Net Paid and Gross Circulations include 4,201 representing net Paid Circulation of the Cleveland, Ohio, Daily Iron Trade and Metal Market Report not distributed under City Suburban, Country or Bulk.*

Circulations of U. S. Foreign Language Dailies Members "A. B. C."

Distribution	Morning	Evening*	Total Daily*	Sunday
City Circulation.....	112,404	168,359	280,763	230,951
Suburban	16,684	14,084	30,768	20,462
Country	54,910	77,106	132,016	128,611
Bulk Sales.....	.....	.....	.....	.....
Net Paid inc. Bulk...	**183,998**	**259,549**	**443,547**	**380,024**
Arrears	1,898	79	1,977	1,914
Service Copies.....	543	618	1,161	987
Unpaid	690	1,135	1,825	1,636
Total Distribution ...	**187,129**	**261,381**	**448,510**	**384,651**

Annual Average Net Paid and Total Daily Circulations of All "A. B. C." Newspapers as of April 1, 1920

Distribution	251 Morning	518 Evening	769 Total M. & E.	288 Sunday
City Circulation...	4,392,316	9,127,689	13,520,005	7,963,605
Suburban	1,777,244	2,268,780	4,046,024	2,534,745
Country	2,585,209	2,289,583	4,874,792	5,237,308
Bulk	8,489	27,470	35,959	8,444
**Net Paid ..... **	**8,763,258**	**13,713,522**	**22,476,780**	**15,744,102**
Arrears	18,220	18,701	36,921	6,128
Service Copies....	59,806	102,389	162,195	78,435
Unpaid	80,726	137,022	217,748	112,257
Total Circulation.	**8,922,010**	**13,971,634**	**22,893,644**	**15,940,922**

Circulations of U. S.—"A. B. C."—Dailies

Distribution	229 Morning	467 Evening	696 Total M. & E.	277 Sunday
City Circulation...	4,109,177	8,305,159	12,414,336	7,533,366
Suburban	1,659,015	2,109,075	3,768,090	2,471,108
Country	2,338,522	1,940,443	4,278,965	5,046,886
Bulk	8,296	26,762	35,058	8,394
**Net Paid ..... **	**8,115,010**	**12,381,439**	**20,496,449**	**15,059,754**
Arrears	7,547	11,531	19,078	3,719
Service Copies....	51,076	86,211	137,287	75,911
Unpaid	71,920	120,820	192,740	108,559
Total Circulation.	**8,245,553**	**12,600,001**	**20,845,554**	**15,247,943**

Circulations of Canadian "A. B. C." Dailies

Distribution	20 Morning	47 Evening	67 Total M. & E.	6 Sunday
City Circulation...	165,280	642,615	807,895	164,966
Suburban	101,283	145,123	246,406	39,476
Country	191,020	257,907	448,927	45,026
Bulk	193	692	885	50
**Net Paid..... **	**457,776**	**1,046,337**	**1,504,113**	**249,518**
Arrears	8,746	7,083	15,829	467
Service Copies....	8,244	15,623	23,867	1,519
Unpaid	7,952	15,154	23,106	1,820
Total Circulation	**482,718**	**1,084,197**	**1,566,918**	**253,324**

Circulations of Foreign Language "A. B. C." Dailies

Distribution	2 Morning	4 Evening	6 Total M. & E.	5 Sunday
City Circulation...	117,859	179,915	297,774	265,273
Suburban	16,946	14,582	31,528	24,161
Country	55,667	91,233	146,900	145,396
Bulk	.....	16	16	.....
**Net Paid ..... **	**190,472**	**285,746**	**476,218**	**434,830**
Arrears	1,927	87	2,014	1,942
Service Copies....	486	555	1,041	1,005
Unpaid	854	1,048	1,902	1,878
Total Circulation	**193,739**	**287,436**	**481,175**	**439,655**

AUDIT BUREAU OF CIRCULATIONS TOTALS FOR THE UNITED STATES AND CANADA

Average Net Paid and Total Daily Circulations of All "A. B. C." Newspapers as of October 1, 1920

Distribution	253 Morning	539 Evening	792 Total M. & E.	291 Sunday
City Circulation	4,955,073	9,216,584	14,171,657	8,151,240
Suburban	1,866,037	2,306,861	4,172,898	2,720,933
Country	2,640,551	2,288,494	4,929,045	5,276,315
Bulk	4,524	21,031	25,555	5,828
Net Paid	**9,466,185**	**13,832,970**	**23,299,155**	**16,154,316**
Arrears, Service, Unpaid	174,799	272,485	447,284	200,978
Total Circulation	**9,640,984**	**14,105,455**	**23,746,439**	**16,355,294**

Circulations of U. S.—"A. B. C."—Dailies

Distribution	228 Morning	486 Evening	714 Total M. & E.	281 Sunday
City Circulation	4,594,100	8,454,829	13,048,929	7,704,946
Suburban	1,745,701	2,156,092	3,899,793	2,657,436
Country	2,381,881	1,952,965	4,334,846	5,068,847
Bulk	4,445	20,722	25,167	5,814
Net Paid	**8,724,127**	**12,584,608**	**21,308,735**	**15,437,043**
Arrears, Service, Unpaid	143,016	228,526	371,542	192,594
Total Circulation	**8,867,143**	**12,813,134**	**21,680,277**	**15,629,637**

Circulations of Canadian "A. B. C." Dailies

Distribution	21 Morning	48 Evening	69 Total M. & E.	3 Sunday
City Circulation	194,606	600,019	794,675	101,427
Suburban	102,357	136,867	239,224	28,357
Country	180,382	253,803	434,185	27,955
Bulk	79	308	387	14
Net Paid	**477,424**	**991,047**	**1,468,471**	**157,753**
Arrears, Service, Unpaid	28,295	42,047	70,342	3,387
Total Circulation	**505,719**	**1,033,094**	**1,538,813**	**161,140**

Circulations of Foreign Language "A. B. C." Dailies

Distribution	4 Morning	5 Evening	9 Total M. & E.	7 Sunday
City Circulation	166,367	161,686	328,053	344,867
Suburban	19,979	13,902	33,881	35,146
Country	78,288	81,726	160,014	179,513
Bulk	.....	1	1	.....
Net Paid	**264,634**	**257,315**	**521,949**	**559,520**
Arrears, Service, Unpaid	3,488	1,912	5,400	4,997
Total Circulation	**268,122**	**259,227**	**527,349**	**564,517**

"A. B. C." SUMMARY—MORNING, EVENING, SUNDAY—BY STATES

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Arrears Service & Unpaid	Distribution Total
Alabama—Morning	3	30,189	19,630	13,655	141	63,615	1,493	65,008
Evening	4	53,436	19,487	18,328	9	89,260	1,850	91,110
Total	**7**	**83,625**	**39,017**	**29,983**	**150**	**152,775**	**3,343**	**156,118**
Sunday	**5**	**77,340**	**40,020**	**34,533**	**46**	**189,848**	**2,754**	**155,302**
Arizona—Morning	2	8,339	5,849	2,348	11	16,547	616	17,163
Evening	2	7,210	5,491	1,656	17	14,373	447	14,820
Total	**4**	**15,549**	**11,340**	**4,003**	**28**	**30,920**	**1,063**	**31,983**
Sunday	**3**	**11,234**	**7,319**	**3,350**	**102**	**21,895**	**962**	**22,857**
Arkansas—Morning	2	18,446	3,040	32,008	2	50,596	2,083	52,679
Evening	2	13,248	3,462	13,129	6	27,834	599	28,433
Total	**4**	**28,694**	**6,502**	**44,217**	**7**	**78,430**	**2,682**	**81,112**
Sunday	**3**	**24,181**	**5,716**	**43,589**	**126**	**73,592**	**2,337**	**74,929**
California—Morning	10	227,622	137,218	120,706	239	485,965	6,581	492,546
Evening	20	352,841	110,671	61,231	611	525,354	9,979	535,333
Total	**30**	**580,463**	**247,889**	**182,087**	**850**	**1,011,319**	**16,560**	**1,027,879**
Sunday	**12**	**307,813**	**217,845**	**220,904**	**340**	**836,102**	**9,618**	**845,720**
Colorado—Morning	4	29,627	4,849	16,131	53	50,660	2,177	52,837
Evening	5	90,440	6,520	77,668	59	174,687	3,463	178,150
Total	**9**	**120,067**	**11,369**	**93,799**	**112**	**225,347**	**5,640**	**230,987**
Sunday	**5**	**108,062**	**12,166**	**117,891**	**127**	**228,346**	**4,702**	**242,049**
Connecticut—Morning	5	53,283	21,707	6,784	28	80,802	2,020	82,822
Evening	11	110,773	25,129	4,866	31	140,839	3,717	147,556
Total	**16**	**164,056**	**49,836**	**11,640**	**100**	**224,641**	**5,737**	**230,378**
Sunday	**3**	**43,792**	**21,950**	**5,400**	**41**	**70,092**	**1,039**	**71,131**
Delaware—Morning	1	7,566	1,601	1,021	10	10,200	724	10,924
Evening	2	23,038	6,067	2,413	40	31,555	1,940	33,595
Total	**3**	**30,604**	**7,668**	**3,433**	**50**	**41,755**	**1,774**	**43,529**
Sunday	..	.....	.....	.....	.....	.....	.....	.....
District of Columbia—Morning	2	83,396	6,699	11,749	60	101,904	942	102,846
Evening	2	125,160	9,254	7,089	141	141,644	1,611	143,255
Total	**4**	**208,556**	**15,953**	**18,838**	**201**	**243,548**	**2,553**	**246,101**
Sunday	**4**	**193,391**	**22,211**	**25,031**	**140**	**240,773**	**2,330**	**243,103**
Florida—Morning	4	28,220	12,185	14,948	83	56,436	1,682	58,119
Evening	3	20,222	4,818	4,241	102	29,384	1,807	31,191
Total	**7**	**48,442**	**16,003**	**19,189**	**185**	**85,820**	**3,490**	**89,310**
Sunday	**4**	**36,380**	**17,180**	**18,335**	**147**	**72,112**	**2,196**	**74,328**
Georgia—Morning	6	60,147	38,292	32,567	8	131,014	2,823	133,837
Evening	7	84,387	48,408	20,761	..	153,556	6,643	160,104
Total	**13**	**144,534**	**86,700**	**53,328**	**8**	**274,570**	**9,371**	**283,941**
Sunday	**11**	**122,371**	**86,690**	**129,042**	**4**	**348,007**	**8,214**	**356,221**
Idaho—Morning	1	3,781	4,995	5,959	7	14,692	376	15,068
Evening	1	1,006	910	88	..	2,004	348	2,352
Total	**2**	**4,787**	**5,905**	**6,047**	**7**	**16,696**	**724**	**17,420**
Sunday	**1**	**4,000**	**4,643**	**6,038**	**3**	**14,743**	**381**	**15,124**
Illinois—Morning	10	490,342	129,754	246,397	17	866,310	8,755	875,065
Evening	42	826,223	176,325	111,837	8,845	1,123,230	18,366	1,140,176
Total	**52**	**1,316,445**	**306,080**	**358,134**	**8,862**	**1,989,530**	**27,011**	**2,015,241**
Sunday	**16**	**711,725**	**192,080**	**602,093**	**340**	**1,506,548**	**10,705**	**1,517,551**
Indiana—Morning	12	84,891	100,218	39,425	46	223,580	2,851	227,431
Evening	20	203,917	82,443	48,209	112	329,681	5,172	334,853
Total	**32**	**288,808**	**183,061**	**90,634**	**158**	**553,261**	**8,023**	**562,284**
Sunday	**12**	**137,630**	**75,900**	**30,957**	**130**	**340,216**	**3,972**	**344,188**
Iowa—Morning	6	23,604	47,081	85,469	170	136,315	3,471	139,786
Evening	27	167,968	94,344	104,654	304	367,270	11,802	379,072
Total	**33**	**191,572**	**141,425**	**170,114**	**474**	**503,585**	**15,273**	**518,858**
Sunday	**10**	**88,540**	**67,796**	**78,582**	**336**	**235,194**	**8,216**	**243,410**
Kansas—Morning	3	29,377	22,557	35,416	144	87,584	2,346	189,770
Evening	11	46,526	37,876	24,076	132	108,530	2,974	111,573
Total	**14**	**75,903**	**70,433**	**59,492**	**276**	**206,123**	**5,320**	**312,343**
Sunday	**5**	**33,150**	**26,191**	**27,756**	**66**	**107,191**	**4,307**	**111,498**
Kentucky—Morning	5	52,930	17,043	48,921	47	119,341	1,217	121,066
Evening	6	84,677	14,740	29,178	37	128,629	1,832	130,461
Total	**11**	**138,607**	**31,783**	**77,906**	**84**	**248,470**	**3,049**	**251,519**
Sunday	**5**	**80,227**	**22,610**	**44,824**	**49**	**167,610**	**2,218**	**169,828**
Louisiana—Morning	2	51,905	266	40,146	71	92,488	260	92,288
Evening	3	75,457	261	35,789	26	111,533	1,440	112,993
Total	**5**	**127,362**	**527**	**75,935**	**97**	**204,041**	**1,940**	**205,981**
Sunday	**4**	**134,834**	**600**	**107,191**	**136**	**342,657**	**2,150**	**344,816**
Maine—Morning	3	14,054	14,211	3,231	9	32,097	2,380	35,477
Evening	2	21,325	10,150	3,693	249	35,417	981	36,598
Total	**5**	**35,379**	**24,361**	**7,110**	**258**	**67,514**	**4,361**	**72,075**
Sunday	**1**	**13,016**	**8,235**	**3,878**	**15**	**22,136**	**494**	**22,630**
Maryland—Morning	2	111,410	16,922	36,164	1	164,498	2,451	166,949
Evening	2	162,384	5,704	13,697	5	180,791	2,451	183,242
Total	**4**	**273,794**	**22,627**	**49,861**	**7**	**345,289**	**4,902**	**350,191**
Sunday	**3**	**153,819**	**16,578**	**40,530**	**3**	**210,943**	**3,780**	**214,723**
Massachusetts—Morning	8	162,874	121,470	241,224	67	725,635	4,037	729,672
Evening	25	635,070	137,034	137,264	278	909,646	7,746	917,692
Total	**33**	**997,944**	**258,504**	**378,488**	**445**	**1,635,481**	**11,783**	**1,647,264**
Sunday	**9**	**680,901**	**249,393**	**844,787**	**183**	**1,384,264**	**5,107**	**1,389,371**
Michigan—Morning	1	106,686	14,396	33,533	20	154,635	1,149	155,774
Evening	21	444,562	129,749	78,036	633	652,030	7,251	659,281
Total	**22**	**551,248**	**143,145**	**111,569**	**653**	**806,665**	**8,400**	**815,065**
Sunday	**7**	**295,078**	**75,730**	**92,096**	**48**	**463,542**	**2,722**	**466,264**
Minnesota—Morning	2	87,507	16,307	45,814	29	149,357	1,477	150,834
Evening	10	217,951	37,588	173,725	5,660	424,824	4,743	429,567
Total	**12**	**305,458**	**53,895**	**219,539**	**5,689**	**574,181**	**6,220**	**580,401**
Sunday	**5**	**185,864**	**23,436**	**183,200**	**287**	**401,907**	**4,290**	**406,197**
Mississippi—Morning	1	1,649	2,291	1,412	...	5,362	701	6,063
Evening	2	5,831	3,737	1,395	1	10,964	592	11,556
Total	**3**	**7,480**	**6,018**	**2,807**	**1**	**16,306**	**1,293**	**17,599**
Sunday	**2**	**7,403**	**6,244**	**2,838**	**83**	**16,568**	**1,555**	**18,123**
Missouri—Morning	6	237,563	69,882	210,130	594	518,169	3,399	521,568
Evening	12	471,900	80,333	200,742	350	753,325	6,996	760,321
Total	**18**	**709,463**	**150,215**	**410,872**	**944**	**1,271,494**	**9,395**	**1,280,889**
Sunday	**10**	**484,023**	**104,904**	**427,584**	**641**	**1,017,242**	**5,644**	**1,022,886**
Montana—Morning	4	20,936	7,507	12,964	51	41,358	1,324	42,682
Evening	4	14,989	2,479	4,490	234	22,202	1,665	23,867
Total	**8**	**35,925**	**9,986**	**17,354**	**285**	**63,560**	**2,989**	**66,549**
Sunday	**4**	**21,300**	**9,355**	**22,580**	**83**	**63,536**	**1,378**	**64,914**
Nebraska—Morning	3	22,375	19,654	62,947	771	105,747	1,599	107,637
Evening	9	103,568	27,534	67,847	113	199,362	4,774	204,136
Total	**12**	**125,943**	**47,188**	**130,794**	**884**	**305,109**	**6,064**	**311,773**
Sunday	**5**	**99,749**	**29,544**	**111,849**	**703**	**241,845**	**4,906**	**246,751**
Nevada—Morning	...	.....	.....	.....	.....	.....	.....	.....
Evening	1	2,791	934	1,442	1	5,244	148	5,416
Total	**1**	**2,791**	**934**	**1,442**	**1**	**5,244**	**148**	**5,416**
Sunday	..	.....	.....	.....	.....	.....	.....	.....
New Hampshire—Morning	2	1,923	4,488	7,164	2	13,575	691	14,266
Evening	2	12,832	1,466	615	69	14,981	555	15,537
Total	**4**	**14,755**	**5,932**	**7,779**	**71**	**28,557**	**1,246**	**29,803**
Sunday	..	.....	.....	.....	.....	.....	.....	.....

Digitized by Google

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
New Jersey—								
Morning	1	13,846	1,149	381	....	15,376	107	15,486
Evening	14	228,399	38,827	5,437	99	272,812	4,452	277,264
Total	15	242,247	39,976	6,068	99	288,190	4,559	292,949
Sunday	3	30,921	5,063	766	8	36,758	725	37,483
New York—								
Morning	24	1,294,132	328,940	283,584	943	1,907,599	27,781	1,935,380
Evening	44	1,929,271	324,392	188,218	321	2,462,202	37,579	2,499,781
Total	68	3,223,403	653,332	471,802	1,264	4,369,801	65,360	4,419,161
Sunday	15	1,636,979	320,494	214,564	345	2,090,436	32,623	2,123,059
North Carolina—								
Morning	6	26,459	32,270	25,775	10	84,517	5,657	90,174
Evening	5	21,130	13,676	4,433	20	39,258	1,193	40,451
Total	11	47,589	45,946	30,210	30	123,775	6,850	130,625
Sunday	9	39,696	49,050	32,530	92	112,466	7,530	119,996
North Dakota—								
Morning	2	4,605	9,309	10,949	6	22,968	662	23,630
Evening	4	9,520	9,134	10,351	33	29,037	1,173	30,210
Total	6	14,125	17,443	20,400	87	52,005	1,835	53,840
Sunday	2	8,162	5,004	10,453	15	25,213	803	26,016
Ohio—Morning	10	150,943	70,041	50,959	114	271,148	3,264	274,402
Evening	40	463,603	150,706	79,926	493	694,727	16,813	711,550
Total	50	614,546	220,747	129,976	606	965,875	20,077	985,952
Sunday	15	357,756	113,880	187,906	345	679,946	7,683	687,629
Oklahoma—								
Morning	4	35,196	10,758	51,260	23	97,237	1,678	98,915
Evening	4	37,912	7,197	29,743	49	74,906	2,140	77,046
Total	8	73,108	17,955	81,003	72	172,143	3,818	175,961
Sunday	5	33,964	13,000	80,575	75	126,666	3,179	129,845
Oregon—Morning	3	37,110	13,236	32,343	....	82,688	1,954	85,442
Evening	5	92,096	24,972	41,905	470	159,443	3,836	163,279
Total	10	129,206	38,207	75,148	470	242,031	5,790	248,721
Sunday	3	63,582	34,003	65,889	....	173,073	4,190	177,263
Pennsylvania—								
Morning	20	434,737	218,945	237,344	83	891,109	15,478	906,587
Evening	30	466,169	200,699	76,746	576	744,099	19,247	763,346
Total	50	900,906	419,554	314,090	656	1,635,208	34,725	1,669,933
Sunday	11	571,577	266,254	380,987	....	1,197,818	13,956	1,211,748
Rhode Island—								
Morning	1	16,627	12,436	3,815	15	31,835	567	32,402
Evening	6	90,929	43,196	4,185	66	139,324	2,274	141,798
Total	7	106,556	54,623	8,970	70	171,219	2,841	174,160
Sunday	3	35,567	26,635	4,179	46	66,447	922	67,369
South Carolina—								
Morning	5	17,374	14,774	20,806	17	52,970	1,683	53,653
Evening	4	21,632	8,299	4,078	8	34,067	2,450	36,517
Total	9	39,006	27,073	24,883	25	91,037	4,133	95,170
Sunday	6	29,573	19,976	24,716	40	73,705	2,196	75,901
South Dakota—								
Morning	3	3,324	9,469	5,824	6	18,627	1,376	20,013
Evening	3	10,156	3,525	5,433	16	24,129	1,088	25,217
Total	6	13,481	17,994	11,257	24	42,756	2,463	45,229
Sunday	2	7,403	10,040	6,171	23	23,637	1,653	25,290
Tennessee—Morning	4	65,462	40,431	50,950	....	156,863	2,702	159,565
Evening	5	75,207	42,079	20,278	277	138,921	3,729	142,670
Total	9	140,779	82,510	71,228	277	295,784	6,441	302,225
Sunday	5	100,304	58,994	70,861	196	229,165	4,154	233,319
Texas—Morning	11	88,907	21,390	122,017	81	232,395	5,188	238,443
Evening	11	119,153	27,848	107,467	134	254,592	4,720	259,312
Total	22	207,960	49,238	230,484	215	487,987	9,858	497,755
Sunday	17	194,190	40,177	276,166	103	510,636	6,885	517,521
Utah—Morning	1	16,127	4,849	17,940	13	38,929	2,041	40,970
Evening	3	28,254	8,112	19,034	33	55,433	4,029	59,462
Total	4	44,381	12,961	36,974	46	94,362	6,070	100,432
Sunday	3	31,527	10,340	37,329	....	79,196	2,722	81,726
Vermont—Morning	2	5,491	5,262	7,660	5	18,418	961	19,369
Evening	1	2,324	3,511	1,020	7	6,862	253	7,115
Total	3	7,815	8,773	8,680	12	25,280	1,204	26,484
Sunday	..	....	....	....	....	....	....	....
Virginia—Morning	7	41,183	21,996	27,367	202	90,751	2,370	93,121
Evening	7	88,493	11,251	10,684	13	110,670	2,758	113,428
Total	14	129,676	33,279	38,051	216	201,421	5,128	206,549
Sunday	6	60,671	21,216	28,044	78	117,409	2,229	119,638
Washington—								
Morning	5	55,152	25,510	34,047	218	114,927	3,346	118,273
Evening	9	144,021	44,315	28,660	23	217,009	5,741	222,750
Total	14	199,173	69,825	62,807	241	331,936	9,087	341,023
Sunday	7	136,652	48,178	66,467	355	251,552	7,530	259,082
West Virginia—								
Morning	4	15,841	12,242	10,646	5	38,334	2,064	40,392
Evening	7	33,192	14,066	3,438	26	51,129	2,757	53,886
Total	11	49,033	26,408	14,481	41	89,963	4,815	94,778
Sunday	7	34,978	24,842	11,476	67	71,557	2,809	74,166
Wisconsin—Morning	3	34,644	16,350	11,126	21	62,072	947	63,019
Evening	21	207,878	90,472	59,159	270	356,749	8,161	364,910
Total	24	242,644	106,822	69,304	291	418,861	9,108	427,969
Sunday	6	114,138	49,016	41,092	.. 70	204,325	2,645	206,970
Wyoming—Morning	..	....	....	....	....	....	....	....
Evening	2	5,411	743	2,655	17	8,826	226	9,052
Total	2	5,411	743	2,655	17	8,826	226	9,052
Sunday	..	....	....	....	....	....	....	....
Alberta—Morning	2	8,193	10,156	1,121	4	19,476	2,269	22,745
Evening	5	31,939	17,444	3,519	92	52,994	3,179	56,163
Total	7	40,132	27,602	4,640	96	72,470	5,448	78,908

"A. B. C." CANADIAN TOTALS—MORNING, EVENING, SUNDAY—BY PROVINCES

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
British Columbia—								
Morning	3	18,481	8,390	7,039	13	33,923	3,380	37,303
Evening	3	40,917	23,240	26,211	62	89,330	4,104	93,434
Total	6	59,398	30,630	33,250	75	123,253	7,384	130,637
Sunday	2	26,185	8,751	8,560	14	43,903	3,091	46,994
Manitoba—Morning	1	9,740	121	15,435	3	25,299	534	25,833
Evening	2	50,689	3,165	28,881	14	81,739	1,113	82,851
Total	3	60,429	3,286	44,316	17	107,048	1,636	108,684
New Brunswick—								
Morning	1	4,168	....	8,994	....	13,162	1,376	14,538
Evening	1	12,564	....	1,639	....	14,203	671	14,874
Total	2	16,732	....	10,633	....	27,365	2,047	29,412
Nova Scotia—								
Morning	3	7,396	1,694	17,364	7	26,461	2,862	29,323
Evening	3	18,449	921	11,698	18	29,084	2,206	31,290
Total	6	25,845	2,615	29,060	25	55,545	7,068	62,613
Ontario—Morning	6	108,295	68,461	110,644	37	287,437	9,391	296,828
Evening	21	232,630	38,645	39,668	101	311,014	11,965	322,979
Total	27	340,885	107,116	150,302	138	598,441	21,396	619,797
Sunday	1	76,239	15,006	19,695	....	114,290	290	114,580
Prince Edward Island—								
Morning	1	999	....	4,995	....	5,994	1,513	7,407
Evening	1	....	....	689	....	689	767	1,456
Total	2	999	....	5,684	....	6,683	2,280	8,963
Quebec—Morning	2	29,957	2,332	7,336	15	39,640	2,428	42,068
Evening	7	197,840	31,014	136,314	8	365,176	14,115	379,291
Total	9	227,797	33,346	143,650	23	404,816	17,538	422,354
Saskatchewan—								
Morning	2	7,377	11,301	7,554	....	26,132	1,657	27,789
Evening	5	17,191	24,428	8,196	13	46,828	2,928	49,756
Total	7	24,568	35,629	15,750	13	72,960	4,585	77,545

TOTALS OF ALL UNITED STATES "A. B. C." DAILIES

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
Total—Morning	328	4,594,100	1,742,701	2,301,891	4,445	8,724,127	142,016	8,867,143
Evening	486	3,464,829	2,154,093	1,952,968	30,733	13,684,804	238,526	13,913,134
Total	714	12,940,929	3,890,793	4,334,846	35,167	21,906,723	371,543	21,980,277
Sunday	381	7,704,946	2,057,436	5,068,847	5,816	15,437,043	192,804	15,629,837

TOTALS OF ALL FOREIGN LANGUAGE "A. B. C." DAILIES

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
Foreign Language—								
Morning	4	166,307	19,979	78,268	....	264,634	3,488	268,122
Evening	5	161,686	13,902	81,726	1	257,315	1,912	259,227
Total	9	328,053	33,881	160,014	1	521,949	5,400	527,349
Sunday	7	344,967	35,160	170,513	....	550,640	4,907	555,547

TOTALS OF CANADIAN "A. B. C." DAILIES

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
Canada—Morning	11	194,606	102,357	180,382	79	477,424	28,295	505,719
Evening	48	600,069	136,867	253,502	208	991,047	42,047	1,033,094
Total	59	794,675	239,224	434,185	287	1,468,471	70,342	1,538,813
Sunday	3	101,427	22,257	27,955	14	151,753	9,387	161,140
							Total	Total

GRAND TOTAL OF ALL "A. B. C." NEWSPAPERS

	Number of Papers	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total of Arrears Service & Unpaid	Total Distribution
Total—Morning	363	4,955,073	1,866,037	2,640,551	4,824	9,466,185	174,799	9,640,984
Evening	539	9,216,584	2,306,861	2,288,494	31,031	13,842,970	272,495	14,105,465
Total	792	14,171,657	4,172,898	4,929,045	35,855	23,290,155	447,294	23,746,439
Sunday	391	8,151,940	2,799,933	5,276,215	5,828	16,134,316	200,975	16,335,294

"A. B. C." REPORTS CLASSIFIED BY STATES AND CITIES FOLLOW ON PAGES 58-62, INCLUSIVE

CITY, COUNTRY, SUBURBAN, BULK, NET PAID, ARREARS, SERVICE COPIES AND UNPAID, AS SHOWN BY "A. B. C." REPORTS

ALABAMA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Birmingham	Age-Herald	(b)	12,026	6,337	4,085	125	22,484	219	325	23,028
	Sunday Edition	(m)	11,307	8,869	4,086	12	24,494	317	600	25,211
	News	(e)	36,323	11,270	8,066	4	55,663	85	336	56,054
	Sunday Edition	(m)	34,664	12,669	8,246	34	55,383	70	327	55,780
Gadsden	*Journal*	(e)	1,478	2,376	278		4,132	126	114	4,764
Mobile	*News-Item*	(e)	9,906	846	188		10,860		88	263	11,211
	Register	(m)	12,187	6,588	3,743	13	22,451		99	286	22,836
	Sunday Edition	(m)	17,586	8,461	7,698	5	33,718		102	272	34,193
Montgomery	Advertiser	(b)	8,976	6,694	5,907	3	18,580		375	169	19,124
	Sunday Edition	(m)	6,835	6,909	6,629		20,373		399	166	20,938
	Journal	(e)	8,729	4,995	7,875	8	18,685		85	391	19,001
	Sunday Edition	(m)	7,000	4,421	7,184	5	18,580		115	482	19,180

ARIZONA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Phoenix	*Arizona Gazette*	(e)	4,815	4,377	988	12	9,892	60	16	169	10,135
	Arizona Republican	(b)	6,282	4,674	1,941	11	12,908		135	214	13,237
	Sunday Edition	(m)	6,751	4,881	2,028	21	13,681		146	347	14,070
Tucson	Arizona *Star*	(d)	2,057	1,375	407		3,639		123	164	3,926
	Sunday Edition	(m)	2,126	1,318	412		3,856		127	188	4,171
	Citizen	(e)	2,695	1,114	667	5	4,481		39	175	4,685
	Sunday Edition	(m)	2,847	1,130	810	81	4,858		31	223	4,612

ARKANSAS

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Fort Smith	Southwest American	(d)	3,959	3,060	3,816	2	10,837	831	91	304	12,063
	Sunday Edition	(m)	4,083	3,175	4,993	76	11,426	827	94	276	12,623
	Times Record	(e)	3,573	2,452	1,290	4	7,319		94	163	7,516
	Sunday Edition	(m)	3,452	2,541	1,332	50	7,375		110	187	7,592
Little Rock	*Arkansas Democrat*	(e)	9,675		10,839	1	20,515		184	218	20,917
	Arkansas Gazette	(h)	11,457		28,272		39,730		286	482	40,626
	Sunday Edition	(m)	16,646		37,145		53,791		452	821	54,764

CALIFORNIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Bakersfield	*Californian*	(e)	3,007	2,700	862		7,389	14	65	276	7,743
	Echo	(d)	2,020	1,538	1,163	14	4,735		63	173	4,971
	Sunday Edition	(m)	2,395	1,532	1,164		5,091		73	235	5,399
Chico	*Enterprise*	(e)	1,121	465	126		1,712		91	197	2,000
Eureka	Humboldt Times	(d)	1,793	1,781	812	1	4,387		158	162	4,667
	Sunday Edition	(m)	1,884	1,814	873	2	4,573		177	177	4,927
Fresno	Republican	(b)	10,861	9,929	10,842	41	30,893		366	296	31,553
	Sunday Edition	(m)	10,379	10,187	11,122	41	31,679		380	343	32,362
Long Beach	*Press*	(e)	8,463		552	25	9,040		77	158	9,275
	Telegram	(e)	8,655		442	16	9,113	3	152	130	9,400
Los Angeles	Examiner	(b)	44,382	21,738	23,906	6	90,110		284	696	91,090
	Sunday Edition	(m)	96,833	40,077	52,590	2	188,792		828	634	189,854
	Express	(e)	31,255	14,977	3,234	27	49,683		74	799	50,266
	Herald	(e)	105,822	16,631	4,928		127,381		131	227	127,739
	Times	(b)	46,097	21,196	14,501	21	81,815		126	546	82,489
	Sunday Edition	(m)	70,354	28,451	22,225	13	121,043		91	386	121,520
Oakland	*Post*	(e)	11,203	14,261	43	13	25,520		214	201	25,935
	(The Post circulation in combination with the S. F. Call and Post)										
	Tribune	(e)	33,571	11,912	5,128	83	50,694		840	1,006	52,540
	Sunday Edition	(m)	32,777	11,831	5,556		50,164		810	1,607	52,581
Pasadena	*Post*	(e)	5,355		3,928		9,283		180	172	9,585
	(The Post circulation in combination with the Los Angeles Express)										
	Star-News	(e)	10,312		704	28	11,044		83	109	11,166
Pomona	*Progress*	(e)	2,290	494	126		2,910		94	165	3,109
Riverside	*Press*	(e)	3,675	561	636		4,872		76	92	5,040
Sacramento	*Bee*	(e)	16,290	9,324	12,711		36,325		533	101	36,758
	Saturday Edition	(y)	14,374	9,429	13,697		37,500		669	143	38,313
San Bernardino	*Index*	(e)	1,522	265	195	2	1,984		77	169	2,230
	Sunday Edition	(m)	1,530	268	192	7	1,997		77	189	2,263
	Sun	(h)	2,640	1,367	393	13	4,413	55	64	185	4,717
	Sunday Edition	(m)	2,978	1,295	434	3	4,500	55	63	146	4,764
San Diego	*Sun*	(e)	11,946	1,074	1,851	48	14,919		188	191	15,210
	Tribune	(e)	12,515	891	10,306	39	16,751		56	368	15,177
	Union	(h)	13,796	919	1,976	22	16,713		96	264	17,073
	Tribune & Union	(e)	26,311	1,810	3,282	61	31,464		154	632	32,250
	Sunday Edition	(m)	20,447	1,583	2,709	70	24,809		95	339	25,243
San Francisco	*Bulletin*	(e)	48,139	22,689	16,421	388	79,587		642	1,232	81,261
	Call and Post	(e)	58,889	28,036	11,289		98,054		846	678	99,578
	Chronicle	(m)	88,175	40,563	29,994	88	91,756		545	1,142	93,443
	Sunday Edition	(m)	43,685	27,497	26,036	47	117,265		534	1,161	118,960
	Examiner	(e)	63,290	42,968	40,285	32	146,545		664	1,352	147,561
	Sunday Edition	(m)	106,712	77,743	86,097	31	270,583		930	2,385	271,798
San Jose	Mercury Herald	(h)	8,368	8,319	916	21	16,624		165	199	14,988
	Sunday Edition	(m)	8,989	8,547	1,136	24	15,696		169	224	16,089
Santa Barbara	*News and Independent*	(e)	3,784	388	665	15	4,852	177	72	199	5,300
Visalia	*Times*	(e)	865	464	115		1,444		41	57	1,542

COLORADO

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Colorado Springs	Gazette	(b)	4,896	239	310	13	5,458	114	79	135	5,786
	Sunday Edition	(m)	6,997	172	625		7,794	146	127	125	8,002
	Telegraph	(e)	6,190	383	299	4	6,776		91	260	7,127
Denver	*Post*	(e)	56,222	3,472	61,987		121,681		776	533	122,480
	Sunday Edition	(m)	64,262	5,707	84,698		154,667		878	595	156,140
	Rocky Mt. News	(b)	20,112	1,516	14,079	48	35,747	49	699	694	36,989
	Sunday Edition	(m)	25,065	2,163	28,859	78	56,165	56	351	1,436	58,002
	Times	(e)	19,515	978	13,410	55	33,958	20	528	491	34,997
Greeley	Tribune-Republican	(h)		1,218	69		1,287	381	37	101	1,705
	Tribune-Republican	(e)	1,954	150	333		2,438	239	55	120	2,852
	Total Daily	(e)	1,954	1,369	402		3,725	620	82	130	4,557
Pueblo	Chieftain	(h)	4,619	1,876	1,673		8,168		100	89	8,357
	Sunday Edition	(m)	5,266	2,339	2,183	49	9,837		139	116	10,092
	Star Journal	(e)	6,559	1,616	1,639		9,814	413	68	289	10,584
	Sunday Edition	(m)	6,472	1,785	1,726		9,983	448	123	199	10,753

CONNECTICUT

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Ansonia	*Sentinel*	(e)	6,522		197		6,719		187	86	6,992
Bridgeport	*Post*	(e)	28,528	3,976	388	9	32,901		328	470	33,699
	Telegram	(b)	15,425	2,608	696	8	18,737		222	487	19,446
	Post and Telegram	(e)	43,953	6,586	1,084	17	51,638		550	957	53,145
	Sunday Post	(m)	17,069	2,448	327	14	19,858		288	200	20,266
Hartford	Courant	(b)	18,096	12,947	4,820	7	27,870		378	116	28,364
	Sunday Edition	(m)	14,311	17,412	4,783	27	36,533		347	167	39,047
	Times	(e)	26,179	10,816	1,678	53	38,117		833	265	39,215
Meriden	*Journal*	(e)	4,819	439	136	7	5,399		67	135	5,601
	Record	(b)	4,782	1,702	297	13	6,794		43	168	7,005
New Britain	*Herald*	(e)	5,468	1,161	128		6,757	86	90	76	6,949
New Haven	*Journal Courier*	(h)	13,010	1,786	447		15,243		188	241	15,672
	Times Leader	(e)	9,876	4,915	1,116	2	15,887		66	128	16,081
New London	*The Day*	(e)	6,201	3,857	466		10,522		89	85	10,696
Norwalk	*Hour*	(e)	2,971	382	69	4	3,426		29	67	3,522
Stamford	*Advocate*	(e)	6,069	1,318	317	1	7,705		115	103	7,923
Waterbury	*American*	(e)	6,737	1,911	386	5	9,009		189	93	9,291
	Democrat	(e)	7,212	254	11		7,477		108	82	7,667
	Republican	(h)	8,970	2,664	524		12,158		127	53	12,338
	Sunday Edition	(m)	9,913	2,090	299		12,301		76	41	12,418

DELAWARE

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Wilmington	*Every Evening*	(e)	9,110	2,756	1,566	37	13,469	75	236	232	14,012
	Journal	(e)	13,926	3,311	946	3	18,186		258	239	18,583
	News	(h)	7,568	1,601	1,021	10	10,200	338	282	197	10,934

DISTRICT OF COLUMBIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Washington	Herald	(h)	35,048	2,895	4,193	69	42,180		410	126	42,732
	Sunday Edition	(m)	26,634	3,154	3,057	21	32,866		289	93	33,348
	Post	(h)	68,356	3,804	7,536		99,716		260	138	60,114
	Sunday Edition	(m)	58,986	6,500	13,042		78,268		255	139	79,642
	Star	(e)	79,220	5,749	4,098	53	89,120		427	204	89,751
	Sunday Edition	(m)	70,036	9,459	6,410	97	85,982		353	178	86,513
	Times	(e)	45,940	3,585	2,991	86	52,524		616	364	53,504
	Sunday Edition	(m)	37,815	3,318	2,522	22	43,677		843	280	44,800

FLORIDA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Jacksonville	*Fla. Metropolis*	(e)	11,650	3,158	3,031	31	17,860		282	806	18,728
	Fla. Times-Union	(b)	14,614	6,063	5,375	7	26,798		350	267	27,436
	Sunday Edition	(m)	17,850	8,271	6,980	57	33,156		536	390	34,081
Miami	Herald	(b)	3,639	1,284	1,766	5	6,654		155	113	6,922
	Sunday Edition	(m)	4,627	1,463	2,092	19	8,201		191	115	8,507
Pensacola	*Metropolis*	(e)	4,983	1,270	1,048	33	7,334		111	157	7,582
	Journal	(e)	3,607	965	1,068		4,660		180	282	5,130
	Sunday Edition	(m)	3,581	1,069	1,236		6,286		180	257	6,721
	News	(e)	3,590	390	173	36	4,190	216	183	275	4,864
	(6 months audit September 30, 1920)										
Tampa	Tribune	(b)	7,379	6,144	6,719	71	18,324		70	348	18,643
	Sunday Edition	(m)	10,162	6,347	7,927	71	24,507		171	291	24,969

GEORGIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Athens	Banner	(d)	1,150	1,507	560		3,217		53	100	3,370
	Sunday Edition	(m)	1,141	1,518	561		3,220		54	88	3,309
	Herald	(e)	1,521	2,785	276		4,582		19	170	4,741
Atlanta	Sunday Edition	(m)	1,317	2,792	275		4,584		54	147	4,785
	Constitution	(b)	24,678	17,502	10,898		53,154		208	672	54,040
	Sunday Edition	(m)	34,817	17,638	17,661		68,116		269	706	69,209
	(3 months September 30, 1920)										
	Georgian	(e)	21,370	13,732	12,085		46,187		75	1,977	48,239
	Hearst's Sunday Am	(m)	34,963	17,066	63,798		105,827		265	481	106,273
	(3 months September 30, 1920)										
	Journal	(e)	27,230	20,673	9,388		57,291		1,415	1,110	59,776
	Sunday Edition	(m)	39,098	23,417	28,951		79,366		1,588	1,271	82,075
	(3 months September 30, 1920)										
Augusta	Chronicle	(h)	4,353	3,765	687		8,805		146	360	9,311
	Sunday Edition	(m)	4,493	3,914	687		8,994		146	360	9,620
	Herald	(e)	6,716	5,557	1,843		13,816		105	252	14,173
	Sunday Edition	(m)	7,522	3,380	1,061		11,883		105	264	12,252
Columbus	Enquirer-Sun	(h)	3,043	1,111	228	1	4,383		171	111	4,765
	Sunday Edition	(m)	2,969	1,062	243		4,273		179	218	4,671
	Ledger	(e)	6,859	986	411		8,176		222	280	8,598
	Sunday Edition	(m)	6,787	966	260		8,092		31	250	8,373
Macon	*News*	(e)	8,478	4,231	6,823		19,532		257	616	20,385
	Sunday Edition	(m)	7,749	4,050	7,224		19,023		222	499	19,744
	Telegraph	(h)	7,334	4,727	8,598	7	20,656		141	429	21,226
	Sunday Edition	(m)	7,798	3,897	9,971	6	20,660		140	427	21,227
Savannah	News	(h)	9,683	9,490	1,906		21,079		98	231	21,128
	Sunday Edition	(m)	13,027	7,988	2,380		23,267		95	235	23,593
	Press	(e)	12,223	1,854	265		14,042		18	135	14,192

IDAHO

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Boise	Idaho Statesman	(h)	3,731	4,995	5,959	7	14,692		210	166	15,068
	Sunday Edition	(m)	4,869	4,643	6,028	3	14,743		211	179	15,134
Twin Falls	*News*	(e)	1,906	910	88		2,904	88	90	170	2,252

ILLINOIS

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Alton	*Telegraph*	(e)	3,673	971	199	178	5,021	33	86	87	5,217
Aurora	*Beacon News*	(e)	8,845	6,021	623	1	15,490		182	131	15,703
Belleville	*Advocate*	(e)	2,936	731	107	3	3,777		40	71	3,897
Bloomington	*Bulletin*	(e)	3,313	2,008	244		5,565		82	317	5,927
	Sunday Edition	(m)	4,796	3,014	268	8	7,996	174	60	353	8,583
	Pantagraph	(h)	5,886	10,265	2,188		17,339		366	101	17,806
Cairo	Bulletin	(h)	1,113	681	97	1	1,892	141	80	80	2,093
	Sunday Edition	(m)	1,414	679	97	7	2,197	141	79	102	2,319
Canton	*Citizen*	(e)	2,017	1,483	183	3	3,686	9	85	109	3,889
	Ledger	(e)	1,747	2,768	666	39	5,220	856	149	189	6,414
Centralia	*Register*	(e)	1,272	1,455	341		3,068	88	111	71	3,334
Champaign	*Sentinel*	(e)	3,193	1,052	162	2	4,409		41	74	4,524
	News Gazette	(e)	4,577	3,613	416	3	8,609		134	80	8,782
	Sunday Edition	(m)	4,541	3,617	417		8,575		135	91	8,761
Chicago	*American*	(e)	272,044	28,678	64,047		364,769		434	472	365,675
	Herald and Examiner	(h)	283,407	30,632	321,799		635,838		543	587	636,968
	Sunday Edition	(m)	293,497	30,632	321,799		645,928		543	587	646,968
	News	(e)	388,118	27,272	22,954	62	438,406		196	1,016	439,618
	Post	(e)	39,662	2,282	3,057	7,980	52,981		283	522	53,786
	Tribune	(h)	221,264	62,306	153,590		437,158			2,104	439,262
	Sunday Edition	(m)	364,328	75,925	271,001		711,254			2,712	713,966
Clinton	Journal	(d)	1,023	800	268		2,091		13	21	2,125
	Sunday Edition	(m)	1,027	800	269		2,096		13	11	2,120
Danville	*Commercial-News*	(e)	7,343	7,711	648	13	15,617		137	187	15,941
Decatur	Herald	(h)	6,085	7,903	1,043		14,643		130	145	14,908
	Sunday Edition	(m)	5,962	7,455	1,133		14,550		118	133	14,801
	Review	(e)	8,686	6,113	2,127		16,926		140	178	17,244
	Sunday Edition	(m)	8,209	6,669	1,807		16,725		147	129	16,981
Dixon	*Telegraph*	(e)	2,078	1,859	388	5	4,316		101	165	4,560
Elgin	*Courier*	(e)	4,261	3,826	415		8,502	177	23	126	8,828
Freeport	*Journal-Standard*	(e)	4,557	2,604	763	5	8,007	1,914	112	90	10,123
Galesburg	*Mail*	(e)	3,187	4,022	698	6	7,906	81	90	135	8,210
	Republican-Register	(e)	3,190	4,181	1,110	3	8,484	181	115	129	8,829
Jacksonville	*Courier*	(e)	1,847	388	116	12	2,363	90	79	27	2,559
	Journal	(e)	2,168	2,325	324	2	4,817	254	114	63	5,248
	Sunday Edition	(m)	2,198	2,327	324	2	4,851	254	114	62	5,281
Joliet	*Herald-News*	(e)	10,756	5,412	609	1	16,778		90	80	16,948
	Sunday Edition	(m)	10,320	5,349	625		16,294		125	110	16,529
Kankakee	*Republican*	(e)	3,696	1,945	273		5,914		66	68	5,448
Kewanee	*Star-Courier*	(e)	2,828	645	202		3,675	100	82	98	3,955
La Salle	*Tribune*	(e)	1,714	488	70		2,276		50	54	2,380
Lincoln	*Courier-Herald*	(e)	1,856	826	192		2,874		18	72	2,964
	Star	(e)	1,023	411	156		1,590		63	68	1,993
Mattoon	*Journal-Gazette*	(e)	2,867	1,463	311		4,641		22	87	4,750
Moline	*Dispatch*	(e)	8,373	886	435		9,694		62	180	9,876
Ottawa	*Republican Times*	(e)	2,268	1,956	310	2	4,536		124	53	4,713
Peoria	*Journal*	(e)	10,058	6,960	2,793	22	19,833		535	201	20,649
	Transcript	(h)	4,840	5,205	1,055		11,100		321	200	11,621
	Journal-Transcript	(e)	14,898	12,165	3,848	22	30,933		856	681	32,270
	Sun Jrl-Transcript	(m)	12,283	8,479	1,346	353	19,561		811	256	20,350
	Star	(e)	11,501	8,685	1,988	87	22,181	817	626	231	23,855
	Sunday Edition	(m)	11,548	2,381	581	57	14,565	206	469	193	15,493
Pontiac	*Leader*	(e)	1,500	1,221	665	3	3,189		86	37	3,312
Quincy	*Herald*	(e)	5,388	4,944	465	12	10,789		136	387	11,312
	Whig Journal	(e)	4,314	10,306	673	5	15,298		124	287	15,709
	Sunday Edition	(m)	5,063	10,414	671	2	16,150		116	466	16,732
	(4 months September 30, 1920)										
Rockford	*Register Gazette*	(e)	8,709	2,341	517		11,467	87	235	391	12,170
	Republic	(e)	7,213	1,032	198		8,443	8	115	116	8,682
	Star	(d)	5,998	3,947	654	8	10,607	29	151	224	11,011
	Sunday Edition	(m)	8,832	4,204	719	2	13,457	6	153	224	13,844
Rock Island	*Argus*	(e)	6,675	1,913	685	7	9,180		138	97	9,415
Springfield	Illinois State Journal	(h)	8,921	13,272	627	8	22,828	1,899	510	173	25,370
	Sunday Edition	(m)	8,843	6,835	588	9	16,075	340	532	181	17,128
	Illinois State Register	(e)	10,701	10,211	721	7	21,640	495	152	346	22,633
	Sunday Edition	(m)	9,314	7,900	448		17,662	350	153	421	18,695
Sterling	*Gazette*	(e)	2,662	1,744	621	35	4,863		186	35	5,084
Streator	*Free Press*	(e)	1,668	1,154	471		3,293		23	51	3,367
	Independent Times	(e)	1,879	533	349	7	2,768	481	90	83	3,361
Waukegan	*Sun*	(e)	3,435	600	500	25	4,560		45	149	4,754

INDIANA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Anderson	*Bulletin*	(e)	5,555	461	199		6,215	68	31	178	6,489
	Herald	(d)	3,049	3,249	190		6,488		33	108	6,629
	Sunday Edition	(m)	4,122	3,142	194		7,458		45	84	7,587
Connersville	*News-Examiner*	(e)	2,748	928	200	13	3,885		39	49	3,973
Crawfordsville	*Journal*	(e)	1,587	1,225	330	3	3,145	87	88	107	3,427
	Review	(h)	1,102	2,437	303		3,842		117	125	4,084
Elkhart	*Truth*	(e)	7,047	1,602	576	2	9,227		104	75	9,406
Evansville	Courier	(h)	6,618	14,409	1,203	1	22,271		32	232	22,535
	Sunday Edition	(m)	12,847	7,000	712	3	20,571		30	352	20,953
	Journal	(e)	6,336	4,529	274		11,139		192	155	11,486
	Sunday Edition	(m)	6,739	4,099	291		11,549		177	196	11,922
Fort Wayne	Journal Gazette	(h)	9,385	12,754	3,337		25,476		112	1,038	26,556
	Sunday Edition	(m)	14,269	7,518	1,887	40	23,529		351	940	24,920
	News and Sentinel	(e)	17,938	12,523	2,708	10	32,750		181	260	33,221
Gary	*Post*	(e)	6,064	11	11	2	6,130		61	161	6,352

For Explanation of Key Letters See Note on Page 62

Digitized by Google

CITY, COUNTRY, SUBURBAN, BULK, NET PAID, ARREARS, SERVICE COPIES AND UNPAID, AS SHOWN BY "A. B. C." REPORTS

INDIANA—Continued

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid Incl. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Huntington	*Herald*	(r)	2,158	1,289	129		3,576	143	66	3,785
	Press	(d)	1,851	1,619	180	3	3,653	200 115	53	4,021
	Sunday Edition	(m)	1,902	1,667	179	3	3,830	200 115	52	4,197
Indianapolis	*Indiana Times*	(r)	26,757	13,317	7,360	10	47,444	72	422	47,938
	News	(e)	69,021	19,755	24,687	18	113,281		515	113,796
	Star	(m)	86,349	27,066	22,735	20	86,570	34	411	87,015
	Sunday Edition	(m)	60,666	18,915	20,015	7	99,419	30	139	99,588
Kokomo	*Tribune*	(r)	7,216	1,407	428	3	9,053	54	130	9,237
LaFayette	Journal-Courier	(b)	222	6,669	666	1	7,358	89	144	7,591
	Journal-Courier	(r)	7,180	2,695	527	1	10,363	32	189	10,584
	Total Daily	(c)	7,362	9,364	993	2	17,721	121	333	18,175
Logansport	*Pharos-Tribune*	(r)	8,597	2,623	1,126	16	9,362	56	102	9,522
Madison	*Courier*	(r)	944	1,297	189		2,430	22	22	2,474
Marion	*Chronicle*	(r)	4,744	1,928	342	7	7,021	30	100	7,151
	Leader Tribune	(d)	3,677	3,762	236	16	7,691		193	7,884
	Sunday Edition	(m)	3,849	3,799	244	13	7,945		198	8,143
Muncie	Star	(b)	8,282	9,786	6,878		24,946	119	189	25,254
	Sunday Edition	(m)	7,873	6,645	2,778	2	15,298	130	153	15,581
Newcastle	*Courier*	(r)	2,843	694	313		3,850	14 82	118	4,054
Princeton	*Clarion News*	(r)	1,136	489	86		1,711	71	64	1,846
	(3 months September 30, 1920)									
Richmond	Item	(d)	2,407	5,683	844		8,934	49	123	9,106
	Sunday Edition	(m)	2,716	5,754	847		9,315	57	132	9,504
	Palladium	(e)	6,619	4,707	503	1	11,830	46	217	12,093
South Bend	*Tribune*	(r)	12,369	2,981	913		16,263	13 88	260	16,624
Terre Haute	Star	(b)	9,825	11,661	1,876	2	22,364	27	181	22,572
	Sunday Edition	(m)	9,033	7,530	802		17,445	21	281	17,747
	Tribune	(r)	10,498	8,996	1,470	22	20,986	8 140	166	21,300
	Sunday Edition	(m)	9,569	7,999	1,004	1	19,353	8 125	138	19,616
Vincennes	Commercial	(d)	2,994	923	137	3	4,057	57	70	4,184
	Sunday Edition	(m)	2,993	923	136	32	4,184	57	69	4,230

IOWA

Boone	*News-Republican*	(r)	2,498	705	84	3	3,380	81	70	3,451
Burlington	*Gazette*	(r)	5,946	3,646	838	2	10,084	106	154	10,344
	Hawk Eye	(d)	2,301	6,944	792	8	10,045	143	179	10,367
	Sunday Edition	(m)	4,066	7,047	818	18	11,933	169	236	12,336
Cedar Rapids	*Gazette*	(r)	10,718	5,132	1,482	12	17,345	222 220	140	17,927
	Republican	(d)	1,858	3,982	3,123	24	10,105	300 229	218	11,160
	Times	(e)	2,149	682	180	1	2,940	310 229	227	3,506
	Republican & *Times*		3,987	6,582	3,231	28	13,348	818	356	14,522
	Sun Republican	(m)	3,611	6,873	3,240	2	13,726	518	357	15,054
Clinton	*Advertiser*	(r)	2,648	4,895	1,179	44	8,366	103	73	8,442
	Herald	(m)	3,787	3,629	715		8,131	36	66	8,199
Davenport	*Democrat and Leader*	(r)	8,778	6,408	2,830	5	15,011	165	102	15,278
	Sunday Edition	(m)	7,922	6,420	2,815	3	17,160	165	139	17,762
	Times	(r)	14,476	7,613	1,681	7	23,796		228	24,124
Des Moines	*Capital*	(m)	21,629	14,069	18,233	36	53,877		316	54,193
	Sunday Edition	(m)	16,495	8,210	12,650	200	37,555		289	38,044
	Register	(b)	11,576	14,481	15,414	48	41,516		243	41,759
	Tribune	(e)	27,281	11,224	9,552		48,007		264	48,655
	Register & *Tribune*	(e)	38,807	25,705	44,966	48	109,523		507	110,030
	Sunday Edition	(m)	26,717	13,565	29,711	53	82,046		686	82,378
Dubuque	*News*	(r)	3,133	2,751	435		6,319	89	138	6,546
	Sunday Edition	(m)	3,137	2,199	387	4	5,717	194	73	6,090
	Telegraph-Herald	(d)	66	7,315	1,861	6	9,228	62	89	9,426
	Telegraph-Herald	(e)	4,852	1,073	137	1	6,064	34	115	6,486
	Total Daily	(j)	4,899	8,388	1,998	8	15,292	96	204	15,592
	Sunday Edition	(m)	4,895	8,387	2,014	4	15,300	86	184	15,632
	Times-Journal	(d)	409	4,928	677		6,014	535	57	6,817
	Times-Journal	(e)	2,533	641	28	1	3,203	386	93	3,885
	Total Daily	(j)	2,942	5,569	705	1	9,217	921	149	10,287
	Sunday Edition	(m)	2,917	5,583	726	31	9,247	921	112	10,280
Fort Dodge	*Messenger Chronicle*	(e)	4,046		4,300		8,346		126	8,620
Fort Madison	*Democrat*	(e)	2,473	631	255	5	3,357		21	3,448
Iowa City	*Citizen*	(r)	1,223	1,684	232	3	3,252		91	3,515
	Press	(e)	1,901	1,682	335	10	3,928		87	4,140
	(About 11-1-20 the Press and Citizen were consolidated.)									
Keokuk	*Gate City & Constitution-Democrat*	(r)	3,108	2,045	257	3	5,413		76	50	5,548
Marshalltown	*Times-Republican*	(r)	3,386	3,321	2,856		11,563	1,275	189	173	13,200
Mason City	*Globe-Gazette & Times*	(r)	3,786	4,218	982	39	8,945	482	139	227	9,793
Muscatine	*Journal & News-Tribune*	(r)	3,734	3,721	518	4	7,977	80		97	8,154
Newton	*News*	(r)	978		1,068	30	2,076	17	56	132	2,271
	(6 mos. audit 9-30-20)									
Ottumwa	*Courier*	(r)	5,100	4,919	1,982		12,001		86	161	12,248
Sioux City	Journal	(b)	3,979		17,895	29	21,903		103	462	22,468
	Journal	(r)	10,801		18,716	42	29,559		123	388	30,270
	Total Daily	(e)	14,780		36,611	71	51,462		226	1,050	52,738
	Sunday Edition	(m)	15,069		15,992	27	31,086		315	821	32,224
	Tribune	(h)	716		5,520	60	6,296		1	47	6,343
	Tribune	(r)	10,642		35,263	62	45,967		247	493	46,707
	Total Daily	(e)	11,358		40,783	122	52,263		248	540	53,049
Washington	*Journal*	(r)	2,232	1,341	258		2,831	25	50	42	2,956
Waterloo	*Courier*	(r)	7,969	6,915	838		15,722		37	33	15,792
	Times-Tribune	(d)	3,221	7,513	178		10,912		25	100	11,037
	Sunday Edition	(m)	3,711	7,524	177	10	11,422		25	100	11,547

KANSAS

Atchison	*Globe*	(r)	3,164	3,157	927	7	7,255		41	198	7,494
Emporia	*Gazette*	(r)	2,296	1,329	298	7	3,922		87	76	4,085
Hutchinson	Gazette	(d)	2,749	2,922	3,348	8	9,017		44	513	9,574
	Sunday Edition	(m)	3,058	2,946	3,381	25	9,385		44	540	9,981
	News	(e)	3,435	3,169	2,931	41	11,576	24	153	308	12,101
Iola	*Register*	(r)	1,872	1,561	275		3,708		96	210	4,014
Lawrence	*Journal-World*	(r)	2,513	1,709	543		4,765		51	85	4,901
Ottawa	*Herald*	(r)	2,035	1,560	605	2	4,202		69	76	4,347
Pittsburg	*Headlight*	(r)	3,733	2,785	300		7,818		110	97	8,025
Salina	*Journal*	(r)	1,911	1,369	1,257		4,537		101	65	4,703
Topeka	Capital	(b)	9,487	8,265	16,399	106	34,257		273	396	34,926
	Sunday Edition	(m)	11,497	7,087	15,479	33	34,096		453	417	34,876
	State Journal	(r)	9,431	4,435	8,694	16	22,579		94	340	22,960
Wichita	*Beacon*	(e)	12,964	15,046	8,146	45	36,201		231	497	36,829
	Eagle	(b)	17,151	22,300	15,769	30	55,250		842	1,478	57,570
	Sunday Edition	(m)	18,694	27,060	18,896	30	64,680		714	3,327	67,721
Winfield	*Courier*	(r)	1,152	692	168	4	2,016		59	20	2,095

KENTUCKY

Ashland	*Independent*	(r)	2,723	816	241	18	3,798		95	97	3,987
	Sunday Edition	(m)	988	1,488	226		2,644		38	128	2,794
Henderson	Gleaner	(d)	1,278	1,434	222		2,931		38	244	3,213
	Sunday Edition	(m)	1,695	5,534	5,650	12	14,980		149	257	15,386
Lexington	Herald	(b)	3,709	4,714	5,381	28	13,872		147	326	14,343
	Leader	(e)	7,566	4,385	2,366	1	14,296		170	156	14,622
	Sunday Edition	(m)	7,499	4,513	2,524		14,536		172	177	14,885
Louisville	Courier-Journal	(b)	17,734	8,267	25,660	9	46,670		128	217	46,815
	Times	(e)	45,550	6,670	11,254	12	61,296		233	255	61,781
	Courier-Journal & *Times*		63,284	14,937	36,914	21	107,766		360	472	108,598
	Sun Cour-Jour	(m)	53,190	8,751	24,030	13	61,982		139	366	62,501
	Herald	(b)	29,381	2,489	16,886	25	49,781		128	31	49,940
	Sunday Edition	(m)	39,368	3,172	12,161		54,701		165	132	54,998
	Post	(e)	28,615	3,062	14,747		40,234		282	185	40,701
Owensboro	*Inquirer*	(r)	2,321	1,508	190		4,019		81	180	4,258
	Sunday Edition	(m)	2,505	1,302	150		3,957		76	157	4,190
	Messenger	(d)	2,135	3,320	390	1	6,046		60	117	6,223
	Sunday Edition	(m)	2,332	3,126	547	8	6,011		60	115	6,186
Paducah	*Sun*	(r)	3,124	1,491	377	9	5,001		68	83	5,152

LOUISIANA

New Orleans	*Item*	(r)	40,220		22,784	20	63,024		276	177	63,575
	Sunday Edition	(m)	44,673		44,294	23	88,990		211	183	89,384
	States	(e)	29,194		8,850		37,544		193	352	38,089
	Sunday Edition	(m)	25,271		10,919	19	36,209		168	406	36,783
	Times-Picayune	(b)	64,995		20,368	71	71,334		181	331	73,766
	Sunday Edition	(m)	55,733		35,300	94	91,127		164	903	91,883
Shreveport	*Journal*	(r)	6,043	281	4,655	6	10,985		200	140	11,325
	Times	(b)	6,910	266	11,878		19,154		168	200	19,522
	Sunday Edition	(m)	9,147	506	16,678		26,331		201	234	26,766

MAINE

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid Incl. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Augusta	Kennebec Journal	(b)	2,044	5,633	939		9,226		280	225	9,741
	(6 mos. audit 9-30-20)									
Lewiston	*Journal*	(r)	6,171	3,416	1,732	345	11,564		141	130	11,835
	Saturday Edition	(y)	6,514	4,201	3,101	160	13,976		141	163	14,280
Portland	Sun	(b)	4,415	4,652	773	9	9,849		103	155	10,107
	Express & Advertiser	(r)	15,154	6,734	2,161	4	24,053		455	255	24,763
	Sunday Telegram	(m)	13,018	5,525	3,575	15	22,136		280	294	22,620
	Press	(b)	7,575	3,926	1,511		13,012	1,456	492	670	15,629

MARYLAND

Baltimore	American	(b)	37,165	8,719	13,252		89,136		524	466	90,126
	News	(r)	87,711	3,036	10,112	6	100,865		562	414	101,841
	American & *News*	(e)	124,878	11,783	23,364	6	160,001		1,086	880	161,967
	Sunday American	(m)	75,826	6,598	7,588		90,010		1,100	391	91,501
	Sunday *News*	(m)	72,547	1,964	10,024		84,535		371	401	85,307
	(On 12-1-20 the News absorbed the Star.)									
	Sun	(b)	74,365	8,204	22,912	1	105,362		423	1,031	106,823
	Sun	(r)	76,671	2,670	3,585		79,926		512	963	81,401
	Total Daily	(e)	148,916	10,874	26,497	1	185,288		935	2,001	188,224
	Sunday Edition	(m)	105,448	8,016	22,926	8	136,398		998	931	137,928

MASSACHUSETTS

Attleboro	Sun	(r)	3,749	1,050	117		4,923		107	76	5,108
Boston	Sun Advertiser and American	(m)	121,692	53,824	221,696		397,210		121	675	397,986
	American	(r)	167,490	41,920	91,962		301,372		328	315	302,015
	Globe	(b)	62,598	14,394	47,787	13	124,792		12	450	125,254
	Globe	(r)	149,029	19,766	31,592	10	180,397		4	486	180,887
	Total Daily	(e)	191,627	34,160	79,379	23	305,189		16	936	306,141
	Sunday Edition	(m)	186,413	55,005	107,556	31	349,004		66	849	349,890
	Herald	(b)	98,129	14,747	37,739	20	110,635			300	110,941
	Traveler	(e)	104,486	10,260	17,491	57	140,294			523	140,817
	Herald & *Traveler*	(e)	162,615	33,007	55,230	77	250,929			829	251,758
	Sunday Herald	(m)	63,314	21,292	42,260	93	126,961			430	127,391
	Post	(b)	217,688	40,801	164,162		422,651		535	116	423,282
	Sunday Edition	(m)	126,862	82,999	160,600		380,461		855	84	381,100
	Transcript	(r)	23,181	3,260	6,746		33,187		479	276	33,942
Clinton	*Item*	(r)	2,368	225	65		2,658	6	52	62	2,778
Fall River	*Herald*	(r)	9,956	719	223		10,898		65	192	11,155
	News	(e)	4,323	1,729	388		6,340		86	85	6,511
Fitchburg	*Sentinel*	(e)	7,119	1,235	286	3	8,643	193	85	37	8,958
Gloucester	*Times*	(r)	5,017	952	849		6,518		53	118	6,689
Haverhill	*Gazette*	(r)	12,881	2,260	279		14,570	45	108	230	14,953
Lawrence	Eagle	(b)	1,636	132	63		1,801	1	53	86	1,941
	Tribune	(e)	11,181	1,489	320	167	13,157	1	115	129	13,402
	Eagle and *Tribune*	(e)	12,807	1,621	383	167	14,958	2	168	215	15,343
	Telegram	(r)	4,928	2,717	263	3	7,911	24	65	117	8,107
Lynn	*Item*	(r)	13,315	1,268	643	10	15,196		102	208	15,513
	Telegram-News	(e)	16,200	1,441	442		18,083			112	18,195
	Sunday Edition	(m)	11,470	435	166		12,071			106	12,177
New Bedford	Mercury	(b)	5,157	342	299	1	6,799	28	122	186	7,957
	Standard	(r)	18,627	3,711	933		23,271	28	207	480	23,986
	Mercury & *Standard*	(e)	23,784	4,053	1,142	1	28,980	45	329	586	29,860
	Sunday Edition	(m)	16,716	3,625	2,977		23,318	15	147	319	23,799
Newburyport	*News*	(r)	3,432	1,416	375		5,223		84	118	5,425
North Adams	*Transcript*	(r)	4,236	3,334	494	11	8,075	12	158	93	8,338
Northampton	*Hampshire Gazette*	(r)	3,880	1,872	143		5,895		134	73	6,102
Salem	*News*	(e)	9,566	9,862	616		20,044		1,086	1,052	22,182
Springfield	*News*	(e)									
	Republican	(b)	4,883	8,371	4,717	13	14,684		352	119	15,075
	Sunday Edition	(m)	8,654	8,079	5,348	34	22,005		196	101	22,462
	Union	(b)	11,887	15,275	2,770	20	29,952	206	514	250	30,922
	Union	(e)	12,035	7,797	2,589	7	21,928	104	326	198	22,556
	Total Daily	(e)	23,922	22,572	5,359	27	51,880	310	840	436	53,460
	Sunday Edition	(m)	17,327	16,029	1,747	31	35,134	250	312	181	35,997
Taunton	*Gazette*	(r)	6,999	568	254		7,801	56	82	84	8,023
Worcester	*Gazette*	(r)	22,251	8,877	694	14	31,836	19	86	241	31,978
	Post	(e)	20,851	2,120	327	96	23,394			168	23,562
	Telegram	(b)	21,286	10,604	3,817		35,511		249	548	36,308
	Sunday Edition	(m)	27,653	10,105	2,469	4	40,231		225	595	40,831

MICHIGAN

Adrian	*Telegram*	(r)	3,101	5,866	752		9,719		97	169	9,985
Alpena	*News*	(r)	1,979	699	254		2,932		50	113	3,095
Battle Creek	*Enquirer and News*	(r)	7,988	2,378	288		11,126		44	173	11,343
	Saturday Edition	(y)	7,964	338			8,302		36	148	8,486
	Sunday Edition	(m)	7,348	2,755	268	12	10,380		64	171	10,595
	Moon-Journal	(r)									
Bay City	*Times-Tribune*	(r)	10,440	5,371	946	4	16,761		144	257	17,162
Detroit	Free Press	(b)	106,186	34,396	33,523	20	174,625		680	469	175,774
	Sunday Edition	(m)	90,843	19,277	52,983	25	163,128		629	547	163,304
	Journal	(r)	70,715	11,933	18,444	8	101,104		197	665	101,766
	News	(e)	191,131	24,450	13,788	1	229,370		525	393	230,288
	Sunday Edition	(m)	159,297	30,529	33,983		223,809		440	150	224,399
	Times	(r)	13,028	1,213	4,332	183	18,752			181	18,933
Flint	*Journal*	(e)	21,260	6,258	692	6	28,196		228	242	28,663
Grand Rapids	*News*	(e)	4,055	1,897	5,557	219	11,728		217	358	12,303
	Press	(r)	46,662	22,123	21,102	3	79,890		515	216	80,621
Hillsdale	*News*	(r)	1,360	3,098	260	15	4,733		78	81	4,891
Jackson	*Citizen Patriot*	(r)	11,882	7,069	2,720	2	21,589		181	259	22,029
	Saturday Edition	(y)	11,739	3,679	1,422		16,840		177	196	17,123
	Sunday Edition	(m)	10,965	6,652	2,497	8	20,102		180	232	20,514
Kalamazoo	*Gazette*	(r)	12,304	9,436	1,616		23,356		111	18	23,485
	Saturday Edition	(y)	12,132	5,882	1,561		19,545		86	18	19,651
	Sunday Edition	(m)	11,708	9,321	1,479		22,508		54	18	22,580
Lansing	*State Journal*	(r)	15,071	8,420	4,144	130	27,765		197	178	28,140
Ludington	*News*	(r)	1,703	1,431	251		3,385		12	47	3,444
	Sunday Edition	(m)	1,700	1,506	250	3	3,459		12	46	3,517
Muskegon	*Chronicle*	(r)	10,844	1,582	1,021	48	13,495	146	161	299	13,687
Pontiac	*Press*	(r)	8,366	3,597	641	1	12,565		82	195	12,842
Port Huron	*Times-Herald*	(r)	6,740	4,958	527	8	12,225		205	258	12,688
Saginaw	*News Courier*	(r)	14,764	5,922	1,265	5	21,956		136	122	22,202
	Sunday Edition	(m)	14,040	5,680	1,236		20,956		94	184	21,154
Three Rivers	*Commercial*	(r)	1,275	718	103		2,096		39	71	2,204

MINNESOTA

Duluth	*Herald*	(r)	19,109	9,728	5,268	78	34,352		265	148	34,765
	News-Tribune	(b)	9,276	7,943	3,672		19,909		186	54	20,149
	Sunday Edition	(m)	14,626	7,949	1,778		24,353		97	31	24,471
Mankato	*Free Press*	(r)	2,698		2,816	10	5,514		50	347	5,911
Minneapolis	*Journal*	(e)	53,163	2,317	42,756	657	98,793		197	680	99,670
	Sunday Edition	(m)	50,977	2,965	43,649	186	97,777		145	868	98,790
	News	(r)	22,589	991	43,187	1	66,768		145	117	67,030
	Tribune	(b)	35,474	4,424	26,683	11	66,512		318	672	67,299
	Tribune	(e)	37,712	855	15,880	66	54,513		371	439	55,323
	Total Daily	(e)	73,186	5,279	42,563	77	121,025		689	911	122,622
	Sunday Edition	(m)	57,968	4,265	62,366	57	123,756		526	1,249	125,531
St. Cloud	*Times*	(r)	751	1,508	383	30	2,672	72	120	96	2,960
	(6 mos. 3-31-20)									
St. Paul	*Dispatch*	(r)	40,252	3,781	32,713	82	76,797		534	152	77,483
	Pioneer Press	(b)	42,759	4,040	15,239	10	62,056		348	102	62,506
	Dispatch and Pioneer Press	(e)	91,011	8,621	37,951	78	137,653		882	334	138,869
	Sunday Edition	(m)	67,283	4,661	58,318	23	130,288		449	67	130,823
	News	(r)	28,823	4,417	39,481	3	72,724		266	681	73,671
	Sunday Edition	(m)	26,002	3,596	16,157	21	45,776		156	743	46,675
So. St. Paul	*Reporter*	(r)	711	37	756	4,666	6,164		53	128	6,345
Winona	*Republican-Herald*	(r)	3,951	4,004	522		8,527		46	128	8,701

MISSISSIPPI

Jackson	Clarion-Ledger	(d)	1,649	2,281	1,412		5,342	620	31	250	6,043
	Sunday Edition	(m)	1,651	2,454	1,586		5,691	590	31	263	6,475
	News	(e)	2,385	1,361	1,058		4,804	153	25	134	5,006
	Sunday Edition	(m)	2,303	1,164	995		4,462	153	25	131	4,771
Meridian	*Star*	(r)	3,446	2,476	337	1	6,260		53	237	6,550
	Sunday Edition	(m)	3,449	2,626	337	83	6,495		88	307	6,867

For Explanation of Key Letters See Note on Page 62

Digitized by Google

CITY, COUNTRY, SUBURBAN, BULK, NET PAID, ARREARS, SERVICE COPIES AND UNPAID, AS SHOWN BY "A. B. C." REPORTS

MISSOURI

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Cape Girardeau	*Southeast Missourian*	(r)	1,898	1,878	609	6	4,391	73	183	4,617
Columbia	*Missourian*	(r)	833	33	318	4	1,188	24	129	1,361
Hannibal	*Courier-Post*	(r)	3,573	1,167	230	10	4,980	31	127	5,138
Joplin	Globe	(d)	6,041	16,863	1,793		24,697*	35	308	25,037
	Sunday Edition	(m)	6,235	17,846	2,223		25,904	35	578	26,517
	News-Herald	(e)	4,558	8,269	1,814		13,799	120	279	14,386
	Sunday Edition	(m)	4,150	8,353	1,996		13,648	127	320	14,095
Kansas City	*Journal*	(b)	13,611	4,824	25,652	330	44,417	193	1,020	45,630
	Sunday Edition	(m)	11,332	4,848	25,740	302	42,222	147	1,002	43,371
	Post	(r)	72,165	14,497	62,106	33	148,771	92	928	149,791
	Sunday Edition	(m)	70,836	15,798	73,685		159,227	114	910	160,251
	Star	(b)	118,224	21,964	76,712	319	217,119	19	233	217,371
	Star	(e)	122,923	21,919	76,712	319	221,773	109	638	222,520
	Total Daily	(e)	241,147	43,883	153,424	638	438,892	128	871	439,891
	Sunday Edition	(m)	119,431	21,981	80,979	199	222,510	18	374	222,902
Maryville	*Democrat-Forum*	(r)	757	2,149	214		3,120	100	41	78 3,336
St. Joseph	Gazette	(b)	6,833	5,877	2,929		14,639		166	812 15,517
	Sunday Edition	(m)	8,056	2,825	1,568	12	12,461		178	511 13,150
	News-Press	(r)	17,444	9,165	10,529	7	37,345		55	277 37,677
St. Louis	Globe-Democrat	(b)	89,888	17,789	98,458	38	206,173		814	166 206,771
	Sunday Edition	(m)	78,645	16,979	81,864	48	171,527		680	144 172,151
	Post Dispatch	(e)	129,023	7,437	13,893	11	150,364		226	709 151,299
	Sunday Edition	(m)	172,120	17,867	152,896		343,881		71	215 344,167
	Star	(r)	77,818	8,715	16,788	8	102,446		348	522 103,316
	Times	(r)	42,634	2,936	15,546	51	58,167		681	362 58,990
Springfield	*Leader*	(e)	9,919	3,278	2,863	1	16,061		29	148 16,238
	Sunday Edition	(m)	9,488	2,328	2,911	63	14,792		29	242 15,063
	Republican	(d)	3,796	2,595	4,586	7	10,984		64	194 11,242
	Sunday Edition	(m)	3,541	2,698	4,894	17	11,110		64	188 11,389

MONTANA

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Anaconda	Standard	(b)	7,761	1,080	3,366	26	12,233		280	396 12,779
	(City circulation includes 6,280 copies delivered in Butte.)									
	Sunday Edition	(m)	10,012	1,648	4,317	40	17,977		296	344 18,417
	(City circulation includes 7,252 copies delivered in Butte.)									
Butte	Miner	(b)	6,847	1,936	4,663		13,446	138	177	143 13,901
	(City circulation includes 307 copies delivered in Anaconda.)									
	Sunday Edition	(m)	13,489	3,021	11,580		28,090	138	176	279 28,688
	(City circulation includes 910 copies delivered in Anaconda.)									
	Post	(r)	8,698	1,427	557	206	10,788	188	243	184 11,408
	(City circulation includes 1,291 copies delivered in Anaconda.)									
Great Falls	*Leader*	(r)	2,089	398	239	4	2,728		18	55 2,801
	Tribune	(e)	6,460	3,128	4,363	25	11,876		18	78 11,972
	Sunday Edition	(m)	5,192	3,019	4,316	84	12,561		31	89 12,681
Helena	*Record Herald*	(r)	2,532	553	3,613	33	6,721	431	151	170 7,473
Missoula	Missoulian	(b)	1,868	1,363	572		3,803		76	181 4,030
	Sentinel	(r)	1,680	206	81		1,967		100	128 2,193
	Total Daily	(e)	3,548	1,567	653		5,768		176	279 6,223
	Sunday Missoulian	(m)	2,016	1,667	625		4,908		76	153 5,136

NEBRASKA

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Fremont	*Tribune*	(r)	2,161	3,211	914	1	6,287	6	68	64 6,425
Grand Island	*Independent*	(r)	3,113	2,064	558	38	5,765	46	53	127 5,991
Hastings	*Tribune*	(r)	2,321	2,097	705		5,123		168	108 5,199
Lincoln	Nebr. State Journal	(b)	6,345	3,560	11,475	72	21,852		284	642 22,928
	Nebr. State Journal	(r)	9,234	316	990	1	10,541		274	153 10,968
	Total Daily	(e)	15,579	3,876	12,465	73	32,393		558	795 33,796
	Sunday Edition	(m)	9,163	1,971	8,861	18	19,613		255	620 20,488
	Star	(r)	13,123	5,173	12,588	63	30,947		359	266 30,568
	Sunday Edition	(m)	11,489	2,750	6,433		20,672		266	304 21,241
Norfolk	*News*	(r)	1,834	3,598	3,296	5	8,533		107	125 8,765
Omaha	*Bee*	(b)	9,864	7,297	34,333	697	41,391		193	294 41,879
	Bee	(e)	10,935	856	2,289	6	19,086		223	393 19,662
	Total Daily	(e)	24,999	8,153	36,592	703	60,447		417	677 61,541
	Sunday Edition	(m)	22,903	8,482	28,706	668	60,799		331	437 61,527
	News	(r)	28,241	7,236	42,462	3	77,942		569	872 79,383
	Sunday Edition	(m)	23,703	6,612	46,593		70,908		718	963 72,659
	World-Herald	(b)	6,966	8,797	26,739	2	42,504		126	300 42,930
	World-Herald	(e)	28,806	2,483	11,975	6	43,268		1,096	1,106 45,470
	Total Daily	(e)	35,772	11,280	38,714	6	77,772		515	718 79,105
	Sunday Edition	(m)	32,491	9,719	27,666	17	69,893		157	746 70,796

NEVADA

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Reno	*Gazette*	(r)	2,791	834	1,642	1	5,268		37	111 5,416

NEW HAMPSHIRE

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Concord	Patriot	(b)	112	432	666		1,010	15	41	111 1,177
	Patriot	(r)	2,312	53		68	2,433	25	57	47 2,562
	Total Daily	(e)	2,424	485	666	68	3,443	40	98	158 3,739
Manchester	*Leader*	(r)	10,520	1,413	618	1	12,549	27	160	239 12,975
	Union	(b)	1,811	4,054	6,698	2	12,565	19	264	221 13,069
	Total Daily	(e)	12,331	5,467	7,313	3	25,114	46	444*	460 26,004

NEW JERSEY

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Asbury Park	*Press*	(r)	5,522	1,530	582	13	7,647	257	147	8,151
	Sunday Edition	(m)	3,031	654	227	4	3,916	95	99	4,100
Camden	*Courier*	(r)	9,420	3,161		66	12,647	192	238	13,077
Elizabeth	*Journal*	(r)	13,347	3,593	858		17,798	184	78	17,760
Hoboken	*Hudson Observer*	(r)	40,755	1,423	1,070		43,248	297	180	43,745
Jersey City	*Jersey Journal*	(r)	35,279	555	420		36,264	144	264	36,672
Long Branch	*Record*	(r)	2,672	943	102		3,717	115	128	3,960
Newark	*Star-Eagle*	(r)	52,171	12,827	1,250		67,248	78	216	67,534
Passaic	*Herald*	(r)	8,096	546	164		8,806	56	82	8,944
	News	(e)	6,610	1,910	599		9,119	40	68	9,227
Paterson	Call	(b)	13,848	1,149	581		15,578	87	58	15,685
	News	(r)	10,621	147	39	1	10,808	197	127	11,132
	Press-Guardian	(r)	9,090	983	80	3	10,156	86	151	10,393
	Sunday Chronicle	(m)	9,584	1,117	19		10,670	51	53	10,774
Perth Amboy	*News*	(r)	5,547	2,737			8,284	94	190	8,568
Plainfield	*Courier-News*	(r)	6,731	1,438	247	3	8,416	44	72	8,532
Trenton	*Times*	(r)	22,138	7,037	770	13	29,958	278	337	30,573
	Sunday Times-Advertiser	(m)	18,356	3,292	520	4	22,172	341	196	22,609

NEW YORK

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Albany	*Journal*	(r)	8,481	2,416	1,658		12,525	238	586	240 13,514
	(The "suburban" circulation includes 83 Schenectady, and 19 Troy circulation.)									
	Knickerbocker Press	(b)	11,460	9,496	9,825		30,781		846	340 31,967
	Sunday Edition	(m)	14,230	16,350	13,631		44,219		858	129 45,206
	(The daily "suburban" circulation includes 1,585 Schenectady, and 1,680 Troy circulation.)									
	Sunday "suburban" 5,803 Schenectady, and 3,187 Troy circulation.)									
	Sunday Telegram	(m)	7,787	17,241	1,812		26,840		136	144 27,120
	(The "suburban" circulation includes 3,442 Schenectady, and 2,702 Troy.)									
	Times-Union	(e)	22,804	7,126	1,682		31,692		639	243 32,564
	(The "suburban" circulation includes 206 Schenectady, and 280 Troy circulation.)									
Amsterdam	*Recorder and Democrat*	(r)	5,081	773	248	5	6,107	35	163	63 6,368
Batavia	*News*	(e)	3,369	1,517	1,034		5,940		76	103 6,119
Binghamton	*Press and Leader*	(r)	16,004	8,812	2,402	7	26,225		313	395 27,433
	Sun	(b)	6,684	5,984	1,769	16	14,363		379	262 15,003
Brooklyn	*Eagle*	(r)	42,787	5,181	3,222		51,070		594	498 52,162
	Sunday Edition	(m)	60,674	4,000	4,167		68,841		218	493 69,552
	Standard Union	(e)	61,258	63	295		61,554		924	191 62,669
	Sunday Edition	(m)	42,781	53	274	65	43,183		925	193 44,301
Buffalo	Courier	(b)	58,059	9,216	3,772	19	70,066		600	316 70,982
	Enquirer	(r)	27,972	9,508	3,097	54	36,631		544	455 37,630
	Courier & Enquirer	(e)	66,031	13,726	6,869	78	86,697		1,144	721 88,612
	Sunday Edition	(m)	55,467	19,257	33,263	16	107,973		690	491 109,154
	Express	(e)	21,020	9,195	5,949		35,264		217	21 36,002
	Sunday Edition	(m)	25,221	11,096	17,459		53,776		238	286 54,260
	News	(e)	70,273	14,372	10,856	1	95,502		671	335 96,508
	Times	(r)	47,819	14,093	6,991		68,903		921	399 70,023
	Sunday Edition	(m)	36,725	13,065	17,243		67,033		842	697 68,632
Corning	*Leader*	(e)	4,446	2,756	488		7,690		235	84 7,999
Dunkirk	*Observer*	(e)	3,021	875	54	5	3,955		37	138 4,128
Elmira	*Star-Gazette*	(e)	12,285	10,965	953		24,203		229	201 24,633
Geneva	*Times*	(r)	2,078	2,720	259		5,057	673	158	144 6,032

NEW YORK—Continued

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Glens Falls	Post-Star	(b)	3,078	3,534	666	8	7,276		171	231 7,678
Gloversville	Herald	(b)	3,185	1,923	683		5,711		149	161 6,021
	Leader-Republican	(r)	5,343	375	230		5,948		132	93 6,163
Hudson	*Register*	(r)	1,423	652	183		2,220	96	73	63 2,461
	Republican	(d)	934	1,167	133	2	2,236		94	63 2,393
Ithaca	*Journal-News*	(e)	4,456	2,138	626	55	7,275		238	88 7,601
Jamestown	*Journal*	(e)	5,654	706	168	4	6,530		107	72 6,709
	Post	(b)	6,880	2,842	849	3	9,936	21	176	235 9,366
Kingston	*Freeman*	(e)	4,702	756	189	4	6,656	4	94	123 6,877
Lockport	*Union-Sun and Journal*	(e)	4,277	2,542	346	33	7,198		76	38 7,312
Middletown	*Times-Press*	(e)	3,351	2,043	663	3	5,861	200	162	102 6,325
Mount Vernon	*Argus*	(e)	5,782	467	126	2	6,297		40	78 6,487
Newburgh	*News and Journal*	(e)	7,103	3,271	263		10,636		82	65 10,783
New York	American	(b)	223,061	41,839	34,602	36	299,538		637	679 290,854
	Sunday Edition	(m)	404,897	171,014	343,497	169	919,597		1,660	762 921,927
	Call	(b)	15,302	1,802	5,857	10	21,851		96	187 22,134
	Sunday Edition	(m)	10,814	1,250	4,875	17	16,956		89	150 17,195
	Commercial	(b)	Total Net Paid			9,886	826	10,832	696	289 11,917
	Globe and Commercial Advertiser	(e)	363,764	12,684	5,103	4	381,475		187	946 382,608
	Herald	(b)	114,478	48,745	40,471		203,686		890	809 205,385
	Sunday Edition	(m)	100,472	39,852	67,338		207,662		835	714 209,211
	Journal	(e)	473,822	87,485	61,620	46	622,992		50	1,102 624,044
	Mail	(e)	157,793	10,587	4,323		172,703		471	498 173,672
	News (The)	(b)	230,162	15,795	3,689		249,646		981	632 251,169
	News (The)	(h)	379,271	20,319	3,494	834	403,614			
	Publisher's statement covering September, October and November 1920									
	News Record	(h)					12,165		893	578 13,336
	Post	(r)	29,152	2,694	4,958	87	36,891		142	1,137 38,170
	Sun	(r)	169,558	14,372	6,582		190,509		1,152	1,081 192,742
	Telegram	(e)	100,466	11,855	4,713	4	117,038		466	434 117,938
	Sunday Edition	(m)	100,608	16,832	14,638	101	132,179		237	462 132,995
	Times	(b)	187,582	39,666	73,607		320,855		934	954 322,743
	Sunday Edition	(m)	203,759	71,668	197,318		472,737		986	1,077 474,720
	Tribune	(b)	66,950	12,498	26,462		125,919		693	756 127,368
	Sunday Edition	(m)	61,885	26,399	39,586		127,886		351	661 128,898
	Women's Wear (16 mos. 6-30-20)	(c)	Total Net Paid				19,941		2,267	323 22,531
	World	(b)	288,152	37,018	38,844		328,014		1,268	1,616 340,998
	Sunday Edition	(m)	401,571	78,323	111,271		590,965		1,511	2,166 594,644
	World	(e)	294,779	37,282	18,777		350,839		1,161	1,252 353,252
Niagara Falls	*Gazette*	(e)	9,581	2,748	296	4	12,599		157	146 12,902
No. Tonawanda	*News*	(e)	3,360	100			3,460		33	122 3,615
Ogdensburg	Republican-Journal	(b)	1,145	1,784	286		3,215		120	62 3,486
Olean	*Herald*	(e)	2,120	887	569		3,576	182	112	71 3,881
Poughkeepsie	*Star and Enterprise*	(r)	7,653	2,456	328		10,437	11	86	129 10,653
Rochester	Democrat and Chronicle	(b)	26,434	20,883	7,881		54,568	2,742	89	128 58,494
	Sunday Edition	(m)	49,692	11,262	1,429		62,383	1,527	98	135 64,143
	Herald	(b)	12,248	8,488	3,287		28,023	1,185	579	590 27,297
	Sunday Edition	(m)	10,031	3,827	774		19,322	36	412	969 20,734
	Times-Union and Advertiser	(e)	48,486	11,813	2,135		62,434	522	233	423 63,582
Schenectady	Gazette	(b)	16,202	2,784	1,201	5	20,192		233	367 20,791
	Union-Star	(e)	10,699	1,271	1,217		13,187		231	271 13,689
Staten Island	*Advance*	(e)	5,906	22			5,928		68	81 6,077
Syracuse	*Herald*	(e)	34,683	11,513	5,881		51,997		287	247 52,531
	Sunday Edition	(m)	29,982	17,885	22,940		70,777		317	274 71,373
	Journal	(e)	21,789	11,693	8,726		42,218		258	560 43,036
	Post-Standard	(b)	18,369	14,327	17,955		50,651		346	412 51,508
	Sunday Edition	(m)	14,692	10,424	23,002		48,118		657	301 49,076
Troy	Record	(b)	2,995	1,062	1,067		5,124		190	368 5,687
	Record	(e)	10,695	3,779	2,714		17,188		187	444 17,819
	Total Daily	(e)	13,690	4,841	3,781		22,312		382	812 23,506
Utica	*Herald-Dispatch*	(e)	19,464	8,295	825		19,584	289	347	195 20,363
	Observer	(e)	9,063	5,738	1,262	2	16,065	10	279	282 16,566
	Press	(b)	8,831	9,892	2,548	18	21,289	965	677	273 23,004
Watertown	Times	(e)	8,328	6,286	2,718		14,298		382	236 14,836

NORTH CAROLINA

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Asheville	Citizen	(b)	5,075	4,967	1,868	3	11,912	188	285	185 12,490
	Sunday Edition	(m)	5,807	3,067	1,549		10,423	188	427	199 11,187
	Times	(e)	2,622	4,677	1,020	5	8,324		97	74 8,455
	Sunday Edition (13 mos. 6-30-20)	(m)	1,984	2,736	910	31	5,669		97	80 5,886
Charlotte	*News*	(r)	5,884	3,767	290		9,941		119	268 10,328
	Sunday Edition	(m)	8,600	1,741	274		9,424		104	261 9,789
	Observer	(b)	4,619	9,059	2,896		16,574	3,437	156	135 20,302
	Sunday Edition (3 mos. 9-30-20)	(m)	4,939	9,061	3,128		17,528	3,046	356	135 21,065
Durham	Herald	(b)	4,928	1,116	152		6,193		24	71 6,288
	Sunday Edition	(m)	4,997	1,172	151		6,320		24	128 6,472
	(3 mos. 9-30-20)									
Greensboro	News	(b)	4,633	3,351	6,893	4	16,881		200	228 17,309
	Sunday Edition	(m)	6,169	6,604	9,968	30	22,761		217	358 23,336
Raleigh	News and Observer	(b)	3,298	8,133	12,815	2	24,230		100	225 24,553
	Sunday Edition	(m)	3,986	8,283	14,190	10	26,309		101	424 26,834
	Times	(e)	2,878	2,357	1,247	3	6,485		42	160 6,687
Wilmington	*Dispatch*	(e)	2,444	1,354	1,236		5,034		44	88 5,168
	Sunday Edition	(m)	2,011	1,340	1,222		4,613		43	61 4,717
Winston-Salem	Journal	(b)	3,927	3,644	1,154	2	8,727	87	28	393 9,235
	Sunday Edition	(m)	4,474	3,698	1,178	11	9,361	87	39	475 9,962
	Twin City Sentinel	(e)	7,302	1,521	639	12	9,474	36	50	253 9,813

NORTH DAKOTA

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Bismarck	*Tribune*	(r)	1,384	1,219	1,238		3,836	165	49	91 4,130
Fargo	Courier-News	(d)	2,564	2,833	6,673	2	12,072	3	162	242 12,479
	Sunday Edition	(m)	3,461	3,881	6,851	4	14,197		162	313 14,672
	Forum	(r)	5,188	3,304	6,893	16	15,401		168	186 15,747
Grand Forks	*American*	(r)	1,234	2,751	2,650	5	6,640		115	154 6,909
	Herald	(d)	2,041	4,476	3,376	3	9,896		193	62 10,151
	Herald	(r)	1,716	1,864	1,573	10	5,163		195	85 5,443
	Total Daily	(e)	3,755	6,340	4,949	14	15,058		388	120 15,566
	Sunday Edition	(m)	2,702	4,723	3,982	9	11,416		266	62 11,744

OHIO

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sales	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Akron	*Beacon Journal*	(e)	20,246	7,541	880	11	34,678		210	266 35,154
	Times	(e)	16,683	4,744	617	29	21,873		328	349 22,550
	Sunday Edition	(m)	20,667	3,990	452	26	25,135		141	308 25,584
Alliance	*Review & Leader*	(r)	5,133	3,192	477	2	8,804		175	131 9,110
Ashtabula	*Star & Beacon*	(e)	4,650	1,291	234	4	6,185		110	106 6,401
Athens	*Messenger*	(r)	1,676	5,320	1,516	7	8,519		89	53 8,661
Bowling Green	*Sentinel-Tribune*	(r)	1,303	1,209	70		2,582		181	99 2,782
Cambridge	*Jeffersonian*	(e)	3,186	3,442	462	5	7,095		68	56 7,219
Canton	*Repository*	(r)	17,525	5,371	1,162	6	24,064		160	161 24,365
	Saturday Edition		16,818	5,231	1,168		23,217		132	128 23,477
	Sunday Edition	(m)	15,088	3,094	1,125		19,307		123	155 19,585
Cincinnati	*Times-Star*	(r)	98,893	20,450	27,561		146,909		137	486 148,532
Cleveland	*Metal Trade* (12 months audit 6-30-20)	(t)	Total Net Paid				4,774		296	117 5,187
	News	(e)	93,705	16,815	29,721		140,241		1,189	850 142,480
	Sun News-Leader	(m)	78,343	23,810	57,195		154,348		1,115	690 156,063
	Plain Dealer	(b)	108,237	28,447	45,775		182,459		529	264 183,252
	Sunday Edition	(m)	117,699	33,690	61,550		212,939		1,044	402 214,385
	Tribune & Times Age	(r)	2,828	2,504	504	1	5,837		142	114 6,093
	Sunday Edition	(m)	2,700	2,504	504		5,708		137	107 5,952
Dayton	*Herald*	(e)	20,289	8,477	360	164	29,290		286	350 29,926
	Journal	(b)	15,858	9,824	1,196	78	26,956		316	413 27,685
	Sunday Edition	(m)	21,679	10,382	2,495	225	34,781		297	234 35,312
	News	(e)	28,489	7,545	1,496	98	37,548		226	1,179 38,953
	Sunday Edition	(m)	22,929	5,948	1,986	94	30,957		146	461 31,564
Delaware	*Gazette*	(e)	1,743	349	186		2,098	8	51	182 2,339
East Liverpool	*Review*	(e)	4,272	1,201	266		5,739		162	168 6,069
	Tribune	(b)	1,893	2,977	519		5,389		146	137 5,666
	Total Daily	(e)	6,165	4,178	785		11,128		308	305 11,735
Elyria	*Chronicle-Telegram*	(e)	3,994	1,500	186	6	5,686		117	158 5,961
Findlay	Republican	(b)	3,507	2,738	415	5	6,665		107	67 6,839
Fremont	*News*	(e)	3,029	622	87		3,738		21	55 3,814
Hamilton	*Journal*	(e)	6,291	1,804	217		8,312	11	353	197 8,873
	News	(r)	4,490	1,910	500		6,900	348	165	111 7,562

For Explanation of Key Letters See Note on Page 62

Digitized by Google

CITY, COUNTRY, SUBURBAN, BULK, NET PAID, ARREARS, SERVICE COPIES AND UNPAID, AS SHOWN BY "A. B. C." REPORTS

OHIO—Continued

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Lima	*News & Times-Dem't*	(r)	9,172	4,362	612	49	13,998	71	189	14,258
	Sunday Edition	(m)	8,481	4,743	280		13,504	67	203	13,774
	Republican-Gazette	(d)	5,927	4,319	323		9,569	100	102	9,771
	Sunday Edition	(m)	3,908	4,540	320		8,773	103	68	8,924
Lorain	*Times-Herald*	(e)	3,600	1,830	123		6,440	103	78	6,620
Mansfield	*News*	(r)	6,916	2,906	384		10,206	189	97	10,490
	Sunday Edition	(m)	6,577	3,115	455		10,147	189	96	10,432
Marietta	*Times*	(r)	3,199	2,687	347	1	6,234	168 37	38	6,474
Marion	*Star*	(r)	6,857	3,263	660	73	10,853	130	141	11,178
Martin's Ferry	*Times*	(r)	3,582	2,892	172	1	6,647	64	112	6,823
Massillon	*Independent*	(e)	4,861	1,788	367		6,936	88	64	7,000
Middletown	*News-Signal*	(r)	3,002	538	582	30	4,143	136 33	328	4,637
Mt. Vernon	*Republican-News*	(r)	1,893	1,500	158		3,551	38	56	3,645
Newark	*Advocate*	(e)	3,122	2,118	1,280	63	6,330	200	134	6,722
Portsmouth	*Times*	(r)	6,900	4,388	833	2	12,123	36	168	12,327
	Sunday Edition	(m)	5,770	3,931	224		9,925	36	147	9,108
Salem	*News*	(r)	2,604	741	280	2	3,627	134	80	3,631
Sandusky	*Register*	(d)	2,301	4,329	196	31	6,757	63	113	6,913
	Sunday Edition	(m)	3,004	4,466	193		7,663	53	140	7,836
	Star-Journal	(e)	5,291	1,431	188	5	6,915	95	54	7,064
Springfield	*News*	(r)	13,512	2,859	192		15,763	170	232	16,165
	Sunday Edition	(m)	11,782	1,557	122		13,381	80	150	13,611
	Sun	(h)	7,815	4,302	298		13,015	220	293	13,535
	Sunday Edition	(m)	7,246	2,950	543		10,747	213	312	11,292
Tiffin	*Advertiser*	(r)	2,092	842	232		3,166	77	64	3,307
Urbana	Citizen	(h)	2	392	40		434	14 91	97	514
	Democrat	(r)	1,636	1,670	273	2	3,601	79 102	89	3,867
	Total Daily	(e)	1,638	2,062	313	2	4,035	89 111	146	4,381
Wooster	*Record*	(e)	2,167	3,422	682		6,271	80 38	68	6,457
Xenia	*Gazette*	(e)	2,079	1,125	280		3,444	45	176	3,665
	Republican	(h)		1,869			1,869		83	1,152
	Total Daily	(e)	2,079	2,994	280		5,313	45	259	6,817
Youngstown	*Telegram*	(e)	13,820	7,447	1,147	4	22,418	285	277	22,980
	Vindicator	(e)	16,867	5,974	989		23,790	416	227	24,393
	Sunday Edition	(m)	16,962	6,167	522		23,651	346	212	24,207
Zanesville	*Signal*	(e)	3,862	3,416	168		7,446	147	41	7,634
	Times Recorder	(h)	7,523	11,644	688		19,855	130	110	20,095
	Total Daily	(e)	11,385	15,060	856		27,301	277	151	27,729

OKLAHOMA

Bartlesville	*Examiner*	(d)	2,062	276	174		3,012	15	135	3,162
	Sunday Edition	(m)	2,175	782	175		3,132	15	127	3,274
McAlester	*News-Capital*	(e)	1,656	963	257	9	2,884	36	91	2,991
Muskogee	Phoenix	(h)	6,834	4,900	3,168	19	13,901	64	259	14,224
	Sunday Edition	(m)	6,257	5,025	3,201	10	14,493	64	342	14,904
	Times-Democrat	(r)	5,760	3,414	2,301		11,475	43	244	11,762
Oklahoma City	Oklahoman	(h)	13,736		39,802		53,538	14	837	54,389
	Sunday Edition	(m)	18,942		45,360		64,302	14	1,419	65,735
	Times	(r)	16,593		23,769		40,362		862	41,224
Tulsa	*Tribune*	(e)	13,903	2,821	3,441	48	20,205		148 716	21,069
	Sunday Edition	(m)	12,003	2,714	3,664	48	18,429		97 631	19,147
	World	(h)	13,564	5,002	8,136	4	26,706	12	65 277	27,160
	Sunday Edition	(m)	13,577	4,538	8,178	20	26,310	12	69 394	26,785

OREGON

Bend	*Bulletin*	(e)	868	107	60		1,035		10 10	1,055
Eugene	*Guard*	(e)	1,639	1,466	518		3,613	297	95 95	3,900
	Register	(d)	1,753	2,053	618		4,424	526	93 65	5,108
	Sunday Edition	(m)	1,760	2,080	677		4,525	526	93 65	5,209
Pendleton	*East Oregonian*	(r)	1,703	796	273	62	2,832	289	41 66	3,148
Portland	*News*	(e)	21,231	2,744	2,166		26,141		86 88	26,295
	Oregon Journal	(e)	35,429	8,664	23,328		65,421	642	968	67,031
	Sunday Edition	(m)	38,823	11,064	28,638		78,525	642	1,376	80,544
	Oregonian	(h)	35,357	11,182	32,625		79,164		650 520	80,334
	Sunday Edition	(m)	43,191	10,878	36,354		90,423		807 680	91,910
	Telegram	(e)	27,862	9,583	17,147	347	54,939		329 526	54,914
Salem	*Capital Journal*	(e)	3,167	1,688	313	61	5,029		47 190	5,266
The Dalles	*Chronicle*	(r)	1,207	204	102		1,513	31	48 94	1,678

PENNSYLVANIA

Allentown	Call	(h)	12,338	12,937	1,174	35	26,484	699	519	349	28,047
	Item	(e)	2,998	736	49	285	3,998	76	198	256	4,528
	Call & *Item*	(e)	15,288	13,673	1,223	2998	30,474	775	717	601	32,567
Altoona	*Mirror*	(e)	13,996	4,580	2,111	56	22,693		350	109	23,052
Beaver	*Times*	(r)	792	2,994	91	10	3,887	86	79	123	4,167
Chester	Republican	(h)	1,762	470	20	2	2,254		72	151	2,477
	Times	(e)	9,753	2,805	393	11	12,962		183	386	13,531
	Republican & *Times*	(e)	11,515	3,275	413	13	15,216		255	537	16,008
Connellsville	*Courier*	(r)	2,366	1,750	366		4,490	45	246	49	5,030
Easton	*Express & Argus*	(r)	7,274	2,853	602	5	11,534	22	232	48	11,836
Erie	Dispatch	(h)	7,981	1,947	362		10,190		266	200	10,619
	Herald	(e)	5,876	1,414	218		7,508	285	1,376	83	9,172
	Disp. & *Herald*	(e)	13,721	33,361	580		17,667	285	515	324	18,791
	Sunday Edition	(m)	9,655	2,382	481		12,518		256	200	12,974

(In October, the Dispatch and the *Herald* were consolidated. The individual Sunday circulations were Dispatch 12,518, and the *Herald*, 9,222.)

Harrisburg	*Times*	(e)	20,775	6,988	1,199	14	28,976		132	84	29,192
	News	(e)	10,484	8,684	6,484	36	25,549		259	216	26,024
	Patriot	(h)	9,682	7,270	2,396	2	19,150		288	197	19,635
	News and Patriot	(e)	19,966	15,954	8,880	60	44,699		547	413	45,659
	Telegraph	(e)	12,076	11,328	6,569	21	31,994		286	418	32,698
Lancaster	*Intelligencer*	(r)	7,674	5,963	232		13,649		439	98	14,186
	News Journal	(h)	3,394	8,795	410		12,597		209	76	12,982
	Total Daily	(e)	10,868	14,756	642		26,266		738	176	27,178
Meadville	*Republican*	(r)	2,107	1	20	4	2,222		9	77	2,308
	Tribune-Republican	(h)	1,553	3,210	317	3	5,091		90	77	5,258
	Total Daily	(e)	3,750	3,219	337	7	7,313		99	154	7,566
Mt. Carmel	*Item*	(e)	2,032	1,126	166		3,324		37	92	3,453
Newcastle	*News*	(e)	9,197	2,351	798	23	12,369		160	120	12,630
Norristown	*Times*	(r)	6,256	3,228	161	30	9,675		180	134	9,989
Oil City	*Derrick*	(h)	3,420	1,126	1,085	30	6,461	334	180	184	7,199
Philadelphia	Inquirer	(h)	125,953	32,310	26,956		185,219		510	994	186,323
	Sunday Edition	(m)	211,190	71,371	62,698		345,259		746	898	346,603
	North American	(h)	47,129	23,149	21,039		101,317		389	790	102,916
	Sunday Edition	(m)	43,376	36,567	105,396		175,739		1,599	987	178,285
	Public Ledger	(h)	41,981	19,547	19,901		81,429		240	932	82,601
	Public Ledger	(e)	100,104	16,806	9,019		126,009		707	1,331	128,047
	Total Daily	(e)	142,085	36,453	28,920		207,438		947	2,263	210,648
	Sunday Edition	(m)	53,963	30,665	31,527		109,955		296	1,134	111,385
	Record	(h)	81,836	27,517	30,230		109,573		519	581	110,673
	Sunday Edition	(m)	60,269	20,850	28,013		117,132		677	887	118,696
Pittsburgh	*Chronicle Telegraph*	(e)	50,420	27,295	13,699		91,414		1,550	216	93,180
	Dispatch	(h)	23,210	10,256	22,712		56,178		536	280	56,994
	Sunday Edition	(m)	23,860	14,953	31,569		70,382		642	248	71,272
	Gazette Times	(h)	36,033	18,386	23,248		87,767		941	99	88,807
	Sunday Edition	(m)	29,176	20,003	35,901		85,960		1,320	100	87,380
	Post	(h)	36,910	14,548	20,227		71,585		673	446	72,702
	Sunday Edition	(m)	41,370	32,636	36,600		110,606		784	377	111,687
	Press	(e)	85,633	23,506	9,153		118,372		1,616	609	120,397
	Sunday Edition	(m)	78,585	27,663	26,583		132,651		1,376	578	134,597
	Sun	(e)	36,307	22,053	14,075		72,435		1,011	379	73,825
Pottstown	News	(h)	3,579	2,618	429	5	6,623	31	75	69	6,618
Pottsville	*Republican*	(r)	4,382	4,768	2,229		11,359		180	73	11,512
Reading	*Eagle*	(e)	16,528	14,476	1,972		33,026	882	658	588	35,099
	Sunday Edition	(m)	15,472	6,408	1,664		23,544	895	385	504	23,600
	News Times	(h)	5,587	977	233		6,797		119	91	6,997
	Herald-Telegram	(e)	6,058	1,573	384		8,015	650	221	64	8,950
	Total Daily	(e)	11,645	2,550	617		14,812	650	340	185	15,947
Scranton	Republican	(h)	11,598	14,470	3,317	6	29,473	710	822	265	31,258
	Times	(e)	21,600	10,588	1,604	15	33,999	107	812	425	35,239
Shamokin	*News*	(e)	2,369	779	196	26	3,372		69	23	3,464
	(3 mos. 9-30-20)										
Sharon	*Herald*	(e)	3,185	1,384	298	23	4,820	9	133	46	5,009
	Telegraph	(e)	2,538	2,055	259	17	4,709		97	52	4,858
Titusville	*Herald*	(e)	1,936	2,259	625		4,778		147	110	5,035
Warren	*Times*	(e)	2,255	1,249	423	1	3,959	22	81	135	4,101
Washington	*Observer*	(h)	1,712	7,945	557		10,434	18	154	667	10,573
	Reporter	(e)	4,826	811	259		6,695	22	152	93	6,952
	Total Daily	(e)	6,016	8,076	787		16,919	40	306	260	17,525

PENNSYLVANIA—Continued

City	Paper	Key Letter	Total City	Total Suburban	Total Country	Bulk Sale	Total Net Paid inc. Bulk	Total—Arrears Service Copies and Unpaid		Total Distribution
Wilkes Barre	Record	(h)	7,884	9,200	1,386		18,160		545	238	18,933
	Sunday Ind'p't. (3 mos. 9-30-20)	(m)	4,696	10,339	255		15,250		144	153	15,547
	Times Leader	(e)	6,722	9,604	761		17,087		236	319	17,642
Williamsport	*Sun*	(e)	10,318	5,531	669	2	16,520		19	274	16,813

RHODE ISLAND

Pawtucket	*Times*	(e)	17,209	5,430	814	3	23,244		230	156	23,637
Providence	*Bulletin*	(e)	30,691	17,837	3,681	7	56,416		420	360	57,204
	Journal	(h)	15,627	12,428	3,815	15	31,885		256	317	32,458
	Sunday Edition	(m)	25,229	19,212	4,737	46	48,224		368	285	48,767
	News	(e)	11,087	5,436	770	80	17,333		312	183	17,831
	Tribune	(r)	17,004	7,008	836	5	24,633		95	180	24,908
	Sunday Edition	(m)	7,921	5,482	234		13,637		83	55	13,775
Westerly	*Sun*	(t)	2,532	1,788	209		4,529		63	139	4,730
	Sunday Edition	(m)	2,437	1,941	208		4,586		62	129	4,777
Woonsocket	*Call and Reporter*	(r)	7,326	5,406	445		13,177		150	71	13,398

SOUTH CAROLINA

Charleston	American	(h)	3,977	1,063	3,887		8,925		148	102	9,255
	Sunday Edition	(m)	6,810	882	2,865		10,557		135	221	10,913
	News and Courier	(h)	3,561	3,948	3,033		10,542		206	221	10,964
	Sunday Edition	(m)	5,219	3,196	2,875		11,290		226	316	11,832
	Post	(e)	8,384	2,183	142	4	10,713	884	378	266	12,161
Columbia	*Record*	(r)	6,168	5,212	3,986	2	12,927		132	268	13,387
	Sunday Edition	(m)	6,955	5,667	4,202	25	13,749		160	187	14,185
	State	(h)	6,687	6,758	12,853	14	21,862		228	161	22,225
	Sunday Edition	(m)	6,960	6,998	13,242	7	22,807		230	168	22,605
Greenville	News	(h)	3,840	3,025	1,232		10,097		94	312	11,503
	Sunday Edition	(m)	4,685	3,947	1,326	8	9,880		94	312	10,295
	Piedmont	(r)	4,689	2,346	353		7,285		143	259	7,687
Spartanburg	Herald	(h)	1,389	3,152	300	3	4,744		58	102	4,904
	Journal	(e)	2,441	661	28	2	3,132		51	99	3,282
	Herald & *Journal*	(t)	3,830	3,813	228	5	7,876		109	201	8,186
	Sunday Edition	(m)	2,221	3,486	286		5,913		58	102	6,073

SOUTH DAKOTA

Aberdeen	American	(h)	911	1,961	1,716		4,578		94	98	4,770
	News	(e)	2,343	1,544	724		4,611		92	70	4,773
	American & *News*	(e)	3,254	3,495	2,440		9,189		186	168	9,543
	Sunday Edition	(m)	1,372	1,987	1,713		4,972		116	108	5,194
Mitchell	Republican	(d)	51	1,884	363		2,298		45	45	2,388
	Republican	(e)	1,719	644	293	1	2,657		185	76	2,918
	Total Daily	(e)	1,770	2,528	656	1	4,955		190	121	5,226
	Sunday Edition	(m)	1,748	2,549	676	15	4,988		190	108	5,286
Sioux Falls	*Argus Leader*	(e)	6,093	6,337	4,416	15	16,861	330	111	314	17,606
	Press	(d)	2,264	5,634	3,755	8	11,761	747	45	301	12,854
	Sunday Edition	(m)	4,283	5,694	3,782	8	13,677	747	45	301	14,990

TENNESSEE

Chattanooga	*News*	(e)	13,086	3,831	2,412		19,249		318	304	19,871
	Times	(h)	14,001	5,547	2,700		22,548		182	71	22,801
	Sunday Edition	(m)	16,500	6,413	1,506		24,419		282	268	23,207
Knoxville	Journal and Tribune	(h)	9,108	7,610	3,336		20,054		141	280	20,375
	Sunday Edition	(m)	11,732	4,860	3,004		19,596		130	176	19,902
	Sentinel	(e)	11,706	6,798	1,318		19,822		334	299	20,455
Memphis	Commercial Appeal	(h)	26,699	14,978	41,682		83,359		617	745	84,721
	Sunday Edition	(m)	38,565	17,843	57,433		113,841		753	998	115,492
	News-Scimitar	(e)	18,994	11,812	12,476	140	42,522		305	365	43,192
Nashville	*Banner*	(e)	19,007	18,407	3,516	132	41,077		670	422	42,170
	Sunday Edition	(m)	18,212	20,438	4,348	126	43,116		663	488	44,221
	Tennessean	(h)	18,874	12,586	2,732		30,982		213	514	31,668
	Tennessean	(r)	13,684	2,229	556		16,261		287	514	16,982
	Total Daily	(e)	28,558	14,517	4,288		47,163		420	1,467	48,630
	Sunday Edition	(m)	15,287	10,540	2,918		29,745		213	537	30,495

TEXAS

Austin	American	(h)	3,312		2,321		5,633		27	109	5,769
	Sunday Edition	(m)	5,004		2,863		7,927		33	156	8,117
	Statesman	(e)	3,113	1,891	915	47	5,666	285	95	177	6,223
	Sunday Edition	(m)	3,714	1,867	1,095	14	6,690	285	95	290	7,280
Beaumont	Enterprise	(h)	6,139	5,462	7,742		19,343		72	177	19,592
	Sunday Edition	(m)	7,050	6,815	10,934		24,799		88	287	25,078
	Journal	(e)	4,256	1,234	452	34	7,966		73	182	8,221
	Sunday Edition	(m)	3,884	2,943	498		7,295		72	190	7,557
Corpus Christi	Caller	(h)	1,039	462	1,776	5	3,282		51	158	3,491
	Sunday Edition	(m)	1,385	663	1,998	33	3,639		53	158	3,850
Dallas	*Journal*	(e)	16,380	4,832	12,396		33,508		151	247	33,906
	News	(h)	14,769	8,281	42,270	2	65,322		190	682	66,194
	Sunday Edition	(m)	28,565	17,843	97,433		113,841		753	998	115,492
	News-Semaphor	(e)	10,994	11,812	12,476	140	42,522		305	365	43,192
Denton	*Record-Chronicle*	(r)	1,264		531		1,795		75	68	1,938
El Paso	*Herald*	(e)	10,731	11,530	2,881	4	25,169		169	207	25,545
	Times	(h)	7,910	6,389	1,027	6	15,330		108	295	15,733
	Sunday Edition	(m)	11,095	7,341	1,077		19,513		112	323	19,948
Fort Worth	Record	(h)	9,286	633	16,609		26,408		332	226	26,976
	Sunday Edition	(m)	9,786	697	22,781		33,094		436	295	33,825
	Star-Telegram	(e)	22,267	2,115	51,096		75,478		458	192	76,108
	Sunday Edition	(m)	21,852	2,630	64,510		88,792		641	268	89,434
Galveston	News	(h)	4,991	818	4,534	60	10,503		588	300	11,391
	Sunday Edition	(m)	8,656	840	6,156	4	15,656		666	292	16,614
	Tribune	(r)	3,990	488	716		8,994		206	349	8,649
Houston	*Chronicle*	(e)	21,139	2,727	23,491	39	47,396		394	195	47,985
	Sunday Edition	(m)	23,962	3,738	32,019	55	59,774		416	198	60,388
	Post	(h)	20,577	2,645	17,900	1	41,123		258	685	41,866
	Sunday Edition	(m)	22,289	3,385	25,855	11	50,660		655	631	51,749
San Antonio	Express	(h)	13,689		16,686		30,375		151	264	30,790
	Sunday Edition	(m)	21,657		23,721		45,378		176	368	45,922
	Light	(e)	12,534		7,002		19,536		200	276	20,012
	Saturday Edition	(s)	12,661		2,398		15,059		299	122	15,480
	Sunday Edition	(m)	14,953		10,028		25,001		179	315	25,495
	News	(r)	14,243		5,844		20,087		209	461	20,757
Temple	Telegram	(h)	1,666		4,975	19	6,660		21	116	6,797
	Sunday Edition	(m)	1,879		5,339	19	7,237		33	85	7,345
Waco	News-Tribune	(h)	5,429		6,997		12,426		194	194	12,714
	Sunday Edition	(m)	5,938		4,488		10,426		193	225	10,844
Wichita Falls	*Times*	(e)	6,318	1,361	1,743		9,417		84	109	9,610
	Sunday Edition	(m)	6,278	1,526	1,974	16	9,794		85	197	10,076

UTAH

Ogden	*Standard-Examiner*	(e)	6,614	1,941	1,786	5	10,346		93	271	10,710
	Sunday Edition	(m)	6,435	1,925	1,861		10,221		95	300	10,616
Salt Lake City	*Deseret News*	(e)	6,530	2,869	10,146		19,545	695	341	921	21,702
	Telegram	(e)	10,110	3,802	6,902	28	25,342		234	1,474	27,050
	Sunday Edition	(m)									
	Tribune	(h)	16,127	4,849	17,940	13	38,929	1,217	341	683	40,970
	Sunday Edition	(m)	25,092	8,315	35,368		68,775	1,218	436	683	71,112

VERMONT

Barre	*Times*	(r)	2,826	3,511	1,020	7	6,962		157	96	7,115
Burlington	Free Press	(h)	2,827	1,266	5,959		10,052		364	245	10,661
Rutland	Herald	(h)	2,664	3,996	1,701	5	8,366		237	105	8,708

VIRGINIA

Harrisonburg	News-Record	(e)	796	8,214	946	168	7,124		60	95	7,279
Lynchburg	Advance	(e)	5,499	31	39		5,569		47	159	5,775
	News	(d)	1,852	3,098	3,476		8,446		87	197	8,730
	Advance and News	(e)	7,570	3,129	3,515		14,014		134	356	14,504
	Sunday Edition	(m)	3,822	3,150	3,460		10,432		87	242	10,761
Newport News	Press	(h)	1,091	2,668	299		6,057		230	245	6,532
	Times-Herald	(e)	6,132	2,232	1,080		8,664		215	305	8,984
	Total Daily	(e)	9,223	4,900	1,379		14,721		445	550	15,516
	Sunday Press	(m)	4,652	3,149	299		8,099		230	245	8,573
Norfolk	*Ledger-Dispatch*	(e)	29,718	3,209	2,990	12	35,924		166	565	36,655
	Virginian-Pilot	(h)	19,922	4,594	6,765	19	32,596		147	760	33,503
	Sunday Edition	(m)	25,996	8,494	7,021	39	40,652		204	476	39,332

For Explanation of Key Letters See Note on Page 62

Digitized by Google

CITY, COUNTRY, SUBURBAN, BULK, NET PAID, ARREARS, SERVICE COPIES AND UNPAID, AS SHOWN BY "A. B. C." REPORTS

VIRGINIA—Continued

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Richmond	*News-Leader*	(r)	36,480	2,583	6,120		45,062		393	155	45,610
	Times-Dispatch	(h)	12,361	1,378	8,840	4	22,583		156	170	22,909
	Sunday Edition	(m)	27,737	3,904	10,693	34	42,368		140	125	42,633
Roanoke	*Times*	(d)	2,614	1,937	5,101	16	9,668		208	142	10,018
	World-News	(r)	8,223	1,250	719	1	10,193		203	104	10,500
	Total Daily	(t)	10,837	3,187	5,820	17	19,861		411	246	20,518
	Sunday Times	(m)	5,602	2,406	5,957	5	13,770		206	116	14,092
Staunton	*Leader*	(e)	1,386	468	267		2,061		68	105	2,234
	News-Leader	(d)	527	3,109	641		4,277		138	83	4,480
	Total Daily	(t)	1,913	3,577	908		6,338		188	188	6,714
	Sunday Edition	(m)	560	3,114	615		4,289		119	110	4,518
Winchester	*Star*	(e)	1,388	1,569	449		3,398		63	198	3,649
	(3 months September 30, 1920)										

WASHINGTON

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Aberdeen	*World*	(e)	2,040	2,293	225		5,367	30	93	153	5,633
Everett	*Herald*	(r)	6,513	5,223	696	1	12,429		140	253	12,822
Seattle	Post-Intell.	(b)	32,068	3,650	13,477		49,195		926	387	50,478
	Sunday Edition	(m)	31,021	8,928	23,770		63,719		981	596	62,294
	Star	(e)	39,493	8,638	13,698		61,829		622	241	62,691
	Times	(r)	43,956	4,347	5,181	1	53,485	1,283	388	84,996	
	Sunday Edition	(m)	58,728	10,488	19,868		89,084	2,311	511	91,616	
Spokane	*Chronicle*	(e)	22,376	10,974	2,591	14	35,945		381	602	36,928
	Spokesman-Review	(b)	13,536	19,065	16,032		44,633		643	573	45,849
	Sunday Edition	(m)	30,868	18,287	16,728		65,873		655	468	66,998
Tacoma	Ledger	(b)	6,267	3,366	2,352	1	11,986		141	393	12,520
	Sunday Edition	(m)	18,451	8,049	5,486	30	30,016		600	663	31,079
	News-Tribune	(e)	19,821	8,548	2,880	1	31,250		519	347	32,116
Walla Walla	*Bulletin*	(r)	2,925	1,573	398		5,196	234	74	116	5,620
	Sunday Edition	(m)	3,828	1,917	486		6,151	247	74	115	6,587
	Union	(b)	1,983	1,485	309	217	3,915	223	66	106	4,190
	Sunday Edition	(m)	1,813	1,492	310	228	3,848	237	67	127	4,251
Wenatchee	*World*	(e)	1,573	1,980	2,533	6	6,092		90	169	6,380
Yakima	Herald	(d)	1,678	1,943	1,877		5,498		87	51	5,636
	Sunday Edition	(m)	2,963	2,067	1,927		6,957		100	200	7,257
	Republic	(e)	4,816	440	460		5,416	23	159	46	5,644

WEST VIRGINIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Charleston	Gazette	(b)	5,178	6,078	2,324	3	13,573	118	140	241	14,074
	Sunday Edition	(m)	6,043	6,173	2,373		14,589	118	165	240	15,108
	Mail	(e)	5,523	3,345	468	4	9,339	225	199	79	9,842
	Sunday Edition	(m)	4,200	2,864	468	42	7,551	225	198	139	8,213
Clarksburg	*Telegram*	(e)	4,598	1,761	679	20	7,048		144	68	7,260
	Sunday Edition	(m)	4,111	2,527	1,964	25	8,627		109	71	8,807
Fairmont	Times	(b)	3,372	1,950	743		5,065		103	218	5,385
	Sunday Edition	(m)	2,704	1,555	538		4,797		89	75	4,961
	West Virginian	(e)	2,449	1,719	248		4,416		102	185	4,703
Huntington	*Advertiser*	(e)	7,005	1,102	304		8,411		120	156	8,686
	Sunday Edition	(m)	6,342	1,478	399		8,219		139	140	8,498
	Herald-Dispatch	(b)	5,459	2,389	2,838	2	10,688	63	164	193	11,107
	Sunday Edition	(m)	9,604	3,614	2,630		10,848	63	164	227	11,302
Martinsburg	*Journal*	(e)	2,010	736	309	10	3,065			95	3,160
Parkersburg	*Sentinel*	(e)	4,726	986	345	2	6,059		171	95	6,325
Wheeling	Intelligencer	(b)	2,832	1,933	4,741		9,506		416	406	10,328
	News	(e)	6,092	4,517	1,482		12,091		363	646	13,100
	Sunday Edition	(m)	8,968	7,651	3,107		16,726		363	175	17,263

WISCONSIN

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Appleton	*Post-Crescent*	(e)	4,143	3,287	918		7,915		89	116	8,120
Beloit	*News*	(e)	5,314	2,177	288	33	7,811		13	294	8,120
Eau Claire	Leader	(d)	2,293	2,479	287	9	5,068		139	146	5,353
	Telegram	(r)	2,165	652	68	4	2,889		113	150	3,152
	Leader and *Tel.*	(t)	4,458	3,131	385	13	7,957		252	296	8,505
	Sunday Edition	(m)	2,328	2,493	286	8	5,115		130	153	5,406
Fond du lac	*Commonwealth*	(e)	2,766	2,695	439	4	5,904	422	88	120	6,826
	Reporter	(e)	2,581	1,857	661	6	5,105	191	109	122	5,825
Green Bay	*Press-Gazette*	(e)	3,782	3,447	485	3	9,716		540	122	9,898
Janesville	*Gazette*	(e)	4,458	3,976	333	8	8,775		173	149	8,997
Kenosha	*News*	(e)	5,003	132	133	4	5,262		91	50	5,293
La Crosse	*Trib. & Leader Press*	(e)	6,617	5,066	482	1	12,166		83	186	12,435
	Sunday Edition	(m)	6,099	5,015	482	1	11,597		92	185	11,874
Madison	*Capital Times*	(e)	2,730	4,175	3,817		10,722		82	243	11,047
	(3 months September 30, 1920)										
	Democrat	(d)	3,221	2,964	387	4	6,576	112	75	90	6,853
	Sunday Edition	(m)	3,169	2,972	390	9	6,540	112	76	88	6,816
	Wis. State Journal	(e)	7,068	4,427	1,484		13,371		196	265	13,832
	Sunday Edition	(m)	5,128	3,958	1,400	30	11,391		148	282	11,898
Milwaukee	*Journal*	(e)	62,666	21,721	23,052	128	107,866		180	878	108,322
	Sunday Edition	(m)	55,998	17,944	21,131	1	95,074		102	685	95,831
	Sentinel	(b)	29,852	10,907	10,461	8	50,428		23	362	50,813
	Sentinel	(e)	19,214	7,214	6,047	24	32,499		10	503	33,012
	Total Daily	(t)	48,266	18,121	16,508	32	82,927		33	865	83,825
	Sunday Edition	(m)	40,618	16,637	17,323	38	74,608		20	357	75,185
	Wisconsin News	(e)	39,396	12,993	12,101	25	64,525		394	1,015	65,934
Monroe	*Times*	(e)	948	1,184	203		2,335		65	42	2,422
Oshkosh	*Northwestern*	(e)	7,606	4,257	1,004	8	13,272	344	75	214	13,905
Racine	*Journal-News*	(e)	6,784	949	360		8,093		183	137	8,413
	Times-Call	(e)	5,279	1,130	199	2	7,110	85	121	77	7,393
Sheboygan	*Press*	(e)	4,947	2,092	243	6	8,288		88	134	8,502
Superior	*Telegram*	(e)	7,884	4,532	8,665	5	18,086	38	60	186	18,362
Waumu	*Record-Herald*	(e)	3,635	1,539	300	9	5,383		106	51	5,540

WYOMING

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Casper	*Tribune*	(e)	2,912		740	10	3,662		56	90	3,808
Cheyenne	*Wyo. State Tribune*	(e)	2,499	743	1,915	7	5,164		34	46	5,244

FOREIGN PAPERS

ILLINOIS

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Chicago	*Abendpost*	(r)	35,336	5,182	6,425		46,943		360	235	47,418
	Sunday Edition	(m)	25,906	3,473	9,352		38,733		140	235	39,108
	Jewish Forward		14,962	904	14,715		30,661		185	188	30,946
	(Monday to Friday morning)										
	Saturday Edition	(r)	15,046	904	15,295		31,325		185	188	31,610
	Sunday Edition	(m)	14,745	904	14,797		30,526		185	188	30,811

MASSACHUSETTS

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
New Bedford	*L'Independent*	(e)	2,291	125	105		2,521	24	89	56	2,590

NEW HAMPSHIRE

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Manchester	*L'Avenir National*	(r)	3,869	677	694	1	4,441	22	62	104	4,629

NEW YORK

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
New York	*Day and Herbert*	(r)	38,863	4,358	21,283		65,704		200	155	66,059
	Saturday Morning	(y)	32,315	4,755	24,854		81,924		200	142	82,266
	Sunday Edition	(m)	46,621	4,490	24,521		75,632		200	144	75,976
	Il Progresso Italo-Am	(b)	44,046	12,914	40,924		97,904	1,825	135	521	100,385
	Sunday Edition	(m)	36,557	10,556	39,559		86,672	1,769	150	486	89,077
	Jewish Forward	(r)	82,927	3,960	51,219		137,706		155	570	138,431
	Saturday Morning	(y)	96,349	3,900	57,271		157,540		155	570	158,265
	Sunday Edition	(m)	90,575	3,600	56,213		150,388		155	570	151,413
	Jewish Journal		68,960	1,793	6,919		77,652	100	300	200	78,252
	(Monday to Friday morning)										
	Sunday Edition	(m)	55,708	1,900	6,992		64,200	100	300	200	64,800
	New Yorker Staats-Zeitung	(b)	34,419	4,268	15,730		54,417		23	99	58,539
	Sunday Edition	(m)	74,455	10,439	32,169		117,061		25	238	117,324

CANADIAN PAPERS

ALBERTA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Calgary	Albertan	(b)	4,857	6,686	531	4	11,078	975	356	486	13,615
	(3 months June 30, 1920)										
	Herald	(r)	14,792	9,132	1,521	11	25,456			372	632	26,460
Edmonton	Bulletin	(b)	3,336	3,672	990		7,998	848		277	687	9,130
	Bulletin	(r)	616	788	284		1,688	125		234	141	2,188
	Total Daily	(t)	3,952	4,460	874		9,286	973		511	548	10,318
	Journal	(e)	12,566	5,483	839	26	18,914			253	680	19,847
Lethbridge	*Herald*	(e)	2,340	1,870	696	25	4,931	305		13	277	5,526
Medicine Hat	*News*	(e)	1,614	171	179	30	1,995	192		63	92	2,342

BRITISH COLUMBIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Nelson	News	(b)	977	2,918	314	1	4,210	261		81	164	4,716
Vancouver	*Province*	(e)	26,097	17,554	18,605	17	62,473	3		765	646	63,887
	Sun	(b)	10,272	6,610	4,734		19,616	703		63	738	21,120
	Sunday Edition	(m)	17,188	7,989	6,475		31,552	703		160	856	33,271
Victoria	*World*	(e)	7,330	4,111	6,630	36	18,175	677		645	783	20,280
	Colonist		7,232	862	1,981	12	10,097	438		450	862	11,367
	Sunday Edition	(m)	9,006	862	2,075	14	11,951	438		453	889	13,323
	Times	(e)	6,990	575	1,108	9	8,682	6		280	299	9,267

MANITOBA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Winnipeg	*Bulletin*	(r)	30,955	1,081	17,139	8	49,113			68	312	49,493
	Free Press	(b)	9,746	131	15,435	3	25,309			68	456	25,833
	Bull. & Free Press	(e)	40,699	1,142	32,574	11	74,422			136	768	75,326
	Tribune	(r)	10,734	1,164	11,742	6	23,646			126	606	24,378

NEW BRUNSWICK

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
St. John	Telegraph	(b)	4,168		8,994		13,162	680	287	439	14,528
	Times-Star	(r)	12,566		1,639		14,205	49	255	367	14,874

NOVA SCOTIA

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Halifax	Chronicle	(b)	3,609		8,934	6	12,539	1,000	236	493	14,874
	Echo	(r)	3,656		6,907	3	10,566	2,000	129	255	12,950
	Chronicle & Echo	(t)	7,065		15,031	9	22,905	3,000	365	748	27,824
	Herald	(b)	2,756		7,279	1	10,036	21	110	412	10,579
	Mail	(r)	11,548		4,673	15	16,236	35	110	373	16,754
	Herald and *Mail*	(e)	14,304		11,952	16	26,272	56	220	785	27,333
Sydney	Post	(b)	1,231	1,694	1,161		4,086	506	172	186	4,870
	Post	(r)	1,245	921	116		2,282	30	178	96	2,586
	Total Daily	(e)	2,476	2,615	1,277		6,368	536	350	282	7,456

ONTARIO

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Brantford	*Expositor*	(e)	6,946	2,392	412	4	9,754	190	163	201	10,267
Galt	*Reporter*	(e)	2,792	1,253	111	7	4,163	56	163	163	4,545
Guelph	*Mercury*	(e)	3,314	329	154	1	3,802	111	176	83	4,172
Hamilton	*Spectator*	(e)	22,306	4,284	3,961		31,468			478	478	32,424
Kingston	*British Whig*	(e)	3,370		2,128	16	5,514	362	148	266	6,230
Kitchener	*Record*	(e)	3,874	275	157	31	4,337		108	110	4,545
Lindsay	*Post*	(e)	1,113	495	176	1	1,785	85	80	213	2,163
London	Advertiser	(b)	1,778	14,367	8,999		23,744	1,883	346	1,238	26,999
	Advertiser	(e)	5,696	2,076	501		8,273	351	235	113	8,972
	Total Daily	(e)	6,474	16,443	9,100		32,017	2,234	579	341	35,671
	Free Press	(b)	1,833	14,454	8,223		24,510		197	273	25,080
	Free Press	(r)	8,736	1,684	281		10,701		115	264	11,080
	Total Daily	(e)	10,569	16,138	8,504		35,211		312	537	36,160
Ottawa	Citizen	(b)	6,253	2,936	1,383	1	10,573		277	121	10,970
	Citizen	(r)	13,933	2,060	1,872	1	17,866		264	184	18,310
	Total Daily	(e)	20,186	4,996	3,254	2	28,438		537	305	29,280
	Journal Dailies	(b)	1,649	1,823	1,026	1	4,501		289	185	4,975
	Journal Dailies	(e)	12,316	4,852	3,216	5	20,391		615	214	21,820
	Total Daily	(e)	13,935	5,875	5,126	6	24,942		704	349	25,995
	La Droit	(r)	4,493	1,438	5,369		11,300	150	347	634	12,331
Peterborough	*Examiner*	(e)	4,382	994	376		5,752	710	112	300	6,874
St. Catherines	*Standard*	(e)	5,186	3,674	545	33	9,438		258	259	9,937
St. Thomas	*Times-Journal*	(e)	3,788	3,281	923		7,992	689	398	259	9,338
Sault Ste. Marie	*Sault Star*	(e)	3,727	370	388	3	4,488		87	60	4,555
Stratford	*Herald*	(e)	1,701	883	367		2,770	483	250	115	3,618
Toronto	Globe	(b)	22,844	14,268	48,634	17	85,763	146	944	683	87,138
	Mail and Empire	(b)	34,287	19,731	36,826	12	81,056	52	1,268	778	83,154
	Star	(e)	60,272	14,368	19,228	10	93,878		328	179	94,385
	Sunday Edition	(m)	75,239	19,686	19,405		114,250		234	83	114,566
	Telegram	(r)	90,030	2,033	2,253	8	94,324		987	469	95,780
Windsor	*Border Cities' Star*	(e)	11,004	3,560	1,075	7	15,646		179	234	16,059
Woodstock	*Sentinel-Review*	(r)	3,292		2,211		5,503	327	208	218	6,256

PRINCE EDWARD ISLAND

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Charlottetown	Guardian	(b)	999		4,895		5,894	1,130	122	260	7,407
	Guardian	(r)			489		489	626		141	1,456
	Total Daily	(e)	999		5,384		6,383	1,756	122	401	8,863

QUEBEC

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Montreal	Gazette	(b)	20,226	1,238	6,336	18	31,815		671	673	33,159
	Herald	(e)	11,279	202	4,931		16,412		713	444	17,569
	LaPatrie	(e)	8,858	2,606	11,502		23,166		493	873	24,532
	LaPresse	(e)	77,885	15,636	49,479		142,000	2,382	1,481	348	146,801
	(The country circulation includes 21,100 circulation, which is distributed in the United States through the New England Edition)										
	LeCanada	(b)	9,731	1,094	1,000		7,825	1,046	230	196	9,906
	LeDevoir	(e)	4,968	1,307	7,602	2	13,956		448	506	14,910
	Star	(e)	71,883	1,637	32,256	6	105,784		1,237	649	108,170
Quebec	*LeSoleil*	(e)	19,161	1,736	24,279		45,176	1,990	735	448	48,350
Sherbrooke	*LaTribune*	(e)	1,776	3,823	2,707		8,306	416	360	78	9,060
	(3 months June 30, 1920)										
	Record	(e)	3,833	4,387	3,156		9,576		118	200	9,894

SASKATCHEWAN

City	Paper	Key Letter	Total City	Total Sub'ban	Total Country	Bulk Sale	Total Net Paid exc. Bulk	Total—Arrears Service Copies and Unpaid			Total Distribution
Moose Jaw	*News*	(e)	2,712	2,482	160		5,274	378	107	267	6,026
Prince Albert	*Herald*	(e)	1,685	1,231	234	2	4,005	402	110	245	4,762
	(3 months September 30, 1920)										
	Herald				2,950		2,950		104	105	3,159
Regina	*Leader*	(b)	8,278	8,591	2,045		20,914		198	315	21,419
	Post	(e)	4,695	5,130	2,012	2	11,839	50	265	214	12,368
Saskatoon	*Phoenix*	(b)	2,099	2,610	509		5,218	905	216	341	6,370
	Star	(e)	5,838	14,485	2,439	9	22,760		364	317	23,442

EXPLANATION OF KEY LETTERS

"(A)"—Every morning.

"(B)"—Morning except Sunday.

"(C)"—Morning except Monday.

"(D)"—Morning except Sunday and Monday.

"(E)"—Morning and evening weekdays.

"(F)"—Morning and evening weekdays and Sunday morning.

"(G)"—Morning except Monday and evening except Sunday.

"(H)"—Morning except Monday and evening except Saturday and Sunday.

"(I)"—Morning except Sunday and Monday and evening except Sunday.

"(M)"—Sunday exclusively.

"(Q)"—Every evening.

"(R)"—Evening except Sunday.

"(S)"—Evening except Sunday and Sunday morning.

"(T)"—Evening except Saturday and Sunday.

"(U)"—Evening except Saturday and Sunday and Sunday morning.

"(Y)"—Saturday exclusively.

For Explanation of Key Letters See Above

Digitized by Google

They Don't GUESS—They KNOW

How Big Local Quality Advertisers Register the Pulling Power of New York Newspapers

The Thirteen Big Department and Women's Specialty Stores of Manhattan (see list below) proved very plainly in 1920 the relative result-getting powers of New York newspapers. The big stores do not *"Guess"*—they *Know*—where their millions of dollars expended for advertising get the best results. These advertisers reflect the relative purchasing power of the respective constituencies of the various newspapers.

These big stores are right on the ground. They expect direct returns from their advertising within 24 to 48 hours of the appearance of each advertisement. They expect these returns from the Greater New York purchasers, who have the buying power—the same constituency to whom the high grade national advertiser must sell his products.

In 1920, The World and Evening World carried for these 13 big stores	**23,606 columns**
A gain over 1919 of	**6,075 columns**
In 1920, the most successful competing Morning and Sunday advertising medium and the most successful competing Evening advertising medium, combined (though under different ownerships) carried in advertising of these 13 stores	**17,925 columns**
A gain over 1919 of	**1,217 columns**
Combined on this showing these two competitors fell short of The World and Evening World total by	**5,681 columns**
And in gain over 1919 they fell short of The World and The Evening World by	**4,858 columns**

One of the big stores, doing approximately $30,000,000 of retail business, used 1,065,000 agate lines of space in the New York World and the Evening World in 1920, and would have used much more could we have carried it. The World and Evening World declined more lines of display advertising in 1920 than any other two metropolitan newspapers.

No other possible combination of one Morning and one Evening paper—even under separate ownerships—carried over 900,000 lines for any one advertiser in 1920.

The thirteen big stores referred to are: Altman & Co., Best & Co., Bloomingdale's, Bonwit-Teller, Gimbel Bros., Hearn & Son, Lord & Taylor, R. H. Macy & Co., James McCreery & Co., Saks & Co., Franklin Simon & Co., Stern Bros. and John Wanamaker.

These Big Merchants don't GUESS—they *KNOW*.

The Hartf

"Since 1817—Connectic

1920—ANOTHER YEA

Although handicapped during the year 1920 by
a gain in lineage and circulation that is truly
will prove of no little interest to space bu
the remarkable hold The Times has

THE ADVERTISING ACHIEVEMENT

INTERESTING 1920 STATISTICS

With no Sunday edition, plus the fact The Times carried no display advertising for ten publishing days in February, The Times carried over a half million lines more advertising in 1920 than the Courant.

The figures below are for

The Hartford Times 310 Days		The Hartford Courant 366 Days	
Local Display	8,221,445	Local Display	8,074,396
Foreign (East)	1,863,530	Foreign (East)	1,630,830
Foreign (West)	550,446	Foreign (West)	493,206
Classified	1,259,477	Classified	1,170,172
Total	11,894,898	Total	11,368,604

KELLY-SMITH COM

MARBRIDGE BUILDING, NEW YORK

Google

ord Times

ut's Greatest Newspaper"

R OF ACHIEVEMENT

an unfortunate paper shortage, The Times shows
wonderful. A reading of the figures below
yers for it demonstrates beyond question
upon readers and advertisers alike.

THE CIRCULATION ACHIEVEMENT

NOT FAR FROM THE 45,000 MARK

The Hartford Times for the year 1920 had a net paid circulation of...	39,035
For the year 1919 the paid circulation was	35,325
Net Gain.....	3,710

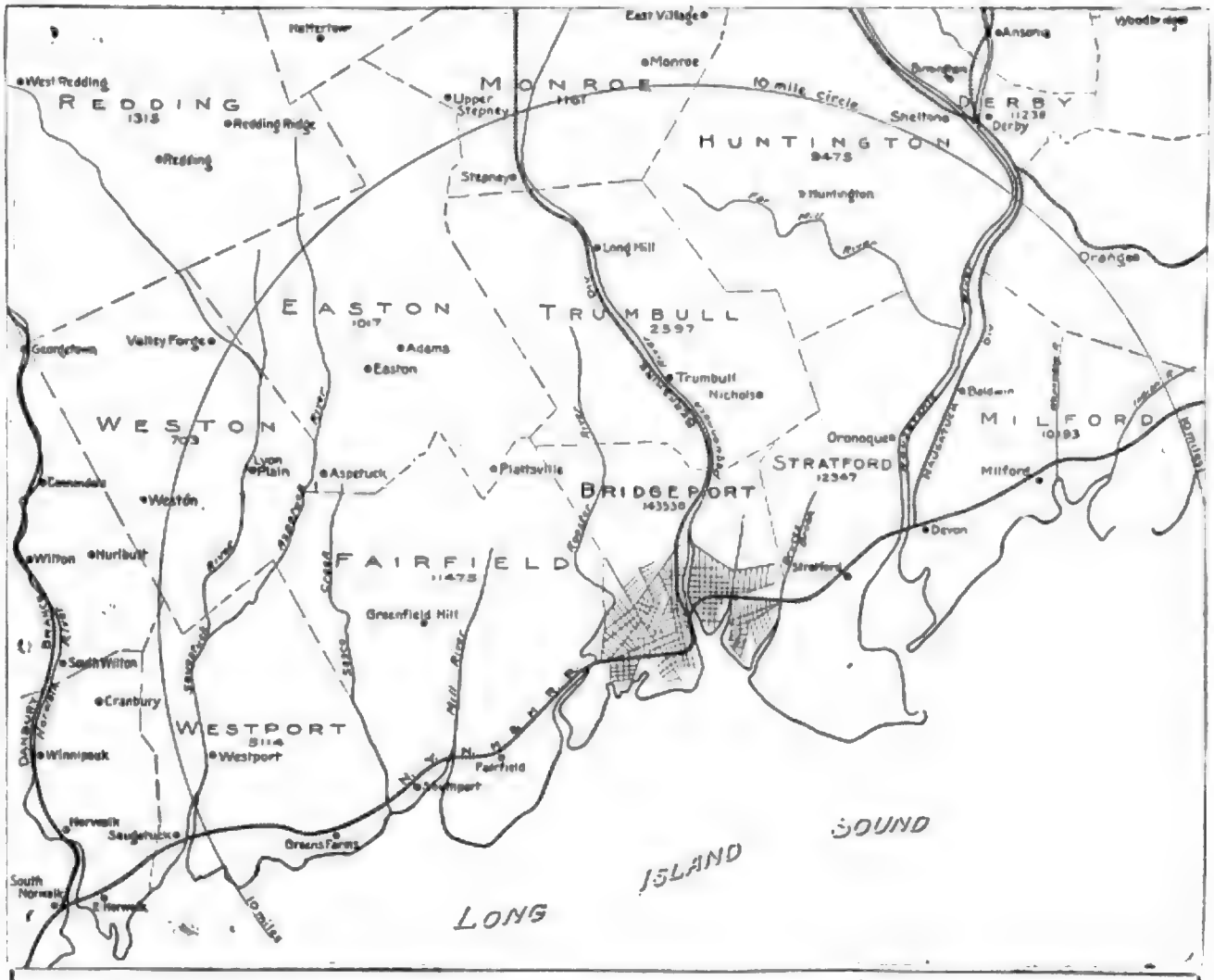
The Times circulation has steadily grown in an encouraging way, due to its supremacy in its field as not only an advertising medium but as a reliable disseminator of news.

The circulation for	
December, 1920	42,050
December, 1919	36,491
Net Gain	5,559

PANY, *National Representatives*

LYTTON BUILDING, CHICAGO

Digitized by Google



CONNECTICUT

clings to her ancient town lines and as a result her cities when judged merely by census figures appear smaller by comparison with cities in other states.

BRIDGEPORT

for instance—census figures 143,538—is the work shop where, within a radius of ten miles from the court house, dwell 210,173 people. The lines that separate Bridgeport from Stratford, Fairfield, Trumbull, Easton, etc., are merely political. Bridgeport is the trading center

Its manufactures cover a greater variety than any other industrial center. Most of the articles produced are staples, insuring permanent employment and unhampered spending ability. Its 50,000 industrial workers are mostly skilled mechanics.

85% of the population read English. Over 20% own their homes.

THE TELEGRAM AND POST

morning, evening and Sunday—are the leading newspapers covering this territory. Circulation growing with the population.

	Daily	Sunday
P. O. Circulation statement September 30, 1918	45,181	11,926
September 30, 1919	45,294	14,022
September 30, 1920	52,188	20,066

98% of the circulation within the shopping district of Bridgeport.

THE TELEGRAM AND POST

with circulation exceeding six fold the combined circulation of two other Bridgeport papers, are the best circulation buy in New England and the only Audit Bureau of Circulation papers in BRIDGEPORT

Chicago Representative
JOHN GLASS,
Peoples Gas Bldg.

New York Representative
I. A. KLEIN,
Metropolitan Tower

Digitized by Google

BRITISH NEWSPAPERS' CIRCULATIONS AND RATES

BY courtesy of Messrs. G. Street & Co., Ltd., 30 Cornhill, London, E. C. 3, England, one of the leading Advertising Agencies in Great Britain, EDITOR & PUBLISHER is enabled to publish exclusively in the American trade press this list of 1,100 British newspapers, taken from Messrs. Street & Co.'s publication, The Advertisers' Aid.

For purposes of simplification, the tables given in the original Advertisers' Aid have been reduced to a minimum, the omissions being the series rates of 6, 13 and 52 insertions (26 insertions being an average series from which space values can be gauged, and is given with the one-time rate), details as to whether stereos or matrices are preferred, and remarks as to localized editions. The information contained herein is current as at October 1st, 1920, the circulation figures given being the publishers' own statements.

The list will be found of extreme value at this time in view of the increasing interest taken by American manufacturers in the British market, and will permit the ready compilation of preliminary programmes of advertising based on cost, space, the localities it is desired to cover and the industries in those territories. Messrs. G. Street & Co., Ltd., who retain the Copyright of this List in U. S. A., request EDITOR & PUBLISHER to state that readers desiring the fuller information contained in the Advertisers' Aid, can obtain it quarterly for the subscription price of $1.50 per annum, it being brought up-to-date with each quarterly issue.

To reduce the rates in this list to the American standard of agate lines it is only necessary to remember that 14 agate lines equal one inch.

EXPLANATORY REMARKS

COLUMN 1—Names of publishing towns and populations (according to the census of 1911) thereof. Local industries are indicated by the numbers on the right of population; for key to these numbers see page 8?.

COLUMN 2—Circulation figures, where available.

COLUMN 3—Shows frequency of publication as: DM, for daily morning; DE, for daily evening; W, for weekly; 2W, for twice weekly; etc.

COLUMN 4—Contains the price per issue.

COLUMN 5—Contains the page size of each paper (i. e., the first figure gives the number of columns per page; the second figure, the column width, and the third figure is column depth. Where the letter V occurs, the size varies).

COLUMN 6—The first figure indicates the one-time rate per inch, and the second figure indicates the 26-time rate per inch.

(Copyrighted in the United States and Great Britain by G. Street & Co., Ltd.)
(Copyrighted in the United States by the Editor & Publisher Company.)

(See Explanation Above.)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
LONDON (Greater London 7,252,963)					
Dailies—					
Daily Chronicle	....	DM	1d.	6 2⅛ 19	60/- 60/-
Daily Express	+600,000g	DM	1d.	7 2¼ 22	65/- 65/-
Daily Graphic	....	DM	1d.	4 2½ 14½	35/- 35/-
Daily Herald	300,000g	DM	1d.	6 2 18	30/- 30/-
Daily Mail	1,200,000g	DM	1d.	7 2¼ 22	100/- 100/-
Daily Mirror	+1,036,000	DM	1d.	4 2½ 13½	page £280
Daily News	....	DM	1d.	7 2¼ 22	55/- 55/-
Daily Sketch	920,000g	DM	1d.	4 2½ 13½	col. £80
Daily Telegraph	....	DM	2d.	7 2½ 24½	40/- 40/-
Evening News	800,000g	DE	1d.	7 2¼ 22	60/- 60/-
Evening Standard	350,000g	DE	1d.	4 2⅜ 16½	col. £75
Globe	....	DE	1d.	5 2½ 17½	25/- 25/-
Morning Advertiser	....	DM	2d.	4 2⅜ 16	15/- 13/6
Morning Post	....	DM	2d.	8 2⅛ 24	35/- 35/-
Pall Mall Gazette	....	DE	1d.	5 2½ 18	30/- 30/-
Star	....	DE	1d.	5 2¼ 15½	40/- 40/-
Times	....	DM	3d.	6 2⅜ 22½	75/- 75/-
Westminster Gazette	....	DE	1d.	4 3 18	20/- 20/-
Sunday Papers—					
Illustrated Sunday Herald	1,100,000g	W	2d.	4 2⅜ 13½	col. £150
Lloyd's Sunday News	....	W	2d.	6 2⅛ 19	£6 £6
National News	250,000	W	2d.	6 2 18	40/- 40/-
News of the World	+3,250,000g	W	2d.	7 2¼ 22	225/- 225/-
Observer	....	W	2d.	7 2½ 22	50/- 50/-
People	....	W	2d.	7 2 18	70/- 70/-
Referee	....	W	2d.	6 2¼ 19	31/- 21/-
Reynolds's Newspaper	....	W	2d.	8 2¼ 25	50/- 50/-
Sunday Evening Telegram	100,000	W	2d.	5 2⅜ 18	29/- 20/-
Sunday Express	+250,000g	W	2d.	7 2¼ 22	35/- 35/-
Sunday Pictorial	+2,500,000	W	2d.	4 2½ 13½	col. £250
Sunday Times	....	W	2d.	7 2⅜ 22	50/- 50/-
Weekly Dispatch	900,000	W	2d.	7 2¼ 22	70/- 70/-
National Weeklies—					
Answers	....	W	2d.	4 2 11	page £100
Bystander	....	W	1/-	3 2 10	40/- 36/-
Cassell's Saturday Journal	....	W	2d.	3 2½ 10½	13/- 13/-
Graphic	....	W	1/-	4 2⅛ 14	30/- 25/-
Ideas	300,000g	W	2d.	3 2¾ 10½	32/6 32/6
Illustrated London News	....	W	1/-	4 2¼ 14	30/- 25/-
Illustd. Sporting and Dramatic News	....	W	1/-	4 2¼ 14	12/6 11/3
John Bull	1,150,000	W	2d.	4 2⅝ 11	200/- 200/-
London Mail	160,000	W	2d.	4 1⅝ 10	30/- 27/9
London Opinion	....	W	2d.	4 1¾ 10	27/6 27/6
Passing Show	150,000	W	2d.	4 1⅝ 10	30/- 27/9
Pearson's Weekly	400,000	W	2d.	4 1⅝ 11	45/- 45/-
Punch	100,000g	W	6d.	4 1⅝ 10½	62/6 57/9½
Sketch	....	W	1/-	4 2 11	23/- 23/-
Spectator	....	W	9d.	2 3½ 11	15/3 13/9
Sphere, The	....	W	1/-	4 2¼ 14	30/- 25/-
Tatler, The	....	W	1/-	4 2 11	32/- 27/-
Tit Bits	....	W	2d.	4 2 10½	col. £30
Truth	....	W	9d.	2 3½ 11	25/- 21/3
Weekly Telegraph	....	W	2d.	4 2½ 11½	20/- 20/-
Suburban—					
Acton Gazette and Express	5,500g	W	1d.	8 2¼ 24½	3/6 2/6
Balham and Tooting Mercury (series)	3,000	W	1d.	6 2½ 18	2/6 1/9
Bayswater Chronicle	....	W	1½d.	6 2½ 20½	2/- 1/10
Bethnal Green News	5,000	W	1d.	6 2¼ 20	2/6 1/4
Brixton Free Press	....	W	2d.	7 2¼ 20½	3/6 3/-
Camberwell Borough Advertiser	....	W	1½d.	6 2¼ 17	6/- 2/6
Camberwell—South London Observer	....	2W	1½d.	6 2⅜ 20½	3/- 3/-
Chiswick Times	....	W	1½d.	6 2⅜ 23	3/- 1/9
Clapham Observer	5,000	W	2d.	7 2½ 22	4/- 3/-
Clapham—South West Star (Series)	10,000g	W	2d.	8 2½ 23	5/- 3/6
Crystal Palace District Advertiser	5,000g	W	1d.	7 2¼ 25	2/6 1/9
Ealing Gazette	....	W	2d.	8 2⅛ 23	4/- 3/-
Ealing—Middlesex County Times	7-8,000g	W	2d.	8 2⅝ 24½	4/- 3/-
East Ham Recorder	8,000	W	1½d.	7 2⅜ 24	4/- 2/9
East London Post	8,000	W	1d.	6 2½ 20	2/6 1/4
Finchley Press	....	W	1½d.	6 2½ 22½	3/- 2/-
Finsbury Weekly News	....	W	2d.	5 2½ 18	6/- 5/-
Fulham Chronicle	....	W	2d.	8 2⅛ 18	3/- 2/-
Fulham Gazette (Series)	+4,500	W	1½d.	6 2⅜ 20½	5/- 3/-
Greenwich—Kentish Mercury	33,000g	W	2d.	7 2⅝ 22	10/- 8/-
Greenwich—S. East. Herald (Series)	....	W	1d.	7 2⅝ 19	5/- 3/-
Hackney Gazette	56,000 p. wk.	3W	1d.	7 2½ 23	5/- 2/6
Hackney Spectator	8,000	2W	1d.	6 2½ 21	2/- 1/3
Hammersmith—W. London Observer	46,000	W	2d.	7 2½ 21	5/- 2/9
Hampstead and Highgate Express	....	W	2d.	7 2½ 21	5/- 2/-
Hampstead and Highgate Record	....	W	2d.	5 2½ 18	6/- 5/-
Holborn Guardian	....	W	2d.	5 2½ 18	6/- 5/-
Holloway Press	....	W	1d.	6 2⅛ 18	3/- 1/3
Hornsey Journal	....	W	2d.	5 2 16½	5/- 3/6
Daily Gazette (Islington)	....	DM	1d.	7 2⅜ 22	7/6 7/6
Islington Chronicle	....	W	1d.	6 2½ 20½	5/- 3/-
Islington Guardian	....	W	2d.	5 2½ 18	6/- 5/-
Islington—N. Middlesex Chronicle	....	W	1d.	V 2⅝ 22	2/6 1/9
Kensington News	5,000g	W	2d.	6 2½ 18	5/- 4/-
Kilburn Times	....	W	2d.	8 2⅜ 22	2/6 1/6
Lewisham Borough News	....	W	1d.	7 2⅝ 23	3/- 2/3
Lewisham Journal	....	W	2d.	7 2⅝ 23	3/- 2/3
Leytonstone—Eastern Mercury	....	W	1d.	6 2½ 22	5/- 2/6
Leytonstone Express & Ind. (Series)	....	W	2d.	8 2½ 25	5/- 2/6
London Courier (Series)	....	W	1½d.	6 2⅜ 20½	5/- 3/-
Marylebone Chronicle	....	W	2d.	5 2½ 18	6/- 5/-
Marylebone Mercury	....	W	1d.	7 2⅜ 20½	2/- 2/-
Mitcham Gazette	5,000	W	1d.	6 2⅜ 18	4/- 2/3
Mile End—East London Advertiser	10,000	W	1d.	8 2⅜ 22	5/- 2/6
Muswell Hill Record	3,000	W	1½d.	6 2⅜ 18	3/- 2/3
Norwood Press	4,000	W	1d.	6 2⅜ 18	3/- 2/-
Norwood Weekly Herald	....	W	½d.	7 2⅜ 20½	2/- 1/-
Paddington Indicator	....	SW	1d.	8 2⅜ 21	4/- 2/-
Paddington Mercury	....	W	1d.	7 2⅜ 20½	1/6 1/6
Paddington News	....	W	2d.	5 2½ 18	6/- 5/-
Penge and Anerley Press	....	W	½d.	6 2½ 20	2/6 2/6
Poplar—East End News	10,000	2W	1d.	7 2¼ 19	2/6 1/3
Richmond Herald (Series)	....	W	2d.	5 2⅜ 18	3/- 1/6
Richmond Times	....	W	2d.	8 2⅜ 22½	5/- 3/6
St. Pancras Chronicle	6,500	W	2d.	5 2½ 18	6/- 5/-
St. Pancras Gazette	....	W	1d.	5 2 17½	3/6 1/6
South Essex Mail (Series)	....	W	1d.	7 2¼ 21½	4/- 3/-
South London Press	....	W	2d.	7 2½ 20	6/- 4/6
Southwark and Bermondsey Recorder	....	W	2d.	7 2⅛ 20½	5/9 2/7
Stratford Express & W. Ham. Express	42,000	W	1d. 2d.	V 2¼ 24	6/- 3/9
Streatham & Norwood News (Series)	....	W	2d.	8 2⅜ 23	5/- 4/-
Sydenham Gazette	....	W	2d.	7 2⅜ 23	3/- 2/3
Tooting and Balham Gazette	5,000	W	1d.	6 2⅜ 18	4/- 2/3
Tottenham and Edmonton Herald	18,510g	W	2d.	8 2⅜ 23	4/- 2/9
Walthamstow Guardian	30,000	W	2d.	8 2½ 24	5/- 4/-
Wandsworth Borough News	....	W	2d.	4 2½ 15	5/- 3/-
West Ham—S. Essex Mail (Series)	....	W	1d.	7 2½ 22	4/- 3/-
Westminster Chronicle	....	W	2d.	5 2½ 18	6/- 5/-
Whitechapel—East London Observer	....	W	1d.	8 2⅜ 21	2/6 1/9
Willesden Chronicle	....	W	2d.	8 2¼ 22	2/6 1/6
Willesden Citizen	....	W	1d.	7 2⅜ 20½	1/6 1/6
Wimbledon Borough News	....	W	2d.	6 2½ 20	5/- 3/-
Wood Green Sentinel	10,000g	W	1d.	7 2½ 23½	4/- 4/-
Wood Green and Southgate Herald	7,250g	W	1d.	8 2½ 23	3/4 1/7
Woodford Times	....	W	2d.	7 2 20½	1/6 10d.
Woolwich Gazette	10,000	W	1d.	7 2½ 24½	4/- 2/-
Woolwich—Kentish Indep. (Series)	+18,000	W	2d.	7 2½ 24½	5/- 3/-

ENGLAND—PROVINCIAL

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
BEDFORDSHIRE—					
Bedford (42,000) 7-1					
Bedfordshire Standard	....	W	1d.	7 2¼ 21½	3/- 2/3
Bedford Times and Record (Series)	(1) 13,205g (2) 3-4,000	W	2d. 1d.	7 2¼ 23	5/6 3/3
Dunstable (8,062) 7-16-32					
Dunstable Gazette	....	W	2d.	6 2½ 20½	2/6 1/3
Leighton Buzzard (9,000) 1					
Leighton Buzzard Observer	....	W	2d.	6 2½ V	2/[illegible] 1/3
Luton (60,000) 16-7-56					
Beds and Herts Saturday Telegraph	+11,500g	W	1d.	V 2⅜ V	2/6 1/9
Luton News and Beds Advertiser	+20,000g	W	1d.	V 2¼ V	5/- 3/6
Luton Reporter	....	W	1d.	V 2⅜ V	3/6 2/-
BERKSHIRE—					
Abingdon (7,500) 1					
North Berks Herald	3,500g	W	1½d.	6 2½ 23½	2/6 1/6
Faringdon (9,445) 1					
Faringdon Advertiser	2,000	W	1d.	6 2½ 20½	1/6 1/-
Maidenhead (15,000) 56-3-71					
Maidenhead Advertiser	6,000	W	2d.	7 2½ 23	4/- 2/-
Newbury (12,500) 1-40-59					
Newbury Weekly News	7,000	W	2d.	7 2⅜ 24½	2/6 1/9
Reading (91,863) 24-41-7					
Berkshire Chronicle (Series)	....	W	2d.	5 2½ 18½	9/- 5/3
Reading Mercury	....	W	3d.	8 2⅜ 24½	10/- 6/6
Reading Observer	....	W	2d.	7 2½ 24½	5/- 2/9
Reading Standard	17,000g	W	2d.	7 2½ 24	5/- 3/-
Windsor (20,000) 1-71					
Windsor, Eton and Slough Express	....	W	2d.	7 2½ 22	5/- 3/-
Wokingham (7,686) 59-60-1					
Berkshire Gazette	3,000	W	1d.	6 2¼ 20	1/6 1/-
BUCKINGHAMSHIRE—					
Aylesbury (13,000) 32-1-56					
Bucks Advertiser	4,500	W	2d.	6 2⅝ 18	2/6 1/6
Bucks Herald	....	W	2d.	7 2⅜ 20	3/6 1/6
Buckingham (4,000) 1-75					
Buckingham Advertiser	3,000	W	1½d.	7 2½ 21	1/6 1/-
Chesham (8,204) 36-2-44					
Bucks Examiner	....	W	2d.	6 2⅜ 20	4/- 3/-
Fenny Stratford (6,000) 1					
North Bucks Times	....	W	2d.	6 2⅜ V	2/- 1/-

(Continued on page 68)

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 67)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Newport Pagnell (4,239) 1-56						
Bucks Standard	5,000	W	2d.	6 2½ 21	2/-	6d.
Slough (20,000) 40-56-55						
Slough Observer	3,000	W	2d.	8 2½ 22½	2/-	1/6
Wycombe (25,000) 60-1-12						
Bucks Free Press	10,000g	W	2½d.	8 2½ 24	5/6	4/-
CAMBRIDGESHIRE—						
Cambridge (57,000) 3-66-1						
Cambridge Chronicle		W	2d.	7 2½ 20	4/-	2/6
Cambridge Daily News		DE	1d.	V 2½ 23½	2/-	2/-
Cambridge Independ. Press (Series)		W	2d.	7 2½ 23½	5/-	2/-
March (8,403) 1-8-3						
Camba Times (Series)	12,000	W	2d.	8 2½ 24	3/-	2/-
Newmarket (10,483) 1-36						
Newmarket Journal		W	2d.	6 2½ 20½	...	...
Wisbech (10,128) 8-1						
Isle of Ely Advertiser		2W	2d. ½d.	6 2½ 24½	3/-	2/3
Wisbech Standard	5,000	W	1½d.	7 2½ 24	3/-	2/-
CHESHIRE—						
Birkenhead (140,000) 49-7-13						
Birkenhead Advertiser (Series)		2W	1d. 2d.	7 2½ 22½	15/-	10/-
Birkenhead News	22,500 p.wk.	2W	1d. 2d.	7 2½ 23	6/-	3/-
Chester (40,000) 1-2-13						
Cheshire Observer		W	2d.	7 2½ 23	6/-	4/-
Chester Chronicle (Series)	+27,600g	W	2d.	8 2½ 23½	9/-	7/6
Chester Courant		W	1d.	7 2½ 23	3/6	2/-
Crewe (44,900) 21-7						
Crewe and Nantwich Observer		W	2d.	7 2½ 23	3/6	1/6
Hyde (34,000) 52-40-7						
Hyde Reporter		W	2d.	7 2½ 23	4/-	1/9
North Cheshire Herald (Series)		W	3d.	7 2½ 22½	5/-	2/6
Macclesfield (32,500) 37-61-1						
Macclesfield Courier	8,500	W	3d.	6 2½ 23	3/6	2/-
Macclesfield Times (Series)		W	2d.	6 2½ 22½	5/-	2/6
Stockport (126,445) 52-16-37						
Cheshire Daily Echo	28,000	DE	1d.	5 2½ 23½	5/-	2/8
Stockport Advertiser (Series)	32,000	W	2d.	8 2½ 23½	10/-	6/-
Stockport Borough Express		W	1½d.	. ...	1/6	1/-
Wallasey (90,000) 71-51						
Wallasey Chronicle		W	2d.	8 2½ 22½	5/-	2/6
Wallasey News		2W	1d. 2d.	8 2½ 23	4/-	2/-
Wilmslow (8,153) 71						
Wilmslow Express		W	1d.	. ...	3/-	1/3
CORNWALL—						
Bodmin (5,734) 1-35						
Cornish Guardian (Series)	10,000g	W	2½d.	8 2½ 24½	5/-	2/6
Camborne (15,829) 10-40-1						
Cornish Post		W	2d.	8 2½ 22	1/-	1/-
Falmouth (14,000) 51-49-22						
Cornish Echo	3-3,500	W	2d.	7 2½ 23½	2/3	1/6
Falmouth Packet	4,000g	W	2d.	8 2½ 20	2/3	1/6
Launceston (5,000) 1-10						
Cornish and Devon Post	5,000	W	2d.	8 2½ V	3/-	1/6
Launceston Weekly News (Series)		W	2d.	8 2½ 20½	1/6	8d.
Liskeard (4,500) 1-29-22-35						
Cornish Times	8,250g	W	2d.	7 2½ 20	2/6	1/3
Penzance (14,000) 1-36-22						
Cornishman		W	3d	8 2 22	1/9	1/6
Penzance Evening Tidings		DE	1d.	7 2 21	1/9	1/6
Redruth (10,400) 10-1-2						
Cornubian		W	2d.	7 2½ 21	1/6	8d.
St. Ives (7,000) 51-22-35						
Western Echo	1,500	W	1d.	6 2½ 20	2/-	1
Truro (12,000) 1-10-46						
Royal Cornwall Gazette		W	...	7 2½ 20½	3/-	1/6
West Briton and Cornwall Advert'r	19,000 p.wk.	2W	1d. 2d.	8 2½ 23	5/-	3/6
CUMBERLAND—						
Carlisle (60,000) 7-61-31-21						
Carlisle Journal		2W	1d. 2d.	6 2½ 24½	6/-	3/-
Cumberland Evening Mail	+9,500	DE	1d.	7 2½ 20½	3/6	1/9
Cumberland Evening News		DE	½d.	V 2½ 23½	3/-	1/6
Cumberland News	21,034g	W	2d	V 2½ 23½	6/-	3/-
Cockermouth (5,000) 1-4-40						
West Cumberland Times	20,000g	2W	1d. 2d.	8 2½ 25½	3/6	1/9
Penrith (8,973) 1-51-71						
Mid-Cumberland Herald	10,000g	W	2d.	7 2½ 24	3/-	2/-
Penrith Observer		W	1½d.	6 2½ 23	3/-	2/-
Whitehaven (20,000) 35-1-55						
West Cumberland News		W	1d.	6 2½ 21	4/-	2/-
Whitehaven News		W	2d.	8 2½ 25	4/-	2/-
Workington (30,000) 40-19						
Workington Star	6,400g	W	1d.	6 2½ 17½	2/-	1/6
DERBYSHIRE—						
Alfreton (5,763) 4-40						
Alfreton Journal		W	1d.	7 2½ 23½	4/-	1/6
Ashbourne (4,059) 1-75-55						
Ashbourne News		W	1d.	7 2½ 23½	4/-	1/6
Ashbourne Telegraph		W	1d.	5 2½ 18	1/6	9d.
Belper (11,643) 52-28						
Belper News		W	1d.	8 2½ 19	1 6	1/6
Buxton (14,375) 51-1-62						
Buxton Advertiser		W	2d	6 2½ 22	5/-	1/6
Buxton Herald		W	1d.	6 2½ 22	3/-	1/9
Buxton High Peak News		W	2d.	6 2½ 22	5/-	1/6
Chesterfield (40,000) 4-40-1						
Derbyshire Courier		W	2d.	7 2½ 22	7/6	3/6
Derbyshire Times	+37,000g	W	2d.	8 2½ 24½	7/6	7/6
Derby (134,000) 40-56-21						
Derby Daily Express		DE	1d.	5 2½ 16½	6/-	4/-
Derby Daily Telegraph		DE	1d.	V 2½ 23	7/-	4/-
Derby Mercury		W	2d.	5 2½ 16½	5/-	2/6
Derby Reporter		W	2d.	7 2½ 23	5/-	2/6
Derbyshire Advertiser		2W	2d.	7 2½ 23½	10/-	6/-
Glossop (22,000) 52-12						
No. Derbyshire Advertiser (Series)		W	2d.	7 2½ 22½	5/-	3/-
Ilkeston (33,000) 35-40-28						
Ilkeston Advertiser		W	1½d.	8 2½ 23½	2/-	1/3
Ilkeston Pioneer		W	1½d.	6 2½ 22	1/6	1/6
Matlock (8,546) 51-1						
Matlock Visitor		W	1½d.	7 2½ 22	3/-	1/-
DEVONSHIRE—						
Barnstaple (15,000) 63-64-65						
North Devon Herald		W	2d.	7 2½ 20	2/-	1/3
North Devon Journal		W	2d.	7 2½ 20	2/-	1/6
Bideford (10,000) 49-55-1						
Bideford Gazette	5,000g	W	1½d.	6 2½ 20½	3/-	1/6
Chudleigh (2,005) 1-29-3						
South Devon Express	7,800	W	½d.	V 2½ 13	1/-	6d.
Dartmouth (8,000) 49-7-22						
Dartmouth Chronicle		W	2d.	6 2½ 20	3/6	1/6
Devonport (80,000) 20-49-48						
Western Independent		W	2d.	6 2½ 24	5/-	3/-
Exeter (60,084) 1-7-58						
Devon and Exeter Daily Gazette		DM	1d. 2d.	7 2½ 21½	6/-	4/6
Exeter Express and Echo	+30,000g	DE½	1d.	6 2½ 21	7/-	5/-
Western Times		DM	1½d.	7 2½ 21	4/-	2/-
Ilfracombe (10,000) 51-63						
Ilfracombe Chronicle (inc. Gazette)		W	1½d.	7 2½ 23	2/-	1/-
Newton Abbot (14,500) 1-21-58						
Mid-Devon Advertiser	5,000	W	1½d.	6 2½ 22	3/6	1/9
Mid-Devon Times		W	1½d.	6 2½ 23½	4/-	2/6
Plymouth (250,000) 49-46-10-22						
Western Daily Mercury		DM	1d.	7 2½ 24	10/-	5/-
Western Evening Herald		DE	1d.	7 2½ 24	10/-	5/-
Western Morning News		DM	1d.	V 2½ 24	9/-	6/-
Western Weekly Mercury		W	1½d.	5 2½ 18	5/-	2/-
Western Weekly News		W	2d.	5 2½ 15½	6/-	4/-
Sidmouth (6,500) 51-22						
Sidmouth Observer	1,000	W	2d.	6 2½ 20	1/-	6d.
Tavistock (4,392) 1-35						
Tavistock Gazette		W	2d.	6 2½ 21	2/6	1/-
Teignmouth (9,000) 22-51						
Teignmouth Gazette	1,000	W	1½d.	6 2½ 21	3/6	2/6
Teignmouth Post	1,500	W	2d.	6 2½ 21	3/6	2/6
Tiverton (11,000) 1-64						
Tiverton Gazette (Series)		W	2d.	7 2½ 21	...	...
Torquay (40,000) 51						
Torquay Directory		W	2d.	7 2½ 21½	5/-	2/-
Torquay Times		W	2d.	7 2½ 20	4/-	1/9
Totnes (4,132) 1-8						
Totnes Times		W	1½d.	6 2½ 22½	3/6	2/-
Western Guardian		W	1½d.	6 2½ 22½	3/6	2/-
DORSETSHIRE—						
Bridport (5,000) 22-51						
Bridport News	4½-5,000	W	2d.	5 2½ 20	2/6	1/9
Dorchester (9,842) 1						
Dorset County Chronicle		W	2d.	7 2½ 24	3/6	1/9
Weymouth (24,000) 51						
Southern Times		W	2d.	7 2½ 24	3/6	1/9
Weymouth Telegram	1,000	W	1d.	6 2½ 22½	2/6	1/3
DURHAM—						
Bishop Auckland (14,000) 35-7-1						
Auckland and County Chronicle		W	2d.	7 2½ 22½	7/6	5/-
Chester-le-Street (50,000) 35-56-1						
Chester-le-Street Chronicle	5,500g	W	1½d.	6 2½ 20½	2/6	1/3
Consett (13,000) 40-4						
Consett Chronicle		W	1½d.	6 2½ 21½	2/6	1/-
Consett Guardian		W	1½d.	5 2½ 19	...	...
Darlington (55,638) 7-21-35						
Darlington Times (Series)	+26,000g	W	2d.	V 2½ 24	6/-	4/-
North Star		DM	1½d.	7 2½ 22	12/-	10/-
Northern Echo	+81,324g	DM	1d.	7 2½ 22½	20/-	15/-
Northern Evening Despatch		DE	1d.	7 2½ 22½	10/6	7/6
Durham (17,550) 4-7-1						
Durham Chronicle		W	2d.	7 2½ 23½	6/-	3/6
Durham County Advertiser		W	2d.	8 2½ 21½	6/-	3/6
Hartlepool (90,000) 49-19-59						
Northern Daily Mail	20,000g	DE	1½d.	V 2½ 22	2/6	2/6
Shields (127,000) 7-49-4						
Shields Daily Gazette		DE	1d.	V 2½ 24	9/-	6/6
Stockton (52,158) 40-49-7						
Stockton Herald		W	1d.	7 2½ 24	...	...
Sunderland (160,000) 49-4-7						
Daily Echo and Shipping Gazette	47,000	DE	1½d.	V 2½ 22	5/-	5/-
ESSEX—						
Chelmsford (35,000) 7-1						
The Essex Chronicle (Series)		W	1d	V 2½ 25	12/-	9/-
Essex Weekly News		W	2d	8 2½ 25	7/-	7/-
Clacton (10,000) 51						
East Essex Advertiser		W	1½d	7 2½ 22½	2/-	9d.
Colchester (43,500) 7-1-43						
Colchester Gazette		W	1d.	7 2½ 20	3/6	1/9
Essex County Standard		W	2d.	7 2½ 20	3/6	1/9
Essex County Telegraph		2W	2d.	7 2½ 20	3/6	2/-
Epping (7,450) 1-36						
West Essex Gazette		W	1d.	4 2½ 15½	2/6	1/3
Grays (16,003) 76						
Grays and Tilbury Gazette		W	1d.	V 2½ 16	4/6	3/-

(Continued on page 70)

Digitized by Google

Plain Dealer's Supremacy in advertising

During the year just closed The Plain Dealer's indisputable position of supremacy in volume of advertising has not only been *sustained* but it has been substantially *increased* and *strengthened* by the publication in 1920 of

Over 22 Million Lines of Paid Advertising

(an increase over 1919 of 2,912,854 Lines, the largest increase made by any Cleveland newspaper)

This eclipses all former records of The Plain Dealer and consequently is by far the largest volume ever carried by any Cleveland newspaper.

3,846,766 more lines than appeared during 1920 in the Press.

4,925,620 more lines than appeared during 1920 in the News and News-Leader.

The surest gauge of the buying power of an advertising medium is the *volume* of advertising it carries month after month and year after year.

The leadership which The Plain Dealer has so long maintained in advertising is a safe guide to the maximum results in Cleveland and Northern Ohio.

Three Million Prosperous Consumers represent the population of The Plain Dealer's market—a most densely populated, one of the most important industrial, commercial and agricultural centers in the United States.

The Plain Dealer—Cleveland's only morning newspaper—is the dominant medium of this field. It delivers the full buying power of this great market at one cost.

Advertising through The Plain Dealer reaches practically all worth-while homes of Cleveland and Northern Ohio—in the morning—the best time to influence buyers and their dollars.

Every Week—Every Month—Every Year—The Plain Dealer publishes more advertising than any other paper in Ohio. This is proof that all advertisers—local, national and classified—who have used or are now using The Plain Dealer, know positively that this great home paper brings direct results and—*Builds for Permanency.*

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 66)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Halstead (7,000) 37-40-88						
Halstead Gazette	2,750g	W	2d.	6 2½ 22	2/6	11d.
Harwich (13,623) 20-51-22						
Harwich Standard	.....	W	½d.	6 2½ 20½	...	...
Ilford (78,205) 71						
Ilford Guardian	.....	W	1d.	6 2½ 22	...	...
Ilford Recorder	15,000	W	1½d.	7 2½ 25	4/-	2/9
Loughton (9,400) 71						
Loughton and District Advertiser	9,850	W	1d.	V 2½ V	2/-	1/-
Romford (15,000) 71-36						
Essex Times	.....	W	1d.	8 2½ 24	4/6	3/3
Romford Times	.....	W	1d.	8 2½ 24	3/-	1/9
Southend-on-Sea (110,000) 51-23-1						
Southend Standard	.....	W	2d.	7 2½ 24	10/-	8/6
Southend Telegraph	.....	W	½d.	V 2½ 16	4/6	3/9
Waltham Abbey (7,500) 36-54-1						
Waltham Abbey Telegraph	5,000	W	1d.	6 2½ 23	3/-	2/-
GLOUCESTERSHIRE—						
Bristol (400,000) 40-2-41						
Avonmouth Mail (Series)	3,000	W	1d.	5 2½ 18	3/-	2/9
Bristol Evening News	.....	DE	1d.	V 2½ 18	10/-	9/-
Bristol Evening Times	.....	DE	1d.	V 2½ V	7/6	5/-
Bristol Guardian	.....	W	1d.	6 2½ 20½	6/-	4/-
Bristol Observer	.....	W	1d.	V 2½ 20	6/-	6/-
Bristol Times and Mirror	.....	DM	1d. 3d.	V 2½ 24½	7/6	5/-
Western Daily Press	.....	DM	1d.	V 2½ 25	10/-	9/-
Cheltenham (50,000) 51						
Cheltenham Chronicle	10,000g	W	2d.	V 2½ 23	5/-	2/6
Gloucestershire Echo	15-20,000g	DE	1d.	V 2½ 23	4/-	2/6
Cinderford, 4-53-40						
Dean Forest Mercury	4,500	W	2d.	8 2½ 20	2/6	1/9
Cirencester (8,000) 1						
Wilts and Gloucestershire Standard	8,000g	W	2d.	8 2½ 22	4/-	2/-
Clifton (42,466) 71						
Clifton Chronicle	.....	W	2d.	V 2½ 18	5/-	2/-
Clifton Free Press (Series)	10,000	W	1d.	7 2½ 21	12/-	7/6
Coleford (4,000) 4-53-1						
Dean Forest Guardian	3,500g	W	2d.	7 2½ 22½	2/3	1/3
Dursley (7,591) 1-74-23						
Dursley Gazette (Series)	7,000	W	1½d.	6 2½ 18	3/-	1/6
Gloucester (51,000) 39-7-1						
Gloucester Chronicle	.....	W	2d.	6 2½ 18	5/-	2/-
Gloucester Citizen	.....	DE	1d.	7 2½ V	5/-	3/6
Gloucester Journal	.....	W	2d.	7 2½ 21	5/-	3/6
Lydney (9,005) 76-31-4						
Lydney Observer	.....	W	2d.	6 2½ 22½	3/-	1/6
Stroud (8,000) 61-7-1						
Stroud Journal	3,000g	W	2d.	7 2½ 23	2/6	1/6
Stroud News	.....	W	2d.	8 2½ 22	3/-	2/-
Tewkesbury (5,350) 1-13-11						
Tewkesbury Register and Gazette	1,000	W	2d.	6 2½ 21	2/-	9d.
GUERNSEY—						
Guernsey (40,000) 36-1-29-51						
Gazette de Guernsey	.....	W	1½d.	7 2½ 20½	...	...
Guernsey Advertiser	.....	W	1d.	7 2½ 20½	...	...
Guernsey Evening Press	5,000	DM	1d.	8 2½ 24	3/-	1/9
Guernsey Star	5,000g	DE	½d.	7 2½ 21½	3/-	2/-
Guernsey Weekly Press	7,200	W	1d.	8 2½ 25½	3/-	1/9
HAMPSHIRE and ISLE OF WIGHT						
Aldershot (45,000) 48-32-7						
Aldershot Gaz. and Military News	.....	W	2d.	4 2½ 15	6/-	3/-
Aldershot News	.....	W	2d.	7 2½ 20½	3/-	1/9
Andover (9,250) 41-13-1						
Andover Advertiser (Series)	5,800	W	2d.	6 2½ 23½	4/-	2/-
Basingstoke (11,000) 7-43-1						
Hants and Berks Gazette	7,500g	W	2d.	7 2½ 22	4/-	2/3
Bournemouth (85,000) 51-49						
Bournemouth Daily Echo	.....	DE	1d.	V 2½ 24	8/-	5/-
Bournemouth Graphic	3,500	W	1½d.	4 2½ 14	3/6	2/-
Bournemouth Guardian (Series)	.....	W	2d.	7 2½ 23½	2/6	1/9
Bournemouth Times and Directory	.....	W	2d.	7 2½ 22½	6/-	4/-
Cowes, I. W. (15,000) 51-7-49						
Isle of Wight Herald	.....	W	1d.	6 2½ 20	2/-	1/-
Newport, I. W. (11,155) 1-49-68						
Isle of Wight County Press	+15,000g	W	2d.	V 2½ 24	5/-	3/6
Petersfield (4,500) 1-41						
Hants and Sussex News	.....	W	1d.	5 2½ 18½	3/-	1/3
Portsmouth (231,165) 20-51						
Evening News and So. Daily Mail	60,000	DE	1d.	V 2½ 22	6/-	6/-
Hants Telegraph and Post	20,000	W	2d.	V 2½ 22	4/-	4/-
Portsmouth Times (Series)	.....	W	2d.	8 2½ 24½	6/-	3/-
Ryde, I. W. (10,608) 51						
Isle of Wight Observer	.....	W	1d.	7 2½ 20	2/6	1/8
Isle of Wight Times	2,000	W	1d.	7 2½ 20	2/6	1/8
Sandown, I. W. (5,551) 51						
Isle of Wight Chronicle	.....	W	1d.	6 2½ 20½	2/-	1/3
Southampton (130,000) 49-51-1						
Hants Advertiser	.....	W	2d.	8 2½ 24	5/-	3/6
Hants Independent	.....	W	2d.	8 2½ 24	5/-	3/6
Southampton Times	.....	W	2d.	5 2½ 17½	6/-	3/-
Southern Echo	.....	DE	1d.	V 2½ 24	8/-	5/-
Winchester (25,000) 1-48						
Hants Chronicle	10,000	W	2d.	8 2½ 24	4/-	2/-
Hants Observer	.....	W	1½d.	7 2½ 23½	4/-	2/-
HEREFORDSHIRE—						
Hereford (27,000) 1-8						
Hereford Journal	.....	W	1½d.	7 2½ 22½	5/-	2/6
Hereford Mercury	.....	W	1d.	7 2½ 22½	4/-	2/-
Hereford Times	.....	W	2d.	7 2½ 24	5/-	4/-

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Ledbury (3,300) 1						
Ledbury Reporter	.....	W	1½d.	7 2½ 22½	2/6	1/-
Leominster (6,000) 1						
Leominster News	.....	W	1½d.	6 2½ 22½	4/6	1/9
Ross (5,000) 1						
Ross Gazette	3,000	W	1½d.	6 2½ 19	2/6	1/3
HERTFORDSHIRE—						
Barnet (31,000) 71-55-1						
Barnet and Finchley Press	.....	W	1½d.	6 2½ 23	...	...
Bishop's Stortford (8,723) 41-1-36						
Herts and Essex Observer	.....	W	2d.	7 2½ 22½	...	...
Hemel Hempstead (12,888) 1-12-7-74						
Hertfordshire Hemel Hempst'd Gaz.	.....	W	2d.	7 2½ 20½	4/6	2/6
Hertford (10,383) 1-41-13-73						
Hertfordshire Mercury	10,000	W	2d.	8 2½ 23½	4/6	2/3
Hertfordshire Record	.....	W	1d.	5 2½ 18	3/9	2/3
Hitchin (12,500) 1-7-55-71						
Herts Express (Series)	.....	W	2d.	7 2½ 22	4/-	2/6
Letchworth (11,000) 7-56-32-1						
Citizen	.....	W	2d.	6 2½ 18	3/-	1/9
Royston (3,985) 1-36-41						
Herts and Cambs Reporter	3,400	W	1½d.	8 2½ 22½	2/6	1/4½
St. Albans (32,000) 32-2-16						
Herts Advertiser	.....	W	2d.	7 2½ 24	6/-	3/-
Hertfordshire News	.....	W	1d.	5 2½ 19	3/6	2/-
Watford (45,000) 71-41-1-55						
West Herts and Watford Observer	10,000	W	2d.	7 2½ 20	6/-	4/6
West Herts Post	.....	W	1d.	6 2½ 18	2/6	1/6
HUNTINGDONSHIRE—						
Huntingdon (4,500) 1-68-56						
Huntingdonshire Post	.....	W	1d.	7 2½ 24	3/6	2/-
Hunts County News	3,000	W	1d.	7 2½ 24	2/6	1/6
St. Neots (6,000) 1-12						
St. Neots Advertiser	4,600g	W	1d.	7 2½ 28	2/6	1/3
ISLE OF MAN (52,000)—						
Douglas (25,000) 1-22-51						
Isle of Man Examiner	3,500	W	2d.	6 2½ 23	2/6	1/6
Isle of Man Times	20,000	W	3d.	V 2½ 23	3/-	1/6
Isle of Man Times	.....	DE	1d.	V 2½ 20	2/-	1/3
Mona's Herald	.....	W	1½d.	8 2½ 24	2/6	1/9
Ramsey (4,000) 1-51-22						
Ramsey Courier	2,000 p.wk.	2W	1d. 2d.	7 2½ 22	2/-	1/3
JERSEY—						
St. Heliers (30,000) 1-51						
Jersey Evening Post	6,600	DE	1d.	V 2½ 24	3/-	2/-
Jersey Morning News	35,000	DM	1d.	8 2½ 22	3/-	2/6
Jersey Weekly Post	3,800	W	1½d.	8 2½ 24	2/-	1/-
KENT—						
Ashford (15,000) 21-61-1						
Kentish Express	35,000g	W	2d.	8 2½ 24	10/-	5/-
Tuesday Express	8,000	W	1d.	8 2½ 24	5/-	2/6
Beckenham (31,693) 71						
Beckenham Advertiser	7,000	W	2d.	V 2½ 23½	2/6	1/6
Beckenham Journal	.....	W	1½d.	7 2½ 23	3/-	1/6
Beckenham Times	.....	W	2d.	7 2½ 23	3/-	2/6
Bromley (35,000) 71						
Bromley Chronicle	.....	W	1d.	6 2½ 20	2/-	1/3
Bromley Mercury	3,000g	W	1d.	7 2½ 22	3/-	2/3
Bromley Times	.....	W	2d.	7 2½ 23	3/-	2/6
Canterbury (25,000) 1-36-41						
Kent Herald	.....	W	1d.	7 2½ 21	2/6	1/6
Kentish Gazette	.....	W	2d.	7 2½ 21½	2/-	1/4
Kentish Observer	.....	W	2d.	6 2½ 21½	...	...
Chatham (42,250) 49-20-7						
Chatham, Rochester, &c., Observer	.....	W	2d.	8 2½ 22	3/6	2/-
Chatham, Rochester, &c., News	18,500	W	2d.	8 2½ 25	5/-	2/6
Deal (15,000) 22-51						
Deal, Walmer &c., Mercury	5,500	W	1½d.	6 2½ 22	2/6	1/6
Dover (43,647) 4-12-56-20						
Dover and County Chronicle	.....	W	1d.	6 2½ 20	3/6	2/-
Dover Express and East Kent News	12,000g	W	1d.	8 2 20½	5/-	2/6
Dover Standard	.....	W	1½d.	5 2½ 18	2/-	1/6
Dover Telegraph	.....	W	1d.	6 2½ 20	3/6	2/-
Faversham (11,000) 1-8-49						
Faversham Mercury	.....	W	1½d.	6 2½ 21½	...	...
Faversham and N. E. Kent News	3,100	W	1½d.	5 2½ 18	1/6	10d.
Folkestone (34,000) 51-22						
Folkestone Express	4,000g	W	1d.	5 2½ 16½	1/6	1/-
Folkestone Herald	9,400g	W	2d.	V 2½ 24	4/-	3/-
Gravesend (33,000) 12-66-55						
Gravesend and Dartford Reporter	10,000	W	2d.	8 2½ 25½	4/-	2/6
Hawkhurst (3,200) 1						
Kent, &c., Post	1,000	W	2d.	5 2½ 18	1/6	1/-
Herne Bay (7,781) 51-71						
Herne Bay Press	.....	W	2d.	6 2½ 20½	...	...
Hythe (7,000) 48-51						
Hythe Reporter	1,100	W	1½d.	4 2½ 15	1/10	1/-
Maidstone (40,000) 1-41-12-7						
Kent Messenger (Series)	25 30,000	2W	1d. 2d.	7 2½ 24½	7/6	5/-
South Eastern Gazette	.....	2W	1d. 2d.	7 2½ 22	5/-	3/-
Margate (30,000) 51						
Isle of Thanet Gaz. & Thanet Times	.....	W	2d.	V 2½ 24	4/-	2/-
Thanet Guardian	.....	W	1d.	6 2½ 21½	...	...
Ramsgate (30,000) 22-51-4						
East Kent Times	.....	2W	1½d.	6 2½ 20	3/-	1/6
Kent Argus	1,250	W	1½d.	6 2½ 19	2/6	1/6
Thanet Advertiser	6,000	W	1½d.	7 2½ 22	2/6	1/6

(Continued on page 72.)

Digitized by Google

The Meaning of the Symbol

The Sheaf and Sickles are meant to memorize the first syllable of CORNHILL—the great London thoroughfare where Street's offices have been a landmark for over 80 years.

The "S" formed by the blades means, of course, STREET'S and stands also for Service, Strength, Standing and Speed.

The Sheaf of Corn symbolises the Harvest of trade that comes to advertisers who use Street's Service.

The Symbol as a whole strikingly resembles the Dollar sign $—it suggests DOLLARS saved, DOLLARS earned and DOLLARS put into the pockets of American advertisers.

To American Manufacturers Who Intend to Advertise Their Goods to the British Public

You are invited to avail yourselves of the exceptional facilities offered by G. Street & Co., Ltd., in all matters connected with press publicity in Great Britain and the British Overseas Dominions. Consider first what is offered by

STREET'S SPECIAL SERVICE

to American Advertisers

What STREET'S (OF LONDON) *know*

They know the British and Overseas press inside out. They know the distinctive advertising value of every paper—from the great national organs to the innumerable local papers reaching thousands of towns, villages and hamlets, in every one of which there are potential purchasers of American goods.

What STREET'S (OF LONDON) *give*

They give expert advice and information based on statistics of circulations, keyed results and close systematic study of the peoples, local conditions and characteristics, also the changes in ideas, ambitions and customs brought about by the war. They give to American advertisers the resources of their well-organized PLANNING, ESTIMATING and COPY departments.

What STREET'S (OF LONDON) *save*

They save American advertisers an infinite amount of trouble, time and money in the selection and grouping of media, the organizing of press campaigns, the preparation of electros, stereos and mats, checking of insertions, claims for errors, payment of accounts, &c., &c.

SUBSCRIBE *now* to the "Advertisers' Aid"

a valuable publication giving a mass of information and technical details regarding the newspapers of the British Isles—POPULATIONS, CIRCULATIONS, RATES, COLUMN LENGTHS AND WIDTHS, LOCAL INDUSTRIES. Thoroughly checked and brought up to date every three months. Issued quarterly. Subscription for U. S. A. $1.50. Enables American advertisers to work out a skeleton campaign for England.

Then Write to

STREET'S (OF LONDON)

and they will help you to put the scheme into practical working form.

Many years' influential connection with the whole of the British and Overseas press, and unrivalled clientele of the leading national advertisers, and a splendidly organized, up-to-date service make it worth while to prospective American advertisers in Great Britain to get into touch at once with

G. STREET & CO., LTD.

("STREET'S OF LONDON")

30 Cornhill E.C. 3 {LONDON ENGLAND} 8 Serle Street, W.C. 2

Cablegrams: STREET, STOCK, LONDON

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 70)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Rochester (31,388) 7-1-73						
Rochester Journal-Standard	12,000	W	1d.	8 2¼ 25	5/-	2/6
Sevenoaks (9,183) 1						
Sevenoaks Chronicle	....	W	2d.	8 2¼ 24½	2/6	1/-
Sheerness (20,000) 20-1-65						
Sheerness Guardian	6,800	W	1½d.	7 2¼ 21	4/-	1/6
Sidcup (9,000) 71-1-36						
Kentish District Times (Series)	24,000g	W	2d.	7 2¼ 23	12/-	7/-
Sidcup and District Times	....	W	2d.	7 2¼ 23	2/6	1/8
Sittingbourne, &c. (20,251) 3-12-1-8-24						
East Kent Gazette	6,000	W	2d.	7 2½ 24	2/-	1/6
Tonbridge (14,797) 1-32-55						
Tonbridge Free Press	....	W	1½d.	5 2½ 18	5/-	2/-
Tunbridge Wells (35,703) 1-3-41						
Kent and Sussex Courier	....	W	[illegible]	8 2¼ 24½	5/-	3/6
Tunbridge Wells Advertiser	....	W	2d.	5 2¼ 19	6/-	3/-
Westerham (3,000) 1-41						
Westerham Herald	....	W	2d.	5 2½ 18½	3/-	1/9
LANCASHIRE—						
Accrington (45,031) 52-25-74						
Accrington Gazette (Series)	....	W	2d.	7 2½ 21	5/-	2/-
Accrington Observer & Times (Ser.)	....	2W	1d. 2d.	7 2½ 23	5/-	3/-
Ashton-under-Lyne (45,179) 52-30-4						
Ashton-under-Lyne Herald (Series)	....	W	2d.	7 2¼ 23	5/-	2/-
Ashton-under-Lyne Reporter (Ser.)	33,000	W	3d.	7 2¼ 23½	7/-	5/-
Cotton Factory Times	....	W	1d.	6 2¼ 23½	6/-	3/6
Bacup (22,324) 52-2-30						
Bacup Times	18,100g	W	2d.	7 2½ 24	5/-	3/-
Barrow (82,000) 49-40-1						
Barrow Guardian (Series)	....	W	2d.	5 2¼ 17	6/-	2/6
Barrow News (Series)	....	W	2d.	5 2¼ 18½	6/-	3/6
North Western Daily Mail	....	DE	1d.	5 2¼ 18½	6/-	3/-
Blackburn (133,064) 52-40-4						
Blackburn Times	21,500g	W	2d.	7 2½ 23	6/-	2/6
Blackburn Weekly Telegraph	12,000	W	1½d.	6 2¼ 21½	7/-	5/-
Northern Daily Telegraph	70,000g	DE	1d.	6 2¼ 21½	15/-	12/6
Blackpool (80,000) 51						
Blackpool Gazette and Herald	40,000 p. w.	3W	1½d. 2d.	8 2¼ 23	6/-	3/9
Blackpool Times (Series)	8,000	2W	1d. 2d.	8 2¼ 23	4/6	2/6
Bolton (180,885) 52-4-7						
Bolton Evening News	48,255	DE	1d.	V 2¼ 24½	6/-	6/-
Bolton Journal (Series)	45,000	W	2d.	V 2¼ 24½	9/-	9/-
Bootle (69,881) 49-7-58						
Bootle Herald (Series)	....	W	1½d.	V 2¼ 24	5/-	2/6
Bootle Times (Series)	10,000g	W	2d.	8 2¼ 23	3/-	2/-
Burnley (106,337) 52-4-40						
Burnley Express	....	2W	1d. 2d.	7 2½ 23	8/-	4/-
Burnley News	....	2W	1d. 2d.	6 2½ 23	7/6	3/9
Bury (60,000) 52-40-30						
Bury Guardian	....	W	2d.	6 2½ 22	5/-	2/-
Bury Times	23,000p. w.	2W	3d. 1d.	7 2½ 24	5/-	2/6
Chorley (32,000) 52-4-7						
Chorley Guardian	7,500g	W	2d.	7 2¼ 23	4/-	1/6
Chorley Weekly News (Series)	....	W	1½d.	8 2½ [illegible]	5/-	2/6
Clitheroe (13,000) 52-53-39						
Clitheroe Advertiser and Times	10,000	W	1d.	6 2½ 20	2/6	1/6
Colne (30,000) 52-7						
Colne Times	....	W	2d.	8 2¼ 22	4/-	2/4
Darwen (40,344) 52-12-55						
Darwen Gazette	....	W	1d.	5 2¼ 16¾	1/6	1/1
Darwen News	....	W	2d.	6 2¼ 20	...	...
Fleetwood (25,000) 7-21-51-76						
Fleetwood Chronicle	5,000	W	2d.	7 2¼ 22¾	4/-	2/3
Lancaster (40,000) 1-55						
Lancaster Guardian	....	W	2d.	8 2¼ [illegible]	5/-	3/-
Lancaster Observer	10,000	W	2d.	8 2¼ 24½	4/-	1/9
Liverpool (750,000) 76-49-7-13						
Liverpool Courier	....	DM	2d.	V 2¼ 23½	17/6	17/6
Liverpool Daily Post & Mercury	....	DM	2d.	V 2¼ 24	20/-	20/-
Liverpool Echo	....	DE	1d.	8 2¼ 24	25/-	25/-
Liverpool Express	....	DE	1d.	V 2¼ 23½	20/-	20/-
Liverpool Weekly Courier	....	W	2d.	5 2½ 18	17/6	17/6
Liverpool Weekly Post	....	W	1½d.	V 2¼ 24	20/-	20/-
Y Brython	....	W	2d.	5 2½ 17½	5/-	3/6
Customs Bills of Entry (A & B)	....	DE	Sub.	4 2¼ 14	2/6	2/6
Lytham (10,000) 49-51-22						
Lytham Standard	1,500	W	1d.	6 2½ 20	4/-	1/-
Lytham Times	....	W	1d.	6 2½ 21	4/-	1/3
Manchester (1,009,609) 52-55-61-37						
Manchester City News	....	W	1d.	6 2¼ 23	8/-	5/6
Manchester Daily Dispatch	460,000g	DM	1d.	7 2¼ 23	60/-	60/-
Manchester Empire News	1,250,000g	W	2d.	7 2¼ 23	100/-	100/-
Manchester Evening Chronicle	340,000g	DE	1d.	7 2¼ 23	40/-	40/-
Manchester Evening News	....	DE	1d.	V 2¼ 23	25/-	25/-
Manchester Guardian	....	DM	2d.	V 2¼ 23	25/-	23/1½
Manchester Sunday Chronicle	1,040,000g	W	2d.	7 2¼ 23	100/-	100/-
Manchester Weekly Times	....	W	1½d.	5 2¼ 15½	10/-	6/-
Morecambe (12,133) 51-22						
Morecambe and Heysham Times	4,000	W	1d.	V 2¼ V	2/-	1/3
Nelson (60,000) 52						
Nelson Leader (Series)	10,000	W	2d.	8 2¼ 23	3/6	2/-
Oldham (147,495) 52-61-40						
Oldham Chronicle	....	W	2d.	V 2¼ 22½	7/-	3/6
Oldham Evening Chronicle	+18,000g	DE	1d.	V 2¼ 22½	6/-	2/9
Oldham Evening Standard	....	DE	½d.	8 2¼ 23½	5/-	2/6
Oldham Standard	....	W	2d.	8 2¼ 23½	6/-	3/6
Ormskirk (7,409) 1-4-41						
Ormskirk Advertiser	8½–9,000	W	2d	7 2½ 23	4/-	2/-
Preston (118,000) 52-49-40						
Lancashire Daily Post	....	DE	1d.	V 2¼ 23½	10/-	10/-
Preston Guardian	28,000g	W	2d.	V 2¼ 23½	6/-	6/-
Preston Herald	....	W	1½d.	6 2¼ 23..	...	...
Rawtenstall (30,516) 52-53						
Rossendale Free Press	....	W	2d.	. ...	...	...
Rochdale (95,000) 52-30-7						
Rochdale Observer (Series)	53,000g	2W	1d. 2d.	7 2½ V	11/6	10/-
Rochdale Times (Series)	....	2W	1d. 2d.	6 2½ 20½	7/6	3/-
St. Helens (103,000) 15-4-69						
St. Helens Newspaper	....	2W	1d. 2d.	7 2½ [illegible]	4/-	1/9
St. Helens Reporter (Series)	....	2W	1d. 2d.	8 2¼ V	4/-	1/9
Southport (51,650) 7-51-58						
Southport Guardian	....	2W	1d. 2d.	. ...	6/-	4/-
Southport Visiter	....	3W	1½d. 2d.	V 2¼ 24	7/6	4/6
Urmston (9,000) 7-52						
Urmston West. Telegraph (Series)	....	W	2d.	7 2¼ 20	5/-	2/6
Warrington (75,000) 40-19-18-9						
Warrington Examiner (Series)	....	W	2d.	7 2½ 23	3/6	1/9
Warrington Guardian (Series)	40,000	2W	1d. 2d.	8 2¼ 21½	10/-	6/6
Widnes (31,544) 69-40-9						
Widnes Weekly News (Series)	....	W	3d.	7 2¼ 20½	5/-	2/6
Wigan (91,000) 4-52-40-7						
Wigan Examiner	+16,000	2W	1d. 2d.	7 2½ 23½	6/-	2/-
Wigan Observer	+20,500g	3W	1d. 2d.	8 2½ 23½	4/6	3/6
LEICESTERSHIRE—						
Leicester (227,000) 2-28-7						
Leicester Advertiser	....	W	2d.	8 2½ 23	10/-	5/-
Leicester Illustrated Chronicle	....	W	2d.	5 2¼ 16¾	9/-	4/6
Leicester Mail	....	DE	1½d.	V 2¼ 22	9/-	6/6
Leicester Mercury	....	DE	1½d.	5 2¼ 16¾	9/-	9/-
Leicester Post	....	DM	1½d.	7 2¼ 22¾	6/-	6/-
Loughborough (26,000) 7-28-74						
Loughborough Echo	6,750	W	1d.	6 2½ 22	4/-	1/6
Loughborough Monitor and Herald	....	W	1½d.	7 2¼ 23	5/-	2/3
Market Harborough (10,000) 61-28-57						
Market Harborough Advertiser	....	W	1d.	6 2½ 21½	...	...
Midland Mail	3,500	W	1½d.	7 2¼ 25	2/-	1/-
Melton Mowbray (9,203) 1-71						
Melton Mowbray Times (Series)	....	W	1½d.	6 2½ 20	3/-	1/6
LINCOLNSHIRE—						
Boston (22,000) 22-1-59						
Boston Guardian	....	W	2d.	6 2¼ 23	3/6	1/9
Lincolnshire Standard (Series)	....	W	3d.	7 2¼ 23½	4/-	2/-
Brigg (3,300) 1-40						
Lincolnshire Star (Series)	....	W	1d.	6 2¼ 22	5/-	2/6
Gainsborough (21,000) 7-73						
Gainsborough, Retford, &c., News	....	2W	1d. 2d.	7 2¼ 21	2/6	1/10
Grantham (20,074) 74-58-1						
Grantham Journal (Series)	17,058g	W	2d.	7 2½ 24	6/8	2/9
Grimsby (104,466) 22-49-76						
Grimsby News	....	W	2d.	9 2 25	7/6	3/-
Grimsby Telegraph	35,000g	DE	1d.	7 2¼ 21½	7/6	4/-
Horncastle (4,000) 1						
Horncastle News	....	W	1½d.	7 2¼ 26	1/9	7d.
Lincoln (70,000) 1-7-74-73						
Lincoln Echo	....	DE	1d.	7 2¼ 24	5/-	3/6
Lincoln Gazette & Times (Series)	....	W	1d.	7 2¼ 24	4/-	2/3
Lincoln Leader	....	W	2d.	7 2¼ [illegible]	6/-	3/6
Lincolnshire Chronicle	....	W	2d.	7 2¼ 22½	7/6	5/6
Louth (10,000) 1						
Louth and Lindsey Observer	....	W	1d.	7 2¼ 21½	6/-	1/6
Louth and North Lincs Advertiser	....	2W	½d. 1d.	6 2½ 22	1/9	1/-
Market Rasen (2,296) 1-41						
Market Rasen Mail	2,000	W	1½d.	6 2½ 20	1/-	8d.
Skegness (5,000) 51						
Skegness News	1,300	W	1½d.	5 2¼ 16	3/-	1/6
Sleaford (7,000) 1-68						
Sleaford Gazette	....	W	1½d.	7 2¼ 24	1/6	9d.
Sleaford Journal	....	W	1½d.	5 2¼ 16½	1/6	1/-
Spalding (12,000) 1-36						
Lincolnshire Free Press	15,000	W	2d.	7 2 21½	4/-	2/-
Spalding Guardian	4,000	W	2d.	7 2¼ 26	3/6	2/-
Stamford (9,646) 74-7-3-1						
Lincoln, &c., Mercury	....	W	2d.	V 2¼ 27	7/6	5/6
Stamford and Rutland News	+5,000g	W	1½d.	6 2¼ 18	2/-	10d.
MIDDLESEX—						
Brentford (17,000) 57-40-9						
Middlesex Independent	....	2W	1d.	6 2¼ 19½	2/-	9d.
Enfield (64,000) 54-23-55						
Enfield Gazette and Observer	9,000	W	2d.	7 2¼ 22	3/6	3/-
Harrow (17,076) 71-55						
Harrow Gazette (Series)	....	W	1½d.	7 2½ 22	3/6	2/6
Harrow Observer (Series)	9,000g	W	1½d.	7 2¼ 22	4/-	4/-
Hendon (55,000) 68-23						
Hendon and Finchley Times	....	W	[illegible]	7 2¼ 23	3/6	2/6
Staines (6,000) 56-36-41						
West Middlesex Times	....	W	1d.	5 2½ 17½	...	...
Uxbridge (10,374) 1-71						
Middlesex and Bucks Advertiser	12,000	W	2d.	8 2¼ 23	5/-	3/-
MONMOUTHSHIRE—						
Abergavenny (9,000) 35-1						
Abergavenny Chronicle	....	W	2d.	7 2½ 22½	3/6	10d.
Abertillery (40,000) 4-31						
South Wales Gazette	3,500-4,000	W	2d.	5 2¼ 15¾	3/-	1/9
Monmouth (5,269) 1-31-4-59						
Monmouthshire Beacon	....	W	2d.	7 2½ 23	3/-	1/-
Newport (85,000) 40-19-49						
Monmouthshire Evening Post	....	DE	1d.	5 2¼ V	6/-	3/-
Monmouthshire Weekly Post	....	W	1d.	5 2¼ V	6/-	3/-
South Wales Argus	....	DE	1d.	8 2½ 23	10/-	4/-
South Wales Weekly Argus (Ser.)	....	W	1d.	8 2½ 23	10/-	4/-
Pontypool (6,542) 40-31-4-1						
Free Press of Monmouthshire	8,000	W	1½d.	5 2¼ 17	4/6	2/6
Rh[illegible]y (13,700) 4						
Monmouth Guardian	9–10,000	W	1d.	6 2¼ 18	4/-	2/6
NORFOLK—						
Lynn (21,000) 1-7-69						
Lynn Advertiser	....	W	2d.	9 2 22½	...	...
Lynn News and County Press	7,500	W	2d.	V 2 22	3/6	1/3
Norwich (121,478) 2-1-61-23						
Eastern Daily Press	....	DM	1½d.	V 2¼ 23	15/-	8/-
Eastern Evening News	....	DE	1d.	7 2½ 23	12/-	6/-
Norfolk Chronicle	8–9,000	W	2d.	7 2¼ 22½	6/-	3/6
Norfolk News (Series)	....	W	1d.	7 2½ 23	9/-	4/-
Norwich Mercury (Series)	32,000	W	2d.	7 2½ 25	8/-	6/6
Yarmouth (60,000) 22-51						
Yarmouth Independent	....	W	2d.	7 2¼ 22	5/-	2/-

(Continued on page 76.)

Digitized by Google

"The Heart of the Nation"

WASHINGTON, D. C.

The Capital city of the nation exerts a powerful influence upon the nation at large. Washington is more than a city—it is a center upon which the eyes of the world are focused.

The population of the Nation's Capital is largely made up of people from all over the country who still retain their close touch with the folks back home.

THE WASHINGTON STAR

with its evening and Sunday morning edition is the home newspaper of the Capital city. It is the one medium necessary to properly introduce your product to Washington readers and through them to the nation.

CIRCULATION

90,832 Daily **86,976 Sunday**

ADVERTISING RATES

20c Per Line Flat

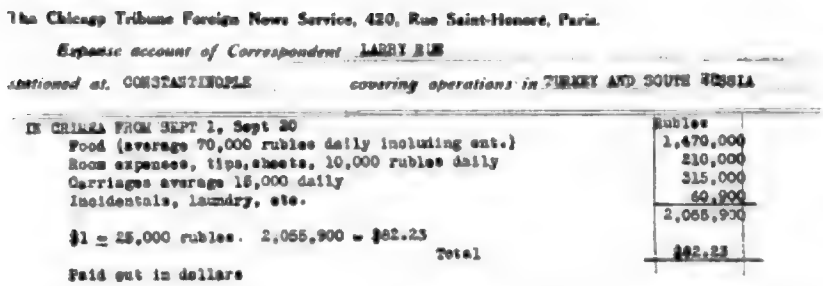
The Evening Star
WITH SUNDAY MORNING EDITION.

The National Newspaper at the Nation's Capital

Eastern Representative
Dan C. Carroll
150 Nassau St.
New York City

Western Representative
J. E. Lutz
1st National Bank Bldg.
Chicago, Ills.

Digitized by Google



The Chicago Tribune Foreign News Service, 420, Rue Saint-Honoré, Paris.

Expense account of Correspondent LARRY RUE

stationed at CONSTANTINOPLE *covering operations in* TURKEY AND SOUTH RUSSIA

	Rubles
IN CRIMEA FROM SEPT 1, Sept 20	
Food (average 70,000 rubles daily including ent.)	1,470,000
Room expenses, tips, sheets, 10,000 rubles daily	210,000
Carriages average 15,000 daily	315,000
Incidentals, laundry, etc.	60,900
	2,055,900
$1 = 25,000 rubles. 2,055,900 = $82.23	
Total	$82.23

Paid out in dollars

This is a copy of the expense account of Larry Rue, the Chicago Tribune's correspondent in the near east. One imagines him traveling about the Crimea followed by a couple of trucks loaded with rubles. In three weeks he spent more than 2,000,000 rubles, normally something like $1,000,000. His food alone cost 70,000 rubles a day. His tips and the sheets on his bed, which come extra there, amounted to 210,000 a month. But it takes 25,000 rubles to make $1. This is an interesting sidelight on The Tribune's Foreign News Service.

THE CHICAGO TRIBUNE NEWS SERVICE

is made up of five important classifications.

1. Cables from all parts of the world, sent by The Chicago Tribune foreign News Service.

2. Washington news from The Tribune's Washington bureau, of which Arthur Sears Henning is the director.

3. Articles by special writers and news reports from every point where a big story breaks.

4. Stories of every important sporting event by The Tribune's staff of experts.

5. Market reports and reviews by veterans stationed at the world's great markets.

Geographical boundaries do not affect the value of this service. Twenty-two representative newspapers are using The Tribune's complete leased wire service in these cities:

Minneapolis	Pittsburgh	Boston	Philadelphia
Kansas City	Detroit	San Antonio	Salt Lake City
Seattle	Omaha	Fort Worth	San Francisco
Portland	Denver	Little Rock	Toronto
Los Angeles	Baltimore	Buffalo	Vancouver
Houston			Evansville

They include morning and evening papers, divided about equally between the middle west, the far west, the south and the east. Politically, Republican, Democratic and independent newspapers are represented.

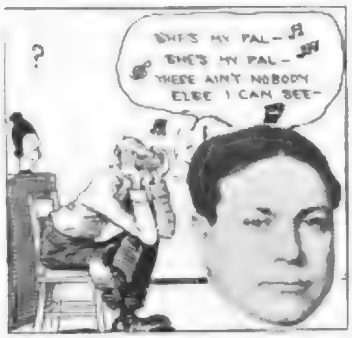
Thousands of words are sold each night to many other papers which do not buy the complete service.

Considering the high character of The Chicago Tribune News Service the cost is extremely low. We consider it the most valuable supplementary service being offered to newspapers. Write for further information and costs.

CHICAGO TRIBUNE NEWSPAPERS SYNDICATE

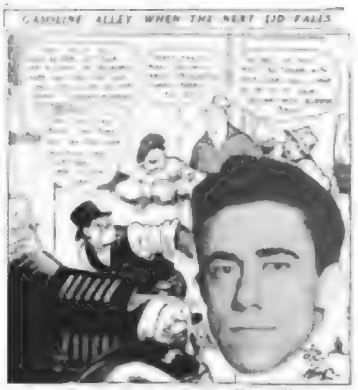
Chicago, or 512 Fifth Avenue, New York

Digitized by Google



Sidney Smith, Creator of Andy Gump

This is the time to build up circulation and prestige—to establish a sound basis for the continued growth and prosperity of your newspaper. 1920 was an easy year to get business, a hard one to get paper. Now newsprint is more abundant, but every newspaper must get out and fight to increase its lineage in 1921.



Frank King and Gasoline Alley

THE CHICAGO TRIBUNE FEATURES

are circulation boosters that will provide a complete service for any newspaper.

1. Comic strips that keep up a day to day interest.
2. Departments that are followed eagerly by a wide circle of readers.
3. Fiction that equals that of the best magazines.
4. Special features for women, such as fashions, embroidery, cookery and home decoration.
5. Sporting features for lovers of athletics and outdoors.

Chicago Tribune comics include

Andy and Min
Gasoline Alley
Harold Teen
Kernel Cootie
Winnie Winkle
"If we could not tell a lie"
Four pages of comics in color for Sunday

Departments include

How to Keep Well, by Dr. W. A. Evans
Lin'o Type or Two, by B. L. T.
Farm and Garden, by Frank Ridgway
The Potters and Slams of Life, by J. P. McEvoy
Woods and Waters, by Larry St. John
Daily Memory Tests

Among the features for women are Fashion's Blue Book, The Tribune Cook Book, Beauty Answers, Doris Blake's answers to the Lovelorn and The House Beautiful.

Every feature has been tested in The Chicago Tribune and offered to other papers only after it has proved popular. The Tribune, using these features exclusively, has without any special effort acquired a circulation of 450,000 daily and 800,000 Sunday. It considers Tribune features to be the most satisfactory combination available. Write for further information and costs.

CHICAGO TRIBUNE NEWSPAPERS SYNDICATE

Chicago, or 512 Fifth Avenue, New York

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 72)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
NORTHAMPTONSHIRE—						
Kettering (29,976) 2-1-35-43						
Kettering Guardian	18,000	W	1½d.	V 2½ 22½	5/–	3/–
Northants Evening Telegraph	15,000	DE	1d.	6 2⅛ 24½	5/–	3/–
Northampton (100,000) 2-1-28-7						
Northampton Daily Chronicle	....	DE	1d.	7 2¼ 25	6/–	5/–
Northampton Echo	....	DE	1d.	5 2¼ 21	4/–	2/6
Northampton Herald	....	W	1d.	7 2¼ 25	6/–	5/–
Northampton Independent	15,000g	W	2d.	3 2½ 9½	4/–	3/6
Northampton Mercury	....	W	1d.	5 2¼ 21	4/–	3/–
Peterborough (40,000) 21-7-3-1						
Peterborough Advertiser	+25,000	2W	1½d. 2d.	7 2¼ 2 4	5/–	3/6
Peterborough Standard	....	W	2d.	7 2½ 22½	3/6	2/–
Wellingborough (20,000) 2-7-43						
Wellingborough News (Series)	+15,000	W	1½d.	6 2⅛ 24½	3/6	3/–
Wellingborough Post	8,000	W	1½d.	V 2½ 22½	3/–	2/–
NORTHUMBERLAND—						
Alnwick (7,040) 1-35-[illegible]						
Alnwick and County Gazette	....	W	2d.	7 2¼ 22	4/–	2/–
Alnwick Guardian	....	W	2d.	7 2¼ 22	3/–	1/6
Berwick (13,000) 1-22-59-7						
Berwick Advertiser	6,200g	W	1½d.	7 2½ 27	3/6	1/9
Berwick Jnl. & N. N'umbl'd News	4,000	2W	2d.	6 2½ 19½	5/–	1/9
Blyth (33,000) 4-49						
Blyth News	....	2W	1d.	V 2½ 24	5/–	2/6
Hexham (9,000) 4-1-71						
Hexham Courant	6,500g	W	2d.	V 2⅛ 24	5/–	2/–
Hexham Herald	4,000	W	2d.	7 2¼ 22½	5/–	2/–
Morpeth (7,436) 4-1						
Morpeth Herald	....	W	2d.	V 2¼ V	2/6	1/6
Newcastle (300,000) 49-4-40						
Newcastle Daily Chronicle	....	DM	2d.	6 2½ 22	10/–	10/–
Newcastle Daily Journal	....	DM	2d.	7 2¼ 22	10/–	6/–
Newcastle Evening Chronicle	....	DE	1½d.	6 2½ 22	20/–	20/–
Newcastle Illustrated Chronicle	....	DM	1½d.	4 2½ 13½	3/–	3/–
Newcastle Sunday Sun	....	W	2d.	7 2¼ 22	10/–	10/–
Newcastle Weekly Chronicle	....	W	2d.	6 2½ 22	5/–	5/–
North Mail	....	DM	1½d.	7 2¼ 22	10/6	10 6
Shields (72,000) 49-22-4						
Shields Daily News	....	DE	1d.	8 2¼ 21½	5/–	3/–
NOTTINGHAMSHIRE—						
Mansfield (45,000) 4-40-52						
Mansfield & N. Notts Advertiser	....	W	2d.	6 2½ 21	2/–	1/6
Mansfield Reporter	....	W	2d.	7 2½ 22	2/–	1/6
Newark (17,000) 7-41-4						
Newark Advertiser	....	W	2d.	7 2½ 22	3/–	2/–
Newark Herald	....	W	2d.	7 2½ 22	2/6	1/6
Nottingham (260,000) 64-28-4-7-50						
Nottingham Evening News	....	DE	1½d.	V 2¼ 22½	12/–	10/–
Nottingham Evening Post	....	DE	1½d.	V 2½ 22¼	15/–	15/–
Nottingham Guardian	....	DM	1½d.	V 2½ 22[illegible]	12/–	12/–
Nottingham Journal and Express	....	DM	1½d.	V 2¼ 22½	12/–	10/–
Nottinghamshire Guardian	....	W	1½d.	6 2½ 22¼	10/–	10/–
Notts Local News (Series)	+10,000	W	1d.	V 2¼ V	4/–	3/–
Notts Weekly Express	....	W	1½d.	7 2¼ 22½	7/6	5/–
Retford (14,000) 57-7-21-18						
Retford Herald	....	W	1d.	V 2⅛ 16½	2/–	1/3
Retford Worksop, &c., Times	....	W	2d.	V 2½ [illegible]	3/–	2/3
Sutton in Ashfield (24,000) 4-28						
Notts Free Press	8,000g	W	2d.	6 2¼ 23	2/–	1/6
Worksop (24,000) 35-1-59						
Worksop and Retford Guardian	....	W	2d.	6 2½ [illegible]	3/–	1/10
OXFORDSHIRE—						
Banbury (14,000) 1-7-68						
Banbury Advertiser	5,000	W	1½d.	5 2½ 19	4/–	1/6
Banbury Guardian	....	W	2d.	6 2⅛ 22½	5/–	2/–
Bicester (4,000) 1-68						
Bicester Advertiser	2,500	W	2d.	6 2½ 20	2/–	1/4
Chipping Norton (5,000) 1-43						
Oxon Weekly News	2,200g	W	1d.	5 2½ 18	2/6	1/–
Oxford (53,000) 1-56-71						
Oxford Chronicle	....	W	2d.	5 2½ 19	7/–	3/6
Oxford Journal Illustrated	7,000g	W	2d.	4 2½ 15	3/–	2/3
Oxford Times	20,000g	W	2d.	6 2½ 24	7/6	5/–
Witney (5,000) 1-30-28						
Witney Gazette	....	W	1d.	6 2½ 20	2/6	1/3
SHROPSHIRE—						
Ludlow (6,000) 1						
Ludlow Advertiser (Series)	3,000	W	1d.	6 2½ 22½	2/6	1/6
Newport (3,400) 1-74						
Newport & Market Drayton Adver.	6,000	W	2d.	8 2 24	3/6	2/–
Oswestry (10,000) 1-35-3						
Border Counties Advertiser	....	W	2d.	8 2¼ 21½	6/6	4/6
Shrewsbury (29,000) 7-56-1						
Shrewsbury Chronicle	....	W	2d.	8 2 24	7/6	3/6
Wellington (8,600) 4-40-1						
Wellington Jrl. & Shrewsb'y News	44,951g	W	1½d.	8 2¼ 21½	12/6	10/6
Whitechurch (5,257) 1						
Whitechurch Herald	....	W	1d.	7 2¼ 21½	5/–	2/6
SOMERSETSHIRE—						
Bath (80,000) 53-12-43-51						
Bath Chronicle	....	W	2d.	4 2½ 15	10/–	4/–
Bath Herald	....	DE	1d.	V 2½ 24	6/–	3/–
Bath and Wilts Chronicle	....	DE	1d.	V 2½ 24	10/–	4/–
Weekly Herald	....	W	2d.	6 2½ 24	6/–	3/–
Chard (6,896) 1-64-74						
Chard News (Series)	....	W	2d.	5 2½ 21½	...	...
Glastonbury (4,500) 1-55-2						
Central Somerset Gazette	....	W	1½d.	6 2½ 20	5/–	1/6
Langport (6,723) 1-28-58						
Langport and Somerton Herald	....	W	2d.	7 2¼ 24½	3/–	1/9
Radstock (4,000) 4-1						
Somerset Guard. & Radstock Obsvr	....	W	2d.	7 2¼ 24	4/–	2/–
Shepton Mallet (5,301) 1-41-37						
Shepton Mallet Journal	....	W	1d.	6 2½ 20	5/–	5/–
Taunton (23,000) 1-7-28-3						
Somerset County Express (Series)	....	W	1d. 1½d.	7 2¼ 20	3/–	1/9
Somerset County Gazette (Series)	....	W	2d.	7 2½ 24	7/6	4/–
Wellington (8,000) 30-61-1						
Wellington Weekly News	+3,000	W	1½d.	6 2¼ 22	2/–	1/6
Wells (5,000) 1-36						
Wells Journal	4,000	W	1½d.	V 3 20	2/6	2/6
Weston-super-Mare (26,000) 51-71						
Weston-super-Mare Gazette	....	W	2d.	5 2½ 18	5/–	3/–
Weston-super-Mare Mercury	....	W	2d.	7 2½ 25	5/–	3/–
Williton (5,200) 1-51						
West Somerset Free Press	....	W	2d.	7 2½ 23	2/6	1/3
Yeovil (15,000) 28-7-41						
Western Chronicle	....	W	2d.	5 2¼ 17	3/6	2/3
Western Gazette (Series)	78,000	W	1d. 2d.	8 2½ 23½	11/–	8/–
STAFFORDSHIRE—	(pre-war)					
Brierley Hill (12,264) 4-3-40						
County Herald	....	W	1½d.	7 2⅛ 22	5/–	2/–
Burton (50,000) 41-4-40-7						
Burton Chronicle	....	W	2d.	7 2¼ 24½	4/6	2/9
Burton Daily Mail	....	DE	1d.	V 2¼ 24	7/6	5/–
Burton Evening Gazette	....	DE	1d.	6 2¼ 24½	3/–	2/–
Burton Observer	....	W	2d.	5 2⅛ 16½	5/–	3/6
Cannock (30,000) 4-1-70						
Cannock Advertiser	7,000	W	1½d.	8 2½ 24½	2/6	2/–
Cannock Chase Courier	....	W	1d.	6 2½ 20	2/6	1/6
Hanley (Stoke-on-Trent 234,553) 4-65-40						
Staffordshire Daily Sentinel	60,000	DE	1d.	7 2⅛ 23	7/6	7/6
Staffordshire Weekly Sentinel	25,000	W	2d.	7 2⅛ 23	4/6	3/–
Leek (18,000) 37-1						
Leek Times	4,000	W	2d.	6 2½ 21	5/–	1/6
Lichfield (8,617) 41-7-36-40						
Lichfield Mercury	....	W	2d.	7 2¼ 22	3/6	2/6
Stafford (28,000) 2-7-1						
Staffordshire Advertiser	15,000	W	2d.	8 2¼ 23	6/–	4/–
Staffordshire Chronicle	....	W	1½d.	8 2¼ 23½	5/6	2/6
Tamworth (7,738) 4-1-12						
Tamworth Herald	7,000	W	1d.	6 2½ 20½	4/–	2/6
Uttoxeter (5,917) 74-41						
Uttoxeter Advertiser	2,500g	W	1½d.	7 2¼ 22	2/–	1/–
Walsall (92,115) 58-70-43-40-4-3						
Walsall Observer	20,000g	W	2d.	7 2⅛ 24	4/–	2/6
Walsall Pioneer	....	W	1½d.	5 2½ 17½	4/–	2/6
Wednesbury (29,000) 74/70-40						
Midland Advertiser	....	W	1d.	6 2¼ 22½	...	...
Wednesbury Boro' News	....	W	1½d.	7 2⅛ 22	5/–	2/6
West Bromwich (68,345) 4-40-70						
Midland Chronicle	+5,000	W	1d.	7 2⅛ 20½	4/–	1/6
West Bromwich Free Press	....	W	1d.	6 2½ [illegible]	5/–	1/3
Wolverhampton (95,000) 40-19-56						
Midland Counties Express	....	W	1½d.	7 2⅛ 24	6/–	2/–
Wolverhampton Chronicle	....	W	1½d.	7 2⅛ 24	6/–	2/–
Wolverhampton Express and Star	....	DE	1d.	7 2⅛ 24	9/–	9/–
SUFFOLK—						
Beccles (8,000) 1-7-32						
East Suffolk Gazette	1,850	W	2d.	6 2½ 20½	4/6	1/6
Bury (16,000) 7-1-[illegible]						
Bury Free Press	8,000g	W	2d.	7 2½ 24	4/6	2/6
Bury and Norwich Post (Series)	....	W	2d.	8 2¼ 22½	4/6	2/9
Ipswich (80,000) 1-7-13-43-50						
East Anglian Daily Times	....	DM	1½d.	V 2½ 25	14/–	8/–
Ipswich Evening Star	....	DE	1d.	V 2½ 25	10/–	6/–
Suffolk Chronicle	+36,000	W	2d.	V 2½ 25	12/–	8/–
Stowmarket (4,230) 1-14-55						
Stowmarket Courier	....	W	2d.	....	...	...
Sudbury (7,141) 1-37-3-14						
Suffolk, &c., Free Press	....	W	2d.	....	...	...
SURREY—						
Chertsey (14,418) 1-63						
Surrey Herald	10,500	W	1d.	7 2¼ 19½	3/–	3/–
Croydon (200,000) 71-7						
Croydon Advertiser	25,000g	W	2d.	7 2¼ 23½	6/–	5/–
Croydon Times	....	3W	1d.	7 2¼ 23	3/6	2/3
Farnham (13,000) 71-1						
Farnham Herald	6,500	W	2d.	6 2¼ 22	4/6	2/3
Surrey and Hants News	....	W	1d.	7 2¼ 18½	3/–	1/3
Guilford (25,543) 1-7-32						
Surrey Advertiser	20,000	3W	½d. 1d. 2d.	V 2¼ 24½	6/–	4/–
Surrey Times	....	2W	1½d.	8 2⅛ 20½	4/–	2/6
Surrey Weekly Press	....	W	1½d.	7 2¼ 20	3/–	2/6
Kingston (37,977) 71						
Surrey Comet – S. Middlesex News	24,500g	2W	1d. 2d.	V 2½ 24	11/–	6/–
Redhill (28,502) 1						
Surrey Mirror (Series)	....	W	2d.	8 2¼ 22½	9/–	6/–
Surbiton (17,717) 71						
Surbiton Times	....	W	1d.	5 2¼ 16½	2/–	9d.
Sutton (21,275) 71						
Surrey County Herald (Series)	10,000	W	2d.	8 2¼ 26	5/–	2/6
Sutton Advertiser (Series)	....	W	1d.	7 2⅛ 23½	2/6	1/6
Wallington (30,000) 71-7						
Wallington Times	5,000	W	1d.	7 2¼ 23	2/6	1/3
Woking (27,000) 36-65-32-57						
Woking News and Mail	....	W	1½d.	7 2¼ 19½	3/6	1/9
SUSSEX—						
Arundel (2,842) 1-36-8-55						
West Sussex Gazett	37,000	W	2d	7 2¼ 24	12/6	7/–
Bexhill (15,331) 51						
Bexhill Chronicle	....	W	1½d.	5 2¼ 18½	3/6	1/10½
Bexhill Observer	....	W	1½d.	7 2¼ 22	3/–	2/–
Brighton (131,250) 51-71-1						
Brighton Gazette	....	2W	2d.	7 2¼ 20	5/–	3/–
Brighton Herald	16,500	W	2d.	6 2½ 21½	4/–	2/6
Evening Argus	....	DE	1d.	7 2¼ 24	8/9	6/2
Southern Weekly News	....	W	2d.	7 2½ 20	7/6	4/4½
Sussex Daily News	....	DM	1½d.	7 2¼ 20	8/9	6/2
Chichester (13,000) 1						
Chichester Observer (Series)	....	W	1d.	6 2¼ 18½	6/–	3/–

(Continued on page 78.)

Digitized by Google

The Times-Union

First in Its Field

Helped to "Put Over" Dromedary Cocoanut, In Rochester, N. Y.

The Hill Brothers Company (Dromedary Cocoanut) wrote us:—

"It has been highly gratifying to receive such enthusiastic cooperation from The Times-Union. The service rendered in conjunction with the window display contest has contributed very largely to the success of the whole campaign. We have a very high regard for the service you have rendered us."

This is but one of more than 70 accounts on which we have cooperated or made general investigations.

Our Service Department is at YOUR disposal.

We know the Rochester field from every angle. Our fund of information is invaluable to any advertiser.

Write us and we'll start a preliminary investigation for you.

Rochester Times-Union

A. B. C. Audit Circulation 64,018

J. P. McKINNEY & SON

REPRESENTATIVE

334 Fifth Ave., New York **122 So. Mich. Ave., Chicago**

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 76)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Eastbourne (55,000) 51						
Eastbourne Gazette	.....	W	2d.	S 2½ 17	6/-	3/6
Hastings (61,100) 51						
Evening Argus	.....	DE	1d.	7 2½ 21	5/7½	3/5
Hastings & St. Leonards Observer.	−10,000g	W	2d.	V 2½ 26	5/-	3/6
Haywards Heath (5,000) 1-71						
Mid Sussex Times	5,000g	W	2d.	6 2½ 22	5/-	1/9
Horsham (11,314) 1-59-7						
West Sussex County Times	.....	W	2d.	7 2½ 23	2/3	1/3
Lewes (11,000) 1						
Sussex County Herald	.....	W	2d.	S 2½ 17	7/6	4/-
Sussex Express	.....	W	2d.	V 2¼ 24	4/-	3/-
Littlehampton (9,000) 51						
Littlehampton Gazette	.....	W	1d.	6 2½ 20½	2/9	1/6
Worthing (33,000) 51-8						
Worthing Gazette	5,000	W	2d.	7 2½ 22	5/-	2/6
Worthing Herald	.....	W	2d.	S 2½ 17	6/-	3/-
WARWICKSHIRE—						
Atherstone (20,536) 1-4-16						
Atherstone News	.....	W	1½d.	6 2½ 20½	...	...
Birmingham (895,000)70-7-56 23 5-41-54						
Birmingham Despatch	.....	DE	1d.	7 2½ 22	25/-	17/6
Birmingham Gazette	.....	DM	1d.	7 2½ 22	25/-	17/6
Birmingham Mail	.....	DE	1d.	7 2½ 24	22/6	18/-
Birmingham News	.....	W	2d.	7 2½ 20	5/-	5/-
Birmingham Post	.....	DM	2d.	7 2½ 24	12/6	10/-
Birmingham Weekly Post	.....	W	2d.	S 2½ 16	10/-	7/-
Midland Counties Herald	.....	W	1d.	7 2½ 25	6/-	5/-
Sunday Mercury and News	.....	W	3d.	7 2½ 22	40/-	30/-
Coleshill (5,815)1-4						
Coleshill Chronicle	1,100	W	1d.	7 2½ 22½	3/-	1/-
Coventry (160,000) 5 56-7-23-61						
Coventry Herald	.....	2W	2d.	S 2½ 17½	5/-	2/-
Coventry Standard	.....	2W	2d.	7 2½ 21	6/-	4/-
Coventry and Warwickshire Graphic	10,000	W	2d.	3 2½ 10	5/-	2/-
Midland Daily Telegraph	.....	DE	1d.	7 2½ 24	5/-	5/-
Kenilworth (5,776) 3-36-58						
Kenilworth Advertiser	.....	W	1d.	7 2½ 23	3/-	1/6
Leamington Spa (31,000) 1-41-51-71						
Leamington Chronicle	.....	W	1d.	7 2½ 21½	3/6	2/6
Leamington Morning News	3,000	DM	½d.	6 2½ 18	2/6	1/6
Leamington Spa Courier	.....	W	2d.	6 2½ 21½	4/-	2/-
Nuneaton (45,000) 4-53-43-7						
Midland Counties Tribune (Series)	40,000g	W	1d.	7 2½ 24	5/-	5/-
Midland Daily Tribune	25,000	DE	1d.	7 2½ 24	4/-	4/-
Nuneaton Chronicle	.....	W	2d.	7 2½ 23	5/-	3/6
Nuneaton Observer (Series)	18,500	2W	2d.	3 2½ 16	6/-	3/-
Rugby (30,000) 23-7-1						
Rugby Advertiser (Series)	T4000F12000	2W	1d. 2d.	7 2½ 25	4/-	2/3
Rugby Observer	9,000	W	2d.	S 2½ 21	4/-	2/-
Stratford-on-Avon (8,500) 41-1-69						
Stratford-on-Avon Herald	4,800g	W	1½d.	6 2½ 21	3/-	1/2
Warwick (12,000) 1-74-7						
Warwickshire Advertiser	.....	W	1½d.	6 2½ 20	3/-	1/6
WESTMORELAND—						
Ambleside (2,360) 1-51 71						
Lake District Herald	.....	W	3d.	8 2½ 24	2/-	1/3
Kendal (15,000) 7-12-30-2-50-32						
Westmoreland Gazette	.....	W	2d.	V 2½ 23½	7/6	2/6
WILTSHIRE—						
Devizes (8,000) 1-50-41						
Wiltshire Advertiser	6,000	W	1d.	6 2½ 21	2/6	1/6
Wiltshire Gazette	8-9,000	W	2d.	7 2½ 23	3/6	1/9
Wiltshire Telegraph	6-7,000	W	1d.	7 2½ 19½	2/6	1/3
Marlborough (5,255) 1						
Wiltshire, &c., County Paper	8,500	W	2d.	7 2½ 23	5/-	1/6
Salisbury (21,217) 1-14-41-48-55-56						
Salisbury Times & S. Wilts Gazette.	.....	W	2d.	7 2½ 24	2/6	1/-
Salisbury and Winchester Journal	.....	W	2d.	6 2½ 23	4/6	2/-
Swindon (60,000) 21-43-1						
Evening North Wilts Herald	.....	DE	½d.	V 2½ V	2/6	1/6
North Wilts Herald	.....	W	2d.	8 2½ 24½	7/6	5/-
Swindon Advertiser	.....	W	1½d.	7 2½ 22½	7/6	5/-
Swindon Evening Advertiser	.....	DE	1d.	7 2½ 22½	7/6	5/-
Trowbridge (13,000) 1-43-7						
Wiltshire News	.....	W	1½d.	4 2½ 15	5/6	2/6
Wiltshire Times	12,000g	W	2d.	8 2½ 22	5/-	2/6
WORCESTERSHIRE—						
Bromsgrove (16,138) 21-1-43						
Weekly Messenger	.....	W	1½d.	6 2½ 20	4/-	1/4
Droitwich (4,146) 38-1						
Droitwich Guardian	.....	W	1½d.	6 2½ 20	3/-	3/-
Dudley (51,092)40-70-4						
Dudley Herald	.....	W	2d.	7 2½ 22	5/-	2/6
Evesham (8,341) 36-1						
Evesham Jrl. & Four Shires Advtiser.	.....	W	2d.	7 2½ 23	6/-	3/-
Evesham Standard	.....	W	1½d.	7 2½ 23½	5/-	1/6
Kidderminster (24,333) 42-1-52						
Kidderminster Shuttle	7,500	W	2d.	6 2½ 22½	5/-	2/6
Kidderminster Times	8,500	W	2d.	7 2½ 24½	10/6	3/-
Malvern (20,000) 11						
Malvern Gazette	.....	W	2d.	8 2½ 23	6/-	3/-
Malvern News	.....	W	1½d.	7 2½ 23½	5/-	1/6
Oldbury (35,000) 69-21-40						
Oldbury Weekly News	10,000	W	1½d.	7 2½ 20	3/-	1/-
Redditch (20,000) 34-5-56-1						
Redditch Indicator	6-7,000	W	1½d.	6 2½ 21	4/2	1/-
Stourbridge (17,316) 40-15 65-70						
County Exp. for Worcs. & Staffs (S.)	.....	W	2d.	8 2½ 23½	5/-	4/-
Worcester (50,000) 7-65-55-1						
Berrows' Worcester Journal	.....	W	2d.	8 2½ 23½	5/-	2/-
Worcester Chronicle	.....	W	1½d.	7 2½ 20	6/-	2/6
Worcester Daily Times	.....	DE	1d.	8 2½ V	5/-	1/9
Worcester Echo	.....	DE	1d	7 2½ 20	5/-	1/9
Worcester Herald	.....	W	2d.	7 2½ 20	6/-	2/6
Worcestershire Advertiser	.....	W	2d.	7 2½ 24½	7/6	3/-
Worcestershire Standard	.....	W	1½d.	7 2½ 23½	5/-	1/6
YORKSHIRE—						
Armley (20,000) 40-43-4						
Armley News	.....	W	2d.	6 2½ 18½	4/-	2/-
Barnsley (50,614) 35-15-39						
Barnsley Chronicle	20,000	W	2d.	6 2½ 25	5/-	4/3
Barnsley Independent	.....	W	2d.	6 2½ 23	3/-	2/3
Beverley (13,654) 1-58						
Beverley Guardian (Series)	5-6,000g	W	1½d.	6 2½ 22	3/-	1/6
Bradford (300,000) 30-69-55-61						
Bradford Argus	.....	DE	1d.	S 2½ 19	9/-	6/-
Bradford Daily Telegraph	.....	DE	1d.	6 2½ 22	9/-	6/-
Yorkshire Observer	.....	DM	1d.	7 2½ 23	12/-	10/6
Yorkshire Observer Budget and Bradford Weekly Telegraph	.....	W	2d.	7 2½ 23	7/6	5/-
Bridlington (14,344) 51-1-22						
Bridlington Chronicle	.....	W	1½d.	6 2½ 22½	...	...
Bridlington Free Press	.....	W	2d.	7 2½ 22	4/-	1/6
Brighouse (20,845) 37-52-30						
Brighouse Echo (Series)	6,000g	W	2d.	6 2½ 21	2/6	1/9
Cleckheaton (14,000) 18-58-74						
Cleckheaton Guardian	9,000g	W	2d.	7 2½ 20	5/-	3/-
Dewsbury (54,000) 30-43						
Dewsbury News (Series)	.....	W	2d.	7 2½ 11	4/-	2/6
Dewsbury Reporter (Series)	16,000g	W	2d.	8 2½ 22½	4/6	4/6
Doncaster (54,000) 4-7-21						
Doncaster Chronicle	.....	W	1d.	7 2½ 23	4/6	2/6
Doncaster Gazette	.....	W	2d.	8 2½ V	4/-	2/6
Goole (23,000) 49-7-12-76-1-73						
Goole Times (Series)	11,830g	W	2d.	V 2½ 22	5/-	2/-
Halifax (110,000) 61-7-70-30						
Halifax Courier	20,000g	W	2d.	V 2½ 22½	6/-	3/6
Halifax Daily Guardian		DE	1d.	V 2½ 22½	6/-	3/6
Halifax Evening Courier	19,000g	DE	1d.	7 2½ 22½	6/-	3/6
Halifax Guardian	.....	W	2d.	7 2½ 22½	6/-	2/6
Harrogate (35,000) 51-71						
Harrogate Advertiser	.....	W	2d.	9 2 23½	3/-	1/6
Harrogate Herald (Series)	.....	W	2d.	7 2 23½	6/-	3/-
Hebden Bridge (15,944) 43-1-55						
Hebden Bridge Times	5,000	W	2d.	6 2½ 20	2/-	1/-
Heckmondwike (9,017) 61-30-40-7						
Heckmondwike Herald (Series)	.....	W	2d.	7 2½ V	4/-	2/3
Holmfirth (10,000) 30						
Holmfirth Express	3,000	W	2d.	6 2½ 20½	3/6	1/6
Huddersfield (118,000) 61-7-69						
Huddersfield Daily Examiner	.....	DE	1d.	8 2½ 23	5/-	3/-
Huddersfield Examiner	23,500g	W	3d.	8 2½ 23	8/-	4/6
Hull (291,118) 22-13-41-73						
East Riding County Recorder	6-7,000	W	2d.	8 2½ 28	5/-	3/6
Hull Daily Mail	60,000g	DE	1d.	V 2½ 23	15/-	10/-
Hull Daily News	35,000g	DE	1d.	7 2½ 21½	15/-	6/-
Hull Eastern Morning News	.....	DM	1d.	7 2½ 21½	15/-	7/-
Hull News	50,000	W	1½d.	7 2½ 21½	15/-	7/-
Hull Times (Series)	45,000g	W	2d.	V 2½ 23	15/-	10/-
Ilkley (9,000) 51-71						
Ilkley Free Press and Gazette	.....	W	2d.	6 2½ 23	1/6	1/-
Keighley (45,000) 61-30-7						
Keighley News	18,500	W	1d.	V 2½ 22½	6/-	3/-
Leeds (460,000) 43-30-7 18						
Leeds Mercury	.....	DM	1d.	S 2 16	15/-	12/-
Yorkshire Evening News	150,000g	DE	1d.	V 2½ 23	27/-	18/-
Yorkshire Evening Post	.....	DE	1d	V 2½ 22	27/-	21/-
Yorkshire Post	.....	DM	2d.	V 2½ 22½	30/-	23/4
Yorkshire Weekly Post	.....	W	2d.	4 2½ 16½	13/9	7/-
Malton (4,000) 1						
Malton Messenger	2,000	W	2d.	7 2½ 28	1/6	1/-
Mexborough (18,000) 4-40-15						
Mexborough Times (Series)	+30,000g	W	2d.	V 2¼ 22½	8/-	5/-
Middlesbrough (150,000) 40-49-69						
North Eastern Daily Gazette	70,000g	DE	1d.	V 2½ 24	10/-	8/-
Northern Weekly Gazette	35,000g	W	1d.	3 2½ 11	6/-	4/-
Northallerton (10,405) 1-70-41						
North Riding News (Series)	.....	W	2d	7 2½ 22	6/-	2/6
Ossett (15,000) 30-4 21-40						
Ossett Observer (Series)	.....	W	1d.	7 2½ 21½	5/-	1/9
Otley (9,843) 32-74-11						
Wharfdale, &c, Observer (Series).	.....	W	2d.	6 2½ 28	7/3	5/-
Pudsey (16,000) 30-2-58						
Pudsey News	8,000	W	2d	7 2½ 20	2/6	1/9
Redcar (15,000) 51-40-49-7-22						
South Bank Express (Series)	+20,000g	W	1d	6 2½ 20	6/-	3/6
Rotherham (70,000) 4-40-70-74						
Rotherham Advertiser (Series)	25,000	W	2d.	V 2½ 24½	9/-	3/6
Rotherham Express (Series)	+30,000g	W	2d.	V 2½ 24	8/-	5/-
Scarborough (38,000) 22-43-51						
Scarborough Daily Post	.....	DE	1d.	V 2½ 22	5/-	2/6
Scarborough Evening News	.....	DE	1d.	V 2½ 22	5/-	2/6
Scarborough Mercury	.....	W	2d.	V 2½ 22	5/-	2/-
Scarborough Weekly Post	.....	W	2d.	7 2½ 22	5/-	2/-
Selby (14,000) 49-1-73-13						
Selby Express	.....	W	2d.	7 2½ 22	3/-	1/3
Selby Times	.....	W	1½d.	7 2½ 24	4/-	1/-
Sheffield (454,632) 7-4-19-40-70-56						
Sheffield Daily Telegraph	.....	DM	1d.	V 2½ 23	15/-	15/-
Sheffield Independent	.....	DM	1d.	7 2½ 22	25/-	20/-
Sheffield Weekly Independent	.....	W	2d.	7 2½ 19	7/6	6/-
Sheffield Weekly News	.....	W	2d.	5 2½ 17	6/-	4/-
Yorkshire Telegraph and Star	.....	DE	1d.	V 2½ 23	20/-	20/-
Shipley (12,000) 52-1						
Craven Herald	9,000g	W	2d.	7 2½ 26	4/-	2/-
West Yorkshire Pioneer	.....	W	2d.	7 2½ 23	2/6	1/3
Slaithwaite (5,568) 30-52						
Colne Valley Guardian	5,000g	W	1½d.	6 2½ 18	3/6	2/6
Stanningley (15,000) 40-74-43						
Pudsey Advertiser	.....	W	2d.	6 2½ 18½	3/-	1/3
Wakefield (53,000) 7-4-30-61						
Wakefield Express (Series)	32,500g	W	2d.	V 2½ 24½	7/6	5/-
Wetherby (16,210) 41-1-35						
Wetherby News (Series)	.....	W	1½d.	6 2½ 22	2/-	10d.
Whitby (11,139) 51-40-1						
Whitby Gazette	.....	W	2d.	7 2½ 22	6/-	3/6
York (82,292) 21-7-11-1-48						
Yorkshire Evening Press	.....	DE	1d.	8 2½ 23	12/6	7/6
Yorkshire Gazette	.....	W	2d.	7 2½ 22½	7/6	5/-
Yorkshire Herald	.....	DM	1½d.	7 2½ 23	12/6	7/6
Yorkshire Weekly Herald	.....	W	2½d.	8 2½ 23	12/6	7/6

(Continued on page 80.)

Digitized by Google

A Fact that Will Appeal To Every Space Buyer

Boston Sunday Advertiser

carried more general foreign advertising than any other Boston Sunday newspaper in 1920

To be specific, in general Foreign Advertising the Sunday Advertiser carried:

29.5% more lineage than the 2nd paper
65% more lineage than the 3rd paper
65.5% more lineage than the 4th paper

Gains by classification:

Automobile	**14%**	**Foreign**	**48%**
Financial	**147%**	**Local Retail Store**	**39%**

Special weekly pages, such as "Business Review," "Industrial," etc., are not considered in compilation of above figures. The second newspaper published 170,000 lines of such advertising, and the third newspaper 110,000 lines. The inclusion of this lineage, however, would still leave the Boston Sunday Advertiser in first place.

BOSTON SUNDAY ADVERTISER

80 Summer Street, Boston, Mass.

Member of A. B. C.

New England's Greatest Sunday Newspaper

Western Representative
WM. H. WILSON
909 Hearst Bldg., Chicago, Ill.

Eastern Representative
W. W. CHEW
1834 B'dway, New York City

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 78)

NEWSPAPERS OF SCOTLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
ABERDEENSHIRE—						
Aberdeen (163,891) 12-29-49-7						
Aberdeen Evening Express	50,000	DE	1d.	V 2½ 23	6/-	4/6
Aberdeen Evening Gazette	.....	DE	1d.	V 2½ 23	6/-	4/-
Aberdeen Free Press	.....	DM	1½d.	V 2½ 23	9/-	6/-
Aberdeen Journal	22,000	DM	1½d.	V 2½ 23	6/-	4/6
Aberdeen Weekly Free Press	.....	W	1d.	7 2½ 23	6/-	4/-
Aberdeen Weekly Journal	10,000	W	1d.	7 2½ 23	3/-	3/6
Fraserburgh (12,000) 22-1						
Fraserburgh Herald	1,500-1,700	W	1½d.	6 2½ 20	2/-	1/-
Peterhead (14,700) 22-29-30						
Buchan Observer	6,000g	W	2d.	7 2½ 21½	3/-	1/6
ARGYLLSHIRE—						
Campbeltown (7,000) 49-6-22						
Campbeltown Courier	3,200g	W	1½d.	6 2½ 21½	2/6	9d.
Dunoon (6,859) 51-1						
Dunoon Herald	.....	W	1½d.	7 2½ 23½	2/-	9d.
Dunoon Observer & Arg'shire Stand.	.....	W	1½d.	6 2½ 21	3/6	1/6
Lochgilphead (1,000) 1-22						
Argyllshire Advertiser	3,000g	W	1d.	5 2½ V	2/6	1/-
Oban (6,567) 51						
Oban Times	.....	W	2d.	. ...	4/-	4/-
AYRSHIRE—						
Ardrossan (7,000) 49-7-1						
Ardrossan Herald (Series)	10-11,000	W	1½d.	8 2½ 23	4/-	2/-
Ayr (35,000) 61-1-58						
Ayr Advertiser	6,000	W	2d.	7 2½ 24½	4/-	2/-
Cumnock (4,500) 35-1						
Cumnock Chronicle	4,000	W	1½d.	6 2½ 20½	2/6	1/6
Kilmarnock (36,000) 7-43-1						
Kilmarnock Herald	.....	W	1d.	7 2½ 22½	2/6	1/6
Kilmarnock Standard	18,000g	W	2d.	7 2½ 24	3/-	2/6
BANFFSHIRE—						
Banff (5,000) 1-22-17						
Banffshire Journal	.....	W	2d.	7 2½ 22½	3/6	2/-
Buckie (10,000) 22-49-6-1						
Banffshire Advertiser	2,500-3,000	W	2d.	6 2½ 20½	2/-	9d.
Keith (5,000) 30-1						
Banffshire Herald	5,000	W	1½d.	5 2½ 18	3/-	2/-
BERWICKSHIRE—						
Duns (3,000) 1-43-12-7						
Berwickshire Advertiser	.....	W	1½d.	7 2½ 26½	2/6	1/3
Berwickshire News	3,000	2W	2d.	6 2½ 19½	3/-	1/9
CAITHNESS-SHIRE—						
Thurso (4,000) 1-22-29						
Caithness Courier	1,200	W	1d.	6 2½ 21½	1/-	6d.
Wick (10,000) 1-22						
John o' Groat Journal (Series)	5,000g	W	2d.	6 2½ 22½	2/-	1/3
CLACKMANNANSHIRE—						
Alloa (11,893) 49-30-41-6						
Alloa Journal	3,500	W	1½d.	7 2½ 22	3/-	1/-
Tillicoultry (5,000) 30-43-4						
Devon Valley Tribune	3,000	W	1d.	4 2½ 15½	2/-	1/-
DUMBARTONSHIRE—						
Dumbarton (24,000) 49-7						
Lennox Herald	.....	W	2d.	6 2½ 21	3/-	1/-
Helensburgh (8,500) 35-51						
Helensburgh and Gareloch Times	2,500	W	2d.	7 2½ 23½	1/6	9d.
Kirkintilloch (12,000) 40-4-7						
Kirkintilloch Herald (Series)	.....	W	1½d.	5 2½ 20½	3/-	2/-
DUMFRIESSHIRE—						
Annan (5,000) 1-7-13-22						
Annandale Observer	5,500	W	2d.	7 2½ 20	2/6	1/6
Dumfries (26,000) 1-43-28-54						
Dumfries Courier and Herald	.....	2W	2d.	7 2½ 20	3/-	2/-
Dumfries and Galloway Standard	17,000g p. w.	2W	2d.	7 2½ V	3/6	2/6
Lockerbie (3,000) 1						
Annandale Herald	.....	W	1½d.	7 2½ 22	2/6	1/9
EDINBURGHSHIRE—						
Edinburgh (320,315) 32-41-57-7						
Edinburgh Evening Despatch	.....	DE	1d.	V 2½ 25	15/-	13/6
Edinburgh Evening News	496,000g	DE	1d.	V 2½ 22½	13/-	13/-
Edinburgh Scotsman	.....	DM	2d	V 2½ 25	25/-	22/-
Edinburgh Weekly Scotsman	.....	W	1½d.	V 2½ 25	15/-	12/9
Portobello (16,000) 4-12-15-65						
Mid-Lothian Journal (Series)	.....	W	1d.	6 2½ 20½	2/3	1/3
West Calder (7,000) 4-55-1						
Midlothian Advertiser	.....	W	1½d.	7 2½ 21	3/4	1/3
ELGIN—						
Elgin (8,656) 1-22-6-30						
Elgin Courant and Courier	.....	W	1½d.	6 2½ 22	4/-	1/6
Elgin Northern Scot	11,600g	W	2d.	7 2½ 23	4/-	1/6
Cranstown-on-Spey (1,600) 1-51						
Strathspey Herald	2,000g	W	1½d.	6 2½ 22½	2/-	8d.
FIFESHIRE—						
Cupar (5,000) 1-39-58-7						
Fife Herald and Journal	.....	W	2d.	6 2½ 17	3/6	1/9
Fife News	.....	W	1½d.	6 2½ 17	3/6	1/9
Dunfermline (28,103) 39-76-4						
Dunfermline Journal	6,000	W	2d.	7 2½ 22½	3/6	2/-
Dunfermline Press	14,400	W	2d.	V 2½ 24½	3/6	2/-
Kirkcaldy (41,000) 39-40-65-81						
Fife Free Press	10,000g	W	2d.	6 2½ 22	5/-	2/6
Fifeshire Advertiser	.....	W	2d.	7 2½ 20	5/-	2/6
Leven (7,000) 35-39-40-22						
Leven Advertiser	7,000	W	1d.	6 2½ 20	2/-	1/3
St. Andrews (7,851) 51						
St. Andrew's Citizen	.....	W	2d.	6 2½ 17	3/6	1/9
FORFARSHIRE—						
Arbroath (20,648) 39-2-7						
Arbroath Guide	6,200	W	2d.	8 2½ 24	2/-	2/-
Arbroath Herald	5,000	W	1½d.	6 2½ 20	1/-	11d.
Brechin (8,439) 39-12-59-1						
Brechin Advertiser	.....	W	2d.	5 2½ 20	3/-	1/3
Broughty Ferry (11,080) 71-81						
Broughty Ferry Guide	1,750	W	1d.	7 2½ 22	1/-	8d.
Dundee (176,000) 17-49-7						
Dundee Advertiser	.....	DM	1d.	5 2½ 15½	16/3	13/-
Dundee Courier	.....	DM	1d.	6 2½ 22	16/3	11/-
Dundee Evening Telegraph and Post	.....	DE	1d.	5 2½ 15½	16/3	12/-
Dundee People's Journal (Series)	250,000	W	1½d.	5 2½ 15½	40/-	35/-
Thomson's Weekly News (Series)	640,314	W	1½d.	5 2½ 15½	65/-	55/-
Forfar (10,000) 17-1						
Forfar Herald	.....	W	1d.	6 2½ 20	2/6	1/6
Forfar Review	2,000	W	1d.	6 2½ 21	...	...
Montrose (14,000) 49-39-22						
Montrose Review	.....	W	2d.	6 2½ 21½	3/-	1/6
Montrose Standard	7,500	W	1d.	6 2½ 21½	3/-	1/-
HADDINGTONSHIRE—						
Haddington (4,140) 1-4-52						
Haddington Advertiser	.....	W	1d.	6 2½ 18	3/-	1/9
Haddington Courier	5,600	W	2d.	7 2½ 27	3/-	1/9
INVERNESS-SHIRE—						
Inverness (22,216) 1-21-49-30						
Highland News	.....	W	2d.	V 2½ 23½	3/-	1/6
Highland Times	.....	W	1½d.	V 2½ 20	3/-	1/6
Inverness Courier	.....	2W	2d.	V 2½ 21	3/-	1/6
Northern Chronicle	.....	W	2d.	6 2½ 23	3/-	1/3
ISLE OF BUTE—						
Rothesay (9,300) 1-22-51						
Buteman	5,000	W	1½d.	V 2½ 21½	2/6	1/4
Rothesay Express	.....	W	1d.	V 2½ 20	2/6	9d.
KINCARDINESHIRE—						
Laurencekirk (1,438) 1						
Kincardine Observer	3,500	W	1d.	6 2½ 21	3/-	1/6
KIRKCUDBRIGHTSHIRE—						
Castle Douglas (3,000) 1-7-29-56-78						
Kirkcudbrightshire Advertiser	.....	W	2d.	V 2½ 18	3/6	1/6
Dalbeattie (3,500) 29-28-12						
Stewartry Observer	2,300g	W	1d.	5 2½ 18	2/6	1/6
KINROSS-SHIRE—						
Kinross (2,618) 1-30-39-71						
Kinross-shire Advertiser	.....	W	1½d.	V 2½ 23½	1/6	8d.
LANARKSHIRE—						
Airdrie (24,388) 4-7-40						
Airdrie Advertiser	.....	W	2d.	. ...	...	...
Cambuslang (24,870) 4-40-77						
Cambuslang Advertiser	.....	W	1d.	6 2½ 20	3/-	2/-
Carluke (6,000) 35-8-2						
Carluke and Lanark Gazette	3,000g	W	1d.	7 2½ 22	3/-	1/6
Coatbridge (43,287) 40-1						
Coatbridge Express	.....	W	1½d.	. ...	...	...
Glasgow (1,106,000) 7-49-40-4						
Daily Record and Mail	.....	DM	1d.	8 2½ 18	30/-	30/-
Glasgow Bulletin	108,500	DM	1d.	5 2½ 14½	10/-	10/-
Glasgow Citizen	.....	DE	1d.	V 2½ 23	14/-	14/-
Glasgow Evening News	.....	DE	1d.	7 2½ 22	14/-	14/-
Glasgow Evening Times	272,579g	DE	1d.	7 2½ 24½	18/-	18/-
Glasgow Herald	.....	DM	2d.	8 2½ 24½	25/-	22/-
Glasgow Weekly Herald	89,200	W	1½d.	5 2½ 16½	10/-	7/6
Weekly Record	251,000	W	2d.	5 2½ 18	34/-	19/2
The Sunday Mail	260,000	W	2d.	5 2½ 16	30/-	16/-
The Sunday Post	476,504	W	1½d.	5 2½ 15½	50/-	42/6
Topical Times	513,113	W	2d.	3 2½ 10	45/-	40/-
Hamilton (40,000) 35-40-7-1						
Hamilton Advertiser	28,000g	W	2d.	9 2½ 26½	6/-	4/-
Lanarkshire	10,000	2W	1d.	8 2½ 22½	3/-	1/6
Lanark (7,600) 28-1-8						
Lanark and Upperward Gazette	2,000	W	1d.	7 2½ 23	3/-	1/6
Motherwell (41,080) 40 35-7-74						
Motherwell Times	10,000g	W	1½d.	6 2½ 20	2/6	1/9
Wishaw (25,000) 40-4-7-1						
Wishaw Herald	.....	W	1d.	7 2½ 24	2/6	1/6
Wishaw Press and Advertiser	5,000g	W	1d.	8 2½ 23	2/6	1/-
LINLITHGOWSHIRE—						
Bathgate (12,500) 40-4-28						
West Lothian Courier	9,000g	W	2d.	6 2½ 22½	3/4	2/-
Bo'ness (14,936) 35-1-40						
Bo'ness Journal	.....	W	1½d.	. ...	2/6	1/8
Linlithgow (6,000) 58-55						
Linlithgowshire Gazette	5,000	W	1½d.	7 2½ 24½	2/6	1/6
NAIRN—						
Nairn (4,661) 1-22						
Nairnshire Telegraph	1,600g	W	1½d.	6 2½ 21½	2/-	1/-
ORKNEYS—						
Kirkwall (3,811) 1-22						
Kirkwall Orcadian	4,850g	W	2d.	7 2 20½	3/-	1/6
Orkney Herald	3,400	W	1½d.	5 2½ 20	3/-	1/6
PEEBLES-SHIRE—						
Peebles (6,112) 43-61-1						
Peebles News	.....	W	1d.	5 2½ 21	2/6	1/-
Peeblesshire Advertiser	.....	W	1½d.	6 2½ 22	3/-	1/-
Peeblesshire Standard	3,000	W	1½d.	7 2½ 20	2/6	1/6
PERTHSHIRE—						
Alyth (2,000) 17-39-30						
Alyth Gazette	1,250	W	½d	5 2½ 18	1/-	6d.
Alyth Guardian and Advertiser	.....	W	½d.	5 2½ 20	1/-	7d.
Blairgowrie (5,584) 8-39-17						
Blairgowrie Advertiser	3,500g	W	1½d.	5 2½ 19	1/6	8d.
Bridge of Allan (3,200) 12-1						
Bridge of Allan Gazette	.....	W	1½d.	6 2½ 22½	3/-	1/-
Callander (1,500) 1-30						
Callander Advertiser	.....	W	1½d.	6 2½ 22½	3/-	1/-

(Continued on page 82)

Digitized by Google

TEXAS AND 1921

Texas enters the year 1921 with far more wealth and upon as sound business basis as ever before in the history of the State. This information is not haphazard guesswork, but is the result of a referendum secured from business men, financiers and commercial organizations throughout the State.

Notwithstanding the precipitate price decline of the past few months, Texas has produced during the past year—

—nearly a billion dollars in agricultural crops.
—a half billion dollars in livestock and livestock products.
—a third of a billion dollars in oil.
—nearly a half billion dollars in manufactured products.
—more than 2,300,000 head of hogs.
—8,000 carloads of tomatoes, onions, cabbage and spinach.
—five billion board feet of lumber.

THIS REPRESENTS TWO AND ONE-HALF BILLION DOLLARS NEW WEALTH PRODUCED IN 1920

And brought Texans an average of over $3,000 for each family in the State. This estimate omits entirely consideration of the incomes from the commercial, professional and trades fields.

TEXAS LEADS IN OIL PRODUCTION

Recently Texas has taken the lead of all States in the Union in oil production. Over 100,000,000 barrels of oil were taken from the Texas fields during the past twelve months, and today **Texas' income from oil alone is upward of $1,250,000 a day.**

TEXAS BANK DEPOSITS OVER $700,000,000

In addition to which Texas farmers have nearly one and a half million bales of cotton yet to be turned into cash.

Texas' Normal Per Capita Wealth Ranks Among the First in the Union
The Buying Power of the State Is Proportionately Great

Mr. National Advertiser—Are you getting your share of this business?

FORT WORTH STAR-TELEGRAM

First Paper in Texas

Covers the Wealthiest Section of the State With a Circulation of

OVER 75,000 DAILY—OVER 90,000 SUNDAY

and is supreme in the richest agricultural, stock raising and oil regions.

WRITE FOR DETAILED TERRITORIAL SURVEY

FORT WORTH STAR-TELEGRAM

Largest Circulation in Texas
Charter Member A. B. C.

AMON G. CARTER,
Vice Pres. and Gen. Mgr.

A. L. SHUMAN,
Advertising Manager

Digitized by Google

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—CONTINUED

(Continued from Page 80)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
SCOTLAND—Continued						
Perth (32,000) 77-39-6-1						
Perthshire Advertiser	.....	2W	1d.	V 2¼ V	5/-	3/-
Perthshire Constitutional & Journal.	.....	2W	2d.	V 2¼ 19	4/-	2/-
Perthshire Courier	5,000	W	1d.	6 2¼ 22	2/6	1/3
RENFREWSHIRE—						
Greenock (80,431) 49-7-47-73-20-30						
Greenock Herald	.....	W	1d.	. 2¼	1/-	1/-
Greenock Telegraph	20,000	DE	1d.	7 2¼ 22	8/-	6/-
Paisley (84,477) 61-7-49						
Paisley Express	.....	DE	1d.	. ...	...	...
Paisley Gazette	.....	W	1d.	8 2¼ 22½	4/-	2/-
Port Glasgow (26,000) 49-7-33						
Port Glasgow Express	2,500	2W	1d.	5 2¼ 20	2/6	9d.
ROSS-SHIRE—						
Dingwall (2,639) 1-22-51						
North Star	.....	W	1d.	5 2½ 20	3/-	9d.
Northern Weekly	.....	W	1d.	. ...	...	...
Ross-shire Journal	.....	W	1d.	8 2½ 21	3/-	2/-
ROXBURGHSHIRE—						
Hawick (16,877) 43-28-55						
Hawick Express and Advertiser	.....	W	1d.	. ...	...	...
Jedburgh (2,752) 30-1						
Jedburgh Gazette	.....	W	1d.	6 2½ 19	2/6	1/3
Kelso (4,000) 1-71						
Kelso Chronicle	4,000	W	2d.	7 2½ 22½	3/-	1/6
Kelso Mail	.....	W	1½d.	6 2½ 21	3/-	1/6
SELKIRK—						
Galashiels (15,000) 30-43-7						
Border Standard	5,500	W	1½d.	5 2½ 18	2/6	1/6
Border Telegraph	6,000	W	1½d.	7 2½ 20	2/6	1/6
Selkirk (6,000) 43-30-1						
Selkirk Advertiser	3,000	W	Gratis	3 2½ 12½	2/-	1/6
Southern Reporter	10,000	W	2d.	7 2½ 20½	3/-	2/-
SHETLAND ISLES—						
Lerwick (5,000) 22-28-1						
Shetland News	.....	W	2d.	6 2½ 22½	1/6	1/-
The Shetland Times	4,000	W	2d.	6 2½ 22	2/6	1/3
STIRLINGSHIRE—						
Falkirk (33,569) 40-1						
Falkirk Herald	20,000 wkly.	2W	1d. 2d.	V 2½ 24½	3/6	2/6
Stirling (23,000) 42-40-1						
Stirling Journal and Advertiser	5,000g	W	2d.	7 2½ 24	3/-	1/3
Stirling Observer	.....	2W	1½d.	6 2½ 22½	3/-	1/3
SUTHERLAND—						
Golspie (1,685) 1-22-30-3						
Northern Times	.....	W	2d.	V 2½ 21	3/-	1/6
WIGTOWNSHIRE—						
Newton Stewart (3,000) 1-30-35						
Galloway Gazette	5,000	W	1½d.	8 2½ 29½	2/6	1/6
Stranraer (6,790) 7-1-49-76						
Galloway Advertiser	5,000	W	1½d.	6 2½ 19¾	3/-	2/-

NEWSPAPERS OF IRELAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
ANTRIM—						
Ballymena (12,000) 39-30-2						
Ballymena Observer	.....	W	1½d.	V 2½ 22	3/6	2/-
Belfast (414,000) 49-39-33-50						
Belfast News Letter	.....	DM	1½d.	7 2½ 23	7/6	7/6
Belfast Northern Whig	.....	DM	1d.	7 2½ 22	6/-	6/-
Belfast Telegraph	.....	DE	1½d.	V 2½ 24	12/6	12/6
Belfast Weekly News	.....	W	2d.	7 2½ 23	3/-	3/-
Belfast Weekly Northern Whig	.....	W	1d.	7 2½ 22	5/-	5/-
Belfast Weekly Telegraph (Series)	.....	W	1½d.	7 2½ 24	9/-	6/6
Belfast Witness	.....	W	2d.	7 2½ 25	6/8	4/6
Irish News	.....	DM	2d.	7 2½ 23½	7/6	3/-
Irish Weekly	.....	W	2d.	7 2½ 23½	7/6	3/-
Lisburn (14,000) 39-61						
Lisburn Herald	.....	W	1½d.	7 2½ 22	2/-	1/-
ARMAGH—						
Armagh (9,000) 39-61-1-62-64						
Armagh Guardian	2,000	W	1d.	7 2½ 20½	2/-	1/-
Ulster Gazette	3,000g	W	1d.	7 2½ 22½	2/-	1/-
Lurgan (14,000) 39-61						
Lurgan Mail	2,500g	W	1½d.	V 2½ 20	3/-	1/3
Portadown (12,000) 39-61-8						
Portadown News	.....	W	1d.	6 2½ 20½	...	...
CARLOW—						
Carlow (12,000) 2-1						
Nationalist and Leinster Times	.....	W	2d.	8 2½ 22	4/-	2/-
CAVAN—						
Cavan (2,961) 1-36						
Cavan Anglo-Celt	.....	W	2d.	. ...	...	...
CLARE—						
Ennis (5,460) 30-59-13						
Clare Champion	.....	W	1d.	. ...	...	...
Kilrush (4,095) 53-45-30						
Kilrush Herald	.....	W	2d.	5 2½	1/6	1/6
CORK—						
Cork (102,000) 30-41-49-74						
Cork Constitution	.....	DM	1½d.	7 2½ 23	9/-	4/-
Cork Evening Echo	18,000	DE	1d.	9 2½ 23	2/9	2/3
Cork Examiner	20,000	DM	1½d.	9 2½ 23	5/6	4/-
Cork Weekly Examiner	38,000	W	1½d.	9 2½ 23	5/-	4/-
Cork Weekly News	.....	W	1½d	7 2½ 23	7/-	3/-
Skibbereen (3,200) 35-58-30-13						
Cork County Eagle	.....	W	2d.	7 2½ 22	2/-	10½d.
DONEGAL—						
Ballyshannon (2,471) 30-1-13						
Donegal Vindicator	.....	W	1½d.	. ...	...	...
Letterkenny (2,500) 39-1						
Donegal Independent	.....	W	1d.	6 2½ 20½	...	...
DOWN—						
Banbridge (5,101) 39-1						
Banbridge Chronicle	3,000	W	2d.	6 2½ 20½	2/6	1/3
Bangor (10,000) 1-71-39						
County Down Spectator	5,000g	W	1½d.	7 2½ [illegible]	3/-	1/9
North Down Herald	5,000	W	1½d.	8 2½ 24	3/-	1/6
Newry (13,000) 1-55-39						
Frontier Sentinel (Series)	5,000	W	1½d.	7 2½ 20½	10/-	3/-
Newry Reporter	4,700 p.wk.	3W	1½d.	V 2½ 20	4/6	1/9
Newry Telegraph	6,000	3W	1d.	5 2½ 20	3/-	1/3
DUBLIN—						
Dublin (371,936) 6-41-55						
Dublin Daily Express	.....	DM	2d.	7 2½ 22	7/-	5/-
Dublin Evening Herald	74,783g	DE	1½d.	V 2½ 22	7/6	6/3
Dublin Evening Mail	.....	DE	1½d.	V 2½ 22	7/-	5/-
Dublin Evening Telegraph	.....	DE	1½d.	7 2½ 24	7/6	5/-
Freeman's Journal	.....	DM	2d.	V 2½ 24	12/6	9/-
Irish Independent	141,751g	DM	2d.	V 2½ 22	15/-	12/6
Irish Times	.....	DM	2d.	V 2½ 24	12/6	11/-
Irish Weekly Independent	80,000g	W	2d.	7 2½ 22	10/-	8/9
Weekly Freeman	.....	W	2d.	V 2½ 24	10/-	6/-
Weekly Irish Times	.....	W	2d.	7 2½ 24	6/-	4/-
Weekly Mail	.....	W	2d.	7 2½ 22	6/6	3/6
FERMANAGH—						
Enniskillen (5,570) 1-36						
Enniskillen Impartial Reporter	6,500g	W	2d.	7 2½ 22	4/-	2/-
Fermanagh Times	.....	W	1½d.	6 2½ 20	...	...
GALWAY—						
Ballinasloe (5,613) 1-53-13						
Western News	.....	W	1d.	. ...	...	...
Galway (13,500) 30-28-22						
Galway Express	.....	W	2d.	. ...	...	...
Galway Observer	5,000	W	1d.	V 2½ 22	1/-	1/-
KERRY—						
Tralee (11,000) 13-55-30-1						
Kerry News	7,650 p.wk.	3W	1d.	7 2½ 21	3/-	1/3
Kerry Sentinel	.....	2W	1d.	. ...	...	...
Kerry Weekly Reporter	8,750	W	1½d.	7 2½ 21	3/-	1/3
KILDARE—						
Naas (3,800) 1-13-62						
Kildare Observer	.....	W	2d.	5 2½ 18½	...	...
Leinster Leader	7,000	W	2d.	8 2½ 22½	3/-	1/6
KILKENNY—						
Kilkenny (13,500) 40-30-63						
Kilkenny Journal	.....	2W	1½d.	. ...	...	...
The Moderator	7,000	W	2d.	6 2½ 20½	2/6	1/-
Kilkenny People	6,000g	W	2d	7 2½ 23	3/-	1/3
KING'S COUNTY—						
Birr (4,500) 13-1-59						
King's County Chronicle	3-5,000	W	2d.	7 2½ 22	2/6	1/6
Tullamore (5,900) 30-6-1						
Offaly Independent	5,000	W	3d.	V 2½ 28	3/-	1/6
LEITRIM—						
Carrick (1,800) 1						
Leitrim Observer	.....	W	1d.	. ... ..	2/6	1/-
Mohill (1,415) 1						
Leitrim Advertiser	.....	W	1d.	. ...	...	...
LIMERICK—						
Limerick (40,000) 55-13-1-58						
Limerick Chronicle	.....	3W	2d.	8 2½ 24	3/-	2/-
Limerick Leader	10-12,000 p.w.	3W	1d.	V 2½ V	3/-	2/-
Munster News	.....	3W	1d.	8 2½ 24	2/6	1/6
LONDONDERRY—						
Coleraine (8,000) 39-61-1-40						
Coleraine Chronicle	.....	W	1d.	. ...	3/-	1/6
Northern Constitution	12,000g	W	2d.	7 2½ 24½	4/-	3/-
Londonderry (50,000) 49-61-28-30						
Derry Journal	.....	3W	1d.	V 2½ 21½	4/-	1/3
Derry Standard	.....	3W	1d.	V 2½ V	4/6	1/3
Irish Telegraph	.....	DM	1d	7 2½ 24	5/-	5/-
Londonderry Sentinel	20,000 p.wk.	3W	1d.	V 2½ 20½	4/-	1/6
LONGFORD—						
Longford (3,000) 1						
Longford Independent	1,000	W	2d	6 2½ 20	2/-	1/-
Longford Journal	.....	W	1d.	. ...	...	...
LOUTH—						
Drogheda (12,425) 39-52-41-6						
Drogheda Advertiser	.....	2W	2d.	. ... .	...	...
Drogheda Argus	.....	W	1d.	. ...	...	...
Dundalk (14,000) 6-52-7						
Dundalk Democrat	12,800	W	2d.	7 2½ 20½	4/6	2/3
Dundalk Examiner	.....	W	1d.	5 2½ 19	...	...
Dundalk Herald	.....	W	1d.	6 2½ 20½	2/6	1/6
MAYO—						
Ballina (4,440) 1-59-13						
Ballina Herald	.....	W	1d.	. ...	...	...
Western People	.....	W	2d.	. ...	...	...
Castlebar (5,600) 1-36-59-74						
Connaught Telegraph	3,500 4,000	W	2d.	7 2½ 23	3/6	2/-
Westport (4,000) 1-13						
Mayo News	4,000	W	2d.	7 2½ 22	4/6	2/-
MEATH—						
Kells (2,426) 1-39-6-41						
Meath Herald	.....	W	1d.	. ...	...	...
Navan (5,000) 1-13-30-59						
Meath Chronicle	5,000	W	2d.	6 2½ 20	2/6	1/3

(Continued on page 87.)

Digitized by Google

From Customer and Contemporary

A Prominent Advertising Agent Says:

"The Record has maintained its original qualities; it has not become machine-made nor a mere expression of 'syndicated-originality;' but it is a substantial Philadelphia newspaper endowed with the Philadelphia spirit, able to translate it every day and consequently having more power per copy than most papers enjoy."

The Charleston News & Courier Says:

"Always good-tempered, but always firm and straight to the point The Record is one of the very best newspapers printed anywhere. There is nothing in Philadelphia to compare with it."

Here's The Record "Formula:"

Publish a newspaper of character. A clean newspaper. A newspaper that men will confidently place in the hands of their wives and daughters. An honest newspaper, so evidently honest that even those who do not agree with its views will credit it with sincerity. A fair newspaper, one that does not distort or suppress the news for the sake of influencing public opinion. A fearless newspaper, with no special interests to serve.

A complete newspaper of interest to readers of ordinary intelligence, men or women. With a daily Women's Page, the first published by any newspaper, and now far better than similar pages in these newspapers which make their appeal to women their principal argument. And with News, Editorial, Financial and Sporting pages so complete and reliable that worth-while men will read and rely upon them.

And it must be fair with advertisers. It must furnish accurate information about circulation (and The Philadelphia Record was the first Philadelphia newspaper to join the A. B. C.). It must not exhaust its energy in getting advertising contracts, but must give the best possible service, bearing in mind that advertising which does not pay the advertisers cannot be profitable to the newspaper.

Never to emulate the chameleon and seek to change its color scheme by claiming city or county, quantity or quality circulation, as may be advisable to secure a particular contract.

This "formula" has worked to the complete satisfaction not only of The Record's readers, but of its advertisers, both local and national. The Record furnishes its advertisers with every reasonable co-operation and places at their disposal its prestige among Philadelphia's merchants and distributors, as well as the services of a highly specialized Advertising Service Department.

THE PHILADELPHIA RECORD

"Always Reliable"

Foreign Representatives—Both New York and Chicago—Story, Brooks & Finley

NOTHING-AN

A strong staff o
producing a dail
every departm

Exclusive News—Speedy Ne
Fashions—Sports—Women
Unusual feature stories w
A wonderful selection

at a price su

A word from you will

WI

The NEWSPAPER ENT
(A Service

CLEV

Digitized by Google

NYWHERE-LIKE N·E·A·

f writers and artists
y service that covers
ent of a newspaper.

ws Pictures—Art—Editorials
s Interests—Cartoons—Comics
rritten by masters of their craft
to choose from every day
and
rprisingly low.

)ring samples and details

:e or wire-

ERPRISE ASSOCIATION
Not A Syndicate)
ELAND, O.

Digitized by Google

WESTCHESTER COUNTY'S (N. Y.) GREATEST NEWSPAPER

THE DAILY ARGUS

MOUNT VERNON, N. Y.

The New Building of the Daily Argus

A 100 Per Cent Home Newspaper in One of the Richest Suburban Sections in the U. S.

THE DAILY ARGUS

is the

ONLY DAILY NEWSPAPER

Printed and Published in

MOUNT VERNON, N. Y.

The Daily Argus Circulation Is Audited by the A. B. C.

IT has the largest A. B. C. Audited Circulation in Westchester County, and More Than Twice That of Any A. B. C. Paper in the Aforesaid County.

POPULAR—PROGRESSIVE—ENTERPRISING

It is a daily welcome visitor in practically every home in Mount Vernon and the adjacent towns of Bronxville, Tuckahoe and the Pelhams, and the large and growing volume of National Advertising it carries, real evidence of the soundness of its claim, viz:

If You Want to Reach the People of Mount Vernon and Vicinity—a Population of 75,000—*You Must*

ADVERTISE IN THE ARGUS

Established 1892

Published Every Business Evening

STILES AND MERRIAM, PROPS.

Chicago Office
A. R. KEATOR,
1411 Hartford Bldg.

Foreign Representative:
GEO. B. DAVID & CO.,
171 Madison Ave., N. Y. City

BRITISH NEWSPAPERS WITH CIRCULATIONS AND RATE DATA—Continued

(Continued from page 82)

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
MONAGHAN—						
Monaghan (4,272) 1-64-28						
Northern Standard	3,000g	W	2d.	7 2⅛ 24	2/6	1/3
QUEEN'S COUNTY—						
Maryborough (3,200) 13-1						
Leinster Express	4-5,000	W	1d.	6 2½ 23	3/-	10d.
ROSCOMMON—						
Boyle (3,000) 1-13						
Roscommon Herald	.....	W	1d.	. ...	...	...
Roscommon (2,000) 1-13						
Roscommon Journal	2,500	W	2d.	6 2½ 20	2/-	1/-
SLIGO—						
Sligo (10,780) 13-41-1						
Sligo Champion	.....	W	1d.	. ...	...	...
Sligo Independent	2,000	W	1½d.	7 2½ 23½	...	...
TIPPERARY—						
Clonmel (10,000) 56-41-13						
The Nationalist	11,500	2W	1½d.	V 2½ 24	3/-	2/-
Nenagh (5,000) 1-61-13						
Nenagh Guardian	5,000	W	2d.	7 2½ 25½	2/3	1/3
Nenagh News	8-9,000	W	2d.	7 2½ 26½	3/-	1/6
TYRONE—						
Cookstown (3,685) 1-39-61						
Mid Ulster Mail	5,500g	W	2d.	7 2⅛ 23	3/-	1/6
Dungannon (4,000) 1-39-30-3						
Tyrone Courier and Dungannon News	3,200	W	2d.	7 2⅛ 20½	2/6	1/6
Omagh (4,801) 13-1-74						
Tyrone Constitution	.....	W	2d.	7 2⅛ 22	2/6	1/-
Strabane (5,035) 39-13-1						
Strabane News	.....	W	1d.	7 2½ 22	2/-	9d.
WATERFORD—						
Waterford (28,000) 55-40-59						
Munster Express	4,000	W	2d.	7 2½ 23	...	...
The Evening News	.....	DE	1d.	6 2½ 21½	3/-	1/6
Waterford Standard	1,500 p.wk.	2W	2d.	6 2½ 22	3/-	1/6
Waterford Star	.....	W	1d.	. ...	...	...
Waterford Weekly News	.....	W	2d.	6 2½ 22	3/9	2/-
WESTMEATH—						
Athlone (9,000) 30-6-41						
Westmeath Independent	.....	W	3d.	8 2⅛ 28	3/-	1/6
Mullingar (5,500) 1-30						
Midland Reporter	.....	2W	1½d.	. ...	...	...
Westmeath Examiner	5,000	W	2d.	6 2⅛ 22	3/-	1/6
Westmeath Guardian	.....	W	2d.	7 2⅛ 22	2/-	1/-
WEXFORD—						
Enniscorthy (5,500) 13-41-30						
Enniscorthy Echo	10,000	W	2d.	7 2⅛ 21	3/-	2/-
Wexford (12,008) 74-41-63						
Wexford Free Press	14,000g	W	2d.	7 2½ 22	3/-	1/6
Wexford People (Series)	.....	2W	1d. 2d.	8 2½ 21	8/-	4/-
WICKLOW—						
Bray (7,000) 51						
Bray and South Dublin Herald	.....	W	2d.	5 2½ 17½	2/6	1/-
Wicklow 59-13-51						
Wicklow News Letter	.....	W	2d.	5 2½ 17½	2/6	1/-

NEWSPAPERS OF WALES

BRECKNOCKSHIRE—						
Brecon (5,908) 1-4-31-59						
Brecon County Times	.....	W	2d.	7 2⅛ 18½	4/6	4/6
Brecon and Radnor Express (Series)	.....	W	2d.	8 2½ 22	6/-	2/-
CARDIGANSHIRE—						
Aberystwyth (8,412) 51-40-45						
Cambrian News	.....	W	2d.	8 2½ 25	6/-	4/-
Welsh Gazette	.....	W	2d.	6 2½ 22	7/6	2/-
Cardigan (5,000) 1						
Cardigan and Tivyside Advertiser	7,500g	W	2d.	6 2½ 20½	3/6	2/3
CARMARTHENSHIRE—						
Carmarthen (10,000) 1-31-4						
Carmarthen Journal	.....	W	2d.	7 2 21	5/-	2/9
Carmarthen Weekman	.....	W	2d.	V 2⅛ 23½	3/-	2/-
Llanelly (35,400) 31-40-4-69						
Llanelly Argus	.....	W	1d.	6 2½ 20½	2/6	1/3
Llanelly Mercury	8,000g	W	2d.	6 2 17½	2/6	2/-
Llanelly and County Guardian	.....	W	2d.	9 2½ 27	3/6	1/9
South Wales Press	.....	W	2d.	5 2⅛ 20	2/6	1/-
CARNARVONSHIRE—						
Bangor (13,000) 45-1						
North Wales Chronicle (Series)	25,000	W	1d. 1½d. 2d.	8 2 V	10/-	7/6
Carnarvon (9,119) 45-1-59-4						
Carnarvon Herald (Series)	.....	W	2d.	7 2⅛ 22	9/-	6/-
North Wales Observer (Series)	.....	W	2d.	7 2⅛ 22	9/-	6/-
Conway (5,240) 1-51						
North Wales Weekly News (Series)	.....	W	2d.	7 2⅛ 22½	5/-	4/-
Llandudno (12,000) 51						
Llandudno Advertiser	7,500g	W	2d.	6 2½ 20½	2/6	1/9
DENBIGHSHIRE—						
Colwyn Bay (16,800) 51-1						
North Wales Pioneer (Series)	10,000	W	2d.	8 2 V	7/6	4/6
Denbigh (7,250) 1-53						
Baner ac Amserau Cymru	.....	W	2d.	5 2½ [illegible]	6/-	4/-
Denbigh Free Press	.....	W	1d.	7 2⅛ 21½	2/6	9d.
North Wales Times	.....	W	1d.	6 2½ 21	5/-	3/-
Llangollen (3,500) 51-45-1						
Llangollen Advertiser	.....	W	1d.	4 2½ 17½	1/-	5d.
Wrexham (20,000) 4-40-41						
North Wales Guardian	.....	W	1d.	6 2½ 20½	3/6	1/9
Wrexham Advertiser	.....	W	1d.	7 2⅛ 20½	...	...
Wrexham Leader	.....	W	1d.	8 2⅛ 21½	5/-	3/6
FLINTSHIRE—						
Holywell (4,000) 61-4-12						
County Herald	.....	W	2d.	7 2½ 22	2/6	2/6
Flintshire Observer and News	8,000	W	2d.	8 2 20½	5/-	3/-
Rhyl (10,000) 51-1-22						
Rhyl Journal	.....	W	1½d.	7 2⅛ 24	2/6	1/-
Rhyl Record and Advertiser	.....	W	1½d.	7 2⅛ 23	3/-	2/6

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
GLAMORGANSHIRE—						
Aberdare (50,844) 4-1-40-31						
Aberdare Express	.....	W	...	. ...	5/-	3/-
Aberdare Leader	9,000g	W	2d.	6 2½ 18	3/-	2/-
Barry Dock (40,000) 76-21-7						
Barry Dock News	5,000g	W	[illegible]	6 2½ 20½	2/-	1/-
Bridgend (8,021) 4-1						
Glamorgan Gazette	10,000	W	1½d.	8 2½ 23½	3/6	3/6
Cardiff (182,200) 4-49-7-31						
Cardiff Times	.....	W	1d.	7 2⅛ 21½	12/-	6/-
Weekly Mail (Cardiff)	.....	W	1d.	7 2⅛ 21½	12/-	6/-
Western Mail (Cardiff)	.....	DM	1d.	7 2⅛ 24½	18/-	12/6
South Wales Daily News	.....	DM	1d.	7 2⅛ 21½	15/-	10/-
South Wales Echo	.....	DE	1d.	7 2⅛ 21½	15/-	15/-
South Wales Evening Express	100,000g	DE	1d.	5 2⅛ 18½	15/-	10/-
Merthyr (86,000) 4-40-19						
Merthyr Express	.....	W	2d.	V 2⅛ 16	6/-	4/-
Y Tyst	.....	W	...	. ...	4/-	2/6
Penarth (16,000) 49-66-3						
Penarth Times	3,000	W	1d.	5 2½ 16	2/-	1/4
Pontypridd (50,000) 4-40-19						
Glamorgan County Times	9,000	W	1d.	7 2⅛ 21	3/-	2/3
Glamorgan Free Press	.....	W	2d.	7 2⅛ 22	4/-	3/3
Pontypridd Observer (Series)	.....	W	1d.	5 2⅛ 20	7/6	5/-
Swansea (114,663) 31-4-76						
Cambria Daily Leader	.....	DE	1d.	V 2⅛ 21½	10/-	4/-
Cambrian	.....	W	1d.	7 2⅛ 23½	2/6	1/6
Herald of Wales	.....	W	1d.	V 2⅛ 21½	5/-	3/-
South Wales Daily Post	.....	DE	1d.	5 2⅛ 18½	10/-	4/-
South Wales Weekly Post	.....	W	1d.	7 2⅛ 23½	2/6	1/6
Tonypandy 4-7						
Rhondda Leader	.....	W	1d.	7 2⅛ 22	3/6	2/9
MERIONETHSHIRE—						
Bala (1,537) 45-30-1						
Bala Y Seren	.....	W	1d.	4 2⅛ 15	...	...
Blaenau (9,660) 45-53						
Blaenau y Rhedegydd	.....	W	1d.	. ...	...	...
Corwen (3,000) 1-45-53-4						
Corwen Advain	.....	W	1d.	6 2⅛ 15	...	...
Dolgelly (2,160) 4-58-51						
Merioneth News	.....	W	2d.	7 2⅛ 22	5/-	3/6
Y Dydd	2,000	W	1d.	3 2½ 12	...	...
MONTGOMERYSHIRE—						
Newtown (6,068) 30-43-41-1						
Montgomeryshire Express	4,000	W	2d.	7 2⅛ 20	7/6	2/6
Welshpool (5,917) 1-59						
Montgomery County Times (Series)	7,600g	W	2d.	7 2⅛ 20½	...	...
PEMBROKESHIRE—						
Fishguard (6,000) 1-76						
County Echo	.....	W	1½d.	V 2½ V	...	...
Haverfordwest (5,920) 76-1						
County Guardian	+7,500g	W	2d.	6 2½ 20	5/-	2/6
Pembrokeshire Herald	.....	W	1d.	. ...	...	...
Pembrokeshire Telegraph	4,000	W	1½d.	6 2½ 23	2/6	1/3
Pembroke Dock (15,673) 74-49-76						
Pembroke Dock Gazette	.....	W	1d.	6 2½ 20½	...	...
Ward-Davies Free Press	.....	W	1d.	5 2½ [illegible]	...	...
Tenby (4,362) 51-22						
Tenby and County News	.....	W	1½d.	6 2½ 22	4/-	2/-
Tenby Observer	.....	W	1d.	6 2½ 23½	3/-	2/6
RADNORSHIRE—						
Llandrindod Wells (2,779) 1-59-51						
Mid-Wales Independent	.....	W	1½d.	6 2½ 20	4/6	2/3

KEY TO LOCAL INDUSTRIES

1—Agriculture
2—Boot and Shoe Manufacture
3—Brick and Tile Works
4—Coal Mining
5—Cycle Manufacture
6—Distilleries
7—Engineering Works
8—Fruit Growing
9—Soap Works
10—Tin Mining
11—Confectionery Works
12—Paper Mills
13—Milling
14—Malting
15—Glass Works
16—Hat Making
17—Jute Trade
18—Wire Works
19—Steel Works
20—Naval Centre
21—Railway Workshops
22—Fisheries
23—Electrical Works
24—Biscuit Works
25—Calico Bleaching and Printing
26—Bottle Making
27—Oil and Coal Tar Works
28—Hosiery Factories
29—Granite Working
30—Woolens
31—Tinplate Works
32—Printing Works
33—Rope Works
34—Needle Manufacture
35—Mining (General)
36—Market Gardening
37—Silk Spinning and Weaving
38—Salt Works
39—Linen Manufacture
40—Iron Works
41—Brewing
42—Carpet Manufacture
43—Cloth and Clothing Manufacture
44—Saw Mills
45—Slate Quarries
46—Clay Mining
47—Sugar Refineries
48—Military Centre
49—Shipbuilding and Repairing
50—Tobacco Manufacture
51—Seaside or Inland Resort
52—Cotton Weaving and Spinning
53—Stone Quarries
54—Small Arms Manufacture
55—General Factories
56—Motor Car Works
57—Rubber Works
58—Leather Works
59—Timber Works
60—Chair Making
61—Textile Manufacture
62—Lime and Limestone Works
63—Furniture Making
64—Lace Manufacture
65—Pottery Works
66—Cement Works
67—Lead Works
68—Aeroplane Works
69—Chemical Works
70—Hardware Manufacture
71—Residential District
72—[illegible]
73—Oil and Cake Mills
74—Machinery Manufacture
75—Dairy Farming
76—Docks and Docksards
77—Dye Works

Digitized by Google

EXECUTIVES OF U. S. TRADE DAILY NEWSPAPERS

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
CALIFORNIA								
Bakersfield	Report	Otis Hymer						
Oakland	Inter-City Express	Inter-City Publishing Co.	P. W. MacDonald			J. C. Laney	J. C. Laney	
San Francisco	Automotive News	Ramsey Oppenheim	Alice M. Strong					
	Commercial News	Commercial News Pub. Co.	V. J. Robertson			Wm. H. Houston & V. J. Robertson		
	Journal of Commerce	Andrew M. Lawrence	J. P. McSorley		Bruce D. Ellis		Dan O. Connell	Carter Farrar
	News Bureau	San Francisco News Bureau	H. S. Allen	E. R. Allen		E. R. Allen		
	Pacific Builder	L. A. Larsen	J. P. Farrell			L. A. Larsen		
	Recorder	Recorder Printing & Pub. Co.		A. Y. Wood	C. L. Lewis	C. L. Lewis	E. C. Lucheese	C. L. Lewis
Stockton	Report	Record Pub. Co.	L. V. Peterson					
COLORADO								
Colorado Springs	Transcript	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn	E. H. Joslyn		
Denver	Mining & Financial Record	John A. Moyer	S. W. Vidler	S. W. Vidler	John A. Moyer	John A. Moyer		
ILLINOIS								
Chicago	Drovers' Journal	Drovers Journal Publishing Co.	Neff & Snyder	L. E. Troeger	A. C. Davenport		A. C. Davenport	J. L. Houston, Jr.
	Journal of Commerce			Jose Borno		Glenn Griswold		
	Law Bulletin	Law Bulletin Publishing Co.	Charles Gritman	Henry W. Ewing	Henry W. Ewing	Henry W. Ewing		
	Municipal Court Record	Law Bulletin Publishing Co.	Charles Gritman	Henry W. Ewing	Henry W. Ewing	Henry W. Ewing		
	National Hotel Reporter	F. Willis Rice	F. Willis Rice	F. Willis Rice	F. Willis Rice	F. Willis Rice		
	Racing Form	Daily Racing Form Publishing Co.	F. H. Brunell			J. B. Brunell		
INDIANA								
Indianapolis	Commercial	Enquirer Printing & Pub. Co., Inc.	Oliver W. Stewart	L. McPhetridge		Harry Nicoli		
	Live Stock Journal	Robert Henkel		Robert Henkel	Robert Henkel		E. W. Kurtze	
IOWA								
Des Moines	Record	Daily Record Co.	T. A. Vernaw			E. G. McIntire		
Sioux City	Live Stock Record							
KANSAS								
Topeka	Legal News	N. L. Herrin	N. L. Herrin	N. L. Herrin	N. L. Herrin	N. L. Herrin		
Wichita	Stockman	John C. McGuin	Lee McPherson			Mrs. Bruce Taylor	Fenton B. Clark	Mrs. Bruce Taylor
KENTUCKY								
Louisville	Record	Bishop (Catholic) of Louisville	Bishop (Catholic) of Louisville			Rev. G. Schuman		
MARYLAND								
Baltimore	Record	Daily Record Pub. Co.	Ernest R. Craputer	Ernest R. Craputer	John Warfield		O. Burkhard	O. Burkhard
MASSACHUSETTS								
Boston	News Bureau	C. W. Barron	H. M. Cole	H. M. Cole	Hugh Bancroft	Guy Bancroft	J. W. Withington	Thos. F. Lyons
MICHIGAN								
Detroit	Legal News	Detroit Legal News Co.	Frank J. Kelk	S. W. Curtiss		S. W. Curtiss		
MINNESOTA								
Minneapolis	Finance & Commerce Market Record	Finance & Commerce Co.	H. D. Maul	Earl C. Maul	H. D. Maul	Earl C. Maul	Earl C. Maul	Earl C. Maul
South St. Paul	Reporter	S. St. Paul Daily Reporter Co., Inc.	E. L. Ogilvie	W. M. Fisk		E. L. Ogilvie		
MISSOURI								
Kansas City	Drovers' Telegram	Drovers Telegram Co., Inc.	W. P. Neff	W. P. Neff	George N. Neff		M. B. Davenport	F. C. Palmer
	Western Contractor	Peters Pub. Co.	A. I. Gilmore	A. I. Gilmore	H. H. Peters	H. H. Peters	W. G. Makepeace	H. H. Peters
St. Joseph	Stock Yards Journal	Ewing Herbert	P. R. Manifold	Ewing Herbert	Ewing Herbert	Ewing Herbert	John Albus	E. Ray
St. Louis	Record	Daily Record Co.	H. B. Morse	H. B. Morse		H. B. Morse		
NEBRASKA								
Omaha	Drovers Journal-Stockman	The Journal-Stockman Co.	Bruce McCulloch	Bruce McCulloch	W. A. Truelsen	W. A. Truelsen	W. A. Truelsen	Dwight Williams
	Record	N. O. Talbot	N. O. Talbot	H. E. Ledyard	N. O. Talbot	N. O. Talbot	N. O. Talbot	R. A. Talbot
NEW YORK								
Buffalo	Live Stock Record							
	Racing Form	Daily Racing Form Publishing Co.	Frank H. Brunell	Oscar Drimalla		J. B. Brunell		
New York	Bond Buyer	The Bond Buyer	Sanders Shanks, Jr.	Sanders Shanks, Jr.	Chares Otis	Chares Otis	G. J. Bagley	G. J. Bagley
	Bond News	Charles D. Steurer	Wm. A. Romkey	Wm. A. Romkey	Charles D. Steurer	Wm. A. Romkey		
	Chemical, Color & Oil Daily	Trades Reporting Bureau, Inc.	William E. Tufts	Sidney Dean	William E. Tufts	James S. Guerin	James S. Guerin	B. C. Faringer
	Financial America	New York News Bureau Ass'n.	Fredk Eppelsheimer	George J. Hurst	George J. Hurst	Edward Rascowar	J. J. Kennedy	John Condon
	Garment News	John M. O'Connor	Donald Evans	George E. Stuckey		Arthur J. Lewy		
	Journal of Commerce & Commercial Bulletin	A. W. Dodsworth	J. W. Dodsworth	J. W. Dodsworth		John C. Cook		F. A. Dowd
	Law Journal	New York Law Publishing Co.	George Chase		J. J. Cosgrove	J. J. Cosgrove		
	Marine Record	Marine Record Co.	David G. Baillie	David G. Baillie	Henry D. Hooper	Henry D. Hooper		
	News Record	Daily Trade Record Co.	Melbourne Smith	Melbourne Smith		E. W. Fairchild		
	Wall Street Journal	Dow, Jones & Co.	W. Barclay	W. Barclay	Joseph Cashman	Joseph Cashman	E. B. Ross	J. Miller
	Wid's	Wid's Film & Films Folk, Inc.	Joseph Dannenberg	Joseph Dannenberg	John W. Alicoate	John W. Alicoate	James Cron	S. D. Kohler
	Women's Wear	Women's Wear Co.	Edward Doorly	Edward Doorly		A. E. Fairchild		
Rochester	Record	The Daily Record Co.	N. B. Raymond	N. B. Raymond	E. W. Stratton	E. W. Stratton	E. W. Stratton	E. W. Stratton
OHIO								
Cincinnati	American Racing Record							
	Court Index	Vinton R. Shepard	Vinton R. Shepard			Wade Shepard		
Cleveland	Iron Trade & Metal Market Report	Penton Pub. Co.	J. F. Froggert			A. O. Backert		
	Legal News & Recorder							
	Live Stock News	Allen S. Waltz	H. B. Hiser		Allen S. Waltz		H. B. Hiser	H. B. Hiser
	Metal Trade							
Columbus	Reporter, Law Journal & Legal News							
Toledo	Legal News	The Toledo Legal Printing Co.				H. J. Chittenden		
OKLAHOMA								
Oklahoma City	Legal News	John H. Murphy	John H. Murphy	L. G. Murphy				
	Live Stock News	W. R. Martineau	W. R. Martineau					
Tulsa	Oil Record	Oil Record Pub. Co., Inc.	J. J. Hildebrandt	J. J. Hildebrandt		D. C. Robertson	T. F. Munday	Frank Boydston
OREGON								
Portland	Record Abstract	Multnomah Pub. Co.	H. G. Haugstein			W. T. Philips		
PENNSYLVANIA								
Pittsburgh	Law Bulletin	Daily Law Bulletin, Inc.	G. J. Campbell	G. J. Campbell	G. J. Campbell	J. L. Campbell		
	Liv Stock Journal	Market Review Pub. Co.	Fred I. Schwartz	Fred I. Schwartz	Fred I. Schwartz	Fred I. Schwartz	Fred I. Schwartz	Fred I. Schwartz
TEXAS								
Dallas	Commercial Daily		R. H. McKinley &					
Fort Worth	Live Stock Reporter	Reporter Publishing Co.	M. L. McCain, Jr.	M. L. McCain, Jr.	R. H. McKinley	D. D. Wall	I. J. Newton, Jr.	D. D. Wall
San Antonio	Commercial Recorder	Edwin Routledge	Edwin Routledge					

(Continued on Page 90)

Digitized by Google

The Kansas City Star's Record for 1920

In the face of unusual conditions in newspaper production in 1920, The Kansas City Star and its morning issue, The Times, each shows a gain of more than 5,000 on the average daily circulation for the year. This is particularly gratifying because, while there was a loss of 2,300 subscribers out of town on account of price advances ranging from 33 1/3 to 100 per cent., the city circulation gained more than 7,500.

At the same time the advertising patronage was greater in 1920 than in the previous year by more than 1½ million lines. And this in spite of the fact that a vast volume of advertising had to be refused on account of shortage of print paper.

The details follow:

	1920	1919	
Evening & Sunday	**223,006**	217,820	**5,186** Gain
Morning	**218,164**	213,042	**5,122** Gain
City Circulation	**123,672**	116,134	**7,538** Gain
Country Circulation	**99,334**	101,686	**2,352** Loss*
Weekly Star	**333,933**	323,000	**10,933** Gain
	Lines	Lines	**Lines**
Advertising	**24,688,800**	23,076,783	**1,612,017** Gain

**Due to advance in price on country subscriptions and abandonment of army camps.*

THE KANSAS CITY STAR

New York Office
2 Rector St.

Chicago Office
1418 Century Bldg.

Digitized by Google

Executives of U. S. Business, Trade and Class Daily Newspapers—Continued

WASHINGTON

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Seattle	Journal of Commerce.	Record Pub. Co.	W. L. Kidston		O. J. David	M. F. Brown	O. J. David	T. L. Moreman
	Produce News	S. H. Stevens	S. H. Stevens					
Tacoma	Index	H. H. Johnson	Victor J. Hedberg		H. H. Johnson	H. H. Johnson		

WISCONSIN

Milwaukee	Reporter	The Daily Reporter Co.	J. P. Woodmansee.	J. P. Woodmansee.	A. R. Nolte	A. R. Nolte		

EXECUTIVES OF CANADIAN DAILY NEWSPAPERS

ALBERTA

City	Newspaper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Calgary	Albertan	W. M. Davidson	W. M. Davidson	C. A. Groff		H. J. Ford	W. Campbell	W. Bryan
	Herald	The Herald Pub. Co., Ltd.	J. H. Woods	J. H. Woods			C. J. Spencer	
Edmonton	Bulletin	Hon. Frank Oliver	John Howey			Joseph Burgess	Joseph Burgess	
	Journal	Canadian Newspapers, Ltd.	M. R. Jennings	C. R. Morrison	M. R. Jennings	Arthur Yockney	Geo. B. Cooper	H. E. Fuller
Lethbridge	Herald	W. A. Buchanan, M. P.	H. G. Long		W. A. Buchanan	John Torrance		L. Lindsay
Medicine Hat	News	The Medicine Hat News, Ltd.		A. J. N. Terrill			T. R. Osborne	

BRITISH COLUMBIA

Nanaimo	Free Press					Thos. B. Booth		
	Herald	R. R. Hindmarch		R. R. Hindmarch	R. R. Hindmarch	E. M. Waugh		A. T. Neen
Nelson	News	F. Frayne		H. H. Currie	F. Frayne	F. Frayne	V. Stubbe	E. Griggello
New Westminster	British Columbian	The Columbian Co., Ltd.	J. W. Cunningham	J. W. Cunningham	J. D. Taylor	J. D. Taylor	A. C. Saunders	C. D. Peele
Prince Rupert	Empire	The Empire Pub. Co.				S. M. Newton		
	News	H. F. Pullen		H. F. Pullen		Geo. Wilson		
Vancouver	Province	W. C. Nichols	W. C. Nichols	Roy Brown		F. J. Burd	W. C. Russell	F. E. Henderson
	Sun	Sun Pub. Co., Ltd.	H. Torey		R. J. Cromie		S. Griffin	H. F. Gates
	World	John Nelson	R. S. Somerville	R. S. Somerville	John Nelson	S. S. Amess	C. A. Abraham	C. A. Shaughnessy
Victoria	Times	Times Ptg. & Pub. Co.		B. C. Nicholas		R. O. Thomson	R. G. Thomson	Albert Jones
	Colonist	J. S. H. Matteson	Charles Swayne		J. S. H. Matteson	J. L. Tait	R. M. Milne	H. Hawkins

MANITOBA

Brandon	Sun	Sun Pub. Co., Ltd.	W. S. Harris		J. B. Whitehead		A. R. Sills	P. O. Mason
Portage la Prairie	Graphic	C. D. McPherson	G. R. Porter		C. D. McPherson		Maude Hawley	
Winnipeg	Tribune	Tribune Newspaper Co., Ltd.	R. L. Richardson, M. P.	J. W. Mencrieff		M. E. Nichols	A. W. Moscarella	H. B. Gisa
	Free Press	Manitoba Free Press Co., Ltd.	J. W. Dafoe		E. H. MacKlin	W. McCurdy	W. R. B. D'Esterre	J. F. Sweeney & A. G. Cowan

NEW BRUNSWICK

Moncton	Times	The Times Ptg. Co.	J. S. Boyd		J. C. Keating	J. C. Keating		
	Transcript	J. T. Hawke	J. T. Hawke			Miss E. F. Parlee	W. K. C. Parlee	
St. John	Telegraph	Telegraph Pub. Co.	E. W. McCready		E. W. McCready		Ralph H. Watts	
	Standard	H. V. MacKinnon	Geo. Bidlake	F. L. Kipp	H. V. MacKinnon		L. Hennigan	A. G. N. Tood

NOVA SCOTIA

Amherst	Daily News	News Sentinel, Ltd.	Geo. E. Herman			J. A. Tait		
Glace Bay	Gazette	A. D. Macneill	Joseph McDonald	Joseph McDonald	A. D. Macneill	A. D. Macneill	B. Finlayson	M. McDonald
Halifax	Acadian Recorder	C. C. Blackader	C. C. Blackader	C. C. Blackader	C. C. Blackader	W. M. Goudge	W. M. Goudge	
	Chronicle & Echo		A. F. MacDonald				G. P. Greene	R. S. Tulloch
Halifax	Herald & Mail	W. H. Dennis			W. H. Dennis	W. H. Dennis		
New Glasgow	News	Scotia Printers, Ltd.		J. W. H. Sutherland	J. W. H. Sutherland	F. J. McPherson	W. J. Flynn	
Lunenburg	News	D. J. Rudolf	I. C. Merrill			D. J. Rudolf		
Sydney	Post	Post Pub. Co., Ltd.	H. P. Duchemin	N. M. Browne		P. D. Macneil	P. D. Macneil	Roy Nicholson
	Record	Record Pub. Co., Ltd.	H. F. S. Paisley		E. L. Coleman	E. L. Coleman		E. C. McDonald
Truro	News	News Pub. Co., Ltd.	W. D. Dimock	W. D. Dimock	A. R. Coffin	A. R. Coffin	A. R. Coffin	A. R. Coffin

ONTARIO

Belleville	Intelligencer	C. J. Bowell	A. G. Davie	A. G. Davie	C. J. Bowell	C. J. Bowell	E. Ford	M. L. Sullivan
Brockville	Recorder and Times.	Recorder Ptg. Co., Ltd.	Hon. Geo. P. Graham	M. C. Franklin		W. J. Moore	Jos. Edwards	A. Dixon
Brantford	Expositor	Preston & Sons, Ltd.	T. H. Preston	A. T. Whitaker	T. H. Preston	W. H. Preston	J. Johnson	H. Hunt
Chatham	News	A. C. Woodward	A. C. Woodward					
	Planet	S. Stephenson	W. K. Angus		S. Stephenson	A. J. Fipe	K. Stewart	J. Appleton
Cobalt	Nugget	The Cobalt Daily Nugget, Ltd.		H. S. Browning	H. S. Browning		J. E. Jones	
Fort William	Times-Journal	The Superior Ptg. Co., Ltd.	J. R. Lumby	J. R. Lumby		D. Smith	C. W. Wilson	J. McDonald
Galt	Reporter	Galt Reporter, Ltd.			Henry J. Foster		S. H. Cant	E. Lee
Guelph	Herald	The Guelph Herald, Ltd.	A. E. Smith		B. E. Summer		Al. S. Shank	W. Wiskie
Guelph	Mercury	J. I. McIntosh						
Hamilton	Spectator	Spectator Ptg. Co., Ltd.	A. J. Holloway	Wm. Mullis	W. J. Southam	W. J. Southam	James R. Allan	James Turnbull
	Herald	Herald Ptg. Co. of Hamilton, Ltd.	J. L. Lewis	W. J. McNair	J. M. Harris	R. B. Harris	Geo. Davis	C. I. Aitchison
Kingston	Standard	W. R. Givens	W. R. Givens	Robert Henderson	W. R. Givens	Sherman Hill	Henry Hill	A. C. Murray
	British Whig	British Whig Pub. Co., Ltd.	Leman A. Guild	Leman A. Guild	Leman A. Guild	Leman A. Guild	Leman A. Guild	Leman A. Guild
Kitchener	News-Record	News-Record, Ltd.	W. D. Euler, M. P.	W. J. Mots	W. J. Mots	C. E. Cornell	T. H. Kay	J. T. Taylor
	Telegraph	David Bean & Sons, Ltd.	Geo. Martin		D. A. Bean	D. A. Bean	C. S. Bean	L. F. Schwartz
Lindsay	Post	Wilson & Wilson			G. H. Wilson	R. P. Wilson		
London	Advertiser	London Advertiser Co.	H. H. Fickett			Frank Adams	Frank Adams	J. H. Herrington
	Free Press	A. S. Blackburn	A. R. Ford	A. R. Ford	A. S. Blackburn	C. Thomas	H. B. Muir	John Herrington
Niagara Falls	Review	F. H. Leslie, Ltd.	James M. Cowan	F. H. Leslie	F. H. Leslie	F. H. Leslie	M. J. Gonder	F. H. Leslie
Sault Ste. Marie	Star	Sault Star, Ltd.	J. W. Curran	J. W. Curran	J. W. Curran	R. A. Addison	R. A. Addison	R. A. Addison
Ottawa	Citizen	The Citizen Pub. Co.	C. A. Bowman		W. M. Southam	G. A. Disher	F. W. Crabbe	T. V. Armstrong
	Le Droit	Syndicat D'Euvres Sociales	E. Boutet	Charles Gautier		Jos. Goulet	H. E. Lemieux	Miss Tessier
	Journal	Journal Pub. Co., Ltd.	P. D. Ross	J. S. Crate	A. F. Parkinson	W. A. Perry	J. W. Cockburn	T. V. Armstrong
Peterboro	Examiner	Peterboro Examiner, Ltd.	F. D. Craig	E. G. McKeeley			M. Menzie	S. H. Mitchell
Port Arthur	News-Chronicle	Port Arthur Daily News, Ltd.	F. B. Allen	F. B. Allen	E. B. MacKay	E. B. MacKay	John Manning	C. Garrie
Port Hope	Guide	G. Wilson & Son	F. W. Wilson	F. W. Wilson	F. W. Wilson	H. K. Middleton	F. W. Wilson	F. W. Wilson
St. Catharines	Standard	W. B. & H. B. Burgoyne	W. B. Burgoyne	W. B. Burgoyne	W. B. Burgoyne	H. B. Burgoyne	H. M. Gadsby	M. F. Bulger
St. Thomas	Times-Journal	The Times-Journal of St. Thomas, Ltd.		Thomas Keitt		W. L. Agnew	F. L. Watson	W. L. Agnew
Sarnia	Canadian Observer	The Canadian Observer, Ltd.		W. M. Lowery		A. D. McKenzie	A. D. McKenzie	
Stratford	Beacon	K. W. O'Beirne						
Stratford	Herald	The Stratford Herald Ptg. Co., Ltd.	Chas. Dingman	Ross Keane		Chas. Dingman	S. B. Dawson	P. J. Keating
Toronto	Globe	Globe Ptg. Co.	T. Stewart Lyon			Wm. Findlay		R. A. McCleary & J. T. Byrne
	Hebrew Journal	Canadian Jewish Pub. Co.	A. Rhinewine	A. Rhinewine	H. Winberg	H. Winberg		H. M. Kirshenbaum
	Mail & Empire	J. S. Douglas	C. A. C. Jennings	W. J. Wilkinson			Geo. E. Scroggie	Geo. M. McTaggart
	Star	J. E. Atkinson	J. E. Atkinson	John R. Bone	J. E. Atkinson	W. C. R. Harris	W. C. R. Harris	W. L. Argus
	Telegram	John Ross Robertson Est.	John R. Robinson	C. H. J. Snider		A. T. Chadwick	N. T. Bowman	Wm. Elder
	World	W. F. Maclean	W. F. Maclean	J. Harry Smith	J. Lang	J. Lang	H. B. Somerville	J. Lang
Windsor	Border Cities Star	W. F. Herman		J. E. Young	H. A. Grayhiel		R. Evans	C. Traunseck
Woodstock	Sentinel-Review	W. J. Taylor	John Markey	John Markey	W. J. Taylor	W. F. Tobey	E. S. Hunter	G. J. Johnston

PRINCE EDWARD ISLAND

Charlottetown	Examiner	C. J. Mitchell	W. L. Cotton	Frank Walker	F. Burnett	C. J. Mitchell	C. J. Mitchell	E. Williams
	Guardian	J. R. Burnett	J. R. Burnett	J. R. Burnett	J. R. Burnett	R. A. Macdonald	M. Deegan	A. Martin
	Island Patriot	Frederick J. Nash	Frederick J. Nash	Frederick J. Nash	Frederick J. Nash	Frederick J. Nash		

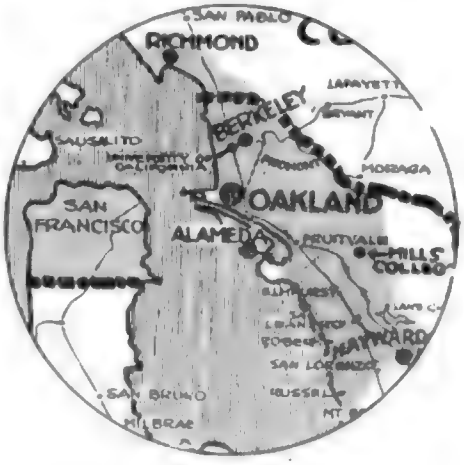
(Continued on page 155)

Digitized by Google

Oakland Tribune

Exclusive Associated Press Service

United Press International News Service



WE WANT YOU TO VISUALIZE OAKLAND, CALIFORNIA

¶ The right hand side of the map shows the great EAST BAY section of San Francisco bay of which OAKLAND is the largest single unit.

¶ It is seven miles across the bay from San Francisco to these cities.

¶ From the manufacturing city of Richmond on the north through OAKLAND to the agricultural and canning industries of Hayward on the south is a densely settled territory. Here is a population of over 300,000 where municipal division lines are purely imaginary.

¶ *In the back country, along the bay shore* and closely contiguous to OAKLAND by rapid transit one finds intensive agricultural pursuits together with varied industrial enterprises—in which there is an approximate population of 50,000 or more.

¶ OAKLAND is the natural center, the dominant overshadowing city in this home owning, industrial and intensively agricultural section, a separate distinct community of interests with its own problems and ideals.

To You, Mr. Buyer of Advertising:

TWO AND THREE THOUSAND MILES FROM OAKLAND THIS MESSAGE IS DIRECTED

It is of vital importance to you in your selection of newspaper mediums in California. It is a record of the advertising volume accorded the 8 daily newspapers in San Francisco and Oakland during the year just closed.

S. F. Examiner	(7 da.)	15,879,388 Lines	26% Gain
Oakland Tribune	(7 da.)	13,383,902 "	24% "
S. F. Chronicle	(7 da.)	11,503,688 "	15% "
S. F. Bulletin	(6 da.)	8,044,638 "	21% "
S. F. Call	(6 da.)	7,342,566 "	16% "
Oakland Enquirer	(6 da.)	6,224,750 "	10% "
S. F. Daily News	(6 da.)	5,551,532 "	40% "
*Oakland Daily Post	(6 da.)	1,896,930 "	1% "

*Inserted with S. F. Call in East Bay Cities.

Right Up in Front—A Close Second is the Big Result Producing

OAKLAND TRIBUNE

REPRESENTATIVES

Williams, Lawrence & Cresmer Co.
225 Fifth Ave.
New York City

Harris Trust Bldg.
Chicago, Ill.

W. R. Baranger Co.
Examiner Bldg., San Francisco, Calif.

DAILY NEWSPAPERS OF FRANCE

PARIS

L'Action, 30 rue Louis-le-Grand.
L'Action Française, 14 rue de Rome.
L'Alerte, 17 rue Jean-Goujon.
L'Aurore, 13 rue Notre-Dame-des-Victoires.
L'Avenir, 1 rue des Italiens.
La Bataille, 67 quai de Valmy.
La Croix, 5 rue Bayard.
La Démocratie, 32 boulevard Raspail.
La Démocratie Nouvelle, 6 boulevard des Italiens.
La Démocratie Sociale, 30 rue Louis-le-Grand.
La Dépêche Quotidienne, 32 rue de la Fontaine-au-Roi.
L'Echo de Paris, 6 place de l'Opéra.
L'Eclair, 10 rue de Daubourg-Montmartre.
L'Entente, 15 rue Louis-le-Grand.
L'Epoque, 2 rue Grétry.
L'Ere Nouvelle, 24 rue Taitbout.
L'Evénement, 20 boulevard Montmartre.
Le Fait, 53 bis rue de Chateaudûn.
Le Figaro, 26 rue Drouot.
La France, 98 rue de Richelieu.
La Libre France, 42 rue Notre-Dame-des Victoires.
La France Nouvelle, 48 rue Richer.
Le Gaulois, 2 rue Drouot.
La Gazette de France, 1 rue Baillif
L'Heure, 142 rue Montmartre.
L'Homme Libre, 13 rue Taitbout
L'Humanité, 142 rue Montmartre.
L'Impartial, 53 bis rue de Chateaudûn.
L'Indépendance, 53 bis rue de Chateaudûn.
L'Informateur Politique, Economique et Financier, 32 avenue Victor-Hugo.
L'Informateur Quotidien, 32 rue de Chateaudûn.
L'Intransigeant, 12 rue du Croissant.
Le Jour, 53 bis rue de Chateaudûn.
Le Journal, 100 rue de Richelieu.
Journal des Débats, 17 rue des Prêtres Saint-Germain-L'Auxerrois.
Journal Officiel de la République Française, 31 quai Voltaire.
Le Journal du Peuple, 17 rue Grange-Batelière.
La Justice, 11 place du Havre.
La Lanterne, 24 boulevard Poissonière.
La Liberté, 111 rue Réaumur.
La Libre Parole, 14 boulevard Montmartre.
Le Matin, 3-6 boulevard Poissonnière.
Le Nouveau Temps, 53 bis rue de Chateaudûn.
La Nouvelle Presse, 161 rue Montmartre.
L'Oeuvre, 26 rue Royale.
L'Ordre Public, 4 boulevard des Italiens.
Paris Gazette, 10 rue Paul-Lelong.
Paris Nouvelles, 28 boulevard Saint-Denis
Paris-Midi, 30 rue Louis-le-Grand.
Paris-Télégraph, 27 rue des Buttes-Montmartre (Saint-Ouen).
La Patrie, 124 rue Montmartre.
Le Petit Bleu, 18 rue Grange-Batelière
Le Petit Journal, 69-61 rue Lafayette.
Le Petit Parisien, 16-32 rue D'Enghien.
La Petite République, 15 place de la Bourse.
La Politique, 45 rue Lecourbe.
La Presse Régionaliste, 6 rue Le Goff.
Le Populaire, 142 rue Montmartre.
La Presse, 144 rue Montmartre.
La Presse Libre, 28 boulevard Saint-Denis.
Le Public, 117 rue Réaumur.
La Quotidienne, 78 rue Taitbout.
Le Radical, 2 rue des Petits-Pères.
Le Rappel, 34 boulevard de Strasbourg and 71 rue de Faubourg Saint-Martin.
La République Radicale, 123 rue Montmartre.
La République Française, 31 boulevard Montmartre.
Le Siècle, 30 rue Louis-le-Grand
Le Soir, 34 avenue de L'Opéra.
Le Temps, 5 rue des Italiens.
Le Vérité, 16-18 rue Notre-Dame-des-Victoires.
La Victoire, 142 rue Montmartre.
La Voix Nationale, 18 rue Favart.

Business, Trade and Class Dailies

La Ville de Paris, 26 boulevard Poissonière (municipal affairs).
Le Bulletin des Halles, Bourses et Marchés, 33 rue J. J. Rousseau (agriculture and general business).
L'Echo Agricole, 33 rue J. J. Rousseau (agriculture and commerce).
Les Affiches de Paris, 32 rue d'Uulm (public sales).
Affiches Parisiennes et Départementales, 144 rue de Rivoli (public sales).
L'Intermédiare Officiel, 11 rue Le Peletier (public sales).
Moniteur des Ventes, 21 rue Le Peletier (public sales).
Petites Affiches, 2 rue Montesquieu (public sales).
L'Echo du Commerce, 33 rue J. J. Rousseau (wood products, chemicals, etc.).
La Dépêche Coloniale (official announcements concerning French colonies), 19 rue Saint Georges.
La Presse Coloniale, 2 rue des Halles
La Presse Régionaliste, Métropolitaine et Coloniale, 6rue Le Goff.
Le Courrier (general business), 48 rue de Faubourg Poissonnière.
Le Marché Français (business), 6 place du Louvre.
Paris Annonces (business), 26 boulevard Saint-Denis.
L'Avant-Bourse (financial), 5 rue de la Bourse.
La Cote de la Bourse et de la Banque (financial), 1-3 rue de la Bourse.
La Cote Européenne (financial), 17 rue Saint-Marc.
Essor Industriel, Economique et Financier (financial), 10 rue Gaillard.
Express-Finance, 30 rue Bergère.
Guide de la Bourse et de la Banque (financial), 49 rue Laffitte.
L'Information (financial), 10 place de la Bourse.
Les Informations Parisiennes (financial and political), 5 rue de la Grange-Batelière.
La Journée Financière, 11 bis rue Maubeuge.
Le Marché de Paris (financial), 26 rue Feydeau.
Le Messager de Paris (financial), 42 rue Notre-Dame-des-Victoires.
Paris-Bourse (financial), 1 rue de la Bourse.
Le Petit Bulletin Quotidien de la Bourse et de la Banque (financial), 2 rue d'Uzes.
La Petite Cote de la Bourse (financial), 4 rue de la Bourse.
Excelsior (illustrated daily), 20 rue d'Enghien.
La Chronique Industrielle (industrial), 2 rue du colonel Renard.
La Journée Industrielle (industrial), 53 rue Vivienne.
Gazette du Palais (legal), 3 boulevard du Palais.
La Gazette des Tribunnaux (legal), 13 place Dauphine
La Loi (legal), 60 quai des Orfèvres.
Le Cyrano (literary), 117 rue Réaumur.
Le Bulletin des Fiancés (matrimonial), 26 boulevard Bonne-Nouvelle.
La Cote des Métaux (hardware), 89 rue de Reuilly.
La France Militaire (army and navy), 134 boulevard Saint-Germain.
La Vie Mondaine (society), 270 rue Saint Honoré.

Foreign Language Dailies Published at Paris

Chicago Tribune, 420 rue Saint Honoré.
The Daily Mail (London), 26 rue du Sentier.
The New York Herald, 49 avenue de L'Opéra

Daily Sporting Papers of Paris

L'Auto, 10 Faubourg Montmartre (automobiles and sports).
Auteuil-Longchamp, 117 rue Réaumur (sports).
Le Guide Sportif, 21 rue Singer (sports).
Le Jockey, 142 rue Montmartre (sports).
Paris-Sport, 18 rue de Croissant.
Paris-Turf, 26 boulevard des Italiens (racing).
Le Sport-Rapide, 121 rue Montmartre.
La Veine, 18 rue de Croissant (horses).

Theatrical Daily of Paris

Comoedia, 17 boulevard Poissonière.

FRENCH PROVINCIAL DAILIES

AIN

BOURG-EN-BRESSE—Le Courrier de L'Ain.

AISNE

LAON—JOURNAL de L'Aisne (except Sunday).
SAINT QUENTIN—Guetteur de Saint Quentin et de L'Aisne (except Sunday); Journal de Saint Quentin et de L'Aisne; Le Saint Quentinois.
SOISSONS—L'Argus Soissonais (except Sunday).
VERVINS—Le Démocrate du Department de L'Aisne (except Sunday); Le Libéral de L'Aisne; Le Républicain de L'Aisne.

ALLIER

MOULINS—Le Progrès de L'Allier, de la Nièvre et de Saone-et-Loire.
MONTLUÇON—L'Abeille de la Creuse; Le Centre.
VICHY—Le Journal de Vichy (during season); Liste Officielle des Etrangers.

ALPES-MARITIMES

NICE—L'Eclaireur de Nice; Le Petit Nicois (illustrated morning daily); Les Petits

(Continued on page 94)

USE NEWSPAPERS ON A THREE-YEAR BASIS

Advertising Is On Trial

The answer is dominant advertising through concentration in dominant newspapers

DURING the past three years all of us have indulged in expensive selling practices. Advertising has been placed without much regard for efficiency because of the certainty that any advertising in any medium would pay its way.

Today we are facing a new condition. Advertising is on trial. Advertising must prove its efficiency. It must reestablish itself as a necessary factor in economical distribution. It must demonstrate the truth of the assertion that advertising lowers the cost of living.

Dominant advertising in the one dominant newspaper in each city backed with intelligent selling methods will carry the load at minimum expense.

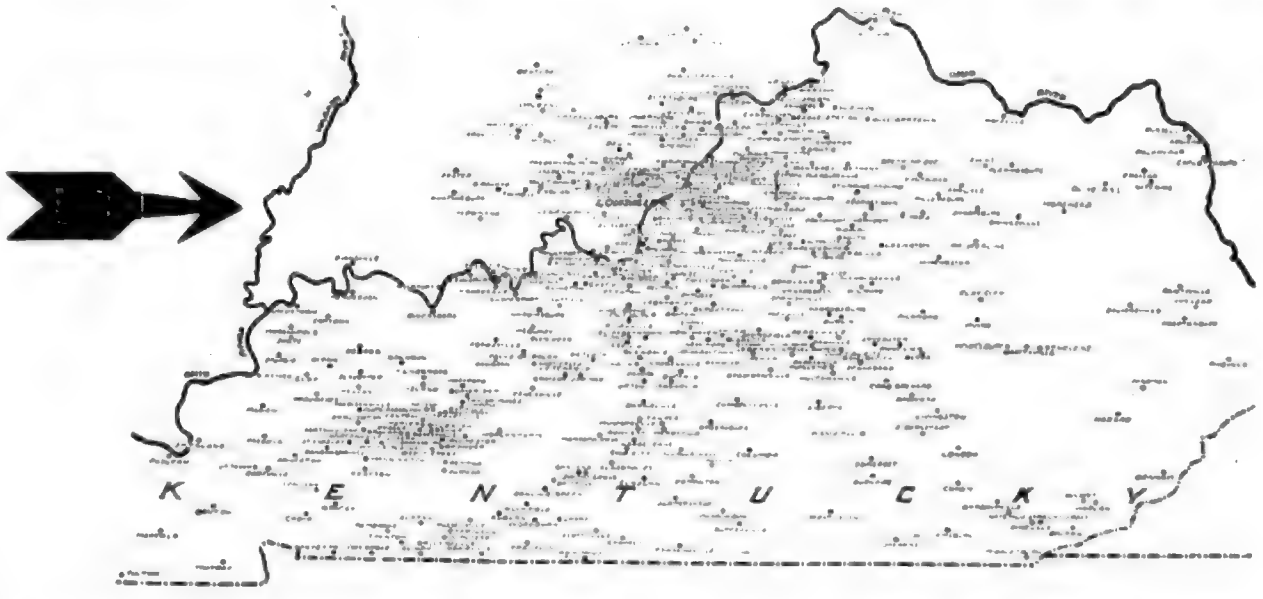
The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau St.

FRANK T. CARROLL
Advertising Mgr.

Chicago Office
J. E. LUTZ
First National Bank Bldg.

Louisville—The Gateway To The New South



LOUISVILLE, KY.

is the gateway to the South. It is the city where nearly 300,000 people trade. It is the jobbing center of more than 3,000,000 population. The entire State of Kentucky and part of Indiana depend upon Louisville for supplies of every kind.

Five railroads and numerous electric lines radiate north, south, east and west, over which the jobbers ship your goods with unusual dispatch. Along the same routes thousands of shoppers come to Louisville to *buy*.

The location, the character of the city, the social and industrial attractions and the climate of Louisville, have all been factors in making this city the most cosmopolitan of the South. North and South mingle in Louisville and no one line of merchandise has a monopoly. There is room for all dependable necessities and luxuries properly promoted by careful distributing methods and convincing advertising.

The people demand all that has merit from baked beans to motor cars. There are nearly 50,000 industrial workers, well paid, wide-awake and, in most instances, home owners.

Nearly one hundred lines of trade are represented in the 550 factories of Louisville and the prosperity of the adjacent territory, does not depend upon any one crop. Corn headed the list of crops in 1920. Tobacco, wheat, oats, barley, rye, potatoes, hay, clover, apples, peaches and pears aided materially in swelling the bank accounts of a people anxious to secure what is best to wear—to eat and to enjoy in their homes.

STUDY THE MAP—Where Can You Find As Many Cities and Towns "Covered" Completely by Two Newspapers?

LOUISVILLE COURIER-JOURNAL

(Morning)

LOUISVILLE TIMES

(Evening)

These two newspapers offer something in addition to giant circulation at fair rates.

They Offer Co-operation

Throughout the entire territory, the merchandising department of these two papers creates dealer co-operation—jobber co-operation and consumer demand.

The service department is one of the few in the United States which conducts a campaign of promotion and education among jobbers in regard to the pulling power of newspaper advertising. In fact, the leading jobbers have learned to reject many products presented by manufacturers who have failed to adopt newspaper advertising.

Dealers have faith in suggestions from our merchandising department and consult us before accepting new lines.

CONSUMERS (readers of the Courier-Journal and Louisville Times) HAVE CONFIDENCE IN GOODS ADVERTISED IN OUR COLUMNS BECAUSE NONE BUT THE DEPENDABLE CAN SECURE SPACE, OR THE CO-OPERATION OF OUR HIGHLY DEVELOPED MERCHANDISING DEPARTMENT.

There is more to tell you. Write or wire to our National Advertising Manager for analysis of territory and special service for your particular line of goods.

"WHEN IT SELLS IN LOUISVILLE IT WILL SELL NORTH, SOUTH, EAST AND WEST"

The S. C. Beckwith Special Agency

SOLE FOREIGN REPRESENTATIVES

New York Chicago Kansas City St. Louis Atlanta Detroit

DAILY NEWSPAPERS OF FRANCE

(Continued from page 92)

Affiches; Le Phare du Littoral; Soleil du Midi.
CANNES—Le Littoral.

ARDENNES

MEZIERES—Courrier des Ardennes (daily except Monday); Le Journal des Ardennes et du Nord-Est; Le Petit Ardennais; La Dépêche des Ardennes.
VOUZIERS—L'Union de Vouziers.

ARIEGE

FOIX—L'Express du Midi.

AUBE

TROYES—La Tribune de L'Aube; Le Petit Troyen.

AUDE

CARCASSONNE—Le Courrier de L'Aude (except Sunday); L'Express du Midi.

AVEYRON

RODEZ—Le Courrier de L'Aveyron; L'Union Catholique.

BOUCHES-DU-RHONE

MARSEILLE—La Dépêche (edition of Toulouse paper); La Gazette du Midi; Le Journal de Marseille; Le Petit Marseillais, Le Petit Provençal; Le Radical; Le Sémaphore de Marseille; Le Soleil du Midi.

CALVADOS

CAEN—Journal de Caen et Progrès du Calvados; Le Moniteur du Calvados (except Sunday).

CANTAL

AURILLAC—Le Cantal Républicain; La Liberté du Cantal.
SAINT-FLOUR—L'Union Républicaine (except Sunday).

CHARENTE

ANGOULEME—La Charente; La Petite Charente; L'Impartial du Centre Ouest.

CHARENTE-INFERIEURE

ROCHEFORT-SUR-MER—Les Tablettes des Deux Charentes (except Sunday).
ROYAN—La France de Bordeaux et du Sud-Ouest (see Bordeaux, Gironde); La Liste Officielle des Etrangers (during season); Royan (during July, August and September).

CHER

BOURGES—La Dépêche du Berry; Le Journal du Cher.

CORREZE

TULLE—Le Corrézien (except Sunday); Le Courrier du Centre (edition of paper in Limoges, Haute-Vienne); La Dépêche (edition of Toulouse, Haute-Garonne, paper).
BRIVE—Le Courrier du Centre (edition of Limoges, Haute-Vienne, paper).

CORSE

AJACCIO—Le Colombo
BASTIA—Bastia Journal; Le Petit Bastiais

COTE D'OR

DIJON—Le Bien Public; Le Progrès de la Côte d'Or.

CREUSE

GUERET—L'Abeille de la Creuse (see Montluçon, Allier); Le Courrier du Centre (see Limoges, Haute Vienne).

DORDOGNE

PERIGUEUX—L'Avenir de la Dordogne; Le Courrier du Centre (see Limoges, Haute Vienne); L'Echo du Périgord.

DOUBS

BESANÇON — Le Dépêche Républicaine; L'Eclair Comtois; Le Petit Comtois.

DROME

VALENCE—Journal de Valence; Le Messager de Valence.

EURE-ET-LOIR

CHARTRES—La Dépêche D'Eure-et-Loir; Le Progrès.

FINISTERE

BREST—Brest Télégramme; La Dépêche de Brest.

GARD

NIMES—Le Journal du Midi; Le Petit Midi; Le Populaire du Midi; Le Républicain du Gard.

HAUTE-GARONNE

TOULOUSE—La Dépêche; L'Express du Midi; La Rapide; Le Républicain; Le Télégramme.

GERS

AUCH—La Dernière Heure; L'Express du Midi (see Toulouse, Haute Garonne).

GIRONDE

BORDEAUX—La Dépêche (see Toulouse, Haute Garonne); La France du Bordeaux et du Sud-Ouest; La Gironde; La Liberté du Sud-Ouest; Le Nouvelliste de Bordeaux; La Petite Gironde; Le Théâtre.

HERAULT

MONTPELLIER—La Dépêche (see Toulouse, Haute Garonne); L'Eclair; Le Journal Méridional; Le Petit Méridional.
BEZIERS—L'Union Républicaine.
CETTE—Journal de Cette.

ILLE-ET-VILAINE

RENNES—Journal de Rennes; L'Ouest-Eclair; Le Nouvelliste; Rennes-Théâtre.

INDRE

CHATEAUROUX—Le Centre-Eclair; Journal du Département de L'Indre.

INDRE-ET-LOIRE

TOURS—La Dépêche du Centre et du L'Ouest; Le Journal D'Indre-et-Loire et Les Nouvelles du Centre et de L'Ouest; La Touraine Républicaine.

ISERE

GRENOBLE—La Croix de L'Isère; La Dépêche Dauphinoise; Le Droit du Peuple; Le Petit Dauphinois; La Republique D'Isère.

LOIR-ET-CHER

BLOIS—L'Avenir de Loir-et-Cher.

LOIRE

SAINT ETIENNE—La Loire Républicaine; Mémorial de la Loire; Le Spectacle Quotidien Illustré; Le Stéphanois; La Tribune Républicaine.

HAUTE LOIRE

LE PUY—L'Avenir de la Haute Loire; La Haute Loire; La Republique du Centre.

LOIRE INFARIEURE

NANTES—Le Phare; Le Populaire de Nantes.

LOIRET

ORLEANS—Journal du Loiret (except Sunday); La Patriote Orléanais, Le Progrès du Loiret; Le Republicain Orléanais et du Centre; La Tribune Radicale du Centre.

LOT-ET-GARONNE

AGEN—L'Express du Midi (Toulouse, Haute Garonne); L'Indépendant du Lot-et-Garonne.

MAINE-ET-LOIRE

ANGERS—La France Nouvelle; Journal de Maine-et-Loire; L'Ouest; Le Petit Courrier; Le Petit Journal de Maine-et-Loire.
SAUMUR—Courrier de Saumur (except Sunday); L'Echo Saumurois.

MANCHE

CHERBOURG—Cherbourg Eclair.
GRANVILLE—La Plage (July 1 to October 1).

MARNE

CHALONS-SUR-MARNE—Journal de la Marne (except Sunday); L'Union Républicaine.
EPERNAY—Courrier du Nord-Est et Le Champenois (except Monday); La Dépêche de L'Est; Le Réveil de la Marne.
REIMS—L'Avenir; Le Courrier de la Champagne; La Dépêche de L'Est; L'Eclaireur de L'Est; L'Indépendant rémois; Le Progrès de L'Est (Illustrated).
SAINTE-MENEHOULD—Journal de la Marne (see Châlons-sur-Marne).
VITRY-LE-FRANÇOIS—Le Messager de la Marne (except Monday); Le Républicain de L'Arrondissement de Vitry-le-François.

HAUTE MARNE

CHAUMONT—Le Petit Champenois; Le Petit Haut-Marnais.

MAYENNE

LAVAL—La Mayenne (except Sunday).

MEURTHE-ET-MOSELLE

NANCY—L'Eclair de L'Est; L'Est Républicain; L'Etoile de L'Est, L'Impartial de L'Est; Journal de la Meurthe et des Vosges.

MEUSE

BAR-LE-DUC—L'Echo de L'Est; L'Indépendance de L'Est (Meuse edition of L'Etoile de L'Est, Nancy).

MORBIHAN

LORIENT—Le Nouvelliste de Morbihan.

MOSELLE

METZ—La Lorraine; La Lothringer Volkszeitung; Le Messin; Le Républicain Lorrain.
SARREBOURG—Gazette de Sarrebourg.
THIONVILLE—Le Journal de Thionville (French and German).

NIEVRE

NEVERS—Journal de la Nièvre (except Sunday); Paris-Centre.

NORD

LILLE—Les Affiches et Annonces; La Circulaire Quotidienne (financial); Cours Authentique et Officiel (financial); Le Rier du Nord; La Croix de Roubaix-Tourcoing; La Croix du Nord; La Dépêche; L'Echo du Nord; Le Nord Artiste; Nouvelliste; Le Progrès du Nord et du Pas-de-Calais; Le Réveil du Nord; Le Télégramme du Nord.
ARMENTIERES—La Gazette D'Armentières.
CAMBRAI—L'Emancipateur.
DUNKERQUE—La Flandre; Le Leughenaer; Le Nord Maritime.
ROUBAIX—L'Avenir de Roubaix-Tourcoing; Le Bulletin des Laines (textile); Le Courrier du Nord; La Croix de Roubaix-Tourcoing; L'Egalité; Journal de Roubaix.
TOURCOING—La Croix de Roubaix-Tourcoing; Journal de Roubaix.

OISE

BEAUVAIS—Alliance Démocratique; Le Moniteur de L'Oise; La République de L'Oise.

PAS-DE-CALAIS

ARRAS—L'Avenir; Le Courrier du Pas-de-Calais; La Croix D'Arras.
BOULOGNE-SUR-MER—Le Boulonnais (except Sunday); La France du Nord (except Sunday); Le Télégramme du Pas-de-Calais et de la Somme (editions in towns through Nord, also).
CALAIS—Le Petit Calaisien; Le Phare de Calais (except Sunday).
SAINT-OMER—L'Indépendant du Pas-de-Calais (except Sunday).

PUY-DE-DOME

CLERMONT-FERRAND—L'Avenir du Puy-de-Dôme et du Centre; Le Moniteur du Puy-de-Dôme.

BASSE PYRENEES

PAU—L'Express du Midi (see Toulouse, Haute Garonne); L'Indépendant des Pyrénées (except Sunday); Le Mémorial des Pyrénées; Le Patriote des Pyrénées.
BAYONNE—La Chronique de Bayonne; Le Courrier de Bayonne et du Pays Basque, La Gazette de Biarritz-Bayonne; La Sud-Ouest.
BIARRITZ—La Gazette de Biarritz-Bayonne.

HAUTE PYRENEES

TARBES—L'Action Pyrénéenne, L'Indépendant des Hautes-Pyrénées; Le Républicain des Hautes Pyrénées; Les Pyrénées, Le Semeur.

PYRENEES-ORIENTALES

PERPIGNAN—L'Indépendant des Pyrénées-Orientales, Le Roussellon.

BAS RHIN

STRASBOURG—L'Alsacien (except Sunday); L'Echo de Strasbourg; Journal D'Alsace et de Lorraine; Messager du Peuple; Le Nouveau Journal de Strasbourg; La Presse Libre (except Sunday); Volksfreund; La République; Les Dernières Nouvelles (except Sunday).
HAGENAU—Der Elsassische Volksbote (except Sunday); Journal D'Hagenau.

HAUT-RHIN

COLMAR—Démocrate du Haut-Rhin (except Sunday); Le Nouveau Rhin Français (except Sunday); Rhin Français.
MULHOUSE—L'Echo de Mulhouse (except Sunday); L'Express; Journal de Mulhouse et Mulhauser Tagblatt (French and German), Der Republicaner; L'Alsace.

RHONE

LYON—Cote des Valeurs en Banque, Cours Officiel de la Bourse de Lyon (except Sunday), La Dépêche (see Toulouse); L'Express de Lyon; Le Journal de la Foire (published two weeks before and during the annual fair daily), Lyon Républicain; Le Moniteur Judicaire de Lyon; Le Progrès de Lyon; Le Rhône; Le Salut Public; La Vie Théâtrale.

SAONE-ET-LOIRE

MACON—Le Journal de Saône-et-Loire, L'Union Républicaine.
CHALON-SUR-SAONE—Courrier de Saône-et Loire; Le Progrès de Saône-et-Loire.

SARTHE

LE MANS—L'Ouest de la Sarthe; Le Petit Manceau; La Sarthe.

SEINE-INFARIEURE

ROUEN—La Depeche de Rouen et de Normandie; Journal de Rouen.
LE HAVRE—La Gazette Maritime et Commerciale; Le Havre; Havre Eclair; Journal du Havre; Le Petit Havre.

DEUX SEVRES

NIORT—Mémorial des Deux-Sèvres (except Sunday).

SOMME

AMIENS—La Chronique Picard; Journal D'Amiens, Le Mémorial D'Amiens; Le Progrès de la Somme.

TARN

CASTRES—Echo du Tarn; L'Eclaireur du Midi.
MAZAMET—Les Laines et Cuirs.

TARN-ET-GARONNE

MONTAUBAN—Liberté du Sud-Ouest (Bordeaux), L'Express du Midi (Toulouse); Le Républicain de Tarn-et-Garonne; Le Télégramme (Toulouse).

TERRITOIRE DE BELFORT

BELFORT—L'Alsace (also at Mulhouse).

VAR

TOULON—Le Petit Var, La République du Var; Le Var Républicain.

VAUCLUSE

AVIGNON—Le Quotidien du Midi.

VIENNE

POITIERS—L'Avenir de la Vienne; Courrier de la Vienne et des Deux Sèvres (except Sunday); L'Echo du Poitou; Journal de L'Ouest, Journal de la Vienne.

(Continued on page 96)

The New Haven Register

NEW HAVEN, CONN.

The strongest and most influential paper in New Haven. More than three-quarters of the people in the New Haven field read the Register daily.

— — — —

The "REGISTER" Leads

in QUANTITY
in QUALITY
in ADVERTISING
in CIRCULATION

— — — —

The circulation of the Register is greater than that of any two New Haven papers combined.

Largest and Best Circulation in Connecticut's Largest City

THE JULIUS MATHEWS SPECIAL AGENCY

BOSTON NEW YORK CHICAGO

IN TACOMA

And Southwest Washington Its

THE NEWS TRIBUNE

9,303,532 Agate lines of paid advertising carried in the 6-evenings a week News Tribune in **1920**

8,041,978 Agate lines of paid advertising carried in the 6-evenings a week News Tribune in **1919**

1,261,554 AGATE LINES GAIN FOR THE YEAR

The News Tribune is a member of the Audit Bureau of Circulation.
Its average net paid daily circulation for the year of 1920 was

31,787

Of this circulation there was delivered each night within the city limits and the suburban trading radius of Tacoma

25,106 COPIES BY CARRIER

There is no waste to News Tribune circulation. The message of the advertiser is carried in its columns directly into the homes.

GROWING! GAINING!

This rich and prosperous section of the great Pacific Northwest turns commercially and geographically to Tacoma as its center. The News Tribune completely covers the city of Tacoma and Southwest Washington. It is the only newspaper in the state of Washington which has an evening Associated Press leased wire service and a United Press evening leased wire service as well. When you think of Tacoma and Southwest Washington, think of

THE NEWS TRIBUNE

Published by the Tribune Publishing Co.

FRANK S. BAKER, President **CHARLES B. WELCH, Editor and General Manager**

FOREIGN REPRESENTATIVES

DAVID J. RANDALL
341 Fifth Ave.
New York

FORD AND PARSONS
940 Marquette Bldg.
Chicago

R. J. BIDWELL
742 Market St.
San Francisco

DAILY NEWSPAPERS OF FRANCE

(Continued from page 94)

HAUTE-VIENNE

LIMOGES—Le Courrier du Centre; La Dépêche; La Gazette du Centre; Le Populaire du Centre; Le Réveil du Centre.

VOSGES

ÉPINAL—L'Union Républicaine des Vosges; Le Réveil des Vosges; Le Télégramme des Vosges.

YONNE

AUXERRE—Le Bourguignon; L'Indépendant Auxerrois; L'Yonne.

ALGÉRIE

ALGIERS—La Dépêche Algérienne; L'Écho D'Alger; Le Messager de L'Algérie; Les Nouvelles.

CONSTANTINE—La Dépêche de Constantine; Le Républicain.

BONE—La Dépêche de L'Est; Le Réveil Bônois.

ORAN—L'Écho D'Oran; Le Petit Oranais.

TUNISIE

TUNIS—Le Courrier de Tunisie; La Dépêche Tunisienne; Es-Zohra (Arabian); Es-Sabah (Jewish-Arabian); L'Association (agricultural); La Tunisie Française; L'Unionа.

SFAX—La Dépêche Sfaxienne.

MAROC
(Morocco)

CASABLANCA—La Presse Marocaine; La Vigie Marocaine et le Progrès Marocain.

RABAT—Le Petit Marocain.

TANGER—La Dépêche Marocaine; El Porvenir (Spanish).

SÉNÉGAL

DAKAR—Le Petit Sénégalais (weekly, semi-weekly or daily, according to the news).

LA RÉUNION
(Reunion Island)

SAINT-DENIS—La Dépêche; Le Nouveau Journal; La Patrie Créole; Le Peuple; Le Progrès.

LA GUADELOUPE

LA BASSE-TERRE—La Dépêche; L'Écho de la Guadeloupe.

LA POINT-A-PITRE—Le Nouvelliste.

COCHIN-CHINE

SAIGON—Bulletin de la Chambre de Commerce de Saïgon; Le Courrier Saïgonnais (except Sunday); L'Opinion.

TONKIN

HANOI—L'Avenir du Tonkin; L'Indépendance Tonkinoise; L'Union Républicaine.

HAIPHONG—Le Courrier de Haïphong.

NOUVELLE CALÉDONIE
(New Caledonia)

NOUMÉA—La France Australe.

NEWSPAPERS OF BELGIUM

Brussels

Demain, 84 rue de l'Ecuyer. Director, Paul André; Editorial secretary, Hoghaert-Vaché.

Le Democrate (Christian democracy), 13 avenue de la Renaissance. Managing director, Georges Heyman.

La Dernière Heure (Liberal), 9 rue St. Pierre. Directors, MM. Brebart and Oedenkoven. Editorial secretary, M. Boesut. Sworn circulation 131,414 copies per day.

Etoile Belge (Liberal), 18 rue des Sables. Director, Alfred Madoux; Editor in Chief, A. Giraud; Editorial secretary, V. Lagye.

La Gazette (Liberal), 86 rue du Marais. Director, M. Cattier.

L'Indépendance Belge (liberal organ), 17 rue des Sables. Director, M. Barnich. Editor in chief, M. Van Zype. Editorial secretary, Herman Dons. Correspondents at Paris, R. de Mares and André Billy.

Le Journal de Bruxelles (Catholic), 26 rue de la Madeleine. Director M. L. Gille.

Het Laatste Nieuws (Flemish, liberal), daily, 60 rue St. Pierre. Director, Julius Hoste Sr.

La Libre Belgique (Catholic), 18 rue Montagne-aux-Herbes-Potageres.

Le National (Catholic). Director Paul Jourdain.

La Nation Belge (morning), 2 and 4 Boulevard Anspach. Director, M. P. Nouray. Editorial secretary, Ed. de Voghel.

Het Nieuws van den Dag (Flemish Catholic) 14 rue des Sables. Directress-owner, Mme. J. Huyghe. Administrator, Mlle. O. de Myttenaere. Editorial secretary, Francois Delmot.

Ons Belgie (Independent Flemish), 2 Galerie de la Reine. Director, Leo Van Goethem.

Le Peuple (Socialist), 34 rue des Sables. Director Aug Dewinne.

Le Soir (evening), 32 Place de Louvain. Director V. Rossel. Editor in Chief, M. de Arsac. Correspondents at Paris, P. Rai Wes, A. de Gobart.

De Standard, 43 rue de la Fourche. Director, Dr. A. van de Perre. Editor in Chief, F. Van Cauwelaert.

Le XX. e Siecle, 25 rue de la Madeleine, Brussels. Director, M. Zwaenepoel.

L'Evantail (literary weekly), 44 rue d'Aremberg. Director, F. Rotiers.

Antwerp

L'Action Nationale (independent daily), 26 Rempart Kipdorp. Director, Jules Claes; Editor in chief, F. DeRoy.

Gazet Van Antwerpen (Flemish Catholic daily), 54 rue Nationale. Director, Jan Bampa. Editor in chief, F. Goris.

Antwerpsche Tijdingen (Flemish Catholic daily), 34 Hopland. Director, Albert Boucherij; Editor in chief, L. Mauw.

L'Echo du Soir, 16 Rempart Kipdorp. Director, J. Bacot.

Het Handelsblad (Flemish Catholic daily), 9 Lijnwaadmarkt. Director, Jean Van Dieren; Editor in chief, Jan Van Menten.

Le Matin (Liberal daily), 39 Vieille-Bourse. Director, C. De Cauwer; Managing secretary, Fr. Reynders; Editorial secretary, R. Vander Schoepen.

La Metropole, 48 rue Nationale. Manager, Charles Penninck.

Neptune, 17 rue des Bequines; Director and owner, Leon Vandersluyen; managing secretary, Louis Smolders; Editorial secretaries, Henry Berquin and A. Mahy.

De Nieuwe Gazet, 28 Korte Nieuwstraat. Director, Flor Burton. Editor in chief, Auguste Monet.

De Scheldе (Flemish daily), 13 Kerkstraat. Director, Gustave Janssens.

Liege

L'Express, 24 Boulevard d'Avroy. Directing editor in chief, George Masset.

Gazette de Liege, 2 rue de l'Official. Directing editor in chief, Joseph Demarteau. Business manager, Henri Somse, general secretary, Desire Drion. Editorial secretary, P. De Bonnier.

Journal de Liege, 32 rue des Dominicains. Director, Arnold Thuillier; Editor in chief, Desire Horrent.

La Meuse, 10 Boulevard de la Sauveniere. Director-Administrator in chief, Chevalier Maurice de Thier. Editor in chief, Olympe Gilbert. Editorial secretary, Joseph Lousse. Editor, G. Remy.

Le Peuple de Liege, 6 rue Saint Michel. Director 1st Delvigne. Editorial secretary, Ernest Bologne.

Huy

Gazette de Huy et de la Circonscription Hub-Waremme, 13 rue Appiee. Director Editor in chief, Leon Lebrun.

Journal de Huy, 51 Chausee de Liege. Director-Editor in chief, Fonceux-Dieny. Editor, Armand Fonceux.

Le Courrier de Huy et de l'Arrondissement de Huy-Waremme, 3 rue Gregoire Bodart. Founder, H. Marechal-Ranwez.

Malmedy

La Semaine. Editor and publisher, Clement Muller-Scius.

Verviers

Le Courrier du Soir, 24 Place du Martyr. Director, Joseph Bronkart. Editor in chief, Gregoire Hauseux. Editor, Fernand Todt.

Le Jour, 27 Place du Martyr. Administrator, Henri Lamboray. Director-editor in chief, L. Bornerson. Editor, Ch. Liegeis.

(Continued on page 98)

CRACK THIS NUT

—LOTS OF GOOD MEAT

January Statements of Kalamazoo Banks Show Savings Deposits of

$11,257,744

An Increase Of 23%

Over Jan. 1, 1920

Kalamazoo people have money.

There are two ways of getting it—

Advertising or Burglary

ADVERTISING SUREST AND SAFEST

When You Use

THE KALAMAZOO GAZETTE

80% of the buildings in Brooklyn are residential.

The biggest community of homes in America.

97% of the Standard Union circulation is in Brooklyn.

No wonder we sell advertised merchandise.

R. F. R. Huntsman

Digitized by Google

THE

ST. LOUIS POST-DISPATCH

Printed in Excess of

19 million agate lines in 1920

despite the fact that more than 5000 columns were omitted for lack of space.

The POST-DISPATCH Exceeded the Globe-Democrat —The Second St. Louis Newspaper

In **Total Paid Advertising**—5,574,980 Agate Lines.
In **Home Merchants' Advertising**—4,503,980 Agate Lines.
In **National Advertising**—226,780 Agate Lines.
In **Classified Advertising**—844,220 Agate Lines.

THE POST-DISPATCH EXCEEDED THE OTHER TWO EVENING NEWSPAPERS—THE STAR AND THE TIMES—COMBINED

In **Total Paid Advertising**—6,187,880 Agate Lines.
In **Home Merchants' Advertising**—1,648,280 Agate Lines.
In **National Advertising**—1,205,380 Agate Lines.
In **Classified Advertising**—3,334,220 Agate Lines.

*No Sunday.

In St. Louis, the Circulation of the Daily POST-DISPATCH is 50% Greater Than That of Any Other St. Louis Newspaper

In St. Louis, the Circulation of the Sunday POST-DISPATCH Is Double That of the Sunday Globe-Democrat

The S. C. Beckwith Special Agency, Sole Foreign Representatives
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, San Francisco

NEWSPAPERS OF BELGIUM

(Continued from page 96)

Verviers—Continued

L'Union Liberale, 10-12 rue David. Director, M. Vinche.

Ghent

Le Bien Public (Flemish Catholic daily), 2 rue aux Tripes. Director, M. De Moor. Editors, L. D'Hondt, P. Cullo.

La Flandre Liberale, 1 rue du Nouveau Bois. Commercial director, G. Watelet. Editor in chief, Paul Henea.

Gazette Van Gent (Flemish daily), 42 Bloemstraat. Director, Vander Porten. Editor in chief, E. Buttynck. Editorial secretary, J. Matton.

Journal de Gand, 3 rue de Flandre. Director, Felix Cambier. "Gentenaar-Landwacht-Volksvriend," 16 Ketelvest. Director, Joseph Piens.

Het Volk (Anti-Socialist daily), 16 Meerssteeg. Director, G Eylenbosch. Editor in chief, Ph. De Munaynck.

Voorwit (daily Socialist, Flemish), 39 Hoogport. Director, M. de Visch. Editor in chief, M. Hardyns.

Bruges

Journal de Bruges, 6 Quai Vert. Director, Leon Cneyn.

Burgerwelzijn (Flemish defender of Flemish language), 7 rue d'Argent. Directing owner, A. Fuckenier-Saelens. Editor, G. De Zaine.

La Patrie (Catholic), 1 Quai des Messtriers. Director-Editor in chief, V. Luyssen.

Ostend

Le Carillon, 47 rue St. Sebastian. Director-editor in chief, Albert Bouchery.

L'Echo d'Ostende, 105 rue de la Chapelle. Director-editor in chief, H. Raick.

Mons

L'Avenir du Borinage et de l'Arondissement de Mons (Socialist), 11 Place de la Gare. Director, John Duhot.

Le Hainaut, 9 rue du Parc. Director-editor in chief, Hadelin Demguin.

Le Progres, 53 rue du Parc. Director, Joseph Hamaide. Editor, Rene Fraikin.

La Province, 11 rue de la Petite Guirlande. Director, Henri Simonet. Editor, Maurice Robert.

Charleroi

Gazette de Charleroi, 16 rue de Beaumont. Director, Ch. Chome. Editor in chief, Arthur Pater.

Journal de Charleroi, 24 rue du College. Director-editor in chief, Gustav Bufquin des Essarts.

Le Pays Wallon, 13 Quai de Namur. Director-editor in chief, H. Gobbe Van de Mergel.

Le Rappel, 19 rue Leopold. Editor in chief, Jean Valschaert.

La Louviere

La Gazette du Center (Catholic daily), 5 rue Waucquez. Director-editor in chief, A. Dehan.

Les Nouvelles (daily, liberal), 53 rue Hemoir. Administrator, Camille Deberghe.

Tournai

L'Avenir de Tournaisis (liberal democratic, daily), 4 Reduit-des-Sions. Director-editor in chief, Th. Rimbaut.

Le Courrier de l'Escaut (Catholic), 18 rue Cure Notre Dame. Editor in chief, Leon Mallie, Jr.

Namur

La Province de Namur (daily liberal), 31 rue Felix Wodon. Director, P. Beaupain.

Vers L'Avenir, 37-39 rue de la Croix. Director, Rene Delforge.

Arlon

L'Avenir du Luxembourg, 42 rue du Luxembourg. Director-editor in chief, Jos Neujean.

Les Nouvelles, 2-6 rue Leopold. Owning-director, E. Bourger.

Hasselt

Nieuw Limburg, 19 rue Haute. Editor, Library, Olyff.

JOURNALISTIC ASSOCIATIONS

MAISON DE LA PRESSE
48 Rue de l'Ecuyer
Brussels, Belgium

Headquarters of the Belgian press. There is a large meeting place in the headquarters, besides billiard, reading and writing rooms, and restaurant.

Maison de la Presse is under the supervision of a Counsel of Administration composed of MM Edmond Patris, president of the Association de la Presse Belge et de l'Union Professionelle; Herman Dons, general secretary of the two associations; Fernand Bernier, President of the Brussels section; Maurice Duwaerts, treasurer of the Union Professionelle and Paul de Landsheere, secretary of the Union Professionelle. Directing secretary is M. Arthur Gilon.

Maison de la Presse is the meeting place of the following associations:

Association Generale de la Presse Belge; Union Professionelle de la Presse Belge; Section Bruxelloise de l'Association de la Presse Belge; Consortium des directeurs des journaux; Mutualite de la Presse Belge; Caisse de Retraite (pension fund) de l'Association de la Presse Belge; Syndicat de la Presse d'Information; Association des journalistes catholiques; Association des journalists liberaux; Syndicat des journalistes socialistes.

Le Journaliste is a monthly organ of all the associations. All communications concerning it should be addressed to M Herman Dons, secretaire general de l'association de la Presse et de l'Union Professionelle, 48 rue de l'Ecuyer, Brussels.

The statutes of the Belgian Press Association give the objects as follows:

"To discuss in common and defend the general interests and rights of the press, and to protect by all means it judges useful, the dignity and professional interests of its members.

"To second the Societe Mutualist de la Presse Belge (aid society) in order that it may realize the programme specified in article 2 of its statutes (relating to help, benefits).

"To generalize the use of an identity card permitting all Belgian journalists associated to make themselves known and to exercise without hindrances their profession in Belgium and abroad.

"The association is composed of effective members, honorary members and members of honor."

General Committee: President of Honor, Leon Mallie; president, Edmond Patris, of the Soir; vice-presidents: Jan Van Menten, of the Handelsblad, Antwerp; Herman Dumont, Journal de Gand, Ghent; general secretary, Herman Dons, Independance Belge, Brussels; secretary, M. Hotermans, of the National Liegois, Liege; treasurer, M. Boeykens, Laatste Nieuws, Brussels; librarian, M. Van Hoorick, 21 rue de la Loiterie, Scout-Anderlecht.

JUST ONE WAY

for advertisers to reach the 30,000 people of the rich county of Boone, Iowa. That is through the columns of the

BOONE DAILY NEWS-REPUBLICAN

There is no other way.

Net paid, 3831. All cash in advance.

Reach the Full, Big-Buying Power of Two Rich Texas Fields

Dallas the great distributing center of the Southwest and Galveston the rich port of South Texas—two fields given first attention by national advertisers wanting a place in the Southwest.

THE GALVESTON DAILY NEWS

Supreme in Galveston and Trade Territory Since 1842.

The first thought of readers and advertisers of Galveston and trade territory. The Galveston News is metropolitan in quality and powerful in influence. Local advertisers favor it with the major part of their appropriations and national advertisers find it the medium for getting distribution and holding consumers.

THE DALLAS MORNING NEWS

First in Dallas and Trade Territory Since 1885.

Supreme in its field on every count. Advertising in THE NEWS carries weight, prestige and dignity, and inspires confidence, and trust in the minds of the thinking, buying readers of its territory. The first thought of every local and national advertiser wishing to cover its field. Used in combination with Galveston News it gives a super-newspaper advertising service.

THE DALLAS JOURNAL

Only A. B. C. Afternoon Dallas Newspaper.

One of the best afternoon newspapers in the country. Result: It has taken hold of the Dallas and close-in field folks. Its completeness, reliability and aggressiveness are accepted—its pulling power proven.

A Trade Survey & Merchandising Department is at the service of friends of all the above papers. Write for "TEXAS TRUTH"—a mine of Texas trade facts—sent free.

ALL A. B. C. MEMBERS

J. D. LORENTZ
Manager Eastern Office
728 Tribune Bldg., New York

WALTER J. SCOTT
Western Representative
927 Marquette Bldg., Chicago

A. H. BELO & CO., Publishers
DALLAS and GALVESTON

MARKET INVESTIGATION

~Important Phase of NEWS and AMERICAN Service

NEWS and AMERICAN Service involves far more than the mere handling of space.

Take our Market Investigations! Time and expense are never spared in the gathering and compiling in book form of valuable information pertaining to all kinds of products in the Baltimore market—and this with a view to giving manufacturers a line on conditions and possibilities here.

The extent of this service is best attested by the wide range of the investigations we have made. For instance, we have investigated Pork and Beans, Canned Food Products, Honey, Lard Substitutes, Salad Dressings, Tomato Catsup, Men's Garters, Motion Pictures, Package Spices, Macaroni, Oleomargarine and Nut Butters, Candies, Bottled Pickles, Soluble Coffee, Package Coffee, Package Tea, Tapioca, Prepared Mustard, Package Raisins, Bottled Vinegar, Package Dates, Shredded Cocoanut, Table Syrups, Jams and Jellies, Package Desserts, Pancake Flour, Stationery, Flashlights, Tooth Brushes, Hosiery, Laxative Medicines, Solvents, Razors and Accessories, Soaps and Cleansers, Furniture and Auto Polish, Nuts, shelled and in shells, Pipeless Furnaces, Rat and Roach Exterminators, besides compiling data on Newspaper Statistics, and under the general heading of Highlights and Sidelights of the Baltimore Market.

One fact comes out very clearly as a result of the trade investigation work we have done: BIG results hinge on strong definite cultivation of large productive markets like Baltimore, through first class merchandising supported by equally as good advertising in dominant papers such as The NEWS and The AMERICAN.

The NEWS and AMERICAN hold a real place in the lives of Baltimore people. As a constant source of information and a vital force in the community, they give that intimate daily contact between buyer and seller which is so essential to the success of every first class product. Circulating in the neighborhood of 180,000 copies daily, these great Associated Press Newspapers cover not only Baltimore city, in which there are approximately 150,000 to 175,000 homes, but practically the entire state of Maryland.

Another phase of NEWS and AMERICAN Merchandising Service is that of Route List Books. These little pocket editions outline a thorough systematic order of calls covering different classes of dealers. They are compiled and printed for the convenience of the manufacturer's selling representatives, saving them much time and expense. Send your men to The NEWS and AMERICAN office when they first come to Baltimore for either druggist or grocery route lists as these are not mailed out

Cultivate Baltimore intensively—its market is second to none in productiveness! Meanwhile, if you drop us a line on your business stationery naming the Market Investigation in which you are mostly interested, we will be pleased to mail you a copy.

The Baltimore News

Evening—Daily and Sunday

The Baltimore American

Morning—Daily and Sunday

Dan A. Carroll
Eastern Representative
Tribune Bldg.,
New York

Frank D. Webb
Advertising Manager

J. E. Lutz
Western Representative
1st Nat'l Bank Bldg.,
Chicago

FRENCH JOURNALISTIC ASSOCIATIONS

PARIS

Association de Journalistes français, anciens correspondants de guerre (former war correspondents); president, M. Paul Ginisty, 224 rue de Rivoli.

Association Confraternelle et mutuelle de la Presse judiciaire parisienne (mutual aid society); president, M. Edgard Treimaix; headquarters, Palais de Justice.

Association des Correspondants de guerre (war correspondents); president, M. Gomes Carrilo (Spain); headquarters, 11 place de la Bourse.

Association des Employés de la Presse Française (mutual aid); headquarters, 9 bis boulevard Rochechouart.

Association générale des Ecrivains, Auteurs, Compositeurs et Editeurs; president, M. Etienne Seurette, 11 rue de la Montagne Savart à Villemomble, Seine.

Association générale des membres de la Presse de l'Enseignement (educational); secretary, M. Dubucquoy, 56 Molitor.

Association générale des Nouvellistes Parisiens (daily newspaper editors and reporters); president, M. Armand Villette, editor Gaulois; headquarters, 43 rue de Trévise.

Association générale de la Presse Française et Etrangère; president, Francisque Tamain; headquarters, 14 rue Milton.

Association générale de la Presse sténographique; secretary-general, M. A. Navarre, 97 avenue La Bourdonnais.

Association générale de la Presse Technique; president, Paul Bluysen, director L'Annuaire de la Presse; headquarters, 117 boulevard Saint-Germain.

Association des Informateurs judiciaires Parisiens; president, M. Henri Bourgeois, Petit Journal.

Association des Informateurs Parisiens; President, M. Auguste Roussel, Le Journal; headquarters, 7 boulevard du Palais.

Association Internationale de la Presse (home and hospital for ill and disabled journalists); president, A. Lemoanier; headquarters, 20 rue Afra.

Association des Journalistes-Informateurs des Ministères; secretary, R. de Valfori, L'Information.

Association des Journalistes Parisiens; President, Louis Barthou; headquarters, 14 rue de la Grange-Batelière.

Association des Journalistes professionnels mobilisés; president, Henri Poxat, editor Courrier de Metz; headquarters, 17 rue Drouot.

Association des Journalistes Sportifs; president, Tristan Bernard; headquarters, 24 boulevard Poissonnière.

Association des Littérateurs Indépendants; president, Robert Morche, headquarters, 29 rue Bonaparte.

Association pour la Defense des Droits de la Presse Periodique; Secretary general, M. Musset; headquarters, 61 rue Lafeillier.

Association de la Presse Economique et Financière; President, Edmond Théry; headquarters, 58 rue Sainte-Anne.

Association de la Presse Illustré; President, Charles Torquet; headquarters, 46 rue Vivienne.

Association de la Presse de L'Institut et des sociétés savantes; President, M. Charlier-Tabur (Tempe); headquarters 3 quai d'Anjou.

Association de la Presse monarchique et catholique des départements; President, Louis de la Chanonie; headquarters, 30 avenue du Trocadero.

Association de la Presse plébiscitaire départementale; President, Charles Fournier-Carville, (editor-in-chief La Sarthe, Le Mans); headquarters, 14 bis rue d'Alleray, Paris.

Association de la Presse théâtrale périodique; President, Camille Le Senne; headquarters, 23 rue Lemercier.

Association Professionnelle des Courriéristes du Théâtre des Quotidiens de Paris; President, Pierre Mortier; headquarters, 30 rue Louis-le-Grand.

Association Professionnelle des écrivains et Publicistes militaires maritimes et coloniaux; President Le Myre de Vilers; headquarters, 18 rue Le Verrier.

Association Professionnelle des Journalistes et écrivains scientifiques français; President, Edmond Perrier; headquarters, 25 rue Lauriston.

Association Professionnelle et Mutuelle de la Critique dramatique et musicale; President, Georges Boyer; headquarters, 46 rue Vivienne.

Association Professionnelle de la Presse

(*Continued on page 101*)

The

Fitchburg Sentinel

Deserves the Careful Attention of National Advertisers

Forty-one thousand people live in Fitchburg, Mass. Eight thousand copies of the Sentinel are sold in its home city each day. Consider the proportion of new Americans to the population of Massachusetts, and think what these figures show as to the character of the newspaper, the city, and all its people. Remember that the Sentinel has stood for 83 years for the best American ideals and the highest journalistic standards.

The Sentinel's readers are employed in home-owned industries so widely diversified that the city is one of the last to suffer from depression and one of the first to recover. The living standards of the city are high and the purchasing power commensurate. Fitchburg's influence as a trading center extends widely along both sides of the Massachusetts-New Hampshire boundary.

Not many cities of its class can be covered so thoroughly by one newspaper. Notice that it has no competitor.

The towns immediately surrounding Fitchburg take about 1400 copies daily, and in most of them the Sentinel is the only medium worth considering.

The Sentinel's natural circulation growth, unforced by any scheme whatever, is such that the latest report is always the fairest. The net paid for the first ten days of 1921 was 9656. Later figures for the asking.

The Fitchburg Sentinel

Fitchburg Mass.

The Julius Mathews Special Agency

Boston New York Detroit Chicago

SALIENT FACTS

For Discriminating Advertisers

About a Live Newspaper

THE RACINE TIMES-CALL

In a Live City

RACINE, WISCONSIN

Second in Population, Wealth and Industry in the Great State of Wisconsin

City Circulation

The City of Racine has a population of **58,593** census of 1920.

The City of Racine has, approximately **11,000** homes.

According to its last official circulation report the **Times-Call** enters **5,676** of the homes every week day. This is **352** more than one-half of them.

Country Circulation

According to the 1920 census there are **2,214** farms in Racine county.

According to its last official circulation report the **Times-Call** goes by mail into **1,223** of them every week day. This is **232** more than one-half of them.

Member A. B. C.

Growth In Advertising

	Local and Classified Lines	Foreign Lines
Jan. 1, 1920 to Dec. 31, 1920	3,654,084	691,768
Jan. 1, 1919 to Dec. 31, 1919	3,153,108	622,300
	500,976	69,468
Increase	15%	10%

Advertising Rates

The Times-Call's transient rate is.....56c an inch
For 2,800 or more lines.....49c an inch

These rates are approximately **ONE CENT AN INCH LESS PER 1,000 NET CIRCULATION** than those of its only local competitor.

The Times-Call's volume of business and net profits have been satisfactory during 1920, so it retained its rates established about a year ago. It will continue this policy of giving the highest possible value for the lowest possible price commensurate with costs of production and reasonable profits.

The Field It Covers

Racine City and County is one of the most prosperous sections of the nation. The city contains thousands of highly paid mechanics and the county hundreds of very prosperous truck and dairy farmers.

You will reach a majority of these by concentrating in

THE RACINE TIMES-CALL

Established 1883

FOREIGN REPRESENTATIVES

Payne, Burns & Smith — Fifth Ave. Bldg., N. Y.

G. Logan Payne — Marquette Bldg., Chicago

United Press Leased Wire Service. Member A. N. P. A., Inland Daily League, The A. B. C.

FRENCH ASSOCIATIONS

(Continued from page 100)

républicaine; President, Louis Latapie; headquarters, 1 rue Grétry.

Association des Publicistes Conférenciers; Secretary-general, Sully Brunet; headquarters, 6 rue de Viroflay.

Association des Secrétaires de Rédaction des Journaux et Revues; President, Armand Schiller; headquarters, 46 rue Vivienne.

Association des Stenographes de la Presse (shorthand reporters and editors); R. Bedabourg (Echo de Paris); headquarters, 12 rue Blanche.

Association Syndicale des Critiques Littéraires et Bibliographes; President, Abel-Hermant; headquarters, 10 cité Rougemont.

Association Syndicale Professionnelle des Journalistes commerciaux, industriels et agricoles; Secretary, G. Falliès; headquarters, Bourse de Commerce.

Association Syndicale Professionnelle des Journalistes parlementaires; President, Georges Aubry; headquarters, Palais Bourbon.

Association Syndicale Professionnelle des Journalistes républicains français; President, Paul Strauss; headquarters, 62 rue Richer.

Association de L'Union amicale universelle des journalistes; President, G. Fabius de Champville; headquarters, 78 rue Taitbout.

Caisse de Retraites des Dames et d'assistance aux Orphelins de la Presse Republicaine Departmentale de France (relief organization maintained by chief provincial newspapers for benefit of widows and orphans of newspaper men); headquarters, 32 Chaussée d'Antin.

Comité général des Associations de la Presse française; composed of delegates from Le Syndicat de la Presse Parisienne (publishers), L'Association Syndicale Professionnelle des Journalistes républicains français, L'Association des Journalistes parisiens, L'Association et Syndicat de la Presse républicaine départementale, L'Association de la Presse monarchique et catholique des départements and L'Association de la Presse départementale plébiscitaire; Secretary-general, Mario Bermet; headquarters, 62 rue Richer.

Federation des Associations et Syndicats Professionnels de Journalistes français; headquarters, 10 rue Louis-le-Grand.

Fonds de Secours aux Veuves et Orphelins des Associations de Presse (insurance for widows and orphans); President, Paul Strauss; headquarters, 62 rue Richer.

Groupement des Intérêts économiques de la Presse française; headquarters, 3 rue de la Bourse.

La Politique Etrangère—Association Syndicale Professionnelle de Journalistes; headquarters, 10 rue Castellane.

Société Coopérative de Consommation de la Presse (co-operative stores for journalists); President, Jules Braut; headquarters, 46 rue Vivienne.

Société des Poètes Français; President, Sebastien-Charles Leconte; headquarters, 46 rue des Marais.

Syndicat des Correspondances et Agences de la Presse; President, Georges Rocher; headquarters, 32 rue Fabert.

Syndicat de la Critique Parisienne; President, J. Fabius de Champville; headquarters, 78 rue Taitbout.

Caisses de Secours et de retraites du Syndicat de la critique parisienne (insurance); President, G. Fabius de Champville; headquarters, 78 rue Taitbout.

Syndicat général de la Presse Française; President, Jean Bernard; headquarters, 11 place de la Bourse.

Syndicat des Journalistes (newswriters' union); Secretary-general, Lucien Descaves; headquarters, Maison des Journalistes, 30 rue Louis-le-Grand.

Syndicat des Journalistes français (mutual aid, insurance, co-operative stores); President, Tastevin de Nouvel; headquarters, 11 rue du Pré-aux-Clercs.

Syndicat des Journaux d'Opinion; headquarters, 14 rue Chauchat.

Syndicat National de la Presse et des Gens de Lettres; President, Marcel Villedary; headquarters, 61 boulevard Haussmann.

Syndicat National des Journalistes Professionnels; headquarters, 3 rue du Chateau-d'Eau.

Syndicat de la Presse coloniale française et des journaux français publiés a l'Etranger; President, Paul Bluysen; headquarters, 3 rue des Halles.

Syndicat de la Presse Maritime (mutual aid for writers on marine topics); President, Louis Brindeau (Journal du Havre); headquarters, 8 rue de la Boétie, Paris.

Syndicat de la Presse marocaine (Moroccan

(Continued on page 102)

The Morning Record

Meriden, Connecticut

Has **BOTH Quantity Circulation and—QUALITY Circulation.**

25% more **net paid** circulation **within 10 miles of Meriden City hall** than any other local paper—

Compare Meriden A. B. C. figures.

90% of The Record's circulation **goes into the homes,** and—

The uniformly high character of The Record's News, Editorials and Features assure it getting into

THE BEST HOMES

ALL EASTERN advertising handled DIRECT. Gilman Nicoll & Ruthman, western advertising representatives, Tribune Building, Chicago.

Extract from full page ad in

THE BUFFALO EXPRESS, TUESDAY MORNING, JANUARY 4, 1921.

Three Hundred Beavers Boosting for Buffalo

As we welcome our representatives from all over the world to Buffalo for the Beaver Quality Sales Convention this week, it seems a fitting time to pay tribute to this city of Beaver Board birth and growth.

Ten Years ago the Sales force of The Beaver Board companies numbered three men, while today three hundred representatives are selling Buffalo-made Beaver products into nearly every civilized country in the world.

There's a reason for the wonderful success of this great Buffalo industry, as evidenced by their own words in a full page ad in The Buffalo Express on the occasion of their recent sales convention:

"Buffalo's natural advantages, cheap and dependable power, splendid transportation by rail and water, and nearness to Niagara Frontier, have been important factors in Beaver Board's rapid growth."

From inception the Beaver Board Companies have been consistent advertisers in the

BUFFALO MORNING EXPRESS

Digitized by Google

FRENCH ASSOCIATIONS

(Continued from page 101)

papers); President, Auguste Terrier, headquarters, 19 rue Saint-Georges.

Syndicat de la Presse militaire et Société de Secours Mutuels; President, Emile Massard; headquarters, 144 rue Montmartre.

Syndicat de la Presse des Ministères; President, M. Souriau (Tempo); headquarters, 46 rue Vivienne.

Syndicat de la Presse municipale parisienne; President, Emile Willème (Petit Journal); headquarters, Hotel de Ville.

Syndicat de la Presse Mutualiste et Sociale française; President, M. Louis Keller, headquarters, 20 rue des Quatre-Fils.

Syndicat de la Presse Parisienne (publishers of Paris dailies); President, Stéphen Pichon (Petit Journal); headquarters, 37 rue de Chateaudun.

Syndicat de la Presse Républicaine de Paris; President, Stéphane Arnoulin; headquarters, 142 rue Legendre.

Syndicat de la Presse socialiste; President, Elie May; headquarters, 16 Galerie Vivienne.

Syndicat des Quotidiens Regionaux (provincial dailies); President, M. Blaquière (Petit Méridional, Montpellier, Hérault); headquarters, 3 rue du 4-Septembre, Paris.

Syndicat républicain de la Presse Suburbaine de Paris; President, M. Carpentier; headquarters, 22 boulevard Voltaire.

L'Union internationale des Associations de Presse; Secretary-general, Victor Taunay, 93 rue du Bac, Paris; American representative on executive committee, T. J Keenan, Jr., Pittsburgh Pa.

FRENCH ASSOCIATIONS—PROVINCIAL

Association Amicale de la Presse Limousine; President, M. A. Mouillaux, Le Courrier du Centre, Limoges, H. V.

Association Amicale de la Presse Quotidienne Nantaise; Secretary-treasurer, M. G. Chartrain; headquarters, 54 rue de la Bastille, Nantes.

Association Fraternelle des Journalistes Républicains de L'Orne; President, Victor Nicolas (Nouvelliste de l'Orne), Laigle, Orne.

Association des Journalistes de la Presse quotidienne lyonnaise; Secretaries, Francillon Chazallet (Dépêche, Lyon), Raoul Cinoh (Lyon Républicain).

Association de la Presse Coloniale marseillaise; President, Marius Boyer; headquarters, 39 rue Paradis, Marseille.

Association de la Presse de l'Est ("A. P. E.," composed of editors and publishers of papers along Eastern frontier of France); President, Léon Goulette; headquarters, 1 rue Grétry, Paris.

Association de la Presse politique du Cher; President, E. Martial (Journal du Cher); headquarters, Hotel des Syndicats, Bourges.

Association de la Presse Républicaine du département du Gers; President, François Thore (editor République des Travailleurs, Auch); headquarters, 11 rue de Lorraine, Auch.

Association de la Presse Stéphanoise départementale de la Loire; President, M Michel, Mémorial de la Loire; headquarters, 3 rue Blanqui, Saint-Etienne, Loire.

Caisse de secours des Journalistes Stéphanois et Foréziens (mutual aid); President, M Michel; headquarters, 2 rue Blanqui, Saint-Etienne.

Association Professionnelle des Journalistes Grenoblois; President, Alexandre Gamot (République de l'Isère); headquarters Grenoble.

Association Professionnelle des Journalistes du Pas-de-Calais; President, Louis Huyghem (L'Avenir d'Arras); headquarters, 11 place du Théâtre, Arras.

Association Professionnelle des Journalistes de la Région de l'Ouest; President, Louis Coudurier (La Dépêche de Brest); headquarters, Rennes, Ille-et-Vilaine.

Association Professionnelle des Journalistes de la Region du Nord; President, Emile Ferré (L'Echo du Nord); headquarters, 10 place Richebé, Lille.

Association Professionnelle et Mutuelle de la Presse quotidienne de Toulouse; President, Louis Braud (La Depeche); headquarters, Boulevard de Strasbourg, Toulouse.

Association Professionnelle de la Presse Savoisienne; President, M. Burlet; annual meeting in September, Aix-les-Bains.

Association Syndicale des Journalistes Professionnels de Normandie; President, J. Lafond (Journal de Rouen); headquarters, 78 rue du Lycée, Le Havre.

Association Syndicale de la Presse de Nimes; President, Albin Pujolas (Le Républicain du Gard); headquarters, 10 rue Auguste, Nimes.

Association et Syndicat de la Presse Ré-

(Continued on page 105)

ST. CLAIR COUNTY, ILLINOIS

The second largest county in the third largest state is covered best by the

Belleville Daily Advocate

(Established 1839)

It has the largest circulation in the city of Belleville (county seat) and is the only newspaper in the county that is a member of the

Audit Bureau of Circulations

It is the only newspaper in the state of Illinois, south of Springfield with a full leased wire news service.

WE HAVE A SERVICE DEPARTMENT THAT GIVES REAL SERVICE TO ADVERTISERS

Foreign Representatives

CARPENTER & CO.

People's Gas Building, Chicago

Fifth Avenue Building, New York

1018 New York Life Building, Kansas City

For Results in Paterson—It's the Press-Guardian

Advertising Gains

Made by the Paterson newspapers in 1920 over 1919

		Gains in Lines
1st.	Press-Guardian - -	507,027
2nd.	Morning Call	420,159
3rd.	Sunday Chronicle - - (Sunday Edition of Press-Guardian)	313,786
4th.	Evening News	145,335

Automobile Advertising

A Barometer of the Purchasing Power of the Readers of a Newspaper

The Press-Guardian and its Sunday edition, The Chronicle, carried a total of **761,995 lines** of automobile and accessories advertising or **351,584** lines more than the News and Call combined.

ADVERTISERS agree that the Paterson Press-Guardian is the newspaper that serves with 100% efficiency the combined interests of readers and advertisers. PROOF? A recent investigation of the Paterson newspaper situation conducted by Newspaperdom without the knowledge or suggestion of the Press-Guardian management, or in fact any other Paterson *publisher, by means of 12 questions submitted confidentially to local advertisers, shows the following results:

*The publisher of the Press-Guardian has an affidavit from the Editor of Newspaperdom substantiating this statement.

	Press-Guardian	Call	News
Which paper has the greatest family influence?	5	3	
Which paper gives the best news service?	6	3	1
Which paper gives best features?	3	3	2
Which paper do you think would be best for out-of-town advertisers?	6	3	1
Which paper is best made up and printed?	5	4	
Which paper has served you best for business purposes?	6	3	
Which paper is considered most progressive?	6	1	3
Which paper is most anxious to help advertisers get results?	4	1	2
Which paper is most careful about the advertising it prints?	4	4	
Which paper pays most attention to getting up advertisements?	6	1	1
Which paper is best for automobile advertisers?	5	1	
Which paper would you use if only one was to be selected?	4	4	
TOTAL VOTES	60	31	10

Wm. B. Bryant, Publisher
John L. Matthews, Editor

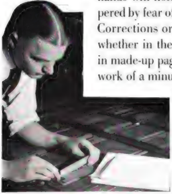
Foreign Representatives: Payne, Burns & Smith, New York and Boston; S. Logan Payne Co., Chicago, Detroit and St. Louis

The Significance of the Slug

THE initial saving in composition alone would be sufficient reason for preferring the Linotype, but that is only the beginning of Linotype economy; every operation from composition to stereotyping affords an added reason for favoring the slug.

With the slug as the unit, the make-up man works swiftly and surely. The slug-line cannot "pi." He can lift as many lines as his hands will hold, unhampered by fear of accident. Corrections or changes, whether in the galley or in made-up page, are the work of a minute; the removed line is thrown aside and a corrected one dropped in its place in less time than it would require to change a single character.

With the Linotype Slug System, distribution is eliminated and non-productive time reduced to a minimum. When a form composed of Linotype material has served its purpose it makes no further demands upon the compositor. The type is simply swept into the hell-box and the workman's time is left free for constructive effort.



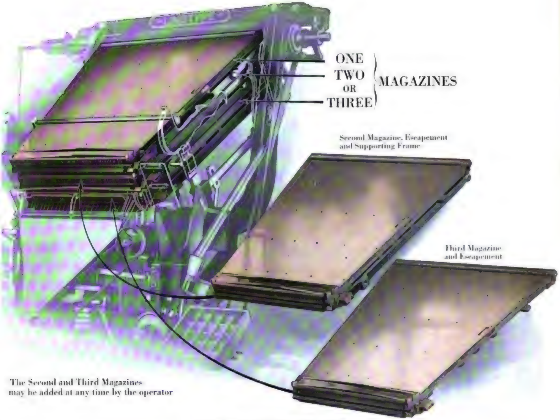
With the slug as the unit, changes and corrections are the work of a moment.

The slug eliminates distribution. Furniture and cuts are removed, and the type swept into the hell-box available to recast into new type.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Digitized by Google



LINOTYPE

YOU can buy a Model 8 or a Model 14 Linotype equipped with only one main magazine, or a Model 9 Linotype with only two magazines, if that is enough for present requirements, and as your business grows your own operator can add the others right in your composing-room. With complete equipment, a Model 8 places at the operator's command six different faces; a Model 14 provides seven different faces, in sizes from 5- to 36-point; a Model 9 gives the operator instant control over eight different faces, and permits of the mixing at will of matrices from four magazines.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson St., Brooklyn, N. Y.

Digitized by Google

FRENCH ASSOCIATIONS PROVINCIAL

(Continued from page 102)

publicaine départementale de France; President, Ferdinand Réal; headquarters, 32 Chaussée d'Antin, Paris.

Caisse de Rétraites des Dames et d'assistance aux Orphelins de la Presse Républicaine Départementale de France; headquarters, 32 Chaussee d'Antin, Paris.

Syndicat des Journalistes marseillais; President, Auguste Audibert (publisher Le Radical); headquarters, 119 boulevard National, Marseille.

Syndicat des Journalistes de Nice; President, Honore Tournlaire (l'Eclaireur de Nice).

Syndicat des Journalistes de Seine-et-Oise; President, Lucien Paris (L'Echo Pontoisien); headquarters, 143 bis boulevard de la Reine, Versailles.

Syndicat des Journaux Républicains de ganche de Normandie; President, Georges Planque (Tribune de Bernay).

Syndicat de la Presse Alpine; President, A. Repelin; headquarters, 4 rue de la Temple, Gap.

Syndicat de la Presse de Belfort et des environs; Secretary, M. Chaussin, quai Vauban, Belfort.

Syndicat de la Presse hippique lyonnaise; President, A. Deschavannes (Lyon Republicain); headquarters, Café de Grand U, place de l'Hôpital, Lyon.

Syndicat de la Presse marseillaise; President, Pierre Roux (Petit Provençal); headquarters, 23 rue Haxo, Marseille.

Syndicat de la Presse Républicaine de Tunisie; President, Paul Lambert (publisher Le Républicain, Tunis, Africa).

Syndicat de la Presse de Seine-et-Marne; President, M. Gerault-Carlon; headquarters, Hôtel de Ville, Melun.

Syndicat de la Presse Toulonnaise; President, Edouard Porchier; headquarters, Brasserie de Munich, Toulon.

Syndicat professionnel des Directeurs de Journaux Hebdomadaires (weekly publishers); President, Louis Fenech; headquarters, 15 rue des Beaux-Arts, Marseille.

Syndical Régional des Journalistes Professionnels; Secretary, R. V.-Darsac (La Dépêche); headquarters, Bourse du Travail, Montpellier.

Union Professionnelle des Journalistes de Cambrésis; President, M. Brunecl; headquarters, Bourse aux Grains, Cambrai.

Association Professionnelle des Journalistes du Nord; President, Emile Farré, provisional headquarters, Hôtel de Paris, place de la Gare, Lille.

CANADIAN ASSOCIATIONS AND CLUBS

Canadian Press Association, Inc.—(Established Sept., 1859). Offices, 305 Manning Chambers, Toronto. Membership, 550. President, E. Roy Sayles, Toronto; Vice-President, F. J. Burd, the Province, Vancouver, B. C.; Secretary-Treasurer, vacant.

Canadian Daily Newspapers Association—(Established January 1, 1920). Offices, 903 Excelsior Life Building, Toronto. Membership, 90. For daily newspaper publishers. President, P. D. Ross, Journal, Ottawa; Vice-President, F. G. Burd, Province, Vancouver; Treasurer, George E. Scroggie, Mail and Empire, Toronto. Secretary and Manager, William Wallace, Toronto. Manager Advertising Promotion Department: J. F. Ferguson.

Canadian Weekly Newspapers Association—(Established 1919). Offices, 305 Manning Chambers, Toronto. Membership, 400. For publishers of weekly newspapers. President, W. Rupert Davies, Mercury, Renfrew, Ont.; Vice-Presidents, V. C. French, Times, Wetaskiwin, Alta.; A. R. Brennan, Journal, Summerside, P. E. I.; Manager, E. Roy Sayles, Toronto. Alberta division—President, J. H. Woods, Cal-

(Continued on page 106)

THE MARTINSBURG JOURNAL

MARTINSBURG, WEST VA.

Is now the only daily newspaper in the eastern part of West Virginia.

Member of A. B. C.

Present guarantee 4,800 daily

Flat rate .03 a line

(Note: The only other daily paper in this section, discontinued publication Jan. 4 and the Journal took over its circulation. Exact figures not available, hence the guarantee.)

Cover this large section of this prosperous state of West Virginia with one appropriation.

MAX von SCHLEGELL, Publisher — **FRANCIS R. LOWELL**, Manager

REPRESENTED BY

THE MacQUOID SPECIAL AGENCY

Mr. Robt. MacQuoid, in New York — Mr. A. R. Keator, in Chicago

THE EVENING EXPRESS

LEADS ALL COMPETITORS IN LOS ANGELES, CALIFORNIA

Gains 4,955,114* Lines in local display advertising—1920 over 1919.

Gains more than both its two evening competitors COMBINED!

Gains more than both its two morning competitors COMBINED *including* their big Sunday editions!

Los Angeles Evening Express in 1920 published

12,775,528 lines of local display advertising

29% MORE than its nearest evening competitor and more than the combined volume carried by BOTH morning competitors 6 days against 6. In addition omitted thousands of lines because of newsprint shortage.

EVENING EXPRESS

SUPREME IN FIELD

Local merchants are on the ground—they know the comparative value of *all* Los Angeles papers—what they think of a newspaper is expressed by the distribution of their copy—a testimonial to pulling power which beats all arguments.

Reader confidence and esteem, strength and popularity as a home and family newspaper, concentration of distribution and readers of purchasing ability are some of the factors that make the Evening Express the leader in Los Angeles.

THE LOS ANGELES EVENING EXPRESS

Oldest daily in Los Angeles

FOUNDED 1871

Exclusive afternoon service Associated Press.

*All figures in this advertisement furnished by the Los Angeles Times Statistical Department.

O'MARA & ORMSBEE, Inc.

NATIONAL ADVERTISING REPRESENTATIVES

320 Fifth Ave., New York — Peoples Gas Bldg., Chicago

Digitized by Google

CANADIAN CLUBS AND ASSOCIATIONS

(Continued from page 105)

gary Herald; Niagara and Peninsula division—President, W. A. Fry, Welland Chronicle; Ontario-Midland Counties division—President, C. M. Mundy, Oshawa Reformer; Ottawa Valley and Eastern Ontario division—President, D. A. Jones, Pembroke Observer.

Canadian National Newspapers and Periodicals Association—Established January 16, 1920. Offices, 70 Lombard St., Toronto. Membership, 90. For publishers of trade, religious, farm and technical papers and magazines. President, Acton Burrows, Railway & Marine World, Toronto. Vice-President, John Weld, Farmers' Advocate, London.

Sixty Club—112 Jonge street, Toronto. Founded 1916. Membership, 60. Advertising and newspaper men. President, H. W. Wadland, Grip Limited, Richmond street, W.; Secretary, Finlay Weaver, Maclean Publishing Co., Limited, University avenue; Treasurer, Ernest Pond, Maclean Publishing Co., Ltd.

Canadian Association of Advertising Agencies—President, J. P. Patterson, Norris-Patterson, Ltd., 10 Adelaide East; Immediate Past President, W. B. Somerset, A. McKim, Ltd., Montreal; First Vice-President, E. Desbarats, Desbarats Advertising Agency, Montreal; Second Vice-President, J. H. McConnell, McConnell & Fergusson, Ltd., London; Secretary-Treasurer, A. J. Denne, Smith, Denne & Moore, Ltd., Lumsden Building, Toronto.

Association of Canadian Advertisers, Inc.—Founded 1913. Membership, 89. President, B. H. Bramble, Canadian Chewing Gum Co., Toronto; Vice-Presidents, Clifford Elvins, Imperial Life Insurance Co., Toronto; L. R. Greene, Tuckett's Limited, Hamilton; H. S. Van Scoyoc, Canada Cement Co., Ltd., Montreal; R. Cale, Penman's Limited, Paris; Treasurer, F. T. Stanford, Canada Life Assurance Co., Toronto; Secretary, Florence E. Clotworthy, Room 805 Kent Building, Jonge street, Toronto.

Toronto Advertising Club—Founded 1911. Membership, 135. Honorary President, William G. Rook, The Canadian Gossard Corset Co., Ltd., Toronto; President, W. G. Steward, The Goodyear Tire & Rubber Co., Limited; Vice-President, W. T. Gregory, The Cowan Co., Limited; Secretary-Treasurer, F. A. Trestrail, Musical Merchandise Sales Co., 73 Wellington street, W.

Toronto Press Club—Founded 1904. Membership, 80. President, W. F. Prendergast, Motor Magazine, H. Garnier, Limited; Vice-President, William Robinson, Business Methods Magazine; Secretary-Treasurer, J. Lewis Milligan, The Globe.

Toronto Women's Press Club—Founded, 1904. Membership, 70. President, Miss Lucy Doyle, Evening Telegram; Vice-President, Mrs. Mabel Ringland, 210 Close avenue; Treasurer, Mrs. Clifton Pease. Editor I. O. D. E. Echoes; Secretary, Miss Agnes Swinarton, Presbyterian Publications, 341 Church street.

Canadian Women's Press Club—President, Miss Doyle, Toronto Telegram.

See also U. S. lists for American Newspaper Publishers' Association; International Circulation Managers' Association, and the Associated Advertising Clubs of the World, all of which have a considerable Canadian membership.

EMPIRE PRESS UNION OF GREAT BRITAIN

London, England.
71 Fleet Street, E. C. 4.

Purposes: Closer welding of the nations of the British Empire and the advancement of education through journalism. Organized in 1909. Officers: Viscount Burnham, London Daily Telegraph, president; Viscount Northcliffe, London Times, Daily Mail, etc., treasurer; Robert Donald, managing director United Newspapers, chairman; F. Crosbie Roles, Times of Ceylon, secretary; W. H. Marston, manager. Journalists and newspaper proprietors of all parts of the British Empire are eligible for membership. First Imperial Press Conference was held in England in 1909; second Imperial Press Conference was held in Canada in 1920.

FOREIGN PRESS ASSOCIATIONS IN PARIS

Association de la Presse Anglo-Americaine de Paris; headquarters, 60 rue François I.

Association de la Presse Russe; President, E. Dmitrieff.

Association Syndicale de la Presse Etrangère à Paris; Secretary-general, A. Mar, 102, boulevard des Batignolles.

Syndicat de la Presse Etrangère à Paris; Secretary-general, Sylvain Kratnik, 48, rue Pierre Charron.

NATIONAL PRESS CLUB OF U. S.

Washington, D. C.

Officers: Avery C. Marks, Jr. (Editor, Washington Times), president; Leonard Ormerod (Evening Star, Washington), vice-president; Earl Hamilton Smith (Washington Post), secretary; Robert B. Armstrong (Los Angeles Times), treasurer; J. Homer Dodge (Federal Trade Information Service), financial secretary. Board of Governors, in addition to officers: William A. DuPuy, Carter Field, Frederic J. Haskin, Jay G. Hayden, Mark L. Goodwin, Gus J. Karger and Theodore Tiller.

Membership: Active (those engaged in active newspaper work); non-Active (those who have had at least two years' active newspaper work); Associate (men of prominence and those whose daily work brings them into contact with the newspaper men) and non-Resident (former members and active and non-active newspaper men resident elsewhere in the country). Dues for all classes are $40 per year and initiation fees are: Active, $25; non-Active, $35; Associate, $60, and non-Resident, $5. Membership is by application endorsed by two members and approved by the governing board. Only active members have a voice in management of the club.

Marysville Democrat

What Would You Like to Know About the Territory Covered by the

MARYSVILLE (Evening) DEMOCRAT

?

Enquiries QUICKLY Answered

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

The Atlanta Journal

ATLANTA, GA.

Daily 5c Sunday 10c

Associated Press
UNITED PRESS

Leased Wire Cable and Financial News

An outstanding newspaper

Advertising in The Journal Sells the Goods

What Iowa People Think of Des Moines Newspapers

The following figures show the actual number of paid subscribers of all Des Moines daily papers, by monthly averages. All figures are from the publishers' own statements.

The best evidence of the public's confidence in a newspaper is shown by the number of people who read it from month to month and year to year. A glance at these figures will show you which Des Moines newspapers Iowa people like best.

		Register (morning, except Sunday)	Evening Tribune	Second evening newspaper
January	1919	61,594	44,130	59,924
January	1920	62,008	51,070	59,950
February	"	61,389	51,385	60,657
March	"	62,322	52,455	60,700
April	"	62,256	52,967	58,917
May	"	62,044	48,128	56,812
June	"	61,645	46,110	54,280
July	"	60,556	45,988	52,046
August	"	61,005	47,513	51,691
September	"	61,627	47,417	49,425
October	"	61,857	46,908	*....
November	"	62,288	48,329	*....
GAIN OR LOSS Shown during period		694	4,199	12,185

*Second evening paper stopped publishing customary monthly circulation figures in October.

A Few Facts Brought Out By These Figures

1. The Daily Register is clearly the leading newspaper in the field in number of subscribers. It has over 12,000 MORE paid subscribers than any other Des Moines or Iowa daily newspaper.

2. The Evening Tribune has 50% more city circulation and its present total circulation equals or exceeds that of the second evening newspaper.

3. During 1920 due to higher costs, all Des Moines newspapers were forced to advance subscription rates. Regardless of these advances the circulation of The Daily Register barely fluctuated. The Evening Tribune showed a slight temporary loss but November 1920 figures show a large gain over January 1919. The other two Des Moines evening papers showed steady losses, with October 1920, figures far below those at the beginning of the period.

4. The trend of circulation plainly shows that Iowa people want QUALITY newspapers. When they get quality they are willing to pay a fair subscription price.

The Des Moines Register and Tribune and The Sunday Register are represented by I. A. Klein, New York, John Glass, Chicago, and W. R. Baremger Company on the Pacific Coast

Digitized by Google

NECROLOGY—1920

UNITED STATES

Arnold, Judge Lynn J.—former owner, publisher and editor Albany (N. Y.) Knickerbocker-Press. May 27.

Atkinson, Wilmer—founder and editor emeritus Farm Journal, Philadelphia, May 10.

Barton, Bayard W.—vice-president and general manager Critchfield & Co., Chicago. Jan. 22.

Bertram, Carrol S.—former managing editor St. Paul Dispatch. April 11.

Beath, Frank B.—space buyer and manager newspaper department William H. Rankin Company, Chicago. March 6.

Berdan, Henry L.—former publisher Paterson (N. J.) Guardian. April 29.

Berg, Leo—for many years editor-publisher Marshfield (Ore.) Times. Sept. 1.

Bicknell, Clarence F.—publisher Fort Wayne (Ind.) News and Sentinel. March 8.

Boyle, Patrick C.—owner Oil City (Pa.) Derrick and Gas Journal. April 4.

Burba, George F.—editorial writer Columbus (O.) Dispatch and former editor-in-chief Dayton and Springfield News. Aug. 6.

Burch, Rev. Charles Sumner—bishop Protestant Episcopal church in New York and former newspaper man. Dec. 29.

Burnham, Edward J.—many years editor-in-chief Manchester (N. H.) Union. April 14.

Calloway, James—associate editor Macon (Ga.) Telegraph. April.

Chambers, Julius—famous New York newspaper man. Feb. 12.

Clement, Edward Henry—former editor Boston Transcript. Feb. 7.

Clifford, Rimer L.—business manager New York American. Oct. 15.

Cohen, Max—managing editor Detroit Abend-Post.

Cole, Col. Ashley W.—one time executive New York Herald, at West Pittston, Pa. Dec. 24.

Conzens, Henry W.—general sales manager Intertype Company, Brooklyn, N. Y. Jan. 25.

Critcher, Edward Payson—special newspaper representative; in Chicago. Feb. 12.

Curtis, Arthur E.—40 years a newspaper man in New York. Oct. 5.

Danson, Robin—publisher Salem (Mass.) Daily News. July 17.

Davis, Henry R.—secretary Providence (R. I.) Journal since 1888. Feb. 1.

Deery, Robert H.—superintendent New York World composing room. April 15.

Dodds, Alexander—former managing editor Christian Science Monitor; in Pittsburgh. Dec. 1.

Dodsworth, Michael J.—treasurer New York Journal of Commerce. Feb. 6.

Drake, Edward K.—owner Elizabeth (N. J.) Journal. July 21.

Eckstorm, Royce P.—well known Chicago newspaper and advertising man. April.

Enderis, Henry W.—president Lincoln (Neb.) Freie Presse. April.

Esserstyn, Charles—editor Hudson (N. Y.) Republican. Oct. 21.

Ferguson, David—noted New York World reporter. June 15

Fort, John Franklin—former Governor of New Jersey and ex-Federal Trade Commissioner. Nov. 17.

Friend, Emil—financial editor Chicago Herald & Examiner and noted writer under name of "Buersianer." Oct. 2.

Fleming, Rufus—former managing editor Cincinnati Times-Star; in Edinburgh, Scotland. April

Gaines, Col. William P.—former editor and owner Austin (Tex.) Statesman; in New York. March 13.

Garthe, Louis—Washington correspondent Baltimore American. Sept. 8.

Gleed, Charles S.—part owner Kansas City Journal. July 25.

Gutelius, W. H.—former owner Trenton (N. J.) True American. Feb. 10.

Hall, Henry—former business manager New York Tribune. Feb. 6.

Hasbrook, Col. Charles E.—editor-manager Richmond Times-Dispatch. Aug. 18.

Hays, Joseph—manager typographic and advertising departments Lanston Monotype Machine Company, Philadelphia. May 13.

Hempel, Henry A.—inventor printers' quoin; at Buffalo, N. Y. April.

Hintin, Howard—noted old time journalist; in New York. March 31.

Howells, William Dean—novelist, essayist and critic; in New York. May 11.

Hynson, Garrett P.—advertising manager S. D. Warren Company, Boston. Sept. 10.

(Continued on page 108)

Rochester is the Market Place of Western New York—

Population of City and Trading Territory, 750,000

THE ROCHESTER HERALD

Leads all other newspapers in this populous and prosperous field in volume of automobile and accessory advertising,—an indication of Buyer circulation and Reader confidence worthy of the attention of every advertiser who seeks to cover Rochester and its adjacent territory most profitably.

"Western New York's Home Newspaper"

FIRST —in Wisconsin

The Journal Leads for 1920

Total Volume

	LINES
The Journal	**16,242,943**
Sentinel	8,713,065
Wisconsin-News	5,981,526

The Journal's total volume was 1,548,352 lines greater than that of the other two papers combined. Journal total gain was more than three times the gain of the other two papers combined.

National Advertising

	LINES
The Journal	**3,040,116**
Sentinel	1,974,616
Wisconsin-News	1,323,938

The Journal printed 3,040,116 lines of national advertising—nearly as much as the other two papers combined. The Journal printed 1,065,500 lines more than The Sentinel, and 1,716,978 lines more than The Wisconsin-News.

Local Display Advertising

	LINES
The Journal	**9,513,367**
Sentinel	5,273,583
Wisconsin-News	3,851,108

The Journal printed 388,676 lines more than the other two papers combined. The Journal's gain was 1,369,046 lines more than that of the other two papers.

Classified Advertising

	LINES
The Journal	**3,689,460**
Sentinel	1,464,866
Wisconsin-News	807,480

The Journal printed 1,417,114 lines, more than the other two papers combined. The Journal's gain was 774,183 lines more than the combined gain of the other two papers.

The MILWAUKEE JOURNAL

HARRY J. GRANT, Publisher — R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, INC.

Special Representatives

NEW YORK — CHICAGO

Digitized by Google

NECROLOGY—1920

(Continued from page 107)

Jacobson, Dr. Albert D.—founder Brooklyn Free Press and Wilmington (Del.) Free Press; in Baltimore. May 3.

Jaynes, Allen B.—editor and managing director Tucson (Ariz.) Citizen. Nov. 7.

Jennings, Frederick B.—counsel for Associated Press and International Paper Company. May 26.

Jones, Edward D.—a founder of Dow-Jones News Service and Wall Street Journal of New York. Feb. 16.

Joy, Thomas L.—editor Centralia (Ill.) Evening Sentinel. April.

Kennedy, Bruce—former managing editor Montgomery (Ala.) Advertiser. April.

Kellogg, Daniel F.—former city and financial editor New York Sun. Oct. 28.

Kelly, John C.—owner and editor Sioux City (Ia.) Tribune. Oct. 27.

Koch, Otto J.—Milwaukee advertising agent; in Hollywood, Cal. Nov. 20.

Lilley, Edward B.—former general manager St. Louis Republic and well known as executive of other large daily newspapers; Ontario, Cal. July 24.

Locke, Robinson—editor and owner Toledo (O.) Blade. April 20.

Long, George H.—managing editor Macon (Ga.) Daily Telegraph. March.

McCammon, Robert L.—editorial writer Kansas City (Mo.) Post. Aug. 17.

MacCarthy, James P.—veteran New York newspaper man. Dec. 26.

McKee, Thomas L.—founder Aberdeen (S. D.) American. Feb. 15.

McRae, Mrs. Milton A.—at San Diego, Cal. Sept. 21.

Maloney, Daniel A.—circulation manager Boston Post. Jan. 9.

Mann, Col. William D.—owner and editor Town Topics, New York. May 17.

Mandell, Samuel P.—president Boston Transcript. Feb. 14.

Mannix, William F.—manager Astoria (Ore.) Morning Astorian. Sept. 10.

Martin, William C.—former president Paterson (N. J.) Guardian Company. April 11.

Marxhausen, August—publisher Detroit Abend-Post. Nov. 2.

Merritt, Edward L.—former publisher Springfield (Ill.) State Register. Sept. 5.

Miller, Dr. George L.—founder Omaha Herald. August 28.

Mindil, Philip K.—New York newspaper and publicity man. Oct. 22.

Mitchell, Wallace S.—circulation manager Portland (Me.) Express-Advertiser. March 27.

Morgan, James W.—New York advertising agent. Feb. 28.

Moynihan, Patrick—president Glens Falls (N. Y.) Post-Star. Jan. 13.

Norris, Col. True L.—former editor and publisher Portsmouth (N. H.) Times. Dec. 25.

Norton, George W.—editor-in-chief Portland (Me.) Express Advertiser. Oct. 22.

Ohl, Josiah K.—editor New York Evening Telegram. June 27.

O'Malley, Dominic—former owner New Orleans Item and New Orleans American. Dec.

Organ, William S.—president Sharon (Pa.) Herald. Dec. 24.

O'Shea, John J.—editor-in-chief, Catholic Standard and Times, Philadelphia. March 13.

Page, R. W.—publisher Columbus (Ga.) Ledger. Dec. 1.

Paine, John Hubbard—night city editor New York Times. Oct. 2.

Paitsits, C. W.—former secretary Association of National Advertisers and secretary National Advertising Commission A. A. C. W. Feb. 22.

Pierce, James M.—publisher Iowa Homestead, Des Moines. Nov. 3.

Pierson, Francis H.—night manager Standard News Association, New York. Dec. 3.

Phelps, Frederick—president Erie (Pa.) Times Publishing Company. July 5.

Phillip, Theodore—associate editor Chicago Abend-Post. May 30.

Phillips, Walter P.—former newspaper man and expert telegrapher; at Vineyard Haven, Mass. Jan. 31.

Powell, H. M.—manager Peoria (Ill.) Star. Jan. 6.

Pritchard, W. A.—vice-president Critchfield & Co., Chicago.

Prynne, Charles M.—former managing editor Providence Journal and widely known as a dramatic critic. Jan. 16.

Pullman, W. R.—former newspaper man and Washington police chief. Feb. 24.

Reed, John—newspaper correspondent, mag-

(Continued on page 109)

Portland (Maine) Express

A three-cent evening paper. The only evening paper in Portland. Goes into nearly 85% of the newspaper reading homes in Portland and vicinity.

NET PAID CIRCULATION OVER

24,000

LARGEST DAILY CIRCULATION IN MAINE

Portland is Maine's metropolis. Largest city in the state. Distributes most merchandise. More than one hundred Wholesalers and Jobbers located here.

OUR SUNDAY EDITION, THE

Sunday "Telegram"

has the largest Sunday circulation of any Sunday paper east of Boston.

OVER 22,000 NET PAID

Evening Express Publishing Co.

Publishers

PORTLAND, MAINE

The Julius Mathews Special Agency

BOSTON NEW YORK DETROIT CHICAGO

Buffalo in 1921!

Business will be on a sounder foundation in Buffalo during 1921 than in any other city in the United States.

Big Business!

Diversity of industry—85% in kind, of all essential articles made in the United States are manufactured in Buffalo.

The Buffalo Times!

The Buffalo Times today covers over half the English speaking homes in Buffalo.

Unduplicated Circulation!

It is exclusively The Times' field—SEVEN days a week—75,000 Evening, 80,000 Sunday.

Most Advertising!

That's why The Buffalo Times carries more display advertising than any other Buffalo newspaper.

For Gravure Copy, Too.

The Buffalo Sunday Times published Buffalo's first Gravure Section. Today it is the best on your Roto list—The Buffalo Times.

NORMAN E. MACK

Editor and Proprietor

VERREE & CONKLIN, INC.

Foreign Representative

New York Chicago Detroit Portland

Digitized by Google

NECROLOGY—1920

(Continued from page 108)

azine and playwright; at Moscow, Russia. Oct. 20.

Reedy, William M.—editor Reedy's Mirror, St. Louis. July 23.

Rowe, William R.—former business manager Pittsburgh Gazette; in Kansas City, Mo. April 18.

Schroeder, Reginald—managing editor New Yorker Staats-Zeitung. April 24.

Searles, Edward F.—principal owner New York Globe; at Methuen, Mass. Aug. 6.

Seymour, Horatio W.—editorial staff New York World. Dec. 17.

Shewalter, William DeKalb—editor Editor & Publisher. April 3.

Smith, Frank—advertising manager United Pepsin Gum Company, New York. Feb. 14.

Smith, George M.—managing editor New York Tribune. Nov. 22.

Smith, Gerardus—principal owner Schenectady (N. Y.) Gazette. Feb. 11.

Smith, William Alden, Jr.—general manager Grand Rapids (Mich.) Herald. April 29.

Sommers, Frederick N.—Newark (N. J.) advertising agent. Dec. 19.

Southwell, William B.—president Burlington (Ia.) Hawkeye. Feb. 16.

Spurgeon, William P.—managing editor Washington Post. June 4.

Stevens, Isaac N.—owner Pueblo (Colo.) Chieftain. Feb. 12.

Summers, Gabriel R.—owner South Bend (Ind.) News-Times. Aug. 21.

Thielecke, Ernest H.—founder Thielecke Advertising Company, Chicago. July 24.

Vreeland, Graham—publisher Frankfort (Ky.) State Journal. July 19.

Wiley, Aden G.—city editor Indianapolis Star. Dec. 21.

Williams, Fred C.—New York advertising agent. May 14.

Williams, Major George F.—veteran New York newspaper man. Dec. 29.

Weaver, J. D.—founder Terre Haute (Ind.) Evening Mail; in Omaha, June 29.

Woodward, Charles R.—manager New York office John B. Woodward. Feb. 24.

Woodhead, William B.—advertising director Sperry & Hutchinson Company, New York. Jan 27.

York, Albert M.—associate editor Syracuse Post-Standard. Sept. 6.

CANADA

Dennis, Senator William—owner of Halifax (N. S.) Herald and Mail; at Boston. July 11.

Leithhead, Albert—president Montreal Herald Publishing Company, Ltd. Dec.

Sauvalle, Paul M.—former editor-in-chief La Patrie, Montreal; in Ottawa. April 17.

Slack, E. F.—managing director Montreal Gazette and president Canadian Press, Ltd. Feb. 15.

PAPERS RENAMED

Bridgeport (Conn.) Star Herald became Evening Star. May 19.

Buffalo (N. Y.) Daily Telegram succeeded Polish Daily News. Oct. 2.

Chippewa Falls (Wis.) Daily Press—to Wisconsin Daily Press. Oct. 1.

Evansville (Ill.) Journal-News changed to Journal. Feb. 24.

Marshfield (Wis.) Hub—succeeded Times (on purchase by Glenn V. Kraus). May 1.

Nashville American changed to Tennessean. Jan. 19.

New York Evening Sun—to New York Sun. Oct. 1.

New York Sun and Herald—to New York Herald. Oct. 1.

Northern Illinois Group Newspapers formed by Aurora Beacon-News, Elgin Courier and Joliet Herald-News, owned by Congressman I. C. Copley. March 10.

The South Bend Tribune

SOUTH BEND, INDIANA

during ITS Banner Year

1920

led ITS two competitors in the following:

—The Largest Circulation

—The Largest Advertising Volume

—The Largest Gross Revenue

—The Brightest Prospects for a decided increase in 1921

—The Highest Plane of Reader and Dealer Confidence—

In this brief review of the past, the future takes on an added incentive for service to advertisers. The Year 1921 will see this progressive newspaper in its new and modern building where the mechanical facilities will be the best possible.

FOREIGN REPRESENTATIVES:

Story, Brooks & Finley

New York Office	Philadelphia Office	Chicago Office
200 Fifth Ave.	Colonial Trust Bldg.	Peoples Gas Bldg.

Only Member A. B. C. in South Bend

THE

LOS ANGELES EVENING HERALD

GAINED

3,032,276

LINES

OF

ADVERTISING

In 1920 Over 1919

AND

OMITTED

Approximately

5,500,000

Lines of Advertising during the same period because of the shortage of print paper.

GREATEST DAILY CIRCULATION IN THE WEST

127,381 DAILY

Verified by A. B. C. Audit

For Consumer Demand in Los Angeles and Vicinity Use

THE

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

CHICAGO OFFICE	*NEW YORK OFFICE*
G. Logan Payne	*Lester J. Clarke*
432 Marquette Building	*604 Times Building*

Digitized by Google

DAILY NEWSPAPERS OF MEXICO

Mexico City—El Universal; Excelsior; El Heraldo de Mexico; Monitor Republicano; La Vanguardia; El Democrata (all morning). Las Noticias Revolucion (afternoon); El Dial Espanol; Boletin Financiero.

Jalapa, Ver.—El Eco Japeno; Las Noticias; Ultimas Noticias.

Orizaba, Ver.—El Tiempo.

Merida, Yuc.—La Revista de Yucatan; La Voz de la Revolution; El Clamor Publico.

Campeche, Camp.—Pro-Campeche.

Villahermosa, Tab.—El Heraldo de Tabasco.

Guaymas, Son.—La Caceta.

Mazatlan, Sin.—El Democrata Sinaloense.

Durango, Dgo.—El Monitor; El Comercio.

Culiacan, Sin.—La Voz Nacional.

Cananea, Son.—El Tiempo.

Morelia, Mich.—El Heraldo de Michoacan.

Guadalajara, Jal.—Restauracion; El Informador.

Monterrey, N. L.—El Porvenir; Nueva Patria; El Noticiero.

Oaxaca, Oax.—Mercurio; Fenix.

Puebla, Pueb.—El Monitor; La Crónica.

Hermosillo, Son.—Orientacion.

Nogales, Son.—La Nacion.

San Luis Potosi, S. L. P.—Juventud; Accion; El Picudo.

Zacatecas, Zac.—El Cañonazo.

Tuxtla Gutierrez, Chiapa.—El Reconstructor Nacional.

San Cristobal, Chiapa.—El Tribuno.

Acaponeta, Nay.—El Eco del Nayarit.

Guanajuato, Gto.—La Tribuna; La Antorcha.

Leon, Gto.—El Barretero.

Irapuato, Gto.—El Centro.

Toluca, Mex.—Regeneracion.

Torreon, Coah.—La Opinion.

Tampico, Tam.—La Prensa.

Calexico, B. C.—El Monitor.

Saltillo, Coah.—Gil Blas.

NEWSPAPERS OF PORTO RICO

The number of newspapers and periodicals published in Porto Rico is 37: including 13 daily, 1 semi-weekly, 11 weekly, 1 semi-monthly, 1 monthly. The dailies, semi-weekly, and weeklies, with their publishers and editors, follow: (all are printed in Spanish unless otherwise stated).

AGUADILLA Libertad (Liberty); weekly; Angel M. Torregrosa.

ARECIBO—El Regionalista; daily; Juan Gonzales Morales.

GUYAMA Pancho Ibero; weekly; L. F. Deseus.

HUMACAO Conciencia Popular; weekly.

MAYAGUEZ—La Bandera Americana; daily, evening except Sunday; Genaro Cortes.

La Nueva Era (Diario del Oeste) evening except Sunday; Mayaguez Publishing Company.

La Revista Blanca; Sunday; Pablo Roig.

Voz de la Patria; daily except Sunday; Raoul Gomes.

PONCE—El Aguila de Puerto Rico (Porto Rico Eagle); evening except Sunday; Alfonso Gual.

El Dia; evening except Sunday; Guillermo V. Cintron.

La Conciencia Libra; Alfonso Gual.

SAN JUAN—El Carnaval; Sunday; Joaquin E. Barreiro.

El Imparcial; evening except Sunday; J. Perez Pusada.

El Mundo; daily except Sunday; Puerto Rico Illustrado, Inc.

El Palenque; evening; Jose Coll Cuchi and Antonio E. Ferendes.

El Tiempo (English and Spanish); daily except Sunday; Salvador Prats.

Justicia (English and Spanish); weekly; Santiago Iglesias.

La Correspondencia de Porto Rico; evening except Sunday and Sunday morning; La Correspondencia De Puerto Rico, Inc.

La Democracia; evening except Sunday; La Democracia, Inc. La Verdad; weekly; Padres Frabciscanos Capuchinos.

Nosotros; weekly; Ceferino Segunda and Antonio Garcia Matos.

Porto Rico Progress (English); weekly; Caribbean Publishing Company.

Puerto Rico Ilustrado (weekly); Puerto Ilustrado, Inc.

Union Obrera; evening except Sunday; Julio Aybar.

Voz del Obrera; weekly; Joaquin A. Beceabril.

YAUCO—La Reforma; semi-weekly.

NEWSPAPERS OF HAWAII

Forty-five newspapers and periodicals are published in Hawaii; 10 are daily; three are published three times a week; 4 are semi-weeklies; 14 are weeklies; one is semi-monthly; 13 are printed once a month. The dailies, tri-weekly; semi-weeklies and weeklies, together with their editors and publishers, follow:

HILO—A Setta (Portuguese); weekly; E. G. DaSilva and Antonio M. Cabrinha.

Hawaii Mainichi (Japanese); evening except Sunday; Hawaii Mainichi Sha.

Ka Hoku o Hawaii (Hawaiian); weekly.

O Pacho (Portuguese); weekly; Antonio Oak.

Post-Herald evening except Sunday, also weekly edition under name of Herald; V. L. Stevenson, editor.

Tribune; morning except Monday; Thorn S. Hardy, editor.

HOLUALULU—Kona Echo (Japanese); weekly; H. S. Hayashi.

HONOLULU—Chee Yow Shin Po (Chinese); tri-weekly; Lum Yat Kun.

Guide (marine and shipping); semi-weekly.

Hawaii Chobo (Japanese); morning; K. Sasaki.

Hawaii Hocho (Japanese); daily; Hawaii Shinpo (Japanese and English); morning; T. Hattori.

Hon Mun Bo (Chinese); tri-weekly; Lum Ken Fuo and Lum H. Chee.

Ke Alakai o Hawaii (Hawaiian); weekly; Jonah Kumalae.

Ke Aloha Aina (Hawaiian); weekly.

New Freedom; weekly; Thomas McVeagh.

Nippu Jiji (Japanese and English); evening except Sunday and Sunday morning; Yasutaro Soga.

Nupepa Kuokoa (Hawaiian); weekly; Solomon Hanohano.

O Luso (Portuguese); weekly; J. S. Ramos.

Pacific Commercial Advertiser; every morning (Sunday edition called Advertiser); E. P. Irwin, editor.

Star-Bulletin; evening except Sunday (also issues semi-weekly edition); R. A. McNally, editor.

Sun Chin Kwock Bo (Chinese); tri-weekly.

Sunday Advertiser; Sunday edition of Pacific Commercial Advertiser.

LIHUE—Garden Island; weekly; Charles S. Dole, editor.

Kauai Shinpo (Japanese); weekly.

WAILUKU—Daily Wireless; evening except Sunday.

Maui News; weekly; Will J. Cooper, editor.

Maui Record (Japanese); semi-weekly; N. K. Otsuka, editor.

Maui Shinbun (Japanese); semi-weekly; T. Kaneko.

Times; weekly; V. A. Vetlesen.

NEWSPAPERS OF THE PHILIPPINE ISLANDS

Total newspapers and periodicals	47
Dailies	17
Tri-weeklies	1
Semi-weeklies	3
Weeklies	5
Tri-monthlies	1
Monthlies	6
Quarterlies	2
Indefinite issue	13

The dailies, tri-weeklies, semi-weeklies and weeklies, together with their editors and publishers, follow:

CEBU Chronicle (English and Visayan); semi-weekly; Alfred G. Andersen.

La Revolucion (English, Spanish and Visayan); tri-weekly; Filemon Sotto.

ILOILO—El Adalid (Spanish); evening; Engracio Padilla.

El Tiempo (Spanish); daily; Jose B. Magalona and Jose M. Nava.

Makinangalingon (Visayan); semi-weekly; Rosendo Mejica.

Nuevo Heraldo (Spanish); evening except Sunday; Flairo Zaragosa and Pro Sian Mellisa.

MANILA—Ang Mithi (Tagalog); daily; Inigo E. Regalado.

Bulletin; morning except Sunday; Carson Taylor.

Cablenews-American; morning except Monday; Norbert Lyons, editor.

Citizen (English and Spanish); weekly; Conrado Benitz and Pedro Aunario.

El Comercio (Spanish); evening except Sunday; J. deLoyzago y Ages.

El Debate (Spanish and Tagalog); morning except Sunday.

El Ideal (Spanish); daily; A. N. Luz and A. Ruiz.

El Mercantil (Spanish); evening; D. Jose Maria Romero Salas.

Independent (English and Spanish); weekly; Vincente Sotto.

Kong Li Po (Chinese); morning except Sunday.

La Nacion (Spanish and Tagalog); evening except Sunday; Gregorio Perfecto and Pedro F. Espiritu.

La Vanguargia (Spanish); evening except Sunday.

Man Ho Po (Chinese); morning except Sunday; Lee Chai Chiong.

Parkakaisang Bayan (Tagalog); daily; Mariano Lim.

Philippines Free Press (English and Spanish); weekly; R. McCulloch Dick.

Taliba (Tagalog); daily; Carlos Ronquillo

Times; evening except Sunday and Sunday morning; L. H. Thibault, editor.

Way of Peace (English and Tagalog); weekly; Philippine Christian Institute.

SAN FERNANDO—Dagiti Naimbag a Damag (Ilocano and English); weekly; Evangel Press publisher.

Zamboanga—La Voz del Pueblo (Spanish); semi-weekly; Santiago Mendoza Mindanao Herald (English and Spanish); weekly; J. A. Hackett, Jr.

PRESS CONGRESS OF WORLD

Following the announcement recently that the 1921 session of the Press Congress of the World would be held in Honolulu on October 4 to 14, Dean Walter Williams, dean of the University of Missouri School of Journalism, at Columbia, Mo., U. S. A., president of the congress, has announced that the delegates will leave the United States about the middle of September. The delegates will also take an excursion from Hawaii to the Philippine Islands following the sessions of the congress, according to Dean Williams.

Acceptance of Honolulu's invitation for the congress meeting was decided on by the Executive Committee following a change in the Government of New South Wales, Australia, Dean Williams said. The 1921 session was to have been held in Sydney.

The congress delegates will be the guests of the Hawaiian Government while in that territory, and the Philippine Government will be their host on the excursion to the Philippines.

The Honolulu committee has guaranteed the necessary expenses, has made arrangements for reduced hotel rates for delegates, and has taken steps to have put in force preferential steamship rates for the members who will attend the meeting.

NEWSPAPERS OF VIRGIN ISLANDS

SIX newspapers and periodicals are published in the Virgin Islands. Five are dailies and one is weekly. Their names, with editors and publishers, follow:

CHARLOTTE Amalie Bulletin; noon except Sunday; Leroy Nolte.

St. Thomas Mail Notes; morning except Sunday; George Audain.

CHRISTIANSTED Herald; daily except Sunday; D. Hamilton Jackson.

St. Croix Avis, daily except Sunday; also weekly; G. Johansen.

FREDERIKSTED West End News; evening except Sunday; A. Ovensen.

The Free Information Bureau

conducted by

FREDERIC J. HASKIN

in Washington, transacts an enormous business with school-teachers, always acting for the newspapers it represents. There is no more effective way to reach the home than through the school. When the children grow up with a newspaper they enrich and stabilize its franchise.

YOUR EXPORT ADVERTISING CAN BE HANDLED RIGHT HERE AT HOME, THE SAME AS YOUR DOMESTIC

THE EXPORT ADVERTISING AGENCY

of Chicago has cooperated for years with a great many domestic agencies in handling their foreign business.

We do not place any business in this country and limit our operations to countries outside of the United States, dealing directly with the different publishers, with whom we enjoy the friendliest of relations.

During our experience of twelve years in this business we have handled, successfully, some of the largest foreign appropriations, either through domestic agencies or directly and will be pleased to furnish export advice and service to any agency or manufacturer.

Representatives in the leading cities of the world.

EXPORT ADVERTISING AGENCY

822 TRANSPORTATION BLDG. CHICAGO, ILL., U. S. A.

A. N. P. A. LIST OF RECOGNIZED ADVERTISING AGENCIES OF U. S. AND CANADA

ALABAMA

Birmingham

Sparrow Adv. Agency (Inc.), American Trust Bldg.

Demopolis

Demopolis Advertising Agency.

ARKANSAS

Little Rock

Brooks, S. M., Adv. Agency, Boyle Bldg.

CALIFORNIA

Fresno

Berg Adv. Agency, Rowell Bldg.

Los Angeles

Curtis Newhall Adv. Agency, 626 South Spring St.

Dake, Johanet, Adv. Agency, 207 South Broadway.

Lockwood-Shackelford Co., Baker-Detwiler Bldg.

Miner, Dan B., Adv. Agency, 1110 Story Bldg.

Read-Miller Co. (Inc.), 120½ South Broadway.

San Francisco

Advertising Service Co. (Inc.), Chronicle Bldg.

Brisacher, Emil, Flood Bldg.

Cahill Adv. Co., Pacific Bldg.

Duke Adv. Agency (Inc.), 121 Second St.

Duke, Johanet, Adv. Agency, 251 Kearney St.

Eberhard, The George F., Co. (Inc.), 300 Fremont St.

Honig-Cooper Co. (Inc.), 74 New Montgomery St.

Johnston-Ayres Co. (Inc.), 525 Market St.

Le Vesc, Nate, 28 O'Farrell St.

Lockwood-Shackelford Co., Hearst Bldg.

McCann, H. K., Co. (Inc.), 661 Market St.

Walker Adv. Agency, 165 Kearney St.

COLORADO

Colorado Springs

Fawcett Adv. Agency Co. (Inc.), Bennett Bldg.

Denver

Conner Adv. Agency (Inc.), Mercantile Bldg.

Hower Adv. Agency Co. (Inc.), Foster Bldg.

Reardon Adv. Co. (Inc.), Quincy Bldg.

CONNECTICUT

Danbury

Doble, William F.

Hartford

Mantemach Co. (Inc.), 74 Union Pl.

New Haven

Powning, Geo. G. (Inc.), 900 State St.

DELAWARE

Wilmington

Hoopes, Edgar M., Adv. Agency (Inc.), Equitable Bldg.

DISTRICT OF COLUMBIA

Washington

Lewis Agency (Inc.), Evening Star Bldg.

Logan, Thomas F. (Inc.), Hibbs Bldg.

Shaffer, J. Albert, Star Bldg.

FLORIDA

Jacksonville

Thomas Adv. Service (Inc.), Graham Bldg.

GEORGIA

Atlanta

Acme Adv. Agency, Citizens & Southern Bank Bldg.

Ford, Geo. W., Co. (Inc.), Austell Bldg.

Jacobs, Dillard, Agency, Candler Bldg.

Johnson-Dallis Co., Grownfield Bldg.

Lewis & Coffee Adv. Agency, Third Nat'l Bank Bldg.

Massengale Adv. Agency, Candler Bldg.

Southern Adv. Agency (Inc.), Candler Annex.

ILLINOIS

Chicago

Benson, Gamble & Slaten, Corn Exchange Bank Bldg.

Bisberne Adv. Co. (Inc.), 81 East Madison St.

Bowers, Thomas M., Adv. Agency (Inc.), S. W. Cor. Jackson St. and Wabash Ave.

Brandt Adv. Co. (Inc.), 5 South Dearborn St.

Burnet-Kuhn Adv. Co. (Inc.), 20 South La Salle St.

Cheeman, Nelson, & Co. (Inc.), Goddard Bldg.

Clarke, B. H., Adv. Agency (Inc.), Steger Bldg.

Cochrane, Witt K., Adv. Agency (Inc.), Boyce Bldg.

Collins-Kirk (Inc.), 410 South Michigan Ave.

Comrie & Cleary (Inc.), 36 South State St.

Conover-Mooney Co. (Inc.), Harris Trust Bldg.

Critchfield & Co. (Inc.), Brooks Bldg.

Crosby-Chicago (Inc.), 60 East Adams St.

Davis, J. W., Railway Exchange Bldg.

Erwin, Wasey & Co. (Inc.), 36 East Washington St.

Fuller, Charles H., Co. (Inc.), 623 South Wabash Ave.

Greig & Ward (Inc.), 104 South Michigan Blvd.

Guenther-Bradford & Co. (Inc.), 7 South Dearborn St.

Gundlach Adv. Co. (Inc.), Peoples Gas Bldg.

Hamilton, J. R., Adv. Agency (Inc.), 326 Madison St., West.

Hargrave, H. Walton (Inc.), 25 East Jackson Blvd.

Heart, Hurst & McDonald, 58 East Washington St.

Hoops Adv. Co. (Inc.), Tribune Bldg.

Husband & Thomas Co. (Inc.), 165 East Erie St.

Joerns, Arnold, Co. (Inc.), 14 East Jackson Blvd.

Johnson, Read & Co. (Inc.), 202 South State St.

Kastor, H. W., & Sons, Adv. Co. (Inc.), Lytton Bldg.

Kay, J. Roland, Co. (Inc.), 111 West Washington St.

Kirtland-Engel Co. (Inc.), 14 East Jackson Blvd.

Lesan, H. E., Adv. Agency (Inc.), Old Colony Bldg.

Long-Costello (Inc.), 163 Michigan Ave., North.

Lord & Thomas (Inc.), Mallers Bldg.

McJunkin Adv. Co. (Inc.), 5 South Wabash Ave.

McKinney Co. (Inc.), 58 East Washington St.

Mathews, R. A., Adv. Corp., 140 South Dearborn St.

Matteson, Fogarty, Jordan Co. (Inc.), 140 North Dearborn St.

Mertz, Lewis H., 34 East Washington St.

Metzger, Bernhard, Adv. Agency, 140 South Dearborn St.

Mitchell-Faust Adv. Co. (Inc.), 7 South Dearborn St.

Nichols, Charles F. W., Co. (Inc.), 20 East Jackson Blvd.

Osterlinder Adv. Corp., 25 East Jackson Blvd.

Rankin, William H., Co. (Inc.), 104 South Michigan Ave.

Rebel & Bryant (Inc.), 608 South Dearborn St.

Roberts & MacAvinche, 30 North Dearborn St.

Rogers & Smith Adv. Agents (Inc.), 64 East Van Buren St.

Rohl Adv. Agency, 130 North Clark St.

Short, Floyd, & Partners (Inc.), 30 North Michigan Ave.

Spitzer-Warner Co. (Inc.), 225 North Michigan Blvd.

Snyder, The J. A., Co. (Inc.), 220 South State St.

Stack Adv. Agency (Inc.), Heyworth Bldg.

Stavrum & Shafer (Inc.), 14 East Jackson Blvd.

Stewart-Davis Adv. Agency, Kesner Bldg.

Thielecke Adv. Co. (Inc.), 22 West Monroe St.

Thompson, J. Walter, Co. (Inc.), Lytton Bldg.

Tomalin, Charles H., Agency (Inc.), 7 South Dearborn St.

Turner-Wagener Co. (Inc.), 28 E. Jackson Blvd.

Vanderhoof & Co., (Inc.), 167 East Ontario St.

Wade Adv. Agency, Old Colony Bldg.

Walker, Dudley, & Co., Peoples Gas Bldg.

Williams & Cunningham, 6 North Michigan Ave.

INDIANA

Indianapolis

Clough, John L., Adv. Agency (Inc.), Merchants Bank Bldg.

Field Adv. Service, State Life Bldg.

McKee, Homer, Co. (Inc.), Kahn Bldg.

Reeds, Russel M., Co. (Inc.), 230 University Sq.

Sidener-Van Riper Adv. Co. (Inc.), Merchants Bank Bldg.

South Bend

Lamport-MacDonald Co. (Inc.), J. M. S. Bldg.

IOWA

Des Moines

Coolidge Adv. Co., 1216 Grand Ave.

KENTUCKY

Louisville

Basham, Thomas E., Co. (Inc.), Inter-Southern Life Bldg.

New Orleans

Chambers Agency (Inc.), Maison Blanche Bldg.

Feery-Hanly Adv. Co. (Inc.), Hibernia Bldg.

MARYLAND

Baltimore

Deutel Adv. Service, 10-20 St. Paul St.

Green-Lucas Co. (Inc.), Hanover and Fayette Sts.

Moses Adv. Service, Munsey Bldg.

Sondheim, L. A., 217 West Saratoga St.

MASSACHUSETTS

Boston

Amsterdam Agency (Inc.), 25 Congress St.

Ayers, H. E., & Co., 166 Federal St.

Barber, J. W., Adv. Agency (Inc.), 80 Boylston St.

Bond, Arthur T., 20 Central St.

Boston News Bureau Co. (Inc.), 30 Kilby St.

Brown, Derby Co., 112 State St.

Buchanan, John, Adv. Agency, Globe Bldg.

Conover, S. A., Co., 24 Milk St.

Cowen Co., 49 Federal St.

Dutcher & Walker Co. (Inc.), 246 Washington St.

Ellis, A. W., Co., 40 Central St.

Goulston, Ernest J., Adv. Agency (Inc.), 18 Tremont St.

Greenleaf Co. (Inc.), 41 Mt. Vernon St.

Hoyt's Service (Inc.), Little Bldg.

Humphrey, H. B., Co. (Inc.), 581 Boylston St.

Kellock, Edward D., 201 Devonshire St.

Morgan, John J., Adv. Agency (Inc.), 220 Devonshire St.

O'Keefe, P. F., Adv. Agency, 45 Broomfield St.

O'Malley Adv. & Selling Co., Globe Bldg.

Shumway, Franklin P., Co. (Inc.), 458 Washington St.

Smith, C. Brewer, Adv. Agency, 27 School St.

Snow, Walter B., & Staff, 60 High St.

Stafford Co. (Inc.), 23 Arch St.

Stevens, Herman W., Agency, Globe Bldg.

Thompson, J. Walter, Co. (Inc.), 201 Devonshire St.

Walton Adv. & Ptg. Co., 141 Milk St.

Wetherald, James T., Adv. Agency (Inc.), 142 Berkley St.

Wood, Putnam & Wood Co. (Inc.), 176 Tremont St.

Lynn

Frost, Harry M., Co. (Inc.), Security Trust Bldg.

Springfield

Bates, J. D., Adv. Agency, 292 Main St.

MICHIGAN

Detroit

Alexander, Milton, Co., Book Bldg.

Bradfield Co. (Inc.), 900 Kresge Bldg.

Brooke, Smith & French (Inc.), Kresge Bldg.

Brotherton-Knoble Co. (Inc.), 110 Port St., West.

Campbell-Ewald Co. (Inc.), Marquette Bldg.

Dunlap-Ward Adv. Co. (Inc.), Kresge Bldg.

Green, Fulton, Cunningham Co. (Inc.), Free Press Bldg.

MacManus, Theodore F. (Inc.), 44 Hancock Ave., East.

Pelletier, B. Le Roy, Fine Arts Bldg.

Power, Alexander & Jenkins Co. (Inc.), Madison Bldg.

Randall, Fred M., Co. (Inc.), Book Bldg.

Savage, George M., Adv. Agency, 67 Buhl Block.

Scalye & Brown (Inc.), 110 West Fort St.

von Poettgen, Carl S. (Inc.), Kresge Bldg.

Winningham, C. C., Book Bldg.

Zimmer-Thien (Inc.), Kresge Bldg.

Grand Rapids

Brearley-Hamilton Co. (Inc.), Michigan Trust Bldg.

MINNESOTA

Minneapolis

Dollenmayer Adv. Agency (Inc.), Lincoln Bldg.

MacMartin Adv. Agency (Inc.), Security Bldg.

Mitchell Adv. Agency (Inc.), Abbey Bldg., 9th St. and Mary Place.

St. Paul

Betting-Thompson-Maddon (Inc.), Globe Bldg.

Corning-Firestone Adv. Agency (Inc.), Merchants Nat'l Bank Bldg.

Frissell Adv. Agency, Dispatch Bldg.

Greve Adv. Agency (Inc.), New Hamm Bldg.

Northwestern Adv. Agency, Essex Bldg.

MISSOURI

Kansas City

Baxter Adv. Co., Commerce Trust Bldg.

Feery-Hanly Adv. Co. (Inc.), 1130 Walnut St.

Finney, W. B., Adv. Co. (Inc.), 918 Grand Ave.

Gray, F. A., Adv. Co. (Inc.), 14th and Oak Sts.

Potts-Turnbull Adv. Co. (Inc.), Gates Bldg.

St. Louis

Anfenger-Jacobson Adv. Co. (Inc.), Board of Education Bldg.

Chappelow Adv. Co. (Inc.), International Life Bldg.

Cheeman, Nelson & Co. (Inc.), 1127 Pine St.

(Continued on page 116)

The York Dispatch

York, Pa.

"You'd like to live in York"

Concentrated Circulation

One person out of every five living in York (men, women and children counted) buys and reads THE YORK DISPATCH. Probably every other person reads it.

THE YORK DISPATCH has no street sales. Its entire city distribution is by carrier and newsstands.

BENJAMIN & KENTNOR CO.

National Advertising Representatives

NEW YORK, 225 5th Ave.

CHICAGO, 900 Mallers Bldg.

The Northern Illinois Group

A New (1920) Syndicate of Daily Newspapers

The Aurora Beacon-News
The Elgin Courier
The Joliet Herald-News

All Evening and Sunday Morning—Members A. B. C.

The district served is from the Wisconsin state line southward 100 miles. Its eastern line is about 30 miles from Chicago. It is more than 4,000 square miles in extent.

Population 275,000--Homes 61,000--Circulation 43,000

Neither of these papers circulate outside the trading area of its city of publication. Circulation is by subscription, not street sales. No waste.

Something Absolutely New

"Demonstration Territory" is a new term to describe a new kind of advertising service. It's a peculiar service. You ought to know about it. Write for January issue of the Dope Sheet and get wise.

Leading Classified Mediums in State Outside Chicago

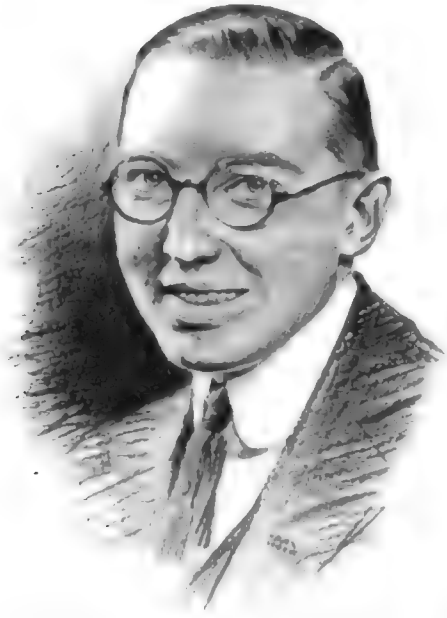
LINES OF ADVERTISING IN 1920

Foreign 3,177,336 lines
Local 16,867,564 lines
Classified 2,468,956 lines Total 22,513,856

Northern Illinois Group

A. M. SNOOK, Gen'l Mgr.

J. K. Groom, Mgr. National Adv. Dept., Aurora, Ill.
Franklin P. Alcorn Co., Eastern Rep., Marbridge Bldg., New York



A correspondent who out-Sherlocked Scotland Yard

Carl W. Ackerman, chief of the Foreign News Service of the

PUBLIC LEDGER

For two years every policeman and officer in Ireland had been carrying a photograph and description of "Mick" Collins, with orders to arrest him on sight as the leader of the Republican Army.

They couldn't get him. But Carl W. Ackerman found him and got a two-hour interview for the Public Ledger.

Ackerman also got the first authentic story of the last days of the Tsar, and the first interview ever given by the President of China.

Through the Ledger Syndicate newspapers may obtain exclusive rights to the Public Ledger Foreign Service including the cables of Mr. Ackerman and of 27 other foreign staff correspondents.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

THE McCLURE NEWS

1884 **For Over Thirty-Five Years Distinguished for the Excellence,**

ALL STAR COMIC PAGES

THE CLANCY KIDS ..... P. L. Crosby
TOM SAWYER AND HUCKLEBERRY FINN
Clare V. Dwiggins
HAIRBREADTH HARRY ..... C. W. Kahles
UNCLE WIGGILY'S ADVENTURES
Text by ..... Howard Garis
Pictures by ..... Lang Campbell
COMIC PAGES ARE FURNISHED IN MAT FORM OR IN PRINTED FOUR-PAGE SECTIONS

DAILY COMICS

THE CLANCY KIDS ..... 6 Cols.
Percy Crosby
SCHOOL DAYS ..... 3 Cols.
Clare V. Dwiggins
OPHELIA'S SLATE ..... 1 Col.
Clare V. Dwiggins
THE YOUNG LADY ACROSS THE WAY .. 1 Col.
Harry Westerman
THE MEDITATIONS OF HAMBONE ..... 1 Col.
J. P. Alley

GENERAL FEATURES

FRANK H. SIMONDS' INTERPRETATIONS OF INTERNATIONAL AFFAIRS
DAILY SHORT STORIES DAILY HOROSCOPE
"HOLLAND" FINANCIAL LETTER
SANDMAN STORY FOR TONIGHT
Mrs. F. A. Walker
HOWARD GARIS BEDTIME STORY
Howard Garis
LAST NIGHT'S DREAMS—WHAT THEY MEAN
H. Irving King
LYRICS OF LIFE (Daily Original Poem)
Douglas Malloch
LINE O' CHEER ..... John Kendrick Bangs
NEWEST SERIALS ..... Best Authors
STORY OF OUR STATES ..... Jonathan Brace
SOMETHING TO THINK ABOUT (Editorials)
F. A. Walker
YOUR LAST NAME ..... Frances Cowles
GET-RICH-QUICK BUBBLES THAT HAVE BURST ..... Harley Mathews
FIFTY VAMPS WHO MADE HISTORY
James C. Young

WEEKLY SERVICES

RITTENHOUSE FASHION PAGE—
What Well Dressed Women Will Wear
Anne Rittenhouse
RITTENHOUSE HOUSEHOLD PAGE—
What Every Woman Wants to Know
Anne Rittenhouse
INTERPRETATIONS OF INTERNATIONAL AFFAIRS ..... Frank H. Simonds
BALDERSTON'S EUROPEAN ARTICLE
John L. Balderston
SKETCHES FROM LIFE—
7 Cols. or 5 Cols. ..... Harry J. Westerman
WEEKLY FICTION PAGES—
Detective and Top Notch ..... Best Authors
TORCHY AND SHORTY McCABE STORIES
Sewell Ford
M. QUAD HUMOR PAGE ..... C. B. Lewis
WHITE SHADOWS IN THE SOUTH SEAS
Frederick O'Brien
NURSERY RHYMES—
Picture Puzzles ..... Violet M. Higgins
CARUSO—SINGER AND MAN—
12 Articles ..... Pierre V. R. Key

FASHION, HOUSEHOLD AND WOMEN'S INTERESTS

ANNE RITTENHOUSE DAILY FASHION AND HOUSEHOLD COLUMN
HOUSEWIFE'S ECONOMY CALENDAR
TOMORROW'S MENU
DAILY ETIQUETTE FEATURE—"The Right Thing at the Right Time"
DO YOU KNOW?—Series of Questions and Answers
MARRIED LIFE SERIES—
"Taming My Husband" ..... Kathleen Fox
"Remodeling a Wife" ..... Mildred K. Barbour
"Helene's Married Life" ..... May Christie
"The Marriage of Anne" ..... May Christie
"For Love of Betty" ..... May Christie

The Above Continuous Services Have Been Running, Many of Them
We Will Send You, on Request, Complete Samples and Price for

THE McCLURE NEWSPAPER SYNDICATE

PAPER SYNDICATE

Variety and Distinction of Its Circulation-Making Features 1921

SOME OF OUR NEWEST SERIALS

To Which List We Are Constantly Adding the Latest Successes

THE LAMP IN THE DESERT.....Ethel Dell
BULLDOG DRUMMOND .....“Sapper”
THE MAGNIFICENT AMBERSONS..Booth Tarkington
THE FOUR JUST MEN.....Edgar Wallace
FANNY, HERSELF .....Edna Ferber
THE U. P. TRAIL.....Zane Grey
THE BORDER LEGION.....Zane Grey
RIDERS OF THE PURPLE SAGE.....Zane Grey
LIGHT OF WESTERN STARS.....Zane Grey
HERITAGE OF THE DESERT.....Zane Grey
THE LONE STAR RANGER.....Zane Grey
DESERT GOLD .....Zane Grey
THE BLUE MOON.....David Anderson
THE RAINBOW'S END.....Rex Beach
RIM O' THE WORLD.....B. M. Bower
THE RAMBLIN' KID.....Earl Wayland Bowman
THE IVORY DISC.....Percy Brebner
TAXI.....Geo. Agnew Chamberlain
WHITE MAN.....Geo. Agnew Chamberlain
THE CHINESE LABEL.....J. Frank Davis
HANDS OFF.....Beulah Marie Davis
WHISPERS .....Louis Dodge
JENNY, BE GOOD.....Wilbur Finley Fauley
THE WHITE ROOK.....J. B. Harris-Burland
THE MAN NOBODY KNEW.....Holworthy Hall
THE MELWOOD MYSTERY.....James Hay, Jr.
NO CLUE.....James Hay, Jr.
RIDDLE OF THE FROZEN FLAME....T. W. Hanshew
YELLOW MEN SLEEP.....Jeremy Lane
THE CURIOUS CASE OF MARIE DUPONT
Adele Luchrman
THE IVORY TRAIL.....Talbot Mundy
THE SHADOW OF ROSALIE BYRNES.Grace S. Mason
SLIPPY McGEE.....Marie Conway Oemler
MERMAID .....Grant Overton
HIS SECOND WIFE.....Ernest Poole
DOPE .....Sax Rohmer
THE GHOST GARDEN.....Amelie Rives
BEHIND RED CURTAINS.....Mansfield Scott
MYSTERY OF THE THIRTEENTH FLOOR
Lee Thayer
SKINNER'S BABY.....Henry Irving Dodge

SOME OF OUR LATEST ILLUSTRATED PAGE FICTION

THE ADVENTURES OF DETECTIVE BARNEY
(7 Stories) Harvey O'Higgins
POD BENDER AND COMPANY George A. England
(13 Stories)
THE CHRONICLES OF JEREMY SCREED
(6 Stories) Percy Brebner
FROM THE MAELSTROM.....L. J. Beeston
(10 Stories)
HALF PORTIONS .....Edna Ferber
(8 Stories)
BILL TITUS STORIES .....J. Frank Davis
(10 Stories)
TALES OF SECRET EGYPT.....Sax Rohmer
(9 Stories)
THE MYSTERIOUS WAYS OF WANG FOO
(13 Stories) Sidney Partridge

NEW FEATURES FOR 1921

Just released or about to be released

THE YOUNG VISITERS
Four Illustrated Sunday Instalments
SHERLOCK HOLMES MASTERPIECES
Thirty-seven stories for daily or weekly use.
COUNT WITTE'S MEMOIRS
Sixteen Illustrated Sunday Pages
NEW POTASH AND PERLMUTTER STORIES
By Montague Glass
NONSENSE NOVELS
By Stephen Leacock
MARRIED LIFE STORIES
By Mary Stewart Cutting
WONDERS OF THE SKY
By Isabel Lewis
THE LAMP IN THE DESERT
By Ethel Dell
BULLDOG DRUMMOND
By “Sapper”
THE GHOST GARDEN
By Amelie Rives
THROUGH THE GLAD EYES OF A WOMAN
By Jane Doe

The above 1921 features will be followed each month by others of equal newspaper importance.

for Years, in Over 800 Papers Throughout the U. S. A. and Canada
Your Use of Any of the Above Features Open in Your Territory

373 Fourth Avenue, New York City

RECOGNIZED AD AGENTS OF U. S. AND CANADA

(Continued from page 112)

D'Arcy Adv. Co. (Inc.), International Life Bldg.
Fisher-Brown Adv. Agency (Inc.), 1627 Locust St.
Gardner Adv. Co. (Inc.), 1627 Locust St.
Kastor, H. W., & Sons, Adv. Co. (Inc.), Mercantile Nat'l Bank Bldg.
Ring, John, Jr., Adv. Co. (Inc.), Victoria Bldg.
Rose-Gould Co. (Inc.), 300 North 10th St.
Schiele Adv. Co. (Inc.), Central Nat'l Bank Bldg.
Simpson Adv. Service Co. (Inc.), Syndicate Trust Bldg.
Western Adv. Co. (Inc.), Merchants' Laclede Bldg.

NEBRASKA
Omaha

Darlow Adv. Co. (Inc.), World-Herald Bldg.
Warfield Adv. Co. (Inc.), Farnam Bldg.

NEW JERSEY
Atlantic City

Borland Adv. Agency, Preston Bldg.
Gormley, Smith-Peifer (Inc.), Gazette Bldg.

Newark

Goldsmith Co., 207 Market St.
Hauser Agency (Inc.), 601 Broad St.
Scheck Adv. Agency, 9 Clinton St.
Sommer, Fred N., 610 Broad St.

NEW YORK
Binghamton

Jones, Wylie B., Adv. Agency (Inc.).

Brooklyn

Darrough Adv. Agency, 307 Fulton St.
Sherwood, B. R., 307 Fulton St.

Buffalo

Barton, Durstine & Osborn Co. (Inc.), Ellicott Square Bldg.
Fuller, Charles H., Co. (Inc.), Morgan Bldg.
Moss Chase Co. (Inc.), 170 Franklin St.
Remington, E. P., Agency, 1250 Main St.
Weill, Armand S., Co., 843 Ellicott Sq.

New York

Acorn Agency Inc., 132 Nassau St.
Advertising Agencies Corp., 103 Metropolitan Tower.
Alexander Adv. Agency, 1182 Broadway.
Allen Adv. Agency (Inc.), 347 Fifth Ave.
American Sports Pub. Co. (Inc.), 45 Rose St.
Amsterdam Agency (Inc.), 1180 Broadway.
Armstrong, Collin, Inc., 1457-63 Broadway.
Ayer, N. W., & Son, Fifth Ave. Bldg.
Baer, Joseph E. (Inc.), 360 Fifth Ave.
Barnes, Joan Dean, 354 Fourth Ave.
Barton, Durstine & Osborn Co. (Inc.), 25 West 45th St.
Batten, George, Co. (Inc.), 381 Fourth Ave.
Berrien Co. (Inc.), 19 West 44th St.
Blow Co. (Inc.), 116 West 32d St.
Birch-Field & Co. (Inc.), 110 West 40th St.
Blackman Co. (Inc.), 116 West 42d St.
Boswell-Frankel Agency, 756 Sixth Ave.
Bromfield & Co. (Inc.), 45 West 34th St.
Brown Adv. Agency (Inc.), 110 West 40th St.
Calkins & Holden (Inc.), 200 Fifth Ave.
Capehart-Carey Corp., Times Bldg.
Charles Adv. Service (Inc.), 23-25 East 26th St.
Chesman, Nelson & Co. (Inc.), 450 Fourth Ave.
Churchill Hall (Inc.), 50 Union Square.
Clarke, E. H., Adv. Agency (Inc.), 37 West 39th St.
Colton, Wendell P., Co. (Inc.), 165 Broadway.
Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg.
Corman Co. (Inc.), 19 West 44th St.
Cowen Co., 30 Union Square.
Croot & Denhard (Inc.), 44 East 23d St.
Dauchy Co. (Inc.), 9 Murray St.
Decker, Henry, Ltd., Fuller Bldg.
Dietz, Ottomar, Adv. Bureau, 140 Nassau St.
Doremus & Co. (Inc.), 44 Broad St.
Dunne, Desmond, Co. (Inc.), 30 East 42d St.
Dyer, George L., Co. (Inc.), 42 Broadway.
Elliott, A. R. (Inc.), 66 West Broadway.
Erickson, H. N., Adv. Agency, 21 Park Row.
Erickson Co. (Inc.), 381 Fourth Ave.
Evans & Barnhill (Inc.), 10 East 43d St.
Fairfax, H. W., Adv. Agency (Inc.), World Bldg.
Federal Adv. Agency (Inc.), 6 East 39th St.
Finch, L. J., Adv. Agency (Inc.), 1256 Broadway.
Frank, Albert, & Co. (Inc.), 14 Stone St.
Friend Adv. Agency, 347 Fifth Ave.
Gardiner & Wells Co. (Inc.), 150 Madison Ave.
Goldman, Louis J. (Inc.), 1834 Broadway.
Goldsmith, L. S., 244 Fifth Ave.
Gould, M. P., Co., 60 West 35th St.
Guenther Law (Inc.), 25 Broad St.
Huff Metzger (Inc.), 95 Madison Ave.
Haven, Edwin H., 5 Beekman St.
Hawley Adv. Co. (Inc.), 95 Madison Ave.
Hilson & Bro., 116 Nassau St.
Hicks Adv. Agency (Inc.), 247 Broadway.
Hopper Adv. Agency (Inc.), 145 West 45th St.
Howard, H. T., Co. (Inc.), 117 West 46th St.
Howe, Murray & Co. (Inc.), 50 East 42d St.
Howland, H. S., Adv. Agency (Inc.), 20 Broad St.
Hoyt's Service (Inc.), 116 West 32d St.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg.
Ironmonger, C., Adv. Agency, 23 East 26th St.
Kahn, Siegmund, 47 West 34th St.
Keane, N. W., 95 Nassau St.
Keller, Martin V., Co. (Inc.), 10 West 44th St.
Kiernan, Frank, & Co., 135 Broadway.
Kobbe, Philip, Co. (Inc.), 208 Fifth Ave.
Lawyer's Adv. Co. (Inc.), 140 Nassau St.
Leddy, John M., 41 Park Row.
Lenau, H. E., Adv. Agency (Inc.), 440 Fourth Ave.
Levey, H. H., 1328 Broadway.
Levin, Charles D. (Inc.), 156 West 45th St.
Liberty Adv. Agency (Inc.), 149 Fifth Ave.
Logan, Thomas F. (Inc.), 660 Fifth Ave.
Lord & Thomas (Inc.), Times Bldg.
Lyddon & Hanford Co. (Inc.), 200 Fifth Ave.
Lyon Adv. Service (Inc.), Times Bldg.
McCann, H. K., Co. (Inc.), 61 Broadway.
McLain-Hadden-Simpers Co. (Inc.), 381 Madison Ave.
McMullen, Robert M., Co. (Inc.), 522 Fifth Ave.
Meere Adv. (Inc.), 461 Eighth Ave.
Metropolitan Adv. Co. (Inc.), 120 Liberty St.
Michaels, Harry C., 113 Lexington Ave.
Mix, J. Rowland, 381 Fourth Ave.
Morgan, Tuttle & Jennings, 44 East 23d St.
Moore International Agency (Inc.), 449 Fourth Ave.
Mullally, William T. (Inc.), 196 Broadway.
Muller, J. P., & Co. (Inc.), 220 West 42d St.
Murray, John F., Adv. Agency (Inc.), 17 Battery Place.
Murray Hill Adv. Agency, 200 East 23d St.
Newell-Emmett Co. (Inc.), 120 West 32d St.
Oliphant, C. J., Adv. Agency (Inc.), 1 West 34th St.
Patterson, Andreae Co. (Inc.), 1 Madison Ave.
Pearsall, W. Montague, 41 Park Row.
Peck Adv. Agency (Inc.), 347 Fifth Ave.
Phillips, Harry D., 70 West 25th St.
Picard & Co. (Inc.), 16 West 46th St.
Plattner, M., 95 Nassau St.
Porter, Harry, Co. (Inc.), 15 West 44th St.
Powers, John O., Co. (Inc.), 461 Fourth Ave.
Presbrey, Frank, Co. (Inc.), 456 Fourth Ave
Rankin, William H., Co. (Inc.), 50 Madison Ave.
Redfield Adv. Agency (Inc.), 34 West 33d St.
Richards, Joseph, Co. (Inc.), 9 East 40th St.
Ritter, Philip, Co. (Inc.), 185 Madison Ave.
Rose, Irwin Jordan, 116 West 32d St.
Ross, F. J., Co. (Inc.), 110 West 40th St
Rowland Adv. Agency (Inc.), 450 Lexington Ave.
Ruland, O. W., Co., 70 Fifth Ave
Ruthrauff & Ryan (Inc.), 404 Fourth Ave.
Sacks Co. (Inc.), 116 West 32d St.
Scott, Medley (Inc.), 25 Broad St.
Seaman, Frank (Inc.), 470 Fourth Ave.
Sharpe, W. W., & Co. (Inc.), 206 Broadway.
Shaughnessy, William A., & Co., 35 West 39th St.
Sheridan, Shawhan & Sheridan (Inc.), 30 East 34th St.
Sherman & Lebair (Inc.), 120 West 32d St.
Snodgrass & Gaynese (Inc.), 489 Fifth Ave.
Spivak, M., 286 Fifth Ave.
Stockman, A. M., Adv. Agency, 271 Broadway.
Storm, J. F., 120 West 41st St.
Street & Finney (Inc.), 171 Madison Ave.
Sweet, A. M., Co. (Inc.), 347 Fifth Ave.
Thompson, J. Walter, Co. (Inc.), 242 Madison Ave.
Trades Adv. Agency, 665 Fifth Ave.
Tucker Agency (Inc.), 303 Fifth Ave.
Tuthill Adv. Agency (Inc.), 1133 Broadway.
Urmy, Louis V., 41 Park Row.
Van Patten (Inc.), 50 East 42d St.
Volkmann, M., Adv. Agency, World Bldg.
Vreeland, H. E. (Inc.), 344 West 38th St.
Wales Adv. Co., 141 West 36th St.
Wertheim, J. L., 174 Second St.
Williams, Fred C., 108 Park Ave
Wilson, Edwin Bird (Inc.), 9 Hanover St.
Winsern, M., 576 Fifth Ave.

Rochester

Elliott Adv. Service (Inc.), 282 East Ave.
Lyddon & Hanford Co. (Inc.), Cutler Bldg.
Mason, C. Henry, 136 East Ave.

Troy

Moon, Byron G., Co. (Inc.), Proctor Bldg.

Utica

Moser & Cotins, Paul Bldg.

OHIO
Cincinnati

Blaine-Thompson Co. (Inc.), Fourth Nat'l Bank Bldg.
Doughty, Charles L., 621 Main St.
Jones, Ralph H., Co. (Inc.), First Nat'l Bank Bldg.
Joseph, Jesse M., Adv. Agency, Union Central Bldg.
Prather-Allen Adv. Co. (Inc.), 506 Vine St.
Procter & Collier Co. (Inc.), Commercial Tribune Bldg.

Cleveland

Carpenter Webbe Co. (Inc.), Sloan Bldg.
Dunlap-Ward Adv. Co. (Inc.), Union National Bank Bldg.
Fuller & Smith (Inc.), Guardian Bldg.
Hoyt's Service (Inc.), Leader-News Bldg.
Kinz, The John S., Co. (Inc.), Hippodrome Bldg.
Nesbitt Service Co. (Inc.), Caxton Bldg.
Powers-House Co. (Inc.), Illuminating Bldg.
Sweeney & James Co. (Inc.), 1621 East 12th St.

Columbus

Crumrine, Arthur M., Co. (Inc.), 43 West Long St.
Mason-Romer Co. (Inc.), 344 East Broad St.

Dayton

Gerer-Dayton Adv. Co. (Inc.), City Nat'l Bank Bldg.

(Continued on page 120)

THE ASSOCIATED NEWSPAPERS

controls the exclusive newspaper work of:

HERBERT JOHNSON, famous cartoonist.
DR. FRANK CRANE, noted editorial writer.
HERBERT COREY, best human interest reporter.
R. L. RIPLEY, greatest sport cartoonist.
H. ADDINGTON BRUCE, popular psychologist.
JOHN BARTON, leading Bedtime Story writer.
CAROLYN BEECHER, favorite women's writer.
JOHN BRECK, greatest outdoor authority.
H. I. PHILLIPS, unexcelled humorist.
M. JESSIE LEITCH, home nursing expert.
"POP" MOMAND, "Keeps up with the Joneses."
"LEO," comic strip artist.
JOHN PILGRIM, the new story-essayist.
AND MANY OTHER DAILY NEWSPAPER FEATURES.

* * *

NONE of the above listed features IS FOR SALE separately. However, any newspaper in open territory may secure all of this service by joining THE ASSOCIATED NEWSPAPERS.

Membership rates are based on population and are very low. The Association is operated for the benefit of its members and NOT FOR PROFIT. All of the income goes into service. Some fifty leading newspapers in the United States and Canada are now members.

* * *

THE ASSOCIATED NEWSPAPERS is directed by the publishers of THE CHICAGO DAILY NEWS, PHILADELPHIA BULLETIN, NEW YORK GLOBE, and BOSTON GLOBE, and has an editorial advisory committee made up of the managing editors of the CINCINNATI TIMES-STAR, PITTSBURGH CHRONICLE-TELEGRAPH, KANSAS CITY STAR, DETROIT NEWS, ST. PAUL DISPATCH, MILWAUKEE JOURNAL, DES MOINES CAPITAL and SACRAMENTO BEE.

* * *

"Nowhere else can a newspaper secure so good a feature service at one-half the cost."

Wire or write for membership rates, proofs of service and complete information.

THE ASSOCIATED NEWSPAPERS

170 BROADWAY, NEW YORK, N. Y.

The Wheeler Syndicate Inc.

NEW YORK - - - - LONDON

STAR FICTION

RICHARD HARDING DAVIS
O. HENRY
FANNIE HURST
REX BEACH
HOLWORTHY HALL
HENRY C. ROWLAND
H. C. WITWER
ACHMED ABDULLAH
RICHARD WASHBURN CHILD
FANNIE HEASLIP LEA

SPECIAL FEATURES

HELEN ROWLAND ARTICLES ..... Helen Rowland
WOODLAND TALES ..... Ernest Thompson Seton
A JOYRIDE AROUND THE WORLD .. Dorothy Dix
MOVIE LAND ..... Lillian Gish
'ROUND NEW YORK TOWN ..... J. Kaufman
FACTS ABOUT IRELAND ..... Shaw Desmond
PAINTED PLOTS AND STATUED STORIES ..... Ethel & James Dorrance
WEEKLY HUMOROUS ARTICLE ..... H. I. Phillips
POLITICAL ARTICLES ..... William Allen White

GENERAL FEATURES

CHARM OF GOOD SPEECH ..... C. N. Lurie
DO YOU KNOW THE BIBLE? ..... J. Wilson Roy
THE FRIENDLY PATH ..... Walter I. Robinson
WHERE IT STARTED ..... F. Gregory Hartswick
YOUR HAND ..... C. N. Lurie
WHAT THE STARS PREDICT ..... Mildred Marshall
WHY ..... William Nelson Taft
ROMANCE OF WORDS ..... William Nelson Taft
CIVIL SERVICE SERIES ..... Daily Short Story

DETECTIVE STORIES
By WILLIAM NELSON TAFT

WORLD FAMOUS MYSTERIES
MARCIA THE MAGNIFICENT
THE LONG ARM OF UNCLE SAM
ON SECRET SERVICE

MILDRED K. BARBOUR'S SERIALS

BORROWED HUSBANDS
THE MARRIAGE MILL
MARRIED STRANGERS
THE ADVENTURES OF A MARRIED FLIRT

WOMAN'S INTEREST FEATURES

DOROTHY DIX'S TRI-WEEKLY TALK ..... Dorothy Dix
GIRL ON THE JOB ..... Jessie Roberts
WHAT'S IN A NAME ..... Mildred Marshall
JEWEL COLOR FLOWER FOR TODAY ..... Mildred Marshall
FOOD ROUTE TO HEALTH ..... Emma Hanko

Samples of the Above Features Will Be Sent Upon Request

The Wheeler Syndicate Inc. 373 Fourth Avenue, New York City
Faxfield House, 28 Watling St., E. C. 4, London

Digitized by Google

New Contract with R. L. Goldberg; Holliday and Bryan; Car

RUBE GOLDBERG
Reading His Morning Mail

ROBERT CORTES HOLLIDAY
Author of "Walking-Stick Papers", Etc.

CHARLES DANA GIBSON
Greatest of Pen and Ink Artists

WE have made a contract with **CARTOONIST R. L. GOLDBERG** for a long-term period, beginning April 1 next, and are now ready to close with newspapers desiring to continue the service, or to take it on.

Mr. Goldberg stands at the very top of the list of comic cartoonists, and his work today is better than it has ever been before. For originality, strength, versatility, and for freshness of entertaining ideas, he is unsurpassed. His store of wit is evidently inexhaustible.

We are glad to have to offer our publisher friends the work of this great and popular cartoonist. His conscientious and faithful application to his work insures him years of steadily growing success.

ROBERT CORTES HOLLIDAY

ROBERT CORTES HOLLIDAY, author of "Walking-Stick Papers," "Broome Street Straws," and other delectable books, is doing a new series of humorous articles for us, for weekly release.

Irvin S. Cobb has written for us an appreciation of Mr. Holliday's work. He says:

> **"He writes beautiful English, yet without sacrificing style to curry favor; he nevertheless clothes his thoughts in language so quaintly homely that what he writes brings joy in the same paragraph to the purist and the vernacularian. He has a nose for news, an eye for beauty and a turn for whimsy. What he writes is good newspaper copy—good copy for any newspaper—and by the same token, it would be fitting to print it in the most mansarded and double-gabled of highbrow magazines."**

Our own comment is that Mr. Holliday has a style of such human warmth and of such universal appeal that readers are drawn to him and come to regard him as a very special friend.

CHARLES DANA GIBSON

greatest of pen and ink artists, is drawing a new series of cartoons under the general title, "People We Could Get Along Without," and these we shall begin releasing weekly in March.

We have been selling Mr. Gibson's cartoons to a large list of newspapers for several months and we expect an even wider demand in view of the new series.

The service includes two cartoons a week, one for publication on Saturday or Sunday, and one on Wednesday. The cartoons of the forthcoming series dealing with humorously annoying people whom we all know, will be released at the end of each week.

CLEVELAND SERVICE

Our Cleveland Office is now supplying its general illustrated news and feature service to 225 daily newspapers in the United States, Canada, Mexico, the Philippines, China, and other countries. We believe that there is no more practical or generally desirable service of the kind to be had. We have carefully maintained our standards through the period of high wages and increased cost of materials, and are being rewarded by receipt of much unsolicited business.

The service is used by papers like the Detroit Journal, Milwaukee Sentinel, Pittsburgh Leader, Minneapolis Tribune, Louisville Times and Courier-Journal, Des Moines Register and Tribune, Omaha World-Herald, Seattle Times, Rochester Times-Union and the Syracuse Journal. Inquiries should be addressed to H. A. McNitt, manager of the Cleveland office.

THE CENTRAL PR
TIMES BUILDING
New York

Digitized by Google

New Series by Gibson, Fullerton, toons by Fox and Tuthill

FONTAINE FOX
The J. M. Barrie of Cartoonists

HUGH S. FULLERTON
Leading Authority on Sports

WILLIAM JENNINGS BRYAN
Most Interesting Writer on Politics

CARTOONIST TUTHILL
and his Plymouth Rock

FONTAINE FOX has a unique place in the affections of the American people. We include all the people because his cartoons are published almost everywhere and are accepted and liked because they embody the essence of our best native humor.

In such cartoon characters as the Skipper of the Toonerville Trolley, the Terrible-Tempered Mr. Bang, Tomboy Taylor, the Absent-Minded Professor, the Powerful Katrinka, and Grandma, the Demon Chaperone, we find whimsical folk vividly familiar in daily life. The cartoonist's license to accent personal peculiarities by exaggeration does not rob these friends of life-like qualities. They are very real to us. Hence the enduring popularity of the Fox cartoons.

HUGH S. FULLERTON

is now sporting editor of the New York Evening Mail, and a friendly arrangement with that paper enables us to sell generally his excellent daily feature, "On the Screen of Sport." The list is a good one and it is growing.

Mr. Fullerton knows all about sports, and writes with most agreeable facility. He is doing his best work now, and his feature, mailed daily in advance for simultaneous release, is a fine buy.

WILLIAM JENNINGS BRYAN

was our first big star writer, and we are pleased to have him with us after nine years of association. We expect to bring out soon a new series of articles by Mr. Bryan on current political topics suggested by the change in administration.

HARRY J. TUTHILL

was discovered in St. Louis about a year and a half ago, where he was doing cartoons for the Star. Today he is the most popular of the newer comic strip artists, and his very special brand of humor is bound to carry him far. His conversations between George and Josie in "Home Sweet Home" are irresistibly good. We sell Mr. Tuthill's strip for the Evening Mail.

REMOVAL NOTICE

We have moved our New York office from the World building to larger quarters in the Times building.

Our new telephone number is Bryant 1290.

ESS ASSOCIATION

V. V. McNITT
Manager

Digitized by Google

RECOGNIZED AD AGENTS OF U. S. AND CANADA

(Continued from page 116)

Lytle, J. Horace, Co. (Inc.), Mutual Home Bldg.

Toledo

Kelley, Martin V., Co. (Inc.), Second Nat'l Bank Bond Bldg.
Machen & Dowd Co. (Inc.), Produce Exchange Bldg.

OKLAHOMA

Oklahoma City

Southwestern Adv. Co. (Inc.), Oklahoman Bldg.

OREGON

Portland

Botsford, Constantine & Tyler (Inc.), Spalding Bldg.
Hall & Emory Agency (Inc.), Gasco Bldg.
Kirkpatrick, W. S., Adv. Service, Northwestern Bank Bldg.

PENNSYLVANIA

Harrisburg

McFarland Publicity Service (Inc.),

Johnstown

Jones-Morton (Inc.), 348 Main St.

Philadelphia

Aitkin-Kynett Co., The, 1328 Walnut St.
Ayer, N. W., & Son, 300 Chestnut St.
Barrows & Richardson, Drexel Bldg.
Bloomingdale-Weller Adv. Agency, 1420 Chestnut St.
Blum, Charles, Adv. Corp. (Inc.), 608 Chestnut St.
Clark-Whitcraft Co. (Inc.), 1328 Chestnut St.
Cross, J. H., Co. (Inc.), 214 South 12th St.
Donovan & Armstrong, 1211 Chestnut St.
Edwards, George W., & Co., 328 Chestnut St.
Foley, Richard A., Adv. Agency (Inc.), Terminal Bldg.
Ireland Adv. Agency (Inc.), 126 South 4th St.
McGuckin, Eugene, Co., 1211 Chestnut St.
McLain-Hadden-Simpers Co. (Inc.), 210 West Washington Sq.
Maton Adv. Co. (Inc.), Bulletin Bldg.
Morris, Herbert M., Adv. Agency (Inc.), 400 Chestnut St.
Payne, Hancock, Adv. Agency, Drexel Bldg.
Philadelphia News Bureau, Independence Sq., East.
Resler, Oscar, Adv. Agency, 1314 Walnut St.
St. Clair, William G., Co., Witherspoon Bldg.
Sternau, Arthur R., 1218 Chestnut St.
Tracy-Parry Co. (Inc.), Lafayette Bldg.
Van Haagen, John C., Adv. Agency, 1602 Chestnut St.
Whidden, Guy C., Adv. Agency, Bulletin Bldg.

Pittsburgh

Barker, Duff & Morris (Inc.), 322 Fourth Ave.
Bunge, F. A., Adv. Agency (Inc.), Union Arcade.
Farrar Adv. Co. (Inc.), Empire Bldg.
Hill, Albert P., Co. (Inc.), 233 Oliver Bldg.
Hill, W. S., Co. (Inc.), Vandergrift Bldg.
Power, Edward M., Co. (Inc.), Oliver Bldg.
Weil, Joseph, Co., Jenkins Arcade Bldg.

Scranton

Switzer Adv. Service, Mears Bldg.

RHODE ISLAND

Providence

Danielson & Son, 96 Westminster St.
Standish, G. S., Adv. Agency, Union Trust Bldg.

TENNESSEE

Chattanooga

Cheatham, Nelson & Co. (Inc.), First Nat'l Bank Bldg.

Memphis

Lake & Dunham Adv. Agency (Inc.), Exchange Bldg.
Southern Adv. Agency (Inc.), Randolph Bldg.

Nashville

Buck, J., Agency, 152 Fourth Ave., North.

TEXAS

Dallas

Mid-Continent Adv. Agency (Inc.), 913 Main St.

Houston

Beck Adv. Agency (Inc.), Scanlan Bldg.

San Antonio

Schermerhorn Adv. Co., Gunter Bldg.

UTAH

Salt Lake City

Gillham, L. B., Co. (Inc.), Atlas Bldg.
McAllister-Malcolm Co., McIntyre Bldg.
Stevens, Wallis & Brazier (Inc.), Deseret Bank Bldg.

VERMONT

Burlington

Hays Adv. Agency (Inc.), 196 Main St.

VIRGINIA

Richmond

Cecil, Barrete & Cecil (Inc.), Mutual Bldg.
Freeman Adv. Agency (Inc.), Mutual Bldg.
Page, C. W., Co., Chamber of Commerce Bldg.
Staples & Staples (Inc.), Mutual Bldg.

WASHINGTON

Seattle

Botsford, Constantine & Tyler (Inc.), Henry Bldg.
Dakeu Adv. Agency (Inc.), 415 Olive St.
Izzard Co. (Inc.), Times Bldg.
Strang & Prosser Adv. Agency, Empire Bldg.

Tacoma

Blaauw, John, National Realty Bldg.

WISCONSIN

Milwaukee

Cramer-Krasselt Co. (Inc.), 384 Milwaukee St.
Klau-Van Pietersom-Dunlap (Inc.), 131 Second St.
Koch, Otto J., Adv. Agency (Inc.), University Bldg.
Olson & Ensinger (Inc.), 228 Third St.
Walters Co., 372 Broadway.

Racine

Western Adv. Agency (Inc.), 525 Main St.

CANADA

MANITOBA

Winnipeg

Macpherson-McCurdy, Ltd., Bell Block.

ONTARIO

London

McConnell & Fergusson.

Toronto

Baker Adv. Agency, Ltd., 184 Bay St.
Norris-Patterson, Ltd., 10 East Adelaide St.
Rowlatt, F. Albany, 26-28 Adelaide St., West.
Smith, Denne & Moore, Ltd., Lumsden Bldg.

QUEBEC

Montreal

Advertising Service Co., Ltd., Drummond Bldg.
Canadian Adv. Agency, Ltd., 284 Lagauchetiere St., West.
Desbarats Adv. Agency, Ltd., 161 Beaver Hall Hill.
McKim, A., Ltd., Lake of the Woods Bldg.

ADVERTISING AGENCIES OF GREAT BRITAIN

(A. N. P. A. Recognized List)

ENGLAND

(London)

Advertising & Publicity, Ltd., 11 Basinghall street, E. C.
Aldridge, Frederick, 16 Paternoster Row, E. C., 4.
Algar, Frederick, 11 Clements Lane, E. C.
Anderson, Robert, & Co., 14 King William street, Strand, W. C.
Ashby Service Agency, Ltd., 44 Rathbone place, W.
Barker, Charles, & Sons, Ltd., 2 White Lion Court, Cornhill, E. C. (financial).
Barker, Drabble & Co., 28-30 Chancery Lane, W. C.
Baxter & Son, 29 Paternoster Square, E. C.
Bench, T. C., Ltd., Graham House, Tudor street, E. C.
Benn & Cronin, Ltd., 11 Borough High street, S. E.
Beason, S. H., Ltd., Kingsway Hall, W. C.
Black's Adv. Agency (James Black), 51 New Oxford street, W. C.
Brandis-Davis, Thanet House, 231 Strand, W. C.
Brandon, H., & Co., 48 Hatton Garden, Holborn, E. C., 1.
Brockie, Haslam & Co., Temple Bar House, 23-24 Fleet street, E. C.
Browne, C. A. C., 170 Fleet street, E. C.
Browne, T. B., Ltd., 161 Queen Victoria street, E. C.
Burton, F. C., & Co., Ltd., General Buildings, Aldwych, W. C.
Carlton Publicity, 30 Bedford street, Strand, W. C.
Caxton Adv. Agency, Clun House, Surrey street, Strand, W. C.
Central News, Ltd., 5 New Bridge street, E. C.
Clackson, A. H., Ltd., 119 Fleet street, E. C.
Clark, Samson & Co., Ltd., 66 Great Portland street, W.
Clark, Son & Platt, Ltd., Southampton House, 317 High Holborn, W. C.
Clayton, C. D., Ltd., 62 Shaftesbury avenue, W.
Cleaver & Co., 62 St. Martin's Lane, W. C.
Colman, Thomas & Co., Granville House, 3 Arundel street, Strand, W. C.
Crawford, W. C., Ltd., Craven House, Kingsway, W. C., and 55 Fetter Lane, E. C. 4.
Crockford-Hales Service, Ltd., 182-183 Fleet street, E. C.
Crowley & Co., Ltd., 5 Racquet Court, Fleet street, E. C.
Cutting & Underwood, Ltd., 10 Norfolk street, Strand, W. C.
Dale, Reynolds & Co., Ltd., 46 Cannon street, E. C.
Davies & Co., 23 Finch Lane, E. C.
Davis, S., & Co., 30-31 St. Swithin's Lane, E. C.
Dawson, William & Sons, Ltd., Cannon House, Dreamy's Buildings, Fetter Lane, E. C.
Day, Bertram & Co., Ltd., 110 Strand, W. C., 2.
Deacon, S., & Co., 7 Leadenhall street, E. C.

(Continued on page 125)

U.S. Feature Service Inc.

QUALITY SERVICE TO NEWSPAPERS

World Building, New York

Announces the Following New Features:

"SAM and MIN"

A Daily Panorama of Married Life

A COMIC STRIP RELEASED SIX TIMES A WEEK

By JACK FARR

Creator of "WHEN A MAN'S MARRIED," for many years a leading comic in the New York Evening Telegram and other papers.

"The Truth About the Movies"

Seen Through the Eyes of Experience.

and

"Human Nature"

Everyday Life in Tabloid Brilliancy.

Released on alternate days, three each, per week

By Ruth Raphael

Albany correspondent and sob-story writer on the New York Evening Telegram and feature writer for the St. Louis Times and other leading newspapers.

FOREIGN NEWS RADIO AND LETTER SERVICE

A foreign radio and mail service supplied by the best informed and best trained writers in Europe.

Our Correspondents are

STEPHANE LAUZANNE, editor of Le Matin, Paris.

BARON AUGUSTO FERRERO, editor of La Tribuna, Rome.

DAVID L. BLUMENFELD, London Daily Express, London.

DR. BERNHARD FUCHS, former editor of the Fremdenblatt, Vienna.

ADOLF KONTI, editor of the European Press, Berlin.

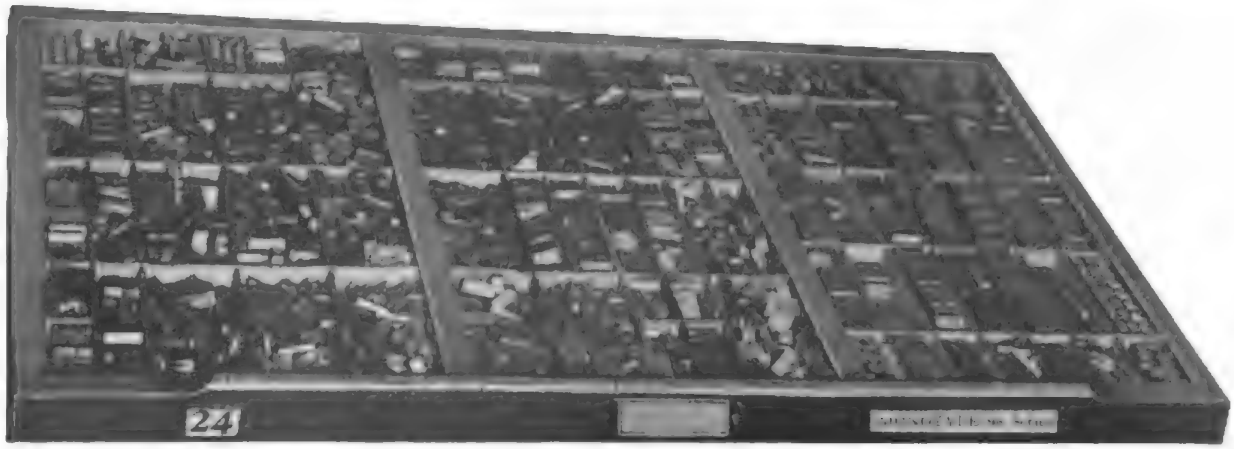
Other equally competent men in the other capitals of Europe.

ESTABLISHED FEATURES:—

HANK AND PETE....BRINGING UP BILL....FAMOUS FANS
ILLUSTRATED NEWS & FASHION RELEASE
FAVORITES OF FATE
WOMAN'S PAGE....CHILDREN'S STORIES
KIDDIE KAPERS....POME PEDDLER

Serials, special articles, etc., always ready for the discerning editor. WIRE OR WRITE.

Digitized by Google



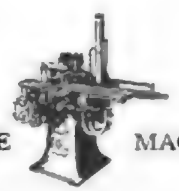
Full Cases of New Display Type

are the only positive insurance against interrupted production.

As long as you have type in the cases and compositors on the floor, output will be continuous.

Monotype Type-&-Rule Caster underwrites the policy —is the sole guarantee of full cases.

The more diversified your equipment the more you need this insurance



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO
MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

This advertisement composed in Monotype No. 98 Series and Monotype rule.

ONE HUNDRED YEA

For a Full Century HO

Has Been the Hall Mark

One Hundred Years Ago The House of Hoe Started Building Printing Machinery. Since then *Every Developm*
Invention and Improvement* That Has Made the Modern Newspaper Press Possible is the Result of *Hoe In

I AM THE PRINTING PRESS

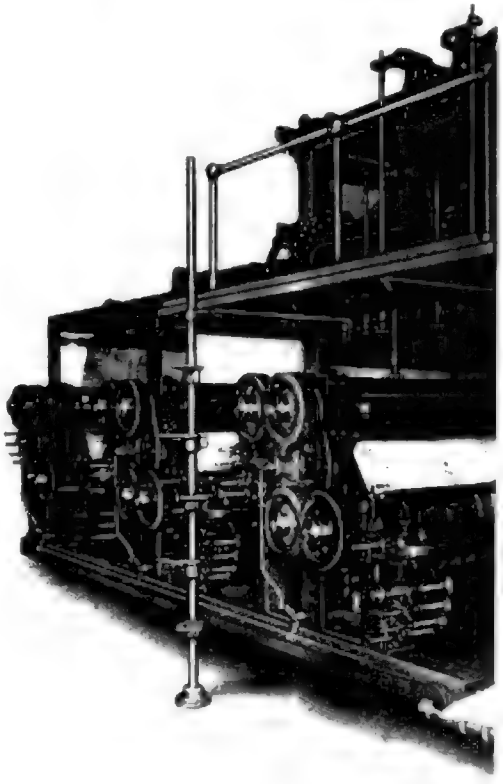
I AM the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.



HOE TWENTIETH CENTURY SUPERSPEED PRESS—THE
Equipped with Hoe Patented Ink Pumps—the Greatest
Hoe Presses Equipped with Ink Pumps Already Installed o

R. HOE

504-520 Grand S

827 TRIBUNE BUILDING, CHICAGO, ILL.

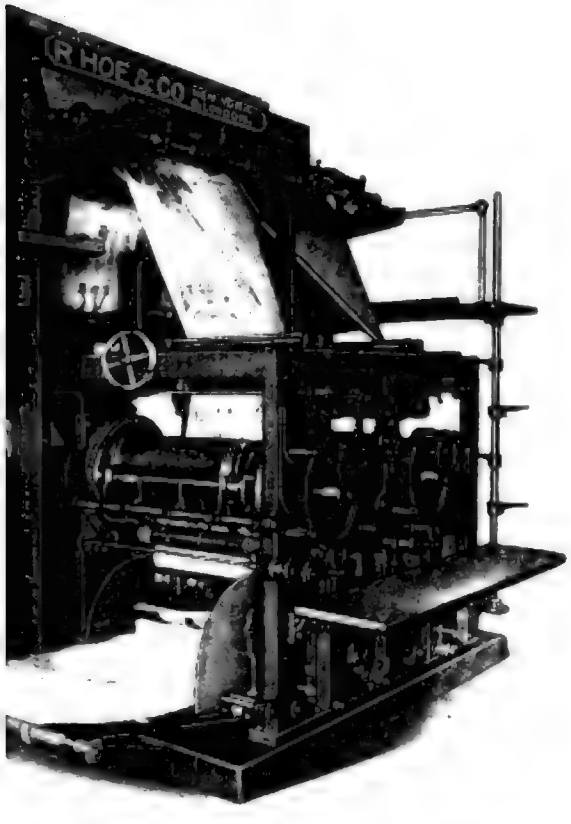
109-111 Borough Road,

RS OF LEADERSHIP

DE *on a Printing Press*

of Quality and Supremacy

t of Importance in Newspaper and Magazine Presses Has Been Brought Out by R. Hoe & Co. Practically *Every* ative, Hoe Ingenuity and Hoe Perseverance. *Strip Any Newspaper Press of Hoe Mechanism—What is Left?*



When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

Written by ROBERT H. DAVIS
for R. Hoe & Co.

MASTER ACHIEVEMENT OF A CENTURY OF ENDEAVOR
dvance Since the Invention of the Triangular Former
Now on Order Aggregate Over 250 Sixteen-page Sections.

& CO.

reet, New York
.ONDON, S. E., 1, ENG.

7 Water Street, BOSTON, MASS.

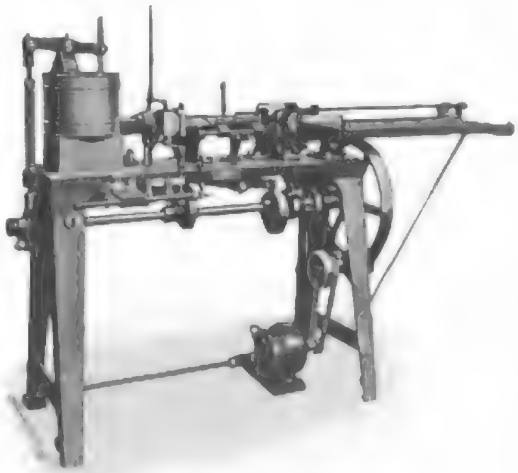
Ludlow Typograph and Elrod Caster Always Prove Best

THIS is a picture of Ludlows in ad room of Cleveland Press. For six years this equipment has been worked day and night. Scripps composing rooms are known for high standard in efficiency and economy of operation. Seven other Scripps papers now use Ludlows.

Ludlow Typograph

Ludlow casts display type lines on slugs from 12 to 60 point in a great variety of type families and series, without mold, liner or ejector changes. No experts required, your own men quickly learn to operate. Upkeep cost small. Saving floor space, metal cost and storage.

The Ludlow Typograph is the fastest selling machine for display type on slugs, because it is the best.



ELROD SLUG AND LEAD CASTER

The Elrod Caster

makes two point leads, six point slugs, twelve point slugs, column rule and rule borders from hair line to twelve point faces, in continuous strips or automatically cut to measure. The Elrod is simple and easy to operate. No welds and no excessive heat. Greater output, greater economy, better material. It's the best machine for leads, slugs and rule borders.

606 World Building
New York City

Ludlow Typograph Co.

2032 Clybourn Avenue
Chicago, Illinois

Digitized by Google

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from Page 120)

De Roos, Johnson & Co., 76-82 Wellesley Road, Queen's Crescent, N. W.
Derrick, Paul E., Adv. Agency, Ltd., Oswaldestrie House, 34 Norfolk street, Strand, W. C.
Dorland Adv. Agency, Ltd., Dorland House, 16 Regent street, S. W.
Edgecumbe Brighten, Whitehall House, Charing Cross, S. W.
Electrical Press, Ltd., 13 Fisher street, Southampton Row, W. C.
Elliott, Stanley, Adv. Agency, Ltd., 83-85 Farringdon street, E. C.
Erwood, W. L., Ltd., 30 Fleet street, E. C.
Exchange Telegraph Co., Ltd., 63 Cannon street, E. C.
Fisher, Eden & Co., Ltd., Spencer House, Southwark street, S. E.
Francis, J. C., & Co., 121 Fleet street, E. C.
Frazer's Adv. Agency, Ltd., 51 Great Queen street, W. C.
Freeman & Co., 9 Fleet street, E. C.
Freer & Young, Ltd., 13 Gerrard street, W. C.
Garrett, J. C., Adv. Agency, 96 Southwark street, S. E.
Gibbs, Smith & Co., 10 High Holborn, W. C.
Glendenning & Co., 90 Cannon street, E. C. (financial).
Godbold, E. H., 8 Bream's Buildings, E. C.
Goldsmith, W., & Co., 44 Lincoln's Inn Fields, W.
Gordon & Gotch, Ltd., 15 St. Bride street, E. C.
Gordon's Adv. Agency, 2 Adelphi Terrace, W. C.
Goring, J. H., Graham House, Tudor street, E. C.
Gosden, D., & Co., 11 Henrietta street, Covent Garden, W. C.
Gould & Portmann, Ltd., 54 New Oxford street, W. C.
Green, Henry, 120 Chancery Lane, W. C.
Greenly, A. J., Ltd., 37 Strand, W. C.
Griffiths & Millington, Ltd., 23 Wellington street, Strand, W. C.
Haddon, John & Co., Bouverie House, Salisbury Square, E. C.
Hannaford & Goodman, Ltd., 57-59 Ludgate Hill, E. C.
Hart's Adv. Office, Maltravers House, 6 Arundel street, Strand, W. C.
Harvey Bros., 171 Queen Victoria street, E. C.
Higham, C. F., Ltd., Imperial House, Kingsway, W. C. 2.
Holland, J. P., Walton House, 1 Newman street, W.
Holman, Laurence, Ad. Agency, Kingsway House, Kingsway, W. C.
Hooper & Batty, Ltd., 15 Walbrook, E. C.
Howard & Jones, Ltd., 26 Bury street, E. C.
Howat Adv. Agency, 4 New Inn, W. C.
Hyams, Arthur, & Co., Ltd., 10 Essex street, Strand, W. C.
Industrial Publicity Service, Red Lion Court, Fleet street, E. C.
Jaeger Adv. Agency, 95 Milton street, E. C.
Jones, Yarrell & Co., 143 Fetter Lane, E. C.
Judd, Walter, Ltd., 97 Gresham street, E. C.
Keymer, D. J., & Co., 36-38 Whitefriars street, Fleet street, E. C.
King, J. G., & Sons, 10 Bolt Court, Fleet street, E. C.
Knight, Arthur & Co., 11 Ludgate Hill, E. C.
Knight, R. A., & Co., 48 Watland street, E. C.
Laughton & Co., Ltd., 3 Wellington street, Strand, W. C.
Layton, C. & E., 56 Farringdon street, E. C.
Leathwaite & Simmons, 5 Berchin Lane, E. C. (financial).
Lile, John H., Ltd., 4 Ludgate Circus, E. C.
London & Provincial Adv. Agency, Ltd., 4 Oxford street, W.
London Press Exchange, Ltd., 16 Strand, W. C.
Longman's Adv. Agency, 35 New Oxford street, W. C. 1.
McLaren & Sons, Ltd., 38 Shoe Lane, E. C. (prospectus advertising).
Maple & Co., Ltd., 141-150 Tottenham Court Road, W.
Mather & Crowther, Ltd., 10-12 New Bridge street, E. C.
May, J. E., 64 Fleet street, E. C.
May's Adv. Agency, 29 John street, Bedford Row, W. C.
Milton Adv. Agency, Ltd., 30-31 Bedford Chambers, King street, Covent Garden, W. C. 2.
Mitchell, C., & Co., Ltd., 1 Snow Hill, E. C.
Moller, Blatchley & Co., 84 Queen Victoria street, E. C.
Needham, Martin & Co., 3 Alexandra Road, Hemel Hempstead, Herts.
Palmer, Newbould & Co., 199 Piccadilly, W.
Parry & Co., Pinner's Hall, Austin Friars, E. C. (financial).
Partington Adv. Co., Ltd., Victoria Embankment, W. C.
Paton, J. & J., 143 Cannon street, E. C.
Paul, Co., & Co., Ltd., 130-131 Fleet street, E. C. 4.
Potter, P. C., Ltd., Imperial House, Kingsway, W. C. 2.
Pratt & Co., Ltd., 9 Essex street, Strand, W. C.
Publicity, Ltd., 28 Mark Lane, E. C.
Rees, H. Powell, Ltd., 95 Fetter Lane, E. C.
Register Publishing Co., Ltd., Hampden House, 3 Kingsway, W. C. 2.
Reid, R. J., & Co., Watling street, E. C.
Reuters Adv. Agency, 24 Old Jewry, E. C.
Reynell & Son, 44 Chancery Lane, W. C.
Saw, W. B., Craven House, Kingsway House, W. C.
Seaward, Baker & Co., 37 Chancery Lane, W. C.
Scott, T. G., & Son, 63 Ludgate Hill, E. C.
Scriven, H. Wilfred, 66 Ludgate Hill, E. C.
Sears, F. W., Aldine House, 44 Chandos street, Charing Cross, W. C.
Seaward, H. R., 91 Regent street, W. 1.
Sells, Ltd., 167 Fleet street, E. C.
Sharland & Co., 2-3 Ribon street, E. C.
Skinner, Walter R., 11-13 Clement's Lane, E. C.
Smith, James, & Co., 21 Bush Lane, E. C.
Smith, R. Frost, & Co., 66 Finsbury Pavement, E. C.
Smith's Adv. Agency, Ltd., 100 Fleet street, E. C.
Softlaw, W. R., 44 Chancery Lane, W. C.
Southcombe, W. J., 167 Strand, W. C.
Spiers & Pond, Ltd., 35 New Bridge street, E. C.
Spiers Service, 44 Fleet street, E. C.
Spottiswoode, Dixon & Hunting, Ltd., Kingsway Hall, W. C. 2.
Spriggs, J. F., Ltd., 21 Paternoster Square, E. C.
Steele's Adv. Service, Ltd., Norfolk House, Norfolk street, Strand, W. C.
Street, F., & Co., 30 Cornhill, E. C. and 8 Serle street, Lincoln's Inn, W.
Tanner, A. K., & Co., 93-94 Chancery Lane, W. C.
Taylor, Charles & Co., 30 Fleet street, E. C.
Thrower, S., 20 Imperial Buildings, New Bridge street, E. C.
Vernon, C., & Sons, Ltd., 119 Newgate street, E. C.
Vickers, J. W., & Co., Ltd., 5 Nicholas Lane, E. C. (financial).
Walker, C. J., 24 Coleman street, E. C.
Walkers Adv. Agency, Ltd., 91-93 Bishopsgate street, E. C.
Watkins & Osmond, 2 Creed Lane, E. C.
Watson, R., Adv. Offices, 6 Bouverie street, E. C.
West End Adv. Agency, Ltd., 195 Oxford street, W.
White, R. F., & Son, 33 Fleet street, E. C.
Wilcox, W. J., & Co., Locksley street, Limehouse, E.
Wilkes, Jeffery & Co., 29 Ludgate Hill, E. C.
Willing, James, Ltd., 126 Strand, W. C.
Willis, Ltd., Lincoln House, High Holborn, W. C.
Wilson, A. J., & Co., Ltd., 154 Clerkenwell Road, E. C.
Wilson, Fred, 101 Hatton Garden, E. C.
Wilson, J. H., 185 Fleet street, E. C.
Winter, Thomas, Co., Dane's Inn House, 265 Strand, W. C. 2.

Manchester

Ashburner, H. S., & J. A., Waterloo Buildings, Piccadilly.
Browne, T. B., Ltd., Market street.
Collins, James, & Son.
Commercial Adv. Agency, Ltd., 53 Corporation street.
Cowley & Co., 11 Chapel Walks, Cross street.
Emsley, J. H., 17 Broady street, Stretford, Nr.
Hobson, C. W., 3 St. James Square.
London & Provincial Press Agency, Station Buildings, Altrincham.
McGloin, P. J., Co., Midland Bank Chambers, 147 Chester Road.
Newby, A. H., Adv. Service, 27 Victoria street.
Osborne-Peacock Co., Ltd., County Buildings, Cannon street.
Pratt & Co., 57 Market street.
Rose, F. John, 15 Cross street.
Shepherd, W. A., Adv. Service, 18 Tib Lane, Cross street.
Varney, John, & Co., 418 Chester Road.

Birmingham

Forward Publicity Co., Temple Row.
Munday, Gilbert, & Co., 66 New street.
Smith, George J., & Co., 20 Easy Row.
Westwood, George H., 32 Newton Road.

Bradford

Williams Adv. Offices, 29 Kirkgate.

Bristol

Partridge & Love, Ltd., Broadmead.

Hull

Morison's Adv. Agency, 74 Lowgate.

Leeds

Leeds Adv. Co., 15 Park Row.
Robinson, John, 38 Park Row.
Whitehall Adv. Agency, 16 Whitehall Road.

Liverpool

Birchall, C., Ltd., 32 Victoria street.
Lee & Nightingale, 18 North John street.
Liverpool Exchange Press, 12 Tithebarn street.
Randall's Adv. Agency.
Smith, George J., & Co., 61 Lord street.

Middlesborough

Kidd, Ernest W., 13 Albert Road.

Newcastle-on-Tyne

Reid, A., & Co.

Plymouth

Hutchens Adv. Agency, 13 Frankfort street.

Reading

Grantham, A. H., & Co., Valpy street.

Southport

Blasson, William, 95 Leyland Road.

Sussex

King, Henry, & Co., 95 Church Road, Hove.

IRELAND

Dublin

Eason & Son, Ltd., 124 Great Brunswick street, and Lower Sackville street.
Kenney's Adv. Agency, 58 Middle Abbey street.
McConnel Adv. Service, 6 St. Andrew street.
O'Keefe's Adv. Agency.
Parker, John H., & Co., 43 Dawson street.

SCOTLAND

Edinburgh

Keith & Co., 6 Castle street.
MacLean's Adv. Agency, 59 George street.
Robertson & Scott, 13 Hanover street.
Simons, Fred L., 8 North St. David street.
Slaughter & Co., North Bridge.

Glasgow

Brown, R. G., 166 Buchanan street.
Howat Complete Adv. Service, Atlantic Chambers, 45 Hope street.
McMurtrie, Ltd., 11 Bothwell street.
Macrae, Paul, 93 Hope street.
Menzies, P. A., Gordon street.
North British Adv. Co., Ltd., 87 Union street.
Porteous, W., & Co., 14 South Exchange Place.
Scrimgeour, John, 13 St. Vincent Place.
Sharp, A. F., & Co., 14 Royal Exchange Square (financial).
Watson, C. P., 33 Renfield street.

PRINCIPAL ADVERTISING AGENCIES OF FRANCE

PARIS

Agence Américaine D'Information: (campaigns in United States publications); 13 rue Saint-Marc.
Agence Arba, 17 rue Saint-Marc.
Agence des Clichés de Presse (boilerplate), 29 rue de Grenelle.
Agence Française, 160 rue Montmartre.
Agence Française D'Informations, 26 rue Feydeau.
Agence Fournier, 1 rue de la Bourse.
Agence Havas, 8 place de la Bourse.
Agence Lahure, 9 rue de Fleurus.
Agence de Publicité Financière et Commerciale, 32 rue de la Victoire.
Amédée Merlino, 44 boulevard de Strasbourg.
E. M. Benamit, 22 rue de la Chaussée d'Antin.
E. Bernier, 47 rue de Lancry.
L'Office Centrale D'Annonces, 47 rue Cléry.
Blondel la Rougery, 7 rue Saint-Lazare.
René Briffaux, 16 rue Taitbout.
Henri Dauvin, 1 rue de Maubeuge.
Dioraina Annonces des Variétés, 9 boulevard Montmartre.
Dumoris et Mathelion, 97 rue de Rennes.
Enseignement Populaire, Agricole, Horticole, et de Culture Coloniale, 78 rue Taitbout.
Comptoir Internationale de Publicité, 9 rue Tronchet.
La Générale Publicité, 110 rue de Richelieu.
Goy, Pierrot et Cie., 23 quai dé l'Horloge.
E. L. Gresse, 30 rue de la Provence.
F. Guffon, 5 rue de la Grange-Batelière.
Letellier et Cie., 97 rue Richelieu.
Marchon, Père et Fils, 4 rue Martel.
G. Maillard, 5 rue du Havre.
Moderne Publicité, 2 rue du Havre.
L. De Plas et G. Alexandre, 7 rue Clauzel.
Office Journalistique et de Publicité de la Presse Regionaliste, 6 rue Le Goff.
La Petite Gironde et La Gironde, 8 boulevard des Capucines.
Emile Abel, 12 rue du Delta.
La Presse Sociale, 46 rue Rochechouart.
La Publicité Catholique, 14 rue de l'Abbaye.
Publicités Réunies, 32 rue Dautancourt.
Services Internationaux de Publicité, 9 rue de la Michodière.
Publitas, 25 boulevard Bonne-Nouvelle.
La Publicité Lucrative, 66 rue Rochechouart.
Société Nouvelle de Publicité, 11 boulevard des Italiens.
Société Commerciale de Publicité, 49 rue d'Amsterdam.
Société de Publicité, 6 place de la Bourse.
Société Parisière des Annuaires, 53 rue de La Fayette.
C. Spoob, 37 rue de Richelieu.
R. Stenger, 3 rue de Bruxelles.
L'Universelle Publicité, 35 rue Godot-de-Mauroy.
Union Régionale de Publicité, 25 rue des Petit-Champs.
Fernand de Vasques, 74 rue de Sèvres.
Cabinet Technique de Publicité, 36 rue du Colisée.

There is also a general organization, composed of advertising agents, outdoor advertising interests and newspaper publishers, called La Chambre Syndicale de la Publicité, which sets and maintains business and credit standards for both advertising and publishing businesses.

1920 U. S. AND CANADIAN AGENCY ACTIVITIES

PERSONNEL CHANGES

United States

Applegate, John D., Jr.—appointed Cleveland manager N. W. Ayer & Son, Philadelphia. Dec. 31.

Archibald, Edward F.—appointed amanager contract department Cleland, Inc., New York. Feb. 12.

Armstrong, Collin—retired as president Collin Armstrong, Inc., New York, continuing as a director and handling his personal accounts; succeeded as president by Frank G. Smith. May 1.

Arnold, Ray—appointed Minneapolis manager Critchfield & Co., Chicago. April 2.

Avery, Frank—appointed space buyer McJunkin Agency, Chicago. May 1.

Ayer & Son, N. W., Philadelphia—James M. Mathes and Adam Kessler, Jr., admitted to firm. Jan. 22; John D. Applegate appointed Cleveland manager. Dec. 31.

Asay, A. C. M.—appointed production manager Barton, Durstine & Osborn, Inc., New York. Dec. 31.

Barnes, Arthur K.—became associated with Frank Seaman, Inc., New York, in direction of accounts. Jan. 29.

Barton Agency, Los Angeles—purchased by P. C. Miller. June 1.

Barton, Todd—appointed New York manager Hancock Payne Agency, Philadelphia. May 15.

Bayless, W. N.—appointed service director Powers-House Agency, Cleveland. Feb. 1.

Bell, Edwin Q.—elected vice-president and service executive Andrew Cone General Advertising Agency, New York. Oct. 1.

Bergaman, Milton M.—appointed art director Street, Thompson & Phelps Agency, Chicago. May 15.

Blauvelt, Fred—elected secretary and a director Stanley E. Gunnison, Inc., New York. Sept. 25.

Brown, J. S.—acquired interest in Boyd Agency, Raleigh, N. C. Sept. 1.

Brown, Russell A.—appointed merchandising manager Federal Agency, New York. April 24.

Brown, W. L.—appointed to Dorland Agency organization, New York, in advisory capacity. Nov. 27.

Buchanan, C. Coe—elected vice-president Warfield Agency, Omaha, Neb. March 30.

Byerly, Oliver M.—appointed service director Paul Nemeyer Agency, Cleveland. April 24.

Byrne, Charles—acquired interest in Thicke Company, Chicago, and became vice-president. Oct. 15.

Cameron, Don—appointed sales manager Standard Advertising Company, Chicago. Dec. 31.

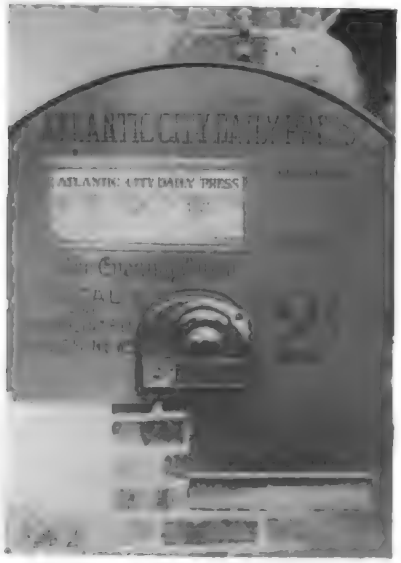
Cohen, Julius—appointed service manager Capehart Agency, New York. June 1.

Columbia, Curtis F.—appointed manager technical department J. W. Gannon Company, New York. Dec. 4.

Conover, George W.—appointed account executive Street & Finney, New York. Oct. 1.

(Continued on page 128)

Digitized by Google



Test the News- On Your Paper

Our files contain dozens of enthusiastic letters from publishers who have found the Newsbox a profitable investment. Many of these letters have already been reproduced in the Editor and Publisher.

Still, you may be skeptical as to whether the Newsbox will work as successfully in your field and under your conditions. To make it possible for any circulation manager anywhere to know the Newsbox and put it to a practical test, we are making this introductory 30-Day Trial Offer.

Introductory 30-Day Trial Offer

Send us your check and let us ship you immediately five Newsboxes. Try them 30 days on five hard-to-cover locations. If at the end of that trial you are not fully convinced that the Newsbox is a profitable investment for you under *your* conditions, notify us and we will send shipping instructions.

Big papers and little ones—more than 60 of them—have found the Newsbox profitable. The entire cost of operating, including interest and depreciation, should never exceed 4c a day per machine. And the cost of serving the Newsbox can be entirely eliminated by alloting to your branch-office men, dealers, carriers or newsboys as many machines as each can use profitably. If you prefer to control the Newsbox directly, you will secure the *full* retail price of your paper, cash in advance.

A battery of Newsboxes will accomplish two important jobs for you in the critical year ahead of us.

NEWSBOX
TRADE MARK

Delivers a Dry Paper on a Wet Day

Digitized by Google

box for 30 Days —At Our Risk

First: It will build up your circulation by making your paper available at many new points; it will stay on duty until sold out, when the newsboys are at school or in bed.

Second: The Newsbox will help you sell advertising space. Earl Mullen, circulation manager of the Tampa Times, says: "Our management considers the advertising value of the Newsbox equal to their cost."

You Need the Newsbox Now

Accept our 30-Day Trial Offer. Install five machines. Test them thoroughly on locations of your own choosing. Prove for yourself that the Newsbox is a circulation builder and a money-making investment. You are to be the sole judge, and we will accept your verdict.

The price of the Newsbox is $50 per unit, complete, f.o.b., Orange, N. J. Simply send us your request for five machines, with your check to cover. If at the end of 30 days from receipt of the Newsboxes you are not thoroughly satisfied with them, return them to us and we will refund your money.

You may purchase one Newsbox or a hundred, but the 30-Day Trial Offer applies only to your first order for a battery of five machines.

The price of Newsbox is fifty dollars per unit F. O. B. Orange, New Jersey.

NEWSBOX SALES CORPORATION

Candler Bldg. **New York City**

NEWSBOX
TRADE MARK

Stays on Duty Until Sold Out

Digitized by Google

1920 U. S. AND CANADIAN AGENCY ACTIVITIES

(*Continued from Page 125*)

Critchfield & Co., Chicago—H. K. Boise elected president; Charles H. Porter chairman board directors, P. F. Fowler vice-president and secretary, M. H. Hart treasurer; H. M. Alexander vice-president in charge merchandising, Scott S. Smith vice-president in charge Minneapolis office; Charles W. Byrne director of service; Charles G. Groff Toledo manager; Paul Wing New York manager March 13.

Cullen, George B.—appointed manager merchandising drug and food Products Triangle Agency, New York. Nov. 27.

Cummings, Arthur—appointed account executive H. K. McCann Company, New York. Feb. 18.

Davidson, W. L.—appointed merchandising manager Hoyt's Service, New York. Dec. 18.

Davies, Maxton R.—elected vice-president Seelye & Brown, Ind., Detroit. Jan. 22.

Davies, Maxton R.—elected president and general manager Fidelity Advertising Company, Cleveland. March 13.

Delaney, L. J.—appointed space buyer T. F. Logan Agency, New York. March 20.

Denny, W. H.—appointed account executive Phillip Ritter Agency, New York. Dec. 31.

deVore, Miss M. L.—appointed space buyer J. W. Blake Agency, Yonkers, N. Y. May 8.

Dodge, H. M.—appointed copy chief Wood, Putnam & Wood, Boston. Jan. 29.

Doornbos, Arthur C.—acquired interest and was elected a director and vice-president Ruthrauff & Ryan, Inc., New York. Dec. 18.

Dorrance, Sturges—elected vice-president Thomas A. Logan, Inc., New York. May 1.

Duffield, W. J.—appointed manager art department Pencraft Agency, New York. Dec. 31.

Dunstar, Charles H.—appointed merchandising manager James Agency, New York.

Ebell, Frank A.—appointed art director Peck Agency, New York. April 3.

Eldredge, Frank M.—appointed Detroit manager Brearly-Hamilton Agency, Grand Rapids, Mich. Dec. 31.

Engstrom, E. A.—elected secretary Kraft Agency, Minneapolis. May 13.

Fair, Ray—elected vice-president Betting-Thompson Agency, St. Paul. April 26.

Farnsworth, Frank—became vice-president, in charge of production, Stroud & Brown, New York. Feb. 19.

Farquhar, Samuel T.—appointed account executive Lockwood-Shackelford Company, Los Angeles. Sept. 1.

Fayant, Frank H.—elected vice-president Thomas F. Logan, Inc., New York. Dec. 25.

Ferguson, C. G.—appointed copy director Craddick Service, Minneapolis. June 1.

Filliland, R. V.—elected treasurer Emerson-Beck-Knight Agency, Indianapolis. Sept. 1.

Follett, George E.—appointed production manager Collin Armstrong, Inc., New York. May 1.

Fox, H. W.—elected treasurer and a director Lamport-MacDonald Agency, South Bend, Ind. April 3.

Frank, E. G.—appointed copy chief Campbell-Ewald Company, Detroit. May 22.

Geisinger, J. J.—appointed vice-president Federal Agency, New York. Jan. 29.

Goodwin Agency, Richmond, Va.—appointed Philip E. E. Goodwin treasurer and financial manager and John Adams Thayer New York manager. Dec. 31.

Goodwin, Philip E. W.—elected treasurer and financial manager A. O. Goodwin, Inc., Richmond, Va. Dec. 31.

Grady, Frank A.—appointed assistant to president Wales Agency, New York. April 10.

Green, Charles C.—acquired interest in James Agency, New York, and was elected president. April 3.

Hammesfahr, A. C. G.—elected vice-president Martin V. Kelley Company, Toledo and New York. March 27.

Henle, John, Jr.—appointed manager direct mail department Triangle Agency, New York. Nov. 27.

Hewitt, D. W.—elected vice-president Frank Presbrey Company, New York. May 22.

Hirsch, Stanley—appointed treasurer and space buyer Triangle Agency, New York. Dec. 4.

Hollister, Paul M.—appointed New England manager Button, Dorstine & Osborn, New York. Dec. 4.

Hopkins, Albert H.—appointed Chicago manager J. Hungerford Kay Company. Nov. 20.

Husband & Thomas, Chicago—Walter Whitehead and Malcolm McHarg became members of firm. Nov. 6.

Ingersoll, Kenneth—appointed senior executive head Lees Company, Cleveland. March 6.

James Agency, New York—Charles C. Green acquired interest and was elected president. April 3.

Jurnarbek, Francis—appointed manager technical department Hanff-Metzger, Inc., New York. May 29.

Keller, Charles K.—appointed manager financial advertising Leroy A. King Agency, Chicago. Dec. 25.

Kritcher, L. B.—appointed art director Richard S. Rauh Company, Pittsburgh. July 21.

Kuh, Howard—appointed copy director Brown Agency, New York. Jan. 20.

Lamport-MacDonald Agency, South Bend, Ind.—H. W. Fox and A. R. MacDonald elected to board of directors. April 3.

Lemmon, Carl W.—appointed head rate department Holt Agency, Little Rock, Ark. Dec. 18.

Lovejoy, Frederick H.—appointed New York manager Tracy-Parry Agency, Philadelphia. May 15.

McConnaughey, C. K.—became associated in executive capacity with J. Horace Little Company, Boston. Feb. 26.

McGovern, G. R.—appointed space buyer Ostenrieder Agency, Chicago. May 22.

McKnight, Arthur G.—appointed manager F. A. Gray Agency, Baltimore. Feb. 19.

McMichael, J. C.—elected vice-president Frank Seaman, Inc., New York. Dec. 31.

MacDonald, A. R.—elected a director Lamport-MacDonald Agency, South Bend, Ind. April 3.

MacMillen, R. D.—appointed vice-president in charge of service Murray Howe & Co., New York. Feb. 12.

Mallory, Mitchell & Faust, Inc., Chicago—C. Hugo Levin, Stanley G. Swanberg, Harry H. Gould elected vice-presidents. Jan. 20.

Marschalk, H. C.—elected vice-president Frank Seaman, Inc., New York. Dec. 31.

Mason, H. G.—appointed Richmond manager Frank Presbrey Company. Sept. 1.

Mayer, J. F.—appointed space buyer Redfield Agency, New York. Nov. 20.

Meek, Samuel W., Jr.—elected secretary Hoyt's Service, New York. May 1.

Meulendyke, S. L.—appointed office manager Durland Agency, New York. Aug. 14.

Meyer, Joseph A.—appointed manager space buying department William H. Rankin Agency, Chicago. April 3.

Meyers, Harry A.—appointed office manager and space buyer Richard S. Rauh Company, Pittsburgh. May 1.

Mitchell, John D.—appointed office manager C. Brewer Smith Agency, Boston. March 13.

Mittelmark, Seymour L.—elected secretary-treasurer and head research department Pencraft Agency, New York. Dec. 31.

Moore, Claude C.—appointed copy director Paul Nemeyer & Co., Cleveland. Oct. 30.

Moritz, Miss C. Claudia—appointed account manager and head production department Pencraft Agency, New York. Dec. 31.

Munn, A. W.—appointed art director N. W. Ayer & Son, Philadelphia. Sept. 11.

Munro, Walter J.—appointed manager merchandising department Brooke, Smith & French, Detroit. June 1.

Muriset, Ida B.—appointed space buyer Robel & Bryant, Chicago. Dec. 11.

Nash, Joseph, Jr.—appointed manager printing department Frank Seaman, Inc., New York. July 1.

O'Brien, J. Charles, Jr.—appointed art director Joseph Richards Company, New York. June 12.

Palmer, Arthur J.—appointed production supervisor Sherman & Bryan, New York. Feb. 5.

Pearson, A. R.—appointed merchandising counsel and service executive Botsford, Constantine & Tyler Agency, Portland, Ore. Oct. 1.

Perley, Myron C.—elected secretary and a director William H. Rankin Company, Chicago. Feb. 12.

Pierce, L. A.—appointed account executive Botsford, Constantine & Tyler Agency, Portland, Ore. Sept. 1.

Pierce, W. H.—appointed production chief J. W. Barber Agency, Boston. Dec. 11.

Prehn, Martin—appointed production manager Rush Advertising Service, New York. Jan. 15.

Preston, William S.—appointed to handle copy, contract and sales work for Frederick M. Randall Company, Detroit. Nov. 1.

Riley, Dwight M.—appointed manager Cleveland office Brotherton-Knoble Agency, Detroit. Dec. 11.

Rorty, James H.—appointed copy chief George P. Eberhard Company, San Francisco. Dec. 4.

Rosier, Lee—appointed general account supervisor and assistant to president Redfield Agency, New York. Jan. 29.

Ross Agency, Penny, Chicago—elected W. R. Eaton vice-president. June 1.

Rubin, George E.—appointed art director Irwin L. Rosenberg, Chicago. July 10.

Sachs, Miss C. H.—appointed space buyer Evans & Barnhill, New York. Dec. 18.

Sawin, Frank H.—became associated with Matteson-Fogarty-Jordan Company, Chicago. Nov. 27.

Saylor, Henry H.—appointed to executive staff Atlas Agency, New York. July 24.

Schaeffer, H. R.—appointed account executive Hancock Payne Agency, Philadelphia. Oct. 15.

Scott, William P.—appointed New York executive Tracy-Parry Company, Philadelphia. Feb. 5.

Scott, William P.—elected vice-president Tracy-Parry Company, Philadelphia. Oct. 30.

Sharpe & Co., W. W., New York—appointed Frank W. Kingston and George T. Callahan to executive staff. Sept. 15.

Silve, Dave—appointed in charge typographic department Street & Finney, New York. July 15.

Smith, A. C.—appointed Chicago manager Van Patten Agency, New York. Aug. 21.

Smith, Claude C.—elected vice-president Hopper Agency, New York. Nov. 27.

Smith, Frank G.—elected president Collin Armstrong, Inc., New York. May 1.

Stark, W. B.—appointed account executive Harry Porter Company, New York. Aug. 14.

Storm Agency, Jules P., New York—J. C. Wilberding purchased interest and was elected a vice-president and director. June 1.

Thayer, John Adams—appointed New York manager for A. O. Goodwin, Inc., Richmond, Va. Dec. 31.

Thompson, H. F.—retired from Street, Thompson & Phelps, Chicago; M. J. Sweet and N. J. Phelps continuing under name of Street & Phelps.

Thurman, F. P.—appointed manager Brandt Agency, Chicago. Jan. 22.

Timberman, Albert N.—became member Ryan Advertising Service, Wilkes-Barre, Pa. Dec. 25.

Walz, Raymond E.—promoted from production manager to assistant manager E. P. Remington Agency, Buffalo, N. Y. Dec. 25.

Weeks, T. S.—elected treasurer Redfield Agency, New York. Nov. 6.

Wilson, Laurence O.—appointed director financial advertising department Vanderhoof & Co., Chicago. April 24.

Wolf, H. W.—appointed production Gundlach Agency, Chicago. Feb. 12.

Wood, James W.—appointed assistant to president and account executive Fred M. Randall Company, Detroit. Dec. 4.

Wood, Merrell A.—appointed service manager Fralley Advertising Company, Youngstown, O. Jan. 8.

Woodruff, Fred—appointed general manager Campbell-Ewald Company, Detroit. July 10.

Worthington, R. I.—appointed general manager Kirtland-Kugel Agency, Chicago. Jan. 22.

Yost, R. G.—elected vice-president Western Advertising Company, St. Louis. Dec. 11.

Young, J. O.—appointed manager mail order department Ferry-Hanly Company, Kansas City, Mo. July 31.

CANADA

Acker, J. G.—appointed manager copy and production departments Hamilton Advertisers' Agency, Hamilton, Ont. Dec. 11.

Canton, Harry—appointed managing executive Consolidated Advertising Service, Toronto, Ont. Feb. 19.

Findlay, W. M.—rejoined executive staff J. J. Gibbons, Ltd., Toronto. April 3.

Gunn, W. E.—appointed Toronto manager McConnell & Ferguson, Hamilton, Ont. Jan. 8.

CHANGES IN AGENCY OWNERSHIP AND FIRM NAME IN U. S.

Ad-Craft Agency, Portland, Ore.—succeeded Florence Provost Agency when purchased by Hazel F. Linney and Helen C. Jeselson. July 1.

Apel-Tucker Company succeeded Apel-Campbell Company in Detroit; with Verne W. Tucker vice-president and general manager, succeeding Henry J. Campbell, retired. March 27.

Benson, Campbell & Slaten, Chicago—succeeded Benson, Gamble & Slaten. Jan. 29.

Blow Company, New York—succeeded Weil-Blow-Weill, Inc. June 1.

Culver-Hammel Corporation succeeded R. J. Culver Company, Los Angeles. May 15.

Dake-Johanet Agency succeeded Dake Advertising Agency, San Francisco and Los Angeles; Edmond F. Dake combining interests with F. W. Johanet. April 3.

Erwin, Wasey & Co., Chicago—succeeded Erwin & Wasey Company. Jan. 15.

Greig & Blosser, Inc., Chicago—succeeded Greig & Glover. April 24.

Griswold-Eshleman Company, Cleveland—succeeded Griswold & Hammond Company. Charles L. Eshleman purchasing holdings of A. W. Hammond. Feb. 19.

Leddy & Johnston, New York—organized by John M. Leddy and James M. Johnston to succeed John M. Leddy Agency. Dec. 31.

Low-Mulliean Company, Louisville, Ky., succeeded Stark-Lowman Company; T. H. Stark sold interests. Dec. 4.

McLeod Agency succeeded McLeod & Hone, in Rochester, N. Y. March 20.

Machen & Dowd Company, Toledo—E. A. Machen purchased interests of E. A. Arkenberg in Arkenberg-Machen-Dowd Agency and name changed. Jan. 15.

Macfay & Mullally, Inc., New York—William T. Mullally became sole owner; name changed to William T. Mullally, Inc. Dec. 31.

Mitchell-Faust Advertising Company succeeded Mallory, Mitchell & Faust, Inc., Chicago. May 1.

Mullally, William T., Inc., New York—succeeded Macfay & Mullally, Inc., Dec. 31.

Rogers-Brett Agency, Cleveland—purchased by William Henry Baker. May 8.

Rowland Agency, New York—changed name to Rowland Advertising Company, Inc. Dec. 25.

Sherman & LeBair, New York, succeeded Sherman & Bryan Agency. Oct. 1.

Simmons Associates, Inc., Chicago—succeeded Crom & Simmons, Inc. June 1.

Spitzler-Warner Company, Chicago—succeeded Spitzler Agency. Jan. 31.

Street & Phelps succeeded Street, Thompson & Phelps, Chicago. Dec. 18.

Stuckel-Lonskey, Inc., Butte, Mont.—H. E. Stuckel purchased interests of Henry J. Lonskey, name of firm changed to Stuckel, Inc. Nov. 13.

Zimmer-Thein, Inc., Detroit—succeeded Walter F. Zimmer Company. Sept. 15.

NEW AGENCIES OF 1920—U. S. AND CANADA

United States

Barrett, Leon—Chicago. Dec. 25.

Barnes & Fehling Agency, Philadelphia—L. A. Fehling, Warren S. Barnes. Oct. 23.

Batchelor, Mason, Brown Agency, Detroit—E. A. Batchelor, Charles A. Mason, William M. Brown. Feb. 20.

Baum, Frank resumed in Los Angeles. Jan. 1.

Baumgartner Advertising-Publicity Company, Baltimore—J. Hampton Baumgartner, president. May 1.

Beacon Ad-Service Company, New York—Peter N. DeMott, Max Epstein. Sept. 1.

Beaumont & Aubrey, Fresno, Cal. Aug. 14.

Bergen Agency, St. Louis—H. L. and H. S. Bergen, S. A. Neuman. July 17.

Blackman Company, New York—O. H. Blackman, J. K. Fraser, M. L. Wilson, P. J. Hermes. Feb. 26.

Cleland, Inc., New York—Harry E. Cleland. Jan. 8.

Condon Company, Denver, Colo. Sept. 15.

Cullen, George B.—Grand Rapids, Mich. July 31.

Cunnyngham, Victor H., Akron, Ohio. Feb. 12.

Davis & Meyer Agency, Pittsburgh—Grant Davis and R. C. Meyer. May 15.

Dilg, Will H., Chicago—resumed business Dec. 21.

Dippy Agency, Robert H.—Philadelphia. Sept. 15.

Distelhurst, A. E.—Memphis. Feb. 7.

Eastman Advertising Service, South Bend, Ind.—A. A. Eastman. May 1.

Ely Agency, Dallas, Tex.—Henry Ely. May 22.

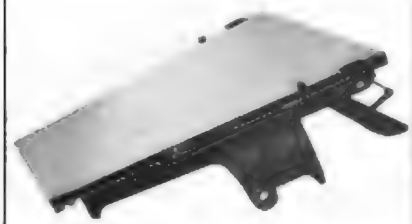
(*Continued on Page 130*)

Digitized by Google

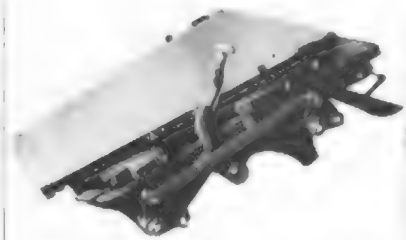
INTERTYPE

"THE BETTER MACHINE"

The Standardized, Efficient Composing Machine for Text, Headletter and Display Composition



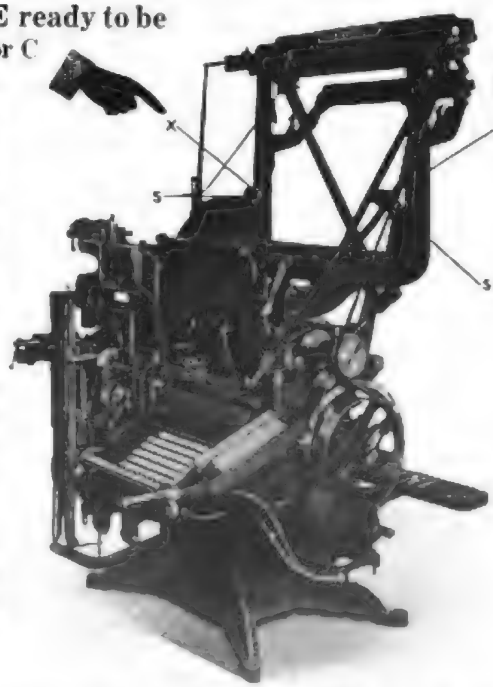
Model A single magazine unit Add this to bare machine and you have Model A Intertype with 180 characters from the keyboard.



Model B two magazine unit Add this to bare machine and you have Model B Intertype with 360 characters from the keyboard.

Model C three magazine unit Add this to bare machine and you have Model C Intertype with 540 characters from the keyboard.

THE BARE MACHINE ready to be converted into Model A, B or C



THIS exhibit illustrates clearly the simplicity and versatility of Intertype Standardization.

Note particularly that all models are in one—**its simply a matter of added units.**

Added units increase the efficiency of the machine by enabling you to control a greater range of typographical production from the same keyboard.

Your machinist or operator with helper can make the change from Model A to B or C in about fifteen minutes.

Intertype Standardization

is acknowledged the greatest achievement in the development of the Line Casting Composing Machine

All Models Perfectly Interchangeable

Safeguard Your Investment—Buy the simplified line casting composing machine that was designed with a **thought** for your future business development.

BUILDERS OF "THE BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N.Y., U.S.A.

Middle Western Branch
Rand McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
16 Third Street, San Francisco, Cal.

Digitized by Google

NEW AGENCIES OF 1920

(Continued from page 128)

U. S.—Continued

Blanvelt, Fred, New York. Feb. 6.
Boyd, D. L.—Raleigh, N. C. March 27.
Breitenbach, Harry P., Detroit. March 13.
Bryan Agency, William J.—New York. Jan. 29.
Bussell, Jonathan A.—Detroit. Dec. 31.
Cady & Staff, Detroit—Guy B. Cady, S. D. Murray, Edward B. Turriel. Jan. 29.
Campbell, Blood & Trump Agency, Detroit—Harvey Campbell, Wallace Blood, Hal Trump. March 25.
Carter Company, H. K., New York—H. K. Carter. Oct. 30.
Emery Bank Service, Boston. Nov. 20.
Empire Advertising Service, New York—Frederick E. Roeding. Dec. 18.
Ferree & Ferree Agency, St. Louis. June 1.
Franklin Company, New York—Maxwell Bruckenstein, B. S. Miller. Sept. 30.
Geck, L. E., New York. June 1.
Gunnison, Stanley E.—New York. Aug. 1.
Hayward, Agnes C.—Chicago. March 13.
Hazard Corporation, C. H.—New York. June 1.
Herold-Garber Company, Detroit—Sam Garber, Don Herold. Jan. 22.
Hobart, Paul Gardner—Chicago. Sept. 16.
Hodge-Carrere-Taylor, Inc., San Francisco—George M. Hodge, George A. Carrere, Raymond W. Taylor. June 1.
Hoffmeyer-Rutledge Company, Cleveland—T. C. Hoffmeyer and Ralph Horton. Feb. 12.
Hone & Downie Agency, Inc., Rochester, N. Y.—Augustine Hone, Robert L. Downie. March 20.
Huiscber-Rothenberg, Inc., New York—A. H. Huiscber, G. V. Rothenberg. Dec. 31.
Inter-Ocean Agency, New York—Carl Byoir. March 27.
Johansen & Treybal, Inc., New York—George P. Johansen, Anthony W. Treybal. Nov. 20.
Johnson-Surles Company, Atlanta—Rodemer Johnson, L. O. Surles. Jan. 22.
Kirschbaum-Liggett Company, Chicago—Norman Kirschbaum, Carr Liggett. Dec. 18.
K. M. D. Agency, Logansport, Ind.—Louis P. Deumer, William Kerrigan, E. F. Metzger. May 13.
Larchar Agency, Providence, R. I.—William Larchar. April 16.
Lee Associates, New York—R. L. Burdick. Oct. 7.
LeFevre Agency, M. W.—Albany, N. Y. Nov. 27.
Lincoln Advertising Service, Chicago—Casper Pinsker, James A. Watson. Oct. 1.
McDonald, Woodburn—Tacoma, Wash. Jan. 29.
Mellett, John C.—Indianapolis. Feb. 5.
Meredith & Co., Troy, N. Y.—Russell D. Meredith. May 1.
Mid-Continent Agency, Dallas and Houston, Tex.—W. T. Pickering, W. A. Griffith. Jan. 1.
Mills Company, New York—George H. Mills, Jose B. Mattenso. Dec. 4.
Moore, McCord, Gilchriese & Associates—New York. Nov. 1.
Morse Agency, Arthur E.—Scranton, Pa. Sept. 1.
Pacific Coast Advertising Service Company, Portland, Ore.—George Wilson, C. N. Olmstead. May 22.
Palmer, H. V. R.—Rochester, N. Y. Nov. 27.
Paramount Publicity Corporation, New York—J. R. McCauley, I. Schwartz, C. C. James. Nov. 15.
Paxton & Evans Advertising Service, Fort Worth, Tex.—J. L. Groves, Jr., general manager. Nov. 15.
Plumber-James Service, Chicago—F. W. Plumber and R. P. James. Sept. 1.
Prather-Allen Agency, Cincinnati—Richard L. Prather, Douglas M. Allen. Oct. 1.
Reese Service, George W.—New York. Sept. 1.
Ross (F. J.) Company, New York—F. J. Ross, C. C. Marsh, D. D. Wever, G. W. Gelling. Feb. 26.
Rose-Gould Agency, St. Louis. April 3.
Sackheim & Scherman, New York. July 24.
Schein, David—San Antonio, Tex. Dec. 1.
Short (Floyd) & Partners, Chicago—Floyd T. Short, Gridley Adams, R. E. Fowler. Feb. 23.
Simmons, Miss Minna Hall—New York. March 27.
Stockford-English Company, Toledo, O.—Clark C. Stockford, Frank W. English. June 1.
Sweeney & James Agency, Cleveland, Ohio. Jan. 22.
Technical Publicity Company, Pittsburgh—George E. Land. June 12.
Triangle Service, New York—S. Charles Blumenstock, Abner J. Rubin. Oct. 1.
United Advertising Agency (of New Jersey), New York—Samuel Pratt, Leonard Dreyfus, Herman C. Dayoh, Theodore S. Fettinger; absorbed Fettinger Agency, of Newark. Aug. 21.
Walton Advertising Agency, Charlotte, N. C.—A. G. and K. F. Walton. May 29.
Webster Advertising Service, St. Louis—Grant M. Webster. Jan 15.
Wilson, P. B.—Nashville, Tenn. Nov. 27.
Woodward Company, W. O., New York—W. O. Woodward, R. L. Lemmon, E. P. Mead. July 31.

CANADA

Bowman Company, Sidney S.—Montreal, Que. June 1.
International Agency, Toronto, Ont.—Thomas E. Walsh, A. W. Jackson. Feb. 5.
National Publicity, Ltd., Montreal—E. Emery. Jan. 22.
Purkis, Thornton—Toronto, Ont. Jan. 6.
United Advertising Agency, Toronto. Dec. 25.

AGENCY CONSOLIDATIONS

United States

Blaser Service and Deatel Service, both of Baltimore, consolidated. July 1.
Bryant Advertising Corporation, New York, absorbed by Frank Presbrey Company. April 24.
Caxton Advertising, Inc., merged with Dorland Agency Inc., New York. Jan. 29.
Dorland Agency, New York—absorbed Caxton Agency, Jan. 29; took over Hadden Agency, Dec. 31.
Culver-Hammel Corporation, Los Angeles, absorbed MacDonald Company. Aug. 1.
Fettinger Agency, Newark, N. Y.—absorbed by United Advertising Agency, New York. Aug. 21.
Greig & Glover, Inc., Chicago, merged with Greig & Ward, Inc. Jan. 21.
Hadden Agency absorbed by Dorland Agency, New York. Dec. 31.
Keeuing Company, Clarence B.—took over Toledo office Charles H. Fuller Company. Nov. 1.
Lenan Agency, New York, absorbed R. E. Keller Company, Chicago; R. E. Keller elected vice-president Lenan Agency. March 20.

AGENCY DISSOLUTIONS AND DISCONTINUANCES

United States

Blackman-Ross Company, New York, dissolved. Feb. 26.
Buck-Hammesfahr Agency, Chicago and New York, dissolved. March 27.
Bush Service, New York, discontinued. July 16.
Caldwell-Barnet Corporation, New York— dissolved. Jan. 29.
Henle Service, New York—discontinued. Nov. 1.
Mackay & Mullally, Inc., New York. Dec. 31.
McLeod & Hone Agency, Rochester, N. Y., dissolved. March 20.
Stafford Advertising Agency, Providence, R. I.—discontinued. April 10.
Thompson Company (J. Walter)—closed Detroit office. March 27.

AGENCY BUSINESS TROUBLES

United States

Brainin-Parkell Agency, St. Louis—went into bankruptcy. Feb. 18.
Couche Agency, Portland, Ore.—went into receivership. May 1.
Fichtenberg, Hans E.—Milwaukee—filed petition in bankruptcy. June 1.

NEW AGENCY OFFICES OPENED

United States

Barton, Durstine & Osborn, New York— opened Boston office in charge of Daniel K. Paris. Jan. 8.
Biggs Agency, New York—established Chicago office under Gordon E. Cole. Dec. 25.
Botsford, Constantine & Tyler—opened San Francisco office. July 10.

(Continued on page 132)

Wilmington, Del.

In the Heart of the Industrial Centre of the East.

EVERY EVENING

THE FIRST Newspaper in the Field.

Every Evening has long been recognized as the leading newspaper in Delaware—in prestige, in influence, and in all those essential characteristics which go to make a newspaper valuable, to reader and advertiser alike.

EVERY EVENING

More Than a Newspaper—an Institution.

Member of American Newspaper Publishers' Association. The Associated Press and the Audit Bureau of Circulation.

BRYANT, GRIFFITH & BRUNSON, Inc.

Foreign Representatives

NEW YORK and CHICAGO

Over 14,200 in the Homes

ROTO-GRAVURE

Supplement—4- or 8-Page

Get our Proofs
Daily & Sunday Mat Feature
Daily Short Stories
Children's Feature
Emergency Mats
7 or 8 Column 20-21

WORLD COLOR PRINTING CO.

ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Manager

We Print
Color Comics
Magazine Section in Colors
Roto-Gravure
Special Edition in Colors

COLOR COMIC SUPPLEMENTS

NEWSPRINT

Made in Finland

ON SPOT NEW YORK

ROLLS ONLY

33½"	34⅛"	36½"	49½"
55"	66½"	67"	73"

PRICES ON APPLICATION

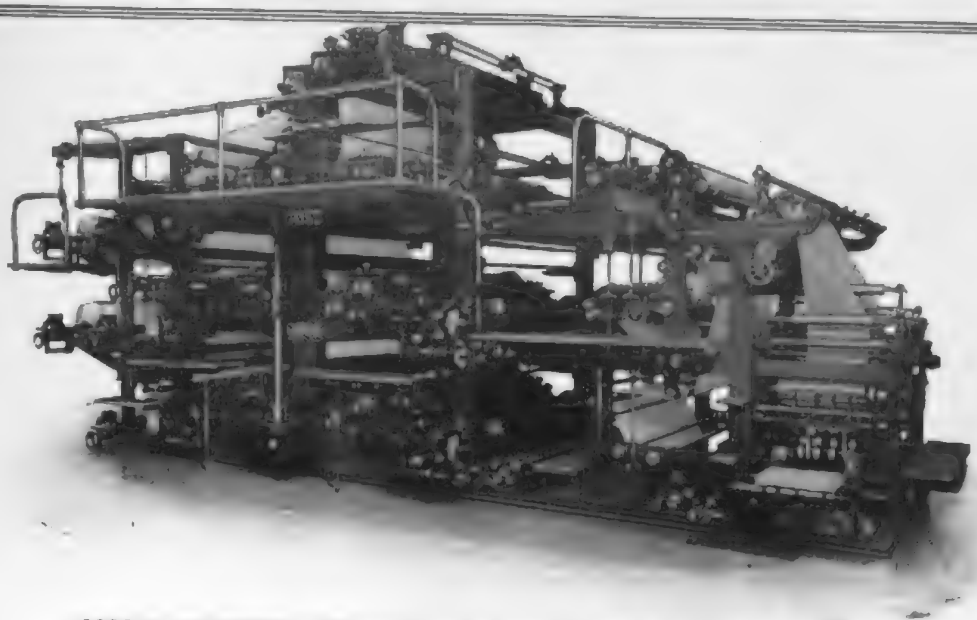
THE AGROS CORPORATION

IMPORTERS FINNISH PAPER

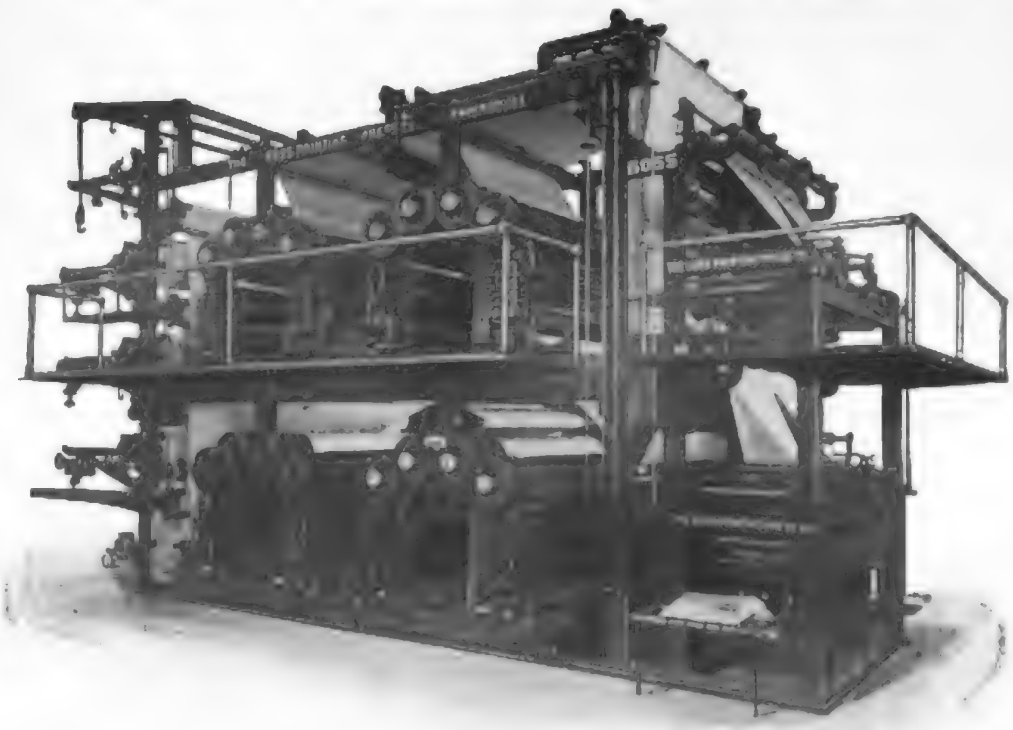
27 William St. New York

Digitized by Google

THERE IS A GOSS PRESS FOR EVERY PRESSROOM NEED



GOSS "HIGH SPEED" STRAIGHTLINE SEXTUPLE PRESS WITH ONE EXTRA COLOR



GOSS HIGH SPEED SUPERIMPOSED "UNIT TYPE" OCTUPLE PRESS

THE GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET CHICAGO

THE GOSS PRINTING PRESS CO., OF ENGLAND, LTD., 53 FLEET STREET, LONDON

NEW AD AGENCY OFFICES OPENED IN 1920

(Continued from page 130)

U. S.—Continued

Brearly-Hamilton Agency Company, Grand Rapids, Mich.—opened Detroit office in charge of Frank M. Eldredge. Dec. 31.

Brotherton-Knoble Company, Detroit, opened Cleveland office. Oct. 1.

Crank-Paris Agency, Los Angeles—opened San Francisco office in charge D. S. B. Stannard. Jan. 8.

Doremus & Co., New York, opened Chicago office. Oct. 1

Ferry-Hanly Agency, Kansas City, Mo., opened Chicago office in charge of Clarence P. Hanly. May 1.

Gillham Company, L. S., of Salt Lake City—opened offices in Los Angeles and Boise. Feb. 12.

Hall & Emery, Portland, Ore.—opened San Francisco office in charge of Franklin A. Bell and a Chicago branch with George Heller manager. July 15.

Hopkins Agency, New Haven, Conn.—opened branch at Hartford in charge of Thomas I. Crimmion. March 13.

Hoyt's Service, New York—opened office in Springfield, Mass., with Arthur E. Hobbs, manager. May 22.

Logan Company, Thomas F.—opened Chicago office in charge of Frederick Geisler. March 20.

Maclay and Mullally, New York—opened Boston office with Harold P. Glendinning in charge. Feb. 19.

Presbrey Company, New York—opened Pittsburgh office in charge of N. Bowland and Chicago office in charge of A. C. Hayward. Dec. 31.

Rose-Gould Company, St. Louis—opened branches in Chicago and Philadelphia. Dec. 31.

Southwestern Advertising Service—opened office at Fort Worth, Tex. Dec. 1.

CANADA

McKim Agency, Toronto, Ont.—opened office in Hamilton, Ont., in charge B. B. Stewart. May 1.

Norris-Patterson Agency, Toronto, Ont.—opened Montreal office in charge S. H. Picken. Feb. 26.

NATIONAL ADVERTISER PERSONNEL CHANGES

Addison, A. L.—appointed advertising manager Empire Talking Machine Company.

Albright, N. T.—appointed in charge advertising for Automotive Accessories Company, Kokomo, Ind. Nov. 1.

Austin, James—appointed sales and advertising manager J. L. Hyatt & Co., Omaha. May 1.

Bachler, Henry L.—assumed advertising and sales management Farquhar-Moon Manufacturing Company, Chicago. Dec. 4.

Bailey, Charles K.—appointed general sales and advertising manager Paragon Motor Car Company, Connellsville, Pa. March 27.

Bailey, H. C.—appointed advertising manager International Motor Company, New York. March 27.

Balliett, Carl J.—appointed advertising manager Vick Chemical Company, Greensboro, N. C. July 10.

Barker, Arthur E.—appointed advertising manager Maxwell and Chalmers Motor Companies, Detroit. Oct. 15.

Barlow, John S.—appointed advertising manager Remington Arms-Union Metallic Cartridge Company, New Haven, Conn. Feb. 5.

Barrett, H. J.—appointed advertising manager Hrill Brothers, New York. Feb. 19.

Barrett, O. S.—appointed advertising manager Studebaker Company automobile division, South Bend, Ind. April 24.

Bartle, Carl—appointed advertising and sales promotion director Morris & Co., Baltimore. Dec. 4.

Bates, Warner—appointed advertising manager H.-O. Company, Buffalo, N. Y. July 15

Bentley, J. W.—appointed advertising manager Shakespeare Company, Kalamazoo, Mich. Sept. 25.

Best, Frank J.—appointed general manager A. A. Vantine & Co., New York. Aug. 1.

Blaney, Millard S.—appointed publicity manager Traffic Motor Truck Corporation, St. Louis. May 22.

Birkett, W. O. E.—appointed advertising manager Paige-Detroit Motor Car company truck division, Detroit. Feb. 19.

Bly, Carl—appointed advertising manager Republic Rubber Corporation, Youngstown, O. Dec. 4.

Bollmeyer, H. H.—appointed advertising manager Bankers' Credit & Savings System Company, Cleveland. Dec. 4.

Brady, Stanley Q.—appointed sales and advertising manager Associated Raisin Company, Fresno, Cal. Nov. 1.

Bradley, Edgar S.—appointed advertising manager J. R. Watkins Company, Winona, Minn. Feb. 12.

Brennan, Hugh—appointed advertising manager Imperial Belting Company, Chicago. April 10.

Broadbrooks, Willis G.—appointed publicity manager Huber Publishing Company, Rochester, N. Y. Dec. 31.

Brown, Athol R.—appointed advertising manager Torrington Company, Torrington, Conn. May 29.

Brown, P. B.—appointed general sales and advertising manager Thomart Motor Company, Kent, Ohio. Oct. 1.

Brown, Wallace—appointed director advertising and sales W. D. Block Motor Company, Detroit. March 6.

Bryan, Walter G.—revived W. G. Bryan Organization in Chicago. Sept. 1.

Califf, J. A., Jr.—appointed advertising manager Glidden Nut Butter Company, Cleveland. Dec. 4.

Campbell, Allen W.—appointed advertising manager Nelson Motor Truck Company, Saginaw, Mich. Nov. 27.

Chaney, A. G.—appointed publicity director Southern Enterprises Corporation, Dallas, Tex. April 10.

Chapin, C. F.—appointed advertising manager Vick Chemical Company, Greensboro, N. C. April 10.

Chard, C. F.—appointed advertising manager Austin Company, Cleveland. Feb. 12.

Cholfar, Wilbur T.—became New York manager Lakewood Engineering Company. May 15.

Cleave, Truland—appointed advertising manager Field & Flint, Brockton, Mass. Feb. 19.

Clegg, J. Raymond—established advertisers' Service in Atlanta. April 24.

Colcord, D. H.—appointed advertising manager Square-D Company, Detroit. May 1

Cullison, J. A.—appointed advertising manager National Fire Proofing Company, Pittsburgh. May 1.

Davis, Paul D.—appointed advertising manager Packard Motors Export Company, New York. Sept. 25.

Deering, H. N.—appointed advertising manager Truscon Laboratories, Detroit. June 12.

Deute, A. H.—appointed advertising manager Bordens Condensed Milk Company, New York. Jan. 8.

Dietz, Howard—appointed director of advertising Goldwyn Pictures Corporation, New York. Dec. 25.

Dillon, B. J.—appointed advertising manager Thor Company, Chicago. May 1.

Dobbs, Samuel C.—retired as president Coca-Cola Company, Atlanta; succeeded by Charles H. Chandler. Oct. 30.

Dorsey, G. C.—appointed advertising manager wholesale department Marshall Field & Co., Chicago. Dec. 11.

Drake, George D.—advertising manager Winther Truck Company, Kenosha, Wis.—elected a director and vice-president. Jan. 22.

Drum, Harry C.—appointed advertising manager Filmusic Company, Los Angeles. Dec. 1.

Eby, Leslie H.—appointed advertising manager Packard Motor Car Company, Detroit. Nov. 15.

Elliot, William—appointed advertising and sales promotion manager Packard Motor Car Company of New York. July 10.

Estey, Charles L.—appointed advertising and sales counsellor James H. Rouk Company, Chicago. Dec. 4.

Faulkner, Herbert A.—appointed advertising manager Moreland Truck Company, Los Angeles. Jan. 15.

Firestone, Allan L.—became advertising and sales manager for Electrik Maid Bake Shops, St. Paul. Dec. 31.

Forbes, George M.—appointed advertising manager Cohn, Hinsman & Co., Chicago. Feb. 12.

Foster, Paul L.—appointed advertising manager P. E. Dickinson & Co., Essex, Conn. Jan. 15.

Fraser, J. B.—appointed advertising manager Forbes Chocolate Company, Cleveland. May 29.

Freeman, Walter C.—appointed advertising manager Yawman & Erbe Manufacturing Company, Rochester, N. Y. May 22.

Frommer, Samuel—appointed advertising and sales promotion manager International Money Machine Company, Reading, Pa. June 12.

Garwick, Walter C.—appointed advertising manager Certainteed Products Company, St. Louis. Feb. 19.

Gilkey, Dan—appointed sales and advertising manager Acason Truck Company, Detroit. Oct. 23.

Goldfarb, William—established advertising service in New York. May 29.

Goodwin, E. A.—appointed advertising manager Bollstrom Motors, Inc., St. Louis, Mo. Jan. 8

Gray, B. B.—appointed advertising director H. Liebes & Co., Portland, Ore. Jan 22.

Griffin, William B.—appointed advertising manager Holmes & Edwards Silver Company, Bridgeport, Conn. July 31

Grove, D. Clinton—appointed advertising manager Blaw-Knox Company, Pittsburgh. July 31.

Hall, Vance C.—appointed advertising manager National Beverage Company, Chicago. Jan. 8.

Hansen, P.—appointed manager sales and advertising C. P. Mueller Company, Jersey City, N. J. May 1.

Harris, M. F.—appointed advertising manager French Lick Springs Company, French Lick Springs, Ind. Jan. 8.

Hatch, Rodney G.—appointed advertising manager Stewart Motor Car Corporation of Buffalo, N. Y. Feb. 26

Heaton, Ralph S.—appointed advertising manager Ralph Wurlitzer Company, Cincinnati. Jan. 29.

Heller, A. G.—appointed copy chief Hanser Agency, Newark, N. J. Jan 8.

Henderson, C. H.—appointed advertising manager Union Trust Company, Cleveland. Dec. 25.

Hernandez, W.—appointed advertising manager Harrod Retail Stores in South America, with headquarters in Buenos Aires Nov. 27.

Hinman, W. G.—assumed management Carnahan Art Studio, Chicago. April 1.

THE OIL CITY DERRICK

Daily—Covers the Oil City Territory
Enjoys the confidence of all classes of readers
Average Net Paid Circulation 6484
Weekly Derrick—Published Thursdays
Circulation 7000

——PUBLISHED BY——

THE DERRICK PUBLISHING CO.

OIL CITY, PENN'A.

SUBSCRIPTION PRICE, IN ADVANCE
DAILY $6.00 PER YEAR WEEKLY $2.00 PER YEAR
BY CARRIER 15c PER WEEK

Representing Foreign Advertising:

303 Fifth Avenue NEW YORK — **Frank R. Northrup** — Association Bldg. CHICAGO

When You Speak OF **ATLANTIC CITY**

you generally think of health, comfort and entertainment, but

When You Speak IN Atlantic City

you always have an audience that is measured by the "four ends of the earth." The best way to talk to this audience is through the columns of the

ATLANTIC CITY DAILY PRESS

(MORNING)

AND

The Evening Union

(EVENING)

You Buy the LARGEST CIRCULATION and Also the ONLY ALL-DAY CIRCULATION—
When You Advertise in THE PRESS UNION

Three Editions Each Week-day—Morning, Noon and Late Afternoon

Represented by

PAYNE, BURNS & SMITH — New York — Boston
G. LOGAN PAYNE CO. — Chicago, Detroit, St. Louis

Olean Evening Times

Official Paper of the City of Olean, N. Y.

Largest circulation and best advertising medium of any newspaper published or circulated in Cattaraugus County, New York.

Olean City with its diverse manufacturing interests has a population of 20,506. A thriving up-to-date city located in the center of the oil fields and surrounded by the best dairy farms in the state.

Average daily paid circulation 5,037

Digitized by Google

Houston, George A.—appointed advertising and sales manager Long-Bell Lumber Company, Kansas City, Mo. May 8.
Hubbard, Walter W.—appointed advertising and sales manager Ludwig Piano Company factory and chain stores, Philadelphia. May 16.
Hudson, R. C.—appointed advertising manager Sprague Tire & Rubber Company, Omaha, Neb.
Humphrey, W. D.—appointed advertising manager Dunlop Tire & Rubber Corporation of America, Buffalo, N. Y. Dec. 4.
Jacobs, Samuel H.—appointed advertising manager Remington Phonograph Company, New York. Dec. 27.
Johnson, C. S.—appointed publicity manager American Safety Razor Corporation, Brooklyn, N. Y. Feb. 13.
Kelly, Joseph P.—advertising manager A. O. Smith Corporation, appointed sales manager. Nov. 27.
Kemble, E. B.—appointed advertising manager National Cash Register Company, Dayton, Ohio. July 24.
Keough, Edmund—appointed advertising manager American Writing Paper Company, Springfield, Mass. March 20.
Kimball, D. B.—appointed advertising manager Oakland Motor Car Company, Pontiac, Mich. May 8.
King, A. Rowden—started art service in Chicago. Feb. 12.
Kiser, W. P.—appointed director sales and advertising Kelvinator Corporation, Detroit. Oct. 1.
Kleinenhagen, H. M.—appointed advertising manager Harley-Davidson Motor Company, Milwaukee. Oct. 30.
Kohe, E. P.—appointed advertising manager Carnation Milk Products Company, Seattle, Wash. Jan. 16.
Lamb, James G.—advertising manager Scott Paper Company, Chester, Pa.—elected secretary and a director. Jan. 29.
Lampe, David—appointed advertising manager "The Hub," Baltimore. Dec. 11.
Lamperly, C. M.—advertising manager Sherwin-Williams Company, Cleveland, appointed publicity manager. Nov. 27.
Lipman, A. H.—advertising manager Mayer Brothers, Chicago, made sales manager. Feb. 19.
Lloyd, Robert L.—appointed advertising manager Purity Cross, Inc., Orange, N. J. May 29.
McCarthy, L. F.—appointed export advertising manager Firestone Tire & Rubber Company, New York. Sept. 25.
McCoy, R. B.—appointed London advertising representative General Motors Company. Oct. 1.
McDade, Clint—appointed advertising manager Keystone Oil & Manufacturing Company, Chicago. Nov. 6.
McDermid, William A.—resigned as advertising and sales manager Mennen Chemical Company, Newark, N. J., and became vice-president and general manager Parfumerie Lournay, Inc., New York. Aug. 1.
McNicholas, John J.—appointed advertising director Hudson Motor Specialties Company, Philadelphia. Oct. 1.
MacConnell, C. E.—appointed advertising manager Lancaster Steel Products Corporation. Dec. 1
Matthiesen, W. J.—appointed advertising manager Chalmers-Maxwell Motor Companies, Detroit. Nov. 1.
Maxey, T. T.—appointed general advertising agent Burlington Route R. R., with headquarters in Chicago. March 27.
Mella, Edward—appointed assistant sales and advertising manager Pyrene Manufacturing Company, New York. Dec. 4.
Middleton, Ray T.—elected vice-president, sales and advertising manager Kelly Metals Company, with headquarters in Chicago. March 27.
Mills, Joseph B.—appointed publicity director J. L. Hudson Company, Detroit. July 31.
Morley, James A.—appointed advertising manager Wilson & Co., Chicago. March 6.
Olds, Nat—appointed advertising manager Goldwyn Distributing Corporation, New York. Feb. 1.
Parker, Austin—appointed director of publicity Packard Motor Car Company, Detroit. Jan. 8.
Percy, Harry—appointed advertising manager Gibson-Snow Company, Inc., Albany, N. Y. May 29.
Pettingill, A.—appointed advertising manager Regal Shoe Company, Boston. April 10.
Phillips, Halbert B.—appointed advertising and sales manager Malone & Hyde, Memphis. Feb. 12.
Phillipson, Herman—appointed advertising manager Neiman-Marcus Dry Goods Company, Dallas. Jan. 8.
Pollard, J. W.—appointed sales and advertising manager Hemig-Ellis Drug Company, Memphis, Tenn. Jan. 8.
Porter, W. K.—appointed advertising man-

(Continued on page 134)

CLINE ELECTRIC EQUIPMENT

Cline Automatic Electric Press Drives
Used by the Largest U. S. Publishers

CLINE PAPER ROLL STANDS (Reels)
with automatic tension are saving the user time and money

CLINE MOTOR DRIVES
for stereotype and other auxiliary machinery give the best results

CLINE TYPESETTING MACHINE DRIVE
The standard in the best known composing rooms

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

The Duplex Tubular Plate Press

This remarkable machine is already introduced throughout the world. Competition has melted away before it as far as it has been possible. To provide facilities to meet the demand one of the most modern and extensive factories in the country is now completed to enable the company to fill the orders which are overtaxing its facilities.

The secret of the success of this press is the simple fact that the tubular plate is all the time on the Web printing and so doubles the product of the semi-cylindrical plate which is just one-half the time off the Web, and, therefore, not printing. This fifty percent of waste is eliminated; this tremendous saving is an advantage which explains the great demand for the tubular plate press. There are numerous other very important advantages involved in this machine.

It having proved impossible to meet the demand for urgent orders they should be made as early as possible.

DUPLEX Printing Press Company

BATTLE CREEK MICHIGAN

Eastern Office:
WORLD BUILDING
NEW YORK

Digitized by Google

NATIONAL ADVERTISER PERSONNEL CHANGES

(Continued from page 133)

ager Newark Shoe Company, Baltimore. March 27.

Prentiss, Don C.—appointed general sales and advertising manager William R. Johnston Manufacturing Company, Chicago. April 3.

Ramsey, Robert E.—appointed director sales promotion, advertising and publicity American Writing Paper Company, Holyoke, Mass. March 13.

Rau, Lester C.—established advertising business in Chicago. Dec. 25.

Raymond, Walter L.—appointed advertising manager Upson Company, Lockport, N. Y. Nov. 6.

Redell, Howard S.—appointed advertising manager Underwood & Underwood, New York. Dec. 11.

Reierson, C. L.—first vice-president in charge of sales and advertising Remington Arms-Union Metallic Cartridge Company, New Haven, Conn.—elected president of company. Feb. 12.

Reiss, Carl—appointed director of advertising Perry, Dame & Co., New York. Dec. 4.

Rigby, Fred—appointed export advertising manager Studebaker Corporation, South Bend, Ind.—Sept. 1.

Roberts, D. K.—appointed advertising manager Simms Motor Car Corporation, Atlanta. June 12.

Roberts, H. M.—appointed advertising manager Seely Mattress Company, Sugar Land, Fla. May 29.

Robertson, James A.—appointed advertising manager N. K. Fairbank & Co., Chicago, succeeding Arthur C. Lang promoted to general sales manager. May 22.

Rost, Nicholas G.—elected vice-president in charge sales and advertising Rochester Motors Corporation. March 6.

Sanagan, Claude—appointed advertising director Canadian Willy-Overland Company, Toronto, succeeding J. R. Robertson made retail sales manager. Jan. 22.

Sanborn, Tracy L.—appointed advertising manager Tracy, Cushing & Foster, Boston. Dec. 11.

Sando, Briant—appointed publicity manager National Sample Men's association. Nov. 27.

Schaeffer, G. R.—appointed advertising manager retail store Marshall Field & Co., Chicago, with supervision over wholesale advertising also. Dec. 1.

Scharon, William A.—appointed automotive publicity director Link-Belt Company, Chicago. March 6.

Schatt, Henry—advertising manager Montgomery, Ward & Company, Chicago—elected a vice-president of firm. Aug. 1.

Scribner, Romeyn B.—appointed advertising agent Southern Pacific Lines, with headquarters in New York. Dec. 18.

Shulsinger, I. J.—appointed advertising manager National Metal Moulding Company, Pittsburgh. Feb. 19.

Smith, Junius M.—appointed advertising manager Motor Company, Winston-Salem, N. C. Feb. 12.

Spellman, John L.—appointed publicity director Chicago Telephone Company. March 27.

Spriggs, Reynolds—appointed advertising manager Columbian Rope Company, Auburn, N. Y. Dec. 15.

Stroke, George A.—appointed advertising manager Standard Motor Truck Company, Detroit. May 8.

Stephen, Joseph B.—appointed advertising manager California Motor Car Company, Los Angeles. March 27.

Swan E. Francis—appointed advertising manager Joseph Burnett Company, Boston. March 6.

Sweeney, Randall—appointed advertising manager Field, Schlick & Co., St. Paul. Dec. 31.

Taylor, H. M.—appointed advertising manager American Radio & Research Corporation, New York. July 1.

Thomas, Arthur C.—appointed advertising manager T. F. Stroud & Co., Omaha. Dec. 25.

Tolling, J. B.—appointed advertising manager D. Auerbach & Sons, New York. May 29.

Towers, Walter K.—appointed advertising manager Reo Motor Car Company, Lansing, Mich. May 1.

Twitmyer, George—former advertising manager Peerless Motor Car Company; at Los Angeles. March.

Van Wie, Stanton—appointed advertising manager Beech-Nut Packing Company, Canajoharie, N. Y. Sept. 15.

Walsh, Robert W.—appointed advertising manager Apex Motor Truck Company, Ypsilanti, Mich. Dec. 4.

Watts, C. J.—appointed manager Detroit office of Wilfred C. Flooing Company, Chicago. Nov. 1.

Wells, John D.—appointed advertising manager William A. Morgan merchandising enterprises, Buffalo, N. Y. April 10.

Wells, Ralph H.—appointed advertising manager A. I. Hall & Son, San Francisco. Dec. 1.

Whittaker, Paul K.—appointed general publicity director C. Crawford Holdridge Company, Boston. Dec. 1.

Wibel, Elmer T.—appointed advertising manager Pittsburgh Steel Company, Pittsburgh, Pa. May 29.

Wiers, Charles R.—appointed advertising manager DeLong Hook & Eye Company, Philadelphia. May 23.

Wilk, Benjamin—appointed advertising manager Crown Embroidery Works, New York. May 8.

Williams, J. J.—appointed advertising manager U. S. Gypsum Company, Chicago. Dec. 4.

Willis, R. S.—appointed advertising manager U. S. Rubber Company, New York. Jan. 22.

Withe, Stanley F.—appointed manager advertising service department Aetna Life Insurance Company, Hartford, Conn. May 29.

Wright, J. W.—appointed manager sales and advertising Highway Motors Company, Defiance, Ohio. May 1.

Youngreen, Charles C.—appointed advertising manager J. I. Case Plow Works and Wallis Tractor Company, Feb. 26.

1920 DAILY NEWSPAPER SUSPENSIONS

UNITED STATES

Albert Lea (Minn.) Examiner. Feb. 4.
Baltimore Star—discontinued (on purchase) by Frank A. Munsey. Dec. 1.
Clearfield (Pa.) Daily Public Spirit. May 15.
Denison (Tex.) Gazette. Jan. 20.
Elkhart (Ind.) Review. May 31.
Elmira (N. Y.) Herald. May 22.
Elwood (Ind.) Evening Post. June 15.
Everett (Wash.) Morning Tribune.
Fitchburg (Mass.) Daily News. May 14.
Fort Benton (Mont.) Daily River Press (reverted to weekly). Jan. 22.
Hartford Post. Oct. 6.
Jackson (Mich.) Evening News. May 15.
Janesville (Wis.) Morning News. Feb. 15
Madera (Cal.) Daily Mercury (reverted to weekly). Dec. 13.
Metropolis (Ill.) Daily News. Sept. 15.
Moose Jaw (Sask.) Daily News. Dec. 4.
Neillsville (Wis.) Deutsch-Amerikaner. Nov. 27.
New Auburn (Wis.) Times. Feb. 11.
Newport News (Va.) Record. Oct. 19.
Newton (Kan.) Morning Journal—reverted to weekly. July 15.
New York Haint (Jewish daily. Feb. 1.
Norfolk (Va.) Tribune. Nov. 20.
Okmulgee (Okla.) Daily American. Jan. 1.
Philadelphia Press. Oct. 1.
Pratt (Kan.) Daily Republican—reverted to weekly. Nov. 6.
Prattsburg (N. Y.) News. Dec. 1.
Raleigh (N. C.) American. May 29.
Red Bluff (Cal.) Sentinel—reverted from daily to weekly. Sept. 1.
Rockford (N. D.) Daily Transcript changed from daily to semi-weekly. Oct. 1.
Salt Lake City Herald. July 27.
Scranton (Pa.) Sunday Examiner. Oct. 24
Seattle Times' evening edition. Feb. 4.
Seymour (Ind.) Democrat. Aug. 14.
Toronto—Canadian Courier. Nov. 15.
Towanda (Pa.) Bradford Star. May 1.
Towanda (Pa.) Reporter-Journal. April 29.
Vincennes (Ind.) Capital. Aug. 7.
Vincennes (Ind.) Commercial. Sept. 1.
Waco (Tex.) Item. March 20.
Washington (Pa.) News. May 24.
Westfield (Mass.) Evening Journal. Jan. 28.

CANADA

Hamilton (Ont.) Times. Nov. 11.
St. Catharines (Ont.) Journal. May 8.
St. Johns (N. F.) Evening Herald. Dec. 31.
Windsor (Ont.) Border Cities' Sun. Dec. 31.
Winnipeg (Man.) Telegram. Oct. 16.

1920 CELEBRATIONS

United States

Tercentenary of first English language newspaper celebrated Dec. 2.
Cedar Rapids (Ia.) Republican—50th birthday. March 8.
Hudson (N. Y.) Republican celebrated 100th birthday; 135th American newspaper to join centenarian class. Sept. 23.
Jamestown (N. Y.) Evening Journal—50th birthday. Jan. 22.
Salem (Mass.) Daily News—40th birthday. Oct. 16.
Scranton (Pa.) Times—50th birthday. Jan 7.
South Norwalk (Conn.) Evening Sentinel—50th birthday. Nov. 27.

Canada

Woodstock (Ont.) Sentinel-Review — fifty years old. Oct. 8.

CHANGES IN FIELD

United States

Butler (Pa.) Citizen—morning to afternoon. Jan. 22.
Columbus (Ind.) Ledger—morning to evening. Aug. 15
Danville (Pa.) Morning News—to evening field. Oct. 1.
Hibbing (Minn.) Daily News—evening to morning. May 23.
Red Bluff (Cal.) Sentinel—evening to morning. Jan. 1.

Canada

Hamilton (Ont.) Times—evening to morning. Nov. 8. (Suspended Nov. 11.)
Quebec, Que.—L'Evenment from evening to morning. Oct. 22.

THE "30" CLUB OF LONDON

THE "Thirty Club" of London is an organization of which the membership is limited to thirty. In addition to this number there are fifteen associate members, who, in rotation, become full members on the death or resignation of any of the thirty. Its membership is representative of every side of advertising and the object of the Club is to hold monthly meetings at which its members can exchange views and so help to bring about a betterment in advertising.

The "Thirty Club" has been in existence some fourteen years. Following is a complete list of officers and members:

President, C. F. Higham, M. P.; Vice-President, Charles Bridges; Treasurer, Leslie Harwood; Secretary, W. S. Crawford; Committee, J. C. Akerman, Samson Clark, Hugh Hunter, J. Walker, E. Osborne, Eric Field.

Members, P. C. Burton, Harold Vernon, S. J. Crockford, P. Emanuel, Wareham Smith, George Sparkes, Ivor Fraser, F. W. Van Den Heuvel, R. F. Gosoop, Lionel Jackson, E. S. Baring-Gould, John Cheshire, John Hart, George Frost, J. C. Orange, Joseph Thorp, W. B. Robertson, C. W. Hobson, H. B. Stirling, J. Walton Harvey, J. H. Salt, Ernest Morison, Samuel Haughton.

Blair & Austin

Originators of
"Salesmanship Club" Campaigns

We do more business than all the Contest Companies combined

407 Walker Building
LOUISVILLE, KY.

1504 Centre Avenue
READING, PA.

America's Foremost Industrial Advertising Agency

The John B. Gallagher Co. Makes Business Out of Prospects

Our Industrial Department of specially trained solicitors—will increase your advertising ten thousand lines every month by adding a Weekly Industrial Review page to your newspaper.

The page will run on either of your light days, SATURDAY or MONDAY, will increase your advertising lineage, help your circulation and aid the paper in being recognized as the Business Man's Newspaper of your city.

Ask to have our representative call on you.

John B. Gallagher Co.

52 Vanderbilt Avenue
New York City

PHILADELPHIA BROOKLYN BALTIMORE
BOSTON CHICAGO DETROIT

Digitized by Google

CALCUTTA BOMBAY HONG KONG TOKIO BUENOS AIRES

LONDON OFFICE

CABLE ADDRESS "Scottpaper" New York
Western Union and All Codes

J. & J. SCOTT, LTD.

PAPER and PULP

33 WEST 42ND ST., NEW YORK

Foreign and Domestic Papers

U. S. A.

Chemicals, Casein, China Clay Ultramarine Blue, etc.

News
Catalogue News
Halftone Book
Rotogravure

Glazed Ground Wood Printings
Extra Fine Free Printings
Bible Papers

Wove and Laid Writings
Air and Loft Dried Ledgers

Thin Banks
Extra Strong Thin Banks

Paper Mill Machinery and Supplies

All Grades Mechanical and Chemical Pulps, Boards and Specialties

---

Samples and Quotations furnished on application.

Digitized by Google

CHANGES IN SELLING PRICES OF DAILY NEWSPAPERS IN U. S. AND CANADA

UNITED STATES

Albany Sunday Telegram—to 10 cents. Oct. 29.

Albert Lea (Minn.) Tribune—daily to 5c; by carrier $4 yearly; by mail $5. Aug. 16.

Bay City (Mich.) Times-Tribune—$4 to $5 yearly by mail; 15c weekly for six issues delivered; to $1.65 per 100 to newsboys. Sept. 16.

Boston American—to 3 cents daily. Oct. 11. Boston News Bureau—to $15 per year; $1.50 monthly; single copies from 5c. to 7c. June 1; Record—reduced price to 1 cent; adopted 6-column page "printed sideways. Dec. 13; Transcript increased Saturday price to 5 cents; other days remaining at 3 cents. Oct. 16; Sunday Herald, Advertiser and Globe—raised to 10 cents per copy. Oct. 3.

Bridgeport (Conn.) Post and Telegram—3 to 3 cents. Oct. 1.

Bridgeport (Conn.) Star—to 3c per copy. June 7; Sunday Herald—7c to 10c per copy. Sept. 1.

Buffalo (N. Y.) Commercial—2c to 1c Jan. 15; Express, Courier and Times raised Sunday prices from 5c to 10c. Jan. 16.

Chicago—2c to 3c: Journal. Sept. 27; Evening Post, Aug. 25; Herald & Examiner. July 1; Illinois Staats-Zeitung and the Lithuanian News. July 1; Jewish Daily Forward. June 13; Tribune—reduced price on Sunday edition from 15c to 10c in all territory beyond second postal zone. Dec. 3.

Cleveland—News, Press and Plain Dealer—2c to 3c. Aug. 2.

Clinton (Ill.) Journal—city circulation 10 to 15 cents per week. Oct. 1.

Columbus (Ohio)—Sunday State Journal and Sunday Dispatch—7c to 10c. May 1.

Corry (Pa.) Journal—daily 3c to 5c; weekly 15c. Feb. 1.

Danbury (Conn.) News—to 3c. June 16.

Denver (Colo.) Rocky Mountain News—street edition to 3 cents; 90 cents monthly daily and Sunday by mail. Oct. 1.

Des Moines (Ia.) Sunday Register—5c to 10c. April 3; Tribune, Capital, News—increased from 1c to 2c. May 1; Tribune and Capital—2 to 3 cents. Sept. 27.

Detroit, Mich.—3c to 3c; Free Press, April 19; Journal and News, May 3; Free Press daily delivery 15c weekly, April 19; yearly $5, Sept. 15.

Dubuque (Ia.) Telegraph—to 1c daily; 7c Sunday; city carrier 15c weekly for daily and Sunday; $5 per year. April 24.

East St. Louis (Ill.) Daily Journal—3c to 3c. March 1.

El Paso (Tex.) Herald—out-of-territory rate to $13 a year for six issues a week. May 22.

El Paso (Tex.) Morning Times—subscription rate $8.75 to $13 per year in Arizona, New Mexico and Texas; elsewhere $18.

Evansville (Pa.) Journal—3c to 3c; weekly 12c to 15c; for daily and Sunday editions; single Sunday copies 7c. June 15; Press—2c to 3c; 12c to 15c weekly. June 16.

Fargo, N. D.—Forum and Courier-News—$5 to $7 per year. Sept. 1.

Grand Forks, N. D.—American and Herald—$5 to $7 per year. Sept. 1.

Grand Rapids (Mich.) Press—to 3c per copy; $13 weekly. April 17.

Hoboken (N. J.) Hudson County Observer—to 3c. May 18.

Houston (Tex.) Chronicle—to 5c. Feb. 17; to $13 a year. Oct. 1.

Hutchinson (Kan.) Gazette—subscription rates to $5.20 yearly. Oct. 1.

Indianapolis Star—to 3c per copy; carrier delivery to 15c weekly; June 19.

Independence (Kan.) Reporter—city subscription to 50c monthly; mail in county to $3 yearly; outside $5. July 1.

Jackson (Mich.) Citizen-Patriot—to 20c weekly; to 7c Sunday. May 1.

Jersey City (N. J.) Journal—3c to 3c. July 1.

Kansas City (Mo.) Star—local to 30c per week; out-of-town to 30c. July 1.

Knoxville (Tenn.) Sentinel—subscription rates from 10c to 15c weekly; by carrier and agent in nearby towns; street price 3c to 5c; annual by mail $7. Jan. 29.

La Grange (Ga.) Daily Reporter—reduced from $7.50 to $5 yearly. Feb. 11.

Lancaster (Pa.) News-Journal—3c to 3c; delivered by carrier or agent 15c. Nov. 16.

Lansing (Mich.) State Journal—3 cents by carrier; 15c a week by mail in Michigan; outside state $7. Sept. 16.

Lafayette (Ind.) Herald—10c to 15c weekly for daily edition; $7.50 yearly. May 1.

Lewiston, Me.—Sun and Journal; to 3c per copy, $7 per year by carrier; $5 by mail. April 1.

Little Rock (Ark.) Democrat—subscription rate 12 to 15c weekly; $5 to $6.50 yearly. Sept. 15; News—1c to 3c. June 12.

Los Angeles, Cal.—All morning papers went to 5c; Sunday papers to 10c, evening papers to 3c (except Record at 5c); morning $1.95 monthly by carrier; evening delivered 65c monthly. April 1.

Louisville (Ky.) Herald, Post, Courier-Journal and Times—3c to 3c per copy; Sunday Courier-Journal and Sunday Herald 7c to 5c. Sept. 1.

McKeesport (Pa.) Daily News—to 3c per copy; 15c weekly by carrier; to newsdealers and agents $1.50 per 100, an increase of 50 per cent. May 3; reduced price from 2 to 2 cents. Nov. 1.

Memphis Press—2c to 3c. May 11.

Michigan Publishers' Association—reported 30 state dailies advanced prices to 3c. July 10.

Milwaukee, Wis.—Sunday prices of Journal and Sentinel to 10c; daily outside city to 3c. Aug. 1.

Milwaukee Wisconsin-News—country price from 2c to 3c. May 1.

Mount Clemens (Mich.) Daily Leader—3 to 3c. Sept. 15.

Mount Vernon (N. Y.) Argus—3c to 3c. March 17.

Nebraska City (Neb.) Morning Press—advanced $1 yearly. July 19.

Newark (N. J.) Star-Eagle—from 1c to 3c. March 1.

New Bedford (Mass.) Standard—3 to 3c; 15c a week by carrier; $9 yearly by carrier or mail. Sept. 16.

New Haven (Conn.) Journal-Courier—3c to 3c. Feb. 22.

New York—3c to 1c: American, Herald, Evening Mail. June 8; Evening Journal. April 28; Globe. May 21; La Prensa. March 20; Sun and Evening Telegram. May 10; Evening World, Aug. 3; 5c to 10c: Morning Telegraph. July 5; Sunday American. Feb. 8.

Niagara Falls (N. Y.) Gazette—3c to 3c; July 1.

North Tonawanda (N. Y.) News—3c to 3c. May 1.

Norwalk (Conn.) Hour—to 3c. May 29.

Oklahoma City Oklahoman—to: Carrier 15c weekly, 75c monthly, $3 yearly; through newsdealers in state 20c weekly, $5c monthly, $10 yearly; Sunday edition 5c. Feb. 1.

Okmulgee (Okla) Morning Times—6-month subscriptions $1.25 to $1.50; 6-month $2.50 to $3; 1-year to $5 to $6. May 1.

Omaha (Neb.) Bee—to 3c weekdays and 10c Sundays in Omaha and Council Bluffs; by carrier (morning, evening and Sunday) 35c per month; 20c per week. Aug. 14.

Ossining (N. Y.) Citizen-Sentinel—3c to 3c. March 27; to 5c. Aug. 16.

Parsons (Kan.) Sun—city subscription from 40c to 60c monthly; other increases proportionately. July 1.

Paterson (N. J.) Morning Call, Evening News and the Press-Guardian—to 3c per copy. May 10.

Pennsylvania—daily papers of east and central parts of state increased prices to 3c a copy; 15c weekly, 75c monthly, $9 yearly. Nov. 1.

Philadelphia—All Sunday papers went to 10c. April 4.

Portchester, (N. Y.) Item—3c to 3c. March 27.

Port Chester (Pa.) Daily News—1c to 2c; $3.50 to $4 yearly. Sept. 15.

Portland (Me.) Telegram—5c to 6c outside shopping section of city. Nov. 14.

Portland (Ore.) News—1c to 2c. June 1; Oregonian—Sunday from 5c to 10c. Feb. 1.

Sacramento (Cal.) Bee—monthly 45c to 75c. May 22.

Saginaw (Mich.) News-Courier—5c to 7c Sunday. May 8; $4 to $5 yearly by mail; 15c weekly for six issues delivered; $1.60 per 100 to newsboys. Sept. 15.

Sayre (Pa.) Times-Record—2c to 3c. June 26.

St. Louis—Post-Dispatch, Globe-Democrat, Star, Times: increased from 2c to 3c; Sunday editions of Post-Dispatch and Globe-Democrat from 5c to 10c; daily editions only of all papers delivered by carrier in city 70c per month, with 10c for each additional for copy of Sunday edition. May 1.

Scranton (Pa.) Scrantonian—7c to 10c. June 26.

South Norwalk (Conn.) Evening Sentinel—2 to 3 cents. Sept. 14.

Springfield, Ill.—The State Journal and the State Register—15c to 20c per week, daily and Sunday, in city; street sales 2c to 5c; suburban carrier delivery to 20c; Sunday to 10c. June 15.

Springfield, Mass.—Republican and Union—Sunday prices to 5 cents. Oct. 3.

Springfield (Mo.) Leader—to 3c daily; 5c Sunday; on trains, daily 5c and Sunday 7c. Aug. 1.

(Continued on page 137)

BENJAMIN & KENTNOR COMPANY

ESTABLISHED 1893

REPRESENTING DAILY NEWSPAPERS

NATIONAL ADVERTISING

225 FIFTH AVENUE
NEW YORK

MALLERS BUILDING
CHICAGO

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a pre-requisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

We are prepared to furnish complete merchandise information, rates, etc., to advertisers interested in

Men's Daily & Weekly College papers
High School papers
Boys' Prep. School Papers
Girls' Prep. School Papers
Humorous papers
Agricultural College papers
Technological College papers
Canadian College papers
Alumni publications
Women's College papers
Normal School papers
Literary Student papers
Theological Student papers
Medical Student papers
Legal Student papers

Ask Us Anything You Want to Know About the College Trade.

CSAA

Collegiate Special Advertising Agency, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Established 1913

Digitized by Google

DAILY PAPER PRICE CHANGES OF 1920

(Continued from page 136)

Tarrytown (N. Y.) News—2c to 3c. March 27.

Waco (Tex.) Tribune—city subscription rates to 65c monthly. June 24.

Washington (D. C.) Times—2c to 3c July 12; 3c to 5c Sunday. Aug. 15.

Waterloo (Ia.) Evening Courier—mail subscription $4 to $6. Dec. 1.

Wilkes-Barre (Pa.) Sunday Independent—to 5c. April 24.

Yonkers (N. Y.) Herald—2c to 3c. March 27.

CANADA

Edmonton (Alta.) Journal—15c to 25c weekly in city, $5 to $8 yearly subscription in country. Dec. 31.

Hamilton (Ont.) Spectator, Herald—to 3c. Dec. 1.

Montreal (Que.) Gazette—to 5c per copy and $12 yearly. Sept. 1; La Presse—to 3c. Dec. 11.

St. Catharines (Ont.) Standard—2c to 3c. Nov. 1.

Toronto (Ont.) Globe—to 3c per copy, 50c per month through newsdealers outside Toronto; mail subscriptions $5 yearly; six months $2.75; 50c per month for less than six months. March 1.

Vancouver (B. C.) Sun—15c to 20c weekly; 3c to 5c per copy; Sunday 5c to 10c. Sept. 1.

Winnipeg (Man.) Free Press—morning edition delivery 15c to 20c per week. Sept. 27.

FOREIGN NEWS EVENTS OF 1920

ARGENTINE REPUBLIC

Buenos Aires—J. A. McNeil appointed circulation manager La Nacion. Feb. 19.

AUSTRALIA

Melbourne—J. C. Macintosh, editor Melbourne Australian, died in December. Dec. 28.

CHINA

Shanghai—Thomas F. Millard sold Millard's Review of the Far East to J. B. Powell; Don D. Patterson became financial editor and business manager. July 1.

ENGLAND

Leeds—Arthur Mann appointed editor Yorkshire Post. Jan. 22.

Liverpool—Baron Edward Richard Russell, editor Liverpool Post, died.

London—Graphic, Daily Graphic, By-Stander—purchased by William E. Berry, J. Gomer Berry and associates. Jan. 8; W. E. and J. Gomer Berry acquired publications of Cassell & Co. Oct. 15; effected combination of British publishing and printing interests valued at $6,000,000. Dec. 31.

R. J. Barrett made editor Financial Times. Jan. 23.

Controlling interest in Globe acquired by Lawrence Lyon. March 1.

M. W. Moore appointed advertising manager British Empire Steel Corporation. June 1.

All London daily papers, except Lord Northcliffe's Daily Mail and Evening News, increased prices. Sept. 20.

Dr. Ellis T. Powell resigned as editor Financial News. Oct. 15.

Society of Women Journalists in England elected Miss Evelyn Miller president. Nov. 1.

Sir Arthur Willert recalled as director Washington news bureau to assume foreign editorship London Times; Wilmot Lewis appointed Washington correspondent. Nov. 21.

International Advertising Exhibition held at The White City under auspices of Thirty Club. Nov. 29-Dec. 4.

Sir Campbell Stewart appointed managing director London Times. Dec. 1.

George Herbert Ferris, noted journalist and correspondent, died. Dec. 23.

International Advertising Show attracted world-wide interest and was honored by visit of royal families of England, Norway and Denmark. It developed fact that Great Britain's advertising bill had reached figure of $500,000,000 annually. Dec. 31.

(Continued on page 155)

THE ADVERTISING AGENCY OF NEW ENGLAND

O'MALLEY ADVERTISING & SELLING CO. OMCo Boston Mass.

Business can be improved and your own particular line increased by good advertising. We can do it.

These times call for specialists to arouse the dormant buying powers of the people.

We have plans worth considering. May we be favored with a word from you if you are interested?

O'MALLEY ADVERTISING & SELLING CO. OMCo Boston Mass.

CHAS. J. O'MALLEY,
Pres.

The J. W. KELCH COMPANY

Newspaper Representatives

KRESGE BLDG.

DETROIT, MICHIGAN

"WEEKLY BUSINESS REVIEW" PAGES

That's all we do—but we do it right

REPRESENTING THE SAME PAPERS FOR PAST EIGHT YEARS

Digitized by Google

Ask

The New York American

The ONLY American Newspaper With

A MILLION CIRCULATION

How was it accomplished? The New York American is the largest user of comics and features in the world. These include the

ALL-STAR COMICS and FEATURES

"Bringing Up Father," by George McManus; "Boob McNutt," by Rube Goldberg; "Mr. Dubb," by Opper; "The Katzenjammer Kids," by Knerr; "Polly and Her Pals," by Cliff Sterrett; "Krazy Kat," by Herriman; "Tad"; "Bugs" Baer; and Damon Runyon; THE AMERICAN WEEKLY MAGAZINE SUPPLEMENT, including full page cover in four colors by world famous artists, and Lady Duff Gordon Fashion Page; and Arthur Brisbane's editorial.

Upon these notable habit-forming Elements was builded the Greatest Circulation in Newspaper History

Your Territory May be Open for Some

241 West 58th Street
NEW YORK

INTERNATIONAL FEA

M. KOENIGSBERG,
KING FEATURES SYND

Digitized by Google

Ask
THE PITTSBURG PRESS
Which In 1920 Published
25 Million Lines of Advertising
AND GAINED
25 Per Cent in Circulation

How was it accomplished? In a recent issue of THE PITTSBURG PRESS, O. S. Hershman, the publisher, wrote:

Most important of all, THE PRESS has no selfish interest to serve, and its policy of unbossed square dealing and of protecting the public rights, meets with an ever-increasing popular appreciation.

Next in importance, we secured last June, at record-breaking cost, a large number of features which have proved most popular with newspaper readers everywhere. A new comic page, headed by George McManus' "Bringing Up Father;" a new magazine page, with Miss Brinkley's romantic drawings, and "Tad's" humorous classics; the great "American Weekly" Sunday magazine section; new editorial features and cartoons—all served to brighten "the people's paper," which already had won first place in the hearts of Western Pennsylvanians. All these features were in addition to Mr. Arthur Brisbane's full-page Sunday editorial and his "Today" column.

THESE COMICS and FEATURES
are the
Proved Habit-Makers Which Get and HOLD CIRCULATION

of these Features. Wire for Terms.

TURE SERVICE, INC.
General Manager
CATE, Inc., (Selling Agents)

241 West 58th Street
NEW YORK

Digitized by Google

DIRECTORY OF SPECIAL REPRESENTATIVES OF DAILY NEWSPAPERS

UNITED STATES

NEW YORK CITY

Firm Name	Address	Telephone
Alcorn, Franklin P., Company	47 West 34th street	FitzRoy 6332
Amer. Ass'n Foreign Language Newspapers	30 East 23d street	Gramercy 3324
American Press Association	225 West 39th street	Bryant 880
Anderson, C. J., Special Agency	30 East 42d street	Vanderbilt 5399
Arthur, Wilbur L.	501 Fifth avenue	Vanderbilt 1739
Barnhill, Roy, Inc.	23 East 26th street	Madison Sq. 5064
Beckwith, S. C., Special Agency	63 Park Row	Beekman 1590
Berdan, E. A.	225 Fifth avenue	Madison Sq. 418
Bertolet, C. D.	336 Fifth avenue	Greeley 1028
Block, Paul, Inc.	95 Madison avenue	Madison Sq. 2100
Blodgett, C. C.	1478 Broadway	Bryant 3728
Boone, Rodney E.	2 Columbus Circle	Circle 6260
Boston News Bureau C. M. Withington, Mgr.	44 Broad street	Broad 333
Branham, John M., Company Fred Mota, Mgr.	225 Fifth avenue	Madison Sq. 8260
Brooke, Wallace G.	225 Fifth avenue	Madison Sq. 4955
Bryant, Griffith & Brunson	225 Fifth avenue	Madison Sq. 9729
Budd, John, Company	11 East 37th street	Murray Hill 7842
Burke, Hugh	364 Madison avenue	Murray Hill 1900
Callender, W. N., Jr.	2 Columbus Circle	Circle 5400
Capper Publications Joseph Kunzman, Mgr.	501 Fifth avenue	Vanderbilt 3190
Carpenter & Co. Barton Schwartz, Mgr.	200 Fifth avenue	Gramercy 4195
Carroll, Dan A.	150 Nassau street	Beekman 2830
Chew, Wilson W.	1834 Broadway	Columbus 8342
Chivers, A. B.	407 Times Bldg.	Bryant 2941
Chew, Wilson W.	1334 Broadway	Columbus 8342
Christian Science Monitor Paul Harvey, Mgr.	21 East 40th street	Murray Hill 777
Clarke, Lester J.	Times Bldg.	Bryant 853
Clayden, A. E.	347 Fifth avenue	Vanderbilt 3270
Collegiate Special Agency	503 Fifth avenue	Murray Hill 4[illegible]
Cone, Hunton & Woodman	225 Fifth avenue	Madison Sq. 4713
Cooke, R. W.	154 Nassau street	Beekman 2376
Crall, L. H., Company	225 Fifth avenue	Madison Sq. 522
Creel, Allen W.	2 Rector street	
Curtis Special Agency	450 Fourth avenue	
David, George B., Company	171 Madison avenue	Murray Hill 4394
DeClerque, A. W. Louis Klebahn, Mgr.	17 West 42d street	Vanderbilt 7399
DeClerque, E. C. Louis Klebahn, Mgr.	17 West 42d street	Vanderbilt 7399
DeClerque, Harry H. Louis Klebahn, Mgr.	17 West 42d street	Vanderbilt 7399
DeClerque, Henry, Inc. Louis Klebahn, Mgr.	17 West 42d street	Vanderbilt 7399
Eddy, Charles H., Company	200 Fifth avenue	Gramercy 4211
Fralick & Bates, Inc.	154 Nassau street	Beekman 2953
Frost, Landis & Kohn	225 Fifth avenue	Madison Sq. 9453
Gilman, Nicoll & Ruthman	63 Park Row	Beekman 3772
Hamilton-DeLisser, Inc.	347 Fifth avenue	Vanderbilt 6463
Hamman & Walcott	366 Fifth avenue	FitzRoy 1028
Harvey, Paul	21 East 40th street	Murray Hill 777
Hollis, R. C.	512 Fifth avenue	Murray Hill 2785
Howland & Howland	303 Fifth avenue	Longacre 4229
Hunter, J. W. A. E. Clayden, Mgr.	347 Fifth avenue	Vanderbilt 3270
Johnston Overseas Agency	277 Broadway	Worth 2049
Katz, F., Special Agency	15 East 26th street	Madison Sq. 8660
Kelly-Smith	47 West 34th street	FitzRoy 6315
Klebahn, Louis	17 West 42d street	Vanderbilt 7399
Klein, I. A.	Metropolitan Tower	Gramercy 1118
Knill-Burke, Inc.	110 West 40th street	Bryant 8442
Koppe, S. S., & Co.	407 Times Bldg.	Bryant 2941
Kunzman, Joseph	501 Fifth avenue	Vanderbilt 3190
LaCoste, H. D.	45 West 34th street	FitzRoy 5869
LaCoste & Maxwell	45 West 34th street	FitzRoy 5869
Lewis, H. F.	154 Nassau street	Beekman 3108
Lindenstein, H. G.	118 East 28th street	Madison Sq. 6556
Lorenzen & Thompson, Inc.	19 West 44th street	Vanderbilt 7612
Lorentz, J. D.	154 Nassau street	Beekman 921
McKinney, J. P., & Son	334 Fifth avenue	Pennsylvania 1757
MacQuoid Special Agency	103 Park avenue	Vanderbilt 3070
Mathews, Julius, Special Agency	171 Madison avenue	Murray Hill 3657
Miller, Charles E.	225 Fifth avenue	Madison Sq. 7973
Morton, William J., Company	200 Fifth avenue	Gramercy 5940
Mulligan, Ralph R.	30 East 42d street	Vanderbilt 5399
Munsey Newspapers Edwin A. Sutphin, Mgr.	280 Broadway	Worth 10000
Murphy, A. S.	21 East 40th street	Murray 4417
Northrup, Frank R.	303 Fifth avenue	Longacre 4556
O'Donnell Special Agency	233 Broadway	Barclay 7282
O'Flaherty's Suburban List	225 West 39th street	Bryant 6878
O'Mara & Ormsbee, Inc.	320 Fifth avenue	Pennsylvania 965
Payne, Burns & Smith	200 Fifth avenue	Gramercy 1540
Powell, Robert E.	47 West 34th street	FitzRoy 2336
Prudden, King & Prudden	286 Fifth avenue	Longacre 4994
Putnam, C. I.	341 Fifth avenue	Murray Hill 484
Randall, David J.	341 Fifth avenue	Murray Hill 484
Richards, F. St. John	154 Nassau street	Beekman 2691
Scripps Newspapers	47 West 34th street	FitzRoy 995
Scranshine & McDevitt	303 Fifth avenue	Longacre 5260
Shirk, D. M.	Flatiron Bldg.	Gramercy 4497
Stockwell, W. H.	225 Fifth avenue	Madison Sq. 7973
Storrs, Brooks & Finley	200 Fifth avenue	Gramercy 3697
Sutphin, Edwin A.	280 Broadway	Worth 10000
Taylor, Frank C.	320 Fifth avenue	Pennsylvania 965
Theis, S. C., Company	366 Fifth avenue	FitzRoy 3311
Verree & Conklin, Inc.	225 Fifth avenue	Madison Sq. 6267
Ward, Robert E. Mr. Jewett, Mgr.	225 Fifth avenue	Madison Sq. 3154
Ward, W. D.	154 Nassau street	Beekman 3108
Ward & Lewis	154 Nassau street	Beekman 3108
Watson, M. C., Inc.	286 Fifth avenue	Longacre 5342
Williams, Lawrence & Creamer	225 Fifth avenue	Madison Sq. 4270
Winer, H. L., Special Agency	154 Nassau street	Beekman 2285
Withington, C. M.	44 Broad street	Broad 333
Woodward, John B.	Times Bldg.	Bryant 788

(Continued on page 141)

Indiana's Natural Development Invites All National Advertisers

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.02
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.06
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	28,460	.07
*Fort Wayne Journal-Gazette	(S)	.....	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
††Lafayette Journal-Courier	(M&E)	18,402	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	16,894 .05
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

†Publishers' Statement.

††Government Statements, April 1st, 1920.

**A. B. C. Publishers' Statement, April 1st, 1920.

Digitized by Google

SPECIAL REPRESENTATIVES DIRECTORY

(Continued from page 140)

CHICAGO

Firm Name	Address	Telephone
Alcorn, Franklin P., Company Howard W. Seymour, Mgr.	Marquette Bldg.	Randolph 909
Allen, A. W.	People's Gas Bldg.	Harrison 257
American Press Association John L. Gartside, Mgr.	People's Gas Bldg.	Harrison 8085
Anderson, C. J.	Marquette Bldg.	Central 112
Beckwith, C. C., Special Agency R. T. Beckwith, Mgr.	Tribune Bldg.	Central 5134
Bell, F. H.	1418 Century Bldg.	Harrison 3378
Benjamin & Kentnor Company W. H. Kentnor, Mgr.	Mallers Bldg.	State 7343
Berdan, E. A.	705 Transportation Bldg.	
Berkowitz, Mortimer	504 Hearst Bldg.	Franklin 79
Bertolet, Charles D.	Boyce Bldg.	Central 481
Block, Paul, Inc Arthur S. Thurnau, Mgr.	202 South State street	Harrison 4461
Blodgett, C. C.	8 South Dearborn street	Randolph 861
Branham, John M., Company John M. Branham, Mgr.	Mallers Bldg.	Randolph 5914
Bryant, Griffith & Brunson George W. Brunson, Jr., Mgr.	Gas Bldg.	Harrison 3056
Budd, John, Company Harry Mosier, Mgr.	Tribune Bldg.	Central 4165
Capper Publications J. C. Feeley, Mgr.	109 North Dearborn street	State 7906
Carpenter & Co. Harry L. Shaver, Mgr.	Gas Bldg.	Harrison 2863
Cate, Garth W.	McCormick Bldg.	Wabash 7182
Clark, H. K.	208 South LaSalle street	Wabash 6136
Clayden, A. E. J. W. Hunter, Mgr.	419 Marquette Bldg.	State 6858
Conn, Harry	14 East Jackson Boulevard	Harrison 7344
Cone, Hunton & Woodman J. E. Woodman, Mgr.	72 West Adams street	Randolph 258
Crall, L. H., Company	Tribune Bldg.	Central 5065
Crawford, F. E.	Hearst Bldg.	Franklin 79
David, George B., Company	Hartford Bldg.	Randolph 6065
DeClerque, A. W.	5 South Wabash avenue	Central 6754
DeClerque, Henry, Inc.	5 South Wabash avenue	Central 6754
DeClerque, Harry H.	5 South Wabash avenue	Central 6754
Dickson, J. A.	326 West Madison street	Main 5000
Douglas, Robert E.	140 South Dearborn street	Central 5738
Dunn, W. Frank	15 South Market street	Franklin 3400
Eddy, Charles H., Company Robert J. Virtue, Mgr.	Gas Bldg.	Wabash 8939
Feeley, J. C.	109 North Dearborn street	State 7906
Finucan & McClure	8 South Dearborn street	Central 6092
Fisher & Hightower Company	5 South Wabash avenue	Central 5088
Ford-Parsons Company	Marquette Bldg.	Central 2156
Frailck & Bates	29 East Madison street	Central 4472
Frost, Landis & Kohn	122 South Michigan avenue	Harrison 7829
Gilman, Nicoll & Ruthman A. G. Ruthman, Mgr.	2 South Dearborn street	Central 2840
Glass, John	122 South Michigan avenue	Harrison 1579
Gurnea, Martin	Tribune Bldg.	
Hammond & Walcott	Boyce Bldg.	Central 481
Howland & Howland Berry Stevens, Mgr.	10 South LaSalle street	State 4439
Hunter, J. W.	419 Marquette Bldg.	State 6858
Katz, E., Special Agency S. L. Katz, Mgr.	111 West Monroe street	Central 4230
Kreator, A. R.	8 South Dearborn street	Randolph 6035
Kelly-Smith Company	14 East Jackson Boulevard	Harrison 7653
Klapp, T. L., Jr.	122 South Michigan avenue	Harrison 257
Klebahn, Louis (Messrs. DeClerque, Reps.)	5 South Wabash avenue	Central 6754
Knill Burke, Inc. E. M. Burke, Mgr.	122 South Michigan avenue	Harrison 3010
LaCoste & Maxwell R. Heath Davis, Mgr.	140 South Dearborn street	Central 3328
Laky, Bela	327 South LaSalle street	Wabash 7402
Lorenzen & Thompson, Inc.	122 South Michigan avenue	Harrison 1099
Lutz, J. E.	38 South Dearborn street	Central 252
MacQuoid Agency	Hartford Bldg.	Central 1861
McKinney, J. P., & Son	122 South Michigan avenue	Harrison 1239
McNamee, William M.	136 West Madison street	Franklin 4900
Mathews, Julius, Special Agency A. R. Keator, Mgr.	Hartford Bldg.	Randolph 6035
Merrill, Walter J.	7 South Dearborn street	Central 100
Middleton, J. E.	5 South Wabash avenue	Randolph 6516
Miller, Charles E.	Gas Bldg.	Harrison 2931
Norton, William J., Company Elmer Wilson, Mgr.	7 South Dearborn street	Central 1990
Mulligan, Ralph R.	Marquette Bldg.	Central 1312
Munsey, Frank A., Company H. K. Clark, Mgr.	208 South LaSalle street	Wabash 6136
Murfey, E. T. R.	504 Hearst Bldg.	
Northrup, Frank R. E. J. Powers, Mgr.	10 South LaSalle street	Central 4461
O'Mara & Ormsbee, Inc. E. C. Trowbridge, Mgr.	122 South Michigan avenue	Harrison 7374
Osborn, Guy S.	7 South Dearborn street	Central 3447
Payne, G. Logan, Company G. Logan Payne, Mgr.	140 South Dearborn street	State 8150
Payne, Burns & Smith G. Logan Payne, Mgr.	140 South Dearborn street	State 8150
Prudden, King & Prudden Harry W. King, Mgr	28 East Jackson Boulevard	Harrison 680
Powers, E. J.	10 South LaSalle street	Central 4461
Ravell, Charles H.	332 South LaSalle street	Wabash 2770
Rockwood, Ralph K.	38 South Dearborn street	Central 252
Scheerer, H. Edmund	140 South Dearborn street	Central 3112
Schwartz, P. B.	631 South Wabash avenue	Harrison 5710
Scott, Walter J.	140 South Dearborn street	Central 6838
Scripps Newspapers	38 South Dearborn street	Central 1628
Seymour, Howard W.	Marquette Bldg.	
Smith, A. F., Special Agency	1431 Hartford Bldg.	Randolph 6065
Snyder, George H.	208 LaSalle street	Harrison 5960
Stockwell, W. H.	122 South Michigan avenue	Harrison 2931
Story, Brooks & Finley J. W. Brooks, Mgr.	122 South Michigan avenue	Harrison 2744

(Continued on page 143)

IOWA

WHERE BUYING IS GOOD

IOWA'S farms are maintained in the highest state of excellence, and its homes, barns and sheds are always in good repair and well painted.

IOWA'S wonderful soil is productive, 98.4% of it, a record unrivalled by any other equal area of land in the world.

IOWA'S farms had an average income in 1917 of $7,345, in 1918 it moved up to $8,750 and was approximately the same in 1919.

IOWA'S income and profits tax for 1920 is $40,312,788.05 outranking 36 other states.

THE FOLLOWING DAILY NEWSPAPERS

will help you make your product a household word in IOWA and they sell goods.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.05
Davenport Democrat & Leader	(S)	16,959	.05
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,850	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
**Waterloo Evening Courier	(E)	15,577	.05

Government Statements, October 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.

**A. B. C. Audit October 1st, 1920.

†Publishers' Statement.

SPECIAL REPRESENTATIVES DIRECTORY

(Continued from page 141)

CHICAGO—Continued

Sutphin, Edwin A.	122 South Michigan avenue	Harrison 2744
Theis, S. C., Company W. S. Grathwohl, Mgr.	140 South Dearborn street	Central 6490
Tobey, Frank H.	504 Hearst Bldg.	Franklin 75
Verree & Conklin, Inc. J. E. Verree, Mgr.	8 East Jackson Boulevard	Harrison 4613
Wallis, I. S., & Son	38 South Dearborn street	Randolph 1110
Ward, Robert E.	5 South Wabash avenue	Randolph 4977
Watson, W. C., Inc.	122 South Michigan avenue	
Wells, Edwin S.	15 North 5th avenue	Franklin 1
Williams, Lawrence & Cresmer William T. Cresmer, Mgr.	111 West Monroe street	Central 3075
Wilson, Elmer	7 South Dearborn street	Central 1990
Wilson, William H.	336 West Madison street	Main 5000

BOSTON

Firm Name	Address	Telephone
Block, Paul, Inc. N. Frederick Foote, Mgr.	Little Bldg.	Beach 4768
Bryant, Griffith & Brunson George Drury, Mgr.	301 Devonshire street	Fort Hill 503
Eddy, Charles H., Company A. C. MacCarey, Mgr.	Old South Building	Main 3129
Mathews, Julius, Special Agency Julius Mathews, Mgr.	1 Beacon street	Haymarket 3096
Payne, Burns & Smith Dan Fitzgerald, Mgr.	100 Boylston street	Beach 953
Prudden, King & Prudden, Inc. V. P. Maloney, Mgr.	Globe Bldg.	Main 5720
Swan, Carrol J.	44 Bromfield street	Main 3762

PHILADELPHIA

Firm Name	Address	Telephone
Smith, A. F., Special Agency	1001 Chestnut street	Bell—Walnut 3711
Story, Brooks & Finley, Inc.	Colonial Trust Bldg.	Locust 5717-8

DETROIT

Firm Name	Address	Telephone
Allen, A. W. Roy Buell, Mgr.	American Bldg.	Cherry 1670
Beckwith, S. C., Special Agency G. T. Whitmarsh, Mgr.	521 Ford Bldg.	Cherry 2666
Block, Paul, Inc. John M. Hertel, Mgr.	1311 Kresge Bldg.	Cherry 1687
Branham, John M., Company	1304 Kresge Bldg.	Cherry 6413
Buell, Roy	American Bldg.	Cadillac 1670
Cone, Hunton & Woodman Roy Buell, Mgr.	American Bldg.	Cherry 1670
Haun, Ray H.	Ford Bldg.	Cherry 1824
Kelch, J. W., Co.	Kresge Bldg.	
McGinn, Neil	521 Ford Bldg.	Cherry 2666
Mathews, Julius, Special Agency Roy Buell, Mgr.	American Bldg.	Cadillac 1670
Osborn, Guy S. Joseph R. Scolaro, Mgr.	701 Ford Bldg.	Cherry 1824
Payne, George	1110 Kresge Bldg.	Cherry 6618
Payne, G. Logan George Payne, Mgr.	1110 Kresge Bldg.	Cherry 6618
Verree & Conklin, Inc C. L. Weaver, Mgr.	623 Free Press Bldg.	Cherry 2060
Scolaro, Joseph R.	701 Ford Bldg.	Cherry 1824

KANSAS CITY

Firm Name	Kansas City	Telephone
Branham, John M., Company George P. Dillon, Mgr.	1102 Republic Bldg.	Harrison 9040
Beckwith, S. C., Company J. J. Farrell, Mgr.	317 Bryant Bldg.	Harrison 7515
Capper Publications R. W. Mitchell, Mgr.	Graphic Arts Bldg.	Main 4700
Carpenter & Co. Bryan Murphy, Mgr.	1018 N. Y. Life Bldg.	
Cone, Hunton & Woodman Oscar G. Davies, Mgr.	503 Victor Bldg.	Harrison 1023
Davies, Oscar G.	503 Victor Bldg.	Harrison 1023
Dillon, George P.	1102 Republic Bldg.	Harrison 9040
Katz, E., Special Agency	612 Waldheim Bldg.	Harrison 7592
Mitchell, R. W.	300 Graphic Arts Bldg.	Main 4700

ST. LOUIS

Firm Name	Address	Telephone
Beckwith, S. C., Special Agency M. P. Linn, Mgr.	Post Dispatch Bldg.	Olive 43
Branham, John M., Company Percy A. Folsom, Mgr.	Chemical Bldg.	Olive 3214
Budd, John, Company C. W. Wessel, Mgr.	Chemical Bldg.	Olive 1520
Capper Publications C. H. Eldridge, Mgr.	Chemical Bldg.	Olive 986
Osborne, Guy S., Inc. C. A. Coar, Mgr.	Globe-Democrat Bldg.	Olive 2500
Allen, A. W. O. L. Marcks, Mgr.	Victoria Bldg.	Main 1533
Payne, G. Logan, Company Lynn H. Gamble, Mgr.	Carleton Bldg.	Olive 6834
Gamble, J. Carr	Globe Democrat Bldg.	Olive 2500

CLEVELAND

Firm Name	Address	Telephone
Branham, John M., Company Frank Young, Mgr.	340 Leader-News Bldg.	
Scripps Newspapers H. H. Hoffman, Mgr.	1004 Union National Bank Bldg.	Main 4560

OMAHA

Firm Name	Address	Telephone
Temple, William	Farnham Bldg.	Douglas 1021

(Continued on page 144)

BE A BIG ADVERTISER IN

WEST VIRGINIA

Here is a territory that has made the greatest increase in manufacturing in the East, where the values added by manufacture show a gain of 87% for a decade.

If you had all the business you could get out of West Virginia by active distribution and *live* daily newspaper advertising you would have a *right* to crow!

But can you?

As a market of about 1,500,000 people it takes the widest variety of commodities and *buys* with liberality all the best advertised specialties that use the daily newspapers.

			Rate for Circu- lation	5,000 lines
Bluefield				
†Telegraph	(M)	4,880	.025	
Charleston				
**Gazette	(M)	13,562	.05	
**Gazette	(S)	14,585	.05	
*Daily Mail	(E&S)	9,234	.04	
Clarksburg				
††Exponent	(M)	7,481	.03	
**Telegram	(E)	8,118	.035	
**Telegram	(S)	9,505	.035	
Fairmont				
**West Virginian	(E)	4,903	.03	
‡‡Times	(M)	5,005	.03	
Huntington				
*Herald-Dispatch	(M)	10,404	.035	
*Herald-Dispatch	(S)	10,854	.035	

			Rate for Circu- lation	5,000 lines
Martinsburg				
*Journal	(E)	3,389	.02	
Parkersburg				
‡‡News	(M)	5,063	.02	
‡‡News	(S)	6,327	.02	
**Sentinel	(E)	6,059	.024	
Wheeling				
‡‡Intelligencer	(M)	10,258	.04	
‡‡News	(E)	14,168	.06	
‡‡News	(S)	14,168	.06	

†Government Statements, Apr. 1, 1920.
‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
*A. B. C. Reports, Apr. 1, 1920.

Digitized by Google

85% URBAN

THIS FACT MEANS THAT

New England's

population live in, or close to the cities.

In 1900 New England had a little less than 5,000,000 people. According to the 1920 Census, it contains 7,400,909, an increase of over 50%. This tremendous increase, combined with the fact that 85% is urban population has made FOOD IMPORTATION necessary. It has also made fortunes for discerning food importers.

New England's workers are on the alert to welcome all that is good in all kinds of food and they depend on New England's daily newspapers to tell them about the new brands.

Introduce your goods where results will be quickest through the advertising columns of these

NEW ENGLAND DAILY NEWSPAPERS

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,666,332.

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,806	.0075	.0175
Boston Sunday Advertiser	(S)	307,414	.55	.55
Boston American	(E)	361,596	.50	.50
Boston Globe	(M&E)	265,120	.40	.40
Boston Globe	(S)	340,000	.45	.45
Boston Post	(M)	422,621	.60	.60
Boston Post	(S)	320,621	.55	.55
*Boston Transcript	(E)	88,211	.30	.30
*Fall River Herald	(E)	16,294	.025	.025
Fitchburg Sentinel	(E)	8,317	.05	.025
*Haverhill Gazette	(E)	14,527	.025	.04
Lynn Item	(E)	13,196	.025	.04
*Lynn Telegram News	(E&S)	13,063	.04	.06
Lowell Courier-Citizen	(M&E)	17,350	.045	.045
New Bedford Standard Mercury	(M&E)	26,220	.07	.07
Salem News	(E)	19,027	.03	.07
Worcester Gazette	(E)	21,651	.12	.06
*Worcester Telegram	(M)	38,511	.12	.12
*Worcester Telegram	(S)	40,021	.15	.15

MAINE—Population, 768,787.

Bangor Daily Commercial	(E)	14,200	.0425‡	.025
*Portland Daily Press	(M&S)	15,620	.04	.04
*Portland Express	(E)	24,060	.06	.07
*Portland Telegram	(E)	22,126	.06	.07

NEW HAMPSHIRE—Population, 443,818.

Keene Sentinel	(E)	3,121	.02	.02
*Manchester Union-Leader	(M&E)	20,544	.042‡	.04
Portsmouth Times	(E)	4,065	.02	.015

RHODE ISLAND—Population, 610,395.

Newport Daily News	(E)	6,156	.02507	.00984
*Pawtucket Times	(E)	28,306	.06	.05
‡‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	54,410	.125	.125
*Providence Journal	(M)	31,886	.06	.06
*Providence Journal	(S)	45,286	.12	.12
*Providence Tribune	(E)	24,023	.10	.06
Westerly Sun	(E)	4,129	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 361,105.

*Barre Times	(E)	4,500	.025	.02
Brattleboro Daily Reformer	(E)	2,200	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,250	.05	.05
St. Johnsbury Caledonian and Newport Record	(E)	2,700	.013	.013

CONNECTICUT—Population, 1,131,015.

*Bridgeport Post-Telegram	(E&M)	31,023	.14‡	.14
*Bridgeport Post	(S)	19,634	.035	.03
**Hartford Courant	(M&S)	29,202	.07—.09‡	.07—.09
*Hartford Times	(E)	26,004	.14	.14
New Haven Register	(E&S)	20,241	.09	.06
New London Day	(E)	10,403	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
Norwalk Hour	(E)	3,420	.025	.025
*Stamford Advocate	(E)	7,706	.0375	.06
*Waterbury Republican	(M)	12,150	.05	.04
*Waterbury Republican	(S)	12,201	.05	.04

Government Statements, October 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.

‡Rate on 5,000 lines.

**A. B. C. Publisher's Statement, April 1st, 1920.

‡‡Government Statements, April 1st, 1920.

SPECIAL REPRESENTATIVES DIRECTORY

(*Continued from page 142*)

ATLANTA

Firm Name	Address	Telephone
Beckwith, S. C., Special Agency	Atlanta Trust Bldg.	Ivey 838
Branham, John M., Company	Candler Bldg.	Ivey 4851
Budd, John, Company	Healey Bldg.	Ivey 7460
Cone, Hunton & Woodman	Constitution Bldg.	Main 5000
Katz, E., Special Agency	Candler Annex	Ivey 4295
Keough, J. B.	Candler Bldg.	Ivey 4851
Kohn, George M.	Candler Bldg.	Ivey 4039

OKLAHOMA CITY

Firm Name	Address	Telephone
Crowther, M. L.	631 Continental Bldg.	Walnut 6632

LOS ANGELES

Firm Name	Address	Telephone
Baranger, W. R., Company	Title Insurance Bldg.	63646
Bishop-Baranger-Connarn Company	Title Insurance Bldg.	63646
Budd, John, Company	Title Insurance Bldg.	63646
Butterworth, Bert, Agency	516 Citizens National Bank Bldg.	65331
Lucius, N. L.	406 Haas Bldg.	Pico 3172

SAN FRANCISCO

Firm Name	Address	Telephone
Baranger, W. R., Company	Examiner Bldg.	Kearny 3834
Bishop-Baranger-Connarn Company	Examiner Bldg.	Kearny 3834
Bidwell, R. J., Company	742 Market street	Kearny 2121
Branham, John M., Company	Hobart Bldg.	Sutter 6536
Budd, John, Company	Examiner Bldg.	Kearny 3834
Butterworth, Bert, Agency	1109 Hobart Bldg.	Garfield 1243
Katz, E., Special Agency	Monadnock Bldg.	Sutter 7498
Williams, Edwin C.	Hobart Bldg.	Sutter 6536

SEATTLE

Firm Name	Address	Telephone
Baranger, W. R., Company C. R. Bishop, Mgr.	214 Post-Intelligencer Bldg.	Main 2000
Bishop-Baranger-Connarn Company C. R. Bishop, Mgr.	214 Post-Intelligencer Bldg.	Main 2000
Budd, John, Company C. R. Bishop, Mgr.	214 Post-Intelligencer Bldg.	Main 2000

PORTLAND, ORE.

Firm Name	Address	Telephone
Verree & Conklin, Inc. Allen Hoffman, Mgr.	Selling Bldg.	

CANADA

Montreal

Firm Name	Address	Telephone
Calder, F.	22 St. John street	Main 8217
Hamilton, J. R.	211 McGill street	Main 8114
Lung, W. F.	11 St. Sacrement street	Main 6167
McArthur, E. L.	224 St. James street	Main 8124
Rathbone, J. B.	120 St. James street	Main 8690
Sheehan, D. R.	171 St. James street	Main 285

Toronto

Firm Name	Address	Telephone
Davis, J. Lester	313 Jane street	Junction 2131
Gow, L.	105 King street, East	Adelaide 3360
Guy, Edgar J.	302 Royal Bank Bldg.	Adelaide 4673
Guy, Henry	154 Mount Joy avenue	Gerrard 2258
Harkins, John	70 York street	Adelaide 1374
McGillivray, W. W.	182 Bay street	Adelaide 2500
Martin, W. T.	123 Bay street	Main 3065
Rathbone, J. B.	95 King street, East	Main 5167
Rees, S. L.	123 Bay street	Main 7175
Rittenhouse, R. V.	Stock Exchange Bldg., Bay street	Adelaide 946
Thompson, F. W.	402 Lumsden Bldg.	Main 4697

1920 ACTIVITIES OF THE "SPECIALS"

Baranger Company, San Francisco—opened Los Angeles office with William M. Connarn in charge. Feb. 8.

Block, Paul, Inc.—Charles J. Boyle and Arthur Thurnau elected vice-presidents. Jan. 29; staff held convention in New York Dec. 27-31.

Burns, Frank J.—appointed New England manager Graphic Newspapers, Inc., of New York. Feb. 5.

Campbell, A. Don—entered business for himself in Chicago. Jan. 12.

Carpenter & Co., New York and Chicago, opened branch in Kansas City, Mo. June 15.

Cone, Hunton & Woodman—succeeded Cone & Woodman; M. D. Hunton becoming member of firm and vice-president. Dec. 31.

Harris, Joel Chandler—appointed Southeastern manager S. C. Beckwith Special Agency with office in Atlanta. March 6.

Hunton, M. D.—became part owner and vice-president Cone, Hunton & Woodman Dec. 31.

Katz Special Agency, New York—established Atlanta office. Feb. 5.

E. Katz Special Agency held conference of all its sales force, in New York. Dec. 31.

Lorenzen & Thompson organized in New York and Chicago by A. F. Lorenzen, M. R. Thompson and Harold G. Schryver. Sept. 15.

McLaughlin, Joseph A.—elected secretary Carpenter & Co., New York, Chicago and Kansas City. Dec. 18.

MacQuoid, Robert, New York—went into bankruptcy. Feb. 12.

Murfey, H. T. R., Chicago—appointed Western representative Washington Times, Atlanta Georgian-American, Milwaukee Wisconsin-News. Dec. 31.

Murphy-Hansen Company organized with offices in New York, Chicago and Philadelphia by A. S. Murphy and Paul V. Hansen. Jan. 22.

O'Donnell Special Agency of Brooklyn incorporated by R. F. R. Huntsman, D. C. Adams, Jr., and R. J. O'Donnell. March 20.

Patterson, Kellogg M.—appointed Western manager L. H. Crall Company. July 15.

Payne, Burns & Smith, New York, opened St. Louis office in charge of Lynn H. Gamble. April 24.

Schwartz, Barton E.—appointed New York manager Carpenter & Co. April 10.

Verree & Conklin—opened Pacific Coast office in Portland, Ore., in charge of William J. Hofman. Dec. 11.

Whalen, William—opened office in New York. Dec. 11.

Whitmarsh, George T.—appointed Detroit manager S. C. Beckwith Special Agency. Nov. 27.

THE DAILY NEWSPAPER IS THE MASTER KEY TO ENTER THE HOMES OF

ILLINOIS

Third in population, the center of mighty railroads, vast grain and meat packing industries, the dominating commercial core of the progressive west, with vessels and barges crowding its numerous waterways, Illinois offers unique opportunities to the National Advertiser and Manufacturer.

Illinois is the greatest market for selling farm products in the world.

The wheat, oats, corn, meat and butter of the United States find their greatest market in Illinois.

Producers from all over the country send or take their products to Illinois to sell.

Consumers from all over the country go to Illinois to buy.

The Illinois daily newspapers, listed below, cover this great state and cooperate with manufacturers in creating and maintaining sales.

They localize national advertising.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
‡‡Chicago Daily Journal	(E)	117,588	.25	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1st, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡‡Government Statement, April 1st, 1920.

PENNSYLVANIA

THE KEYSTONE STATE

The manufacturer who is looking for a state that will yield close to 100% returns can do no better than take his wares to Pennsylvania, get his merchandise into the local stores, and then tell the people of Pennsylvania about his goods in the local newspapers, adding the information of where these goods are to be had, and his selling campaign is right.

The people of Pennsylvania are Newspaper readers. They read newspapers for local news. They buy their goods at home.

Cultivate Pennsylvania as the market for your goods. Get to the people. Go into the daily newspapers of the cities and towns, connect your merchandise with a dealer that the readers know. Tell them all about your goods and your representatives.

These daily newspapers cover Pennsylvania splendidly. Use them.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	22,530	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,215	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,558	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.25	.25
Philadelphia Record	(S)	117,132	.25	.25
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pottsville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
††Sharon Telegraph	(E)	5,554	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

Government Statements, October 1st, 1920.
*A. B. C. Publisher's Statement, October 1st, 1920.
††Government Statements, April 1st, 1920.
**A. B. C. Report, April 1st, 1920.

Digitized by Google

1920'S NEW DAILY NEWSPAPERS

UNITED STATES

Albany (Ore.) Democrat—started Sunday morning edition. Oct. 1.
Amarillo (Tex.) Tribune—stock company; R. H. Nichols, editor; Eugene Thompson, business manager. May 1.
Buffalo (N. Y.) Telegram (Polish daily)—John Praprawa, manager. Oct. 18.
Charleston (W. Va.) Mail established Sunday edition. April 11.
Chicago—American Daily Standard; Rev. J. Clover Monsma, editor-in-chief; Garret B. Van Heyningen, secretary-treasurer; Clarence E. Wood, general manager; Robert Hage, managing editor; Dec. 22.
Chicago Journal of Commerce; Andrew M. Lawrence, publisher. Oct. 14.
Chippewa Falls (Wis.) Daily Equity News—August Ender. Aug. 15.
Cisco (Tex.) Morning News—L. M. Nichols. Feb. 14.
Coaldale (Pa.) Daily Panther Creek News—United Iron Workers owner; Thomas J. Kennedy, president; John Guyer, editor; Michael Hartneady, vice-president. Dec 31.
Detroit Daily Tribune (Polish)—J. Janowski; Frank Barc, J. J. Barc, Thomas Zelinsky. Sept. 6.
Dubuque (Ia.) Daily American (first Catholic daily in U. S.)—Gessner brothers. July 1.
Eastland (Tex.) Oil Belt News (daily edition)—Moseley, Phillips & Daken. March 1.
Gainesville (Tex.) Daily Signal. June 1.
Goldsboro (N. C.) Tribune—William C. Shaw and Edgar A. Simkins. July 17.
Greenfield (Mass.) Daily Recorder. April 3.
Hazelton (Pa.) Daily Panther Valley News. Aug. 15.
Idaho Falls (Ida.) Daily Post—started Sunday edition. Oct. 10.
Klamath Falls (Ore.) Daily Record—William H. Mason. Dec. 26.
Liberal (Kan.) Daily News—publishers of Weekly News. Dec. 1.
Loveland (Colo.) Daily Reporter.—A. W. Barnes. Aug. 30.
Mechanicsville (N. Y.) Hudson Valley Times (evening). April 5.
Minneapolis Daily Star—Herbert Gaston Thomas VanLear, Thomas Sullivan and others. Aug. 19.
Mt. Vernon (N. Y.) Daily Argus (afternoon)—George W. Markey. Dec. 10.
New York Haint (Jewish daily)—Herman Bernstein. Jan 1. (Suspended in February.)
Niagara Falls (N. Y.) Risveglio (Italian daily)—Ettore Nicoletti editor and Silvestro Sesio business manager. Dec. 25.
Norfolk (Va.) Tribune—J. P. Holland, publisher; N. T. Green, editor; C. P. Cooke, business manager. (Oct. 8.) Suspended Nov. 20.
Oklahoma City Daily Leader—Victor Berger. August 25.
Plainfield (N. J.) Daily Record—publishers of Weekly Record. Jan. 8.
Pendleton (Ore.) Morning Tribune—owners of Tribune. Jan. 23.
Portland, Ore.—La Federazone, Italian daily; O. Colistro. Jan. 23.
Prescott (Ariz.) Courier resumed publication as daily. Oct. 1.
Rushville (Ind.) Daily Republican—Don Mellett. Aug. 15.
Red Wing (Minn.) Sunday Republican. Nov. 21.
Salina (Kan.) Sunday Union—J. L. Brady. March 20.
Scranton (Pa.) Sunday Dispatch. Oct. 10.
Scranton (Pa.) Sunday Examiner—M. J. O'Toole (Sept. 5). Suspended Oct. 24.
Seward (Neb.) Daily Tribune—H. J. Whitacre. Sept. 15.
Sherman (Tex.) Courier—resumed as daily. Dec. 11.
Statesville (N. C.) Daily—Tegram A. Bryant. Sept. 2.
Superior (Wis.) Times—April 4.
Tarboro (N. C.) Daily Tarborean—Sept. 1.
Utica (N. Y.) Morning Telegram—Julius Rothstein, E. M. Willis and associates.
Waco (Tex.) Daily Item—Clyde Essex (March 1); suspended March 20.
Washington (Pa.) Morning News (Jan. 20). Suspended May 28.
Wausau (Wis.) Tribune Company organized; Paul Stolze, George J. Leicht and others. Feb. 5.
Wichita (Kan.) Sunday Beacon—Dec. 5.
Yazoo (Miss.) Sentinel—F. R. Birdsall. Feb. 9.

CANADA

Windsor (Ont.) Border Cities Sun—W. F. Herman (Sept. 8). Suspended Dec. 31.

1920 LEGISLATION AFFECTING NEWSPAPERS AND ADVERTISING

False News—Betts Bill, making it a misdemeanor to furnish false news to a newspaper, became a law in New York State. May 6.

Prohibition Laws—Although National Prohibition Enforcement Act prevented publication of liquor advertisements in U. S. newspapers foreign publications were exempted from provisions of the law. Feb. 9.

Advertising Taxation—Bill to tax advertising was introduced in Congress by Representative Charles J. Thompson of Ohio, but nation-wide protest from business men prevented its passage. It provided tax of 10% of the amount paid by advertisers buying space in newspapers, books and magazines to be paid by the advertisers. March 10.

Truthful Advertising—Bill to compel 100% truthful statements in advertising adopted by city of Muskogee, Okla. Dec. 18.

Political Advertising Rates—Oklahoma Corporation Commission, in response to complaint alleging that the owners of the Oklahoma City Oklahoman and Times had refused to accept an advertisement tendered by complainant, and on another occasion charged too much for an advertisement, held that it had no jurisdiction over newspapers. May 1.

Billboard Regulation—Toledo ordinance, practically wiping out billboard business in city, passed by city council. Law provides that no billboards shall be erected in a residential district unless agreeable to half the property owners of the block. May 31.

Copyright—Protection of American copyright laws was extended to subjects of Denmark.

Post Office Pay—Congress passed law authorizing increasing pay of Post Office Department employes. June 2.

Express Shipment Rates—Interstate Commerce Commission approved express rate increase of half a cent per pound on short haul shipments of daily newspapers. The former rate was half a cent per pound on daily newspapers. The new rate is 1 cent a pound where the first class rate does not exceed $4.50 for 100 pounds. The increased rate does not apply where wagon delivery and special newspaper trains are used. Approval was also given for an increase from 1 cent to 1½ cents in the short haul minimum rate on newspapers other than dailies. Nov. 18.

News-stand Regulation—City of Fort Worth passed ordinance prohibiting newsstands from being operated on the streets and sidewalks. June 12.

City commission of Houston, Tex., passed ordinance prohibiting news-stands on certain downtown corners on the ground that they were encroachments and nuisances. May 22.

Newsprint Import Duty Exemption—Hull Bill, making imported paper 3c per pound and under free of duty for 2 years, was signed by President Wilson and went into effect. April 14.

Newspaper Consumption Restriction—House Post Office Committee "pigeon-holed" the Hoch Bill, introduced in December, 1919, which would have prevented any newspaper from using more newsprint than was consumed during the corresponding period of the previous year. The bill, as originally drawn, provided that it should be in effect until July 1, 1920. The committee decided that the bill would not serve its purpose and that it was not clear enough in its provisions to be extended. June 1.

AUTHORS' LEAGUE OF AMERICA, Inc.

41 Union Square, West, New York City.

Membership is composed of writers, dramatists, artists, illustrators, composers and other creators of copyrightable material. Rex Beach, president; Winston Churchill, past president; Booth Tarkington, vice-president; Eric Schuler, secretary-treasurer; Luise Silcox, managing secretary. Official publication, The Bulletin, Burges Johnson, editor.

Wisconsin

FIRST IN DAIRY PRODUCTS

The importance of Wisconsin as a dairy state is indicated by figures that show that there are 1,803,000 dairy cows in the state, making an average of nine to a farm, 1,005 creameries and 46 per cent of the country's cheese factories.

Wisconsin produces nearly 10,000,000,000 pounds of milk annually—one-tenth of the nation's total supply.

It makes more than one-half of the cheese made in the whole United States.

The total exports of butter and cheese and condensed milk for the nation require about 2,000,000,000 pounds of whole milk.

Wisconsin's excess supplies this need three times over.

These figures show Wisconsin has the money to buy almost anything good enough to be tempting.

If you have the GOODS advertise them in the daily newspapers.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,915	.035
Beloit News	(E)	7,814	.045
‡‡Eau Claire Leader-Telegram	(ME&S)	8,083	.035
*Fond du Lac Reporter	(E)	5,325	.03
**Green Bay Press-Gazette	(E)	10,005	.035
‡‡Kenosha Herald	(E)	2,498	.025
**Kenosha News	(E)	5,548	.025
La Crosse Tribune & Leader-Press.	(E&S)	12,085	.05
**Madison (Wis.) State Journal	(E&S)	13,719	.05
Milwaukee Journal	(E)	107,564	.20
Milwaukee Journal	(S)	95,074	.20
Milwaukee Sentinel	(M&E)	82,927	.14
Milwaukee Sentinel	(S)	74,608	.14
Racine Journal-News	(E)	8,092	.045
Superior Telegram	(E)	18,091	.05
‡‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
**A. B. C. Report, April 1st, 1920.
‡‡Government Statement, April 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

Digitized by Google

The Southern Market

The South offers more to the National Advertiser than ever before. It is established upon a secure basis of diversified production and trade.

It is rich with uncounted resources beneath its surface, water power to turn the wheels of an empire, ports to dock the shipping of all oceans, a climate that permits three crops a year and a soil to grow an unlimited variety of produce.

The South[illegible] a coal reserve of one-quarter of the total country is mining over 150,000,000 tons per year.

Four-sevenths of the lumber cut of the United States comes from the South.

The national advertiser or manufacturer who overlooks the Southern market is losing a wonderful opportunity.

The one way to cover this prosperous section is by advertising in this list of daily Southern newspapers.

SOUTHERN LIST.

	Circulation	1,000 lines	10,000 lines
ALABAMA.			
**Birmingham Age-Herald....(M)	52,810	.06	.06
**Birmingham Age-Herald....(S)	56,483	.10	.10
*Birmingham News .....(S)	60,000	.15	.15
*Birmingham News .....(E)	60,000	.15	.15
Mobile News-Item .....(E)	10,946	.07	.07
Mobile Register .....(M)	22,536	.07	.07
Mobile Register .....(S)	25,510	.045	.040
FLORIDA.			
*Jacksonville Metropolis .....(E)	30,700	.05	.05
Florida Times-Union, Jacksonville (M&S)	25,056	.07 (5c S)	.07 (5c S)
*Palatka Morning Post .....(M)	1,440	.01[illegible]	.01[illegible]
*Pensacola Journal .....(M)	6,316	.025	.025
*Pensacola Journal .....(S)	7,900	.025	.025
Pensacola News .....(E)	5,653	.02	.02
GEORGIA.			
***Atlanta Constitution .....(M)	52,154	.12	.12
***Atlanta Constitution .....(S)	60,116	.12	.12
***Atlanta Georgian .....(E)	46,107	.12	.12
***Atlanta Sunday American...(S)	100,347	.15	.15
Augusta Chronicle .....(M)	9,833	.045	.045
Augusta Chronicle .....(S)			
Augusta Herald .....(E)	13,656	.05	.05
Augusta Herald .....(S)	9,775	.05	.05
***Columbus Ledger .....(E&S)	8,071	.04	.04
***Macon Telegraph .....(M)	20,650	.05	.05
***Macon Telegraph .....(S)	20,660	.05	.05
‡‡Savannah News .....(M&S)	21,104	.045	.05
***Savannah Press .....(E)	14,198	.05	.05
KENTUCKY.			
Lexington Leader .....(E)	14,206	.05	.05
Lexington Leader .....(S)	14,526	.05	.05
***Louisville Herald .....(M)	49,744	.09	.09
***Louisville Herald .....(S)	54,701	.09	.09
LOUISIANA.			
New Orleans Times-Picayune..(M)	78,171	.15	.15
New Orleans Times-Picayune..(S)	88,280	.15	.15
***New Orleans Daily States..(E)	80,048	.10	.10
***New Orleans Daily States..(S)	97,189		
‡‡New Orleans Item .....(E)	48,006	.15	.15
‡‡New Orleans Item .....(S)	51,090	.15	.15
NORTH CAROLINA.			
Asheville Citizen .....(M)	12,006	.04	.04
Asheville Citizen .....(S)	10,060	.04	.04
**Charlotte News-Chronicle..(E&S)	10,170	.04	.04
***Charlotte Observer .....(M)	20,100	.045	.04
***Charlotte Observer .....(S)	21,197	.07	.05
‡‡Durham Herald .....(M)	6,178	.03	.03
‡‡Greensboro Daily News.....(M)	17,021	.03	.03
‡‡Greensboro Daily News.....(S)	22,978	.07	.05
*Raleigh News and Observer..(M)	23,010	.05	.05
*Raleigh News and Observer..(S)	26,231	.05	.05
Wilmington Star .....(M)	6,150	.04	.04
*Winston-Salem Journal .....(M)	9,000	.04	.04
*Winston-Salem Journal .....(S)	6,612	.04	.04
*Winston-Salem Sentinel .....(E)	9,400	.04	.04
SOUTH CAROLINA.			
‡‡Anderson Mail .....(E)	4,235	.003	.003
***Columbia Record .....(E)	12,927	.05	.04
***Columbia Record .....(S)	13,740		
Columbia State .....(M)	22,620	.06	.06
Columbia State .....(S)	24,700		
‡‡Greenville News .....(M&S)	10,206	.045	.04
‡‡Greenwood Index Journal....(E)	4,107	.02	.02
***Spartanburg Journal & Carolina Spartan .....(E)	5,122	.04	.04
***Spartanburg Herald .....(M)	4,744		
***Spartanburg Herald .....(S)	5,013		
TENNESSEE.			
***Chattanooga News .....(E)	20,101	.05	.05
‡‡Chattanooga Times .....(M)	22,061	.07	.07
‡‡Chattanooga Times .....(S)	23,040		
***Knoxville Sentinel .....(E)	19,822	.07	.05
***Memphis Commercial Appeal (M)	33,850	.10	.10
***Memphis Commercial Appeal (S)	113,841	.10	.10
***Nashville Banner .....(E)	41,077	.07	.07
***Nashville Banner .....(S)	43,110	.06	.06
Nashville Tennessean ....(M&S)	44,007	.09	.09
VIRGINIA.			
‡Bristol Herald Courier ...(M&S)	6,000	.04	.04
‡‡Danville Register and Bee (M&E)	9,050	.04	.04
‡‡Newport News Times-Herald (E)	8,064	.05	.05
‡‡Newport News Daily Press (S&M)	6,349		
Norfolk Virginian Pilot.....(M)	31,146	.08	.08
Norfolk Virginian Pilot.....(S)	99,288	.10	.10
***Roanoke Times .....(M&S)	22,434	.07	.06
***Roanoke World-News .....(E)	16,199		
***Richmond News-Leader	45,883	.11	.11

Government Statements, April 1st, 1920.
*A. B. C. Report, April 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
‡‡Government Statement, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.

Digitized by Google

NEWSPAPER LINEAGE, 23 CHIEF CITIES, 1914-1920

ADVERTISING lineage in daily newspapers published in the 23 principal cities of the United States reached new heights during the year 1920, with the high water mark for the 12 months at 110,236,500 agate lines published during October. The total for the year was 1,175,021,335 lines, against 1,028,504,709 lines printed during 1919 and towering over the total of 662,585,592 lines published in 1914, the earliest year for which comprehensive national figures are available.

The newspapers which printed the advertising which is given in the tables on this and the following page are: Atlanta Georgian and Sunday American, Atlanta Journal, Baltimore American and Star, Baltimore News, Baltimore Sun and Evening Sun, Birmingham Age-Herald, Birmingham News, Boston American and Advertiser, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Transcript, Buffalo Commercial, Buffalo Courier and Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland Leader, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit Journal, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Post, Kansas City Star-Times, Los Angeles Examiner, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin-News, Minneapolis Journal, Minneapolis News, Minneapolis Tribune, New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, New York Commercial, New York Evening Journal, New York Evening Mail, New York Evening Post, New York Evening Sun, New York Evening Telegram, New York Evening World, New York Globe, New York Herald, New York News, Brooklyn Standard-Union, New York Sun, New York Times, New York Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Ledger, Philadelphia Evening Ledger, Philadelphia North American, Philadelphia Press, Philadelphia Record, Portland Oregonian, Portland Telegram, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul News, San Francisco Bulletin, San Francisco Chronicle, San Francisco Call-Post, Washington Herald, Washington Post, Washington Star, Washington Times.

1914

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,517,992	1,509,452	1,800,938	1,920,044	1,981,680	1,589,312	1,544,998	1,531,710	1,398,562	1,482,082	1,539,160	1,492,680
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,891,956	2,499,962	2,039,648	1,675,545	2,136,161	2,598,012	2,652,264	2,357,883
Birmingham	1,202,502	1,191,638	1,505,952	1,454,572	1,408,442	1,209,908	1,149,778	1,083,978	1,027,208	1,167,040	1,135,946	1,265,346
Boston	2,993,351	2,512,552	3,557,092	3,717,953	3,894,436	3,207,502	2,534,591	2,195,462	2,830,095	3,390,155	3,212,764	2,885,565
Buffalo	1,581,000	1,467,000	1,698,000	1,885,000	1,708,000	1,626,000	1,441,000	1,189,000	1,815,000	1,874,000	1,509,000	1,588,000
Chicago	4,038,000	3,551,700	4,591,600	4,784,400	4,775,100	4,299,000	3,747,900	3,390,300	3,815,700	4,211,400	4,261,500	4,368,300
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,908,900	1,544,400	1,389,000	1,245,300	1,386,600	1,710,000	1,718,100	1,279,800
Cleveland	2,371,500	1,955,600	2,381,100	2,529,600	2,642,400	2,183,100	2,052,900	1,958,100	2,134,500	2,439,600	2,341,200	2,307,000
Detroit	2,714,700	2,353,500	2,738,500	3,116,400	3,533,700	2,703,800	2,481,100	2,176,800	2,531,600	2,768,200	2,787,900	2,889,300
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,436,204	1,241,800	1,148,000	1,082,298	1,066,814	1,165,178	1,243,186	1,148,084
Indianapolis	1,492,263	1,380,200	1,642,073	1,760,557	1,821,270	1,523,242	1,231,905	1,171,226	1,418,423	1,578,201	1,497,399	1,528,927
Kansas City	1,113,381	1,029,169	1,221,455	1,305,758	1,358,226	1,133,501	1,065,190	999,309	1,113,781	1,297,990	1,221,553	1,190,947
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	4,420,200	3,994,800	3,808,500	3,968,700	3,653,700	3,954,600	3,870,000	3,790,500
Milwaukee	1,899,399	1,553,537	1,905,275	2,147,980	2,227,369	1,877,130	1,415,303	1,435,745	1,599,852	1,802,545	1,718,292	1,702,100
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,543,916	2,074,028	1,608,974	1,647,908	2,000,910	2,012,464	2,038,458	1,900,622
New Orleans	998,562	983,834	1,395,411	1,503,153	1,533,334	1,230,105	1,186,942	1,008,241	1,130,769	1,247,301	1,289,834	1,395,307
New York	8,542,104	7,249,939	8,890,937	9,154,123	9,919,379	8,738,442	6,780,137	6,167,121	7,674,870	8,609,975	8,201,623	8,228,181
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	4,618,500	3,970,800	3,193,500	2,943,000	3,422,700	3,837,600	4,163,400	3,719,400
Portland	1,731,000	1,536,900	1,889,400	1,768,400	1,926,300	1,700,700	1,527,600	1,431,900	1,698,300	1,938,900	1,815,900	1,646,400
St. Louis	2,338,000	2,155,300	2,852,700	2,823,700	3,026,700	2,383,700	2,016,600	2,002,560	2,268,000	2,676,000	2,709,000	2,456,700
St. Paul	1,347,346	1,141,434	1,462,020	1,601,586	1,644,384	1,437,772	1,192,128	1,156,792	1,261,850	1,419,236	1,377,642	1,399,678
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	2,466,408	2,155,814	1,904,070	1,890,630	1,763,622	2,068,916	1,946,256	1,831,634
Washington	2,047,200	1,827,900	2,246,700	2,323,200	2,456,700	2,095,500	1,823,700	1,629,900	1,988,400	2,368,200	2,293,400	1,555,600
Totals by months	54,819,530	49,171,165	60,528,175	62,886,981	66,142,540	56,473,618	48,283,831	44,979,475	51,121,450	57,618,095	56,634,778	53,925,954

Year's total—662,585,592

1915

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968
Baltimore	2,279,915	1,900,281	2,561,148	2,735,591	2,755,656	2,490,693	2,088,209	1,904,548	2,449,808	3,000,157	3,013,949	2,887,401
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028
Boston	2,748,430	2,455,811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,330,663	2,915,194	3,659,852	3,413,521	3,256,038
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,711,000	2,005,000	1,810,000	1,785,000
Chicago	4,034,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100
Cincinnati	1,540,900	1,468,500	1,883,700	1,839,200	1,908,000	1,673,700	1,553,200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,200	2,568,700	2,688,300	2,624,200
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600
Houston	995,302	891,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	932,736	1,084,136	1,264,084	1,171,044	1,198,964
Indianapolis	1,401,552	1,297,013	1,670,354	1,790,194	1,760,393	1,502,641	1,444,480	1,304,676	1,484,777	1,820,024	1,732,235	1,817,293
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300
Milwaukee	1,604,247	1,406,579	1,793,164	1,920,746	1,837,310	1,645,322	1,514,423	1,489,591	1,596,852	2,035,791	2,028,852	2,013,107
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,666	1,196,566	1,282,176	1,372,616	1,473,612	1,431,962	1,457,974
New Orleans	1,118,837	1,097,214	1,341,684	1,387,192	1,492,192	1,301,841	1,183,761	1,130,598	1,192,563	1,437,992	1,370,226	1,638,826
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776
Philadelphia	3,509,100	3,299,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500
Portland	1,703,100	1,335,900	1,638,000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682,100	1,721,700
St. Louis	2,133,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,859,300	2,770,500	2,675,400
St. Paul	1,014,368	1,310,230	1,915,978	2,129,432	2,695,920	2,013,494	838,934	1,445,324	2,044,384	1,452,588	1,991,938	1,986,026
San Francisco	1,903,628	1,624,436	2,062,250	2,119,068	2,097,102	2,050,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,032
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	1,836,000	1,734,600	5,563,200	2,648,100	2,547,000	2,728,800
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956

Year's total—668,738,839

1916

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970
Baltimore	2,634,466	2,438,341	3,051,394	3,221,672	3,241,146	3,240,867	2,569,795	2,340,040	2,972,360	[illegible]7,757	3,483,407	3,255,572
Birmingham	1,225,112	1,230,334	1,285,060	1,436,044	1,455,314	1,322,706	1,128,936	1,129,128	1,271,200	adve.280	1,369,886	1,432,256
Boston	3,161,929	2,786,083	3,680,669	4,168,826	4,089,261	3,765,110	2,980,985	2,750,520	3,407,333	[illegible]413	3,724,220	3,707,916
Buffalo	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000
Chicago	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	2,220,600
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,034,300	2,341,200	2,175,300	5,119,200
Cleveland	2,705,400	2,289,900	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,482,700
Detroit	3,287,400	3,006,900	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,402,000	4,328,700	4,191,000	3,969,600
Houston	1,049,566	1,125,866	1,325,016	1,447,040	1,335,238	1,261,680	1,299,984	1,078,900	1,104,530	1,420,776	1,386,000	1,320,102
Indianapolis	1,686,876	1,751,288	1,959,027	2,052,755	2,097,869	1,864,879	1,711,424	1,521,408	1,862,618	2,142,271	2,004,695	2,040,582
Kansas City	1,243,369	1,258,975	1,374,906	1,443,339	1,455,455	1,421,233	1,258,328	1,174,744	1,368,728	1,543,500	1,428,210	1,412,767
Los Angeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,427,400	4,269,600	4,359,632
Milwaukee	1,864,110	1,633,974	2,118,729	2,454,834	2,333,348	2,111,898	1,701,372	1,640,511	1,896,971	2,025,398	1,591,331	1,911,412
Minneapolis	1,949,594	1,741,528	2,127,362	2,394,896	2,338,494	2,246,926	1,842,482	1,202,244	2,283,456	1,730,368	2,274,662	2,305,070
New Orleans	1,418,503	1,343,015	1,675,896	1,672,689	1,537,660	1,389,397	1,276,723	1,185,086	1,313,581	1,563,323	1,695,114	1,902,177
New York	8,894,738	7,200,014	9,014,646	9,978,718	9,686,138	9,274,950	7,436,740	7,186,258	8,593,107	11,363,538	10,120,789	9,946,018
Philadelphia	4,972,200	3,871,500	4,669,765	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,324,500	5,415,000	5,111,700	4,734,300
Portland	1,610,400	1,515,900	1,715,400	1,776,900	1,738,200	1,563,300	1,449,900	1,446,000	1,612,500	1,771,400	1,802,700	1,743,300
St. Louis	2,485,800	2,356,200	2,834,700	3,169,500	3,084,024	2,921,361	2,379,618	2,202,039	2,599,653	3,545,700	3,250,200	3,192,900
St. Paul	1,396,906	1,211,672	1,531,838	1,656,004	1,668,394	1,567,454	1,326,752	1,400,266	1,528,800	1,666,532	1,627,738	1,641,430
San Francisco	2,034,690	1,795,962	2,170,350	2,226,896	2,245,544	2,181,452	1,941,520	1,919,512	1,898,384	2,278,836	1,817,894	2,199,540
Washington	2,198,700	2,040,000	2,385,900	2,649,000	3,121,200	1,824,900	2,112,900	1,705,200	5,940,900	2,633,700	2,509,800	2,678,100
Totals, by months	59,007,845	52,386,542	63,181,714	69,714,403	68,892,781	63,813,725	54,664,445	51,084,639	64,211,311	71,917,834	67,768,852	68,012,144

Year's total—754,576,233

1917

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,234,540	1,474,648	1,600,270	1,861,326	1,701,954	1,441,962	1,490,160	1,324,344	1,583,918	1,782,088	1,679,692	1,625,109
Baltimore	2,074,690	2,665,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829
Birmingham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,636	1,507,002	1,542,114
Boston	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,216	2,637,574	2,455,338	3,100,693	3,718,898	3,334,742	3,441,963
Buffalo	1,796,000	1,514,000	1,971,060	1,983,488	2,384,282	2,442,111	1,722,469	1,818,373	2,314,205	2,818,618	2,579,551	2,567,336
Chicago	5,217,600	4,156,800	5,058,909	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	4,530,538	4,580,043
Cincinnati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,062,178
Cleveland	3,044,025	2,622,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,208	3,341,044	3,160,556	2,955,825
Detroit	3,605,700	3,051,900	4,035,658	4,055,884	4,056,822	3,482,684	3,482,684	2,912,462	3,268,734	3,732,076	3,652,432	3,740,900
Houston	1,065,092	1,088,108	1,315,832	1,408,064	1,267,532	1,276,856	1,246,294	1,345,638	1,263,918	1,401,568	1,277,809	1,308,244
Indianapolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,803,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044
Kansas City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316
Los Angeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,030	4,087,476	4,032,790	3,938,772	4,078,816	4,739,502	4,018,336	4,797,016
Milwaukee	1,736,340	1,424,706	1,932,455	2,198,212	1,947,974	1,721,840	1,440,062	1,446,808	1,882,561	2,116,443	2,060,192	2,028,570
Minneapolis	1,337,868	1,217,314	1,575,294	1,886,260	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,190,[illegible]
New Orleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,643
New York	9,757,683	8,029,308	9,665,239	10,188,706	9,673,515	9,162,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,625	9,294,511
Philadelphia	4,728,300	4,100,700	5,095,185	5,409,285	4,992,030	5,040,900	3,844,800	3,695,830	4,708,200	5,437,500	5,351,100	4,986,900
Portland	1,649,400	1,556,700	1,721,900	1,821,900	1,846,800	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,750,136	1,687,500
St. Louis	2,641,500	2,817,300	3,224,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702
St. Paul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	1,617,532	1,727,852	1,669,136	1,534,232
San Francisco	1,979,488	1,937,796	2,305,184	2,397,306	2,191,158	2,147,810	2,070,306	2,070,306	1,899,884	2,400,158	2,299,374	2,316,096
Washington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,361	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122
Totals, by months	61,852,037	55,980,881	68,681,180	72,266,246	69,866,721	68,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381

Year's total—769,847,736

(Continued on page 150.)

Digitized by Google

SOUTHERN CALIFORNIA IS A DISTINCT COMMERCIAL UNIT

POPULATION INCREASE

CENSUS FIGURES

1910		1920
13,591	Imperial	43,383
37,715	Inyo	54,843
16,230	Kern	22,031
504,131	Los Angeles	936,438
34,436	Orange	61,375
34,696	Riverside	50,297
56,706	San Bernardino	73,401
61,665	San Diego	112,248
19,383	San Luis Obispo	21,893
27,738	Santa Barbara	41,097
806,293		1,417,006

Southern California is a compact commercial unit in itself, differing in topography, in climate and in the character of its people from the balance of the State. It leads in automobiles and wealth per capita. It is the Mecca of the winter tourist caravan with an immense buying power.

Southern California in itself has more people than the States of Arizona, Nevada and Oregon combined.

It is an ideal territory to concentrate newspaper advertising, because your campaign can be modeled as a unit with uniform results. The following newspapers will help you to cover this productive field.

LARGER THAN MANY STATES

Compare the area of these 10 Southern California counties with the various states.

	Square miles
Imperial	4,089
Inyo	10,019
Kern	8,003
Los Angeles	4,067
Orange	795
Riverside	7,240
San Bernardino	20,157
San Diego	4,221
San Luis Obispo	3,334
Santa Barbara	2,740
	64,665

	Circulation	Rate per 5,000 lines
Anaheim Daily Herald	1,500	.0142
Bakersfield Echo	5,284	.03
Brawley News	*1,775	.0178
Calexico Chronicle	925	.0178
Fullerton Daily Tribune	*1,700	.0214
Glendale Evening News	1,800	.02
***Long Beach Daily Telegram	10,736	.04
Monrovia News	1,000	.0178
Ontario Daily Report	2,000	.0178
Orange Daily News	1,637	.0142
Ocean Park Evening Bulletin	1,517	.0142
Redlands Daily Facts	*2,313	.02
Riverside Enterprise	4,000	.02
Santa Ana Register	**6,166	.035
San Bernardino Sun	4,833	.035
Santa Monica Evening Outlook	1,500	.0142
San Luis Obispo Telegram	*1,453	.0142
San Pedro Pilot	*2,136	.02
Ventura Free Press	896	.015

Unless otherwise noted, circulation figures are publishers' statement.

**A. B. C. Statement.

*Sworn statement.

***Member of A. B. C.

Digitized by Google

NEWSPAPER LINEAGE, 23 CHIEF CITIES, 1914-1920

(Continued from Page 148)

1918

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	773,544	811,258	1,182,622	1,028,412*	1,219,612	1,043,562	991,074	925,412	1,134,368	1,199,306	1,232,200	1,329,288
Baltimore	3,735,670	2,350,946	3,461,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517
Birmingham	1,204,840	1,246,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056
Boston	2,773,345	2,770,837	3,536,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,539,021	3,641,817	3,680,000
Buffalo	2,123,089	1,809,935	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995
Chicago	3,932,640	3,181,470	4,556,640	4,328,495	4,335,350	3,680,724	3,194,511	3,261,751	4,012,881	4,273,584	4,126,455	4,683,009
Cincinnati	1,511,720	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,000,100	2,209,800	2,258,700	2,308,500
Cleveland	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	2,492,125	2,708,850	2,909,700	3,263,925	3,217,725	4,102,125
Detroit	2,913,876	2,315,376	3,394,518	3,612,598	3,618,834	3,315,684	2,702,024	2,770,992	3,089,422	3,181,794	3,313,632	3,736,544
Houston	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,280	1,376,578	1,380,010	1,420,874	1,492,222	1,656,340	1,805,874
Indianapolis	1,645,758	1,696,683	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303
Kansas City	1,416,882	1,658,300	1,855,459	1,810,156	1,837,591	1,741,943	1,499,984	1,435,109	1,711,290	1,688,258	1,838,393	1,851,752
Los Angeles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,055,092	3,171,714	3,110,380	3,713,816	3,905,734
Milwaukee	1,649,826	1,381,385	2,013,160	2,065,989	1,866,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,027,897
Minneapolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,190,990
New Orleans	1,317,702	1,255,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760
New York	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,800	7,115,970	6,599,835	8,745,834	10,708,705	9,534,044	9,712,559
Philadelphia	4,577,700	4,316,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198
Portland	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154
St. Louis	2,217,117	2,210,003	2,528,636	2,937,818	2,648,740	2,413,860	2,082,778	2,031,600	2,427,477	2,579,720	2,782,260	3,151,700
St. Paul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,775,074
San Francisco	1,999,674	1,997,772	2,389,380	2,344,152	2,397,060	2,283,632	2,080,064	2,092,748	2,035,334	2,184,488	2,323,524	2,547,062
Washington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,256,995	2,818,187	3,039,717	3,062,661	3,298,308
Totals	59,168,540	50,459,650	67,374,935	63,621,410	67,742,070	61,578,946	52,450,884	52,457,186	63,522,269	66,656,536	68,772,696	73,978,399

Year's total—747,783,521

1919

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,195,138	1,278,228	1,622,334	1,749,300	1,676,860	1,670,732	1,584,632	1,837,196	1,797,978	2,048,970	2,138,598	1,936,326
Baltimore	3,452,227	3,307,818	4,123,922	4,458,621	4,784,001	4,598,222	3,836,793	3,901,406	4,391,273	5,007,898	5,303,878	4,305,699
Birmingham	1,573,306	1,646,414	2,060,142	1,753,864	1,784,328	1,708,602	1,596,630	1,719,774	1,728,300	1,923,328	2,159,738	2,016,476
Boston	4,211,722	4,632,116	4,323,885	4,850,174	5,143,474	5,029,546	3,947,000	3,842,195	4,380,380	5,725,961	5,669,337	5,312,857
Buffalo	2,623,595	2,487,135	3,155,759	2,828,918	2,965,812	2,630,859	2,374,709	3,070,257	3,636,772	4,456,251	4,107,564	4,036,523
Chicago	4,124,213	4,058,964	5,122,173	5,731,646	5,915,181	5,994,654	4,973,529	5,025,927	4,298,316	6,850,130	6,665,994	6,307,956
Cincinnati	2,076,300	1,928,700	2,528,100	2,829,300	2,843,000	2,770,500	2,582,100	2,532,900	2,935,200	3,475,800	3,373,200	3,310,500
Cleveland	3,093,225	3,193,800	3,649,500	4,272,225	4,228,425	4,299,075	3,903,900	4,215,900	4,485,375	5,083,425	5,363,175	4,919,625
Detroit	3,504,784	3,247,328	4,382,504	4,564,728	4,657,030	4,421,914	4,085,144	4,185,776	4,567,878	5,667,340	5,712,042	5,223,890
Houston	1,575,518	1,786,806	2,101,544	1,975,276	2,124,948	2,146,368	1,825,576	1,670,746	1,790,356	2,178,624	2,396,464	2,332,483
Indianapolis	2,288,819	2,203,674	2,795,970	3,024,021	3,131,736	2,936,953	2,592,594	2,826,103	3,115,362	3,413,689	3,306,903	3,287,025
Kansas City	1,769,184	2,048,179	2,378,293	2,512,443	2,474,684	2,489,527	2,188,325	2,247,009	2,482,740	2,808,568	2,846,193	2,454,436
Los Angeles	3,803,744	3,669,456	4,630,430	4,752,440	5,157,586	5,203,100	4,863,236	5,511,346	5,208,266	6,061,874	6,551,444	6,285,300
Milwaukee	2,008,668	1,735,372	2,390,954	2,395,894	2,560,291	2,547,404	2,219,276	2,302,069	2,640,404	2,963,367	2,938,703	2,763,909
Minneapolis	2,263,282	2,282,014	2,521,176	2,804,704	2,843,022	2,962,060	2,379,594	2,809,173	2,990,638	3,411,493	3,379,292	3,205,944
New Orleans	1,853,790	1,714,909	2,473,360	2,483,933	2,509,320	2,569,770	2,236,146	2,194,595	2,981,414	2,836,240	3,140,569	3,291,219
New York	9,304,150	8,446,324	10,581,516	11,621,848	12,290,390	13,285,844	10,755,869	10,214,003	12,618,819	15,456,033	14,588,298	13,913,425
Philadelphia	5,507,921	5,260,777	6,546,478	6,903,032	6,988,291	6,901,375	5,648,524	5,557,092	6,727,577	6,995,958	7,224,297	6,199,840
Portland	2,056,820	2,191,672	2,450,660	2,555,152	2,647,574	2,648,616	2,414,447	2,335,277	2,619,914	2,934,764	3,082,726	2,732,184
St. Louis	2,430,000	2,519,880	2,932,760	3,180,680	3,200,280	3,237,320	2,714,540	2,809,680	3,233,840	3,903,540	3,925,700	3,796,260
St. Paul	1,606,096	1,567,118	1,944,002	2,346,904	2,260,133	2,093,924	1,875,734	2,096,584	2,225,510	2,364,722	2,370,186	2,306,668
San Francisco	2,355,570	2,315,208	2,782,766	2,817,290	3,199,448	3,125,724	2,749,026	3,007,284	2,841,104	3,512,418	3,628,828	3,313,884
Washington	2,852,920	2,840,029	3,568,152	3,762,087	4,067,871	3,039,395	3,323,453	3,799,939	3,799,939	4,394,674	4,541,800	4,089,408
Totals	67,882,992	66,361,921	81,066,180	86,145,480	89,373,685	88,251,480	76,710,974	79,910,830	87,497,355	103,545,096	104,414,925	97,343,791

Year's total—1,028,504,709

1920

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,138,886	2,019,434	1,890,656	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818
Baltimore	4,412,973	4,676,415	5,318,155	5,711,769	5,285,165	5,166,910	4,232,619	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,206	2,114,966
Boston	5,232,977	5,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,113,786	4,924,225
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277,444	3,163,030	2,616,607	3,072,140	3,530,413	4,126,052	3,612,929	3,839,979
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605,613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,343,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194,800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,167,892	4,659,494	4,794,338	5,538,436	5,000,892	4,654,286
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3,228,330	3,249,144
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257,190	2,483,136	2,892,094	2,632,197	2,549,569
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452,866	6,635,160	7,836,696	7,438,284	7,652,442
Milwaukee	2,601,392	2,399,942	2,982,275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,350
Minneapolis	2,682,302	2,981,356	3,220,462	3,638,960	3,655,932	3,007,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912,602
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3,301,713	3,132,028	2,989,577	2,798,630	2,987,282	3,706,652	3,655,605	3,757,845
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	15,810,014	12,616,556	15,203,572	13,591,736	13,287,144
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716,154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,800	2,582,776	2,781,796	3,293,338	3,037,762	3,000,662
St. Louis	3,213,140	3,544,700	4,286,200	3,579,640	3,937,180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240
St. Paul	2,055,648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166,976	2,662,772	2,812,131	2,404,570	2,287,684
San Francisco	3,123,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183,768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,616
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128,036
Totals	93,823,338	89,250,310	105,415,323	101,935,759	107,199,392	98,522,180	85,170,942	90,398,926	93,506,884	110,236,500	101,264,769	98,296,808

Year's total—1,175,021,335

22,373 PUBLICATIONS IN U. S. AND TERRITORIES, CANADA, AND NEWFOUNDLAND

THE year 1921 starts with 22,373 publications of all kinds in the United States, its territories and the Dominion of Canada and Newfoundland, according to the 1921 American Newspaper Annual and Directory.

The 1920 net decrease was only 55. In 1919 it was 646. The country weeklies, which lost 776 in 1919, lost but 96 last year. Dailies lost 25, against 34 in 1919.

The total number of papers has decreased each year since 1916. At the end of that year there were 24,868 papers in the United States and Canada, 17,168 of them being weeklies.

The 22,373 publications are a decrease in four years of 2,495. The weeklies number 14,863, having lost 2,305 in the four years, the dailies having lost 163. Semi-weeklies lost 120 in the same period. Publications of other issues such as semi-monthlies, monthlies, etc., made up in great part of magazines, class, trade, agricultural, religious and scientific papers, have increased slightly in the four-year period.

The great loss was during the year 1918. Papers of every class and period of issue declined in numbers in that year, and the year closed with 1,178 fewer papers than were listed in January. The great decrease in that year was due to the draft and to the demands of the government and munition factories for men and materials of every kind.

Correspondence with publishers indicates that the scarcity and high price of newsprint is the chief cause of the decrease in the number of newspapers and of the small number of new ventures in the newspaper field. During 1916, 1,585 new publications were listed in the Annual. In 1920 there were 1,086 and in 1918 only 776.

NEW BUILDINGS OF 1920

UNITED STATES

Abilene (Tex.) Daily Reporter.
Asheville (N. C.) Citizen.
Atlanta Georgian & American.
Billings (Mont.) Gazette.
Bismarck (N. D.) Tribune.
Brenham (Tex.) Banner-Press.
Bridgeport (Conn.) Evening Herald.
Bremerton (Wash.) Daily News.
Buffalo (N. Y.) Polish Daily News.
Buffalo (N. Y.) Times.
Camden (N. J.) Courier.
Cape Girardeau (Mo.) Southwest Missourian
Chattanooga (Tenn.) News.
Chicago Tribune.
Clarksdale (Miss.) Daily Register.
Eastport (Me.) Sentinel.
Evansville (Ind.) Press.
Gadsden (Ala.) Evening Journal.
Hartford Times.
Henryetta (Okla.) Free Lance.
Intertype Company, Brooklyn.
Johnstown (Pa.) Daily Democrat.
Jacksonville (Fla.) Times-Union.
Liberal (Kan.) Daily News.
Lockhart (Tex.) Post-Register.
Long Beach (Cal.) Telegram.
Meriden (Conn.) Record.
Missouri University School of Journalism, Columbia, Mo.
Monett (Mo.) Daily Times.
Nashville (Tenn.) Banner.
Newbern (N. C.) Sun-Journal.
New Castle (Pa.) Herald.
New Haven (Conn.) Register.
New Orleans Item.
New Orleans Times-Picayune.
New York Evening Post bought uptown site.
New York Herald and Sun.
New York News.
Olean (N. Y.) Times.
Oregon City (Ore.) Enterprise.
Pawtucket (R. I.) Times.
Peoria (Ill.) Journal-Transcript.
Perth Amboy (N. J.) Evening News.
Petersburg Progress and Index-Appeal.
Portland (Ore.) Daily News.
Providence (R. I.) Journal.
Raleigh (N. C.) Times.
Rockville Center (N. Y.) Observer and North Side Post.
Sacramento (Cal.) Bee.
Seward (Neb.) Blade.
South Bend (Ind.) Tribune.
Springfield (Mass.) Republican.
Syracuse (N. Y.) Post-Standard.
Three Rivers (Mich.) Daily Commercial.
Waco (Tex.) Times-Herald.
Wilmington (Del.) Every Evening.
Winston-Salem (N. C.) Sentinel.

CANADA

Toronto Evening Telegram.

BUSINESS TROUBLES

Aberdeen (S. D.) Square Deal (Non-Partisan League daily)—receivership. Nov. 20.
Bellingham (Wash.) Journal—receivership. June 29.
Belmar (N. J.) Advertiser—sold by foreclosure. Nov. 12.
Brainin-Parkell Advertising Agency, St. Louis—bankruptcy. Feb. 18.
Chicago Women's Press—receiver Aug. 28.
Concho Advertising Agency, Portland, Ore.—receivership. May 1.
Fichtenberg, Hans E.—Milwaukee advertising agency, went into bankruptcy. June 1.
Kansas City (Kan.) Daily Kansan—receivership. Nov. 27.
Kansas City Kansan receiver discharged. Dec. 1.
Kansas City Journal—receiver Nov. 12.
MacQueid, Robert—New York newspaper representative went into bankruptcy. Feb. 12.
Meridian (Miss.) Dispatch—receiver appointed. Sept 25.

CANADA

St. Catharines (Ont.) Journal—receivership. May 29.
Toronto (Ont.) World—assigned for benefit of creditors. March 31.

Digitized by Google

THE WORLD'S GREATEST MARKET UNIT

NEW YORK STATE

The cost of covering a market depends largely upon the square miles of territory and the population.

New York with 49,204 square miles has more possible customers for any kind of merchandise than any other state and in some cases groups of states.

The inhabitants of the state numbered 9,113,614 in 1910 and now number 10,384,144. In 1914 it ranked twenty-ninth in area and fifth in density, having 207.7 persons per square mile compared with 191.2 in 1910.

The State of New York is today

THE GREATEST MARKET ON THE FACE OF THE EARTH

and because of its splendid railway systems, its fine roads, its great interurban systems, it is the easiest state to cover as well as the most pro ductive state in results.

It is the state of the greatest newspaper circulations, the state which leads all others in the number of its daily newspapers. The newspapers listed below reach more than six million people.

Daily newspaper advertising is the thing—daily newspaper advertising in New York State. Daily newspapers, as listed here, cover the best ground in the country.

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	30,788	.09	.09
*Albany Knickerbocker Press.....(S)	44,163	.11	.11
Auburn Citizen .....(E)	6,950	.04	.035
*Brooklyn Daily Eagle.....(E)	50,882	.20	.20
*Brooklyn Daily Eagle.....(S)	68,623	.20	.20
**Brooklyn Standard Union.....(E)	56,104	.20	.20
**Brooklyn Standard Union.....(S)	35,909	.20	.20
*Buffalo Courier and Enquirer (M&E)	88,843	.22	.18
*Buffalo Courier .....(S)	107,994	.27	.22
*Buffalo Express .....(M)	36,648	.12	.10
†Buffalo Express .....(S)	63,766	.18	.14
Buffalo Evening News.....(E)	95,501	.21	.21
Buffalo Evening Times .....(E)	71,189	.15	.15
Buffalo Sunday Times .....(S)	72,239	.15	.15
*Corning Evening Leader.....(E)	7,520	.04	.04
*Elmira Star-Gazette .....(E)	24,195	.08	.07
Glens Falls Post-Star .....(M)	7,276	.03	.03
*Gloversville Leader-Republican....(E)	5,938	.03	.03
Gloversville Morning Herald.....(M)	6,082	.03	.03
Hornell Tribune-Times .....(E)	6,533	.035	.035
Ithaca Journal-News .....(E)	7,226	.04	.04
*Jamestown Journal .....(E)	6,552	.025	.025
††Jamestown Morning Post.....(M)	9,194	.05	.03
*Middletown Times-Press.....(E)	5,861	.04	.03
**Mount Vernon Daily Argus.....(E)	6,860	.04	.04
Newburgh News and Journal.....(E)	10,636	.05	.05
New York American.....(M)	291,840	.60	.60
New York American.....(S)	949,450	1.25	1.25
New York Globe.....(E)	181,475	.40	.40
New York Evening Mail .....(E)	172,703	.45	.40
*New York Evening Post.....(E)	36,875	.32	.25
*The New York Herald.....(M)	203,586	.50	.45
*The New York Herald.....(S)	207,662	.50	.45
*The Sun, New York.....(E)	190,309	.50	.45
†New York Times .....(M)	331,681	.65	.637
†New York Times.....(S)	502,591	.70	.686
*New York Tribune.....(M)	125,919	.40	.36
*New York Tribune .....(S)	127,836	.40	.36
***New York World .....(M)	337,228	.60	.58
***New York World .....(S)	590,965	.60	.58
***New York World .....(E)	350,489	.60	.58
***Niagara Falls Gazette .....(E)	12,720	.05	.05
Olean Times .....(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise..(E)	10,437	.05	.05
Rochester Herald .....(M)	27,383	.08	.08
Rochester Times-Union .....(E)	62,894	.20	.18
Schenectady Union-Star .....(E)	13,417	.06	.05
*Staten Island Daily Advance.....(E)	5,968	.04	.03
††Syracuse Journal .....(E)	45,875	.09	.09
*Troy Record .....(M&E)	22,312	.05	.05
Yonkers Daily News .....(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
††Government Statement, April 1st, 1920.
**A. B. C. Auditor's Report, April 1st, 1920.

Digitized by Google

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World-Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services.
Speed—Reliability—Quality
International News Service
10th floor, World Building, New York

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The Day
דער טאג
The National Jewish Daily

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America

INSTANT CONTACT!
Can be obtained with Los Angeles or Southern California through your special correspondent, which covers the field for your interests. Write or wire.
LOS ANGELES NEWS BUREAU
CHAMBER OF COMMERCE BLDG.
Los Angeles, California.

COURT RULINGS 1920

Basis of Libel Damages—Legal point in fixing of libel damages was involved in reversal by New York State Court of Appeals, at Albany, of $25,000 verdict that had been awarded to Magistrate John F. Corrigan of New York City in his suit against the Bobbs-Merrill Publishing Company and George Bronson Howard, an author. The action was sent back for retrial on ground that the jury was without right to award punitive damages against the publishing company and should have confined its verdict to an amount in keeping with the actual damages suffered by the plaintiff. The company withdrew from circulation the book causing the suit after it had been advised of the libel. Jan. 27.

Must Translate Foreign Languages—A libelous article published in a foreign language, and as such copied into an information or an indictment, must be accompanied by a correct English translation, according to a decision of the Texas Court of Criminal Appeals in reversing and dismissing case of J. Drozda, convicted of alleged libel and fined $100 by trial court. April 3.

Malice in Libel—In case of State of Washington vs E. B. Ault, editor-manager of Seattle Daily Union Record, for alleged libel of four former U. S. soldiers, killed at Centralia on Armistice Day, Ault was acquitted with following interpretation of the law by Judge McDonald: "The gist of criminal libel in this State is malice. Libel can be criminal, whether the statement complained of is true or false. It is just as much of a crime to publish the truth maliciously as it is to publish a lie maliciously, and if no malice is shown there can be no criminal libel. The State has not introduced any evidence to show malice." April 17.

Defense of Justification—New York State Court of Appeals reversed lower courts and dismissed complaint of William S. Bennet, former Congressman, in his action against New York Globe and Commercial, to recover $100,000 damages for publication of alleged libel. Bennet charged fifteen causes for action for separate articles published from June to November, 1916, which he alleged caused his defeat for re-election in his campaign in the 35th Congressional district. The defense was that the articles were a fair criticism of a public officer in a political campaign. Dec. 25.

"No Cause for Action"—Saratogs (N. Y.) Daily Saratogian won "no cause for action" verdict in libel action brought by Superintendent of Police Edward T. Carroll, asking $26,000 damages. Defense was that charges made against Carroll by the Saratogian were true and evidence was submitted to support them. Oct. 27.

Plaintiff Held Responsible—When a person takes a controversial article about himself to a newspaper he has no recourse in court if he receives a severe criticism when the other side of the story is printed. Such was ruling of Circuit Judge H. H. Belt of Portland, Ore., in instructing the jury to return a verdict in favor of the Oregonian and against Merrill F. Hanville, who brought a $50,000 libel suit against. "Any man who projects his private affairs before the public and gets the worst of it is not entitled to any sympathy," ruled Judge Belt. June 16.

Blake—N. Y. Sun Case—New York State Court of Appeals handed down decision holding valid the complaint of Harold A. Blake, an Albion (N. Y.) attorney, in an action to recover damages against the New York Sun Printing & Publishing Association for alleged libel and authorized trial of the case. The article in question, published in the Sun August 13, 1916, stated that Mr. Blake had obtained an alleged confession from Charles P. Stielow, who was found guilty of the murder of Charles Phelps and his housekeeper in March, 1915. Another person was arrested on the charge of having committed the crime and Stielow was pardoned when it was established that the confession was forced from him and was false. Blake was a partner of the district attorney who prosecuted Stielow and aided him at the trial but had nothing to do with obtaining the confession, he stated. May 22.

Comment on Semi-Public Characters—Portland (Ore.) Telegram won a significant victory in $50,000 libel suit brought by "Dr." Alsamon Ira Lucas, a healer and psychoanalyst, who had been a conspicuous figure in Portland. Lucas, whose patrons included some well known white citizens, was said by the Telegram to be a negro, ignorant and not entitled to the degrees he claimed. The newspaper made a vigorous expose of him through its columns. Lucas brought suit and court held that inasmuch as plaintiff had become a semi-public character, criticism of him, if true, was privileged. Jan. 6.

Press Rights to Confidence—Case of E. J. Finnegan—After entering an order committing Richard J. Finnegan, managing editor of the Chicago Journal, to jail for six days for contempt of court, because he refused to divulge the source of information contained in a story published in the Journal, Judge G. F. Rush of the Circuit Court vacated his ruling and Mr. Finnegan did not serve the term. Judge Rush based his revocation of sentence on the ground advanced by Mr. Finnegan's attorney, Edward F. Dunne, former governor of Illinois: that "if the witness should answer, testimony from his informant might tend to incriminate him in criminal libel, although the original story contained no libel." Nov. 4.

The Oregon Law—That a newspaper in Oregon cannot be compelled to reveal source of information of news articles was the opinion given by Attorney General Brown, who said there is no law covering the point. Feb. 23.

Walbridge-Kavanaugh Case—Charged with contempt of court in refusing to divulge source of their information for gambling stories, John K. Walbridge, publisher Saratogs (N. Y.) Saratogian, and Jesse H. Cavanaugh, reporter, decided to carry their cases to the Supreme Court. A test case will be made to decide whether a newspaper can be compelled to break confidence. Dec. 3.

The Connecticut Law—Arthur J. Sloane, managing editor New Haven (Conn.) Journal-Courier, was sentenced to 10 days in jail (sentence suspended) following trial for contempt of court. His paper had criticised town court of Orange stating that "the court was likely to proceed illegally (referring to a certain case of alleged liquor and gambling law violations) unless close watch were put upon it by the public." In his memorandum Judge Charles J. Martin said: "In the light of the present menacing disregard for law and order in many quarters, it is of the highest importance that the news columns of the press contain truthful statements in well-chosen language when reporting the proceedings of our courts. Thus will respect for constituted authority be encouraged and lawlessness and disorder be suppressed." July 25.

What News Is—Chicago Tribune obtained Appellate Court recognition of the right of a newspaper to publish what it considers news and to disregard whatever it feels does not come within that category. Attorney William Reed, an "independent" candidate for Superior Court judge in the November (1917) election, sued for $100,000 damages on the ground that the Tribune, in not publishing all of a facsimile of a specimen ballot, thereby omitting independent candidates, had done so "wilfully and maliciously" and "with intent to injure his candidacy." The Tribune took the stand that the independent candidates' names were excluded not with any intent of ignoring them but because they were not considered active contenders. The opinion of the court said it was clear that a newspaper in the dissemination of matters of public interest has a right to abandon any department it may have established or to add new ones or to change its policy, political or otherwise, at its pleasure as it may deem best either for its own or the public weal. May 1.

Soldiers Incited to Riot—G. W. Houldin, editor San Antonio (Tex.) Inquirer, sentenced to two years in U. S. penitentiary at Fort Leavenworth for publishing an article which was adjudged "an unlawful attempt to cause insubordination among negro soldiers." The article was printed November 24, 1917, following a riot of negro soldiers in Houston. Houldin was convicted in Federal District Court and took the appeal. Decision upheld by Circuit Court at New Orleans. Jan. 6.

Interfering with Distribution—Temporary injunction issued by U. S. District Court in New Mexico restraining State Council of Defense and certain officials of that state, from interfering with the sale and distribution of the Hearst magazines in New Mexico, was upheld by U. S. Circuit Court of Appeals at St. Paul, Minn. Defendants had opposed the circulation of the publications through popular appeal, basing their action, according to the complaint, on anti-British and alleged pro-German statements published in the Hearst newspapers. May 25.

Can't Conceive Police Records—Police Chief Frank W. Smith of Cleveland was convicted of contempt of court and fined $1,000 for failure to observe the Common Pleas Court injunction to open all police records to reporters of the Cleveland News. July 21.

Newspaper Theft Prison Offense—Theft of $3 worth of newspapers from dealer's store sent Michael Lima to the New York City penitentiary for 12 to 36 months following

(Continued on page 153)

The
ADA EVENING NEWS
and
The Ada Weekly News
are
SUPREME In
Southeastern Oklahoma
Combined Circulation, 7,000

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.
Asbury Park Press
thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.
Standard Rate Card *Member A. B. C.*
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

OF THE SHAFFER GROUP
The Chicago Evening Post has led the Chicago evening field in display and classified advertising each and every year for the past five years. The answer is the quality of its circulation.
THE CHICAGO EVENING POST
Chicago's Class Newspaper
OF NEWSPAPERS

Nearly every person in Richmond reads The
NEWS-LEADER
The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.
The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show THE NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building, Broadway at 34th St., New York City. — Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Building, Atlanta, Ga.

NEWSPRINT
Best References among Publishers
Maine Pulp & Paper Co.
Skowhegan, Maine
Sole Selling Agents
INVINCIBLE PAPER & PULP CORPORATION
135 Broadway, New York City
Phone Rector 9957-8-9

Digitized by Google

Known Throughout the World

Why are advertisements coming from England, France, Italy, Norway and South America published in

The Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:
Wallace G. Brooks,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

FIRST

In 1920 The New York Times printed 2,735,081 agate lines of financial advertising, exceeding the volume of any others newspaper in the world for any year, and twice the volume published by the New York newspaper second in financial advertising.

THE NEW YORK TIMES

IN NEW ORLEANS IT'S — —

THE NEW ORLEANS ITEM

Few Papers—(if any)—surpass the TRENTON NEW JERSEY **TIMES** AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649 Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

COURT RULINGS

(Continued from page 152)

conviction in Court of Special Sessions. The justices in passing sentence remarked that they would send to prison all other defendants so convicted. This was the first conviction and prison sentence resulting from crusade of Publishers' Association of New York against such thefts, which had become very heavy. July 31.

C. T. Brainard Acquitted—Appellate Division of New York Supreme Court reversed conviction of Clinton T. Brainard, president Harper & Bros., who was found guilty in January in Special Sessions of "Unlawfully possessing an obscene book," the novel "Madeleine," and dismissed the charge against him. By vote of four to one the court threw out the same charges against Harper & Brothers, as publishers of the book. July 15.

City Officials Cannot Hamper Press—Judge Fawcett of New York Supreme Court issued an injunction asked for by the Brooklyn Standard Union restraining Mayor Hylan from excluding Clarence Worden, the paper's City Hall reporter, from the meetings of the board of estimate. Justice Fawcett said: "The press is the lever that moves the world as no other earthly power could move it. It should not be hampered while in the lawful pursuit of gathering news or interfered with while honestly disseminating really important information to its readers."

Newspaper Route Ownership—Newspaper route contracts involve no property rights and may be revoked at will, according to a ruling of the California Supreme Court, in dismissing damage suits for over $200,000 against John D. Spreckels, who was publisher of the San Francisco Morning Call, when that paper was sold in 1913. It was charged that contracts were abrogated by the sale. "A newspaper route creates only an agency and does not vest a property right," the decision said. "An increase of circulation in a route does not give the holder of the route-contract an interest in the business," the court held. Aug. 26.

News-Stands Illegal Obstructions—Appellate Division New York Supreme Court denied application of City of Buffalo for rehearing of decision that news-stands are illegal obstructions and must be removed from streets. Oct. 23.

Dereliction of Duty by Employe—In ordering a retrial of the suit of Berthold Yokel, former employe, who had obtained a verdict in his favor against the New York Tribune, Judge Penfield said: "As this case determines upon the dereliction of duty which the plaintiff owed to the defendant to avoid the defendant being subjected to a penalty in the eyes of the law, it is the duty of the court to grant the defendant's motion." The Tribune justified Mr. Yokel's discharge on the grounds of "disobedience, dishonesty and violations of its policies and general regulations."

Assault on Editor—Waukegan (Ill.) Court fined Charles Worack, a city official, $100 for assaulting William J. Smith, editor of Waukegan Sun, after he had taken a sound thrashing at hands of editor. Nov. 20.

Refund in Freight Rates—Interstate Commerce Commission ordered railroad companies to refund to Tulsa (Okla.) World Publishing Company, the Democrat Publishing Company and the Tulsa Paper Company sum of about $17,400, which was declared to be "unreasonable freight rates" charged on transportation of newsprint from Wisconsin and Minnesota mills to Tulsa during past three years. Nov. 27.

Dr. Rumely Convicted—Dr. E. A. Rumely was convicted by Federal Court jury of charges of violating Trading with the Enemy Act in having failed to report German ownership of New York Evening Mail to the Alien Property Custodian in 1918. Dec. 18

Enforcement of Post Office Ownership Statements—Judge A. B. Anderson of Federal District Court for District of Indiana that Government is powerless to prosecute under criminal code any violations of the postal laws requiring true statements of circulation and ownership of newspapers and other publications taking advantage of second class mail rates. Decision was rendered by Judge Anderson in sustaining a demurrer to indictment brought against Delavan Smith charging him with violating Section 28 of the Criminal Code of filing a false statement relative to the ownership of Indianapolis News—to the effect that he (Smith) was the sole owner of the paper—when in reality the estate of Charles W. Fairbanks was a three-fourths owner. In his finding, citing various decisions, Judge Anderson held that Section 28 embraced only forged and counterfeited instruments in the technical sense and "does not include instruments which are genuine, but which contain statements which are not true in fact." Jan. 19.

Protecting Name of Consolidated Newspaper—When a newspaper suspends publication through a merger, it becomes an unfair trade practice for another paper in the same field to assume, in any manner whatever, the name or the practice of the suspended publication, according to a decision of the Kansas Supreme Court in affirming ruling of District Court of Montgomery County in issuing an injunction against A. J. Valentine of Coffeyville, who changed the name of his paper, The Earth, to The Sun when the old Coffeyville Morning Sun was merged with the Journal, the afternoon paper, by Hugh J. Powell and Stanley Platz, owners. April 17.

A Worthless Purchase Contract—Declaring that even if the contract were made it would be void under the Wisconsin statute of frauds, Judge George Grimm dismissed $7,000 suit of J. L. Mahoney against John E. Kennedy and T. P. Burns, members of the Janesville (Wis.) News Publishing Company. Suit was based on an alleged agreement between the three men, whereby Kennedy and Burns were to buy the controlling interest in the Janesville News (now defunct) but failed to make payment within the two weeks' time limit. April 17.

Divorce Case Publicity—Starting a divorce suit in a county other than the one in which the parties reside for the purpose of avoiding newspaper publicity was disapproved of by Judge E. C. Higbee at LaCrosse, Wis., in proceedings brought before his court by Mrs. Julia Cordell of Milwaukee, saying: "I can understand the plaintiff's desire but I do not think the courts ought to assist in avoiding publicity."

Newsprint Price Control—Price Brothers & Co. won appeal in Canadian Supreme Court against order of Board of Commerce requiring them to furnish newsprint to certain Montreal firms at price fixed by Board. Court ruled newsprint is not a necessity of life in the usual sense of the term. April 8

Interference With Supreme Court—Federal Grand Jury handed down indictments alleging conspiracy to interfere with the process of the Supreme Court of the United States by obtaining advance information of decisions and making use of information for speculative purposes in Wall Street. "Leak" discovered by Marlen Pew, editor and manager International News Service. Those indicted were Ashton B. Embry, J. Harwood Graves, B. B. Moss and E. M. Mayer. April 1.

Miller Saw Trimmer Invention Rights—Court of Appeals, District of Columbia, denied petition for rehearing in connection with decision of June 2, 1920, in favor of Miller Saw Trimmer Company, Pittsburgh, to effect that Hans Honigman is not original inventor of certain mechanical features pertaining to automatic feeding devices for printing presses, named in his pattern, No. 1,074,720, and that the company's inventors are legally entitled to the contested patent. The decision terminated a legal controversy extending over period of six years. Oct 4

Brinton Newspaper Law, giving certain newspapers in North Dakota a monopoly of all public printing and publicity, was declared unconstitutional by Judge W. G. Crawford of Sixth Judicial District, at Mandan, supporting contention of North Dakota Press Association that the Act violated sections 51, 126, 137 and 138 of the North Dakota constitution. Feb. 17.

Rights to Mailing Privileges—New York Call, Socialist daily, won suit in District of Columbia Supreme Court, to compel Postmaster-General Burleson to restore it to the privileges of the mails, which he withdrew from it December 6, 1919. Justice Hitz, who heard suit, decided that the Postmaster-General had exceeded his authority in speculating on what sort of matter the Call might carry in its columns in future issues. He ruled that the Espionage Law, under which Mr. Burleson acted, contained no express grant of authority to the Postmaster-General to exercise whatever power the Act gives him by a blanket order operating in the future upon issues of a periodical not yet in existence. Aug. 25.

Profiteering—Fine of $50 on charge of profiteering was assessed in Police Judge Mix's court, St. Louis, against Alvin Overby of Peoria, Ill., who was arrested for misrepresenting a regular afternoon edition of the St. Louis Star as an extra and selling it for 5 cents. Jan. 1.

Associated Press By-Law Powers—William R. Hearst won controversy with Associated Press over news service for his Oakland edition of San Francisco Examiner when the N. Y. Court of Appeal handed down decision dismissing appeal of the A. P. Mr. Hearst publishes the edition for Oakland in the office of the Examiner at San Francisco, with the heading "Oakland Examiner" in large type and in small type "Oakland Edition of San Francisco Examiner," which, the A. P. contended, was a violation of the by-laws that provide a member shall publish the news supplied only in the newspaper specified in the cer-

(Continued on page 154)

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy {2980 5111
Cable Address:
SCHOLZEM, NEW YORK

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

1920

Indication of Lineage Increase
1920 vs. 1918
in the

BOSTON AMERICAN

on
Financial Advertising

Total Lines, 1918.... 21,769
" " 1920....233,600

1918

Buy Space in Boston's Greatest Evening Newspaper

Digitized by Google

COURT RULINGS

(Continued from page 153)

tificate of membership and shall not permit any other use to be made of it. Mr. Hearst asserted that the enforcement of the rule in San Francisco situation was contrary to reason and justice, as the Oakland edition was practically the same as another local edition. June 5.

Resale Price Fixing—U. S. Supreme Court reversed Federal Court decision which held that Sherman Anti-Trust Law did not prohibit a resale price fixing unless there was intent of creating a monopoly in restraint of trade. The Supreme Court opinion was rendered in the Government's appeals from dismissal in Ohio of indictments charging A. Schrader's Sons, Inc., with entering into a combination in restraint of trade by compelling tire manufacturers to whom it sold its products "to execute uniform contracts concerning resales and refusing to sell those who did not enter into such contracts and adhere to uniform resale prices fixed by it." Justice Reynolds, who gave decision, said, in answering opinion of lower court, that the main defense of the defendants was that the effect of the Colgate decision was to prevent their prosecution for resale price fixing; that the opinion of the court was that this was not the intent and application of the Colgate decision; and that resale price-fixing is a violation of the Sherman Anti-Trust Act. March 6.

Case of Colgate Co.—Federal Grand Jury at Trenton, N. J., returned indictments on 68 counts against Colgate & Co., for alleged violations of the Sherman Anti-Trust Law on charges that the firm fixed resale prices by entering into agreements with wholesale dealers and jobbers. March 24.

Who Pays for the Advertising?—Judge Henry G. Ward, Circuit Court of Appeals 2nd District of New York, declared "advertising is a method of selling goods, which, without increasing their merits, increases their costs" in ruling in case of Federal Trade Commission against New Jersey Asbestos Company. April 5.

Beech-Nut Price Fixing Decision—U. S. Circuit Court of Appeals for Second District, sitting in New York, by unanimous decision set aside an order issued by the Federal Trade Commission against the Beech-Nut Packing Company, of Canajoharie, N. Y., whereby it was directed to cease from refusing to sell to dealers who either failed to observe the retail prices suggested by the company or who resold to other dealers who failed to observe such prices. Decision was based on Colgate case ruling of U. S. Supreme Court upholding "the exercise of the right of a man to do what he will with his own" and that it was "not obnoxious to the Sherman Act." March 13.

Restricted Rights to Trade Mark—Vice-Chancellor Stevenson of New Jersey signed preliminary injunction restraining United Confectioners, a candy corporation of Newark, from using word "United" and from displaying an advertising device in the form of a shield, on the ground that the word "United" and the shield device are restricted to use of United Cigar Stores Company and that an attempt to use them otherwise constituted unfair competition. Sept. 1.

Use of Phrase in Trade Marks—Supreme Court of U. S. ruled embodiment of an advertising phrase does not impair the standing of or lessen the protection that many be claimed for a trademark, thus establishing a new principle of significance to publishers and advertisers. The court's decision (made in dispute over trademark of Moistair Heating System) was that "the presence of an advertising phrase, even though that phrase cannot be monopolized by another advertiser, does not disqualify for registration at Washington the typographical design of which it is a part." Sept. 4.

What Is a Legal Publication?—Franklin R. Brown, attorney for Buffalo (N. Y.) Commercial, obtained temporary injunction restraining award of contract for city printing to the Legal Daily, a publication which submitted lowest bid for 1921. Courts will be asked to pass upon question of whether a publication of 300 circulation, as admitted by the owners of the Legal Daily, and reaching few save the legal fraternity, can be classed as a newspaper and as such receive contracts for publication of legal notices. Dec. 31.

SCHOOLS AND COURSES IN JOURNALISM

University of Florida (co-educational) Gainesville, Fla. Elementary course in Journalism, and a course in newspaper writing by correspondence study intended primarily for reporters on weekly newspapers.

University of Oklahoma, School of Journalism (co-educational), Norman, Oklahoma. Established 1913. Professors H. H. Herbert, Russell Monroe, Willard H. Campbell, Grace E. Ray. Enrollment since establishment, 300 men, 250 women. Graduates, 70 have received B. A. degree; 25 additional have received a B. A. degree and certificate in journalism; course, three years; courses are in semester units. Present enrollment, 120; class of 1921, 12. Publications, Oklahoma Daily (five mornings a week), Oklahoma Weekly, Sooner State Press (weekly), University of Oklahoma Magazine (monthly). Fraternities, Sigma Delta Chi, for men, president, Dewey E. Neal; vice-president, E. M. DeWeese; secretary, H. H. Herbert; treasurer, Joseph A. Brandt; for women, Theta Sigma Phi; Grace E. Ray, president; Carrie Copeland, vice-president; Frances Clay, secretary; Lucile Cowles, treasurer.

Ohio State University, College of Commerce and Journalism (co-educational), Columbus, Ohio. Established 1916. Professors, O. C. Hooper, J. S. Myers. Enrollment since establishment, 508 men, 240 women, graduates, 20. One course, 3 years; present enrollment, 370; class of 1921, 15. Publications, the Daily Lantern (five issues weekly during school year). Fraternities, for men, Sigma Delta Chi; Charles S. Nelson, president, for women, Theta Sigma Phi; Margaret Bambach, president. Special awards, R. F. Wolfe medal. Degrees, B. J. and A. B.

University of Illinois (co-educational), Urbana-Champaign, Ill. Course in Journalism established 1903 as division of Department of English. Professor, H. F. Harrington; assistants, E. S. Watson, J. F. Wright. One course, 3 years; present enrollment, 145; classes 1921, 8. Publications, The Daily Illini (six days a week during school year), Illinois Magazine (monthly), The Siren (humorous monthly), The Technograph (technical quarterly), The Agriculturist (monthly), The Enterprise (commercial quarterly). Fraternities, for men, Sigma Delta Chi, H. O. Hallihan, president; for women, Theta Sigma Phi; Blanche Shirley, president. Special prizes for feature stories. Degrees, A. B.

Columbia University, Pulitzer School of Journalism (co-educational) New York City. Established 1912. Professors, Dr. John W. Cunliffe, director; Roscoe C. E. Brown; associate professors, Walter B. Pitkin, Charles P. Cooper, Clare M. Howard (assistant professor and adviser to women students); associates, Albert W. Atwood, Carl Dickey, Walter Prichard Eaton, Harold de Wolf Fuller, Kenneth Lord, Ralph H. Rogers, Merryle S. Rukeyser, Edwin E. Slosson, Allen Sinclair Will; total enrollment since established, 616; total graduates, 170; one course 2 professional years, following on two college years; present enrollment 127; class of 1921, 51; publications, Clean Copy, published twice a year by the Alumni. Fraternities, Theta Sigma Phi, for women; Martha Francis Drewry, president; Helen Dwight, vice-president; Marcella Mitchell, secretary; Ruth B. Chamberlain, treasurer; June Moll, keeper of the archives; for men, Sigma Delta Chi; Howard P. Jones, president; Robert A. Curry, vice-president; Clayton Whitehill, treasurer; Gerard Chapul, corresponding secretary; Kenneth Lyons, recording secretary; donors, the late Joseph Pulitzer; special awards, 2 faculty scholarships, entitling recipients to free tuition during second professional year; limited number of grants to deserving students; 3 travelling scholarships of $1,500 each.

Kansas State Agricultural College (co-educational), Lawrence, Kan. Department of Industrial Journalism and Printing established, printing 1873 and journalism 1910. Faculty, Nelson Antrim Crawford, Hallam W. Davis, Charles E. Rogers, Edgar T. Keith, Izil I. Poison, E. M. Amos. One course of 4 years leading to degree and elective subjects open to other students. Students enrolled since establishment, 261 men; 181 women. Graduates, 26 men, 13 women. Present enrollment, 84 four year course, 160 elective. Class of 1921, 11. Publications, Kansas Industrialist (weekly), Kansas State Collegian (semi-weekly), Brown Bull (humorous quarterly), Kansas State Agricultural Bulletin, and Industrial Journalism Series (occasional). Fraternities, Sigma Delta Chi, for men; M. S. Eisenhower, president; Walter Karlowski, secretary. Theta Sigma Phi, for women; Clementine Paddleford, president; Ione Leith, secretary.

University of Missouri, School of Journalism (co-educational), Columbia, Mo. Established as a school of Journalism and division of the University of Missouri coordinate with the schools of law and medicine in 1908; as a department of Journalism in 1908, courses in Journalism having been offered at the University as early as 1873. Professors, Dean Walter Williams, Albert Ross Hill, Hermann Almstedt, John Sites Ankeney, E. R. Childers, Jay William Hudson, Isidor Loeb, Frank Lee Martin, Norman MacLaren Trenholme, Frederick Monroe Tisdel, Robert Stanley Mann, Herbert Warren Smith. Enrollment since establishment, more than 2,500; graduates 226. Present enrollment, 200. Class of 1921, 38. Publications, The Columbian Evening Missourian (a general newspaper with two daily editions). Fraternities, Alpha Delta Sigma, Joe Hosmer, president; Kappa Delta Alpha, E. R. Childers, president; Sigma Delta Chi, Harry Mann, president; Gamma Alpha Chi, May Miller, president; Theta Sigma Phi, Faye Johannes, president; Dana Press Club, J. H. McClain, president; American Journalists' Association, F. L. Martin, president. Special Awards: Five scholarships have been established by H. S. Jewell of the Springfield Leader, in memory of his son, J. J. Jewell; Jay L. Torrey Scholarship for Women, established by Jay L. Torrey and the Eugene Field Scholarship established through the efforts of J. West Goodwin of the Sedalia Bazoo. J. H. Neff Hall, memorial gift of Ward Neff.

Notre Dame University, Notre Dame, Ind. (co-educational, summer school only). Course in Journalism established 1913. Professors, John M. Cooney, Thomas Lahey. Number enrolled, 232 during regular terms; 78 during summer sessions (1918, 1919 and 1920); 250 men, 61 women; number graduated, 23; course, 4 years. Present enrollment, 58; class of 1921, 2. Special Awards: J. Sinnott Meyers gold medal for excellence in studies.

Northwestern University, Joseph Medill School of Journalism (co-educational), Evanston, Ill. Established 1920. Courses: Two year course, full-time day students; four year course, part time, evening students. Enrollment began in January, 1921.

University of Wisconsin (co-educational), Madison, Wis. Course in Journalism established 1906. Professors, Willard G. Bleyer, Grant M. Hyde, E. Marion Johnson, Mrs. Genevieve J. Boughner, E. H. Gardner, A. W. Hopkins, W. A. Sumner, F. A. Ernst, O. S. Rundell. Course, 4 years. Present enrollment, 220; class of 1921, 14. Publications, Daily Cardinal (morning except Monday), Wisconsin Literary Magazine (monthly), The Octopus (humorous monthly), The Badger (junior annual), The Wisconsin Engineer (quarterly), Wisconsin Country Magazine (agricultural monthly), Commerce Magazine (business quarterly). Fraternities, Sigma Delta Chi, for men, H. C. Dennis, president; Theta Sigma Phi, for women, Ethel Vinje, president; University Press Club, established in 1892, oldest college press club in the country; H. C. Dennis, president; Advertising Club and Associate Chapter, American Journalists' Association.

University of Southern California (co-educational), Los Angeles, Cal. Course in Journalism established in 1912. Professor Marc N. Goodnow. Enrollment since establishment, 200 men, 175 women; graduates about 100. Length of courses cover entire school year in elementary and advanced news writing; present enrollment, 45. Publications, The Personalist (quarterly), El Rodeo (annual) The Wampus (humorous monthly), The Trojan (four days a week).

University of Pittsburgh, School of Economics, Department of Journalism established in 1913 (co-educational). Students are registered in the School of Economics as Journalism is not a separate school. Journalism is an elective course. Professor Charles Arnold. Publications, Pitt Weekly, Owl (annual), Pitt Panther (comic), Pitt Review (literary). Fraternities, for men, Sigma Delta Chi, E. S. Hamler, president; Maurice Goldstein, secretary; Max E. Hannum, treasurer; for women, Alpha Omega, Miss Willa Penn Derning, president; Miss Lillian Solof, secretary.

Boston University, College of Business Administration, Department of Journalism established 1914 (co-educational); Boston, Mass. Professors Harry B. Center, Clifton B. Carberry. Enrollment since establishment, 218 men, 127 women. Individual courses, two of full year, four of half year; present enrollment 71; publications, Boston University News (weekly).

Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa; (co-educational). Courses in Journalism were offered in 1905; distinct department of Journalism founded in 1911 and in 1920 was made full collegiate department, giving a four year course leading to a bachelor's degree. Professors F. W. Beckman, Blair Converse, H. E. Pride and W. E. Dripps. Publications, Iowa State Student (tri-weekly), Iowa Agriculturist (monthly), Iowa Engineer (monthly), Iowa Home Maker (monthly), Iowa Forester (annual), The Bomb (annual). Fraternities for men, Sigma Delta Chi, president, George Rath; vice-president, Paul A. Potter; secretary, V. B. Hamilton; treasurer, A. L. Mabon; for women, Theta Sigma Phi, president, Elizabeth Storm; vice-president, Genevieve McKim; secretary, Ann Wood; treasurer, Gladys Dodge. A fellowship in agricultural journalism, amounting to $400 annually is available through the generosity of John Clay.

Indiana University (co-educational), Bloomington, Indiana. Department of Journalism established in 1907. Professors Norman J. Radder, Claude M. Bolser and

Select Features Co.
1834 B'dway, New York

Distributors of high class

Newspaper Features
(Daily and Sunday)

Our features are now appearing in over 100 newspapers in the United States.

We Reach Five Million Readers

Write for 1921 offerings.
Select Features Company

ORANGEBURG, S. C.

One of the leading industrial and prosperous cities of South Carolina.

Banking resources about ten million dollars—per capita wealth $1,116.

Orangeburg second leading agricultural and cattle county of the state.

The Times & Democrat covers this wealthy territory.

Circulation—3,300.

Rate—.35 per inch (contracted space).

REPRESENTED BY

FROST, LANDIS & KOHN
CHICAGO NEW YORK ATLANTA

The Detroit News

The Detroit News largely duplicates the circulation of every other Detroit paper and has an immense exclusive circulation besides.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

EXECUTIVES OF CANADIAN DAILY NEWSPAPERS—Continued

(Continued from Page 90)

QUEBEC

Town	Paper	Publisher	Editor	Managing Editor	General Manager	Business Manager	Advertising Mgr.	Circulation Mgr.
Levis	Le Quotidien	J. Amédée Gagnon	Cie de Publication de Levis	J. Amédée Gagnon	J. Amédée Gagnon	J. Amédée Gagnon	J. Amédée Gagnon	J. Amédée Gagnon
Montreal	Gazette	Gazette Ptg. Co.	R. S. White	John Scott		J. R. Henderson	W. Sutton	F. Lawson
	Herald	Alfred Leithhead	C. Linton Sibley	C. Linton Sibley	Alfred Leithhead	Alfred Leithhead	C. E. Colling	W. Telford
	Jewish Eagle	Eagle Pub. Co., Ltd	H. Hirsh		H. Wolfsky	S. Sherman	H. Lutwin	Ph. Wolfsky
	La Patrie	J. L. & Eug. Tarte	Chas. Robillard	L. Houlé	L. J. Tarte	I. N. A. Terrault	Eug. Tarte	I. A. Blais
	La Presse	Arthur Berthiaume	Eugene Berthiaume	Eugene Berthiaume	Arthur Berthiaume	H. A. Robert	H. A. Robert	
	Le Canada	Canada Publishing Co.	Fernand Rinfret	Fernand Rinfret	J. B. Lapointe		C. Bourassa	A. H. Gelarneau
	Le Devoir	Henri Bourassa	Henri Bourassa	Georges Pelletier		J. J. Bouchard	Paul Caty,	J. J. Bouchard
	Star	The Montreal Star Pub. Co., Ltd.	C. F. Crandall	C. F. Crandall	Lord Atholstan	Lord Atholston	W. S. Marson	W. J. Little
Quebec	L'Action Catholique	L'Action Sociale, Ltd.	Dr. F. X. Dorion	J. N. Proulx	J. N. Proulx	F. Kirouac	A. Brousseau	P. A. Jean
Quebec	Chronicle						P. J. Egan	
Sherbrooke	La Tribune	La Tribune Pub. Co., Ltd.	J. M. Estival	C. A. Robidoux	C. A. Robidoux		E. Rivard	P. H. Doyon
Quebec	L'Evenement	La Cie de L'Evénement	Jos. E. Barnard	Jos. E. Barnard	Florian Fortin	Florian Fortin	I. P. Brousseau	Geo. J. Lépine
	Telegraph	The Telegraph Ptg. Co.	Frank Carrel		E. G. Smith	L. A. Campeau	E. G. Smith	L. Morin
Sherbrooke	Record	Sherbrooke Record Co., Ltd	V. E. Morrill	Gordon Miller	V. E. Morrill	E. G. Pierce		C. P. Buckland
Three Rivers	Le Nouvelliste	La Cie de Publication "Le Nouvelliste," Ltd.	Emile Jean	Emile Jean	R. Bourque	R. Bourque	P. Dupuis	L. Richer

SASKATCHEWAN

Moose Jaw	Times	The Times Co., Ltd.	Fred J. Workman	Thos. Miller	Thos. Miller	Thos. Miller	James H. Drynan	Robert Pegg
Moose Jaw	News					Hugh Peat		
Prince Albert	Herald		H. M. Hueston			Allan Holmes		E. C. Cotterd
Regina	Leader	The Leader Pub. Co., Ltd.	A. E. Darby		Burford Hooke			
Saskatoon	Phoenix	W. P. Herman	W. L. McTavish		C. A. Elvin	R. M. Elliott	F. D. Galbraith	J. S. Forter

NOTE—The Canadian daily newspapers that have failed to supply personal information are:
Belleville (Ont.) Ontario, Dawson (Yukon) News, Fredericton (N. B.) Gleaner, Fredericton (N. B.) Mail, Montreal (Que.) Nationaliste, St. John (N. B.) Globe, St. John (N. B.) Times-Star, Quebec (Que.) Le Soleil, Yarmouth (N S.) Post.
Newfoundland daily newspapers failed to supply personnel information are: St. Johns Advocate, St. Johns Star.

SCHOOLS AND COLLEGES OF JOURNALISM

(Continued from page 154)

J. Wymond French; eight one semester courses. Present enrollment, 193. Class of 1921, 30. Publications, Indiana Daily Student. Fraternities, for men, Sigma Delta Chi; Dallas Newton, president; for women, Theta Sigma Phi, Ruth Lauer, president.

New York University, Department of Journalism (co-educational), established in 1905. Pro. James Melvin Lee, director. Courses: a four year (college), degree, Bachelor of Science in Journalism. Three year course, degree of Bc. S. in Journalism. Also offers post graduate work. Present enrollment, 197 men, 109 women.

De Pauw University (co-educational) Greencastle, Indiana. Department of Journalism. Courses, elementary news writing, one year, 3 hours; advanced journalism, one year, 3 hours; magazine and news writing and advertising, one-half year, 2 hours. Publications, De Pauw Literary Magazine (quarterly), De Pauw (semi-weekly). Fraternities, for men, Sigma Delta Chi, John D. Hogue, president; for women, Theta Sigma Phi, Marie Bruhn, president.

Syracuse University, Department of Journalism, School of Business Administration (co-educational); Syracuse, N. Y. Established 1919, four year course for B. S. in Journalism, 2 year certificate course. Professors G. C. Wilson, Paul M. Paine, John Oscar Simmons, J. Herman Wharton, Arthur J. Brewster, Harry H. Skerritt, Warren B. Bullock, William P. Baker, John H. Howe. Present enrollment, 40. Publications, The Administrator (annually). Fraternities, Pi Delta Epsilon, for men; Theta Sigma Phi, for women. Special awards, Syracuse Journal Scholarships in Journalism.

University of Washington, School of Journalism (co-educational) Seattle, Wash. Department of Journalism established in 1909, made a School of Journalism in 1918. Professors, Matthew Lyle Spencer, Fred W. Kennedy, Robert W. Jones, Maurice W. Hicklin and Gladys A. Lansdon. Enrollment since July 1917, 213 men, 276 women; present enrollment, 239; class of 1921, 18. Courses, two years, with two years of college work as a prerequisite to entrance. Publications, The Washington Newspaper (monthly). Fraternities, Sigma Delta Chi, for men; Byron Christian, president; Mitchell Charnley, vice-president; George Astell, secretary; Steele V. Lindsay, treasurer. Theta Sigma Phi, for women, Margaret Leeser, president; Patricia Maloney, secretary. Special awards, Sigma Delta Chi Prize of $100 for best ten editorials written during school year and published in the University of Washington Daily.

Vassar College, Poughkeepsie, N. Y. Offers special course in journalistic writing; present enrollment, 50.

University of North Carolina (co-educational), Chapel Hill, N. C. Course in Journalism established 1915. Professor C. A. Hibbard. Publications, The Tar Heel Baby (semi-weekly). The Tar Baby (comic, 15 times a year), The Yackety-Yack (college annual). Fraternities, Sigma Delta Chi; Garland B. Porter, president; Jonathan Daniels, secretary. Special Awards: Burdick prize, cash award for best reportorial work on The Tar Heel; Preston Cup, silver loving cup for student submitting best entries in several fields of journalism.

State University of Iowa (co-educational) Iowa City, Iowa. Work in Journalism first offered in 1914. Professor William G. Maulsby. Enrollment since establishment, 225. Publications, Daily Iowan; Frivol (magazine issued 7 times a year). Fraternities, Sigma Delta Chi, for men, Earl W. Wells, president; Charles B. Gould, vice-president; Fred A. Steiner, secretary; Harold Andrew, treasurer; Theta Sigma Phi, for women, Marion Dyer, president; Hubercteen Kueneman, vice-president; Elsie Kats, secretary; Thelma B. Graves, treasurer; Dorothy M. Lingham, keeper of archives.

State College of Washington (co-educational) Pullman, Washington. Course in Journalism established 1911. Professors, Frank Thayer, J. L. Ashlock, T. J. O'Day. Journalism is given as part of English course; present enrollment, 40.

University of Kentucky (co-educational) Lexington, Ky. Course in Journalism established 1914. Professors, Enoch Grehan, Marguerite McLaughlin. Course, 4 years. Present enrollment, 180. Publications, State Press Bulletin (semi-weekly). Fraternities, for men, Alpha Delta Sigma, Herndon Evans, president; Donald Divine, vice-president; Robert Raible, secretary-treasurer; for women, Theta Sigma Phi, Martha Buckman, president; Lucile Moore, vice-president; Katherine Nashley, treasurer; Mary Archer Bell, keeper of archives.

University of Minnesota (co-educational) Minneapolis, Minn. Course in journalism established 1915; Professor R. R. Barlow. Enrollment since establishment, 125 women and 75 men. Courses: News writing, one year; editing, two quarters; feature writing, one quarter; editorial writing, one quarter; newspaper problems, one quarter; practice work, one quarter. Present enrollment, 45; class of 1921, 12. Fraternities, for men, Sigma Delta Chi, William McLean, president; Lawrence Clark, news editor; for women, Helen Hart, president; Margaret Aldrich, secretary. Donors, the late W. J. Murphy.

University of Texas (co-educational) Austin, Texas. Course in Journalism established 1914. Professors, Will H. Moyes, Paul J. Thompson, W. D. Hornaday and D. C. Wright. Enrollment since establishment, 315 men, 135 women; graduates, 5; 11 courses of one year each.

University of Oregon (co-educational) Eugene, Oregon; Department of Journalism established 1913. Dean Eric W. Allen; Colin V. Dyment, George S. Turnbull, W. F. G. Thatcher, Robert C. Hall and Alfred Powers. Harrison R. Kincaid, pioneer newspaper man of Oregon, gave the plant of the old Oregon State Journal which formed the foundation for the University Press, the printing and laboratory department. Enrollment since establishment, 300 men, 250 women; graduates, 50. Course aggregates 4 years; present enrollment, 96; class of 1921, 12. Publications, Oregon Exchanges (monthly), Oregon News Bulletin (weekly). Fraternities, for men, Sigma Delta Chi, Harris Ellsworth, president; Stanley Eisman, secretary-treasurer; for women, Theta Sigma Phi, Mary Ellen Bailey, president; Nell Warwick, vice-president; Velma Rupert, secretary; Eleanor Spall, treasurer.

South Dakota State College of Agriculture and Mechanic Arts (co-educational), Brookings S. D.. Three one term courses in Journalism. Professor Paul W. Kieser. Students enrolled (1920-21) 10. Publications, Collegian (weekly), Jack Rabbit (annual).

University of South Dakota (co-educational) Vermillion, S. D. Department of Journalism established 1915. Professor Joseph A. Wright. Course, two years; present enrollment, 37.

Colorado College (co-educational) Colorado Springs, Col. Department of Journalism, course, one semester, 15 weeks.

FOREIGN AFFAIRS

(Continued from page 137)

Newcastle—E. B. Stewart appointed publisher Daily Journal. July 1.

FINLAND

Enso—World's largest pulp mill began operation. Oct. 1.

FRANCE

Paris—Anglo-American Press Association elected Stoddard Dewey, New York Evening Post, president. Jan. 2.

Stephen Pichon elected president Syndicate of Paris Newspapers. Jan. 27.

All newspapers raised prices. June 24.

John Franklin, editorial director Havas Agency, died. Oct. 14.

GEORGIA

Tiflis—Near East founded as daily newspaper by group of Americans. Feb. 19.

GERMANY

Berlin—Practically all German newspapers raised their price by half. June 16.

IRELAND

Belfast—Daily Telegraph celebrated 54th birthday. Sept. 1.

ITALY

Rome—Italian newspapers raised prices, publishing statistics to show that "through enormous increases in production costs this rise does not mean prosperity for the newspapers but is absolutely necessary to save them from imminent ruin." June 19.

JAPAN

Osaka—The Mainichi established London office in charge of D. J. Evans. Dec. 18.

Tokio—Joseph P. Barry appointed general manager Japan Advertiser. Feb. 19.

American-Japanese advertising agency organized by Roderick O. Matheson and S. Shoba. March 20.

Shuroku Kuroiwa, editor and owner Yorodru Choho, died. Oct. 7.

Combination effected between Kokusai and Teikoku News Services. Dec. 18.

NEW ZEALAND

New Zealand Newspaper Proprietors Association re-elected P. Selig, Christchurch Press, president. May 1.

SPAIN

Barcelona—La Publicidad discontinued. Sept. 15.

Madrid—Spanish government prohibited publication of Sunday newspapers. Feb. 1.

Government order authorized increase in prices of newspapers to 10 centavos. June 5.

Import duties on newsprint abolished by Royal decree. Aug. 21.

San Sebastian—Miguel Moya, president Association Press of Madrid and owner of El Liberal and El Heraldo, died. Aug. 19.

Let's All Help Make 1921 The Best Year We Ever Had

HERE IS OUR

COMPLETE SERVICE LIST

Check Anything You Think Might Prove of Interest and Let Us Tell You More About It.

Camera News Page
Fashion Page
Children's Page
Feature Page
Handicraft in the Home
House Plans
Pertinent Portraits
Daily Puzzles
Daily Fashion Hints
Jangling Jingles
Woodie, the Sunshine Kid
Smiles
Hints for the Motorist
Helps for the Home Nurse
Classified Display Ads
Old Pals
Useful Bird Citizens
The Ad-route

The International Syndicate

Features for Newspapers

Established 1899 **BALTIMORE, MD.**

Digitized by Google

OUTSTANDING BOOKS ON JOURNALISM AND ADVERTISING OF 1920

THE year 1920 was not prolific in books upon journalism and advertising, probably because it was one of the busiest years known in the history of the newspaper business, when a man is driven hard by the occupation in which he is engaged he has, as a rule, little time or inclination to undertake the writing of a book. That there were a dozen or more somewhat pretentious volumes turned out, seems, under the circumstances, to be somewhat remarkable.

Both journalism and advertising are undergoing great changes in these latter days. The fundamental principles remain unaltered, but their application and the method of conducting business do not. George Henry Payne in his "History of Journalism in the United States," sets forth some of the changes that have taken place in the newspaper business, while Thomas Russell and Roy Durstine have rendered a similar service for advertising. The Tobacco of the year was Upton Sinclair's Brass Check.

UPTON SINCLAIR'S "THE BRASS CHECK"

WHEN an author of some prominence writes a pretentious book for the purpose of "showing up" those who, according to his opinion, have not treated him right, or who have not done the things he wanted them to do or thought they should do, and it fails to create the sensation he expected, he must be a sorely disappointed man. Upton Sinclair, whose book, "The Jungle," made him famous, has had such an experience with "The Brass Check," which he brought out in February at his own expense because he could find no publisher who would accept it as a commercial venture. The reasons why the publishers declined to handle it are apparent to any one who reads the book. Twenty-three thousand copies of the cheap paper cover edition are said to have been sold at sixty cents a copy during the first two weeks it was issued. The most of these copies were distributed through the Socialistic newspapers—The New York Call, Jewish Daily Forwards, Milwaukee Leader, Seattle Union Record and Butte Daily Bulletin.

"The Brass Check" has now been out a year. How many copies have been disposed of we have no means of knowing. Little attention, however, has been paid to it by the general public. The magazines, the newspapers, the press associations and the individuals whom Mr. Sinclair attacked have refused to take him or his charges seriously. Few of the prominent publications have printed a review of the book or referred to it in any way.

"The Brass Check" is a bitter arraignment of the newspapers, magazines and the Associated Press for their alleged treatment of certain news stories which he specifically enumerates and in which he was personally interested. These included articles and news which he offered them for publication and which in most cases they declined.

"The thesis of this book," Mr. Sinclair states, "is that our newspapers do not represent public interests, but private interests; they do not represent humanity, but property; they value a man not because he is great or good, or wise, or useful, but because he is wealthy, or of service to vested wealth."

After admitting that, with the possible exception of Jack London, he was in 1913 "the most widely known of living American writers throughout the world," he tells how he tested this thesis. In the experiment Mr. Sinclair said he represented humanity and Vincent Astor, property. Mr. Astor was, at the time, erecting a recreation building on his country estate at a cost, the author states, of a million dollars. It was the Christmas season and the New York Times had just printed its "One Hundred Neediest Cases."

Mr. Sinclair wrote Mr. Astor a letter asking him how he could enjoy his Christmas, how he could be content to play in a million dollar recreation building when he had before him such evidence of poverty and need as the Times had furnished. The author sent a copy of the letter to all the morning and evening newspapers, but only one, the New York Call, a Socialistic newspaper, printed a line of it. Not one of the news press associations would send out the story over their wires. This proved to Mr. Sinclair's satisfaction that a letter written by a man representing humanity, himself, had a total news value of 0.

"I assert there is no daily newspaper in America," says the author, "which does not represent and serve vested wealth, and which has not for its ultimate aim the protection of economic privilege." In another chapter he writes: "I have yet to see an American newspaper which does not hold money for its god and the local masters of money for demi-gods at least."

It will be seen from the foregoing quotations that Sinclair's attitude toward newspapers is the same as that of most Socialists. He can see little virtue in any of them, although he is kind enough to admit that there are at least two, the Springfield Republican and the Baltimore Sun, that cannot be bought by the vested interests. He charges the newspapers with almost every crime on the calendar. He asserts that they suppress and distort the news; that they deliberately lie about and misrepresent public men and labor and social organizations; that they deceive their readers by printing propaganda as news; that their publishers use them to further selfish financial, social and political interests. In proof of his charges he cites many instances giving names and dates, which appear on their face to verify some of his statements.

Sinclair is particularly violent in his attack upon the Associated Press to which he devotes five chapters. He charges that it poisoned the news of the Colorado miners' strike at its source; also that it suppressed important news concerning it "in the interest of the mine owners. "The directors and managers of the Associated Press," he declares, "were so directly responsible for the subsequent starvation of these thousands of Colorado mine-slaves as if they had taken them and strangled them with their naked fingers."

It is easy enough to make such a statement as this but to prove it is quite another matter. If the A. P. was guilty of the charges made by Sinclair it would not continue in business very long. It is not a commercial organization, that is, it is not a money-making institution, but a mutual association, organized for the purpose of gathering news and supplying it to its members which include more than a thousand of the largest and most successful daily newspapers in the country. Is it at all likely that its officers would countenance for one moment the suppression or distortion of news in which the people of the United States would be much interested? With a thousand newspapers, representing the most important cities in the country, watching events with critical eyes, ready to spring sensations that have a news value, do you think a policy of misrepresentation and suppression could flourish very long without a tremendious upheaval in the official staff of the A. P.? If such a policy toward news existed there are dozens of newspapers that would not hesitate to arraign the A. P. at the bar of public opinion.

In reading the "Brass Check" one gets the impression that Sinclair is "soured" on all newspapers except those published for Socialists. The chief reason for his attitude is based, as it appears from his own statements, upon the refusal of the newspapers to publish articles and news stories that he offered them. After using some of the material he furnished them a few years ago when he first became prominent, they later declined his contributions. He was turned down everywhere, not only by the metropolitan dailies, but by the country weeklies. On one occasion he decided to syndicate "King Coal" in which he purported to tell the truth about this basic industry. He sent a letter to 17,000 weekly newspapers in which he offered the serial for $10 or $15 plus the cost of the plates. Only four accepted!

The question that naturally suggests itself to the reader is this: How does it happen that the newspapers are no longer interested in anything Mr. Sinclair writes? He has a certain style of expression that appeals to many readers. He knows how to write interestingly and some of the investigation work that he has done has been warmly commended. Why, then, is he *persona non grata* among so many newspaper and magazine editors?

Whether his success with "The Jungle" turned his head we do not know, but soon after the book reached the height of its popularity Mr. Sinclair developed an alarming case of "the big head." He seemed to think that all he had to do was to announce that he had an article or a book to sell and publishers would fall over themselves in their eagerness to get it. For a time that was just what happened. Then came a falling off in the demand for his wares. In accounting for this change in attitude Mr. Sinclair charges the publishers and their editors with "cold feet." He intimates that Everybody's Magazine, which had used several of his sensational articles, didn't print more of them was because it didn't dare to attack the steel and other trusts.

Erman J. Ridgway, then one of the owners of Everybody's, told me that the reason he turned down the articles was that the truth of many of Sinclair's charges could not be established. Moreover the public had become tired of muckraking and wanted a change. Doubleday, Page & Co., who had published "The Jungle" declined to accept for publication Sinclair's next work, "The Metropolis," according to the author because "the shrewd young business men saw that 'The Metropolis' was not going to be popular with the big trust companies and insurance companies which fill up the advertising pages of the World's Work." Herbert C. Houston tells me that his company declined it, just as it declined hundreds of other books during the year, because it did not consider it the kind of a book that would be a credit to the firm.

The New York Times and other prominent metropolitan newspapers that had featured articles prepared by Sinclair also lost interest in what he wrote.

A year after "The Jungle" appeared, W. W. Harris, then Sunday Editor of the New York Herald, asked Sinclair to go to Chicago and visit the stockyards and packing houses and see if the conditions had improved. The latter declined the commission as he was then engaged in writing a novel but recommended Mrs. Ella Reeve Bloor, who had represented him in another investigation. Mr. Harris sent Mrs. Bloor and "Dan" Ryan, a Herald reporter, to Chicago where they secured employment in the packing plants. The story they turned in to the Herald showed that while many of the deplorable conditions had been remedied others had not. Before publishing the article Mr. Harris submitted it to Mr. Bennett who evidently concluded not to print it as he never even mentioned it in his correspondence. "I understand," said Mr. Harris, "that counsel for the Herald had told Mr. Bennett that the article was libelous and several suits for damages would undoubtedly be brought against the Herald if it was printed. As Lord Northcliffe had recently been obliged to pay $250,000 as the result of a libel suit brought against one of his newspapers for printing a similar article, Mr. Bennett decided that he did not want to publish the stockyards story."

Mr. Sinclair complains of the character of the news sent out by Mr. Rockefeller's press agents during the Colorado miners' strike. He asserts that much of the information furnished the newspapers and press associations was false or distorted.

Ivy L. Lee, head of the publicity bureau employed by Mr. Rockefeller, says that this was not true: that the statements given the press were correct and founded on facts as seen by himself or his associates. People do not always see the same thing from the same viewpoint. If four men witnessed an accident on Broadway and afterward were called upon to tell just what happened it would be found that no two would agree upon all the details. Those who espoused the cause of the miners did not always tell the truth about the situation. "You must know the mental attitude of a man toward an event and how it is influenced by his own interests before you can judge correctly of the value or character of any statement he may make relating to it," says Mr. Lee.

The reason why the publishers of newspapers and magazines, and the public at large, did not take as much interest in what Mr. Sinclair wrote is probably because they regarded his statements concerning industrial conditions in the plants of the big manufacturers which he investigated, as unreliable. Mr. Sinclair's views on marriage and divorce, on religion, on the relations of the sexes, and on many other topics were not acceptable to a large percentage of the reading public. He expressed opinions that were not regarded as safe reading for the young. He liked to say things that shocked people and attracted attention to himself. He loved notoriety and would do and say things for the purpose, seemingly, of getting his name into print. But worst of all the newspapers refused to take him seriously!

Publishers declined Sinclair's articles and books because they did not appeal to them. His egotism, his eternal striving after notoriety in the public print, his unreliability, were the things that contributed to his downfall as a popular writer. "The Brass Check" is the bitter wail of a man who has wrecked what once promised to be a brilliant literary career.

SIR PHILIP GIBBS' "NOW IT CAN BE TOLD"

IT may be, and doubtless is true, that after the war ended and the soldiers who had survived returned home and resumed the occupations in which they had formerly been engaged, the public lost interest in war books. For four years they had read them—good, bad and indifferent—with feverish haste because war was the all absorbing subject. But with the cessation of hostilities came the desire to forget as speedily as possible everything connected with it except those who had lost their lives in the conflict. As a result the demand for war books fell to almost nothing and publishers for months declined to accept any more manuscripts for publication.

A reaction is now taking place and people are again showing an interest in war books. It is a fact that the best, because the fairest and most comprehensive, are yet to be written. A majority of those written between 1914 and 1919 will soon be forgotten. When a great war is on it is impossible for any writer, no matter how gifted he may be, to get the perspective of its events that is necessary to produce a book that will have a permanent value. His judgment is apt to be warped by the passions, the motives and the ambitions of those about him. It is only when the struggle has ended and the white-heat of battle gives place to the calm of peace that it becomes possible for him to write an unbiased and truthful story concerning it.

During the year just closed Sir Philip Gibbs, one of the foremost of the war correspondents, contributed to the literature of the great conflict, "Now It Can Be Told," published by Harper & Brothers, which bids fair to be regarded as one of the best of the post-war books. It is not a history of the operations of the armies of the several nations involved but a narrative of his own experiences and observations as a correspondent who enjoyed unusual facilities for gaining first hand information. It, therefore, gives the reader a better understanding of the human equation in the war than most books that have hitherto been published.

The writer takes you behind the scenes and brings you in contact with the British generals who directed the movement of the troops, and with the men who fought under them. The book is crowded with incidents—some humorous, but most of them tragic, pitiful and heart-touching. Gibbs paints the horrors of war in such vivid colors that the reader is appalled. You look into the very souls of men when facing certain death. Before your eyes he unrolls the awful scroll of battle in all its hideousness—the butchery of bayonet fighting, the ruthless slaughter of helpless soldiers in the trenches by murderous machine guns, by screaming shells and poisonous gases. You see the mutilated corpses of the dead scattered about and hear the agonizing cries of the wounded—some with arms or legs missing, or with faces shot away as they fall to the ground. Under the shock of battle many go stark, staring mad, and add to the horror of the scene. You look into the very souls of men as they face death in going over the top.

Gibbs was no kid-gloved correspondent, keeping at safe distance from the bullets and shells of the enemy. He was in the trenches with the men when the enemy charged; he was at general headquarters when attacked by the Germans; in going from one division to another along the battle front he took his life in his hands many times. Unlike some correspondents he is modest about the things he did. He does not overwork the personal pronoun, nor does he assume the I-know-it-all attitude that irritates the reader and makes him want to kick him in the shins.

Gibbs shines as a reporter. He possesses an observant eye, a remarkably sensitive memory and the ability to describe what he sees and report what he knows in a way that grips and holds the reader. Busy journalists who have little time to read books about the war will find "Now It Can Be Told" worthy of their attention.

PROFESSOR L. N. FLINT'S "THE EDITORIAL"

THE literature of journalism is far from abundant. It would not take a very long shelf to contain all that have been written on the subject during the past two years, which have probably been more prolific than any similar period in its history. The introduction of schools and courses of journalism has had a stimulating effect upon production which even at that has not been large.

One reason, perhaps, why so few books have been written on the subject is that journalists are such busy men they have little spare time to devote to their preparation. The most of those that have been written are from the pens of men who are engaged in teaching and who have felt the need of such books in their classes. As all the successful teachers of journalism have had considerable experience in newspaper work, they are, or should be, in a position to write intelligently upon all its various phases.

One of the notable books of the year was Leo Nelson Flint's "The Editorial," published by D. Appleton & Co., New York. Mr. Flint, who is professor of journalism in the University of Kansas, has undertaken to discuss the subject from all points of view—the historical, the critical, the creative, the functional and the typographical. This is probably the first time that an entire book of 250 or more pages has been devoted solely to the editorial.

The following titles of some of the chapters indicate the scope of volume: "The Editor and His Readers," "Editorial Purposes," "Building the Editorial," "The Editorial Page," "Paragraphs and Paragraphing," "Editorial Responsibility" and "The Editor's Routine and Reading."

Professor Flint's method of presentation is clear and incisive; his style is unhackneyed and refreshing. He avoids the temptation to be prosy or preachy. When he discusses a particular kind of an editorial he gives an example selected from current issues of newspapers. This tends to make clear in the mind of the student just what Professor Flint is driving at. Some of the author's observations are worthy of the attention of even the professional editorial writers. For instance:

"The whole trouble with the editorial page—

Digitized by Google

or at least nine-tenths of it—may be summed up in two brief statements:

"First, editorials with neither knowledge, weight nor courage in them, nor an attractive sense of humor, are nothing more than 'fillers'; second, the editor who has not thought out and applied a technique of his craft is 'going it blind.'

"If he exerts any influence, it is by accident or intuition. It is a mere foolish dream for him to expect to exercise leadership while affecting to despise the knowledge of tactics and strategy upon which leadership depends. Editors who are lacking in these particulars really have no warrant for publishing their opinions, or undertaking policies.

"The fact that some writer may do a thing passably well by instinct does not argue against the necessity of training by other writers. Even the greatest editors might have been more powerful for a study of the technique of their craft."

It has long been the conviction of those who have studied the reading habits of editors that they spend too much time upon newspapers and magazines and too little upon books that are worth while.

Professor Flint, in discussing the subject, states that inquiries answered by more than a hundred editors, mostly outside of metropolitan cities, showed that 90 per cent of their time is devoted to newspapers and magazines, 9 per cent to miscellaneous books and 2 per cent to reference books.

"It is safe to say," he continues, "that the reading habit of the editor who is really meeting his obligations to the public will show a division of time somewhat like this: 40 per cent, newspapers and magazines; 40 per cent, miscellaneous books, and 20 per cent, reference book.

Professor Flint's views upon editorial responsibility are sound and convincing. There are times, he says, when the personal interest of the editor himself seems to conflict with the interests of the paper upon which he is employed, or the interests of the paper conflict with those of the great mass of public for whom the newspaper should be champion.

"No one need commit the error of affiliating himself with a paper having a point of view opposite to his own, though, to be sure, no editor will find a great paper that maintains views exactly the same as his own, any more than he will find a church offering such a complete harmony—or a political party. Affiliations in life are almost always established on the principle of approximate rather than perfect agreement.

"The responsibility that is closest to the editor—of the five-column weekly or the great daily—grows out of what may be called his duty to himself as an editor, and to his profession, the profession of journalism. His duty to himself is of the same character and importance as any man's duty to himself. It is assumed that an important part of his duty to himself is to write as he believes. This is not only a duty but a service of power in writing. The editor owes it to his profession as well as to himself to make out a settled philosophy of life, that is, to establish adequate and personal principles of action which mark his career as an editor and as a writer."

As a text book "The Editorial" will be found exceedingly valuable in the classroom. As a work of reference it deserves a place in the library of every newspaper and every newspaper man who takes pride in his profession.

PAYNES "HISTORY OF JOURNALISM IN THE UNITED STATES"

UNTIL George Henry Payne brought out his "History of Journalism in the United States" last year, only two books on the subject had been written. Frederic Hudson was the author of the first of these, "Journalism in the United States," which was issued in 1873. It was quite a pretentious volume and represented years of patient research at a time when data regarding the early history of newspapers was not as accessible as it is now. Unfortunately, it contains many errors, due, in part, at least, to the unreliability of some of his sources of information.

James Melvin Lee, of the New York University, was the next author to venture into the neglected field. His book, "History of American Journalism," which appeared in 1917, attracted much attention because it was more thorough and went further into the subject than Hudson's work. His method of assembling facts and analyzing them was far better than that employed by his predecessor. The chief criticism made upon his book was that the data presented was not sufficiently correlated to bring out its full value.

Mr. Payne has tackled the subject from a different angle than either Mr. Hudson or Mr. Lee. Instead of attempting to present a chronological history of journalism, he confines his attention to the principal features of its development. He very properly begins by describing the beginnings of newspaper publishing in the United States, special emphasis being placed upon the early journals that were established in Boston, New York and Philadelphia, and the editors who conducted them.

He then takes up such subjects as "The Assumption of Political Power," "Journalism and the Revolution," "Growth of Party Press," "The Editor and the Government," "Adams and the Alien and Sedition Laws," "Hamilton and the Evening Post," "Suffrage and Slavery," and "Penny Papers and the New York Sun."

He devotes considerable space to James Gordon Bennett and the New York Herald; Horace Greeley and the New York Tribune, and their contemporaries.

His account of the development of journalism and its influence on the democracy of the United States is, to a large extent, a story of the North and West. In the South the slave holder dominated the press before the Civil War and hindered its progress. Abolition newspapers could not exist. As Mr. Payne aptly says, "There can be no idealists, no great editors or journals where brute force and material wealth so completely control." Hinton Rowan Helfer insisted that there were able journalists in the South, but that their lack of enterprise and their lack of freedom made them seem to be inferior to their brethren of the North.

The Civil War did not make for journalism in its larger sense, Mr. Payne asserts. In fact, it suffered in diminution of force, and the very men who had cleared the ground for the struggle gave way to those who had distinguished themselves during the conflict, particularly on the field of battle. In the reconstruction period following the war, Horace Greeley in the East, and the New York Tribune, and Joseph Medill and the Chicago Tribune in the West, devoted themselves to the rehabilitation of both the North and the South. Greeley, of whom James G. Blaine wrote, "Next to Henry Clay, whose ardent disciple he was, did more than any other man to educate his countrymen in the American system of protection to home industry," became the candidate for president on the Liberal Republican ticket, and when the election returns in 1872 indicated his overwhelming defeat, he crumpled up under the blow, and a few weeks later died.

"So passed," says Mr. Payne, "Horace Greeley, one of the greatest of American journalists, human in his faults, human in his greatness. He represented better than any other man in history what is noble and lasting in journalism."

In a chapter dealing with the "Editors of the New School," Mr. Payne tells briefly of the work of Charles A. Dana, James Gordon Bennett, Jr., Whitelaw Reid and Henry Watterson, and in another chapter, of the work of E. Z. Godkin, William R. Nelson, Joseph Pulitzer and William Randolph Hearst.

Mr. Payne is always entertaining in what he writes, and deals with the more important phase of journalism with an impartiality that betokens the possession of a judicial temperament.

WALT WHITMAN AS A JOURNALIST

IT is difficult to think of Walt Whitman, "the Good Grey Poet," as a newspaper editor. His fame as a writer of poetry has so completely overshadowed everything else he did that the fact that he was for two years editor of the Brooklyn Eagle has been overlooked or forgotten by most of those who have written about his career. For the five years before filling this position, Whitman had worked as a printer a part of the time and was connected with several newspapers, including the Democratic Review, the Aurora and the Tatler.

All lovers of Whitman, the poet, will, we feel certain, be grateful to G. P. Putnam's Sons for bringing out "The Gathering of the Forces," in two volumes, containing many of the editorials, essays, literary and dramatic reviews written by him while editor of the Eagle. The material, which has been selected from the files of that newspaper from 1846 to 1848, by Cleveland Rogers and John Black, is full of interest to the journalist of the day. While the style of editorial writing employed was often of a more intimate or familiar character than is now used, it possessed an appeal that newspaper readers of those days enjoyed. The editor talked to his subscribers, in many instances at least, as a schoolmaster to his pupils. This familiar form of address probably accounts for the extraordinary influence the old time editor exerted upon his readers. Greeley, Bennett and Raymond were living forces in the political and social life of the nation. In the mind of the public Greeley was the Tribune, Bennett was the Herald and Raymond was the Times. Each had his host of admirers whose loyalty never wavered, no matter what happened.

In the Foreword, written by Cleveland Rogers, is presented a brief outline of Whitman's life and work, special attention being given, of course, to his career as a journalist. His parents moved to Brooklyn when Whitman was five years old. He attended public schools until he was fifteen, when he went to work in a lawyer's office, then in a doctor's office, and finally he learned typesetting in the office of the Long Island Star, in Brooklyn. At the age of nineteen he taught school on Long Island and later started the Long Islander at Huntington. The venture did not prove successful and in 1840 he came back to New York, where for the next five years he worked as a printer and as a newspaper writer, and then became editor of the Brooklyn Eagle, which was owned and published by Isaac Van Anden.

In looking over these two volumes, which, by the way, are bound in gray boards, one cannot but be impressed by Whitman's firm grasp of the questions of the day and by the virility of what he wrote. Whitman was no amateur. He did not dance to the music piped by the Democratic-Republican leaders. He had ideas of his own and was not afraid to express them. In fact it was because he would not subscribe to some of the policies to which Van Anden committed the Eagle that finally led to his withdrawal from the paper. In his political writings he did not spare the party or the individuals in it when they departed from the primary articles of its political faith.

He abhorred slavery and was ready to go to war with Brazil to stop the slave trade, but along with his party he was not ready to disturb the institution of slavery in the Southern states. He believed that it would finally be abolished by the growth of the Democratic spirit working through public opinion. He denounced the extreme Abolitionists on the ground that they were disregarding the established laws of the land and were stirring up strife that might result in disunion.

Whitman supported President Polk in the war against Mexico, and believed that the annexation of a large amount of Mexican territory was inevitable. He claimed that he was the first editor in New York to emphatically oppose the extension of slavery to new territory. The New York Democrats in convention at Syracuse ignored the slavery question because of its danger to party unity and as a result the Democrats were overwhelmingly defeated in the election of 1847. Whitman attributed the party's defeat to its cowardice in facing the slavery issue.

He supported the Wilmot Proviso, the purpose of which was to exclude slavery from new territory, which was afterwards passed by the House of Representatives but was defeated in the Senate, and a split in the Democratic party followed. Mr. Van Anden sided with "the regulars," while Whitman favored the Wilmot Proviso faction. The latter refused to write what he did not believe and insisted upon expressing his own convictions on the subject. This course finally led to his withdrawal from the Eagle.

Before Whitman went to the Eagle he had been active in politics since 1840. He was closely connected with the New York Democratic organization, frequently visited Tammany Hall, and made speeches and wrote political articles. In Brooklyn he was a member of the General Committee. He anticipated Henry George by at least twenty years in certain suggestions regarding a single tax on realty. In some of his ideas on education he anticipated Madame Montessori. His views on currency reform have been fully vindicated during the past fifteen years.

It will be seen from the above outline of his work as editor that Whitman possessed the true newspaper spirit. But evidently while still engaged in editing the Brooklyn Eagle he had a strong inclination to cultivate the poetic muse, for a number of poems from his pen appeared in its columns. And it was not long after he ceased his connection with the Eagle that Whitman decided to devote himself to the career of a poet. There can be no doubt, in view of the great success he subsequently attained, that he made a wise choice.

RUSSELL'S COMMERCIAL ADVERTISING"

ONE of the most important contributions to literature of advertising during the year was Thomas Russell's "Commercial Advertising," G. P. Putnam's Sons, London and New York. Mr. Russell, who is president of the Incorporated Society of Advertisement Consultants, of London, was for sometime advertising manager of the London Times. He is almost as well known in the United States as in Great Britain through his contributions to Printers' Ink for over twenty years.

No English writer on advertising has a better grasp of the principles upon which the art is founded than Mr. Russell. He possesses the ability to enunciate these principles in a delightfully clear and yet comprehensive manner. You are never at a loss to know what he is driving at. When he states a fact about copy, or mediums, or trade marks he gives an illustration out of his own wide experience, or that of well known English advertisers, that fixes it in the memory of his readers.

Mr. Russell writes with a sincerity and earnestness that is impressive. You feel that he be earnestly believes in the economic value of advertising and that its practice is worthy of the best brains in the United Kingdom. His enthusiasm for it is not due to the emoluments it has yielded him during a long and successful career but rather to the deep conviction that it is a means for making the world a better place to live in.

"Commercial Advertising" is the general title of six lectures delivered before the London School of Economics and Political Science, University of London, in 1919, and reproduced in the present volume, together with an introductory sketch giving the derivations and present status of commercial advertising, to which is added an appendix discussing subjects which would have been included in the lectures had time permitted. It does not aim to be a working text book of advertising, but rather a statement of practical principles set forth in attractive and yet intimate lecture form. The book contains no illustrations or reproductions of English or other advertisements, the explanation given by the author being that "it is perfectly useless to discuss advertisements without a full statement of the policy behind them, fully known only by the advertisers themselves."

While the English practice of advertising differs in some respects from the American, the underlying principles are the same in both countries. This fact is borne in upon the mind of the reader of Mr Russell's book over and over again as he looks over its pages. Mathematicians tell us that on every planet of our universe a straight line is the shortest distance between two points, just as it is on our earth. Likewise the verities of advertising which have crystallized out of the experiences of mankind with this wonderful force are the same wherever the art is practiced.

In discussing the past, present and future of advertising in the introduction of "Commercial Advertising," Mr. Russell makes plain the difference between publicity and advertising in this way: "Publicity means merely announcing something about the goods for the purpose of influencing the public memory; advertising is spreading information about the goods, the object being to increase sales." A half page filled with repetitions of the words "Pears' Soap" would be an example of publicity. The same space devoted to a description of Pears' Soap and setting forth its special advantages would be advertising.

"The real characteristic of the best of the present day's advertising," says the writer, "is its insistence on sincerity; America has done a great deal for the betterment of ad-

You, Mr. Publisher, Forced Us to It!

YOUR demand for inexpensive equipment for automatically addressing YOUR PUBLICATIONS on the margin forced us to bring out a "little brother" to our large AUTO-MAILER. It's called the—

Margin Print Auto-Addresser

and it will address your papers and sort them into routes AUTOMATICALLY at the rate of SEVEN THOUSAND COPIES per hour.

IT'S INEXPENSIVE — EASILY INSTALLED — TROUBLE-PROOF. IT'S READY—ARE YOU?

Write today for particulars.

Manufacturers of high grade mailing room equipment—including addressers, stencils and stencil cutters, wrapper addressers, etc.

Auto-Mailing Machinery Company : Fitchburg, Mass.

Digitized by Google

vertising. No treatment of this subject would be complete if it did not pay tribute to the great influence of the late John E. Powers, the most distinguished advertising man in the United States. He was so afraid lest he should say anything about a product he was advertising beyond what was strictly true, or that he should obscure any of its defects, that he sometimes appeared more anxious to warn the customer than to sell him the goods.

"The glory of Mr. Powers' life-work in advertising was his insistence upon the two things that have most advanced the business—sincerity and service. I did not know Mr. Powers and never saw him. What I have seen of his work, and of the advertisers whom he influenced, justifies me in acclaiming him as the strongest and most beneficent influence that modern advertising has seen."

The writer admits that advertising has not achieved in Great Britain, and certainly not on the Continent, the same recognition it has received from several universities in the United States, and says that the day is probably far distant when a degree in advertising will anywhere be conferred. In discussing "The Economic Justification of Advertising," the subject of his first lecture, Mr. Russell defines advertising as "a means for making known the truth about some commercial subject." If he had said "object" or "article" instead of subject it would have been more specific. He contends that there would be little justification for the expenditure of 4 hundred millions (pounds) a year in advertising if the only effect of this expense was to increase the profits of advertisers. Waste of money injures the whole community and not the person alone whose money is wasted. Therefore, the business of advertising cannot be justified unless it is itself productive and has other economic advantages.

The three objections to advertising raised by its opponents, as given by Mr. Russell, are these:

"1. Advertising is unseparably bound up with exaggeration, misrepresentation and overcharging.

"2. If advertising did not exist, commodities of equal value would be obtained by consumers as plentifully and as cheaply.

"3. The cost of advertising must be added to the price of goods and, therefore, advertised commodities are unnecessarily dear."

Of these he regards the second as the most formidable.

Mr. Russell, in answering these objections, says that the question whether the large sums of money spent in advertising does not employ labor that could be better employed in production, is academic rather than practical. "You cannot condemn advertising on this ground," he says, "unless you are prepared to abolish fireworks, jewelry, toys, theatres, tobacco and every other kind of productive merchandise." It is just as true to say that bread and coal would be cheaper if there were no diamond rings and motor cars.

In discussing the effect of competition upon advertised goods Mr. Russell contends that one thing it cannot do is to degrade their quality, because the moment a thing is advertised, self-interest compels the manufacturer to keep the goods up to the standard. Concerning copy writing Mr. Russell has much to say that is practical. He pays a fine tribute to the advertisement writers of the day when he says that "few words of the circulating-library type are as well written as the best advertisements and advertising pamphlets." He warns us against misrepresentation in these words: "Telling the truth is a harder job when you are writing an advertisement than at any time else. It is a great deal easier and more showy to exaggerate and color your statements. But this is not good advertising. It does not really sell the goods."

The newspapers and magazines of Great Britain do not take the public into their confidence regarding circulations as do our own publications. Less than 5 per cent publish any statements at all of their circulation; much less than 1 per cent publish their actual sales and over 95 per cent refuse to tell the advertiser anything at all about the circulation he gets for his money. In this regard it will be seen that American advertisers have an enormous advantage, because on this side of the Atlantic the publicity of circulation is general, and with this information in hand they can distribute their advertising investment in a way that will yield them the best results.

Other lecture subjects presented by Mr. Russell are "The Hall-Mark of Commerce," "Trade-Marks and Retail Advertising," "The Three Modes of Advertising," "Mail Order Advertising" and "Advertising as a Career."

HIGHAM'S "LOOKING FORWARD"

WHEN Charles Frederick Higham, of London, at the time one of the vice-presidents of the Associated Advertising Clubs of the World, came to America last summer to attend the Indianapolis convention of that body, he brought with him a few copies of his latest book "Looking Forward; Mass Education Through Publicity," which he presented to his friends on this side of the Atlantic.

Mr. Higham, who is one of the leading advertising practitioners of Great Britain, and a member of Parliament, had much to do with Government publicity during the war. He prepared and carried out some of the aggressive campaigns that were so successful in putting over the big English war loans. From his broad experience he is able to present really worth-while ideas on educating the masses through publicity, especially in Great Britain.

Public opinion regarded as a constructive force, Mr. Higham says, is badly neglected—a statement no one will dispute. While he admits that attempts to influence it are made from time to time by politicians, propagandists and cliques, little intelligent effort is made to enlighten it upon many vital subjects.

"We give considerable attention," he says, "to the development of material weapons. We spend vast sums of money and employ the finest brains in perfecting machinery, or in putting gases, chemicals or metals to the proper use. But the weapon called Thought—particularly Thought in the Aggregate—we treat with the greatest indifference. We faintly recognize its utility but we have failed to guide or to develop it in a systematic way."

Uninformed public opinion is dangerous, Mr. Higham contends. If it is an invaluable force in a Democratic form of government it must be galvanized and educated. The most direct medium for influencing the public is the newspaper press because newspapers are read by all classes and go into every home. There are two ways of using them, through editorials and through advertisements. The main interest of a newspaper is news and it is only incidentally that it is an educative force, editorially considered. "When they (the newspapers) wish to educate," Mr. Higham continues, "they do it splendidly; but their very nature is too complex, too partial. And, one might say, too human to be charged with the care of public opinion as a whole. The newspaper fails to be a perfect instrument for making known, because it cannot be impartial."

It is only through the advertising columns, he asserts, that public opinion can best be influenced, thus eliminating editorial interpretation, which can so easily distort and delicately camouflage.

Mr. Higham advocates the establishment of a government publicity bureau for the purpose of enlightening the public upon its functions, its aims and its accomplishments. In this way the Government can win the confidence of the people and secure their cooperation and support. "Advertising," says the writer, "honorably used, developed along subtle yet dignified lines, may yet prove the chief factor in the Government of the future, which, in a great democracy, must tend ever to substitute arbitration for force, and enlightenment for coercion."

Labor, Mr. Higham declares, should use the newspapers to place before the English public the facts regarding its interests. It should conduct a campaign of its own in the papers that do not give it a fair show in its editorial and news columns. The newspapers could not consistently refuse to sell its space to labor organizations, for such actions would be a confession of fear.

Many of the suggestions Mr. Higham has made could, with profit, be adopted by our own Government and by our own political, social and business institutions.

"BUSINESS WRITING," EDITED BY JAMES MELVIN LEE

PROFESSOR James Melvin Lee, director of the Department of Journalism of New York University, is the editor of, and a contributor to "Business Writing," the second volume of the "Language for Men of Affairs" series, published by the Ronald Press Company, New York.

It is not a text book but rather a series of treatises on various phases of the general subject, written by educational and other specialists. Edward Hall Gardner, associate professor of business administration, University of Wisconsin, discusses "Letters for Men of Affairs"; John Mantle Chapp, of the editorial department of the Ronald Press Company, writes on "The Essentials of Writing," and Ralph V. Fitting, of Barclay Parsons & Klapp, New York, gives advice on "Report-Writing."

Professor Lee's own contributions are "Advertising Copy" and "The Journalism of Business." To newspaper and advertising men these subjects are, naturally, the most appealing.

As he is writing for business men who, perhaps, prepare their own advertising copy, Professor Lee is careful to avoid all technical details that might, to one who has not studied advertising academically, befog the subject. In his discussion of "Knowing the Product" he emphasizes the point that too many men who write advertising copy do not know the products they attempt to describe. They should, he asserts, have first hand information on the nature of the article, the field of operation, on the buyers, users or consumers, on the management and its financial position, factory conditions, the policy and methods of past advertising, etc. Professor Lee then gives a list of 475 questions that might be asked about its proposition, the answers to which would furnish an abundance of data upon which to base a campaign of advertising.

We heartily agree with the writer in his contention that "the typical advertisement of today leaves a good taste in the mouth. Something that cannot be said either of many of the stories that we find in display type on the front pages of the newspapers or of the muck-raking articles featured in many of the magazines."

The advertisement writer of today must be an optimist or lose his job. But a literary writer—the one who grinds out novels and short stories—may indulge in pessimism to his heart's content and make money out of the operation.

"Morbid fiction may go with the reading public," says Professor Lee, "but morbid advertising with the purchasing public? Never!

"In the advertising world children are always happy and healthy. In fact, what an ideal place to live in the advertising world must be! Here the range in the kitchen and the furnace or hot water heater in the cellar never gives trouble. The lights, whether kerosene, gas or electric, never get out of order and always burn well. The food one eats is always the purest and most wholesome. Pianos and all other instruments, including the phonograph, have the sweetest and clearest of tunes. Guns shoot straight, tents don't leak, canoes don't sink, cigars have a fine flavor."

The reason why the advertising world in general is optimistic, continues the writer, is that people are more easily influenced when in a pleasant frame of mind. Such a condition of mind is not induced by copy containing disagreeable facts or dwelling upon depressing subjects. The advertisement containing a smile, like the cheerful, jolly salesman, is always welcome.

Professor Lee shows how essential it is that a business man, or woman, should cultivate the ability to report news events that relate to their business. The newspapers are always ready to print real news stories provided they possess a general rather than a specific advertising interest. The writer's instructions upon the preparation of news and special articles are practical and helpful.

FREDERICK'S "MODERN SALES MANAGEMENT"

NO matter what a salesman sells, whether it is automobiles, brick, diamonds or thread, the underlying principles he employs in his efforts to influence the prospect are the same. The books that have been written on selling advertising could be enumerated on one hand. Evidently the men who are qualified to produce a treatise on the subject haven't the time or else they regard the books on general salesmanship that have been written as sufficient to meet the needs of those who are engaged in selling advertising space.

For this reason advertising managers, and especially those who are also sales-managers, or who realize the necessity of a thorough knowledge of marketing, are paying considerable attention these days to the books on salesmanship that are listed in publishers' announcements. One of the latest of these volumes is "Modern Salesmanagement," by J. George Frederick, president of the Business Bourse, New York, and published by D. Appleton & Co. As its title implies it deals with the management of salesmen as applied to marketing rather than to individual methods of selling.

Advertising managers of newspapers and periodicals do not have in their employ armies of salesmen like the salesmanager of big national distributers of merchandise, but it is just as important that they should know how to direct the work of their salesmen in order to secure the best results. Mr. Frederick's book contains much that is practical and helpful to the advertising manager. Take, for instance, the author's discussion of compensation. Of the three methods in use, straight salary, straight commission, and a combination of salary and commission, Mr. Frederick declares in favor of the third and gives his reasons.

"Tests have shown," he says, "that neither by increasing commissions alone nor increasing salary alone can salesmen be stimulated to greater achievement as definitely as when a combination of a minimum salary plus a commission is used. The difference lies in the stimulus of the plan of payment. A commission-only man often produces less sales than before when his commission rate is raised. The same is true of salaried salesmen. The principle at work here is identically that which induced very well paid miners and ship laborers during war time to lay off part of the week because the higher wages paid met their money desires after making 4 or 5 days instead of 6."

The chapter on the "Selection of Salesmen" contains many good suggestions. The employer faces no more important problem than the securing of competent and reliable men and women to fill important positions. It has been determined by long and careful investigation that it costs from $350 to $1,200 to hire and fire or hire and lose a salesman. Therefore it behooves the salesmanager or the advertising manager to lay hold of any and all information that will increase the distance between the engaging of a salesman and his discharge or his voluntary withdrawal. Mr. Frederick discusses, in this connection, such topics as "Can Salesmen Be Picked from Appearance?" "Need of Applying Scientific Test to Applicants," "Principal Native Qualities Generally Agreed to Be Essential for Salesmen."

Other chapters that the newspaper advertising manager will find worth reading are "Prize, Bonus and Stimulation Plans for Salesmen," "Managing Salesmen's Temperaments and Habits," "The Service Principle in Selling," "The Development of Good Will," "Practical Salesmanship Principles," "Stimulating and Assisting the Dealer," "Interlocking Sales and Advertising."

"MAKING ADVERTISEMENTS," AND MAKING THEM PAY

BY Roy S. Durstine, of Barton, Durstine & Osborne, New York, is "good, easy reading," as Solon Chase, the famous greenbacker of Maine, used to say. It is printed in large type, with plenty of space between the lines, and is written in short, crisp sentences, in a style that will appeal to the audience to which it is addressed.

Mr. Durstine, although one of the youngest of the general advertising agents, has had quite an extensive experience in the field. He has the fresh, breezy way of looking at things that belongs to youth. He is not hampered by tradition, by moss-grown or worm-but and archaic rules of practice. He writes like a man who is full of his subject and liable to blow up unless he gives vent to the ideas that swell up within him and demand expression.

There is not a dull line in Durstine's book. You may not agree with him in all his views but you will like the way he puts them across. He sizes up the educational situation in its relation to advertising in this sensible fashion:

"Unfortunately the time has not yet arrived when a regular course in college is assumed to be preliminary to advertising as it is to medicine, the law and the ministry, and as it is coming to be in architecture and accounting. There are already a number of courses in advertising, ranking high in educational value, but too few aspirants take advantage of them. They prefer to go into advertising through the employee's entrance of an agency or of a manufacturer's advertising department. And though the entrance may be swift, progress is often too slow for lack of a grasp of what the business is all about."

It is the opinion of most advertising men who take on their staffs a number of young men each year that those who have had the advantage of a good course in advertising shoot ahead twice or three times faster than those who have not had such training. They are, as a rule, the best material out of which to develop assistants that will eventually be worth the time spent in training them.

Mr. Durstine discusses some topics as "Atmosphere," "Sincerity," "Getting Out of the Rut," "Common Sense," "The Great Mystery—Merchandising," "The Campaign" and "Where is Advertising Going?" The following paragraphs are good examples of his style:

"Every business, no matter how young or how old, has a personality, and to reflect it in words and type and picture is the job of every advertisement."

"You can strip an advertisement of almost anything else except sincerity—beauty of form, clarity of expression, taste of arrangement, excellence of idea—and still you will have something left, something that will reach out and grasp people, if your advertisement rings true.

"Advertisements are like people. If a man is sincere you can forgive him almost anything. One salesman comes to see you with a manner that is so abrupt or so shy that your first impulse is to tell him to go out again into the rain which drove him into your office. And yet if he is sincere, if he honestly believes in what he is selling and you give him half a chance, he will probably leave as good an impression with you as the man whose manners carry a high polish."

"What is the mysterious driving force that gets into some campaigns of apparently mediocre merit and lifts them on to success without a second's hesitation? Is it timeliness, keeping just far enough ahead of popular desires, brains or just good luck?

"Every advertising man can remember campaigns in which the stage had been beautifully set, everything possible had been done—and nothing happened. Every advertising man can remember ill-fated campaigns in which everything went wrong from the start of preparation to the day the first advertisement appeared—and then suddenly it swept along serenely to success. There is something almost alive about a campaign at times—as elusive as a three-foot putt, as contagious as a saxophone obbligato, as skittish as a village vamp."

(*Continued on page 159*)

Digitized by Google

RAMSAY'S "EFFECTIVE HOUSE ORGANS"

UP to five years ago no book on house organs had been published, although house organs had been in existence since 1878, when the Fall River Line Journal was bought out by the New England Navigation Company, of the New York, New Haven & Hartford R. R. Co. In 1915, George Frederick Wilson published "The House Organ," a thin volume of perhaps 150 pages.

It remained for Robert E. Ramsay, late editor of Advertising and Selling, but at present advertising manager of the American Writing Paper Company, of Holyoke, Mass., to prepare "Effective House Organs," the second and much more pretentious book on the subject, issued last year by D. Appleton & Co. Mr. Ramsay, who has edited several house organs and who has made an exhaustive study of them, has produced a work which promises to have a long life because of its inherent merit.

Few people who have not looked into the subject have any adequate idea of the number and variety of house organs now being published, or of the money invested in them annually. According to the latest statistics available, $9,000,000 represents the amount spent upon them. Printers' Ink last year printed a list of 650 employes' house organs and has just started the printing of a list of 800 general house organs, not including those distributed among salesmen. House organs have won their place in the community of publications because they fill a positive need. There is no longer doubt as to their value and usefulness to those firms or corporations who issue them.

Mr. Ramsay has assembled and printed in the volume under consideration a large amount of data. He classifies the publications, from their editorial content, under four heads: (1) Salesmen or Agents. (2) Dealers. (3) Employee, or internal, and (4) Consumer, or user of house organs. According to their physical make-up he divides them into six classes: Blotters, envelope enclosures, booklets, newspapers, magazines and novelties.

After describing the characteristics of these several classes Mr. Ramsay proceeds to discuss the construction of the different kinds of house organs. Some of the topics taken up include "The Plan," "The Make-Up," "The Mechanical Details," and "Miscellaneous." Fully one half of the book is devoted to the presentation of interesting facts concerning the results secured by the use of house organs.

Publications of this character have in some cases large circulations. For instance, Kodakery, devoted to amateur photography, issued by the Eastman Kodak Company, of Rochester, has a circulation of 200,000 copies. This, moreover, is one of four regular house organs put out by the company.

While most house organs were established for the purpose of promoting good will between the manufacturer or other employer of labor, and those who work for him, or who buy his merchandise, many are used to promote sales. The most expensive house organ published is probably The Burroughs Clearing House, which costs $60,000 a year to issue.

That such publications pay is the opinion of a large number of concerns that issue them. An oil and grease distributer says: "For every dollar spent in publishing we obtain a larger amount in profits from sales than by any other selling expense, including direct solicitation by salesmen."

A lumber concern says: "We have received very satisfactory returns from our publication. In one issue we tested a special article, putting it under a special key, and found the returns were much greater than those received from a magazine of general circulation, which is a great deal more costly."

Mr. Ramsay has covered his subject so thoroughly that few questions could be asked about house organs that are not answered.

SIR CAMPBELL STUART'S "SECRETS OF CREWE HOUSE"

ALTHOUGH not a book on journalism, "Telling the Secrets of Crewe House," by Sir Campbell Stuart (George H. Doran Company), it concerns the work of a journalist, Lord Northcliffe, not as a newspaper owner, however, but as director of British propaganda during the last year of the war. Sir Campbell was vice-chairman under Northcliffe, and Crewe House was the building in which the department had its headquarters.

Because of his position, Sir Campbell was, of course, in intimate touch with all the secret work of the organization, and in the present volume he tells some of the secrets. The reader as he runs his eye over the pages, wishes that he had told more of them. Sir Campbell probably shows wisdom in not revealing everything that was done, for sometime in the future another war may have to be fought, in which it will be found desirable to make use of the methods that were so successfully employed in the great war.

(*Continued on page* 160)

The Other Side of the Story

Advertising figures, rate cards, circulation statements, dry statistics tell a newspaper's story. But they tell only half of it and advertisers today are demanding the other half.

They are beginning to measure quality as well as circulation quantity, to realize that reader attachment that is formed is quite as important as how many readers are affected.

They are basing this judgment of newspaper advertising value on personality as well as technicality, on reader prestige as well as advertising prestige. A newspaper must be a good newspaper before it can be a good advertising medium.

The Santa Fe New Mexican is read by seven out of nine persons in Santa Fe who read the English language. That fact alone tells an important technical story to every advertiser. But WHY it is read by those seven out of nine people tells a bigger human story.

The Santa Fe Daily New Mexican is a sane, clean-thinking newspaper, published for sane, clean-thinking people, a progressive newspaper that has grown and prospered for over seventy-two years, a newspaper of national reputation, widely read and widely quoted, a reliable newspaper, untinged by yellow journalism, a newspaper that nearly every worth-while family in Santa Fe takes into its home—the highest tribute that can be paid to any newspaper. Because it is such a newspaper, The Santa Fe New Mexican is read and trusted by over 50,000 people. Its circulation reaches the most progressive, intelligent and prosperous newspaper readers of New Mexico. Because it is such a newspaper it is a great advertising medium.

Not alone from a circulation standpoint, not alone as an advertising medium, but as a newspaper—

The Santa Fe Daily New Mexican

First in New Mexico
Santa Fe, New Mexico
Established 1849

Foreign Representatives

G. Logan Payne Company
Marquette Bldg. Chicago
Kresge Bldg. Detroit
Carlton Bldg. St. Louis, Mo.

Payne, Burns & Smith Incorporated
5th Ave. Bldg. New York
8 Winter St. Boston

Start Your Campaign with a Bang

Select a city noted for its pep, and a newspaper noted for its pull, and you will make the up-grade encountered in the "try out" with the ease that an airplane climbs. The same thought exercised in the selecting of the city and the medium, as in the preparation of the copy, will mean—

Akron, Ohio *and* The Beacon Journal

The First City in the Ohio Directory

Population U. S. census, 1920	208,435
Population, 1910 census	69,067
Percentage of increase	201.8%
Area of Akron, square miles	25.1
Number of important factories, 1920	134
Aggregate capitalization, 1920	$333,465,806
Number of employes, average for 1920	74,858
Factory payroll, 1920	$145,147,970
Value of manufactured goods, 1920	640,923,232
Deposits in Akron banks, Nov. 1, 1920	72,165,195
Bank clearings, year ending Nov. 1	589,721,000
Postoffice receipts, year ending Nov. 1	1,193,370
Building permits, year ending Nov. 1, 1920	24,301,613
Tax duplicate, 1920	351,000,000
Tax rate	20.6
Twenty-two present parks, acreage	220
Number of schools, public and parochial	43
Number of teachers, 820; enrollment	29,024
Number of churches	109
Number of banks	11

Akron has a Municipal University
Akron is the rubber manufacturing center of the world, and has the largest cereal mills, clay product plants and fishing tackle factory in the United States.

The First Newspaper in Akron

Average daily circulation for 1920 34,074

Member of Audit Bureau of Circulation

Carries more advertising, Local, National and Classified in six days than any other Akron newspaper, including their Sunday issue.

Flat Rate

8½ cents a line R. O. P.
12 " " " Preferred position
15 " " " Political advertising
12 " " " Financial advertising

Eastern Representative
M. C. Watson, Inc.,
286 Fifth Ave.,
New York, N. Y.

Western Representative,
Story, Brooks & Finley,
Peoples Gas Bldg.
Chicago, Ill.

THE AKRON BEACON JOURNAL, Akron, Ohio

Digitized by Google

BOOKS OF 1920

(Continued from page 159)

According to the writer, it was Lord Northcliffe who originated the different kinds of propaganda warfare carried on among the different nations. The distribution of pamphlets, circulars and other mediums containing the message of the Allies among the German and Austrian people was done so covertly that at times it was positively uncanny. With every avenue of approach carefully guarded, propaganda material flowed across the boundaries of the two countries and went into the hands of those for whom it was intended.

"Some of the methods can never be revealed," says Sir Campbell, "but it is permissible to hint that, for instance, among foreign workmen of a certain nationality, who went into Germany each morning and returned each evening, there might be some to whom propagandist work was not uncongenial. Somehow, huge masses of literature were posted in Germany to selected addresses from which the German postal revenues derived no benefit."

The book is full of good material, written in a lively vein, and is certain to find favor among students who are interested in a kind of warfare in which no lives are lost or property destroyed, and yet was helpful to win battles.

FOREIGN CORRESPONDENCE IN THE U. S.

THE following are registered members of the Association of Foreign Newspaper Correspondents in the United States, with office addresses:

ROME, La Tribuna, A. Arbib-Costa, 500 West 144th street, New York.

LONDON, Daily Telegraph, F. S. Bullen, 66 Broadway, New York.

LONDON, Daily Telegraph, S. J. Clarke, 66 Broadway, New York.

FRANCE, Agence Havas, Henri Collin Delavaud, 312 West 109th street, New York.

BUENOS AYRES, La Nacion, W. W. Davies, 51 Chambers street.

Reuters Bureau, T. A. Dixon, 280 Broadway.

LONDON, Daily Chronicle, J. W. Harding, 1207 Times Bldg., New York.

LONDON, Daily Mail, Frank Hilbier, 280 Broadway, New York.

MILAN, Corriere de la Sera, Dr. Ferrero, Lyme, Conn.

JAPAN, Advertiser, W. Fleisher, 1 West 34th street, New York-Fort Myers, Fla. (winter).

ITALY, L'Idea Nazionale, Andrea Feretti, 17 West 51st street, New York.

SCOTCH Newspapers—Sir John Foster—abroad.

LONDON, The Financier, Leopold Grahame, 542 West 112th street, New York.

LONDON, Westminster Gazette, W. J. Hernan, Hotel Chelsea, West 23d street, New York.

PARIS edition, N. Y. Herald, Elisha W. Kelly, care New York Evening Telegram, New York.

FRANCE, Maison de la Presse, Marcel Knecht, abroad.

PARIS, L'Information, Max Loewy, 1 West 69th street, New York.

LONDON, Morning Post, A. Maurice Low, Hibbs Bldg., Washington, D. C.

FRANCE, L'Ouest Eclair, Leonce Levy, care New York World.

LONDON, Times, Wilmott Lewis, Wilkins Bldg., Washington, D. C.

LONDON, Daily Express, Warren Mason, 316 World Building, New York.

La Nacion, A. Mayer, 51 Chambers street, New York.

Osaka Asahi, M. Midoro, 416 World Bldg., New York.

CHILE, El Mercurio, Ernesto Montenegro, Times Bldg., New York.

Chugai Chogio, Shozo Nitzeki, 416 World Bldg., New York.

Official Polish Bureau of Information, Dr. A. M. Nawench, 661 West 170th street, New York.

Reuters, Ltd., Leroy M. Norr, 280 Broadway, New York.

PARIS, Le Matin, A. Plottier, Times Annex, West 43d street, New York.

Manchester (Eng.) Guardian, S. K. Ratcliffe, 220 West 42d street, New York.

FRANCE, Expresse de Mulhouse, Clermont Rueff, 2183 Broadway, New York.

SOUTH AMERICA, La Prensa, Romeo Ronconi, 51 Chambers street, New York.

Australian Press Assn., A. Rothman, World Bldg., New York.

Reuters, Ltd., London, Wilmer Stuart, 51 Chambers street, New York.

La Nacion, Severo Salcedo, 141 Broadway.

The Osaka Mainichi, E. M. Takata, 1718 Tribune Bldg., New York.

Norwegian Mercantile & Shipping Gazette, Andun Telnaes, 116 Broad street, New York.

The Osaka Mainichi, E. M. Takata, 1718 27th street, Elmhurst, L. I., N. Y.

LONDON, Times, correspondent of Commercial Supplement, J. Andrew White, care Wireless Press, 326 Broadway.

Reuters, Ltd. (London), F. Douglas Williams, 280 Broadway, New York.

LONDON, Daily Mirror, T. Walter Williams, 253 West 42d street, New York.

LONDON, Daily News, P. W. Wilson, 512 Times Bldg., New York.

U. S. NEWS WRITERS' UNION

Newswriters' Union, No. 3, Scranton, Pa. President, Edward J. Hart; vice-president, Harold M. Myers; recording secretary, Tom J. Breslin; financial secretary-treasurer, "Tony" Gill; sergeant at arms, Joseph M. Butler; executive board, James G. Mackin, C. H. Derby, Alex Thompson. Wage agreement of the Newswriters' Union expires on May 1 of this year, after running for two years. It is the oldest organization of its kind in the country. Closed shop conditions maintained in all Scranton newspaper offices through it. Union is affiliated with the International Typographical Union. Has membership of forty.

LEADING NEWS AGENCIES OF THE WORLD

UNITED STATES—Associated Press, 51 Chambers street, New York City.

Frank B. Noyes, pres.; Melville E. Stone, gen. manager, on leave; Frederick Roy Martin, acting gen. manager.

United Press Associations, World Bldg., New York City, W. W. Hawkins, pres. and gen. manager.

International News Service, World Bldg., New York City; Marlin Pew, gen. manager.

Universal News Service, World Bldg., New York; George T. Hargreaves, manager.

United News, World Bldg., New York City; Fred S. Ferguson, manager.

Cross-Atlantic News Service, 136 West 36th street, New York City.

Public Ledger News Service, Public Ledger, Philadelphia, Pa.

Tribune News Service, Tribune Bldg., Chicago, Ill.

Consolidated Press Association, Washington, D. C.; David Lawrence, president.

ENGLAND—Reuter's Ltd., 24 Old Jewry, London; Sir Roderic Jones, managing director.

Central News, London.

CANADA—Canadian Press, Ltd., Toronto; J. F. B. Livesay, general manager.

JAPAN—Kokusai Tsushiu (International News Agency), Tokio; James Russell Kennedy, general manager.

FRANCE—Agence Havas, Paris.

SWEDEN—The United Telegrambureaus, Stockholm; Messrs. Gunther and F. O. T. Ekland, managers.

SWITZERLAND — Agence Telegraphique Suisse, Berne.

DENMARK—Ritzau's Telegraphische Bureau, Copenhagen; Mr. Gamst, manager.

POLAND—East Express Telegraph, Warsaw; M. Moskowski, general director.

GERMANY—Wolfe Bureau, Berlin; Dr. H. Mantler, managing director, Continantal Telegraphen Agency.

United Telegraph, Jager Strasse 11, Berlin West 8, Germany; Dr. Edward Bing, manager.

Trans-Ocean Service, Herr Hammann, general director.

INDIA—Press Association, Bombay.

BRAZIL—Agencia Americana, Rio de Janeiro.

NORWAY—Norsk Telegrambyran, Christiana.

ITALY—Agenzia Stefani.

HOLLAND—The Netherlands Correspondentie Bureau voor Dagbladen, The Hague.

SPAIN—Agencie Fabra, Madrid.

RUSSIA—Vestnik Agency, Petrograd.

BULGARIA—Agence Telegraphique, Suphia.

AFRICA—African Association, Bonny.

SERBIA—Telegraphen Correspondence Bureau, Belgrade.

MONTENEGRO—Telegraphen Correspondence Bureau, Centinje.

ROUMANIA—Agence Telegraphique Roumaine, Bucharest.

AUSTRIA—Telegraphen Correspondence Bureau, Vienna.

BELGIUM—Agence Telegraphique Belge, Brussels; M. Travailleur, mgr.

GREECE—Agence d'Athenes.

TURKEY—Agence La Turquie.

The

SOUTH BEND NEWS-TIMES

In 1920 beat its advertising record of the year previous by

MORE THAN A MILLION LINES

The News-Times in 1920 had the largest amount of advertising copy ever carried by a newspaper in its big territory in Northern Indiana and Southern Michigan. Here is the score in detail:

Foreign advertising	1,504,482 lines
Local advertising	6,015,252 lines
Classified advertising	1,154,412 lines
Total News-Times Advertising FOR 1920	**8,674,146 lines**

In 1919 The News-Times carried a total of 7,486,735 lines.

The News-Times is proud of this record and like records for many months past, because it is tangible evidence of News-Times supremacy.

In order to so thoroughly outdistance competition it is necessary for a paper to excel in every department—keen advertisers most liberally patronize the paper with the greatest circulation—the greatest circulation is attained by the paper that most strongly appeals to the people.

The out and out, four square stand for all things to the betterment of South Bend and South Bend people has built a monument for the News-Times in minds of thinking men and women of this rich section.

THE SOUTH BEND NEWS-TIMES

Morning Evening Sunday

J. M. STEPHENSON
Publisher

Representatives
CONE, HUNTON & WOODMAN, INC.
New York Chicago Detroit Atlanta
Kansas City

Digitized by Google

CORRESPONDENTS' CLUB OF NEW YORK

President, A. M. Kemp; treasurer, Charles H. George; secretary, B. S. Kearns.

BALTIMORE, American, Charles H. George, Sun-Herald Bldg., 280 Broadway.

BALTIMORE, Star, Charles H. George, Sun-Herald Bldg., 280 Broadway.

BOSTON, Globe, Charles H. George, Sun-Herald Bldg., 280 Broadway.

BOSTON, Evening Globe, A. M. Kemp, 1106 World Bldg.

BOSTON, Herald, Edw. B. Goodrich, Times Annex Bldg.

BUENOS AYRES, La Prensa, Romeo R. Ronconi, 51 Chambers street.

BUENOS AYRES, La Nacion, W. W. Davies, 51 Chambers street.

CINCINNATI, Times-Star, James M. Allison, Hotel McAlpin Annex.

CHICAGO, Tribune, Robert B. Peattie, Times Annex Bldg.

CHICAGO, Daily News, George C. Briggs, 404 Park Row Bldg.

CHICAGO, Evening Post, McGregor Bond, care Kelly-Smith Co., 47 West 34th street.

CLEVELAND, Plaindealer, L. S. Horne, Jr., Times Annex Bldg.

DETROIT, News, James Sweinhart, 404 Park Row Bldg.

DETROIT, Free Press, W. N. Hardy, Continental Hotel.

LONDON, Times, W. F. Bullock, Sun-Herald Bldg.

LONDON, Daily Mail, W. F. Bullock, Sun-Herald Bldg.

LOUISVILLE, Courier-Journal, John C. Madden, Times Annex Bldg.

MILWAUKEE, Sentinel, Frederick Bensinger, Times Annex Bldg.

MILWAUKEE, Journal, Philip Stitt, 1107 World Bldg.

MONTREAL, Gazette, J. C. Austin, Times Annex Bldg.

TORONTO, Globe, J. C. Austin, Times Annex Bldg.

NEW ORLEANS, Times-Picayune, Marion J. Pike, Sun-Herald Bldg., 280 Broadway.

NEW ORLEANS, Daily States, Marion J. Pike, Sun-Herald Bldg., 280 Broadway.

PHILADELPHIA, Inquirer, Robert P. Lowry, 1107 World Bldg.

PHILADELPHIA, Public Ledger, Daniel F. Creary, Sun-Herald Bldg., 280 Broadway.

PHILADELPHIA, Record, B. S. Kearns, 1105 World Bldg.

ST. LOUIS, Globe-Democrat, Charles A. Lovett, 410 Tribune Bldg.

ST. LOUIS, Post Dispatch, Edw. L. Mockler, World Editorial Rooms.

WASHINGTON, Post, Timothy Sullivan, Sun-Herald Bldg., 280 Broadway.

ONE DAILY PAPER FOR EVERY 3.8 INDIVIDUALS IN UNITED STATES

THE state of Mississippi has the smallest daily newspaper circulation of papers printed within its borders of any city in the United States, 38 individuals for each copy of any paper. The District of Columbia prints more papers for its size than any of the separate States, and the State of Massachusetts leads the States, with one paper printed for every two individuals in its area. New York State is second, and Missouri and California are tied for third honors, as daily newspaper readers, according to figures just compiled by R. S. Kellogg of New York, secretary of the Newsprint Service Bureau.

Mr. Kellogg's figures, which follow, show the number of inhabitants in each state for every copy of a daily paper published therein:

Alabama	11.9
Arkansas	14.0
Colorado	3.1
Delaware	5.3
Florida	7.2
Idaho	7.3
Indiana	3.7
Kansas	5.4
Louisiana	7.9
Maryland	3.7
Michigan	3.8
Mississippi	38.0
Montana	5.1
Nevada	4.9
New Jersey	5.7
New York	2.2
North Dakota	10.4
Oklahoma	6.8
Pennsylvania	3.2
South Carolina	14.8
Tennessee	6.8
Utah	4.5
Virginia	8.6
West Virginia	10.0
Wyoming	7.5
Arizona	5.2
California	2.5
Connecticut	3.8
District of Columbia	1.9
Georgia	9.4
Illinois	2.9
Iowa	3.9
Kentucky	7.8
Maine	6.2
Massachusetts	2.0
Minnesota	3.6
Missouri	2.5
Nebraska	4.0
New Hampshire	7.4
New Mexico	18.0
North Carolina	13.6
Ohio	2.8
Oregon	2.8
Rhode Island	3.3
South Dakota	9.1
Texas	6.4
Vermont	4.9
Washington	3.0
Wisconsin	5.1

National average, 1 daily newspaper for every 3.8 individuals.

OVERSEAS ASSOCIATIONS

BULGARIA—Union of the Journalists, Sofia.

ROUMANIA—L'Association de la Presse, Bucharest.

CHINA—Peking Newspaper Association, Peking.

Shanghai Newspaper Association, Shanghai.

National Newspaper Association, Hankow road, Shanghai.

ITALY—Associazione della Stampa, Rome.

PARLIAMENTARY PRESS GALLERY

Officers of the Parliamentary Press Gallery, at Ottawa, Ont., are:

J. B. M. Chisholm, acting president; M. Gratton O'Leary, secretary-treasurer. Members executive committee: officers and T. Blacklock, M. Shea and William Wallis.

NEWS OF THE WEEK

Poor Richards Honor Patron

PHILADELPHIA.—The Poor Richard Club celebrated Benjamin Franklin's birthday January 17 with its annual banquet amid advertising exhibits of every kind and color in the Bellevue-Stratford Hotel. Ceremonies at Franklin's grave and at the Poor Richard clubhouse in Camac street were held during the day.

Imrie Joins Southams

TORONTO, Ont., Jan. 20.—John M. Imrie, recently manager of the Canadian Daily Newspapers Association and later president of the Hamilton (Ont.) Times, has joined the staff of William Southam & Sons, Ltd., publishers of several Canadian dailies.

New I. C. M. A. Meeting Dates

The International Circulation Managers' Association has changed the dates of its annual convention from June 7-9 to May 10-12.

The HERALD

CARLISLE, PA.

Largest Circulation Cumberland County

3142 NET PAID JAN. 20

"Somebody Said that it couldn't be done,

But he, with a chuckle, replied:
That maybe it couldn't,
But he would be one,
Who wouldn't say so
'Til he tried.
So he buckled right in,
With a bit of a grin,
On his face, if he worried he hid it,
And he started to sing
As he tackled the thing,
That couldn't be done,
And he *did* it."

Here Is the Answer

The New York Globe
The Pittsburgh Post
The Kansas City Post
The Pittsburgh Sun
Chicago Journal (West)

Why! Because of the following superior aggregation of advertising men.

An organization that is daily looking after the interest of this excellent list of newspapers in an intelligent and efficient manner.

A. F. Lorenzen
E. J. Cullen
M. R. Thompson
J. L. Sythoff
H. G. Schryver
C. G. Shannon

Business Getters Every One—If in doubt ask our Competitors

Lorenzen & Thompson, Inc.

19 W. 44th Street - - New York City

Peoples Gas Building, Chicago, Ill.

Digitized by Google

WILL HAVE FIELD SECRETARY

Washington Editors Would Also License Sales of Securities

(By Telegraph to Editor & Publisher)

SEATTLE, Jan. 17.—Establishment of the office of field secretary to serve as a medium for interchange of cost data, assist papers in finding printers and other workmen when needed; assist in supervising arrangement of newspaper offices of members; gather data on printing methods; assist in cooperative buying of paper and printing materials; and drawing up code of ethics for newspapers of the State, was authorized in resolutions adopted at the closing session of the annual institute of the Washington State Press Association held at the University of Washington. The office of field secretary will become a reality as soon as a satisfactory man for the position can be secured. A fund of $2,500 was promptly raised among the delegates to the institute to provide for the work and authority was voted to the executive committee to raise additional funds and appoint a secretary.

Another motion adopted favors the introduction of a bill into the legislature now in session providing new and uniform rates for legal printing. The resolution provides a standard of measurement for printing, and suggests that the rate be based on 100 words, rather than the square system now in use.

N. E. A. C. M. ELECTS POTTER

Circulators' Meeting in Boston Attended by 21 Members and 6 Guests

(By Telegraph to Editor & Publisher)

BOSTON, Jan. 19.—The New England Association of Circulation Managers held their January meeting today at the City Club with 21 members and 6 guests present. Officers for 1921 were elected as follows: President, N. E. Potter, Manchester (N. H.), Union and Leader; vice-president, P. F. Viets, Hartford Courant; secretary-treasurer, L. M. Hammond, Jr., Boston Transcript; directors, T. F. Lyon, Boston News Bureau; E. L. Croughlan, Portland Express.

MERRIAM HEADS N. Y. DAILIES

Favor End to Session Laws Printing—Ad Rates Can't Come Down

(Special to Editor & Publisher)

ALBANY, N. Y.—The twenty-third annual meeting of the New York Associated Dailies at the Ten Eyck hotel, January 18, adopted a resolution favoring Governor Miller's plan to abolish the publication of the session laws and concurrent resolutions under the present system and rates, in accordance with the bill of Assemblyman Charles H. Betts, and referred the question of revised rules and methods for publishing the laws to the legislative committee comprising W. H. Clark, Cortland Standard; F. R. Campion, Schenectady Union-Star, and A. R. Kessinger, Rome Sentinel.

Franklin A. Merriam, Mount Vernon Argus, was elected president to succeed Gardner Kline, and A. R. Kessinger, Rome Sentinel, was elected vice-president. Henri M. Hall, Jamestown Journal, was re-elected secretary-treasurer.

N. Y. STATE OFFICERS RE-ELECTED

44-Hour Week Condemned — New Dues Basis Adopted

(Special to Editor & Publisher)

ALBANY, N. Y.—The first annual convention of the New York State Publishers' Association, which was organized at Syracuse last October, took place Jan. 19 at the Hotel Ten Eyck and was attended by sixty members. Governor Miller was a guest at luncheon.

H. N. Kellogg, chairman of the special committee on labor of the American Newspaper Publishers' Association of Indianapolis, spoke on the 44-hour week demands of the printing trades unions. A resolution was adopted in opposition to the shorter week as impractical for newspaper publishers and as effecting a curtailment of production.

The executive committee had a meeting before the opening of the session and presented a plan to base the membership assessment on the circulation of each newspaper, which was adopted. The assessment for newspapers with less than 5,000 circulation will be $10 and increasing correspondingly to the maximum of $50 for a circulation of 40,000 or more.

Present officers were all re-elected, as follows: President, Frank E. Gannett, Rochester Times-Union; first vice-president, Edward H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Albany Knickerbocker Press and Argus; treasurer, Gardiner Kline, Amsterdam Recorder; secretary, Charles H. Congdon, Watertown Times; executive Committee, Franklin A. Merriam, Mt. Vernon Argus; Edward H. O'Hara, Syracuse Herald; Prentis Bailey, Utica Observer; Ralph E. Bennett, Binghamton Press, and Frederick P. Hall, Jamestown Journal.

GEORGIANS WANT NEW 'SPECIAL'

Rates for Publishers' Products and Agency Relations Discussed at Macon

MACON, Ga., Jan. 19.—The special midwinter meeting of the Georgia Press Association here Monday was well attended by leading publishers throughout the State. Foreign representation of small publishers by a publisher's agent was discussed at some length. Many of the publishers present were dissatisfied at the service they have been receiving from an agency handling the accounts of small newspapers and a unanimous resolution authorized the president to appoint a committee to make recommendations at the annual meeting this summer.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

URGE NEW OREGON LAWS

R. W. Sawyer of Bend Elected Head of State Editors

(By Telegraph to Editor & Publisher)

EUGENE, Ore., Jan. 16.—Steps to secure more favorable legislation affecting newspapers in this State will probably be taken as the result of the third Oregon newspaper conference held in this city January 14 and 15. A committee, appointed a year ago, to study such legislation, reported that the present laws are confused, indefinite and difficult to interpret. W. G. Hale, Dean of the University of Oregon Law School, said in discussing libel that many papers had been held accountable for articles which were generally regarded as being within the boundaries of safety.

The following officers were elected: President, Robert W. Sawyer, of Bend; vice-president, Herbert J. Campbell, Portland; secretary, George Turnbull, of Eugene.

McClure's Handling Mark Sullivan

The McClure Newspaper Syndicate has signed a contract with the New York Evening Post to take over the syndication of Mark Sullivan's articles on national developments. The service consists of two daily articles, by telegraph, and one article for Sunday use, by mail. L. M. Bell, formerly publisher of the Washington Herald, has just started on a trip through the South and up the Pacific Coast for the McClure syndicate and H. L. McEwen, Middle West representative, is visiting the principal cities of his territory.

Purves Ad Golf League Winner

PINEHURST, N. C.—R. M. Curry Purves was the winner in the tournament of the Winter Golf League of Advertising Interests here last week, taking the final match, 4 and 3, from Lou Hamilton. Officers were elected for the coming year as follows: President, H. R. Reed, 16 Wall street, New York; vice-president, Roy S. Durstine, New York; secretary, C. A. Stedman; treasurer, Eliot D. Moore, New York.

A. P. to Nominate

The nominating committee of the Associated Press will meet Monday morning, January 31 at 9 o'clock, at the La Salle Hotel in Chicago.

Leaving Associated Advertising

Walter Sammis has resigned as editor of Associated Advertising, New York, effective February 15.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 16" x 12" air cylinders and 32½" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 59½" cast iron table and all auxiliary apparatus. Manufactured by F. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier-Journal and Times, Louisville, Ky.

For Sale
Humana Feeder and New Series Chandler & Price Press, 12 x 18, at a sacrifice to make room for cylinder. Now in use and in perfect condition. Has not had enough use to mar original set of rollers. Samples of its work on request. Prefer to sell entire outfit together, but will sell separate units if practicable. Price on application. Unless you can pay cash, do not write. The Times Printery, St. Francisville, Illinois.

For Sale
Goss quad printing press, capacity 24,000 copies per hour up to sixteen pages, and 12,000 per hour up to thirty-two pages. Type page 22¾ inches long. 35-inch and 17½-inch rolls used. Sheets cut 23½ inches long. Equipped with 35 H. P. motor and Cutler-Hammer controller. Address W. G. Chandler, 1007 Union National Bank building, Cleveland, Ohio.

FOR SALE

Eight-page Goss Comet press for March 1 delivery.

Has run only seven years. In good order. Outgrown by present owner.

Price, $4,500, F.O.B., Middletown, Ohio

Includes Motor and Belting

THE MIDDLETOWN JOURNAL
MIDDLETOWN, OHIO

EQUIPMENT WANTED

6c A WORD for advertisement under this classification. Cash with order.

Wanted
To buy Tool Cutter, Shaving Machine and Trimming Block to fit one of the later models of Potter Newspaper Press. Address Box C-735, care of Editor & Publisher.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Digitized by Google

Introductions to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

Will guarantee twenty-five per cent increase advertising revenue. Must have complete control local and national field. Ten years' experience, newspaper, advertising agencies and publishers' representatives. Contract salary and bonus only consideration. Address Box C-743, care Editor & Publisher.

Advertising Manager

Business Manager, Assistant to Publisher; young man, 25, desires connection with newspaper in any of the above capacities; thoroughly experienced in newspaper work from copy boy to advertising manager and assistant business manager. Can write and sell finished copy to advertisers, knows method of securing foreign advertising; purchasing paper and other newspaper necessities; run business economically as well as efficiently. Competent to take burden off the shoulders of publisher who has other cares. Willing to go anywhere, at a salary of $2,600 and percentage of gross revenue. Address Box C-754, care of Editor & Publisher.

Advertising Manager

Now connected with one of the livest dailies in the Northwest. Seeks similar position in eastern, central or southern states. Twelve years' experience on metropolitan papers. Good record. Age 30; married. Wife's health demands another climate. Seeking permanent location only. Box 657, Hoquiam, Wash.

Business Manager

Seeks position as manager of job plant or job and newspaper combination, in medium sized city. Several years' experience in circulation, advertising and general printing. Forty years of age. Best of references. Address C-745, care of Editor & Publisher.

Circulation Manager

Fifteen years newspaper, including editorial experience, good record constructive circulation building; has knack handling carriers successfully; desires permanent location town good schools. Box C-749, care Editor & Publisher.

Circulation Manager

Experienced Circulation Manager desires position with daily paper or farm journal. Can begin work Feb. 1. Address C. C. Chambers, Box 307, Waynesboro, Va.

Circulation Manager

With eighteen years' experience on large and upon small papers; thorough in all branches of circulation work; desires permanent connection with daily where results count; have high class references from former employers and guarantee good service, system and satisfactory development. State your requirement, plant equipment and salary. Address Box C-748, care of Editor & Publisher.

Circulation Manager

With ten years' experience in successful management and promotion work, now permanently employed, desires change to larger field. Have made sixty per cent increase during past twelve months. Executive and creative ability. Would consider either Canadian or American newspaper. Thirty-five years old and married. Am not looking for an easy place; if your circulation department is disorganized, would be glad to figure with you. Address Box C-750, care Editor & Publisher.

Circulation Manager

Fifteen years' experience. Capable, energetic, married. Age forty. Prefer city of over 100,000 population. Available soon. Address Box C-754, care Editor & Publisher.

I Want a Job

Executive position on newspaper in city of 25,000 to 100,000. Twenty-two years' experience in every department from reporter to publisher. Have built and can build popular and profitable property. Now employed but seek wider opportunity and more congenial situation. Glad to submit record. Address C-756, care Editor & Publisher.

Editor

Do you need a man of my qualifications? I am 27, have been in the game six years and am now city and telegraph editor in town of 30,000. Box C-737, care Editor & Publisher.

Editorial Writer, Paragrapher, Executive

Wants connection with large paper, East or West. Strong references. Address Box C-731, care of Editor & Publisher.

Managing Editor—City Editor

Knows news, how to display it, who can handle men and build up staff. Been successful in medium sized cities. Knows the value of money and how to economize. Capable of taking entire charge of news end. Box C-744, care of Editor & Publisher.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For Those unemployed one insertion (adv. not to exceed 50 words) FREE.

I Want to Buy

An interest in your newspaper. If you're an ambitious publisher anxious to build a larger newspaper and desiring to devote all your time to the editorial and executive end of your newspaper, yet afraid to take your hands off the business and advertising management, then you and I can form a team which will be difficult to duplicate. Make me responsible for the business and advertising management. I am now the business manager of one of the largest newspapers in the country and the most successful in its local field. Have twelve years' experience starting out as office boy and won present position only through hard work and ability to sell advertising. Have held every job in the business office, in addition to being a successful advertising manager. Am an organizer and harmonizer. I love my work and am satisfied with my job but realize the limited possibilities. I want to devote my youth, energy, brains, experience and money in building a concrete future for myself. I am looking to join hands with a publisher who is big enough to know that he can't do it all by himself and willing to sell me an interest in his plant and allow me to work with him in building a larger newspaper. In your letter please tell about your plant, whether an evening or morning paper, its circulation, number of machines, the possibilities of your town, the capital of your company, mortgages and the extent to which you will allow me to invest. If this ad does not interest you, clip it out and send it to a friend publisher or to a business manager who owns and wants to sell his interest because of old age, etc. You can write me in confidence. Address C-751, care Editor & Publisher, New York.

Proofreader

Literary, versed in languages, wants position; prepares, revises and edits copy. Reader, Box J, Stanton W, City.

Syndicate Manager and General Manager

All around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & Publisher.

Managing Editor, Editorial Writer or Sporting Editor

Have had fourteen years' practical experience and can fill either one of above positions to suit best taste. Am little over thirty years, have wife and two kiddies; know game from A to Z and seek immediate engagement as my newspaper suspended. Wire me brief particulars, salary, etc. Advertiser, 109 Tillinghast Place, Flint, Michigan.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Reporter

Young man seeks connection with small town daily or weekly as reporter, with opportunity ultimately to acquire a financial interest in the paper. Harry Miller, 2252 Haddon Ave., Chicago, Ill.

HELP WANTED

6c. A WORD for advertisements under this classification. Cash with order.

Advertising

I want an advertising promoter and salesman for special work who must possess following qualifications: ability to write, lay out, and sell his own copy. One fertile in ideas with pleasing and convincing personality. Large metropolitan daily in middle west offers permanent position with excellent future possibilities to man who can produce. Compensation in accord with ability. Sell yourself in first letter, giving detailed information as to experience, age, personal life, salary expected, etc. Address Box C-747, care of Editor & Publisher.

Composing Room Foreman Wanted

Foremanship of composing room open. Morning paper in city of one hundred thousand needs man of executive ability and able to make up. Box C-751, care Editor & Publisher.

HELP WANTED

6c. A WORD for advertisements under this classification. Cash with order.

WANTED

Circulation Manager
Advertising Manager

For evening paper in great metropolitan city. Be specific in giving qualifications. All communications in strict confidence. Address E. D., Box C-732, care Editor & Publisher.

ADVERTISING MANAGER

Experienced advertising manager wanted for evening and Sunday newspaper in middle western city of one hundred thousand population. Must be forceful, aggressive and one who can furnish references of accomplishment. Salary to fit man. We are not interested in has beens nor inexperienced youngsters. Write full particulars including references. Address Box C-752, care of Editor & Publisher.

BUSINESS OPPORTUNITIES

6c. A WORD for advertisements under this classification. Cash with order.

Business Opportunity

A new financial and commercial newspaper is to be started in one of the states which has no such publication.
This State offers an exceptional opportunity for a high class newspaper that will print all the commercial, industrial, financial news of the State.
At the present time there is no central point from which such news is disseminated.
The field is a large one with every indication of success.
Publishing arrangements have been made with a Publishing House in this State which is mechanically equipped completely.
Publisher of this new paper desires to hear from persons qualified to assume entire editorship.
Only those who have had experience on financial and commercial journals and who thoroughly understand collection of such news will be considered.
Managing editor must be fully competent in every respect and past record must have been with similar publications.
The positions are also open for advertising manager and circulation manager.
Advertising manager must have had considerable experience with financial and commercial journals and must thoroughly understand canvassing advertising from banks, corporations and manufacturing companies.
Circulation manager must necessarily travel and personally supervise securing of subscriptions.
This new publication will start as a weekly and will grow into more frequent issues as growth warrants.
Owner will retain 51 per cent of capital stock, and prefers to sell balance of stock to his executive associates, particularly to the editor.
All replies will be treated in strictest confidence and should be written as complete as possible with full record of previous, editorial and business connection.
State lies west of Mississippi River.
This is an exceptional opportunity to become an owner in a high class financial newspaper and to be actively identified with an important organization.
Address all replies to Financial Newspaper, Box C-746, care Editor & Publisher, Pulitzer Bldg., New York City.

Publishers

Chance for publishers of paper or magazine to have your composition set up free of charge if you have a few thousand to invest in good plant. For particulars address A. Johnson, 344 W. 23rd St., New York City.

$40,000 Cash

for first payment on a daily newspaper property. Northern and western locations preferred. Proposition V. L.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., N. Y.

THOROUGHLY POSTED

During our 10 years of experience as brokers, we have become perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS journals and MAGAZINES.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

LINOTYPES FOR SALE

The following used linotypes are offered for sale f. o. b. Each has been thoroughly cleaned and gone over by an expert linotype operator. They will be placed under power so as to be seen in operation.

Model 9—No. 25483. Practically a brand new machine. Price, $3,080 net.
Model 5—No. 11090. In excellent condition and fully equipped. Price, $1,870 net.
Model 5—No. 13866. The linotype machinist reports that this machine is in first class condition. Like new. Price, $1,980 net.
Model 1—No. 5760. Bargain at $990 net.

LUDLOW FOR SALE
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, INCORPORATED
Newspaper Properties & Equipment
P. O. Box 1597 Richmond, Va.
Room 203, 12 North Ninth Street

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order

Wanted

A newspaper man to establish and operate a daily newspaper in a live and growing city. An excellent opening. Interested parties correspond with A. R. Workman, Marseilles, Illinois.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order

Publishers, Please Read

Advertisement of Long Printing Company, Philadelphia, about me is gross misrepresentation. John Cheshire, Winchester, Kentucky.

Better Positions
and
Better Men
are located through
EDITOR & PUBLISHER
Classified Advertisements

Digitized by Google

ALUMNI OF 50 YEARS AT PRESS REUNION

Age and Dignity Forgotten as Glories of Philadelphia Press Shine Again at Banquet—Permanent Body to Be Formed

By E. A. Muschamp

PHILADELPHIA.—The Reunion Dinner of the former members of the staff of the old Philadelphia Press was held in the Gold Room of the Adelphia Hotel in this city last Saturday night, January 15. It was a success far beyond the expectations and even the hopes of the committee that promoted it.

The scene in the reception room, outside the banquet hall, where the men gathered before going into dinner was probably the most remarkable feature of the whole reunion. Reporters of a quarter of a century ago, who have since risen to commanding positions in the newspaper, business and professional worlds, met for the first time in all these years, their old city editors and managing editors who taught them, in their cub days, the first rudiments of journalism.

Newspaper men are accustomed to writing about "affecting scenes" and "happy reunions" but rarely do they participate as principals. They did last Saturday night, however, and it is not exaggerating in the least to say that no family reunion was ever more genuinely touching than this reunion of the members of the family of the old Philadelphia Press.

In that group of 150 newspaper men and former newspaper men, there were many who today occupy high and commanding positions, including a Governor of a great commonwealth, and editors-in-chief and publishers of large and successful publications, but to their friends and fellow workers they were just plain "Bill" or "Ben" or "George."

And a little later when the diners were all assembled in the banquet-room the very first announcement made by Col. George Nox McCain, the toastmaster, was that there were "no guests of honor." When Governor William C. Sproul of Pennsylvania was introduced as one of the speakers, Colonel McCain said: "It gives me great pleasure to introduce to you, Bill Sproul, ex-Chester and Swarthmore College correspondent of the Philadelphia Press!"

At the speakers' table with Col. McCain were Gov. Sproul, Cyrus H. K. Curtis, head of the Curtis Publishing Company and publisher of the Public Ledger and Evening Ledger, but former advertising solictor of the Press; Dr. Talcott Williams, Director-Emeritus of the School of Journalism, Columbia University, former editorial writer; James G. G. Duffy, dramatic critic, literary and Sunday editor; Karl Bloomingdale, advertising man and president of The Poor Richard Club, but formerly star reporter and correspondent; William W. Long, member of the Pennsylvania legislature, former publisher of the Coatesville Record, and ex-sporting and city editor; Professor John Dennis Mahoney of the West Philadelphia Boys' High School, a former reporter; Reginald Wright Kauffman, novelist, and former reporter; George G. Pierie, now a registration commissioner in Philadelphia, but formerly a reporter who worked under the late Colonel John W. Forney who founded the Press; Charles M. Lincoln, now publisher of the New York Herald, and a former Press reporter and managing editor; Oswald G. Villard, editor and publisher of the Nation, former owner and editor of the New York Evening Post, and for a number of years after he left college a Press reporter; Ben H. Gordon, the veteran city editor who went to work on the Press as an office boy in 1873 and whose connection with the old paper continued, unbroken, for thirty-three years; Harvey Maitland Watts, now on the editorial staff of the Public Ledger, but formerly Press copy reader and managing editor; Judge Samuel C. Wells, former editorial writer and editor of the Press; Dean Hoffman, former reporter and city editor, now editor of the Patriot and the News of Harrisburg, and Thomas C. Richter, the last city editor, now director of publicity, Philadelphia Chamber of Commerce.

The dinner had hardly gotten under way before inquiries began coming from all parts of the banquet room as to whether the reunion was to be made an annual affair. This sentiment spread and grew with surprising rapidity, and when the matter was formally brought "before the meeting" it was unanimously decided to form a Philadelphia Press Alumni and to make the reunion an annual affair. Col. McCain, the toastmaster, was authorized to appoint a committee of five—himself to be one of the five, to perfect a plan for a permanent organization.

An unexpected feature of the dinner came in the form of a letter of greeting from "Marse Henry" Watterson, formerly Southern correspondent of the Press under Col. Forney, more than half a century ago. "Marse Henry's" letter provoked a gale of laughter, and a telegram of appreciation and best wishes was immediately dispatched to the distinguished editor and author.

A number of entertainment features were introduced during the evening which made big hits. One was the Baby Press—the "last edition" of the old Press, a copy of which was served to each diner. In physical appearance it was a miniature copy of the newspaper to whose memory the former members of the staff had gathered to honor.

The menu was perhaps the most unique feature of the dinner. It was served in the form of "A. P. flimsy"—regular Associated Press copy, in appearance and form, but reading as follows:

1 A NIGHT.
WASHINGTON, D. C., Jan. 15.—President Wilson today told Congress to go to ——.
(MORE)

——Du——

PHILADELPHIA, Jan. 15.—The Press reunion dinner has begun.

——Du——

WASHINGTON, Jan. 15.—(ADD WILSON)—the question of arranging the League of Nations to suit itself. He also told Senators Penrose and Lodge that they could ki——
(MORE)

——Du——

PHILADELPHIA, Jan. 15.—The Press reunion dinner has begun with Col. George Nox McClain as toastmaster. The menu is as follows:
(MORE)

——Du——

CORRECTION.
PHILADELPHIA, Jan. 15.—EDITORS: Make name in above George Nox McCain.
THE ASSOCIATED PRESS.

——Du——

WASHINGTON, Jan. 15.—(ADD WILSON)—kill the league if they wanted to but would have to answer to the American people for it.

——Du——

PHILADELPHIA, Jan. 15.—(ADD PRESS DINNER.)—The menu is as follows:
Whiskey cocktails with Maraschino cherries.
Canape of anchovies.
(MORE)

CORRECTION.
PHILADELPHIA, Jan. 15.—EDITORS: Kill all reference to whiskey cocktails in Press dinner item. Sub story coming.
THE ASSOCIATED PRESS.

——Du——

MARION, O., Jan. 15.—President-elect Harding today announced his cabinet appointments as follows:
Secretary of State—James O'G. Duffy.
Secretary of War—Richard J. Beamish.
(MORE)

——Du——

2 A NIGHT
PHILADELPHIA, Jan. 15.—(ADD PRESS DINNER.)—
Celery, olives, almonds and nuts (seated and otherwise).
Potage Longchamps (use a spoon).
Lynnhaven oysters, ancienne.
(MORE)

——Du——

CHICAGO, Jan. 15.—Wheat closed firm; corn weak; oats lively; rye, KILL, KILL, KILL.

——Du——

CORRECTION.
CHICAGO, Jan. 15.—EDITORS: Kill above despatch. Prohibition authorities object to last word as violation of Volstead act.
THE ASSOCIATED PRESS.

——Du——

PHILADELPHIA, Jan. 15.—(ADD PRESS DINNER.)—
Orange sherbet (without).
Tenderloin steak Bordelaise.
Potatoes Bennett.
Cauliflower Italianne.
Hearts of Romaine.
Cheese toasties.
Bombe filled with pineapple and cherries.
Assorted cakes.
Demi-tasse (coffee).

——Du——

MARION, O., Jan. 15.—(ADD CABINET APPOINTMENTS.)—
Secretary of the Navy—Ralph D. Paine.
Secretary of the Treasury—Al Ford (ex-Shylock).
Secretary of the Interior—Dean Hoffman.
Secretary of Agriculture—Ben Gordon.
Secretary of Commerce—Thomas D. Richter.
Secretary of Labor—Alden March.
Attorney General—Judge Wells.
Postmaster General—Hugh J. Doyle. His private secretary will be H. S. McDevitt, who has had some experience.

——Du——

CORRECTION.
PHILADELPHIA, Jan. 15.—EDITORS: In Press reunion dinner on 1 A NIGHT make read: "Beva" instead of whiskey cocktails.
THE ASSOCIATED PRESS.

——Du——

1 B NIGHT
SOMEWHERE IN FLORIDA, Jan. 15.—City Solicitor Dave Smyth of Philadelphia is disconsolate here today because he is compelled to miss the Press reunion dinner in Philadelphia tonight.

Marse Henry Watterson, who is also here, says that nothing which has ever happened to him has caused him more keen regret than the fact that he was unable to attend the dinner in Philadelphia tonight.

——wn——

MOVIELAND, Cal., Jan. 15.—J. Allen Boone wept here today because he was not on his way across the continent to the Press reunion dinner in Philadelphia.

——wn——

(BULLETIN).
PHILADELPHIA, Jan. 15.—It was announced at the Press reunion dinner here tonight that although Davy Smyth and Allen Boone were unable to "come on" they both "came across." The announcement was greeted with loud cheers.

——wn——

NEW YORK, Jan. 15.—AGENTS AND OPERATORS:
B. wire closed for the night. Nothing will happen anyhow, except the Press dinner, which is running on A. wire.
THE A. P.

LAST SHEET SENT OUT 1 B. NIGHT.
(GOOD NIGHT)

——wn——
12 30am

The speeches, while they were largely of a reminiscent nature, recalling the days of the journalistic glory of the Press under Col. Forney, and later under the editorship of Charles Emory Smith, dwelt to some extent on the responsibilities of a newspaper as a leader in civic righteousness and the forward march of democracy. Dr. Talcott Williams' eloquent tribute to the work of the Press did under the direction of Mr. Smith, in its fight for political reform in Pennsylvania, and the integrity, ability and fraternal co-operation of the men who made the Press the great paper that it was—all of which, Dr. Williams said, combined to create that extraordinary "Press spirit" which has never died out, was greeted with spontaneous and prolonged applause. Mr. Villard's remarks were somewhat along the same line, and his expressed belief that the American newspapers would again, as they had in the past, take their places as genuine leaders of the people in their fight for democracy, was generously applauded.

Mr. Curtis interested the diners with an account of his early days in Philadelphia as an advertising solicitor of the weekly edition of the Press, and Governor Sproul said that he attributed much of whatever success he had achieved to the training he received when a young man as a correspondent of the Press.

In addition to Col. Watterson's greetings, letters from the following former "Press" men were also read: Clark Howell, editor and publisher of the Atlanta Constitution; Nathan Haskell Dole, literary critic; Ralph D. Paine, the novelist; Bradford Merrill, general manager of the Hearst newspapers; J. Allen Boone, Los Angeles; W. D. Adair, Guy Viskinskki, Henry C. Sultzer, Ben De Casseres, F. T. Richards, Frederick G. Gruger, William Glackens, Luther Price, Harry S. Brown, W. C. Brownell, Ernest V. Chamberlain, J. W. Phoebus, Leon Conwell, Isaac R. Pennypacker, Edgar Mels, Evan C. Patterson, Walter C. Hamm, Willard D. Coxey, William B. Ramsey, Edward N. Vallandigham, Channing Leidy, George Morgan, Edward M. Cooke, Charles E. Shull, Wilbur Morse, Colonel James H. Lambert, N. O. Messenger, Edward H. Bushnell and many others.

The former Press men who were at the dinner were:

Yarnall Abbott and J. M. Annenberg, Philadelphia. Dr. Harry C. Allen, Norristown, Pa.

Elmar Barford, Joseph Barton, A. Blum, Richard J. Beamish, Karl Bloomingdale, Clarence K. Bawden, William B. Bray, Charles Bell, Philadelphia; Fred E. Baer, T. M. Bamberger, New York.

Spencer L. Coxe, Warren C. Cawley, Morris L. Cooke, H. T. Craven, Hugh L. Campbell, H. C. Crowhurst, James A. Campbell, Cyrus H. K. Curtis, Adelberto Caporale, John Conrad, Theodore H. Creamer, Philadelphia; Joseph L. Copeland, Paoli; A. N. Cummings, Wilmington; Edward K. Causey, Washington.

Karl de Schweinitz, Hugh Doyle, Emmett Dickson, Edgar M. Dilley, John P. Dwyer, Philadelphia; J. O. G. Duffy, Conches Bridge, Delaware; Charles P. Dorworth, Bellefonte.

L. B. Eyster, William H. Evans, Abe L. Einstein, Philadelphia; Henry M. Eaton, Washington; William T. Ellis, Swarthmore.

Ira E. Fouts, Harry S. Furness, Al Ford, David Fish, Philadelphia; Walter Y. Flitcraft, New York; Christopher J. Fitz-Gerald, Riverside, Conn.

William A. Gordon, Albert S. Genung, Harry Goldberg, Edwin Giles, Hy Gage, Rice Garland, William Goldstone, George W. Guest; Philadelphia; Ben H. Gordon, Sewell, N. J.; Edward Gudahus, Merchantville, N. J.; Benjamin F. Glazer, New York; Thomas H. Garvin, Sharon Hill.

Edward J. Hunter, Charles Heyer, Louis Hanlon, Odell Hauser, Clyde Hambright, Prof. A. W. Howes, John M. Hutchinson, Peter J. Hohan, Philadelphia; Dean Hoffman, Harrisburg; W. R. D. Hall, Narberth; William S. Hilles, Baltimore; Norval Hazelip, Haddon Heights, N. J.

Victor J. Jagmetty, Atlantic City.

Harry J. Kearney, Chriss Keller, Samuel R. Kirkpatrick, Arthur Keegan, all of Philadelphia; Reginald Wright Kauffman, Columbia, Pa.; Bruner Kauffman, Brooklyn.

Samuel L. Laciar, George Lawson, Jay Lavanson, Philadelphia; William W. Long, Coatesville.

George Nox McCain, John Minick, Arthur R. H. Morrow, William L. McLean, W. Randolph Marshall, Walter McLoon, Henry McCarter, Judge Clayton, B. McMichael, Philadelphia; Alden March and Stoney McLinn, New York; Harry S. McDevitt and James McCoy, Harrisburg; Robert M. McWade and P. J. McGahan, Washington; E. A. Muschamp, Narberth; Professor John Dennis Mahoney, Landsdowne, Joseph Mackerell, Pittsburgh; Harry J. Meyers, Bethlehem; Alvin J. Meyer, Passaic, N. J., and A. C. Moucher, Butler, Pa.

Edward Nocton, Camden, N. J.

Joseph J. O'Neill, E. T. O'Loughlin and Thomas Orr, New York; Elmer Obrecht, of Philadelphia.

W. Hancock Payne, Warwick James Price, Charles Polk, R. W. Peirce, Harry Pretty, Kent Packard, George G. Pierie, Theodore Pohlig, Philadelphia; Hamilton Peltz and Frank J. Price, Jr., New York.

Francis C. Richter, Jr., Thomas Richter, Francis C. Richter, Sr., William C. Russel, Joseph S. Rogers, Philadelphia; Alan H. Reed, Wyncote; E. C. Rogers, Washington.

John J. Spurgeon, David E. Smiley, George Sproule, Gilbert H. Shearer, Philadelphia; Milton V. Snyder, Emil Schola, Henry L. Stoddard and Joseph Shapiro, New York.

C. D. Teeple, Philadelphia.

Robert Vale, Philadelphia; Oswald G. Villard, New York; A. O. Vorse, Harrisburg.

Roy Williams, George Webb, Harvey M. Watts, Samuel H. Warnock, Samuel C. Wells, James Wharton, Philadelphia; Dr. Talcott Williams, New York; Henry C. Wiltbank, Metuchen, N. J.; Arnold Wilkening, Camden, N. J.

William J. Yeoell, Philadelphia.

Frank Ziegler, Philadelphia.

The reunion and dinner was arranged by the following committee: George Nox McCain, Samuel L. Laciar, W. R. D. Hall, E. A. Muschamp, H. T. Craven, Richard J. Beamish, Karl de Schweinitz and Kent Packard.

Digitized by Google

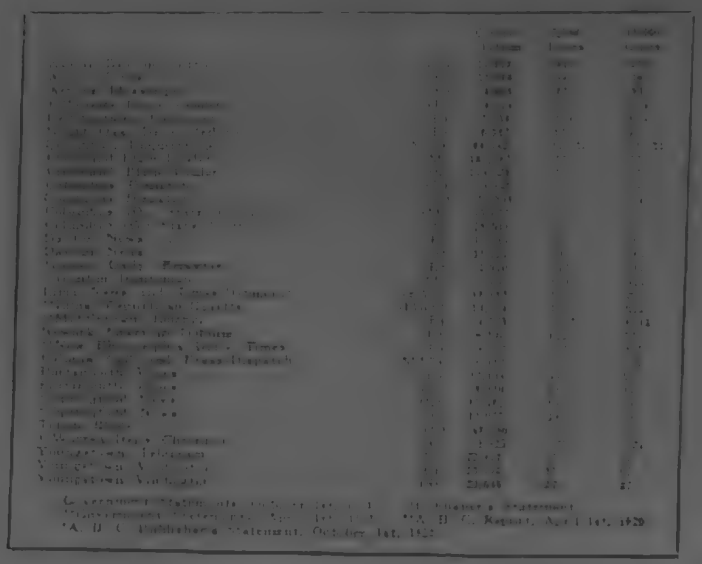
"OHIO FIRST"

In any
National Advertising
campaign whether of minor
or major importances these *Ohio*
Newspapers are sure to bring results.

And these results grow from day to day. Their cumulative results at the end of a year's productive copy will be found generally beyond expectations. It has been proved time and time again that ***Ohio Newspapers*** do their part.

They take rank with the foremost newspapers of the nation in their individual quality and in their class of circulation.

The accompanying list practically covers the ***whole state*** and appeals directly to those who have money to spend



Getting to the Fundamentals of Advertising

Every experienced surgeon knows that before the wound heals on it must granulate and become sore.

[illegible] igh gracefully giving the public what it wants at gradua[illegible]

[illegible] for about 40 cents a pound compared with bulk crackers at [illegible]

[illegible] what advertising can be made to accomplish, but the heavy added [illegible]

[illegible] 1921. JASON ROGERS

THE NEW YORK GLOBE

LORENZEN & THOMPSON, Inc., Publishers' Representative

[illegible]RK 19 W. 44th St. CHICAGO People's Gas Bl[illegible]

F3

This Issue: "Fighting Spirit Carried General Agnus to Victory"

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1920

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879.

[Copyright, 1920, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 35 NEW YORK, SATURDAY, JANUARY 29, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5, For. 10c. Per Copy

December Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of December, 1920:

Books - - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 19,234 lines. Next highest score, 13,809 lines.		
Churches - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 6,275 lines. Next highest score, 1,156 lines.		
Clothing - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 287,128 lines. Next highest score, 212,065 lines.		
Department Stores - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 552,428 lines. Next highest score, 425,338 lines.		
Educational - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 4,635 lines. Next highest score, 3,981 lines.		
Out of the Loop Stores - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 61,320 lines. Next highest score, 11,716 lines.		
Foodstuffs - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 47,661 lines. Next highest score, 43,303 lines.		
Furniture - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 42,353 lines. Next highest score, 24,147 lines.		
Household Utilities - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 20,195 lines. Next highest score, 14,487 lines.		
Musical Instruments - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 70,717 lines. Next highest score, 56,621 lines.		
Shoes - - - - - - - -	THE DAILY NEWS	**FIRST!** 6 days against 7
The Daily News, 35,050 lines. Next highest score, 31,068 lines.		
Total Display Advertising - - -	THE DAILY NEWS	**FIRST!** 6 days against 6
The Daily News, 1,423,844 lines. Next highest score, 949,216 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Digitized by Google

NEW ENGLAND

with 7½ per cent of America's population furnishes 40 per cent of America's savings. A fund for investment of

$1,739,554,182.90

This territory offers the greatest market and the greatest field for intensive advertising by daily newspapers.

The significance of the supremacy of *New England* Savings Deposits and the concentration of purchasing power makes this a market the National Manufacturers should advertise to, through this list of daily newspapers.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,806	.0275	.0175
Boston Sunday Advertiser	(S)	367,414	.55	.55
Boston American	(E)	301,595	.50	.50
Boston Globe	(M&E)	255,150	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	33,211	.20	.20
*Fall River Herald	(E)	10,806	.035	.035
Fitchburg Sentinel	(E)	6,017	.05	.038
*Haverhill Gazette	(E)	14,567	.055	.04
Lynn Item	(E)	15,196	.055	.04
*Lynn Telegram News	(E&S)	15,063	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,934	.07	.07
Salem News	(E)	19,567	.09	.07
Worcester Gazette	(E)	31,651	.12	.09
*Worcester Telegram	(M)	35,511	.13	.10
*Worcester Telegram	(S)	40,031	.15	.12

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,308	.0425‡	.035
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,063	.09	.07
*Portland Telegram	(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	25,864	.08‡	.06
Portsmouth Times	(E)	4,048	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,185	.03387	.02926
*Pawtucket Times	(E)	23,308	.06	.06
‡‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	56,416	.135	.135
*Providence Journal	(M)	31,885	.06	.06
*Providence Journal	(S)	45,224	.12	.12
*Providence Tribune	(E)	24,633	.10	.09
Westerly Sun	(E)	4,529	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,930	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian and Newport Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,636	.145	.14
*Bridgeport Post	(S)	19,856	.085	.08
**Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,064	.14	.14
New Haven Register	(E&S)	29,861	.09	.08
New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
Norwalk Hour	(E)	3,426	.025	.025
*Stamford Advocate	(E)	7,705	.0375	.03
*Waterbury Republican	(M)	13,156	.05	.04
*Waterbury Republican	(S)	12,301	.05	.04

Government Statements, October 1st, 1920.

*A. B. C. Publisher's Statement, October 1st, 1920.

‡Rate on 3,000 lines.

**A. B. C. Publisher's Statement, April 1st, 1920.

‡‡Government Statements, April 1st, 1920.

WYTHE WILLIAMS

who cabled to the Public Ledger 12 hours ahead of every other paper in the world

"the biggest news story since the armistice"

—the Pasteur Institute's discovery of an anti-tuberculosis vaccine for cattle. Scientists declare this "the beginning of the end of the great white plague."

Williams saw every great battle of the entire war. The day the war began he was in Paris, and was with the armies from the first shot to the day of the armistice. When General Pershing set foot on French soil, Williams was there to meet him. After the battle of Verdun, he was the first person to enter the fort of Douaumont. After the "Somme" he was the first correspondent to cross the recaptured territory.

He nows covers Paris and southwestern Europe for the Public Ledger Foreign News Service.

Through the Ledger Syndicate newspapers may obtain exclusive rights to the Public Ledger Foreign Service including the cables of Mr. Williams and of 27 other foreign staff correspondents.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

Philadelphia

PHILA. SAVING MORE

Savings Deposits Here Increased $17,758,959 During Past Twelve Months

Philadelphia savings deposits jumped $17,758,959 in the last twelve months, or about 6.4 per cent.

The total reached $254,703,499 January 1, as compared with $236,944,540 a year ago. The gain was accompanied by an increase in number of depositors from 427,009 to 428,058, the latter establishing a high record. The figures show nearly one out of every four persons in Philadelphia has a saving account.

Withdrawals were heavier during the first six months of 1920 than in th elast half of the year. This was ascribed to many buying their homes, funds being needed for this purpose. There is nothing to indicate withdrawals on accoun tof unemployment, in fact, the most pronounced gain was shown in the closing months of the year.

— *Bulletin, January* 8, 1921.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"——

The Bulletin

Net paid average circulation for the year 1920, **488,687** Copies A Day

No prize, primium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, JANUARY 29, 1921 No. 35

FIGHTING SPIRIT CARRIED AGNUS TO VICTORY

Baltimore's Famous Soldier and Editor, Though Actively Out of Journalism, Is Still "in Ring" at 82 Years—Fortune Teller Predicted His Career Back in 1860

By FRANK LE ROY BLANCHARD

AMONG the passengers on board a ship bound for New York in the summer of 1860 was a young Frenchman, who, because of his vivacity and good humor, soon became a favorite among his fellow voyagers. One of these, a matronly woman of middle age, took quite a fancy to the youth and during one of the chats they had together told him that she had had some success in telling fortunes, and, if he so desired she would read the future for him. The young man was delighted with the proposal and she proceeded to consult the lines of his hand and a pack of playing cards that he had shuffled at her request.

"You have been a soldier," she began. He nodded, for although only 21 years of age, he had fought for Napoleon III in the Third Regiment of Zouaves in his war against Austria and afterward was detailed to the Flying Guard under Garibaldi. He did not attach much importance to her declaration that he had been a soldier because he thought she might have picked up the fact from one of the passengers who knew.

A Chaser and Sculptor

"You will be a soldier again," she continued. As he was then on his way to New York to take a position with Tiffany & Co. as a chaser and sculptor, and as no war was in progress in the United States at the time, the young man thought this a rather wild prophesy.

"You will be severely wounded in battle, but you will recover. You are going to become very rich. You will have millions."

"How many?" asked the practical youth.'

"Oh, at least seventeen millions," she replied, the amount being expressed in francs rather than in dollars.

The fortune-teller told him many other things concerning his future but these were the outstanding ones, and, remarkable as it may seem, they all came true.

17,000,000 Francs Realized

General Felix Agnus, who, a few weeks ago, sold the Baltimore American and the Baltimore Star to Frank A. Munsey for an amount in excess of the equivalent of seventeen million francs, told me the above story about himself as I sat beside his desk in his office in the American building in Baltimore.

As I looked at this veteran of the Austrian and Civil Wars I found it difficult to believe that the General is in his 83d year. In appearance, in the activity of his mind, in his grasp of present day problems he is not a day over 65. He was affectionately called "the little Frenchman" by his comrades in arms because he is below the average height. He speaks with the vivacity of his race and rarely ever halts for a name or a date he desires to recall. During the two hours I spent with him he showed no trace of weariness.

"It was remarkable," said General Agnus, reverting to the fortune-teller's prophecies, "that she outlined my career so accurately. I had not been in America more than six months when Fort Sumter was fired upon by the Confederates and the call to arms was sounded. The spirit of battle awoke within me and I responded by enlisting as a private in Duryea's Fifth New York Zouaves. I had the same patriotic desire to fight for the land of my adoption as I had had in fighting for 'La Belle France,' the land of my birth. I was glad to give my services to the Union. In becoming a soldier again I fulfilled the first of the fortune-teller's predictions."

In those strenuous days there was no time for training raw recruits before sending them to the front. Within a few weeks after they had enlisted they were at the front engaging the enemy. That is how it happened that Duryea's Fifth New York Zouaves on June 10, 1861, participated in the battle of Big Bethel. Agnus, who had been made a sergeant, and whose former experience under Garibaldi in Napoleon III's war against Austria for the redemption of Italy, enabled him to be of signal service to the officers of his company, won the confidence of his comrades by his bravery under fire. It was while the battle was still on that Agnus saved the life of Captain (later Brigadier General) Judson Kilpatrick and was promoted to the grade of second lieutenant for his gallantry.

In telling one of his experiences on this occasion General Agnus said: "The battle had been in progress for some time. We had swept forward over a big open field and had been driven back by the enemy to the woods by which it was bordered. It was then that we discovered that Captain Kilpatrick, who had charge of our company, was missing. Some one reported that he had been wounded and at that moment lay in a log hut, the only structure within sweep of the eye in any direction, situated in the field we had just left. The soldiers knew Kilpatrick would fall into the enemy's hands if he remained there long and at once determined to rescue him at any cost. I volunteered to make the attempt alone. Although the bullets whizzed by me as I made my way across the open field I reached the log cabin in safety. Kilpatrick, who was lying on the floor, was mighty glad to see me and expressed surprise that the rebels hadn't picked me off in crossing the field.

GENERAL FELIX AGNUS

Rescuing Kilpatrick

"While we were still talking, a detachment of Confederates advanced to attack the hut and capture the inmates. We could see them through the cracks between the logs forming the wall of the hut, and hear the chug of the bullets as they hit the structure. The outlook was not very cheerful. What could we do to repel their assault?

"Captain Kilpatrick, in spite of the pain he was suffering from his wound, was remarkably cheerful. Taking a gun and propping himself against a table he fired at one of the Confederates and dropped him in his tracks. Handing the gun back to me with a request that I load it, he took my gun and dropped another rebel. Kilpatrick was a fine shot and every time he fired there was one less in the attacking party. The frequency of the shots led the Confederates to believe that the hut contained too many Union soldiers to be captured by their detachment, and withdrew.

Commissioned a Captain

"Believing they would soon return with reinforcements and realizing that we must at once make the attempt to escape, I took Kilpatrick upon my back and started across the field. As we approached our line we were met by two of our own soldiers who helped us over the remaining ground. The boys gave us a hearty cheer on our arrival."

Young Agnus led the charge at Ashland Bridge, he was in the dash at Hanover Court House, and participated in the storming of the hills in the vicinity of Richmond. At the battle of Gaines' Mills he was shot through the right shoulder, thus fulfilling the second prophecy of the fortune-teller. The wound was so serious that the shoulder joint had to be amputated to save his life. While recovering from his injuries at Baltimore he received his commission for Captain for gallant service in the field. When he had sufficiently recovered his strength he rejoined his old

Digitized by Google

regiment, the Duryea Zouaves, and in the next few months took part in many of its engagements with the enemy.

By this time the regiment had lost so many of its men that Captain Agnus volunteered to go to New York and raise another regiment. He was given a leave of absence and in a short time organized the 165th New York, or 2d Duryea Zouaves. He selected the color company as his own and with the regiment went to New Orleans and Baton Rouge where it garrisoned those cities. Agnus was again wounded at the siege of Port Hudson, and later, while checking a charge at Fayetteville, received a sabre cut across the wrist during a hand-to-hand fight with a Texas cavalryman. While the wounds he received weakened his bodily strength they did not weaken his fighting spirit. He continued in active service, being promoted from time to time, until he resigned at the close of the war with the rank of brigadier general. He was then only 26 years old, the youngest brigadier general in the Union Army.

Starts with Baltimore American

It is always interesting to note, in studying the lives of men who have achieved success in any line of activity, the events that determined their choice of a career. When General Agnus came to the United States in 1860 to enter the employ of Tiffany & Co. as a chaser and sculptor, he expected to follow that occupation, in which he had already attracted attention by his unusual skill, for the rest of his days. And yet within a short time after he resigned from the army he became business manager of the Baltimore American. What led him to abandon the career he had marked out for himself?

After his right shoulder had been shattered by a Confederate bullet at the battle of Gaines' Mills, June 10, 1862, Agnus was placed with other wounded soldiers on board a steamer and taken to Baltimore for medical treatment. Among the loyal supporters of the Union cause who were at the wharf when the steamer arrived to render such service as they might be able, were Charles C. and Edington Fulton, of the Baltimore American, who had defied popular sentiment in that city by vigorously advocating the principles for which the Federal troops were fighting. They found Lieutenant Agnus lying prostrate in the cabin of the steamer. Their hearts were touched by his condition and Charles C. Fulton had him taken to his own home, where he was carefully nursed until the wound in his shoulder had healed. Shortly before the war came to an end Agnus returned to Baltimore and married his gentle nurse, Miss Annie E. Fulton, daughter of Mr. Fulton, who had won his heart during his former stay in the Fulton home.

A Newspaper of Proud Record

General Agnus on returning from the army was appointed assistant assessor in the internal revenue service in Baltimore, but soon resigned, at the earnest solicitation of his father-in-law, to enter the business department of the American, where his remarkable business capacity at once became apparent. In 1868 he was appointed consul at Londonderry, Ireland, and was confirmed by the Senate, but resigned the position. On July 4, the following year, he became business manager of the American. Shortly before the death of Mr. Fulton in 1883, the latter, recognizing General Agnus' fitness for the position and his long and faithful services, executed a deed of trust making him the sole manager of the paper.

The publisher of no American newspaper has had reason to be more justly proud of the history of the daily whose fortunes he has directed than General Agnus. Established August 20, 1773, by William Goddard, as the Maryland Journal and the Baltimore Advertiser, the name of which was later changed to the Baltimore American, the paper has, during the 148 years of its career, occupied a foremost place among the representative newspapers of the country.

In its enterprise in gathering and presenting the news, in its advocacy of reform measures both local and national, in its loyalty to the government and in its discussion of the great questions of the hour it has had few superiors. Four of the twelve broad columns of its very first issue were filled with advertisements, a remarkable achievement in a day when comparatively little advertising was being printed in the newspapers. From that day to this the American has been a favorite medium of national and local advertisers for reaching the Maryland public.

No newspaper that had been established on this side of the Atlantic during the eighteenth century showed greater enterprise or more nearly fulfilled the best ideals of journalism than this pioneer paper. Goddard was a militant editor and patriot. He advocated the resistance of the colonies to the irritating encroachments of England and commended the Massachusetts patriots for throwing overboard in Boston harbor a cargo of tea. His attacks upon the English government gave offense to the ministry and in order to check the circulation of his paper it placed a tax of £52 for its diffusion through the mails. This led to the establishment of the first independent post, which developed later into our present postal system. Mr. Goddard originated the idea and was the directing force in carrying it through. He is regarded as "the father of the American Postal System."

The Maryland Journal, afterwards known as the Baltimore American, showed its enterprise in getting and printing the news on many occasions. It printed the inaugural address of Thomas Jefferson as President of the United States the next day after it was delivered, an unprecedented feat in the journalism of the day. It was the first newspaper to employ stenographers to report the daily proceedings of Congress. Mrs. William Goddard, wife of the owner, was the first woman to be regularly employed on an American newspaper.

The immortal poem "The Star-Spangled Banner," written by Francis Scott Key, was first printed in the Baltimore American in 1814. It was put into type by Samuel Sands, a 15-year-old apprentice, who in 1890, at the age of 91, was still connected with the American.

In 1824 the American gave a ten-column report of the reception accorded to Lafayette on his final visit to this country that year. In 1844 it received over the first telegraph line to be established in this country, between Washington and Baltimore, the first Congressional report ever transmitted by wire. Charles C. Fulton became part owner and editor of the American in 1853, and General Agnus' connection with it began in 1865, as already stated earlier in this article.

From this brief outline of the newspaper's history it will be seen that General Agnus had reason to be congratulated upon forming a business connection with such an important publication. He found his new duties congenial and singularly interesting. Much to his own surprise he developed business ability of a high order and later on when, after the death of Mr. Fulton, he took over the editorial direction of the American, he discovered that he could write articles that the Baltimore public liked to read. Since then and up to the day Mr. Munsey took over the property, few issues of the paper were published that did not contain something from his pen.

Statuette made of bronze by Gen. Agnus in 1861, and exhibited at Tiffany & Co., New York. It depicts a bugler of the Duryea Zouaves sounding the charge. This uniform was worn by the 5th and 165th New York Regiments throughout the Civil War.

Looking back over the years that have passed, General Agnus, during the interview I had with him a few days ago, expressed his thankfulness that God had granted him length of days during which he had been privileged to assist in the development of Baltimore, and in making the American, and the Star, an evening newspaper, which he established in 1908, highly successful, not only commercially but morally, politically and socially. Under his direction the American became one of the foremost newspapers of the day. When a Republican administration is in the ascendency in Washington, the American is regarded as one of its most important mouthpieces. Because Baltimore is only an hour's ride from the national capital the American has quite a large circulation among the members of Congress and governmental officeholders and executives.

Always Close to White House

Because of the close relationship that has always existed between General Agnus and the White House he has frequently been urged to accept high appointments at the hands of the several Presidents who have occupied it. Cabinet positions and ambassadorships have been offered him but politely declined on the ground that he could serve the administration best by remaining at his post as editor of the American.

When asked by James G. Blaine at the request of President Harrison, after he had declined the war portfolio, "Well, Agnus, what CAN we do for you? Is there anything you DO want?" General Agnus replied, "Yes. Your respect while I live, and the flag half-mast when I die." President McKinley repeatedly urged him to become Minister to Russia and when he firmly declined the place, appointed Charles Emory Smith of the Philadelphia Press, whom General Agnus had recommended. The only position of national preferment Gen. Agnus ever accepted, except perpetual delegate-at-large at all national Republican conventions, was the chairmanship of the Chesapeake and Delaware Commission, to which he was appointed by President Theodore Roosevelt. It was because of his very great interest in the canal project which he regarded as having an important bearing upon the future of Baltimore, that he consented to take the position.

Tragedy of His Life

"One of the tragedies of my life," said General Agnus, "was the destruction of the building and entire plant of the American in the great fire of February 8 and 9, 1904. The building, which was erected in 1875, was one of the finest in the city and the newspaper equipment was the best to be found in the South. Although staggered by the blow I soon got my wind and went to work. Frank A. Munsey, then owner of the Washington Times, offered me the use of the facilities of his plant and for eighteen days the American was set up and printed in that office, and the copies shipped to Baltimore for distribution at the usual time in the morning. And when after we had secured printing facilities in Baltimore I asked Mr. Munsey to send me a bill he wrote back that I owed him nothing!

"The great fire had swept away all my business property. If I had sold everything I had left I could not have raised more than $35,000 or $40,000, a wholly inadequate amount to erect another building and install a new printing plant. Where could I get the money I needed to rehabilitate the American? The

(Continued on page 30)

Digitized by Google

TRADE COMMISSION ASKED TO REOPEN PAPER PRICE INVESTIGATION

Alleged Unfair Practices and Dropping of Spot Below Contract Level Rouses Senator Harris—Publishers Watch Tariff Hearings, Feb. 5-7

(Special to Editor & Publisher)

WASHINGTON, D. C.—High newsprint prices, despite the fact that there is no shortage, have again turned the attention of Congress toward the paper industry and Senator Harris this week in the Senate introduced a resolution requesting the Federal Trade Commission to inquire into the price of print paper during 1920 and to ascertain whether or not the newspapers of the United States are being subjected to unfair practices in the sale of print paper.

Senator Harris explained to the Senate that newspapers in contracting for their 1921 print paper requirements were forced to enter agreements in which the paper manufacturers reserved the right to fix their own prices subject to quarterly adjustment. He also referred to the fact that white paper is now being offered on the spot market at lower prices than now prevail on contracts for the first quarter, which average $130 a ton for the product of the larger companies.

He declared he was anxious to ascertain why high prices continue to be charged for paper, when "all other prices of manufactured articles have suffered big declines."

Meanwhile, publishers are keeping sharp eyes on pending tariff legislation, and representatives of the American Newspaper Publishers Association, the Publishers Buying Corporation, and other bodies, are expected to be in Washington on February 5, 6 and 7, when committee hearings are expected on the question of tariffs on imported print paper. The publishers will oppose the imposition of any duty beyond that which now exists, taxing imported paper valued at over 8 cents a pound.

United States paper mills produced 124,857 tons of print paper of all kinds and 111,038 tons of standard newsprint during December, according to the Federal Trade Commission statistics, issued this week. This is an increase of 10 per cent over the average production of standard newsprint for the years 1917, 1918 and 1919. The increase for December, 1920, over December, 1919, was about 6 per cent. Mill stocks of standard newsprint increased from 16,599 tons at the end of November to 19,573 tons on December 31.

Imports and exports of non-dutiable print paper for the month of November, 1920, as compared with November, 1919, were as follows:

	Nov. 1920 Net Tons	Nov. 1919 Net Tons
Imports of		
Newsprint (total)	61,248	59,266
From Canada	52,337	59,266
From Germany	4,059	.....
From Sweden	2,920	.....
From Norway	1,472	.....
Exports of		
Newsprint (total)	5,597	6,096
To Argentina	3,417	2,449
To Cuba	861	1,226
To Brazil	169	38
To Chile	155	41
To Dutch East Indies	204	....
To Philippine Islands	137	356
To Other Countries	654	1,986

Publishers' stocks increased 10,128 tons to 198,927 tons during December. The average daily tonnage used during December was 104 tons less than the November average. Publishers' stocks and tonnage in transit 37,930 tons, on December 31 represented slightly more than 37 days' supply at the existing rate of consumption. Eighty-five publishing concerns held about 70 per cent of the tonnage on hand at the end of the month.

Domestic consumption of standard newsprint by metropolitan dailies using from 500,000 to 750,000 tons annually for December, 1920, compared with December, 1919, shows that consumption for the month in both years was approximately the same and increased slightly more than 23 per cent for December, 1920, over December, 1918.

The weighted average price of contract deliveries from United States mills to publishers during December, f.o.b. mill in carloads for standard roll news was $5.969 per hundredweight. The weighted average contract prices based on deliveries from Canadian mills was $5.770 for the month. The average spot price was $7.854.

SEE 3.50 PAPER THIS YEAR

Texas Dailies Encouraged by Better Labor and Business Conditions

(Special to Editor & Publisher.)

FORT WORTH, Tex.—The Texas Daily Press League met here last week for discussion of questions of interest to daily newspapers in Texas. The meeting was informal and took the form of round-table discussions, which were presided over by President W. E. Edwards, of Denton. Labor conditions, the business outlook, paper supply and price, advertising problems, circulation problems, and advantage of membership in the league were chiefly discussed.

J. H. Allison of the Fort Worth Record intimated that the price of newsprint paper should drop to 3½ or 4½ cents a pound by the end of 1921. Improvement in labor conditions was universally reported. A brighter business outlook, with prospects for better advertising business was also indicated by expressions of those who spoke. Robert E. Ward, New York advertising man, discussed the national advertising field and declared that there were signs of improvement everywhere. Otto S. Bruck of the Dallas Advertising League spoke on truth in advertising and discussed the steps Texas advertising men had taken to purify advertising in general.

N. Y. Times Club Entertains

The New York Times Club entertained at a dance January 26.

WILSON HEADS PAPER BODY

Spanish River Man Elected by Canadian Manufacturers

(Special to Editor & Publisher)

MONTREAL.—Percy B. Wilson, vice-president and general manager of the Spanish River Pulp & Paper Mills, Ltd., Sault Ste. Marie, Ont., was elected president, and George M. McKee, general manager of the Donnacona Paper Company, Ltd., Donnacona, Que., vice-president of the Canadian Pulp and Paper Association at its annual meeting here last week.

Reviewing the events of the year in the industry, George Chahoon, Jr., retiring president, declared that amicable relations had been restored between the publishers and the news print manufacturers. He said that some of the more representative publishers have, since ending of Government control of the industry, declared that the control had worked out to the economic disadvantage of those whom it was designed to serve and that the newspaper industry of Canada would have been in a stronger position today had the laws of trade been permitted to take their natural course.

President Chahoon also declared that the failure of the Underwood resolution in the United States was viewed with satisfaction by the industry, inasmuch as its success would have been regarded as detrimental alike to Canada and the paper industry.

C. B. DRAKE IN NEW POST

Joins National Accounting Company as Vice-President and Sales Chief

Charles B. Drake, formerly vice-president of Sherman & Associates, New York, is now vice-president and director of sales of the National Accounting Company. Mr. Drake has had considerable experience in the advertising field, having been advertising manager of several drug publications and for a time was connected with a prominent advertising agency.

The National Accounting Company specializes in industrial engineering and analytical accountancy. Besides making audits, conducting accounting investigations and installing accounting systems, it devises cost systems.

Making Pulp in Port Arthur

TORONTO.—The mill of the Kaministiquia Pulp & Paper Company, at Port Arthur, has been completed. Power has been turned on and the production of woodpulp commenced January 24.

Lewiston Mill Nears Completion

BUFFALO.—The Lewiston (N. Y.) mill of the Riverside Paper & Pulp Company of Rochester is practically completed and will soon begin the production of paper. Pulp is now being delivered.

U. S. PAPER PRODUCT GAIN 4%

Canadian Mills Bring Continental 1920 Gain Up to 6 Percent

The 44 companies reporting to the Newsprint Service Bureau produced 176,328 tons and shipped 169,514 tons during December. Production exceeded shipments by 6,814 tons. Production figures include 2,509 tons of hanging, of which 834 tons were made in Canada.

The average daily production of newsprint paper by the mills reporting for December, amounted to 96.9 per cent of the average daily output during the three months of greatest production in 1919, the low production being due to Christmas shutdowns.

Production by the United States reporting mills during the entire year 1920 was 48,986 tons or nearly 4 per cent greater than during the same period in 1919. Production by the Canadian mills during this period was 75,709 tons or 9 per cent greater than during the same period in 1919. This made total production by the 44 reporting companies 124,695 tons or 6 per cent more for the twelve months of 1920 than during 1919.

Stocks during December increased 3,205 tons at United States mill points and 3,539 tons at Canadian points. Total stocks at all reporting mills amounted to 6,744 tons more on December 31 than on November 30. The total of 28,646 tons on hand December 31 amounted to about 4 days' production.

	Production	Shipments	Total Stocks on Hand at all Points
United States Mills			
1920—			
January	109,887	108,556	13,071
February	96,138	87,728	21,636
March	107,368	105,884	23,319
April	104,746	110,482	17,561
May	107,637	105,883	18,051
June	107,481	106,243	19,260
July	105,245	106,689	17,820
August	106,128	103,878	20,131
September	99,951	100,291	19,891
October	103,632	106,190	17,324
November	103,864	106,855	14,324
December	103,322	100,117	17,529
12 Months	1,255,399	1,248,796	
1919—			
12 Months	1,206,413	1,213,018	11,811
Canadian Mills			
1920—			
January	72,909	71,652	9,664
February	65,587	64,671	10,119
March	77,484	76,672	10,861
April	75,718	75,062	11,484
May	76,196	73,041	14,471
June	75,578	74,423	15,370
July	75,313	81,071	9,500
August	75,216	74,962	9,702
September	72,693	74,201	8,145
October	72,437	70,254	10,237
November	71,038	73,593	7,578
December	73,006	69,397	11,117
12 Months	883,215	878,999	
1919—			
12 Months	807,506	813,722	8,482
United States and Canadian Mills			
1920—			
January	182,796	180,208	22,735
February	161,725	152,399	31,755
March	184,852	182,556	34,180
April	180,504	185,544	29,025
May	183,833	178,924	32,522
June	183,059	180,666	34,630
July	180,558	187,760	27,320
August	181,344	178,840	29,833
September	172,644	174,492	28,036
October	176,069	176,444	27,561
November	174,902	180,448	21,902
December	176,328	169,514	28,646
12 Months	2,138,614	2,127,795	
1919—			
12 Months	2,013,919	2,026,740	20,293

New Mill for British Columbia

TORONTO.—A new pulp and paper company in which Winnipeg capitalists are interested has been incorporated in British Columbia, under the name of the Harrison Lumber & Pulp Company, with a capital of $15,000,000. The new pulp mill will be erected adjacent to the company's lumber mill at the mouth of the Harrison River and will have a capacity of 60 tons of pulp daily. The principals of the company are Sir Douglas Cameron and the Rat Portage Lumber Company.

Riordan Paper Plant Closed

BUFFALO.—The plant of the Riordan Pulp & Paper Company at Merriton, Ont., has closed for an indefinite period.

NEWSPRINT MAKERS' CONFESSION

5 Cents Is Enough

IT is stated that even if the present rate of newsprint drops from $130 per ton to $100 after April 1 next, that Canadian mills will be producing at an excellent profit. During the early part of 1920 the price received by most of them was considerably less than $100 a ton, and yet the profits ran above those of any preceding year. All the production manufactured is being consumed, but with the drop in the price of ground wood pulp and the general trend of quotations in other lines of paper, it is not felt that the present newsprint level will be kept up. There is little fear, however, of the figure going below $100 a ton during 1921. The industry in Canada is pretty well stabilized at the present time, and practically no Canadian newsprint is sold to jobbers, while the mills know exactly the requirements of their business from month to month and do not stand to lose, as do most industries, by a depreciation of their inventories.—The Paper Mill, January 15, 1921.

Digitized by Google

HEARST PAPER CHIEFS MEET IN NEW YORK

Publishers, Managing Editors, Advertising and Circulation Executives in Four-Day Joint and Individual Sessions

Problems of the Hearst organization kept seventy men, representing 10 newspapers, busy seven hours a day for four days this week at the third semi-annual conference of the Hearst newspaper executives at the Waldorf-Astoria, in New York, at an expense in salaries alone, estimated by one of those present, to be about $500 an hour. The conferees were divided into four groups, publishers, managing editors, advertising managers and circulation managers, each of which met independently one day and jointly with the general assembly on the other three days.

No representative was present from the Atlanta Georgian and Hearst's Sunday American, which is moving into a new building.

Fundamentals of newspaper-making applied to big-city journalism packed the long program, which would have done credit to a joint meeting of the A. N. P. A., the International Circulation Managers, several departments of the A. A. C. W., and a composite editorial conference.

Addresses were made at the first day's luncheon by William Randolph Hearst and Arthur Brisbane and by Bradford Merrill at the Thursday luncheon.

Mr. Hearst in his address warned the members not to be disturbed by any pessimistic talk they might hear, that while conditions at present were not as favorable as they had been, they would improve as soon as the period of readjustment through which we are now passing is over, which would not be long. The Hearst newspapers had shown an increase in circulation and in advertising revenue from year to year and there was no reason why the record of 1921 should not be better than that of 1920. He urged his executives to be more progressive and aggressive than last year. If they were, and they maintained the high ideals to which the several newspapers were committed, there could be no doubt as to the character of the record that would be made in 1921.

The chairman of the several sessions was Edgar D. Shaw.

Those present included:

New York American: D. Fitzgibbon, H. M. Roberts, M. Berkowitz, J. D. Bannon, W. A. Thayer.

New York Journal: J. C. Dayton, F. N. Callender, F. B. Trimm, J. R. Hastings.

Chicago Herald-Examiner: J. A. Dickson, A. G. Williams, Walter Howey.

Chicago American: Herman Black, M. C. Meigs, J. N. Eisenlord, W. A. Curley.

San Francisco Examiner: C. S. Stanton, J. A. Callahan, A. E. Crawford, E. D. Coblentz.

Los Angeles Examiner: E. M. Swasey, R. J. Corrigan, F. W. Eldridge.

Boston American: E. A. Westfall, C. H. Tobey, E. M. McSweeney, R. C McCabe.

Boston Advertiser: John D. Bogart, M. C. Priest, Lewis Taplinger.

Milwaukee Wisconsin News: M. L. Annenberg, Max Fenske, H. S. Canfield.

Washington Times: A. T. Macdonald, E. C. Rogers, M. E. Zepp, A. C. Marks.

Executive Staff: J. A. Moore, H. E. Murray, W. G. Bryan, E. D. Shaw, Bradford Merrill, Arthur Brisbane, John MacMahon.

Present as representatives of the allied organizations were: Marlen E. Pew, International News Service; M. Koenigsberg, International Features Syndicate; G. T. Hargreaves, Universal Service; A. Silverstone, motion picture enterprises.

HEARST BUYS SEATTLE "P.-I."

Long Negotiations End with Addition of 12th Daily to Publisher's List

William Randolph Hearst has purchased the Seattle Post-Intelligencer late this week, Editor & Publisher learned, having completed negotiations which have been in progress for several months, as recently noted. News of the purchase of the old Pacific Coast daily was confirmed by members of the executive staff of the Hearst newspapers, who stated that details were not ready for publication. Mr. Hearst now owns 12 newspapers in American cities.

Nettleton Denies Sale

(*Special to* Editor & Publisher)

Seattle, Wash., January 27.—Clark Nettleton, publisher of the Seattle Post-Intelligencer, today denied emphatically reports published here that William Randolph Hearst had purchased the Post-Intelligencer.

Waldo with Hearst's Magazine

Richard H. Waldo, formerly business manager of Good Housekeeping, general manager of the New York Tribune, and who during the war organized the Stars & Stripes for the A. E. F. abroad, will on February 1 become publisher of Hearst's Magazine.

Albany Correspondents Organize

Albany, N. Y.—The Legislative Correspondents' Association at its annual meeting Wednesday elected officers as follows: President, Harold P. Jarvis, Buffalo Courier; first vice-president, George M. Van Slyke, New York Herald; second vice-president, John M. Francis, Troy Times; secretary, H. J. Adamson, New York Evening Post; treasurer, Alfred H. Hirchhofer, Buffalo News; directors, Tilden Lynch, New York Tribune, chairman; George D. Morris, New York Evening Telegram; W. Axel Warn, New York Times; Charles S. Hand, New York World; J. E. Watson, New York American; Joseph J. Early, Brooklyn Standard Union; Walter S. Green, Rochester Times-Union and Jerome L. Smith, Albany Knickerbocker Press.

Conning Tower "Contribs" Dine

"Contribs" to the Conning Tower of the New York Tribune held their annual dinner January 26 at the Waldorf-Astoria. According to his custom Franklin P. Adams, "boss" of the Tower, was absent. Deems Taylor was the toastmaster, and among the guests were: Edna Ferber, Zona Gale, Carolyn Wells, Neysa McMein, Ruth Hale, Alice Hegan Rice, Virginia Rice, Brock Pemberton, James Forbes, Heywood Broun, Alexander Woolcott, Marc Connolly, Kenneth MacGowan, George S. Kaufman, Cale Young Rice, Rollin Kirby, Henry Sydnor Harrison and John Peter Toohey.

Moffat-Pierce Wedding

Edward S. Moffat, advertising manager of the Universal Film Manufacturing Company, and Miss Emma Kellogg Pierce, of Cranford, N. J., were married January 22 in New York.

LIGGETT SEES NO CAUSE FOR PESSIMISM

Urges Advertising Men to Talk Facts, Not Theories and Rumors, As Beside Antidote for Depression

No better analysis of business conditions prevailing, both during and after the war, and no more cheerful a message has recently been presented to any body of advertising men in New York than that delivered by Louis K. Liggett, president of the United Drug Company, before the 430 members and guests of the New York Council of the American Association of Advertising Agencies at luncheon in the Hotel McAlpin on January 14. Mr. Liggett began by saying that he had heard more pessimism during the brief time he had been in New York than during all the time he had been traveling about the country. Any one would think after listening to the tales of woe and gloomy forebodings current in this town that everything was going to pot. Such was not the case, however, he said, and then proceeded to give his reasons.

"People forget what happened yesterday and last year," continued Mr. Liggett. "The present depression in business does not begin to compare now, and never will, with that of 1914 after war had been declared. Do you remember what happened then? How manufacturers shut down their factories, how retailers stopped buying, and how the bottom dropped out of all kinds of merchandising, and the Stock Exchange quit business? September following the outbreak of the war put the fear of God into men's hearts. The future indeed looked black.

"But early in January the manufacturers began to receive orders for goods. The small stocks held by retailers had been exhausted and they needed more merchandise. By and by, such was the demands of their customers that they couldn't wait for the mails to carry their orders so they sent them by telegraph. The manufacturers opened their factories and put every man back to work. Some of them ran two shifts in their efforts to fill orders. Then followed the difficulty of obtaining raw materials, and the delays in transportation. The railroads were choked with freight. The shortage in cars and the great congestion that prevailed at all terminals precipitated all kinds of trouble. Merchants were afraid they would be unable later on to secure an adequate supply of merchandise and sent duplicate orders to the manufacturers, apparently forgetting that they already had heavy consignments coming to them on the railroads but that had not been delivered.

"My own company had between $4,000,000 and $5,000,000 worth of goods in transit at one time. Today we do not have more than $500,000.

"And now we are passing through the readjustment period, which began last September. Manufacturers have on hand great stocks of merchandise that must be marketed at a loss because of diminished demand and the lower cost of raw materials and to a limited degree of labor.

"The retailer represents the neck of the bottle. Back of him is the manufacturer. The flow of the latter's products is through the neck of the bottle, and if the retailer stops buying the manufacturer must shut up his factory and discharge his men.

"When the public stopped buying last year the merchants were carrying larger stocks of goods than in 1914 when the war started. They have got to get rid of them, but at a loss, before they can purchase fresh stocks of goods at the lower prices that now prevail. The manufacturers, during the last four months have been selling their surplus products at from 30 to 40 per cent reduction. The cotton, woolen and leather manufacturers have about completed the readjustment of their business to new conditions.

"As our country was never in a more prosperous condition that it is today, and there was never so much money in the savings banks as at present, the period of depression now prevailing cannot last long. It took six months in 1914 for us to get back on our feet after the shock of August 2. It may take us eight months from last September to liquidate the stocks now in the hands of the manufacturers and retailers. By next May, and possibly before then, this will have been accomplished. Then business will again be on the up grade, factories will be working on full time, and employment will be found for all who want to work. This is no time to talk pessimism. Every one of you ought to be an optimist, and preach optimism to all who will listen to you. Talk facts, not theories, or rumors."

FIELD SECRETARY IN ARKANSAS

R. W. Hankins, Typothetae Executive, Will Standardize Accounting Systems

(*By Telegraph to* Editor & Publisher)

Little Rock, Ark., Jan. 24.—Robert W. Hankins, secretary of the Arkansas Typothetae, was elected field secretary of the Arkansas Press Association at its mid-winter meeting here Saturday. Mr. Hankins, assisted by a committee of five, will organize printing interests in Arkansas, establishing a uniform cost system upon request. Plans for a rustic club house to be erected immediately at Glenwood-on-the-Caddo were placed in the hands of Graham Burnham, as superintendent of construction and a building committee of seven. Mr. Burnham recently donated 3,000 acres at Glenwood as a club site, on which it is proposed to erect a club house modeled after "Paradise Inn" in Tacoma, Wash.

The organization endorsed the state bill now pending to relieve editors of the responsibility of deceptive advertising if published in good faith. Will Wilkie of Grey Eagle, Minn., president of the National Editorial Association, and R. F. Forte of the Furte Publishing Company, Salt Lake City, were guests of the convention. The annual meeting of the Press Association will be held at Hot Springs in June.

A. P. Executive Committee Meets

The executive committee of the Associated Press met January 26 to transact routine business. Those present were: Frank B. Noyes, Washington Star president; Charles Hopkins Clark, Hartford Courant; Col. C. A. Rook, Pittsburgh Dispatch; Adolph S. Ochs, New York Times; John R. Rathom, Providence Journal; Melville E. Stone, general manager, and Frederick Roy Martin, acting general manager of the Associated Press.

New Mullally Officers

William T. Mullally, Inc., New York agency, formerly Maclay & Mullally Inc., has elected officers for 1921, as follows: William T. Mullally, president; Amos H. Barnett, vice-president, in charge of production and art; H. M. Thurber, vice-president, in charge of plans and copy; Noah G. Stiles, secretary and general manager; Harry J. Riker, assistant secretary; F. A. Seidell, treasurer and auditor.

Digitized by Google

POOR RICHARD CLUB SPOKE FOR CITY IN HONORING BEN FRANKLIN

Ceremony at Old Christ Church-Yard and Camac Street Luncheon Start Day Which Ends in Gorgeous Sixteenth Annual Banquet

By EDWARD A. MUSCHAMP

(Written Exclusively for Editor & Publisher)

PHILADELPHIA.—Good old Ben Franklin's ears must indeed have tingled January 17, the 215th anniversary of his birth. And if they did, it was with justifiable pride, for fine and eloquent were the tributes paid to the great American—moreover, the great American pioneer employer of printers' ink.

And while Boston may justly claim the birthplace of Benjamin Franklin, it was in Philadelphia that he grew to manhood and did the large portion of his great work. It was in Philadelphia that he began printing America's oldest publication—The Pennsylvania Gazette, and his various other periodicals, out of which has come the Saturday Evening Post, still published in Philadelphia; and also one of this country's leading newspapers, the Philadelphia North American. It was in Philadelphia, too, that Franklin wrote and printed his famous Poor Richard's Almanac. Here he also served as postmaster; founded those four great institutions—the University of Pennsylvania, the Pennsylvania Hospital, the Philadelphia (now the Free Public) Library and the American Philosophical Society. Here he conducted his epoch-making investigation of lightning; here he signed the Declaration of Independence, and here he died and was buried.

It is therefore altogether fitting that the famous organization of advertising men in this city should be banded together under the name of the Poor Richard Club. And, too, it is equally fitting that the all-day programme of exercises in honor of Franklin should have been under the auspices of Philadelphia's advertising men.

"Poor Richard" and his wife are buried in the old Christ Church Cemetery in this city, and it was to this quaint old burying ground that members of the Poor Richard Club journeyed on Monday to lay a wreath on the slab of marble that marks the last resting place of the immortal Franklin.

At noon members of the Poor Richard Club gathered in their club house on Camac street for their annual Poor Richard luncheon.

In the evening came the big feature of the day's programme—the sixteenth annual dinner of the Poor Richard Club in the ballroom of the Bellevue-Stratford. Here gathered the members of this famous advertising club and their friends to the number of 1,000—all identified directly or indirectly with the business of advertising, or, as the Poor Richard Club puts its qualifications for membership—"men who make, buy, or sell advertising."

This big celebration was called a "Forward" dinner and President Bloomingdale sounded the keynote when, in opening the evening's programme, he said:

"Poor Richard welcomes you in the spirit of fellowship. The motto of the Poor, Richard Club is, speak to others as you would have others speak to you, and speak it first.

"Ours is the spirit of optimism. We look ahead, and men who look ahead are necessarily not bound by the so-called hard times about which so many other people seem to be talking right now. We regard the present condition as merely a lull. Our vision carries us beyond the present. That is why we have called this a 'Forward' dinner. We mean not only to look forward, but to go forward, and that is Poor Richard's message to you to-night."

(Continued on Page 10)

THE HIGH MOMENT OF THE PHILADELPHIA PRESS REUNION

By WILLIAM T. ELLIS

(Written Exclusively for Editor & Publisher)

NOTABLE as a bit of journalistic history was the high moment of an unusual gathering, the Philadelphia Press Reunion Dinner, when Dr. Talcott Williams brought a great company of newspaper workers to their feet with a shout of acclaim as he lifted aloft the blazing torch of the noblest ideals of the profession. In all of Dr. Williams' long life of distinguished newspaper service he doubtless never before evoked such a demonstration.

From every angle the dinner, held in the Hotel Adelphia, January 15, was remarkable. Of the nearly two hundred men present, every one was a veteran worker of the now extinguished Philadelphia Press, from the Governor of the State to the new owner of the paper, Cyrus H. K. Curtis. There are few ties stronger than those which bind men who have worked together at a great task; so the Press graduates came from many directions. Among them, to cite only a few of the New York visitors, were Henry L. Stoddard, editor of the Evening Mail, Oswald Garrison Villard, editor of The Nation, and Charles M. Lincoln, publisher of the New York Herald. Several Philadelphia editors who are Press alumni, as well as distinguished newspaper men from Washington, Pittsburg and other centers, were among the guests.

The speeches were as distinctive as the occasion. Mr. Curtis' terse autobiography; Governor Sproul's appeal from a public official to the men of his own craft; and Mr. Villard's stirring story of the occasional reward that comes to an editor when he clinches with a crook, would have made any occasion notable. Other addresses there were, appropriate to the occasion and of inherent interest.

Quite as significant was the discriminating character of the applause. These were not ordinary diners-out, prepared to cheer anything and everything. They were professional appraisers of utterances and occasions, men of independent judgment and courage. So when they stood up to greet "Judge" Wells and Ben Gordon, or gave a salvo of applause to Fish, the incomparable foreman of the composing room, the opinion was like a judicial deliverance.

Therefore the meaningfulness of the ovation accorded "T. W.," the brilliant head of the Pulitzer School of Journalism quickly got to the great realities, as he recalled instance after instance of the permanent achievements of the Philadelphia Press in public service, and bore testimony to the truth that the old paper had never struck nor sullied its flag of noble ideals. He reminded the men that practically none of them had made money, but they had achieved a success worth infinitely more. With prophet tongue, tipped by the flame of passion, Dr. Williams set to blazing the fires that smoulder in every newspaper man's breast, and we were all made to see ourselves as the men we dreamed of becoming when we gave our lives to journalism. The speech was oratory at its highest.

With a roar, as the Nestor of the Press sat down, his former colleagues were on their feet, shouting, cheering and clapping hands in such a tribute as comes rarely to a public speaker. Deep had cried unto deep, and the answer was profound. The men were for the moment no longer sophisticated, worldly-wise, blasé and rather cynical newspaper workers, but dreamers hailing their comrade, leader and interpreter.

In a sense seldom meant, the Press passed from active life in a blaze of glory.

Digitized by Google

When the members of the club and their friends marched into the ballroom for the dinner, they found themselves within what to physical appearances was nothing less than a Temple of Advertising. The walls and the pillars supporting the balcony were literally covered with samples of advertising ranging all the way from original paintings up to great flaring posters. Hanging from the rail of the horseshoe balcony were dozens of electric twinkler signs, each about three feet square and each being an advertising trademark of some well-known Philadelphia-made product. All through the evening these signs twinkled their bright lights and proved to be one of the most striking features of the celebration.

National Advertising Predominates

At the tables were more evidences of nationally advertised, particularly Philadelphia-made and advertised, products in the form of souvenirs presented by the Franklin Fire Insurance Company, Franklin Printing Company, Milwaukee Journal, Philadelphia Record, Evening Public Ledger, Liggett & Meyers Tobacco Company, United Retail Candy Company, Garrett-Buchanan Company, B. J. Johnson Soap Company, Richard Hudnut Company, Armour & Co., Dupree Chemical Company, Denny & Denny, and Strathmore Paper Company.

Again, when the entertainment features came along, advertising bobbed up in a clever and unique form in a song and dance number by the Poor Richard Chorus, composed of twelve winsome young ladies and staged by Poor Richardite Jerry Taft. Each one of these young ladies appeared in a costume featuring in some way the well-known characteristics of the products of these well-known Philadelphia advertisers: Fayette R. Plumb, Victor Talking Machine, Burpee Seeds, Not-a-Seme Hosiery, Fels Naptha Soap, Fenton's Labels, Stetson's Hats, Girard Cigars, Whistle, Disston's Saws, Whitman's Candies. This was called "The Advertisers' Number" and made a big hit.

But it is only fair to say that the entire entertainment programme made a hit. It opened with "a toast to our patron saint—Benjamin Franklin" by Poor Richardite Edward James Cattell, who spoke from the speakers' table. Running from the center of this table up to the ceiling was the string of Ben Franklin's kite. Half way up this string was suspended a replica of the historic key and at the upper end was Franklin's kite. When Dr. Cattell had finished his toast, Ben Franklin's voice was heard in response, seemingly coming from the kite itself, but in reality emanating from Poor Richardite Franklin R. Wood who was back-stage, but who, with the aid of an electric contrivance, was enabled to so project his voice as to make it appear to be coming directly out of the kite.

A Limerick Novelty

Then followed various musical and dancing numbers in which members of the Poor Richard Club participated either as actors or directors. Among the members taking part were Philip C. Staples, Walter F. Mulholl, Joseph W. Simpson, W. R. Clark, Jr., Harry Taylor, George Barrett, Dr. David Stern, Jack A. Lutz, Jerry Taft and Wayne Marshall. What was probably the most popular and certainly the "noisiest" feature was the "tam number" introduced from "The Follies," and in which everyone of the thousand men on the banquet floor and the several hundred women in the balcony were supplied with tambourines which they wielded to their hearts' content in keeping time to the singing and dancing of the girls on the stage.

Another novelty was introduced through the courtesy of the Evening Public Ledger, which is conducting daily limerick contests, in which a prize of $100 cash is awarded every day to the person supplying the best last line to a limping limerick. The Evening Public Ledger supplied all the guests with cards containing the first four lines of a special limerick prepared for the Poor Richard Dinner. All the cards were collected at 8:30, and by 11 o'clock the judges had made their decision and awarded the special prize of $100 to Philip C. Staples, vice-president and former director of publicity of the Bell Telephone Company. The limerick as completed by Mr. Staples read as follows:

> The Poor Richard Club ev'ry year
> Gives a Banquet of wit, song and cheer.
> Ben Franklin, our saint,
> Should be here—but he ain't—
> Which, all things considered, ain't queer.

While the dinner was in progress newsboys arrived with a special "Poor Richard Extra" of the Philadelphia Record—a miniature of that well-known daily paper giving a "full account of the big dinner."

Stewart Speaks for A. A. C. W.

Of the several speakers the remarks of two were of peculiar interest to advertising men. Rowe Stewart, general manager of The Philadelphia Record, and president of the Associated Advertising Clubs of the World, was the first speaker. Mr. Stewart called attention to the fact that the Poor Richard Club was but one of 200 similar organizations scattered all over the globe, including 30 in Great Britain, several in South America and one is even far-away Shanghai. These 200 advertising clubs comprise a membership of 20,000. He emphasized the fact that advertising men carry with them the spirit of optimism, which is the watchword of modern advertising and merchandising, into everything they do. He touched on the educational work that the Associated Advertising Clubs of the World have done and are doing today along the line of honest advertising and merchandising, and said that plans were now under way to have elementary courses in advertising made part of the curricula of the schools of the country. He praised the work of the Vigilance Committee and the twenty-eight local better business bureaus throughout the country which have been organized under the direction of the Vigilance Committee and which have been instrumental in making advertising a better and safer proposition for the consumer as well as the advertiser.

The next convention of The Associated Clubs will be held in Atlanta next June, and Mr. Stewart said he wanted to launch a movement to bring the 1926 convention to Philadelphia, for in that year the city of William Penn will hold a World's Exposition to commemorate the 150th anniversary of the signing of the Declaration of Independence. Said he:

"We want to have one week of the Exposition devoted to advertising and we also want what has never been in any exposition—a building devoted exclusively to advertising."

The chief speaker of the evening was Tehyi Hsieh, a special representative of the Chinese Republic sent to the United States to investigate labor conditions. Mr. Hsieh paid a glowing tribute to the "pep and punch" of American advertising and urged his hearers to do everything in their power to co-operate with the Chinese people in developing their re-born nation. He added that within recent years the 2,000 characters in the Chinese language as written, had been condensed into 39 characters and that this achievement, plus the development of a public press in China—there are today in the Chinese Republic 25,000 periodicals—were the most hopeful signs in this great oriental nation of a progressive future.

"You advertising men," said Mr. Hsieh, "have made the world sit up and take notice of America and I want you to work with the people of my country. We have an advertising club in Shanghai and through that organization you can reach into every part of China."

Directors and Guests

At the speakers' table, with President Bloomingdale, who, aided by a capable committee directed the dinner, were these guests of honor—several of whom also spoke:

Mont H. Wright, President of the Association of National Advertisers; former Governor Edwin S. Stuart; former Mayor John Weaver; Dr. Edgar Fahs Smith; Dr. Francis Harvey Greene, President of Pennington Seminary; Rabbi Alexander Lyons of Brooklyn; Harry M. Blair and Richard H. Lee.

The dinner and celebration were in charge of Mr. Bloomingdale as director, J. B. Taft, manager, Harry Appleton, assistant manager, and the following committee: B. J. Doyle, J. M. Fogelsanger, Frank C. Goldner, Joseph Green, Harry T. Jordan, E. L. Lewis, J. A. Lutz, Irvin F. Paschall, Joseph S. Potsdamer, Walter Mulhall, P. C. Staples, Rowe Stewart, Howard C. Story, Theodore Ash, M. H. Thomas, Frank Therkildson, Ernest Ackerman, S. H. Weiler, Lee E. Hood, Wayne Marshall, George Goldsmith, Jack Sims, Howard K. Mohr.

PRESIDENT-ELECT HARDING'S FRIENDS

(Special to Editor & Publisher)

WASHINGTON, D. C.—If the dual kinship of political and professional associations makes for friendship between Warren G. Harding, publisher of the Marion Star, soon, according to rumor, to attain high official position, and several thousand country editors of Republican tendencies, then might the President-elect well exclaim:

"Save me from my friends!"

Senators and representatives are hearing from the wielders of the editorial pen in county weekly offices. The real facts as to how Harding and Coolidge carried this county or that, be it in Maine or New Mexico, are coming to light. They are accompanied by gentle reminders that the aforesaid editor would accept appointment as the fourth-class postmaster of his county seat. In no instance, yet reported, has there been any indication but that such an appointment would be a just reward for actual service rendered the party and the nation, and one sure to command general approval.

The story is an old one. It is retold every time the political complexion of the Presidency is changed. Democratic editors have had their eight years of plenty. The Republican editors are becoming vocal.

DEVINE BUYS IN CUMBERLAND

Heads Times and Alleganian Co.—Finan Vice-President and Secretary

CUMBERLAND, Md.—H. E. Weber and several other stockholders of the Times and Alleganian, Inc., have sold their interests in that corporation to J. J. Devine of New York. Mr. Devine and others associated with him have organized a new corporation entitled The Times and Alleganian Company, and the new company has taken over the entire property and business of the Evening Times and Weekly Alleganian.

JOSEPH B. FINAN

The negotiations for the purchase of the property by Mr. Devine were conducted by Thomas B. Finan, of this city. The new company has elected the following directors: J. J. Devine, New York; J. R. Hoover, Washington, D. C.; Joseph B. Finan, W. E. McDonald and R. E. King, Cumberland. The directors have elected the following officers: J. J. Devine, president; Joseph B. Finan, vice-president and secretary, and W. E. McDonald, treasurer.

Mr. Devine, who is an experienced newspaper publisher, with interests in New York, Massachusetts, and elsewhere, will not reside in Cumberland for the present. There will be no change in the management or working organization of the Evening Times or the Alleganian, the new new ownership interests having decided that the policy and aims that have guided both publications for several years, shall be continued, with such further improvement, from time to time, as circumstances may warrant.

Springfield Union Rumors Denied

Reports reached New York this week that George F. Booth, who recently sold his interests in the Worcester (Mass.) Gazette to T. T. Ellis, publisher of the Worcester Telegram, has been negotiating for the purchase of the Springfield (Mass.) Union. J. D. Plummer, publisher of the Union, replied by telegraph to an Editor & Publisher inquiry as follows: "No truth in the report outlined." Mr. Booth replied from New Haven, Conn.: "I have several things before me, but am in no hurry, have not seriously considered the Union and have not negotiated for it. I prefer, as a matter of fact, to do nothing for some months."

Pollard Editor N. Y. Evening World

In the Daily Newspaper Executives' Personnel Directory, published in last week's International Year Book Number of Editor & Publisher, the name of Harold L. Pollard, editor of the New York Evening World, was omitted and the name of Frank I. Cobb substituted by error in its place. Mr. Pollard is editor of the Evening World and Mr. Cobb is editor of the Morning World. Correction should be so made in the Directory.

Capper Ad. Men Shifted

CHICAGO.—Charles C. Clark, late Denver manager for the Capper Farm Press, has been transferred to the Kansas City branch. He succeeds Ralph Mitchell who has been transferred to Chicago.

Digitized by Google

LOOKING AHEAD IN CONSTRUCTION OF NEWSPAPER HOMES

Many Unique Features Embodied in Chattanooga News Plant—Provision for Storing Ten Car-Loads of Paper on Top Floor

THE new building of the Chattanooga (Tenn.) News, which was recently completed and its occupancy celebrated in exercises and a public reception held on New Year's Day with thousands of citizens in attendance, has been pronounced as near a model newspaper plant as it is possible to make. The plans carried out represent the ideas formed by George F. Milton, president and editor of the News, and Walter C. Johnson, the manager, over a period of twenty-five years in newspaper making. The requirements of the paper for years to come were carefully considered even to the extent of providing for future expansion and the installation of additional machinery.

The building is located on a lot 50 x 135 feet, in close proximity to the Federal Building, Municipal Building and leading hotels. It is also within two blocks of the main streets and between the two large railway stations, this latter being of special advantage for the reason that papers can be delivered to the trains within a very few minutes and without compelling the trucks to pass through congested traffic of the main streets.

Railroad at Back Door

While the lot on which the building is located is 50 x 135 feet, the front half, occupies only 45 feet, the additional 5 feet being given over to an alley way, which leads from the street to the various departments in the rear of the building. All of the rear half of the lot is taken up by the building. In the rear of the building there is an alley and across this are tracks of the Belt R. R. and T. A. G. R. R., over which cars of paper and other supplies are brought to the building and unloaded on the platform connecting with an elevator in one corner.

In the construction of the building the factory plan was adopted, although this is not apparent in viewing the exterior or even upon entering the commodious business office. The front, which is of Bowling Green stone and pressed brick, resembles a banking institution rather than that of a newspaper plant. This is even more apparent in the business office with its 19-foot ceiling and mezzanine or balcony effect in the rear.

Cheaper to Build Than Dig

The building is of ferro-concrete construction and fireproof. The side walls are brick. Owing to the great expense of excavating solid rock it was found more economical to add a story for the storage of paper and other supplies than to go down for a basement, as is the custom with many newspapers. This additional story was also considered desirable for future expansion. Here a club room for employees will be fitted up.

The various floors of the building are reinforced concrete, the top floor being of sufficient strength to support the weight of ten car-loads of paper. The total floor space is 21,100 square feet and practically all of this is utilized to the very best possible advantage, with due consideration to future expansion.

The business office on the first floor occupies a space of 45 x 74.6 feet with a 19-foot ceiling. A steel counter extends the full length of the front of the business office and down one side, there being ample vestibules in front and on the side. In the counters are concealed filing cabinets, lockers and roller slides for files. A private branch telephone exchange occupies one corner, the operator acting also as information clerk. Classified advertising, circulation and accounting each have clerks here. The desks, all of which are flat, are of olive green, harmonizing with the counters and woodwork, are arranged in three rows the entire length of the office back to the mezzanine. Under this mezzanine is located the executive office, which is occupied by the president and the general manager.

In the other corner steel filing cabinets will be installed for taking care of file copies of the paper for a period of twelve months. Special cabinets are provided for the current week or month and also for the bound volumes. An iron stairway leads from the business office floor to the mezzanine above. The vault for valuables, stationery, etc., is concealed between walls under the front stairway. The lighting system in the business office, as well as other floors, is semi-direct latest design.

The rear of the first floor is occupied by the pressroom, mailing room and carriers' and newsboys' delivery room. These are entered through the business office and from a door leading from the alleyway on the side as well as doors in the rear. Another iron stairway leads from the mailing room to the mezzanine floor above. The pressroom ceiling is 19 feet high, the building on the east side rear being set in five feet beginning with the ceiling of the press room so as to provide light immediately over the press. The entire rear of the pressroom with the exception of that part occupied by the elevators have steel window frames and sash with prism glass. The floor of the press room is of wood blocks over a concrete base.

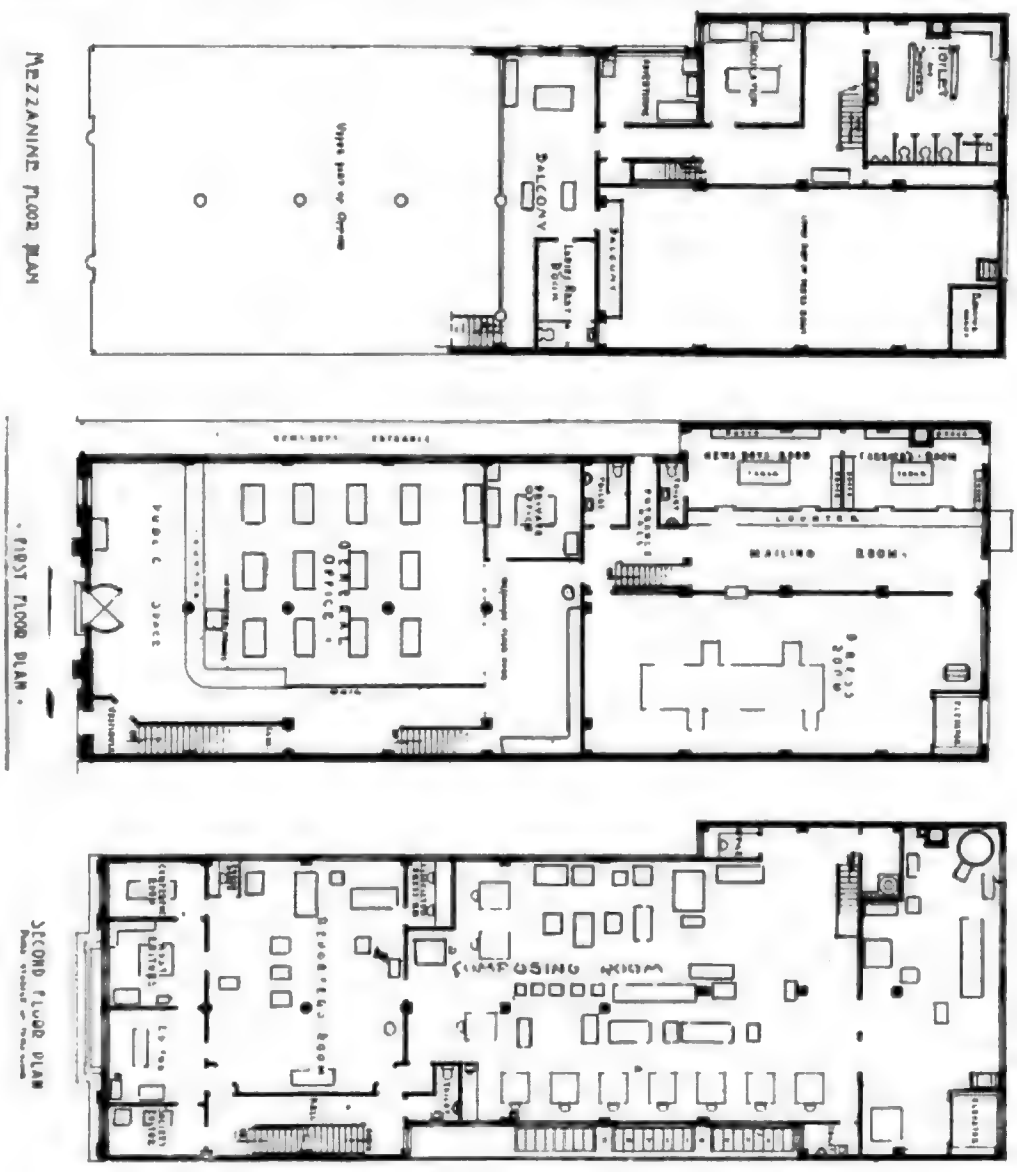
The pressroom is especially well arranged. The two Hoe presses are operated singly or jointly at their full capacity as needed, the Kohler electric control being in operation. The mailing room and delivery rooms are in close proximity to the pressroom enabling the immediate delivery of papers from the Hoe octuple press to the tables through a window located within a few feet of the folders. The trucks are loaded at the rear while the carriers and newsboys receive their papers through windows arranged in the heavy iron wire partition, the entire length of their rooms. The newsboys make their exit through a rear door while the carriers pass through a different door.

The mezzanine floor contains a rest room for the women employees of the paper and also a retiring room for the men employees. In these rooms steel lockers are provided for each employee, the men's room being equipped with shower baths and other conveniences. The balcony of the mezzanine is occupied by the advertising staff, the business manager's room being just in the rear and next in order the circulation manager's room, which is at the head of the stairway leading from the mail room below. An observation balcony overlooks the pressroom and visitors can also witness the operation of the press through the windows extending along a portion of the mezzanine floor.

The second floor front contains the main office of the president and editor, associate editors, conference room, library and women's department. The

(*Continued on page 12*)

FLOOR PLANS OF CHATTANOOGA NEWS BUILDING



Digitized by Google

reportorial room is next in order, this being the large well-lighted room, which connects with the composing room. In one corner of the editorial room a telephone booth has been arranged while at the other end a room is provided for the Associated Press operator. The report of the International News service is received in the adjoining building.

The composing room in which are installed nine Linotypes, two Intertypes, and two Ludlow Typographs, together with make-up tables, composing stones and other modern steel composing room equipment, are so arranged that there is no lost motion in handling the copy and the type from beginning to end. The body machines extend along one side of the room next to windows, while the head-letter machine and the ad machines are arranged to the best advantage. The ad room occupies the west side of the building with the make-up in the center. This room is also splendidly lighted by the factory lighting plan of steel sash with prism glass. The installation of a factory lighting system also makes it possible for the rooms to be lighted as bright as daylight when required.

Employes Thank Publishers

The stereotyping room occupies the rear end of the building and is equipped with two matrix rolling machines, a plate finishing machine, two roasters for dry mats, a five-ton melting pot, casting box, saw trimmers and flat casting box. The furnace is heated with gas under the combustion system, a blower being installed for the purpose of mixing the air and gas on a bed of carborundum under the pot.

The plates are delivered from the stereotyping room to the press room below by a special plate conveyor located near the end of the plate finishing machine. Every machine in this department has been arranged with respect to efficiency in handling and dispatching the forms and the finished plates. The room, like all others, is well lighted and those who have inspected it have commented favorably upon the excellent arrangement and the provisions for the comfort of the men working therein. The men composing the News Chapel have already met and passed formal resolutions thanking the management for the consideration shown. They also say in conclusion "we pledge ourselves to co-operate with the foreman in every way to make the composing room not only a pleasant workroom but a monument to the members of the News Chapel." This but expresses the good feeling which prevails in all departments of the paper and has been so important a factor in its success. With the improved equipment the management expects to give a delivery an hour earlier in the urban territory about Chattanooga.

Opened by Bishop Beatty

Formal exercises were held incident to the taking over of the building from the contractors. Bishop Beatty, of Tennessee, delivered the invocation. Addresses were made by Mayor A. W. Chambliss, Judge W. B. Swaney, Walter C. Johnson. George F. Milton presided and in accepting the building said it would be used for "the pursuit of Truth, the defense of Justice, and the glory of God."

The organization of The News is as follows: George F. Milton, president and editor, Walter C. Johnson, vice-president and general manager, George F. Milton, Jr., secretary and associate editor, Gus S. Currier, treasurer, W. Allen Kindel, business manager, J. H. Akers, circulation manager, J. B. Clark, managing editor, T. J. Campbell, assistant editor.

Mr. Milton began his newspaper career in Knoxville and was editor and publisher of the Knoxville Sentinel from 1895 to 1912. Mr. Johnson was also associated with the Sentinel and was successively business manager of the Memphis Morning News and the Chattanooga News. For several years he has been secretary of the Southern Newspaper Publishers' Association.

WANT NEW LIBEL LAWS

Virginian Press Association Also Revising Legal Ad Rate Schedules

(*Special to* Editor & Publisher)

LYNCHBURG, Va.—The Virginia Press Association, at its convention here, December 20 and 21, gave special consideration to the subject of libel law, finally authorizing its legislative committee to review the libel laws of other states and report a draft of a new Virginia statute at the summer meeting. The committee on legal advertising rates was also ordered to prepare a new schedule for the next conference.

Senator Carter Glass, a member of the association, was a speaker, saying that the financial situation of the nation is intrinsically sound. Senator Glass said the Federal Reserve System saved the country from panic at the outbreak of the war and enabled the nation not only to finance its own war measures but to lend billions of money to our allies in Europe. He declared the proposition to make Liberty Bonds legal tender was an "idle dream." Lynchburg invited the association to make it the permanent mid-winter meeting place.

Ohio Newspapers Reduce Prices

STEUBENVILLE, Ohio. — The Herald Star and the Gazette have reduced their selling price to 2 cents from 3 cents a copy.

DEFENDING RIGHT TO SET OWN AD RATE

Paterson Press-Guardian Refuses to Meet Demands of Department Stores and Is Getting Along Without Them

PATERSON, N. J.—There is waged in this city by The Paterson Press-Guardian, a fight in defense of a newspaper's rights to set its own advertising rates, in which every publisher in the land should have a personal interest. It is the old story of department stores combining to beat down space rates to what they agree to pay. W. B. Bryant, the publisher, is determined they shall not succeed with his paper, and the defense of his position to date has aroused the admiration of all who know him and his side of the case. The facts of the situation are:

WILLIAM B. BRYANT

Five years ago when the Press and Guardian were consolidated the advertising rates were increased. One or two of the retail stores refused to pay the new rate and dropped out of the paper. Later on they changed their minds and came back.

In the latter part of 1919 the publishers of all the Paterson dailies, realizing that the increased cost of white paper and of labor made it impossible for them to sell their space at the rate then prevailing, decided to issue new rate cards on January 1, 1920, calling for an advance in the price of advertising. As the department stores held contracts at the old rates with the Press-Guardian that did not expire until December 31, 1920, they were not immediately affected by the change. One of the dailies, after trying unsuccessfully to enforce the new rate, abandoned its efforts in so far as the department stores were concerned and accepted business at the old figure.

Before their contracts with the Press-Guardian expired on December 31st last, the three department stores were advised by the publisher of the Press-Guardian that their rate for 1921 would be the minimum rate established the beginning of 1920, due to the fact that production costs had increased from 40 to 50 per cent during the year. Mr. Bryant figures production costs monthly and produced his intimate detail figures covering expenses in all departments of his business, as well as the cost per inch for every month of 1920.

Saving Paper, Too

He explained that he did not want them to spend more money with the Press-Guardian and Sunday Chronicle than they spent in 1920 in the aggregate, but that they must pay the card rate and could consistently curtail the amount of space used without affecting results, and since January 1st no advertising from the three department stores has appeared in either the Press-Guardian or Sunday Chronicle. Figured on their 1920 rate this is a loss of $25,000 in gross business, but figured from the cost of production basis the savings which have been effected in white paper and overtime in the composing room, will more than offset this.

"There is a prevailing idea," said Mr. Bryant, to Editor & Publisher, "that many people buy the daily newspapers to read the department advertising. This, I think, is a mistake. They buy the newspapers for the news, first of all. This fact is borne out by our own experiences, for although we have not printed a line of this kind of advertising since the first of the year, our circulation has increased 400 copies.

"We have developed some new advertisers among the smaller merchants and have received increased space from others who appreciate our fairness in the matter of rates, and are taking advantage of the situation. During the last six months of last year the actual production cost of an advertising inch has increased over that of 1919 40 per cent, and this increased cost will at least hold for the first six months of 1921, and may be increased if the arbitration proceedings with the local Typographical Union end with an award to the printers."

Can Do Without Stores

"We have come to the conclusion that we can get along very comfortably without department store advertising. Our national advertising is showing an increase in volume as the result of the special effort we are devoting to it. The local field gives promise of a greater lineage from the smaller merchants.

"The compositors and pressmen in our office have applauded the stand we have taken and have become active advocates of the support of the Press-Guardian by the shopkeepers and are getting their friends to read it by preference. They tell us that as we have been square in our dealings with them, that the department store rate has always been a handicap to the local newspapers, they are now going to stand by us in our fight to the end. The general public, too, is apparently with us, judging by the letters commending our action that we have received and the expressions of good will that we hear on all sides."

NEW HOME OF THE CHATTANOOGA NEWS

Digitized by Google

SCRIPPS LAUNCH PAPER IN BIRMINGHAM

First Venture of Organization in Several Years—Post on Streets 11 Days After Work on Plant Starts

(By Telegraph to Editor & Publisher.)

Birmingham, Ala., Jan. 21.—The first new Scripps newspaper venture in several years and the first progressive move of that organization since it has passed under the active control of Robert H. Scripps and Roy W. Howard was launched here today with the publication of the Birmingham Post. This brings the total number of Scripps newspapers up to 23 and is probably the forerunner of other new activities by that organization.

The first issue of the Post was on the streets just eleven days after the first piece of machinery had reached Birmingham. Three multiple-magazine intertypes and a Ludlow and Elrod lead and slug caster besides a press and complete stereotyping equipment have been installed.

The first issue was of eight pages, containing twenty-four columns of advertising, which is the maximum amount the new paper will carry during its establishment period. The paper will receive the full leased wire United Press Service and the complete newspaper Enterprise Association Service.

Edward T. Leech, for the last four years editor of the Memphis Press, is editor of the Post. Ralph B. Chandler, formerly advertising manager of the Cincinnati Post, is advertising manager. Bruce Susong, of the Cincinnati Post editorial staff, and J. A. Keefe, business manager of the Memphis Press, assisted in the installation of the plant. The paper will be published every week day afternoon. This is the first Scripps paper started in more than ten years.

DOUBLE MEETING IN WACO

Patterson Heads Texas Ad Clubs—S. N. P. A. Discusses Labor

(By Telegraph to Editor & Publisher.)

Waco, Tex., Jan. 25.—The Associated Advertising Clubs of Texas in conference here unanimously decided to send a committee before the next meeting of the Associated Advertising Clubs of the World asking that Texas be permitted to organize a district within itself without taking in any other state and be accorded recognition by the national organization.

It was urged by those favoring this action that Texas has 14 advertising clubs. This is more than any other state has and that to operate as a part of a district composed of this state, New Mexico and Arizona, as heretofore suggested, hampered the state and placed it at a disadvantage.

The following officers were elected today:

President, W. R. Patterson, Dallas; vice-presidents, J. W. Carlin, Waco; H. C. Burke, Jr., Fort Worth; C. N. Olenson, Corsicana; Harold Kayton, San Antonio; A. S. Pimentel, Houston; president of Advertising Clubs at Large, A. R. Millican, Houston; secretary-treasurer, Joe Dawson, Dallas.

The convention selected El Paso for the convention city in 1922.

At the call of President M. E. Foster a regional meeting or the Southern Newspaper Publishers' Association was held Monday and Tuesday during the convention of Texas Advertising men. This meeting was for the purpose of discussing with the daily publishers of Texas the labor situation of 1921 and the white paper market and other problems that confront the newspaper industry. Publishers were present from Dallas, Fort Worth, San Antonio, El Paso, Houston, Galveston, Austin, Waco, Conpus Christi and Beaumont.

In the general discussion of wage conditions in Texas, reports showed a wide divergence in scales of mechanical departments, all being the highest on record and all based on last year's high living costs and scarcity of labor. It was the general impression that labor should lessen its demands this year, in line with the general decline. K. B. Cressy of the Austin American, W. A. Dealey of the Dallas News, and A. E. Clarkson of the Houston Post were appointed by President Foster as an industrial committee to compile a tabulated statistical survey of existing salaries, bonuses and expiration of contracts. This committee was authorized to employ the services of an industrial commissioner for the benefit of Texas members of S. N. P. A.

A discussion of the newsprint situation developed the fact that practically every publisher in Texas is committed to a year's contract at prices ranging from 5½ to 7 cents per pound. Many reported that offers of domestic paper are now being received at from 5 to 6 cents.

NATIONAL COMMISSION MEETS

Finds Reductions in Ad Rates Would Bankrupt Publishers

(Special to Editor & Publisher)

St. Louis, Mo.—The National Advertising Commission of the Associated Advertising Clubs of the World in quarterly session here January 21 heard the report of a special committee that advertising rates in newspapers and periodicals cannot well be reduced now on account of the high cost of every item in their publication and distribution. The committee's conclusions were that while here and there advertising rates might be reduced, in the main a reduction is not justified and would cause publishers to go out of business.

This special committee was appointed at the October meeting of the commission to investigate advertising costs and to ascertain if reductions were possible. Reuben H. Donnelley of Chicago, former president of the A. A. C. W.; Horace C. Klein, Webb Publishing Company, Baltimore and E. Allen Frost, Chicago, comprise the committee. Mr. Donnelley is chairman.

The committee in its investigation of the newspaper situation learned that there had been these advances from Aug. 1, 1914, to Jan. 1, 1920; print paper, 212.5 per cent.; ink, 200 per cent.; metal, 108 per cent.; machinery and equipment, 104 per cent.; twine, 225 per cent.; labor, 91.75 per cent. (the increase since then has been 10.87 per cent.), making the average increase 171.6. In addition to these costs, the postage bill was much greater as a result of the zoning bill.

Mr. Donnelley in submitting the report used figures taken from an article in Editor & Publisher of December 25 to show that in the twenty-two months from January 1, 1919, to November 1, 1920, the average increase in advertising rates of newspapers was 41.6 per cent.

The committee further ascertained from five leading general magazines that their average increase in paper bills was 208.5 per cent., the highest being 250 per cent. and the lowest 100 per cent. Six business papers reported an average increase in their entire cost from 1915 to 1920 of 213.37 per cent., the lowest increase being 95 per cent., the highest 320 per cent. The percentage of increase in paper alone of these business papers from 1914 to 1920 was 268.75 per cent. From reports of 42 farm papers it was learned that costs from 1918 to 1920 has increased an average of 119.7 per cent.

Charles Henry Mackintosh, Chicago, chairman of the Exhibit and Educational Committee of the commission, reported that the exhibit at Atlanta in connection with the convention of the A. A. C. W. in June would be larger than at Indianapolis, which was the largest in the history of the clubs. He reported that a big feature of the Atlanta convention would be an international exhibit of advertising, and that material is now being gathered from many foreign countries. The exhibits will be placed in Taft Hall, a room in the Coliseum where the convention will be held, and delegates must pass the exhibits to enter the auditorium proper.

Mr. Mackintosh said that colleges where advertising courses are given are being encouraged to form advertising clubs. These are to be permanent organizations along the line of other college activities. An effort also is being made to have national advertisers prepare traveling exhibits of advertising, to be sent from institution to institution.

A program of four days in addition to the Sunday afternoon inspirational meeting is being worked out for the Atlanta convention by Irvin Paschall, Philadelphia, recently appointed chairman of the Program Committee. There will be general sessions Monday, departmental sessions Tuesday, interdepartmental sessions Wednesday and general sessions on Thursday. Sessions in connection with the exhibits will be held Tuesday and Wednesday evenings.

The commission approved the change in name of the Newspaper Department to the National Association of Newspaper Executives.

BLIND—BUT A GREAT EDITOR!

HOW many newspaper men know that one of the country's great dailies is edited by a blind man who, by his wonderful vision, has helped to make his city one of the most beautiful in the United States?

How many times have you complained about the limited opportunities for advancement in your own activities?

The story of one man suffering from the greatest of handicaps—blindness—who daily interprets the news, inspires the individual and leads his community to bigger and better things will be told in Editor & Publisher next week.

His eyes are sightless, but he has visioned beauty and service for his community through the daily newspaper of which he is editor. His city is a better city because he has lived there—around the world Portland is known as the "Rose City," but only a few know that the editor of the Oregon Journal is a blind man.

This will be one of a dozen features worth reading in

EDITOR & PUBLISHER.....NEXT WEEK

A. A. C. W. EXECUTIVES "O. K." ATLANTA PLANS

Program and Arrangements Gone Over At Two-Day Session—Big Sunday Inspirational Meeting Will Open June Proceedings

(By Telegraph to Editor & Publisher.)

Atlanta, Jan. 25.—Having completed a survey of Atlanta with reference to convention facilities, the executive committee of the Associated Advertising Clubs of the World, which on Monday began a two-day session here to plan for the annual convention of that organization to be held in Atlanta in June, got down to "brass tacks" on Tuesday and formulated some of the details of the convention.

While the general outline of the program was drafted at Monday's session, most of the day was devoted to a discussion of questions to be considered at the convention and looking over the city to inspect the various halls where the several departments of the association will hold business sessions.

Reports by general chairmen of the Atlanta Advertising Club were heard Tuesday, indicating that these committees are making excellent progress in their preparations. One of the big meetings of the convention, it was announced, will be the inspirational gathering on Sunday, preceding the first business session. This will probably be held at the big Atlanta Auditorium. Samuel C. Dobbs, a former president of the A. A. C. W., is chairman of the committee handling this meeting.

Hotels Are Ready

J. T. Trezare, chairman of the hotel committee, gave assurance that local hotels and restaurants will be able to properly care for visitors up to five thousand.

A tentative program of entertainment was reported by Leroy Rogers, chairman of that committee. The visitors will be entertained at the East Lake Country Club the first day, will be given a theatre party the second evening and a barbecue the third day. Special entertainment will be provided for men in certain professions by Atlanta men in the same lines.

H. S. Baker, chairman of the Atlanta committee in charge of the advertising exhibit, reported that this would probably be the largest and finest exhibit of its kind that has ever been held. It will be known as the Graphic Arts Exhibit and will include speciments of advertising art from all parts of the world. A feature will be specimens from various foreign countries depicting the progress that has been made since the war.

Two Hundred at Banquet

Ten members were present at the executive committee meeting, which President Rowe Stewart of Philadelphia said surpassed any similar meeting of the international committee. There are eighteen members, four of whom live in foreign countries.

Other members present included: P. S. Florea, New York; Miss Jane J. Martin, president of the League of Advertising Women of New York, and the following vice-presidents: H. H. Charles, New York; John E. Raine, Baltimore; Frank E. Lowenstein, Atlanta; William J. Betting, St. Paul; T. W. Le Quatte, Des Moines; Charles J. Orbison, Indianapolis. In addition to these, Reuben H. Donnelly of Chicago and Irvin F. Paschall were present.

About two hundred prominent Atlantians attended the banquet tendered in honor of the executive committee at the Capitol City Club Monday night.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

THEORY OF CO-OPERATIVE PAPERS

BOSTON, Mass.—The American press was scathingly assailed for a solid hour one evening recently, at Ford Hall Forum—likewise all connected with it, from the publishers who "kept their consciences locked in the cash box" to the $30-a-week plutocratic reporters—by Walter W. Liggett, deputy commissioner of immigration for North Dakota and general manager of a service bureau for the 50 co-operative newspapers of his state. As a remedy for the "capitalistic slavery" of the press he offered the community the co-operative newspaper.

Mr. Liggett stated that the readers should control the papers and that chief among the readers were the workers. But then in effect turning on his own remedy, he declared that the Non-Partisan League papers of the Northwest were full of propaganda and admitted from a personal observation that the New York Times printed a much fairer and more accurate account of a labor meeting than did the Socialist paper, the Call.

"The daily newspapers are the greatest obstacles that lie in the way of political progress or economic advancement," Liggett declared. "We can't function healthily so long as the streams of public opinion are damned at the source by instruments that color the news or entirely suppress it. The papers do not present the news in a fair, unbiased way, and the bias is capitalistic. No longer are there any lofty editorial standards either as to intelligence or ethics. Nor is there any accuracy in their survey of world affairs.

"The papers are inaccurate, unfair and untruthful simply for the reason that they are not in a position to be otherwise. They are no more than plutocratic publicity organs. But they have degenerated not because the publishers are fundamentally different from the great pioneer journalists of the Greeley type, but because, whereas the papers used to be controlled by the readers, they are now controlled by the advertisers, and the 'man who pays the fiddler calls the tune.'"

NO LICENSE FOR PUBLISHERS

State Control of Newspapers Unconstitutional, Washington Editors Learn

(Special to Editor & Publisher*)*

SEATTLE, Wash.—Publishers of Western Washington in session here voted unfavorably on a proposal to ask the next Legislature for a law requiring persons entering the publishing business to take out a state license. Lawyers who were consulted had advised the committee appointed to inquire into the legal aspects of the proposed legislation, that the recent decision of the federal district court here holding the state barbers' license law unconstitutional had made it useless to seek the enactment of a similar law covering publishers. In the barbers' case, the court held that the right to work was a constitutional right that could not be limited or impaired by law.

The proposed law was favored by the publishers as a means of preventing persons unacquainted with their business and without business training from entering it and exposing them to unfair and illegitimate competition. The proposal was that the law should apply only to persons in an executive capacity.

A number of other interesting committee reports were made at the meeting. Among them was a report on collective buying, which strongly recommended that the experiment be attempted. The meeting endorsed the recommendation, which was that for the present the collective buying experiment be confined to the purchase of white paper for newspaper work, the system to be extended to other materials if the original venture proves successful.

As a side light on the report the meeting was addressed by a representative of a paper mill in Finland who told the publishers that his firm had a 200-ton shipment of white paper due to arrive in New York in January that could be sold about 3 cents a pound under the present market, and was prepared to make further shipments by steamship direct to Puget Sound ports if contracts would be obtained.

The meeting indorsed a plan to establish a central employment bureau or labor exchange for the mutual benefit of publishers and workers in the printing trades.

EASY TALK—By Philip R. Dillon

Origin of "&."—All of us in America who went to public school thirty years ago will perhaps easily recall that we were taught to recite the alphabet, end sonorously—"X, Y, Z, And!" In England they used to say "X, Y, Zed, And." The school primers of those days, and for more than a hundred years prior, printed the character "&" at the end of the alphabet. Sometimes it was printed "&ct" for "and so forth." The fashion of printing the character "&" as an addition to the alphabet seems to have gone out entirely.

I doubt that many newspapermen or other writers have spent time in researching for the origin of the character "&" as used in the title Editor & Publisher, and so I will take the risk of talking about it.

From that fine book "Words and Their Ways in English Speech" (published by Macmillan in 1901), written by James Bradstreet Greenough and George Lyman Kittredge, both Harvard professors, I quote the following part of a paragraph: " . . . Accounts were kept in Latin down to a pretty recent date. Most striking of all is the sign &, which, though merely a short way of writing *et*, is always called 'and' and used to be annexed to the English alphabet under that designation.

Reading further we learn that the name of the character "&" is "Ampersand," which is a corruption of the phrase "and per se—and." Literally translated, the phrase is "& by itself—and." All the dictionaries give "&" under the name "Ampersand."

The original script combination of the letters in the Latin *et* was *&*, which was, in fact, a pretty sort of flourish such as experts in penmanship are fond of, even nowadays. The scribes and copyists of manuscripts in the Middle Ages, who were mostly men of the religious orders, seem to have been in the habit of writing the Latin *et* always with this capital letters combination, and very nicely. A page of such manuscript, before the invention of printing, shows the *&* standing out frequently, and one is led to believe that it was used for the double purpose of conjoining and punctuating.

But the earliest printers, who had to engrave in wood their own type, probably were unable to reproduce the delicate flourishing of the expert penmen and so they changed the *&* into &, a distortion, but easy to engrave. The new arbitrary & stood out in the printed page quite as demonstratively as the old *&* in the written books. De Vinne, in his "Correct Composition," reproduces part of a page of "Doctor John Scott's Commentary on the Four Books of Sentences," printed at Venice in 1745. Here one sees the & almost exactly in the form now used. The sign is used invariably for all significances of the conjunction "and."

Recently I have studied somewhat the first Plymouth Patent granted by King James I to the London Adventurers, dated June 6, 1621. In this printed document, the use of & is limited, though much wider than nowadays. Thus we note the phrases "theire heires & assigns," "severally & respectyvlie," "all such Liberties, pryviledges, profitt & comodyties," "the said Undertakers & Planters," "at theire own cost & charge." But the ampersand is not used in such phrases of the patent as "John Peirce and his Associates," "and to that intent they have granted," "already transported and undertaken to transport."

A century later the sign & was commonly used in the body of the printed page or at least in letter correspondence. Here is a formal letter, written by Judge Samuel Sewall (who became chief justice of Massachusetts in 1718) to the Governor and the Council of the colony, in 1713:

"There is a Rumor, as if some design'd to have a Play acted in the Council-Chamber [at Boston], next Monday; which much surprises me: And as much as in me lyes, I do forbid it. The Romans were very fond of their plays: but I never heard they were so set upon them, as to turn their Senat-House into a Play-House. Our Town-House was built at a great Cost & Charge, for the sake of very serious and important Business; the Three Chambers above, & the Exchange below: Business of the Province, County, & Town. Let it not be abused with Dances or other Scenical divertisements. It cannot be a Honor to the Queen, to have the Laws of Honesty and Sobriety broken in upon. Ovid himself offers invincible argument against publick Plays:

"Ut tamen hoc fatear: Ludi quoque semina praebent Nequitiae:

"Let not Christian Boston goe beyond Heathen Rome in the practice of shamefull Vanities.

"This is the voice of your most humble & obedient servant,

SAMUEL SEWALL."

I regret that we have not gone back to the correct and graceful *& et*, instead of perpetuating the arbitrary distortion &. Yes, I do know that a few printer artists use the *&*, but not many.

"NEWSPAPER ENGLISH" DEFENDED

Harvard Professor Says Modern Papers Are Made Up of Good Writing

(Special to Editor & Publisher*)*

CHICAGO.—Describing conditions under which most news stories are written and declaring that facts are often meagre, Prof. Swain Thomas, teacher of English at Harvard University and member of the editorial staff of the Atlantic Monthly, startled the National Council of Teachers of English in session last week by coming to the defense of "newspaper English." Prof. Thomas told the assembled English teachers that the general tone of newspaper writing has improved greatly in the past ten years.

"Considering that a newspaper is produced under excessive speed and that reporters write their story from oftentimes meagre facts and first impressions, it is remarkable that we have as high a class of writing in the daily press as we have," Prof. Thomas said. "The newspaper of today is made up of remarkably good writing when you take all into consideration."

Prof. Thomas attributed the improvement in newspaper diction and use of English to the many journalistic schools of the country's universities and paid particular compliment to Columbia University and the University of Wisconsin for their accomplishments in this line.

KNOX WAS ONCE REPORTER

Candidates for Cabinet Post and Seat in Senate Started in Brownsville

(Special to Editor & Publisher*)*

BROWNSVILLE, Pa.—Mention of United States Senator Philander C. Knox as a possible Secretary of State in President Harding's cabinet, calls to mind the fact that the Senator began his career as a reporter on the Brownsville Clipper, later combined with the Monitor and now known as the Clipper-Monitor. When Henry Baker Reiley bought the Clipper-Monitor in December, 1915, it became the weekly edition of the Brownsville Telegraph.

In the event that Senator Knox goes into the Cabinet, it is possible that State Senator William E. Crow, of Fayette County, will succeed him. Senator Crow after learning the printer's trade attended Southwestern State Normal School at California, Pa., and after being graduated was engaged as foreman of the Clipper office. He continued in that capacity for about a year.

Digitized by Google

PRESBREY AGENCY, 25, DINES ITS "CHIEF"

Colleagues and Friends of Advertising Pioneer and Former Publisher Celebrate Anniversary of Company Founded in 1896

Frank Presbrey, president of the Frank Presbrey Company, was given a dinner at the Plaza Hotel January 25, by members of the Presbrey organization in celebration of the 25th anniversary of the founding of the company by Mr. Presbrey.

Frank Presbrey

More than fifty members of Mr. Presbrey's staff of advertising writers and department men greeted their chief and through their spokesman congratulated him on the attainment of the quarter-century milestone by the company. "The Chief" received a loving cup from "his Boys."

Mr. Presbrey began his career as an advertising man in the West, although born in New York State. In 1878-79, while still a student at Princeton, he went over the route of the Denver & Rio Grande Railroad before that road was built, assisting in the laying out of townsites and sending back to the large cities news and advertising concerning the new road and the country it was opening up.

While at Princeton, where he was graduated in 1879, and where he was captain of the freshman crew, he had gained experience in newspaper work as college correspondent for six metropolitan dailies and as one of the founders and editors of the Daily Princetonian, and soon after his graduation and the completion of his railroad publicity work in the West, he became advertising manager of the Youngstown (Ohio) News-Register. He resigned in 1882 to go to Springfield, Ohio, as advertising manager of the Springfield Globe-Republic, now owned by Governor Cox. Later, he established Public Opinion at the national capital, and for six years was publisher of that periodical. In 1894 Mr. Presbrey became publisher of the Forum, of which the late Ambassador Walter H. Page then was editor. The advertising agency which bears Mr. Presbrey's name was founded by him in January, 1896.

Originated World Cruises

One instance of the influence of his business-developing ideas the world over is the great growth of the steamship cruise business, an idea which he initiated and which was made fruitful by his publicity methods. In the extraordinary advertising campaigns which did so much to help win the world war, Mr. Presbrey was in the forefront from the beginning, giving his own and his organization's services to many of the big movements which awakened the American spirit and kept it awake.

In addition to his activities as head of one of the largest of the advertising agencies, Mr. Presbrey finds time for other important duties. He is chairman of the executive committee of the Boy Scouts of America, a trustee of the New York Life Insurance Company and of the Bowery Savings Bank, a director of the National Surety Company, the Union Exchange National Bank, the National Liberty Fire Insurance Company and vice-president of the New York Advertising Club. He is a member of the board of governors of India House and of the Society of Genesee and a member of the Union League Club.

Golfers know Mr. Presbrey as the winners of many cups. He is president of the Seniors' Golf Association and was on the American Seniors team which last summer defeated the Canadian team. He is a member of Apawamis, Garden City and Westport Golf clubs.

Mr. Presbrey's travels have resulted in several volumes, including "Memories of Vacation Days," "In Far Away Vacation Lands" and "Motoring Abroad." Ocean travelers are familiar with "Presbrey's Information Guide for Transatlantic Travelers."

Among the invited guests at the dinner were Darwin P. Kingsley, Louis Wiley of the New York Times, Delos W. Cooke, Jason Rogers of the New York Globe, W. E. Marble, H. L. Stoddard of the Evening Mail, T. A. DeWeese, Joshua A. Hatfield, William R. Wilder, T. C. Fogel, J. A. McKay of the Spur, Joseph Gantz, George McNeir, Albert B. Ashforth, Charles Spalding of the Oil Trade Journal, and George Hazen of the Crowell Publishing Company.

Heads Chicago Ad Council

CHICAGO—W. Frank McClure, advertising manager of the Fort Dearborn National Bank of Chicago, has been re-elected chairman of the advertising council of the Chicago Association of Commerce. Homer J. Buckley of Buckley, Dement & Co., and John H. Logeman were elected vice-chairmen.

New Secretary of Hicks Agency

Miss Elinor English, director of copy and art of the Hicks Advertising Agency, New York, has been elected secretary.

NOTES OF THE AD AGENTS

J. Hanford, formerly with the Winchester Arms Company and more recently with the Martin V. Kelley Company, has joined the Phillip Ritter Agency, 185 Madison avenue, New York, as director of service. He succeeded William Meadewell, who has joined the M. P. Gould Company.

Pierson A. Skelton of the D'Arcy Advertising Company, St. Louis, and Mrs. Alice Lange Henley also of St. Louis, were married recently in New York.

K. F. Pittis, who has been overseas, has joined the copy staff of the Toronto office of Norris-Patterson, Ltd.

J. A. Tedford, after six years with the Lyddon & Hanford Agency, has become associated with the New York office of the Wylie B. Jones Advertising Agency.

Robert M. Newcomb, who has been for some time with Hoyt's Service, Inc., New York office, has been transferred to the Cleveland branch. He is now working as an assistant to Gail Murphy in Cleveland.

John A. Frazer, president of the Montreal Publicity Association, has been elected chairman of the new Montreal Auditorium Association, which aims to build a monster convention hall in that city.

Arthur Cummings has resigned from the staff of the Northern Advertising Service, Canton, Ohio.

McConnell & Fergusson, advertising agency, London, Ont., has been incorporated as a limited company, and managers of the branch offices in Toronto, Montreal, and Winnipeg, together with A. R. Malton who recently joined the London staff, have been made directors. M. M. Fergusson is leaving for a vacation of some months on account of ill health.

The Fidelity Advertising Agency has moved from the Garfield Bank Building, Cleveland, to the Otis Cook Building.

O'Neil Goodwin is general manager and head of the reorganized Burger-Goodwin Advertising Company, which hereafter will be known as the O'Neil Goodwin Company, Louisville. The old concern was dissolved January 1. Associated with Mr. Goodwin are Fred O. Kleestad, Charles R. Hunt and Edward O'Fallon, Jr. Mr. Goodwin is also editor of a new civic magazine, as yet unnamed, published as a monthly by John E. Huhn, vice-president of the Liberty Insurance Bank.

H. C. Howard, who formerly lived in Dallas, Tex., but who went to Oklahoma City several months ago, has returned to Dallas to join the United Advertising Corporation as copy writer.

I. Webster Drake has resigned as advertising manager of the Guardian Savings & Trust Company to join the William Elliott Graves Financial Advertising Agency, Grand Rapids and Chicago.

C. F. Wooley has been appointed manager of the McCormick-Armstrong Advertising Corporation as copy writer. merly with the Hower Advertising Agency in Denver.

William H. Rankin has transferred his headquarters from Chicago to New York, where he is located at 50 Madison avenue.

The O'Connell-Ingalls Advertising Agency, consisting of John F. O'Connell, for eight years publicity director for the United Shoe Machinery Corporation, and Arthur W. Ingalls, of the Ingalls Advertising Agency, has established offices in the Ames Building, Boston.

NEW A. A. A. COMMITTEES

ALBERT FRANK & CO., New York, and Brooke, Smith & French, Inc., have become members of the American Association of Advertising Agencies. The membership of the various committees of the A. A. A. for the year 1921 has been decided upon and the list of the committees, issued by James O'Shaughnessy, executive secretary, follows:

Agency Service.—Chairman, Mac Martin, Mac Martin Advertising Agency, Minneapolis; A. W. Diller, Blackman Company, New York; H. B. Humphrey Company, Boston; J. H. Cross, J. H. Cross Company, Philadelphia; C. P. Hanly, Ferry-Hanly Advertising Company, Chicago; Jefferson Thomas, Thomas Advertising Service, Jacksonville.

Agency Systems and Forms.—John E. Walsh, Frank Seaman, Inc., New York; Walter B. Snow & Staff, Boston; Chas. Blum, Charles Blum Advertising Corporation, Philadelphia; M. B. Hart, Critchfield & Co., Chicago; B. E. Wyatt, Johnson-Dallis Company, Atlanta.

Mechanical Production.—Chairman, Mason Warner, Sultzler-Warner Company, Chicago; F. G. Hubbard, Barton, Durstine & Osborn, Inc., New York; A. W. Ellis Company, Boston; H. H. Kynett, Aitken-Kynett Co., Philadelphia; F. G. Cramer, Cramer-Krasselt Company, Milwaukee; Thos. E. Basham, Thos. E. Basham Company, Louisville.

Export.—Chairman, Frank Arnold, Frank Seaman, Inc., New York; W. H. Denney, Philip Ritter Company, Inc., New York; Franklin P. Shumway, Franklin P. Shumway Company, Boston; Herbert M. Morris, Herbert M. Morris Advertising Agency, Philadelphia; R. F. Clark, Erwin, Wasey & Co., Chicago; S. O. Landry, Chambers Agency, Inc., New Orleans.

Finance.—Chairman, C. R. Erwin, Erwin, Wasey & Co., Chicago.

Membership.—Chairman, Harry Dwight, Smith, Fuller & Smith, Cleveland.

Magazines.—Chairman, O. H. Blackman, Blackman Company, New York; John H. Hawley, Hawley Advertising Company, Inc., New York; P. F. O'Keefe, P. F. O'Keefe Advertising Agency, Boston; W. M. Richardson, Barrows & Richardson, Philadelphia; Carl Johnson, Johnson, Read & Co., Chicago; J. H. Cecil, Cecil, Barrett & Cecil, Inc., Richmond.

Newspapers. — Chairman, Collin Armstrong, New York; Cleaveland A. Chandler, Amsterdam Agency, Inc., New York; H. R. Whitecraft, Clark-Whitecraft Company, Philadelphia; E. Ross Gamble, Erwin, Wasey & Co., Chicago; Morton Caldwell, Chambers Agency, Inc., New Orleans.

Agricultural Press.—Chairman, Paul E. Faust, Mitchell-Faust Advertising Co., Chicago; H. H. Charles, Charles Advertising Service, New York; Harold F. Barber, J. W. Barber Advertising Agency, Boston; W. L. Day, J. H. Cross Company, Philadelphia; F. Wm. Thurnau, Vanderhoof & Co., Chicago; H. L. Staples, Staples & Staples, Inc., Richmond.

Business Papers. — Chairman, Carl M. Green, Green, Fulton, Cunningham Co., Chicago; James Albert Wales, Wales Advertising Company, New York; A. E. Greenleaf, Greenleaf Co., Boston; Wm. W. Matos, Matos Advertising Company, Inc., Philadelphia; Walter Hoops, Hoops Advertising Company, Chicago; Henry Tritschler, Nelson Chesman & Co., Chattanooga.

Outdoor Advertising. — Chairman, G. C. Sherman, Sherman & Lebair, Inc., New York; R. P. Clayberger, Calkins & Holden, Inc., New York; Harold F. Barber, J. W. Barber Advertising Agency, Boston; John L. Butler, Tracy-Parry Company, Philadelphia; W. D. McJunkin, McJunkin Advertising Company, Chicago; W. R. Mastengale, Mastengale Advertising Agency, Atlanta.

Street-Car Advertising.—Chairman, J. K. Fraser, Blackman Company, New York.

Art Production.—Chairman, W. W. Fawcett, Fuller & Smith, Cleveland; Edwin de Cossey, Hanff-Metzger, Inc., New York; Walter B. Snow, Walter B. Snow & Staff, Boston; H. H. Kynett, Aitken-Kynett Company, Philadelphia; Walter Whitehead, Husband & Thomas Company, Chicago; Thos. E. Basham, Thos. E. Basham Company, Louisville.

Financial Practices. — Chairman, W. T. Mullally, Wm. T. Mullally, Inc., New York.

30,000 ADVERTISING "PROSPECTS"

President Matteson of A. A. A. A. Puts Their Conversion Up to Agent

(Special to EDITOR & PUBLISHER.)

PHILADELPHIA.—There are thousands of potential advertisers in the United States ready and financially able to buy paid advertising space in the newspapers and other periodicals, if advertising men will but apply themselves to selling the idea of advertising to these "prospective customers," according to the various advertising experts who spoke here last Saturday night at a dinner given in honor of Jesse F. Matteson, of Chicago, president of the American Association of Advertising Agencies, at the Bellevue-Stratford Hotel. Approximately there are 30,000 of these concerns which have yet to learn that what advertising has done for other concerns it will do for them.

"All business houses are going to advertise," said Mr. Mattesdn, "if we can show them that the advertising agencies are business organizations and are willing to aid and advise in an intelligent manner all those that are willing to take advice."

Mr. Matteson urged his hearers to bear in mind that there rested upon them the responsibility of bringing about a better understanding between business men and themselves, and pleaded for optimism in their own thinking and planning and in their dealings with business men.

James O'Shaughnessy, secretary of the association, also spoke and gave much interesting data with respect to the manner in which advertising had aided the United States Government throughout the great war.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

PREPARING FOR THE AD CONVENTION AT ATLANTA—JUNE 12-16

A LETTER has been sent to each of the vice-presidents of the National Association of Newspaper Executives, by Charlie Miller, the president, asking for suggestions for the program for the newspaper department at the Atlanta convention, which will be held June 12 to 16.

"Write me what you want us to discuss at our convention—what subjects you are most interested in, and what men or women you would like us to put on the program," writes Mr. Miller. This letter is part of the preparation which Mr. Miller is making in advance of calling a meeting of the directors and officers of the association, at which a decision will be made on the program for the June convention. Especially for readers of EDITOR & PUBLISHER he emphasizes the following:

"I hope that members of the association will write direct to me, telling me what they want discussed at the convention. We expect to even do more brass-tack business building work at Atlanta in June, than we did last year at Indianapolis.

"I have had many suggestions from individual members of the association for topics to be discussed. But the officers and the executive committee want to hear from *everyone*.. We have nearly 500 members and we certainly would like to have 500 suggestions, so that we could go through all of them and pick out those that seem to interest the majority."

P. S. Florea, secretary-manager of the A. A. E. W., was in Atlanta on January 26, when he conferred with Mr. Miller on convention plans.

Miller Issues Statement

The following statement has been issued by President Miller, in answer to the question of the outlook for newspaper advertising during 1921.

"I believe that institutional copy has seen its best days, and that the changing market conditions will make it imperative that we get back to the selling talks of the pre-war times. There is no question that there has been quite a loss recently in national, or what newspapers call foreign advertising, and some loss in classified advertising, while most newspapers have shown gains in local display advertising. By that I mean advertising from their local merchants.

"I believe that the local merchants are going to demand more than ever that the manufacturers from whom they buy place their advertising with the local newspapers, so that they can cash in on it locally instead of the magazine copy that they have been running in the past, which has proven of no direct value to any local merchants."

Mr. Miller has issued a word of caution to newspapers suggesting that they not allow their zeal for getting business to lead them to giving unusual and uncalled-for merchandising co-operation.

The following is part of a letter sent into the association office, which is an example of what is being put up to newspapers. This is part of a letter from a manufacturer to a newspaper:

"From our experience with many other newspapers, who have given us co-operation, we have the following co-operative suggestions to offer:

"1—To have your sales promotion representatives personally call upon the drug stores, specialty shops, hair dressing parlors, etc., and boost our National and Local Advertising Campaign, carrying with them a broadside showing several of our advertisements and listing our vast 1921 campaign.

"2—To have your representatives solicit initial Fashionette orders, while talking about our advertising and product.

"3—To have you forward to the accounts in your territory a letter enclosing a circular, explaining in detail our proposition on Fashionette Hair Nets.

"4—If you have a merchandise supplement that you issue to the trade, that you carry in this supplement our hair net message which is a very important one, primarily on account of it being issued by us, who are considered leaders in the hair net business.

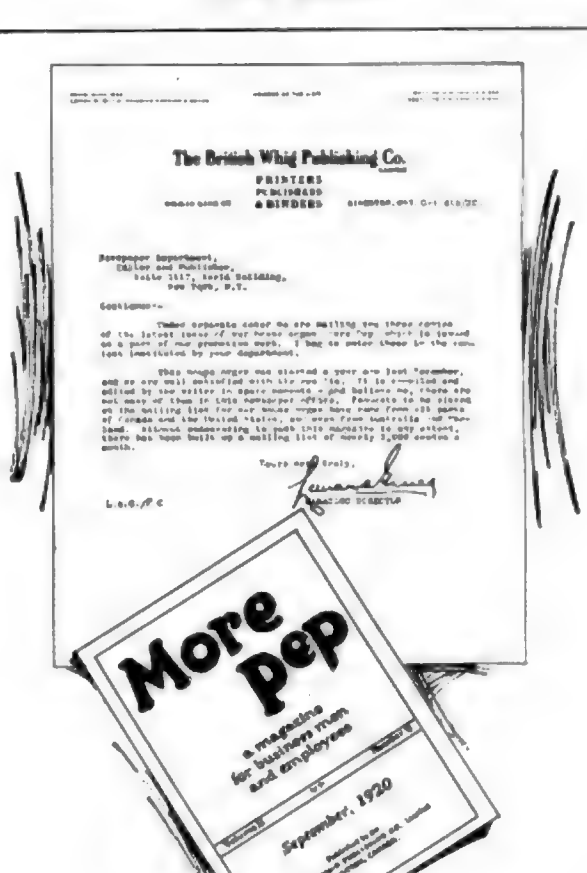
"5—To have you make arrangements with the dealer for window displays."

FILING AD COPY

BECAUSE of the many inquiries that have come into the Newspaper Department office as to how long it is customary to keep on file the original copy of the department stores, a questionnaire was sent to a number of the leading newspapers of the country. Answers showed that there are several newspapers over the country that keep on file the original copy of department store advertising for as long as three years. Most newspapers, however, are content with sixty days. They figure that this allows thirty days after bills have been sent, for questions or errors. An analysis of the answers follows:

New York Sun	30 days
Rockford, (Ill.) Register-Gazette	10 days
Norwich Bulletin	6 months
Chicago Daily News	1 year
The Binghamton Press	3 months
New York Evening Journal	3 months
Wilmington Every Evening	1 week
New Haven Register	30 days
Decatur Herald	3 months
New York World	3 years
New York Globe	1 year
Chicago American	30 days
Washington Herald	6 months
The Cleveland Press	4 weeks
The Chicago Tribune	3 years
Knickerbocker Press	1 year
Peoria Journal	2 months
Birmingham Age-Herald	6 months
Evansville Journal	60 days
Washington Evening Star	6 months
Augusta Chronicle	30 days
Washington Post	3 months
Jamestown Journal	1 month
Springfield, (Ill) State Register	1 year
The Macon News	60 days
Denver Times	1 year
Evening Herald	2 years
Sacramento Bulletin	1 year
Augusta Herald	10 days
San Francisco Bulletin	2 years
The Miami Herald	2 months

LATE ENTRY



ONE of the entries in the Retail Publication contest held by the National Association of Newspaper Executives, which came in too late to be given consideration, was from the British Whig, published in Kingston, Ont., Canada. This publication is a little out of the ordinary, in that it is more of a house organ than a retail publication. "More Pep," however, contains much which will interest the retailer.

NEW MEMBERS IN DEPARTMENT

THE Norwich Connecticut Bulletin is one of the recent new members of the National Association of Newspaper Executives.

The campaign instituted by President Charlie Miller of the organization to increase the membership to at least 1,000 is having very excellent results. The various different vice-presidents over the country are co-operating with Mr. Miller in bringing the membership up to 100 per cent of the newspapers of the country.

"Plans now under way for the Atlanta convention," says Mr. Miller, "will justify belonging to this organization on the part of every newspaper in the country."

GIOVANNOLI NEW VICE-PRESIDENT

HARRY GIOVANNOLI, editor and manager of the Lexington (Ky.) Leader, has been appointed vice-president for Kentucky of the National Association of Newspaper Executives, to take the place of Bert N. Garstin, business manager of the Louisville Courier-Journal, who has resigned. Mr. Garstin is one of the vice-presidents of the A. A. C. W., and is a member of the standing committee on agency relations of the N. A. N. E. He wrote to Charlie Miller, president of the association, asking to be relieved of the vice-presidency because he felt that some of the other Kentucky papers should have representation in the association's work.

ROSENBROCK DIES

H. W. ROSENBROCK, business manager of the Reno (Nev.) Evening Gazette and vice-president of the National Association of Newspaper Executives for Nevada, died following a very brief illness, January 2. Mr. Rosenbrock was one of the most prominent newspaper men in Nevada and had an extensive acquaintance throughout the Far West.

ABANDONING PRINTERS' DUMMIES

INTERESTING results have been secured from a questionnaire sent to members as to the advantage of making a dummy for the composing room showing exact location for all advertisements in the paper. The reports show that newspapers generally are abandoning this practice. More than three-fourths of the replies indicate that the advertising department is handling positions by tickets and guide lines, rather than by the old dummy system.

Digitized by Google

—quoting a leading advertising agency

"Sales First—
"then Commercial Independence.

"To Advertisers who are coming to grips with the Buyers' market.

"Salesmen must return to intensified selling. Workmen must return to a solid day's work. The Buyers' Market is here."

The predominant medium to produce *immediate* sales in any desired locality is the daily Newspaper.

Daily Newspapers actually sell more merchandise than any other advertising medium.

So much for "Sales First."

The Daily Newspaper is the University of the Masses. It is the one national meeting ground of all classes, professions, interests, the rich and the poor. This incomparable sales force, national or sectional, as you wish, available at a moment's notice, can at once stimulate and stabilize any business. It can be localized right where your goods are on sale, and extended to keep pace with distribution.

"then Commercial Independence."

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888

Publishers' Representatives

Chicago
Kansas City
New York
Atlanta
San Francisco

This is Number 53.

1921 *ought to bring new advertising faces into the Newspaper field.*

Publishers who appreciate the Newspaper as the most compelling of all sales agents, what are **you** *doing to sell that fact to advertisers and agents?*

E. Katz Special Advertising Agency
15 East 26th Street, New York City

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

CLASSIFIED USERS ECONOMIZING IN BUYING SPACE

ON this page are printed the December classified advertising figures of eleven cities. Considering them as a whole, the loss over December, 1919, is 23 per cent in lineage. In number of advertisements, however, the loss is 8 per cent. This indicates an economy in space buying rather than a decrease in the use of classified. In Milwaukee, for example, the number of advertisements actually shows a gain, although there is a loss in lineage. In Kansas City both number of advertisements and lineage show a gain.

Help Wanted is still the classification showing the greatest losses, while rentals are responsible for the largest increases.

NUMBER OF AGATE LINES OF CLASSIFIED PUBLISHED IN DECEMBER, 1920

Name of City	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automobiles	Gain	For Sale	Gain
Albany, N. Y.	87,052	*31,864	17,410	*3,920	9,912	*2,284	6,096	*4,984	29,014	*4,203	15,610	*4,604
Columbus, O.	545,370	*3,549	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Detroit, Mich.	224,896	*177,808	39,871	*70,622	43,092	20,858	35,408	*30,090	44,933	*15,003	29,218	*9,926
Indianapolis, Ind.	392,290	*120,380	36,331	*75,525	28,648	5,746	62,493	*22,040	94,279	*629	47,566	*15,621
Chicago, Ill.	763,596	*429,591	162,298	*394,416	85,533	22,753	118,647	*33,965	124,210	4,132	117,330	*1,333
Milwaukee, Wis.	281,765	*71,923	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
St. Louis, Mo.	406,360	*113,300	.....	.....	.....	.....	69,840	*41,460	.....	.....	.....	.....
Kansas City, Mo.	433,170	5,999	48,617	.....	73,366	.....	57,007	.....	45,464	.....	89,997	.....
Lincoln, Neb.	53,606	*13,034	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Omaha, Neb.	263,975	*75,845	30,023	*27,909	38,612	10,178	53,186	*40,684	28,105	1,029	29,379	*1,239
Cleveland, Ohio	674,954	*349,916	60,102	*303,940	111,748	52,808	101,570	*114,044	136,738	*924	71,424	*7,504

NUMBER OF CLASSIFIED ADVERTISEMENTS PUBLISHED IN DECEMBER, 1920

Name of City	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automobiles	Gain	For Sale	Gain
Albany, N. Y.	13,408	*3,043	3,312	*691	1,872	*521	1,026	*901	3,470	*101	2,512	*497
Columbus, O.	46,134	*3,931	4,418	*3,106	6,592	*1,927	8,309	*2,638	6,787	*308	10,546	*140
Detroit, Mich.	27,502	*8,088	3,296	*6,064	8,199	4,350	3,572	*5,024	3,535	*747	3,366	*325
Indianapolis, Ind.	60,363	*13,208	5,855	*7,803	8,571	2,716	8,149	*2,258	10,731	*1,047	11,351	*345
Chicago, Ill.	140,450	*31,446	26,912	*35,061	23,410	6,316	20,032	*3,819	18,942	1,082	20,331	*1,229
Milwaukee, Wis.	51,249	10,244	8,068	*9,371	7,076	3,881	3,811	*1,168	6,265	546	6,071	1,140
St. Louis, Mo.	84,885	*15,464	14,370	*15,864	13,049	3,871	9,325	*2,494	13,028	542	21,710	*1,636
Kansas City, Mo.	95,622	15,077	11,066	*6,982	22,674	11,514	9,606	1,335	9,129	2,276	17,380	*2,203
Lincoln, Neb.	9,452	*976	413	*980	2,080	1,164	2,515	*896	832	*138	2,143	*506
Omaha, Neb.	40,425	*6,861	4,651	*3,085	8,703	3,069	4,398	*3,719	3,392	*275	5,353	252
Cleveland, Ohio	103,913	*3,807	10,998	*19,491	33,206	17,085	13,536	*2,305	13,713	*777	13,771	1,724

* Loss.

ADVERTISE FOR ADVERTISING

WHAT should newspapers do to create more classified advertising during 1921?

In answer to this question, S. J. Pickens, classified advertising manager of the Portland (Ore.) Journal, writes: "I am forced to revert to my old contention that newspapers as a whole have it within their own power to create more classified advertising of all kinds, by the simple expedient of a more liberal use of space for promotion purposes in their own columns.

"I have not always been a newspaper man. Coming out of the commercial world some few years ago, I have been astounded and am still unable to understand the general tendency on the part of newspapers as a whole to fail to make adequate use of their own columns for the promotion of interest in classified advertising. Someone has said: 'There are only two classes of people who do not believe in advertising, namely, the newspapers and the advertising agencies.'

"There are, of course, a few exceptions to this rule, but they are so few as to be decidedly noticeable. It seems to me that if we wish to promote our business and at the same time be consistent, we should take the same means to promote such interest that we urge other lines of business to adopt—i. e., newspaper advertising. There are so many things that can be said and so many ways to attract people to classified advertising columns of newspapers and they furnish such a variety of inspiration for copy that I cannot see why a more liberal use is not made, by the newspaper, of its own columns to educate people to the value of classified advertising."

MORE LIGHT ON "KILLS"

COMMENTING upon the article in Editor & Publisher recently describing the system of "kills" used by the Houston Chronicle, Morton McDonald, classified advertising manager of the Oakland (Cal.) Tribune, writes: "That's all right for a morning paper, but not for an evening publication. The Tribune uses a triplicate 'kill' slip, sending the original to the composing room and duplicate to the accounting department and the triplicate by mail to the advertiser, unless he calls at the office, in which case he takes it with him. A record of each 'kill' mailed out is entered in a journal. For all that we have many advertisers who insist that they have cancelled advertisements for which they can show no order and the presumption is that we have failed at some point in the office. Since 'the public is always right,' we allow the claim but we would like to make our system as nearly foolproof as possible and any suggestion will be appreciated."

The plan of the Baltimore Sun, explained in these columns some time ago, has greatly reduced claims on "kills." The one feature of that plan, which made the reduction, was the centralizing of all "kills" through one desk, thus making it possible to definitely hold some one person responsible for all errors.

IMPORTANT

THE figures published on this page are of vital importance to every classified manager. They enable him to see the trend of classified conditions and prepare to overcome the tendencies to decrease in certain classifications and to take the greatest advantage of upward trends. All newspapers are therefore urged to send their figures promptly after the first of each month to

C. L. Perkins,
326 West Madison St.,
Chicago, Ill.

CLASSIFIED MISCELLANY

D. W. LAWSON, formerly classified advertising manager of the Decatur Review, has accepted the position as classified manager of the St. Louis Star.

THE Los Angeles Express is running a contest to create reader interest for its Want-ad pages. Prizes ranging from $100 to $1 are offered to persons sending in the best letter stating which particular Want-ad in the Evening Express appealed to them most and the reason for the appeal. The contest will be over a period of about a month.

The Atlanta Journal

Atlanta, Ga.

The department store of M. Rich & Bros. Co., Atlanta, has just distributed among its employees a bonus totaling $107,000. This compares with $80,000 apportioned last year.

The amount of bonus is based upon annual sales.

For years Rich's has concentrated its advertising in The Atlanta Journal.

Advertising in The Journal Sells the Goods

Boston Evening Transcript

Record for 1920

The TRANSCRIPT gained MORE lines of advertising over 1919 than any other Boston Daily

The TRANSCRIPT'S gain was exceeded by only one paper, daily and Sunday combined.

The TRANSCRIPT'S total of advertising was exceeded by only one evening paper.

The TRANSCRIPT was second among Boston dailies in total of and gain in National Advertising.

The TRANSCRIPT carried **more** classified advertising than any other Boston daily, and was second only to one Sunday and daily paper combined. It made the **greatest** gain of any Boston paper.

The TRANSCRIPT carried **more** New Publications advertising than any other Boston paper.

The TRANSCRIPT carried **more** automobile advertising than any other Boston daily, and stood fourth among the daily and Sunday papers combined.

The TRANSCRIPT published **more high grade** financial advertising than any other Boston paper. Some papers carried more lines, but the Transcript refused to publish many thousands of lines which did not measure up to Transcript standards.

That Advertisers are turning more and more to the Transcript under current business conditions is shown by the fact that the TRANSCRIPT carried the **largest total for December** of the dailies and was the only Boston paper to show a **gain for the month**, dailies and Sundays combined.

NATIONAL REPRESENTATIVES.

Chas. H. Eddy Co., New York, Chicago, Boston

Digitized by Google

The Publishers Buying Corporation

and the New Newsprint Campaign

JUST because the spot price of newsprint is below six cents (the Buying Corp. was buying some for its members at five cents last week), the newspaper publisher should not draw a napkin over his face and drop into a two or three years' nap.

If he does, he will wake up to face more trouble. If you don't believe it, stop right here and read the article from a paper trade journal printed herewith.

(From The Paper Mill. Issue of Jan. 22, 1921)

DOWN FOR REPAIRS

Mills of Northern New York Take Advantage of Lull in Demand for Their Products

(Correspondence of The Paper Mill)

Watertown, N. Y., Jan. 21, 1921.—The slackening in the demand for newsprint paper is beginning to have its effect upon the mills of this section of the state and several of them are operating at greatly reduced production. The Remington Paper and Power Company, of this city, which is one of the largest independent companies in the state, has temporarily put its mills on a three-day basis. The company's mills are at Norfolk, Raymondville and Norwood and several hundred men are employed in them. The daily normal production of newsprint ranged between 175 and 200 tons.

The company is taking advantage of the situation to make some needed repairs and the men are being employed as far as possible in this work. Other mills along the Black River Valley and in fact throughout northern New York, are experiencing similar difficulties.

However, the situation is only temporary, the manufacturers are certain. There is no longer any question in the minds of the business men and manufacturers of the whole United States that the early summer will see business booming and everything prosperous throughout the land.

Business has already stepped upon the edge of the greatest advertising campaign that the country has known. It is predicted that it will surpass that of the war period. **It is obvious that the paper industry will reap an untold benefit.**

Those conversant with the situation are looking ahead to a situation which will mean that **publishers will be scrambling in the open market for supply.** It is confidently prophesied that the demand in the next few months will so far exceed the production of print paper that newspapers not protected with good contracts will find themselves in a precarious situation.

The paper making districts are prophesying **8-cent newsprint again.** They think that the contract price is GOING UP ON JULY 1.

Here is where the Publishers Buying Corporation tackles another job.

The present membership is more than satisfied without 1920 promises and performances, thoroughly sold on the soundness of our methods and the accuracy of our information and predictions.

In six months we spent $30,000 of their money, but saved them several million dollars. Every time the price of paper went down one cent a pound, our members saved over $1,000,000. The Buying Corporation chased the paper famine back to the woods, broke the spot market, prevented many of its members from accepting 10-cent contracts, and got them contracts at 6½ cents. The stockholders of the Buying Corporation won't have its information service and group-buying machinery scrapped and you can't blame them.

In saving the situation for themselves the members of the Buying Corporation benefitted thousands of other publishers who were not asked to help. Now is their time to subscribe to a new

NEWSPRINT SERVICE BUREAU FOR PUBLISHERS

It will always be prepared, in case of another emergency, to handle the situation as it was handled in 1920 and to that end the buying machinery will be kept intact.

It will try to know the newsprint situation from the bottom up, all over the world and all the time by the thorough and systematic collection and study of authentic information.

It will advise its members what price newsprint should sell at and what price it is selling at, the changes in relation of demand to supply, the probable price changes and the most favorable times for making contracts and for buying for reserves.

It will make a service charge of $1.00 to $5.00 a week according to the tonnage consumed on a scale which will make it cost for intelligent and complete advice on your newsprint problems a fraction of a cent per week for each ton of annual consumption.

It will handle negotiations for newsprint on the request of any member, give any other advice or information without extra charge.

There will be no other obligation except each subscriber to the service must take one $100 share of stock in the Publishers Buying Corporation. This will be a part of the permanent capital to be utilized to finance group paper purchases when the need arises.

FIVE HUNDRED MEMBERS NECESSARY

To properly support such a service a membership of 500 newspapers or newspaper associations is needed. Meetings will be held during February in the principal cities east of the Rockies to explain the plan fully and to enroll members.

SCHEDULE OF MEETINGS

PITTSBURGH, Monday, February 14, 2 P. M. Ft. Pitt Hotel.

CHICAGO, Tuesday, February 15, 2 P. M. La Salle Hotel (at meeting of the Inland Daily Press).

CHICAGO, Wednesday, February 16, 2 P. M. La Salle Hotel (for non-members of the Inland Daily Press).

KANSAS CITY, Friday, February 18, 10 A. M. Hotel Baltimore.

BOSTON, to be announced later.

NEW YORK, to be announced later.

ATLANTA, to be announced later.

For further information address the

PUBLISHERS BUYING CORPORATION

73 DEY STREET, NEW YORK CITY

WILLIAM J. PAPE, President — JASON ROGERS, Treasurer — J. RAYMOND HOOVER, Counsel

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

N. E. A. C. M. Is Optimistic

BOSTON.—The staff of officers elected for the coming year at the New England Association of Circulation Managers' last meeting, held last week at the City Club in Boston, as noted in EDITOR & PUBLISHER, augurs well for the progress and success of this live organization during the coming twelvemonth. Headed by W. E. Potter of the Manchester (N. H.) Union-Leader, who was chosen president, they include P. F. Viets of the Hartford Courant, vice-president; Louis Hammond, Jr., Boston Transcript, secretary and treasurer; F. F. Lyon of the Boston News Bureau and E. L. Croughlan of the Portland Express, directors.

"The Effect on the Mind of the Readers of Scare Heads, Double-Column Heads and 'Run-Over' Stories" was taken up by Louis Hammond, Jr., of the Boston Transcript, who stated that his views on this subject would have to be given more from observation than experience because of the type of paper he was connected with.

"The great army of newspaper readers I do not think are greatly disturbed by scare headlines; in fact, I feel that the masses like to see the news of the day in large type and a well-written headline results in increased street sales. However, it is my firm opinion that there is nothing in the daily life of a newspaper reader that will so quickly disturb his peace of mind as when he discovers that he has been fooled by a fake heading. And it is gratifying to note that in the last few years newspapers have come to the proper conclusion that truth not only in headline, but in every page of their editions, is the only way to increase and hold its number of subscribers," he said.

"Today the advertiser is asking for more than mere figures in circulation—he is not asking how much, but what kind and how did you get it.

"With regard to the run-over story question. I have always considered this from two phases—the convenience of the reader and the increased attention it concentrates on the inside pages, which works of course to the benefit of the advertiser.

"I believe that the reader expects to find the front-page news heads an index to the important events of the day, and that he appreciates that cut-overs are necessary to permit a greater scope and that he is not annoyed in following the cut-over of an interesting item to an inside page."

H. M. Wheeler of the Hartford Times gave a talk on "Definite Standard Practice Methods of Daily Co-operation between the Circulation and Editorial Departments." Mr. Wheeler stated that the business manager of the Times had recently started Monday morning conferences between these departments, which, he states, have been beneficial.

Other interesting addresses delivered includes those of B. F. Griffin, city editor of the Boston News Bureau—"What is the Matter with the World in a Business Way?"; "The Practicability of Publishing in Pamphlet Form the Various Papers Read at Meetings of the N. E. A. C. M., also a Synopsis of Discussions at Said Meetings," by P. F. Viets, Hartford Courant; "How Can Publishers Determine What Kind of News or Features Attract New Readers and the Best Way to Check Up on It?" by J. W. Nolan of the Springfield Union; "How to Overcome Irregularities in Deliveries, both Carrier and Mail Service?" by E. D. Delhanty, Worcester Telegram; "What Benefit I Received from the October Meeting of the N. E. A. C. M.," by W. E. Potter.

Retiring-President F. S. Hoy of the Lewiston Sun prepared a paper on "What Membership in the N. E. A. C. M. Has Meant to Our Paper."

"In discussing this topic, I think in the first place my publisher does not need any argument to convince him of the value which my membership in the N. E. A. C. M. has meant to the Sun," states Mr. Hoy. "To get down to the brass tacks of this topic and show definitely what a membership in the N. E. A. C. M. has meant to our paper, I will first enumerate some of the most important changes which have been made during the last few years.

"1. The circulation of the paper has steadily increased from a net press run average of 6,300 in 1914 to a net paid of 10,078 for the period ending September 30, 1920, our latest A. B. C.

"2. All subscriptions were changed from a credit to a paid-in-advance basis.

"3. Mail and carrier subscription rates have been twice increased.

"4. The selling price has been increased from 2 cents to 3 cents per copy.

"5. Have eliminated return privilege.

"6. Have cut white paper waste to a minimum so that during the past year we have bought white news at from 8 cents to 12 cents a pound to supply our reporters and for general office needs.

"7. Have greatly increased outside circulation by auto delivery routes and early morning carrier delivery service.

"8. Have changed from the old expensive galley proof mail list method to the addressograph strip lister system.

"9. Have had very good success with newsboys; have established a News Boys Weekly Bulletin, and brought home from the Hartford meeting the nucleus of a team captain idea which has resulted in a greatly improved carrier delivery service and the biggest increase in weekly subscriptions which the Sun has ever had in such a short time.

"My publisher will back me up in the statement that my membership in this association has in one way or another been responsible for or has been helpful in putting across everyone of the above progressive steps."

No Wiggling or Wabbling!

MEDICINE LODGE, Kan.—Editor Joseph Sims, of the Medicine Lodge Index, recently received the following letter from a subscriber of some years standing:

"Joe Sims: Pleas stop the papper. It's a good papper. I like it and so does the old woman and the kids. We don't like no other papper so good as the Index, but we are taking a lot of them that ain't no worse than the Index. We'll stop some of them maybe and then take the Index. We don't know what we would do without the Index. It's a good papper. Pleas stop the papper."

The T. K. Kelly Sales System of Minneapolis reports quite unusual results from an extensive advertising campaign being conducted in The Minneapolis Sunday Tribune, during the course of which double-page spreads have been used. Thomas K. Kelly, head of the company, credits the advertising in The Sunday Tribune with having brought to his sales organization several accounts running we'll over the $100,000 mark. The T. K. Kelly Sales System, one of the largest of its kind in the United States, and operating all over the country, puts on stock-reducing sales for retail merchants and sells bankrupt stocks for receivers.

"There are good times ahead," is the way the L. S. Donaldson Company, of Minneapolis, the oldest department store in the city, introduces in a full page a message of optimism to the people of the Northwest in a recent issue of The Minneapolis Tribune. "Observation and experience during the past thirty-eight years," says Mr. Donaldson, "have taught us that this nation will weather this period as it has weathered the others." • • • "We believe in the future—so strongly that we are placing many orders for goods to be manufactured and delivered to us during the early spring of 1921. We keep steadily on, just as is to be expected of every house of reliability and progress." • • • "We print this message because we believe it is our duty to do so. This nation, the strongest and richest in the world, cannot be affected adversely by a temporary uncertainty, caused by a readjustment which should have been more gradual. Optimism is the word to-day. There are good times ahead." Several more pages of a similar nature, in which no price statements or direct-selling arguments will be employed, are scheduled for publication in succeeding weeks in The Minneapolis Tribune.

The Fred M. Randall Company, of Detroit and Chicago, is pioneering Aladdin houses in the Northwest by the use exclusively in The Minneapolis Tribune of four-color, full-page advertising running on the back page of The Minneapolis Sunday Tribune magazine section. Backed by the big circulation of The Minneapolis Tribune this most artistic advertising for the Aladdin company has been productive of some very good results. The present schedule runs throughout 1921.

Edward St. J. Bromley, formerly with L. S. Donaldson, and more recently with the Munsingwear Corporation, has recently been installed as advertising manager of the New England Furniture and Carpet Co., of Minneapolis.

William Wrigley, who kept the nickel in circulation by holding the price of gum at 5 cents, has renewed his contract with The Minneapolis Tribune through the Stewart Advertising Agency.

The Minneapolis Tribune is in receipt of a 78-time order for the Whiting Paper Company. Snappily illustrated copy, carrying a convincing selling message, was prepared and placed by Hanff-Metzger, Inc.

Dickinson & Gillespie, real estate sub-dividers, of Minneapolis, are running copy in The Minneapolis Tribune and also thirty-seven California, Arizona and New Mexico papers. The Kraft Advertising Agency, of Minneapolis, is placing the business.

Kraft Advertising Agency, of Minneapolis, is placing a large schedule of display advertising in The Minneapolis Tribune and other papers of the Northwest for the Sterling Electric Company, of Minneapolis.

Southern winter resort advertising has been received from the Amsterdam Agency, Inc., by The Minneapolis Tribune for Tarpon Inn, The Desoto and the Tampa Bay hotel. The Northwest is one of the most responsive sections of the country for winter resort advertising. So large, in fact, is the outflow of residents to warmer climes during the cold weather that when the Federal Census was taken last winter it was necessary for the census officials to make special arrangements for the enumeration of Minneapolis people who were wintering in the South and in California, in order that anything like a complete check could be made of the people of the city.

The Minneapolis Sunday Tribune is carrying an exclusive campaign of institutional copy for the automobile dealers of Minneapolis. The schedule comprises six full pages running twice a month to February 5. Stress is laid upon the position the automobile industry occupies as the second largest business institution in the United States, the part it plays as an essential factor in the everyday life of the people, as an alley of transportation, its time-saving qualities, and its aid in developing healthfulness and better housing conditions.

During a recent drive in Minneapolis for a united charities fund, beautiful windows were dressed by all the department stores and many of the specialty shops, carrying out the idea of the objects to be attained by administration of the fund. Probably the most elaborate of these was that of the Dayton Company, in which a dozen or more men, women and children posed to illustrate the various charities and peoples to be benefitted by the fund.

The Minneapolis Tribune is carrying another Robert Burns cigar campaign for the General Cigar Company. The advertising is placed by the Blackman Company and runs for 26 Sundays. The Blackman Company also has sent The Tribune a schedule running until April, 1921, for the Van Dyck cigar, another brand controlled by the General Cigar Company.

A renewal contract has been received by The Minneapolis Tribune from Lord & Thomas, of Chicago, for the Troco Nut Butter Company. Liberal advertising in The Minneapolis Tribune's field for Troco is making it a popular household product.

Aunt Jemima's Pancake flour is being advertised again to the people of Minneapolis and the Northwest in The Minneapolis Tribune, copy coming from the Chicago office of the J. Walter Thompson Company.

The George A. Hormel & Co. meat products are being popularized in the field of The Minneapolis Tribune by an extensive advertising campaign, placed by Critchfield & Company of Chicago, through the Northwest office in Minneapolis, of which Scott Smith, vice-president of Critchfield & Company, is manager. The Hormel Company is located at Austin, Minn., and specializes in package meats, sausage, bacon and hams.

The Petting-Thompson Co., Inc., of St. Paul, is running a campaign in The Minneapolis Tribune for the Flour State Baking Company of that city, specializing on Purity Prize Cake. A novel teaser series led up to strikingly illustrated regular copy.

A consistent campaign is being carried exclusively in The Minneapolis Tribune by the Pettijohn Pure Products Company of Minneapolis for its "Pan Parched Cereals." Thirty-inch copy is being used each week.

Member A. B. C.

The Minneapolis Tribune

FIRST in its City.
FIRST in its State.
FIRST in its Federal Reserve District.

Digitized by Google

Thompson Feature Service, Inc.

43 WEST 16th STREET
NEW YORK, N. Y.

LADY NORAH BENTINCK
Daughter of Earl of Gainsborough and niece of Count Bentinck, with her children

Offers

The Sensational 30,000 Word Feature

"The Ex-Kaiser in Exile"

By

Lady Norah Bentinck

Niece of COUNT GODARD BENTINCK
of Amerongen Castle
Where the Ex-Kaiser Spent the First 18 Months of His Exile

For Release Feb. 6th

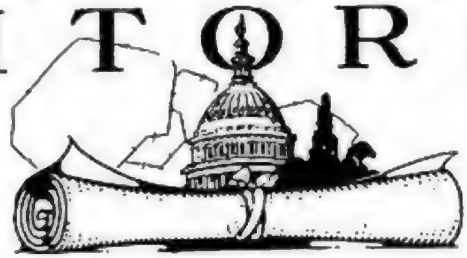
Already Bought By

Boston Post
New York American
Baltimore Sun
Washington Post
Indianapolis Star
Chicago Herald-Examiner
St. Louis Post Dispatch
Seattle Times
San Francisco Examiner
Muncie (Ind.) Star
Youngstown (O.) Telegram
Vancouver Sun
Terra Haute (Ind.) Star
Los Angeles Examiner
St. Paul Dispatch

An Authentic Startling Human Interest Story

Digitized by Google

EDITORIAL



TIME FOR 5-CENT PAPER

THE semi-official spokesman of the paper manufacturers, The Paper Mill, in its issue of January 15, confesses that newsprint makers can prosper and grow wealthy on a contract price of 5 cents a pound. Such an authority can not be ignored and every fact relative to the costs of paper manufacturing and market conditions bear out this statement.

Any amount above 5 cents a pound for the balance of 1921 will be unfair and unjustified. The Paper Mill, under a Toronto date-line in the issue referred to, anticipates a price of $100 a ton for the year and does not seem to feel sad about it—in fact, it acknowledges that the Canadian mills will not suffer at that price, for 1920 was the most profitable year in their history. One hundred dollars a ton was the average price realized by the Canadian Mills during last year.

While the contract price for newsprint for the first quarter of this year has been fixed at 6½ cents, it is interesting to note that offers of spot paper at from 5½ to 6¼ cents per pound are going begging. With present conditions continuing for another month, there is every reason to believe that the newsprint manufacturers will come to their senses and treat their customers with the justice to which they are entitled and be content with a fair profit.

Reliable authorities place the amount of unsold 1921 production in the east at 50,000 tons; nearly as much in the middle west, and there is also about 25,000 tons of marginal mill capacity. Many new machines are coming in this year and in addition to all of this there is a great amount of foreign and domestic tonnage that was ordered on speculation in 1920 and is still held in storage.

EDITOR & PUBLISHER is opposed to cheap paper that would mean a return to the unsound business methods that prevailed in the newspaper publishing business four years ago, and it believes in co-operation that will insure the stabilization of the newsprint manufacturing business, but, as previously stated, has no interest in co-operation by the publishers that works only for the benefit of the papermakers.

EDITOR & PUBLISHER has often pointed out that newsprint can be manufactured in standard domestic mills at less than $70 a ton, even with the high cost of labor and materials that prevailed in 1920. That is truer today than it was six months ago, for the price of raw materials is downward and there has been no increase in wages.

Present paper conditions are not confined to the United States and Canada. They are worldwide. In England the supply offered is unlimited and the price is the lowest in four years. Every newsprint manufacturing company is overstocked and bidding for buyers.

The newsprint manufacturers golden orgie is over. The Canadian manufacturers are the first, it seems, to see the light and confess that they can sell at a handsome profit at $100 a ton. There never was any question about that being the proper and fair price for the first quarter but, being absolutely blind to everything but millions a minute, the manufacturers ignored the age-old law of supply and demand. This is the time for the publishers of the country to demand a reduction in their contracts to 5 cents, straight, for the remainder of 1921.

THE INTERNATIONAL YEAR BOOK

THE reception given to the International Year Book of EDITOR & PUBLISHER, issued last week, shows that newspapermen, space buyers, agents, representatives and advertisers—too—for that matter—regard it as an invaluable aid in quick editing and buying and selling.

We ourselves are rather proud of it, not because it carries an unusual volume of advertising, for which we are sincerely grateful, but because it contains information that will be helpful to our readers every working day during the year 1921.

The International Year Book will hereafter be an annual event in the journalistic field. The data it contains will be revised and brought up to date each year, and new features will be added. If any of our readers have a suggestion to make that will enhance its value they should send it in and receive the sincere thanks of the editor.

We thank Thee, O God of all Creation, that Thou hast taught us to say Our Father. Night and day, storm and sunshine Thou hast willed shall work for man. May we drive away doubt's despair with recollections of past delights and deliverances. Sun our spirits with visions of bright tomorrows. The sky lavishes the silver of the moon, the gold of sunshine and the diamond sparkle of steadying stars. Earth nests the soothing lakes, leads near us the laughing streams and guards us from the reaching arms of the angry ocean. Trees turn storms into timber for our service, while flowers, fruits and vast stretches of green fields, sustain, spur and satisfy man. Open our eyes to Thy rich provisions until ardor awakens, worry dies and songs flow from sunlit hearts. In humanity's name, Amen. — CHRISTIAN REISNER.

LITTLE CHILDREN ARE STARVING

European Relief Council Photo

TO feed starving children is not a charity, it is a duty. In Central Europe, the Near-East and the Far-East the number of children who are today crying for black bread mounts high in the millions. The national friendships and hates of the future are going to be built upon the opinions formed by those millions of children that live through the period of great want.

America's table is running over—she has been blessed with plenty and has food to answer every child's cry. The newspapers of United States must accept leadership in answering the pitiful cries that come from overseas. Every community must do its part in this great work.

From the ranks of the starving children of today will come the national rulers of tomorrow. We must bind them to us now through love by giving to them food. Every newspaper must take its place in carrying on this work for humanity—American ideals demand it.

"MARKET LETTER" FREE PUBLICITY

STOCK brokers have various ways of securing free publicity. One of the most popular is the "market letter" which they offer to newspapers without charge, the stipulation being that the name of the concern shall appear as its author.

Better propaganda of an investment house could not be devised because such articles would give the firm an opportunity to boost the sale of securities, in which it is specially interested, in the most effective manner. People would read the letter with the expectation of getting unbiased information on the stock market, never dreaming, of course, that the information given would be colored to suit the purpose of the writer.

However, the newspaper publishers are wiser than they were a few years ago and fight shy of these offers. But a few still lend themselves to the scheme and print the market letters, apparently ignoring the manner in which their readers are being deceived and, in some instances, robbed of their hard earned savings.

The only market letters that are worth printing are those written by independent observers, the best usually being supplied by the financial editors of the metropolitan newspapers who are trained experts.

One of Boston's leading newspaper agencies, we are surprised to learn, has recently sent a letter to the city newspapers of Massachusetts on behalf of one of its clients offering to supply "a weekly market review which will be a valuable news acquisition to your financial page." Every newspaper that accepts will give this client a half column or a column of free publicity every week.

It would seem as though in these days of high cost of newspaper production that most newspaper publishers would, without urging, reject every line of free publicity offered by advertising agents acting as press agents, or by anybody else. If stock brokers want their "market letters" printed let them pay for them as advertisements and not attempt to put them over on the publisher as "a valuable news feature for your financial page."

HARDING THE PRESIDENT

IT must have given Warren G. Harding a wrench to formally sever his connection, as editor, with the Marion Star. He has personally directed its fortunes for so many years that the paper had become a part of himself. His daily contact with the life of the city, the intimate relationship that existed between him and the men and women representing all phases of the political, social, business and religious development, brought to him a richness of experience that he could not have had in a metropolitan field.

To cut himself off from these and all other associations which he had long enjoyed and to abdicate the editorial tripod for four years and perhaps longer in favor of some one else was not a congenial duty but ne that, nevertheless, had to be performed.

And when Mr. Harding is at length established in the White House and the cares of state rest heavily upon his shoulders there will be time when his mind will turn to Marion, the Star, and the many friends of his youth and manhood, and he will wish that he was once more seated in the editorial chair. The make-up rule of gold presented to him by his own printers on the day of his election, and which he continually carries in his pocket will be an ever present reminder not only of the days when he stood at the composing stone in his own office, but also of the pledge he made to himself to follow that other golden rule in all his official acts.

During the next four years, which will be crowded with responsibilities of the most serious nature, Mr Harding will have great work to do. He will perform the duties of the high office to which he has been elected by the people conscientiously and to the best of his ability. For serving the nation he will exhibit those same traits of character and the same nobility of purpose that have marked his career as editor.

In his new position he will have the loyal support of those who have admired him as a United States Senator and as an upright and eminently capable journalist. And when his term of office is ended he will be welcomed back into the newspaper ranks with a sincerity and earnestness which will warm the cockles of his heart.

Digitized by Google

PERSONAL

JAMES M. COX, publisher of the Springfield and Dayton News, retired from the governorship of Ohio, January 10. He was presented by state house executives and employes with a handsome solid platinum case watch. The governor broke a record by serving six years in office, two two-year terms consecutively. He has gone to his country home, Trailsend, outside of Dayton, and contemplates a tour of England and Continental Europe during the year, and will be accompanied by his wife and young daughter, Anne.

A. C. Batten, president and general manager of the British & Colonial Press, Ltd., of Toronto, with offices at 1463 Broadway, New York, has been elected president of the Manufacturing Photo-Engraving Association of Canada.

G. J. Palmer, for a number of years business manager of the Houston (Tex.) Post, has announced his candidacy for mayor of Houston at the primary election to be held in the spring.

Mrs. Willard E. Carpenter, wife of the publisher of the Lincoln (Ill.) Courier-Herald and chairman of the I. D. P. A. board of directors, is at Biloxi, Miss., resting up after a nervous breakdown.

Charles M. Redfield, publisher of the Malone (N. Y.) Telegram, and Mrs. Redfield, were in New York City on a visit this week. They were entertained by Mr. and Mrs. Wallace Odell, of the Tarrytown News, and Mr. and Mrs. Thomas Blain of the Porchester Item.

Dr. Burris A. Jenkins, publisher of the Kansas City Post, recently returned to Kansas City from a hunting trip and vacation in Texas. He was accompanied by F. G. Bonfils, one of the owners of the Kansas City Post and Denver Post.

Rowland B. Mahany, former Buffalo congressman and editor, and more recently solicitor of the department of labor, has been appointed by President Wilson as American representative of the International Commission of Immigration and Emigration, to meet in Geneva, Switzerland. Mr. Mahany was editor of the Buffalo Enquirer in 1910-1911.

A. T. Wilgress, sometime editor and publisher of the Brockville (Ont.) Times and more recently Kings Printers to the Province of Ontario, has been appointed Provincial Librarian by the Ontario Government.

G. W. C. Perry, managing editor of the Chillicothe (Ohio) Scioto Gazette, is being mentioned for a $6,000 berth on the state board of administration.

Col. C. D. McPherson, publisher of the Daily Graphic and the Manitoba Weekly Liberal, Portage La Prairie, Man., has been sworn in as Minister of Public Works for Manitoba.

Collin Armstrong has resigned as a director of Collin Armstrong, Inc., New York.

E. S. Underhill, owner of the Corning Leader and Bath Advocate, has been added to the directorate of the Bath (N. Y.) Farmers and Mechanics' Bank.

Major Henry A. Shorey this month entered upon his 51st year as editor and publisher of the Bridgton (Me.) News. He is at his office every day, writing all the editorials and looking after the financial end of the business. He is assisted by Miss Eva L. Shorey, his daughter.

Baron Augosto Ferrero, editor of La Tribuna, Rome, is now the Italian correspondent of the U. S. Feature Service, Inc., New York. Baron Ferrero will write weekly on current topics and also a series of interviews on vital questions with the representative men in his country. This service has also made arrangements to be represented in London by David Blumenfeld, son of Ralph D. Blumenfeld, editor of the London Daily Express.

J. S. Powell, editor and publisher of Millard's Review of the Far East, Shanghai, China, is visiting New York and stopping at the McAlpin Hotel. Mr. Powell is making his headquarters at the office of the World Wide Advertising Corporation.

Mundy, for many years editor of the Oshawa (Ont.) Reformer, is confined to his home by illness. Though in his eighty-fifth year, Mr. Mundy has until recently been at his desk at the office nearly every day. On January 4 he and Mrs. Mundy celebrated the sixty-first anniversary of their wedding.

Chester Rowell, former owner of the Fresno (Cal.) Republican, has tendered his resignation as a member of the new Shipping Board to become a member of the California Railroad Commission.

S. S. McClure is back home in New York after spending several weeks in England, France, Germany, Austria and Switzerland.

IN THE EDITORIAL ROOMS

E. F. Payne, day manager of the Associated Press in Chicago, has resigned after eleven years' service. He will open offices as publicity counselor at 1312 Ashland Block, Chicago.

L. A. Petit, well-known Texas newspaperman, is slowly recovering from an unusual attack of illness with which he was stricken on the streets of Austin.

J. M. Harris, for a number of years editor of the Sherman (Tex.) Daily Courier, but for the last two years a resident of Texarkana, will return to Sherman to again become editor of that paper. While in Texarkana, Mr. Harris was associated with newspapers of that city.

Coke Wimmer, former sports editor of the Dallas (Tex.) Dispatch, has become telegraph editor of the Dallas Morning News.

Walter C. Hornaday, of the Dallas (Tex.) Journal, and John Sneed, of the Morning News, together with William M. Thornton, Austin correspondent for the Belo papers, compose the team that is now covering the Texas legislature for the Dallas News and Journal and the Galveston News.

Miss Jeannette Vincent, formerly of the Oil City (Pa.) Derrick staff, has been added to the city room force of the Cleveland Plain Dealer.

Carl Robertson, editorial writer for the Cleveland Plain Dealer, is spending a few days in New York and contributing articles on his visits and observations in museums and art galleries.

W. W. Raynolds, city editor of the Cleveland Plain Dealer, is confined to his home by illness.

Richard J. Beamish, formerly managing editor of the Philadelphia Press and now feature writer on the Inquirer, was one of the collaborators in the preparation of the scenario which was used in making the Associated Exhibitors' new film, "The Devil," starring George Arliss, which had its first showing in New York last week. Another former Press man who has met with success along Broadway is Benjamin F. Glazer, joint author of "Thy Name Is Woman," which has been scoring for many weeks at the Playhouse. Mr. Glazer was an editorial writer on the Press when that paper was taken over by the Public Ledger.

Edward McKernon, Boston representative and manager of the Associated Press, delivered an interesting address before the Boston Chapter of the American Institute of Banking a few days ago. He said the American public ought to be appreciative of the quality and enterprise of its press.

Peter Fagan has been appointed correspondent at the State capital by the Detroit (Mich.) Times.

Julius Heller, of the old Albany (N. Y.) Argus staff, has joined the force of the Albany Times-Union.

Miss Ruth Lenore Fisher, society editor of the Salem (Ore.) Capital Journal, and Alford R. Nolan, also of Salem, have become engaged.

Lorenzo Ferguson Woodruff, of the staff of the Atlanta Constitution and Mrs. Lillian McCaller Lochridge, of the same city, were married recently. Mr. Woodruff, who is a native of Montgomery, Ala., is one of the best-known newspaper men in the South and has also worked on Chicago and New York newspapers.

George A. Shortle, editor of the Quincy (Mass.) Enterprise, and Miss Mary Elizabeth Krohn, of South Braintree, were married recently.

William H. Page, formerly of the Philadelphia Press and more recently a member of the local staff of the Record, has been granted an indefinite leave of absence owing to trouble with his eyesight.

Odell Hauser, of the Philadelphia Public Ledger, and John M. Cummings, of the Record, are two of the legislative correspondents at Harrisburg, "serving their first terms" as representatives of Philadelphia newspapers at the State Capital. As for many years, George Brennan, who is probably the dean of the Legislative correspondents, is representing the Inquirer, and Walter Darlington, state editor and Colley S. Baker are representing the North American. For the first time in many years the Associated Press is not represented at the present session of the Legislature by John Reitinger. Mr. Reitinger is now manager of the A. P. Bureau in Philadelphia.

Moses H. Williams, managing editor of the Boston Traveler, was presented with a loving cup last week at an informal get-together party of the Traveler staff and various departments. The occasion marked the opening of Mr. Williams' third year in his position.

Ben Ferriss, former city editor of the St. Paul Pioneer Press, has been given charge of the drive in that city for relief of starving children in Europe.

R. D. McCord, late of the United

(Continued on page 26)

FOLKS WORTH KNOWING

W. C. STEIGERS, vice-president and business manager of the St. Louis Post-Dispatch, was the guest of honor at the annual dinner given at the Missouri Athletic Association last Friday by George M. Burbach, advertising manager of the newspaper, to the members of its advertising staff. It was the fifth annual dinner given by Mr. Burbach as a means of showing his appreciation of the efforts of the staff. As usual, all business was taboo.

W. C. Steigers

As a further testimonial to Mr. Steigers, the only three outsiders invited were intimate friends of the honor guest for many years. Colin M. Selph, Postmaster at St. Louis for the last eight years, spoke of "Mr. Steigers in the Early Days." Bruce Dougan, vice-president of the Western Advertising Company, spoke on "Mr. Steigers as a Boss." He told how he came to St. Louis as a green country boy and had received his start on the Post-Dispatch, where he worked for more than 10 years. M. P. Linn, formerly general manager of the Republican and since that paper's demise representative of the S. C. Beckwith Special Agency, talked of "Mr. Steigers as a Competitor."

In Mr. Steigers' response he told of the early days of the Post-Dispatch; how Mr. Pulitzer had purchased the paper for $2,500. He has been with the paper for more than 40 years.

The cover of the souvenir program contained a life-like drawing of Mr. Steigers by Carlisle Martin, a Post-Dispatch artist, from which the accompanying cut was made.

THE TIMES AND MAIL

of

TOKYO, JAPAN

have contracted for the

HASKIN SERVICE

Digitized by Google

OHIOANS WILL DEMAND 48-HOUR WEEK

Associated Dailies Elect G. W. C. Perry President—Better Pay Asked for Reporters as Encouragement to Better Men

(By Telegraph to Editor & Publisher.)

COLUMBUS, Ohio, Jan. 26.—The annual convention of the Associated Ohio Dailies today unanimously adopted a resolution declaring the publishers opposed unalterably to a working week of less than 48 hours. This resolution was supplemented at a later session by a further resolution favoring an increase in the number of apprentices and for the establishment of a standard of efficiency for basing wages.

Officers were elected as follows: President, G. W. C. Perry, Chillicothe; first vice-president; Fred W. Bush, Athens; second vice-president; Egbert H. Mack, Sandusky; secretary, Louis H. Brush, Salem; treasurer, Alfred Haswell, Bowling Green. Delegates to the National Editorial Association selected are: S. J. Flickinger, Hamilton; W. O. Littick, Zanesville; L. H. Brush, Salem; Alfred Cookman McClung, Troy; Alfred Haswell, Bowling Green; F. E. Alvord, Sandusky; Homer Gard, Hamilton.

A. D. Robinson of Ravenna presented a paper showing the general tendency of modern newspaper publishers to pay more attention to the business and editorial ends, rather than mechanical end. Professor Eldon L. Usry and Paul Carty of the School of Journalism of the Ohio State University presented some suggestions as to best methods for the education of printers.

Charles T. Hardin, of the Columbia Dispatch, spoke on methods of securing classified advertising. E. C. Hopwood, managing editor of the Cleveland Plain Dealer, gave a very entertaining talk on the responsibilities, opportunities and pay of reporters, pleading for the placing of higher value on the services of reporters and favoring a smaller number at better pay and securing men of better qualifications.

44-HOUR OPPOSITION GROWS

Deadlock in Westchester Situation—Merriam Elected President

MT. VERNON, N. Y.—The Westchester County Publishers' Association met at the Daily Argus office January 24 and re-elected the following officers: President, F. A. Merriam, Mt. Vernon Argus; vice-president, Wallace Odell, Tarrytown Daily News; secretary-treasurer, Thomas J. Blain, Portchester Daily Item. Mr. Merriam is also president of the New York State Associated Dailies.

The members considered the demand of the union for a 44-hour week and voted unanimously to oppose it. At present Mt. Vernon, Yonkers and White Plains have the new scales of the union before them. In Mt. Vernon the men have asked $46 and $48 and the employers have offered the present scale of $42 a week and if this is not accepted they will go to arbitration.

The Mt. Vernon union, after considering the offer of the employers, voted against it and asked for arbitration by a local committee. The publishers of the Argus refused this, saying that they would accept only the A. N. P. A. arbitration agreement.

Yonkers is waiting to see what Mt. Vernon settles on. In White Plains the employers have offered the men $40 a week and a 48-hour week. The question has become so tangled that President McParland of the I. T. U. is coming to Westchester to try and straighten matters out. The employers are a unit on standing out for 48 hours a week and it is reported that the I. T. U. is to start its drive for 44 hours in Westchester County.

CONSIDER FIELD SECRETARY

Coloradoans Elect Giffin President of Press Association

(By Telegraph to Editor & Publisher.)

DENVER, COLO., Jan. 26.—Plans for a mid-summer meeting of the Editorial Associations of Nebraska, Kansas, Wyoming, New Mexico, Utah, Colorado and Iowa were started at the mid-winter meeting of the Colorado Editorial Association in this city last Friday and Saturday. It is the intention of the association to have the combined meeting in the mountains west of Denver, holding outdoor sessions. The city of Denver will furnish tents and accommodations free. Already Nebraska and Iowa have accepted the invitation.

Members of the Colorado Editorial Association are not a unit on the field secretary proposition. However, a committee was appointed to investigate and report. The Colorado Editorial Association has always adhered to the policy of treating the editorial end of the business rather than the commercial end.

Field secretaries from a number of western states were present at this meeting and told what they had done commercially. Many of the Colorado editors feel that there is a much higher plane for an editorial association to strive to reach than commercialism. The Colorado Editorial Association has always occupied this field. A membership card in it has always entitled the holder to as many courtesies as a membership card in any fraternal organization in the state. Its officials have always been called into counsel on all state and other public matters. Those who feel that this should be the function of an editorial association do not take kindly to commercializing its membership.

Officers were elected as follows: President, L. I. Giffin, Ordway Era; vice-president, A. W. Barnes, Loveland Reporter; secretary, George Haubrich, Greeley News; treasurer, Alva A. Swain, Denver.

Portland Herald Succeeds Argus

(Special to Editor & Publisher)

PORTLAND, Me.—The Daily Eastern Argus, Maine's oldest daily newspaper, published continuously without change of name since 1803, made it last appearance on Jan. 24. The next morning the Portland Herald, also a morning paper, made its initial bow to the public, as the production of the Independent Publishing Company which has taken over the Argus property.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66 67" Rolls

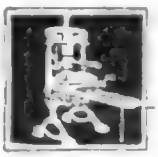
On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET NEW YORK



The automotive industry may have been influenced in preferring Journal space for its advertising in Minneapolis through 1920 by the fact that when prices rose to two cents, The Journal lost 934 of its city readers, while its nearest competitor lost 14,689 city readers whom it has never regained

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

PROMOTION IDEAS

DETROIT.—The Detroit Times has established a new department, the Times free concert bureau, which is organizing a series of free public concerts in high school auditoriums and other community centers. Hermann Hoexter, an authority on music, has been engaged as director of the bureau.

HUTCHINSON, KAN.—Twenty-one carriers of the Gazette were entertained by the management of a local moving picture theater at a performance of "Dinty," featuring Wesley Barry, a Frisco newspaper boy.

VERNON, TEX.—The Vernon Record has announced a contest which is intended to encourage poultry raising in Wilbarger County. The paper offers cash prizes of $25, $15 and $10 for the three best records made as to profits on a flock of poultry between January 15 and December 1 of this year. O. B. Dawdy, circulation manager of the Record, will have charge of the contest.

ST. PAUL.—The Daily News offers cash prizes for the best guess as to what "Everett True" should say in an embarrasing situation in which he figures in a certain illustration.

PHILADELPHIA.—Newspaper publishers looking for good local picture features will be interested in two daily local features of the Evening Public Ledger, which have been appearing on the last page of the Evening Ledger—the picture page—for several months. One of these features is entitled "Our City's Workers and What They Do." Under this caption a picture is printed every day illustrating some phase of one of Philadelphia's industries. The picture always shows one or two men or women at work in the factory, shop, mill, office or whatever the scene is. In some of the pictures as many as a dozen of the employes are shown. Under each picture the business or industry is described briefly—just twenty-five or thirty words, including the name of the concerns and sometimes the names of the individual workmen shown in the illustration.

The other picture is a daily portrait of one of the city's reserve patrolmen on duty beside his traffic semaphore in one of the busy sections of the city. Under the picture are run five or six short lines giving the patrolman's name, the point where he is stationed and a few personal facts.

WATERLOO, IA.—The Evening Courier and Reporter has started a department for farmers, under the editorship of E. T. Leavitt. Its aim, as expressed in the prefatory announcement, is to make the Courier's pages a "daily experience meeting" for the farmers and their families of the country.

ST. PAUL.—The Daily News will pull off its annual dog race on February 5, and numerous entries are being made.

Sues to Kill Brooklyn Citizen

Thomas F. Nevins, owner of 250 of the 5,000 shares of stock of the Brooklyn Citizen, applied this week to the Supreme Court in Brooklyn for the dissolution of that newspaper corporation. Nevins alleges that of $111,000 borrowed in 1893, 1894 and 1895 on certificates of indebtedness and notes, only $18,000 has been paid. He also alleged that the circulation has fallen from 3,896 in 1910 to 3,000. A statement of the corporation in 1919, Nevin alleged, made it appear that its losses for 20 years preceding had been $191,000, when they had been $560,000. Decision was reserved.

Southern Markets are active the year round

The wide variety of the products of the South tends to year-round activity in her markets.

There is a high percentage of regular employment of labor and some branches of farming operations are at their height almost every month.

While there are "seasons" in the merchandising of most commodities, in the South as elsewhere, they so overlap as to give an unusual degree of continuity to business.

"Sell It South" is good policy, aside from other reasons, because of the extent to which there is demand in the Southern States for useful articles, throughout the entire year.

To "Sell It South," efficiently and economically, means to advertise your product in Southern daily newspapers. Through no other medium can the great Southern market be fully covered.

Southern Newspaper Publishers Association
Chattanooga, Tenn.

INTERTYPE
"THE BETTER MACHINE"

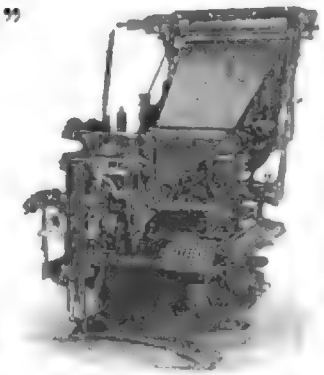
Don't You Buy

An Intertype unless you are convinced it is "The Better Machine"

Designed for every typographical need in Text, Headletter, and Display Composition.

The flexibility and durability of the Intertype unit system has stood the test where tests have been severe.

No obligation for a practical demonstration by a practical man — just write and ask.



BUILDERS OF "THE BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Digitized by Google

PERSONAL

(Continued from page 23)

States army and former Twin Cities newspaper man, has become rewrite man for the St. Paul Dispatch. He succeeds A. G. Crocker, who is doing general assignments.

Charles U. Becker, newly-elected Secretary of State of Missouri and formerly a newspaper man in St. Louis and Kansas City, and Miss Mary Tolson of Kirksville, Mo., who was associated with Becker while he was chief clerk of the Missouri Highway Commission, were married recently in Chicago.

Horace Epes, western superintendent of the Consolidated Press Association, spent a week in Kansas City, Omaha and Denver. A new leased wire service of the Consolidated Press Association was opened January 22 in Kansas City.

Fay King, cartoonist and feature writer for the New York Evening Journal, just spent a week visiting "home folks" in Kansas City. Miss King was employed on the Kansas City Post and Denver Post before going to New York.

L. A. Fernsworth, formerly in San Francisco, Los Angeles and other Pacific Coast cities, is now employed as telegraph editor of the Dallas (Tex.) Morning News.

William P. Drew, formerly city editor of the Bayonne (N. J.) Evening News, has become secretary of the local chamber of commerce. He is succeeded on the News by A. Van Ripps. Harold B. Stratford has been added to the staff and Miss Lillian Kramer has been appointed cashier of the company.

George H. Wyatte has purchased the Broken Bow News, formerly published by W. J. Old of Idabel, Okla. Mr. Wyatte was for a number of years editor of the Ardmore (Okla.) Ardmoreite and is one of the best-known newspaper men of Oklahoma.

R. B. Walthall, of Nacogdoches, Tex., for several years editor of the Garrison (Tex.) News, has been appointed as private secretary to Governor Neff.

Chester Crowell, formerly a newspaper man in Texas but now a magazine writer in New York, has been visiting friends in Dallas and other Texas cities.

H. M. McGill, formerly connected with the Dallas Morning News and later with the Dallas Chamber of Commerce and Manufacturers Association, has reentered newspaper work and is now night filing editor of the Associated Press at Dallas, Tex.

J. M. Grimes, long editor of the Montezuma (Ia.) Republican, has quit newspaper work to go into banking. His brother, Perry Grimes, of Bloomfield, Ia., will assume charge of the Republican.

J. Alroy Mosenfelder, who has been financial editor of the Des Moines Register and Tribune, and journalism instructor at Drake University, has resigned to enter the advertising field.

Karl K. Kitchen of the staff of the New York Sunday World has gone on a trip to Panama and before returning East will visit California.

Luther P. Weaver, manager of the Merchandising Service department of the St. Paul Dispatch-Pioneer Press, for two years, and for seven years a member of the editorial and advertising staffs of this newspaper, has resigned to join the Bruce Publishing Co., St. Paul, publishers of business publications. Mr. Weaver will become associate editor of the Northwestern Druggist.

Byron C. Utecht, formerly on the telegraph desk of the Kansas City Post, is now Sunday editor of the Fort Worth Star-Telegram.

Tom M. Arnold, city editor of the Fort Worth Record, was recently married to Miss Mildred Gladney, a reporter on the Dallas News.

Frank Tillman, former managing editor of the Fort Worth Record, is now assistant night editor of the Star-Telegram.

Richard G. Massock, formerly with the Jefferson City (Mo.) bureau of the Associated Press, is advance news editor for that organization at Fort Worth.

Frank Baldwin, former managing editor of the Waco News-Tribune, is capital correspondent at Austin, Tex., for the Charles E. Marsh syndicate of papers.

Perry Ross has left the San Antonio News and now is a copy reader on the Houston Chronicle.

Ward E. Duffy, formerly of the Manchester Herald, has joined the city staff of the Hartford Times.

R. W. Hawley has resigned as city editor of the Youngstown (Ohio) Telegram to become managing editor of the Salem (Ohio) News in which paper he has purchased an interest from L. H. Brush, publisher.

IN THE BUSINESS OFFICE

W. J. Hoffmann, advertising manager of the Portland Oregonian, has been elected chairman of a new association of the Western Shrine Temples.

John Morrison, formerly foreman of the Toronto Globe mailing room, was presented with a parlor lamp by his fellow employes when he left recently to become associated with the Toronto financial firm.

Lester F. Wallace, of the advertising department of the Portland (Me.) Express-Advertiser, is now one of the city fathers. He was recently elected a councilman.

David M. Cowie, advertising manager of the Webster (Mass.) Times for half a century, has resigned to become an instructor in the Webster public schools. Mr. Cowie will teach printing.

A. R. Magee, advertising manager of the Louisville (Ky.) Courier Journal & Times, has returned to his home after a two weeks' visit to New York.

Claude F. Harris has resigned from the advertising department of the Detroit Free Press to accept a position with the Telephone Directory Advertising Company, Detroit, Mich.

C. L. Cain has joined the New York office of the William J. Morton Company, newspaper representative. Previously Mr. Cain was associated with the foreign newspaper office of the Frank A. Munsey Company, for several years with Chemical & Metallurgical Engineering as assistant business manager, and also as New York State and Pittsburgh representative for Popular Science Monthly.

W. A. Patterson has been appointed advertising manager of the Victoria (B. C.) Times.

Bernard Kramer, business manager, and Walter W. Hubbard, advertising manager of the Bayonne (N. J.) Evening News, were named on the local thrift week committee.

Iver Lund, advertising manager of Alabama Farm Facts, is spending a week in New York on business for his publication.

WITH THE AD FOLKS

J. Vincent Corrigan has been made advertising manager of the Liberty Central Trust Company of St. Louis. He formerly was in the advertising department of the Mississippi Valley Trust Company, there and more recently was advertising manager of the Atlanta (Ga.) Trust Company. He is a former president of the Junior Advertising Club of St. Louis.

J. J. Buzzell, formerly a member of the advertising staff of the General Motors Corporation, author of two books on sales letter writing and a widely known advertising man, has resigned from the General Motors Corporation to open an advertising service office in the Henry Building, Detroit.

E. Melville Price has resigned as general sales manager of Henry Tetlow Company, manufacturing perfumers, Philadelphia, to enter business for himself.

F. N. Marcellus has been appointed advertising manager of the Louden Machinery Company, Ltd., Guelph, Ont.

George M. Dingman, a son of W. L. Dingman, owner of the Stratford (Ont.) Herald, has been appointed advertising manager of the Richards-Wilcox Canadian Company, London, Ont.

Frank J. Coupe, sales manager of the Sonora Phonograph Company, Inc., has been appointed vice-president. He has been connected with the Sonora company since its early days, first as advertising director, and later as manager of sales.

COMING EVENTS

January

31—Associated Press nominating committee meeting, Hotel La Salle, Chicago.

Sphinx Club executive committee meeting, Wanamaker's, New York, to plan 25th anniversary night celebration, March 8.

February

1—Pulitzer School of Journalism prizes' entry list closed.

5—New Photographers' Association of New York annual dinner, Cafe Boulevard.

7—New Jersey Press Association, mid-winter meeting, Trenton.

9—Pennsylvania State Editorial Association, Pennsylvania Associated Dailies, Pennsylvania Associated Weeklies, joint meetings, Penn-Harris Hotel, Harrisburg, Pa.

14—Sphinx Club dinner, Waldorf-Astoria, New York.

Northwest Daily Press Association convention, Minneapolis.

16-17—Inland Daily Press Association, annual meeting, Hotel La Salle, Chicago.

Eighth District, Associated Advertising Clubs of the World convention, St. Paul.

Minnesota Associated Advertising Clubs convention, St. Paul.

17-19—Iowa Press Association meeting, Des Moines.

18—Audit Bureau of Circulations directors' meeting.

Minnesota Editorial Association meeting, St. Paul.

Pittsburgh Press Club dinner.

21—Advertising Club of New York inaugural dinner and ball, Hotel Astor.

The Evening Star

Washington, D. C.

THEN AND NOW

1914—1920

Circulation

	Daily	Sunday
Year 1920	91,464	87,506
Year 1914	68,080	50,879
Increase	23,384	36,627

Advertising

Year 1920	21,052,990 lines
Year 1914	10,896,033 lines
Increase	10,156,957 lines

Advertising Line Rate

Present Rate	20 cents Flat Daily
Rate 1914	15 cents Flat Sunday

The policy of the Star has been to depend upon its enormous volume of advertising to take care of the increased expenses including the tremendous increase in wages and the cost of print paper.

Digitized by Google

"OHIO

is one of the richest trade fields in America. There are over five and three quarter millions of people with over a million homes,--two hundred thousand home owned farms.

There are over 500,000 workers who earn over $250,000,000 yearly working in over 15,000 industrial plants.

There are over 13 cities with a population of 50,000 or more each.

There is the greatest transportation system of any state, relatively speaking, in regard to cities by which you can distribute your goods. Use these Ohio daily newspapers

FIRST"

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	5,605	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, Sc.	(M-S)	86,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,903	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Irontonian	(M)	3,150	.014	.014
Lima News and Times-Democrat	(E&S)	16,193	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,486	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,783	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	86,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. ‡Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.

Digitized by Google

Obituary

Mrs. George Washington Patterson, wife of the editor of the Morristown (N. J.) Jerseyman, died January 14 following an operation. She won the Croix de Guerre during service as a nurse in France.

Col. Nathan P. Pond, secretary-treasurer of the Rochester (N. Y.) Democrat and Chronicle, died in that city January 15, after an illness of a few days. Col. Pond, who was 89 years old, had been connected with the Democrat and Chronicle since its organization in 1870 and before that had been with the Democrat.

Mrs. Charles Dudley Warner, widow of Charles Dudley Warner, famous author and editor of the Hartford (Conn.) Courant, died January 14 in Hartford.

James F. Day, editor and publisher of the Tunkhannock (Pa.) Wyoming Democrat, died there recently. He had been publisher of the Democrat for 25 years and was active until a year ago, when he suffered a stroke of paralysis.

J. A. Hagan, former advertising manager of the Detroit Journal and the Detroit Masonic News, died January 9 at his boyhood home, Gravel Switch, Ky. He was 34 years old.

William R. Bates, well known newspaper man and publisher, died in San Diego, Cal., January 5.

Mrs. Nellie M. Leland, wife of Dexter Leland, publisher of the Westboro (Mass.) Chronicle, died January 14 following a long illness, aged 57 years.

Mrs. Frank T. Parsons, aged 67, wife of the publisher of the Northfield (Vt.) News, died at Montpelier, Vt. following an operation.

W. Frank Kennedy, former managing editor of the Fall River (Mass.) Globe, and for over 40 years the Fall River correspondent of the Boston Globe, died recently in Fall River.

Edmund O. Dewey, aged 59, publisher of the Oswego (Mich.) Times, died January 22 of a stroke of paralysis. He was secretary and treasurer of the Michigan Republican Newspaper Association, and secretary of the old Michigan Press Association.

Mrs. Edwin S. Underhill, aged 59, wife of former Congressman Edwin S. Underhill, owner of the Corning (N. Y.) Advocate and the Steuben County Advocate, died last week.

John Reed, who died recently in Washington, D. C., was a former Iowa newspaper man, having at one time been editor of the Shell Rock News.

Walter B. McAdams, aged 59, veteran newspaper man of Texas, died in Dallas.

Robert C. Macready, aged 66, one of the best known telegraph operators in the country and known to hundreds of newspaper men, died in Philadelphia last week after a week's illness. Mr. Macready had been with the Postal Telegraph Company for the greater part of his life, being one of the Philadelphia superintendents for thirty-five years.

William S. Harris, editor of the New York Crockery & Glass Journal, died at his home in Ridgewood, N. J., January 24.

Mrs. Harriet Elam, mother of Richard Elam, publisher of the Ponce City (Okla.) Daily News, and other Oklahoma papers, died in Anthony, Kan., recently.

Joseph C. Upton, formerly editor of the El Dorado Springs (Mo.) News, was found dead recently, hanging to a rafter of his home.

A. W. Carpenter, aged 75, founder of the Carthage (Mo.) Patriot, died in Des Moines recently.

Albert G. Bier, aged 36, for several years circulation manager of the Sandusky (Ohio) Star-Journal and for the past four years business and circulation manager of the Asheville (N. C.) Star, died recently in Asheville. He leaves a wife and three small children.

Mrs. Frances Louise Howard, contributor to several United States and Canadian magazines, died suddenly in Montreal recently. Her home was in Ottawa.

Sir William Gage, aged 71, text book publisher and president of the Kinleith Paper Mills, Limited, St. Catharines, Ont., died at his home in Toronto last week.

Richard J. Tothill, former editor and publisher of Lockport (N. Y.) papers, died in New York, aged 70 years.

William J. Monro, former owner and editor of the Morris (Minn.) Sun and 12 years ago president of the Minnesota Editorial Association, died in St. Paul January 16, aged 70 years. He had been a postal inspector the latter part of his life.

Herbert A. Andersen, president of the Andersen Company of Pittsburgh, publisher of the Blast Furnace and Steel Plant, Coal Industry, and the American Drop Forger, trade papers, died January 22, aged 36 years.

Albert H. Smiley, for 40 years engaged in newspaper work in Kansas, died January 10 in Iola. He was associated with the Chillicothe (Mo.) Tribune for 20 years. W. T. Smiley, a son, is telegraph editor of the Iola Register.

John David Berry, widely known as a writer and an authority on labor and industrial affairs, died from illness due to old age, at the Passavant Hospital, Pittsburgh. Mr. Berry was born February 22, 1849, at Pleasant Unity, Westmoreland county, Pa.

Miss Margaret Steele Anderson, literary editor of the Louisville Evening Post since 1901, died January 16, as the result of burns received when her dress caught fire from a gas grate. She was 52 years old. As poet, educator, art critic and contributor to magazines Miss Anderson enjoyed a wide reputation. She had written two books, one of verse, "The Flame in the Wind" and the other "A Study of Modern Painting." Prior to her going to Louisville to join the staff of the Post, Miss Anderson for six years was with McClure's.

T. C. Dean, editor and publisher of the Meaford (Ont.) Monitor, is dead, aged 68 years.

Jamestown Paper Increases Capital

Buffalo.—The Jamestown Journal-Press has increased its capital from $12,500 to $50,000, and the Journal Printing Company its stock from $37,500 to $150,000.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.
135 Broadway - New York City
Phone, Rector 9057-8-9

IOWA

Make your advertising appeal characteristic, for science, the foundation of Iowa's farming success, has made thinkers of them all.

Use the daily newspapers and tell the readers what you can do for them by whatever it is you have to sell.

Iowa spends approximately $30,000,000.00 every year for educational purposes or $12.67 per capita. Iowa's 30,000 school teachers develop the ability to *think* and *apply* science to all things, even to the selection and purchase of necessities, conveniences, and luxuries of life.

Apply this to your advertising and use the Daily Iowa newspapers.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.05
Davenport Democrat & Leader	(S)	16,959	.05
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,850	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
*Waterloo Evening Courier	(E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

IN MEMORY OF H. W. SEYMOUR

Illuminated Souvenir Presented to Family by Old Chicago Comrade

The following tribute to the late Horatio W. Seymour, of the New York World's staff of editorial writers, in the form of a memorial souvenir, hand-lettered, with illuminated initials and decorations and bound in flexible covers, has been presented to the family by Lester L. Jones, a former newspaper associate of Mr. Seymour in Chicago, now of New York:

It was my good fortune to know "H. W." as we affectionately called him, not as an editor or writer, but as a business man, and I testify to his clear business vision and his probity in the minutest details of all transactions.

I knew him intimately on pleasant days and days of physical and mental trials; his enjoyments were real and he suffered without complaint.

He was honest in thought and deed, sympathetic and charitable, patient and kind, a keen observer and analyst, possessor of a brilliant and disciplined mind. He was an accomplished master of the Anglo-Saxon language and expressed his thoughts with clarity and precision.

I make grateful acknowledgment of the influence which the charm of his character and his genial instruction had upon my life as a young man. In later years as friend and counsellor his advice was often sought, generously given and highly appreciated.

His life and his teachings were inspiring. His memory will ever be revered and cherished. A truly great man, modest and unassuming, has gone from among us, whose influence will abide with those who knew him personally. His written words are an enduring monument to his memory.

LESTER L. JONES.

December 17, 1920.

Slocum Falls to Death in Cleveland

CLEVELAND.—This city lost an alert newspaper and publicity man last week, when Palmer Slocum, 36 years old, dropped sixteen stories through an elevator shaft from the top of the new $3,000,000 Hanna building, nearing completion. Slocum is supposed to have gone to the top of the building to look about for a site for a billboard for a client. He was identified with the drama much of his life, and was on the staff of the Cleveland Press and Plain Dealer, being movie editor of one of these papers.

W. F. Craig Dead in Kansas City

KANSAS CITY.—William F. Craig, aged 67, for nearly 30 years a Kansas City newspaperman, died January 20 in Chicago. He succeeded the late Col. R. T. VanHorn as editor of the editorial page of the Kansas City Journal and retained that position until two years ago when he gave up his executive duties but continued to contribute to the editorial page until recently. For the last 12 years of his active work on the Journal he was managing editor of the paper as well as editorial writer.

French Editor Left $7,500

BIDDEFORD, Me.—An estate of $7,500 was left by Alfred Bonneau, editor of La Justice de Biddeford. His widow is sole beneficiary.

Peoria Dedication February 1

(By Telegraph to EDITOR & PUBLISHER.)

PEORIA, Ill.—The Journal and Transcript, owned by Henry M. Pindell, will dedicate its new office building February 1.

Wabash Times-Star Plant Burns

WABASH, Ind.—The Times-Star suffered a loss estimated at from $10,000 to $12,000 from fire January 25th.

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago
335 Windsor Station Montreal
1270 Broadway New York

INDIANA

"The World's Mart"

WHEN you buy advertising in the Dailies mentioned below, you deal in known quality and quantity—they are the undisputed leaders in business-getting.

CO-OPERATION
ASSURED

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.02
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.06
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
*Lafayette Journal-Courier	(M&E)	17,721	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264 / 16,894	05.
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.

Digitized by Google

THE FIGHTING SPIRIT OF GEN. AGNUS

(Continued from page 6)

losses of the local banks had been so heavy that they were in no position to loan me the million or more dollars that would be required. I went to New York and saw Henry Black, president of the George D. Fuller Construction Co. I told him that I wanted to borrow $500,000, but could offer no collateral as security. He introduced me to the officers of the Mutual Life Insurance Co., who after making a few inquiries about the American and myself, made the loan. I called on Robert Hoe, of R. Hoe & Company, and told him that I needed a complete new press equipment for my new building. Without the slightest hesitation he agreed to give me credit to the amount of $375,000.

"The contract for the construction of the new building was given to the George A. Fuller Company. I told Paul Sterrett, who had charge of the work, that if it was completed in one year I would take him on the finest trip to California and the Pacific Coast he had ever enjoyed. The building was completed within the specified time and I made good my promise. We traveled across the continent in the private car of the president of a big railroad which had been placed at our disposal fully equipped with everything we would need, even to liquid refreshments.

"When we took possession of our new home we had as fine a newspaper plant as could be found anywhere in the United States. Within a reasonable length of time I paid back to the Mutual Life the $500,000 I had borrowed, and discharged my indebtedness to R. Hoe & Co. Had I not had the loyal and even generous support of the business men of Baltimore I would not have been able to do this so promptly."

The Baltimore American has greatly prospered since the fire of 1904. It has now the confidence and esteem of its constituency by its attitude on questions affecting the welfare of the city.

General Agnus is a fighter with his pen as in war time he was a fighter with his sword. He has never been afraid to attack any public official who failed to do his duty, or to support any movement that had for its object the betterment of Baltimore.

In addition to editing the American General Agnus found time to do considerable literary and dramatic work. He has written a number of picturesque stories, usually based on his own experiences during the war. In collaboration with Miss Louise Malloy he wrote a drama, "A Woman of War," which was successfully produced a number of years ago.

General Agnus' country place, "Nacirema" (American spelled backward), located in the famous Green Spring Valley, is considered one of the most beautiful in the state. Here he gave the memorable dinner to President Frank Thompson, of the Pennsylvania Railroad, which was attended by Secretaries Blaine and Rusk and 2,500 other guests including some of the foremost men of the day in business, art, literature and the drama.

The General had talked with me for nearly two hours about the American and about his experiences as a soldier and as an editor, that December afternoon, when I arose to take my leave. While I could see that in giving up the ownership and management of his two newspapers he had parted with something that had absorbed his attention and engaged his best effort for half a century, and to which he was devotedly attached, nevertheless he gave me the impression that he felt that it was for the best.

"And now, General, that you have turned over the American and Star to Mr. Munsey," I said, "I presume you will retire to your country estate and take things easy."

"No. I do not intend to retire," he replied. "Why should I retire, even at 82 as long as I have good health and am able to attend to business? I have other interests besides the newspapers that I must look after. I won't have to work quite as hard, but I intend to come down to my office daily, just as I have been doing for fifty years." As he said these words his eyes flashed while a smile illumined his face. The fighting spirit was still with him.

Allison Heads N. Y. Correspondents

The Correspondents' Club of New York held its annual meeting January 25 when the president, A. M. Kemp, who has served the club for five years, refused re-election. The following officers were elected: President, James M. Allison, Cincinnati Times-Star; vice-president, L. S. Horne, Jr., Cleveland Plain Dealer; secretary, B. S. Kearns, Philadelphia Record; treasurer, Charles A. Lovett, St. Louis Globe-Democrat. The following new members were elected to fill the places of correspondents who have been recalled to their homes: Percy Monteith, Detroit News; Burr Price, Pittsburgh Gazette-Times; Perley H. Boone, Chicago Tribune; Paul Williams, Paris Tribune, and A. H. Loud, Boston Herald. The club plans to have a dinner in February at the McAlpin Annex.

HARDING RESIGNS AS PRESIDENT

Marion Star Headed by G. H. Van Fleet While "W. G." Is in White House

(Special to Editor & Publisher)

CLEVELAND. — President-elect Warren G. Harding has retired from the presidency of the Harding Publishing Company, owner of the Marion Star, thus relinquishing active control of this newspaper after holding it continuously for 30 years. The President-elect has not severed his connection with his daily newspapers but will be chairman of the board of directors and his duties will be more or less perfunctory during his term in the White House.

George H. Van Fleet, managing editor of the Star, becomes president of the company. The President-elect's determination to withdraw from active direction of the Star is said to have been based on conclusions that it would be best that future editorial utterances of the paper be not attributed to presidential influence.

OF THE SHAFFER GROUP

The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the first ten months of 1920, with a total of 822,321 agate lines exceeding its nearest evening competitor by 101,087 agate lines.

THE CHICAGO EVENING POST

Chicago's Class Newspaper

OF NEWSPAPERS

The Ad-route

Now of all times you need the best newspaper house organ to be had.

This optimistic little monthly medium is now used by *eighty papers* all over the U. S. and Canada.

The International Syndicate

BALTIMORE

World Wide

ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy { 2969 8111

Cable Address:

SCHOLZEM, NEW YORK

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

The PLAIN DEALER'S MARKET

is all of N. Ohio

The Plain Dealer

Cleveland

BUSINESS OPPORTUNITIES

The New York Times endeavors to keep its Business Opportunities columns free from all doubtful or questionable advertisements, thus saving the time and money of its readers.

Advertisements in the Business Opportunities columns of The Times are carefully supervised and all announcements offered for publication are subject to censorship, but The Times assumes no responsibility for the accuracy of statements or reliability of advertisers.

The New York Times

Times Square New York

Nearly every person in Richmond reads The NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor

Foreign representatives

The Kelly-Smith Co., Chicago, Ill. Marbridge Building Kelly-Smith Co. B'way at 34th St. Lytton Building. New York City.

J. B. Keough, Candler Bldg., Atlanta, Ga.

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

New Home of the Hartford Times

Concentrate Your Advertising

It's good policy to advertise in a community that holds some promise of doing business with you, isn't it?

Hartford, at this writing, is one of the most prosperous cities in the country!

The Hartford Times

Since 1817 Connecticut's Greatest Newspaper

The Pittsburg Press

Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives

Metropolitan Tower, People's Gas Bldg.

I. A. KLEIN New York JOHN GLASS Chicago

FIRST in *national* advertising

The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager

Dan A. Carroll, New York Representative

J. E. Lutz, Chicago Representative

Use Newspapers on 3 Year Basis

IN LOS ANGELES IT IS THE EVENING HERALD

Government Circulation Statement April 1, 1920

134,686

Largest Daily Circulation in the West

MEMBER A. B. C.

Digitized by Google

NEWS OF ASSOCIATIONS AND CLUBS

ST. LOUIS.—Ways and means of increasing the service of the Financial Advertisers Association to its members were discussed at the annual mid-winter conference of the executive committee of the association here January 22. The association now is sending out on the first of each month a bulletin of articles on financial advertising and on the fifteenth of each month a bulletin showing the best advertisements issued by the members. Plans for the exhibit at the Atlanta convention of the Associated Advertising Clubs of the World were discussed, and it was decided to have an even larger exhibit than was shown at Indianapolis last year.

BUFFALO.—The Greater Buffalo Advertising Club has elected William J. Weppner, president; Edgar C. Neal, first vice-president; Joseph F. Melia, second vice-president; A. H. Hopkins, treasurer; DeForest Porter, secretary; Mr. Hopkins, Dai H. Lewis, Mr. Melis and Maurice M. Wall, directors. Fred McB. Dorris, retiring president, reported a membership growth to 683.

ALBANY, N. Y.—The organization of the Advertising Club of Albany was completed at a dinner last night at the Hampton Hotel when fifty advertisers and advertising solicitors were enrolled as members. Monthly meetings will be conducted except July and August. Permanent officers will be elected at the March meeting. Alfred J. Sporborg is temporary chairman and Theodore Seideman, temporary secretary and R. F. Clapp, Jr., is chairman of the membership committee.

DETROIT.—The Better Business Bureau of the Adcraft Club has elected the following officers: President, H. P. Breitenbach; vice-president, Fred G. Dewey; treasurer, Jacob Nathan, and secretary, Alfred J. Pitts.

BENTON, ILL.—L. B. Seeley, of Murphysboro has been elected president of the Egyptian Publishers' Association, which is composed of publishers in the three Southern Illinois Publishers' Associations. Other officers follow: Vice-president daily newspaper division, W. O. Paisley, Marion; vice-president weekly newspaper division, W. O. Speckman, Metropolis; secretary, C. W. Stafford, Marion. The association will meet here in March and in Murphysboro in April.

KIRKSVILLE, Mo.—Charles Weisenborn, Macon Chronicle-Herald, has been elected temporary president, and Miss Anna Nolan, Monroe City News, temporary secretary of the Northeast Missouri Publishers & Printers Association, which was organized here recently. Permanent organization will be effected at a meeting in Mason the second week in June.

DALLAS, TEX.—Plans for improving advertising and selling methods in Dallas were discussed at a meeting of the retail merchants of Dallas with the Better Business Bureau. Talks were made by Fred Harries, representing the National Dry Goods Association; Max Goettinger and Edgar-Hurst, representing the retail clothiers. Representatives of the daily newspapers agreed to assist the movement for better advertising.

PITTSBURGH.—The fourth annual exhibit and luncheon of the Graphic Arts Club of the Pittsburgh Advertising Club was held at the Hotel Chatham last week with 300 members and guests present.

CHICAGO.—The first meeting of the new year of the Women's Advertising Club of Chicago was held January 18. Discussion of club plans for the coming year was followed by a musical program and talks by Prof. Nathaniel Barnes of the University of Chicago, Mrs. Anne Ahsens of the Chicago Trust Company, and Alice F. Goodwin of the Chicago Daily News.

PHILADELPHIA.—The members of the Women Writers Club are holding weekly luncheons on Tuesdays at the Arcadia Cafe.

HUTCHINSON, KAN.—The Hutchinson Ad Club aided the Retail Merchants Association in the Thrift Week campaign, preparing the advertising copy and directing the placing of tabs on all checks, urging employees receiving them to bank them, save a portion, buy a home and take out insurance.

PITTSBURGH, PA.—Col. Theodore Roosevelt and Congressman-woman Miss Alice M. Robertson of Muskogee, Okla., will be the principal speakers at the fortieth anniversary banquet of the Pittsburgh Press Club to be held at the William Penn Hotel, February 18. A special number of "The Flaming Torch" the official publication of the Press Club will be issued at the banquet.

Feb. 10—Ad Club "Deadline"

The Inaugural Ball and Dinner being planned for February 21 at the Astor Hotel by the Advertising Club of New York will be the most brilliant social function the organization has ever given. Part two of the program, which has been termed "A Night In the Orient," will be an elaboration on the minstrel given recently by the club. The lyrics are by C. P. McDonald and the music by Tom Hughes. It will be given in conjunction with a specially engaged Russian ballet. February 10th is the dead line for reservations. Arrangements are being made to take care of 800 guests.

New Special for Wilmington Star

The Wilmington (Del.) Star has appointed Howland & Howland as its Eastern and Western advertising representatives, effective February 15.

Hall Heads Bay State Editors

WORCESTER, Mass.—Lemuel C. Hall of the Wareham (Mass.) Courier, was elected president of the Massachusetts Press Association at the annual dinner and meeting held in Boston. Other officers are: Vice-Presidents, Gardner E. Campbell of the Wakefield Item and Lewis E. Chandler of the Palmer Journal; auditor, J. Lee Robinson of the Cambridge Tribune.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

1920 Indication of Lineage Increase 1920 vs. 1918 in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918 Buy Space In Boston's Greatest Evening Newspaper

NEWSPAPER SERIALS
By
Rex Beach — Booth Tarkington
Sax Rohmer — Talbot Mundy
David Anderson — Louis Dodge
Marie Conway Oemler
Zane Grey
And other popular authors
Stories of Love, Adventure, Mystery, Out-of-Doors—
Selected specially to appeal to Newspaper Readers
WRITE US FOR PARTICULARS
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York

The Rome (Ga.) News Leads
An afternoon and Sunday morning paper not yet two years old which has carried more local advertising month by month and has led in circulation since its first issue. December, 1920, the News carried more than half the national advertising appearing in Rome. We claim this is quite a record.
Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

The Detroit News
The Detroit News has the largest circulation both week day and Sunday in Michigan and leads all competitors week day or Sunday in advertising lineage.

NEW HAVEN REGISTER
largest circulation in Connecticut's largest city. Average daily paid circulation over
30,000 Copies
Double the circulation of any New Haven paper. It covers the field.

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.
ASBURY PARK PRESS
thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.
Standard Rate Card — Member A. B. C.
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

Perth Amboy
NEW JERSEY
One of the leading industrial centers of the East. Fully covered by the
Evening News
F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Famous Wits of History
A short magazine page feature twice a week.
NEWSPAPER FEATURE SERVICE
241 W. 58th ST., NEW YORK

Digitized by Google

WHAT OUR READERS SAY

Consistent Toleration!

AURORA, ILL., DEC. 14, 1920.

To EDITOR & PUBLISHER: Having read the recent report in EDITOR & PUBLISHER of the Association of National Advertisers finding fault with newspapers for publishing stories about falling prices, I hope you will be able to find room for the following answer to the A. N. A., as the publishers' side of the matter:

"Consistency, thou art a jewel," newspapers are here to help everybody, but if they publish a bit of news you don't like, kick like thunder. Never mind the fact that they have boosted your game many times and oft. Forget all they ever did for you and the many debts of gratitude you owe them. Just give them Hail Columbia, They have it comin'. When the H. C. L. began to mount, merchants were scared to death. Prices were advancing so fast that they were mortally afraid people would not stand for it. They saw real trouble ahead.

But the newspaper running true to form, in that they published all the news, showed everybody that the same condition that existed in one community prevailed in every other community—there were no exceptions. All this prepared the public mind to accept with pretty good grace every raise and they came almost every day. Dealers found it dead easy to push up prices. Some even took advantage of the newspaper-prepared mind of the public to profiteer in a most outrageous and even criminal manner. In fact, one big retailer remarked to me there was not a retailer in America who could not have been successfully prosecuted under the Lever act.

Of course that act was one of the most unfair things put over during the whole war, for no business could exist under a strict rendering of the law, but even so the newspapers by publishing the news as it developed, prepared the public mind so that merchants could carry on and make money in spite of every handicap.

Did anybody ever thank the newspapers for that? Not enough so you could notice it. Well, in the course of human events, prices began to decline. The newspapers still functioning properly by publishing all the news, began to carry stories of these declines. Then what the merchants said about the papers was not nice and I apprehend that what they thought was not fit for oral or printed expression. When the first stories of falling prices appeared, coteries of dealers got together and expostulated with the publishers, sometimes in most emphatic and threatening manner, even going so far in some instances as to threaten to withdraw their advertising patronage.

In perfect refutation of that ridiculous charge that advertisers control the news columns of the newspapers, not a single paper in the U. S. A. has regarded these protests and cut out the news about falling prices and declining markets and I call anybody who knows to witness that advertisers never asked publishers to do a thing easier to grant than to put the soft pedal on this particular thing. But newspapers publish all the news "without fear or favor" in spite of the claim to the contrary, which claim is usually made by somebody who has tried to put something of a personal nature over and failed. A newspaper's business is to publish the news. No one, even the party who furnishes the occasion for a story, has any right to kick on that. Editorial expression is an altogether different thing. That is one man's opinion expressed along the lines of the paper's editorial policy and is open to differences of viewpoint.

But news is news. When it favors you and your business be glad and take advantage of it. When it does not, keep well under cover until you can adjust yourself to it and then come up smiling. Conditions are subject to constant change and business must adjust itself to these constant changes. That is as inevitable as death and taxes. But be of good courage, business has always adjusted itself to its own satisfaction and always will. In a year the anxiety of this fall's uneasiness in business circles will be forgotten and everybody will be happy.

J. K. GROOM,
Director National Advertising
Northern Illinois Group.

Christian Science Monitor His Choice

SCHENECTADY, N. Y., JAN. 15, 1921.

To EDITOR & PUBLISHER: I am mailing the following letter to Grenville Talbott, Augusta, Ga.:

"After reading your excellent article 'What Papers Have Best Editorial Pages?' in EDITOR & PUBLISHER, January 8, 1921, issue I asked myself, what paper has the best editorial page and I replied 'The Christian Science Monitor.' I might add I am familiar with most of the papers named in your article."

JAMES F. GANNON.

Who Started The Journalist?

To EDITOR & PUBLISHER: As one of the old timers in journalism I would like to have you settle a dispute I have had with another newspaper man as to who started The Journalist. My impression is that Allan Forman was its founder. He says it was some one else, but he cannot tell who.

T. D. S.

* * *

EDITORIAL NOTE: C. A. Byrne and Leander Richardson started The Journalist, March 22, 1884. John C. Freund became one of the partners beginning with the issue of November 1, 1884. The last week in January, 1885, the paper was sold to Charles J. Smith, for a number of years managing editor of the New York Star, and later, the owner of the New York Sunday Times. Mr. Smith appointed Allan Forman assistant editor and W. G. McLaughlin business manager. Several years later Mr. Forman became sole owner of the paper. In 1907 The Journalist was consolidated with the EDITOR & PUBLISHER.

Bully! As the Colonel Would Say

NEW YORK, JANUARY 24, 1921.

To EDITOR & PUBLISHER: Permit me to felicitate you upon your Year Book. It is "bully" as our friend the Colonel would have said. This, my 97th year in the journalistic vineyard, leaves me immensely pleased with your annual. Long may it wave!

Sincerely yours,
EDGAR MELS
Manager News Service,
United States Feature Service.

That Year Book

NEW YORK, JANUARY 24, 1921.

To EDITOR & PUBLISHER: Congratulations! A wonderful idea, splendidly executed. This is the most lavish display of fact in good form that I have ever seen in a trade paper. Here's a grateful subscriber.

Sincerely,
MARLEN E. PEW,
Editor and Manager,
International News Service.

Gallagher Appreciated

SCHENECTADY, N. Y., JAN. 16.

To EDITOR & PUBLISHER: We want you to know that we are finding Dan Gallagher's series, now being published in EDITOR & PUBLISHER, very interesting. Gallagher is well-known to the Schenectady Union-Star staff, and several of us have personal knowledge of the experiences he is relating through your columns. He is indeed a very fine newspaper man and I want you to know that we are enjoying his writings.

SCHENECTADY UNION-STAR,
F. R. Champion, Manager.

Rogers Says It Pays

NEW YORK, JANUARY 25, 1921.

To EDITOR & PUBLISHER: Your issue for last Saturday was a corker. It is one of those things that will be sought after by advertisers and agents for months to come. It is the distinctly best stunt ever pulled off by a trade newspaper and is so absolutely free from the usual cheap commercialism as to be refreshing.

You are entitled to the unqualified support of the whole newspaper industry for your unselfish and wonderfully constructive service, which grows more effective as you obtain additional support.

I know that the advertising of The Globe in the EDITOR & PUBLISHER is read by all worth-while people in the advertising world. We have used at least a page in every issue for about three years and it pays.

Yours sincerely,
JASON ROGERS,
Publisher, New York Globe.

Looking Forward to Next Year's

NEW YORK, JAN. 26, 1921.

To EDITOR & PUBLISHER: The International Year Book for 1920-1921 has just come to my desk and I hasten to extend my congratulations. It covers a multitude of information of great value, and information that has, no doubt, taken a great deal of time and energy to compile. We hope, as this is the first International Year Book, that a similar issue will be published by you each year, and I am sure that the readers will look forward to its publication.

Yours very truly,
H. R. SWARTZ,
President Intertype Corporation.

From a Weekly Publisher

NEWNAN, GA., January 12, 1921.

To EDITOR & PUBLISHER: If the subscribers to The Herald paid their subscriptions with one-half as much pleasure and willingness as I am paying this, we would have to buy another linotype and a web press. Certainly do enjoy EDITOR & PUBLISHER, and hope you have a continued growth in business, circulation and financial returns.

O. W. PASSAVANT,
Business Manager The Newnan Herald.

Woodward Heads N. Y. Ad Managers

At the January meeting of the Daily Advertising Managers' Association of New York City, the following officers were elected for 1921: President, W. G. Woodward, the World; vice-president, Hal Fink, the World; secretary, L. C. Paine, the Commercial; treasurer, J. M. Boyle, the Evening Post.

Booklovers Company Loses Case

A suit for $75,000 damages instituted by the Booklovers Sales Company against the Pictorial Review Company of New York, alleging infringement of a copyrighted and registered circulation promotion plan, was dismissed by Justice Hotchkiss when it came to trial before him in the Supreme Court, January 14, as being without sufficient ground for action. The litigation was over a motion picture game run some time ago by the Pictorial Review. Justice Hotchkiss ruled that the plaintiff's game had not been copied, even though the defendant may have elaborated on an idea that had already been published and therefore was public property for anyone to use.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Goss quad printing press, capacity 24,000 copies per hour up to sixteen pages, and 12,000 per hour up to thirty-two pages. Type page 22¾ inches long, 35-inch and 17½ inch rolls used. Sheets cut 23½ inches long. Equipped with 35 H. P. motor and Cutler-Hammer controller. Address W. G. Chandler, 1007 Union National Bank building, Cleveland, Ohio.

For Sale

Rouse newspaper steel bases, style B, for sale. Guaranteed good as new. 375 labor saving pieces; for 11 point thick plates; 13 pica column paper. Net foundry cost today, $367.86. Will sell for $220, F.O.B. Times, Chester, Pa.

For Sale

Humana Feeder and New Series Chandler & Price Press, 12 x 18, at a sacrifice to make room for cylinder. Now in use and in perfect condition. Has not had enough use to mar original set of rollers. Samples of its work on request. Prefer to sell entire outfit together, but will sell separate units if practicable. Price on application. Unless you can pay cash, do not write. The Times Printery, St. Francisville, Illinois.

For Sale

We offer for sale a 16-page Potter press printing 8-column 12 em pages, together with motor and stereotyping equipment all in perfect working order for $8,000 plus cost of dismantling, boxing and cartage. If you are now publishing a 7-column paper with a circulation around 12,000 you could save the entire price of the equipment in cost of newsprint in 12 months. Let us send you sample copies to show high quality of printing and any further information desired. Write Publisher, Springfield Leader, Springfield, Mo.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 16" x 12" air cylinders and 32½" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 39½" cast iron table and all auxiliary apparatus. Manufactured by F. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier Journal and Times, Louisville, Ky.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

Eight-page Goss Comet press for March 1 delivery

Has run only seven years. In good order. Outgrown by present owner.

Price, $4,500, F.O.B., Middletown, Ohio

Includes Motor and Belting

THE MIDDLETOWN JOURNAL
MIDDLETOWN, OHIO

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1037

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Digitized by Google

Introductions to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

Business Manager. Assistant to Publisher; young man, 25, desires connection with newspaper in any of the above capacities; thoroughly experienced in newspaper work from copy boy to advertising manager and assistant business manager. Can write and sell finished copy to advertisers, knows method of securing foreign advertising; purchasing paper and other newspaper necessities; run business economically as well as efficiently. Competent to take burden off the shoulders of publisher who has other cares. Willing to go anywhere, at a salary of $2,300 and percentage of gross revenue. Address Box C-754, care of Editor & Publisher.

NOTE.—Through a typographical error the salary figures in this advertisement were misquoted at $2,600 in our last issue.—EDITOR AND PUBLISHER.

Advertising Manager

Advertising manager of small southern daily desires to communicate with publishers who have something more to offer than just salary. In return what can the publisher expect? If at all curious gamble a two-cent stamp and we will exchange confidences confidentially. Employed at present and in no rush to leave; reasons sufficient for seeking other opportunities. Address "A. D. Vertise," Box C-772, care EDITOR & PUBLISHER.

Advertising Manager

Now connected with one of the livest dailies in the Northwest. Seeks similar position in eastern, central or southern states. Twelve years' experience on metropolitan papers. Good record. Age 30; married. Wife's health demands another climate. Seeking permanent location only. Box 657, Hoquiam, Wash.

Advertising Manager

Will guarantee twenty-five per cent increase advertising revenue. Must have complete control local and national field. Ten years' experience, newspaper, advertising agencies and publishers' representatives. Contract salary and bonus only consideration. Address Box C-743, care Editor & Publisher.

Business Manager

Wanted—By man now employed, position as business manager of daily in city of 10,000 or over. Am a producer; can deliver the goods, and furnish references from former employers. Want position where energy, ability and original methods will be recognized. No objection to run down proposition if field is there. Can create and hold business and keep all departments running to best advantage. Address M. D. H., 2912 Brownlee St., Marion, Ind.

Circulation Director

Experienced Circulation Manager desires connection, on either morning or evening publication. Extensive experience in circulation promotion and circulation systems. At present employed but must change account of health. Highest references. Apply Box C-760, care Editor & Publisher.

Accountant

Thoroughly experienced in big newspaper problems desires position with New York City Daily as assistant to General or Operating Manager, Treasurer, Auditor or General Cashier. Knows finance, control and disbursing accounting; operations and functions of departments; elements of cost; where and how to locate neglect and extravagance. Can develop practice to keep responsible executive fully informed as to results of operations. Address Box C-762, care Editor & Publisher.

Editor and Manager

Editor and Manager of Eastern weekly, young, married, practical printer-operator, would like to lease later; State proposition first letter. Rue, 363 Grand Ave., Brooklyn, N. Y.

Editorial, Re-Write, or Research Work.

Have had broad experience in all of these lines including encyclopedia, statistical, medical, and industrial fields. Highly specialized education in English; A. M. degree in English from Columbia University. Address Box C-771, care EDITOR & PUBLISHER.

Syndicate Manager and General Manager

All around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & Publisher.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

You May Be Interested

In knowing that the farmers' organization which employed me as a publicity director has gone out of business, leaving me front-house and heart-free. I am awaiting the arrival of the right sort of editorial, publicity or feature-writing job. My salary here has been $5,000. I have a college education, newspaper and magazine experience, and barely 25 years behind me. I have a dozen outstanding references—including a prominent publisher, two well-known editors and two college presidents—to offer anyone who is serious and who may have something interesting. Immediately available for the right work—not available at all for any other kind. Address the Editor, Box 564, Corpus Christi, Texas.

Newspaperman

An internationally known newspaper man, with wide experience at home and abroad, now in an important post in Europe, desires to return to America. His talents and training would make him particularly valuable to a large newspaper desiring intelligent and space-saving supervision of its cable news, or in almost any other executive position demanding rye experience and the ability to handle men and news problems economically.
He could apply his thorough familiarity with affairs at home and abroad advantageously to intelligent interpretation of news dispatches in understandable editorials.
Only big job, or a job with big possibilities not too remote, will tempt him. Address, in confidence, Box C-770, care Editor & Publisher.

Proofreader

Literary, versed in languages, wants position; prepares, revises and edits copy. Reader, Box 3, Station W. City.

Editorial Writer, Paragrapher, Executive

Wants connection with large paper, East or West. Strong references. Address Box C-731, care of Editor & Publisher.

Young Man,

Young man, thirty, married, experienced in circulation, advertising, general accounting, also collections, seeks connection with newspaper. Eight years' experience. References. Box C-773, care EDITOR & PUBLISHER.

Editor and Proofreader

Non-union shop (28) experienced—will travel. W. Weiss, 354 Hancock St., Brooklyn, N. Y.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Excellent Opportunity for Live Wire

Circulation Manager or Assistant who has had experience handling crews of canvassers. Position will pay good salary to start with definite advancement. Future earnings depend on own ability to produce. State age, experience, married or single, and if employed now. Location—east of Mississippi. Replies confidential. Address Box C-768, care Editor & Publisher.

Advertising Manager

Advertising Manager wanted by modern daily newspaper in one of the livest small cities in southwest; must know advertising and be good salesman and copy writer; $75 per week to right man; permanent position in live organization where real ability is recognized. Give full details in first letter. Address Box C-763, care Editor & Publisher.

All Around American Newspaper Man

Young, unmarried, ambitious all around newspaperman, accomplished special writer and copy reader with experience in Sunday work, wanted for European job with big future. Must be a glutton for work, have good knowledge international affairs, no prejudices, understand United States, have no German blood and be willing to grow with business, beginning at ten pounds weekly. Address Box C-758, care Editor & Publisher.

Proof Reader

Wanted—Competent proofreader, experienced on news and advertising composition. Day work, permanent position if satisfactory. State experience and salary expected. Evening Day, New London, Conn.

Circulation Manager

Must be able to promote; morning paper, old established, A. B. C., needs increase. Want shirt-sleeve worker who can get results. Give all information regarding yourself first letter, including salary ideas. Address Box C-757, care Editor & Publisher.

Editor and Manager

Wanted—Competent editor and manager of weekly newspaper near New York. State age, experience and salary required. Address Box C-769, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity

Earn a Real Salary and own your own job—Will sell $5,000 stock in $30,000 company to man of exceptional ability to take charge of democratic semi-weekly. We do not need money; need advertising solicitor-editor. Town has grown 300 per cent in seven years. I was formerly with large dailies; require pep and experience from applicant. He must become a leader among city's leaders to qualify. Alfred P. Isham, Brighton, Colo.

For Sale

To close partnership will sell half or whole interest in newspaper and job plant in thriving incorporated village of 6,000 within 19 miles of New York City. Adjacent territory covered by paper includes three incorporated villages and another soon to be incorporated, totalling another 6,000 with no newspapers. Excellent opportunity for person desiring to take up newspaper alone, or for a combination news man, linotyper-printer. Paper is 8 pages, 6 columns, and has good advertising patronage; print plant doing good business. Health of junior partner requires him to change occupation. Fine field for hustler. Write at once before some one else snaps it up. Address, South Shore Press, Lynbrook, New York.

FREEMAN CONNECTICUT HEAD

Editors Hear Governor Lake and W. J. Pape—Name N. E. A. Delegates

(*Special to* EDITOR & PUBLISHER)

NEW HAVEN, CONN.—O. S. Freeman was re-elected president of the Connecticut Editorial Association at its annual meeting here January 22. Governor Everette J. Lake was the guest of honor and explained his position on several state government questions. William J. Pape, publisher of the Waterbury (Conn.) Republican and president of the Publishers' Buying Corporation, discussed the newsprint situation at present and its probable developments during the next two years.

Besides Mr. Freeman, the following officers were elected: Vice-presidents, Robert Russell, New Britain Herald; W. J. Pape, Waterbury Republican; J. S. Anderson, Mystic Mirror; Ernest L. Prann, Deep River New Era; Miss Shirley Putnam, Greenwich Press; A. S. Ralston, Ralston Transcript; Harry Smith, Rockland Journal; Carl Fischer, Litchfield Enquirer; secretary-treasurer, Arthur S. Barnes; auditor, John E. Hersam; historian, Everett G. Hill; delegates to the National Editorial Association convention, O. S. Freeman, C. H. Scholey, H. B. Hale, W. J. Pape and W. S. Jones.

OBJECTIONS TO A. P. A. LIST

Long Island Publishers Balk on Commission Requirements

Fifty members of the Long Island Press Association participated in a full day of business, social and pleasurable activities in New York City, January 17. In the morning the editors were the guests of the New York Telephone Company at the Bowling Green exchange, which was inspected thoroughly and the many interesting processes explained.

The Select List of New York State Weekly Newspapers plan was explained by a representative of the American Press Association. Although two or three Long Island members have joined this list, objection was made to some of the provisions of the contract—particularly one which requires members to pay a good sized commission on "foreign" or general advertising already established, which amounts to considerable with Long Island papers. The hope was expressed that this objection could be overcome, as otherwise the list could not become the representative list it purports to be.

$3,000 Cash

available for first payment on a weekly newspaper property. New England locations preferred. Proposition V. N.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

THOROUGHLY POSTED

During our 10 years of experience as brokers, we have becomes perhaps, best known through the important transfers and consolidations of daily newspapers we have effected.

While specializing in the DAILY field, we are also equally informed on WEEKLY newspapers; TRADE and CLASS Journals and MAGAZINES.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

LINOTYPES FOR SALE

The following used linotypes are offered for sale f. o. b. Each has been thoroughly cleaned and gone over by an expert linotype operator. They will be placed under power so as to be seen in operation.
Model 8—No. 25483. Practically a brand new machine. Price, $3,000 net.
Model 5—No. 21090. In excellent condition and fully equipped. Price, $1,870 net.
Model 5—No. 13806. The linotype machinist reports that this machine is in first class condition. Like new. Price, $1,900 net.
Model 1—No. 6289. Bargain at $900 net.

LUDLOW FOR SALE
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, INCORPORATED
Newspaper Properties and Equipment
P. O. Box 1507 Richmond, Va.
Room 203, 12 North Ninth Street

F. D. CORSE RE-ELECTED

Northern N. Y. Press Association Newspaper Subscribers Now 90,000

WATERTOWN, N. Y.—At the eighth annual meeting of the Northern New York Press Association, numbering 37 newspapers in the counties of Jefferson, St. Lawrence, Franklin and parts of Oneida and Oswego, held here January 14-15, the following officers were elected: President, F. D. Corse, Sandy Creek News (re-elected); vice-presidents, C. Q. Willard, Boonville Herald; W. J. Allen, Adams Journal; and C. H. Congden, Watertown Times; secretary-treasurer, Floyd J. Rich, Carthage Republican; directors, D. Fuller, Antwerp Gazette; F. T. Swan, Potsdam Herald-Recorder; G. A. Willard, Boonville Herald; J. C. Seamans, Pulaski Democrat; F. L. Turner, Malone Farmer; F. Mannix, Plattsburg Press.

President Corse urged the editors to familiarize themselves with the aggregate trade manufacturers and other industrial enterprises in his particular locality. It was brought out that the combined circulation of the members of the Association amounts to 90,000 subscribers.

San Francisco Prices Raised

SAN FRANCISCO, CAL., Jan. 27.—All San Francisco and Oakland newspapers will raise their subscription price February 1. The evening newspapers will raise their subscription price 20 cents a month and increase their street sales price from three cents to five cents per copy. The morning and Sunday newspapers will increase their subscription price 25 cents per month but will not make any change in the present street sales price of 5 cents a copy daily and 10 cents on Sundays.

Digitized by Google

TIPS FOR AD MANAGERS

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Reported will make up list of newspapers during the next thirty days for Whittemore Bros. Corp., shoe polish, Cambridge, Mass.

Harry D. Phillips, 76 West 35th street, New York. Placing orders with newspapers in various sections for Glenby Hair Net Co., 12 E. 22d street, New York.

Frank Presbrey Company, 456 Fifth avenue, New York. Will shortly place orders with a selected list of newspapers for Equitable Life Assurance Society of U. S., 120 Broadway, New York.

Russel M. Seeds Company, 330 University square, Indianapolis. Reported will make up a list of newspapers during this month for Durham Manufacturing Company, "Duplex Fireless Stoves," Muncie, Ind.

Snodgrass & Gaynoes, 489 Fifth avenue, New York. Again placing orders with newspapers in various sections for Joseph Dixon Crucible Company, lubricant, Jersey City, N. J.

Stavrum & Shafer, 14 East Jackson boulevard, Chicago. Will use newspapers for La Kurba Cigar Company, "Gen. Jackson Cigar," Chicago, and Evansville, Ind.

Thielecke Advertising Company, 22 West Monroe street, Chicago. Reported will use newspapers for Charles A. Straw Company, "Straw's Cobb Mints," Chicago.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with newspapers in various sections for Fleischmann Company, yeast, 701 Washington street, New York. Again placing orders with newspapers in various sections for Pictorial Review, magazine, 95 Madison avenue, New York.

Gundlach Advertising Company, People's Gas Bldg., Chicago. Reported will later use newspapers for L. V. Estes, Inc., industrial engineers, Chicago.

Albert P. Hill Company, 233 Oliver avenue, Pittsburgh. Renewing orders with newspapers for Jersey Cereal Food Company, "Jersey Pancake Flour," Cereal, Pa.

International Press Association, 320 Broadway, New York. Making 3,000 contracts with some Connecticut newspapers for Portonol Drug Company.

Lord & Thomas, Mallers Building, Chicago. Handling advertising for Oneida Motor Truck Company, Green Bay, Wis.

Robert M. McMullen, 522 Fifth avenue, New York. Placing orders with newspapers in various sections for G. Washington Sales Company, "George Washington Coffee," 522 5th avenue, New York.

R. A. Matthews Corporation, 140 South Dearborn street, Chicago. Handling advertising for National Soap and Perfume Company, "Lady Love Toilet Preparations," 152 North Wells street, Chicago.

B. G. Moon, Proctor Building, Troy, N. Y. Handling advertising for Arrow Grip Manufacturing Company, "Non-Skid Truck Chains," Glen Falls, N. Y.

Newell-Emmett Company, 120 West 32d street, New York. Making contracts with newspapers in various sections for Liggett & Myers Tobacco Company, 212 5th avenue, New York.

World-Wide Advertising Corporation, 1 West 34th street, New York. Handling advertising for the following real estate firms: Payson McL. Merrill, Inc., 9 West 44th street, New York; Burgoyne, Hamilton and Adrian Iselin II, 8 East 45th street, New York; E. P. Hatch, Inc., Greenwich, Conn.

Martin V. Kelley Company, 327 South La Salle street, Chicago. Handling the advertising for the Whitestone Company, owners of the new Drake Hotel, Chicago.

Ross-Gould Company, Tenth and Olive streets, St. Louis. Using magazines for the Lichty Specialty Company, Kearney, Neb., manufacturers of "Lisco" products.

Baker Advertising Agency, Ltd., 184 Bay street, Toronto. Sending out instruction and copy to a list of newspapers and magazines for the Pure Gold Manufacturing Company, Ltd., Toronto, maker of baking powder, jellies, and quick puddings.

Hamilton Advertisers' Agency, Hamilton, Ont. Has secured account of the Firestone Tire & Rubber Company of Canada, Ltd. Contracts are now going out to a general list of papers.

James Fisher Company, 386 Yonge street, Toronto. Now sending out contracts to general list for Mutual Life Assurance Company, Waterloo, Ont.

A. McKim, Ltd., Toronto and Montreal. Now placing Canadian advertising for Berry Bros., Walkerville, Ont., varnishes and stains.

Vanderhoof & Co., Vanderhoof Building, Chicago. Preparing newspaper and magazine schedule for the Lloyd Manufacturing Company, Menominee, Mich., manufacturers of "Lloyd Loom-Woven" baby carriages and furniture; will use newspapers for the Central Trust Company of Chicago and the Chicago Morris Plan Bank; also placing new copy in U. S. farm papers for the Hudson's Bay Company.

Power, Alexander & Jenkins Company, Inc., Madison Bldg., Detroit. Making a detailed survey of the home appliance market for the Happy Home Industries, Detroit, manufacturer of an electric dishwasher.

Hoyt's Service, Inc., 116 West 32d street, New York. Handling the following new accounts: United Electric Company, Canton, Ohio, "Tues" vacuum cleaners; General Optical Company, Mount Vernon, N. Y., optical instruments; Bell Wringer & Washer Company, Cleveland, washing machines; Outing Shoe Company, Boston, "Comfort" slippers; Lewis Manufacturing Company, Bay City, Mich., "Lewis-Built Homes."

Clarence B. Kesmer Agency, Toledo, Ohio. Handling advertising for Skidmore Pen Company, Toledo, Ohio.

Amsterdam Agency, 1180 Broadway, New York. Handling advertising for Page & Shaw, candies, Boston, New York and Philadelphia.

George Patten Company, Inc., Fourth avenue Bldg., New York. Placing orders with newspapers in a few selected sections for the Lamson Company, engineers, Boston, and 9-11 East 37th street, New York. Also handling advertising for the Boott Mills, Boston and Lowell, Mass.

Emil Brisacher, Flood Building, San Francisco. Placing advertising in Middle West and Pacific Coast newspapers for George W. Caswell & Co., "Caswell's National Crest Coffee"; California Milk Products Co., "Puppy Skim Milk"; Boldemann Chocolate Company, "Malto-Cocoa"; Revival Yeast Company; San Leandro Canning Company, "Sunstrand Fruits"; Berg Bros., Chocolates, and O. F. Darling Canning Company, Fruits & Grange Company, dried grapes.

Capehart-Carey Corporation, Times Building, New York. Placing orders with newspapers for Fred Fischer, music publisher, 224 West 46th street, New York.

George S. De Rouville Advertising Agency, Savings Bank Bldg., Albany, N. Y. Reported to be placing orders with newspapers in New York, Pennsylvania, Massachusetts, Ohio and Vermont for Gibson Snow Company, "Master-Ice"; "Wild Cherry Cough Syrup," Albany, N. Y.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Placing orders with newspapers in various sections for Channel Chemical Company, "O-Cedar" mops and polish, 1419 Carroll avenue, Chicago.

Albert Frank & Co., 14 Stone street, New York. Placing orders with some New York City newspapers for Louis Schlesinger, Inc., factory broker, Times Bldg., New York.

Blackman Co., Inc., 116 West 42d street, New York. Making 1,000-line yearly contracts with newspapers for the Peerless Motor Car Company.

Albert P. Hill Company, Inc., 233 Oliver Bldg., Pittsburgh. Making 1,000-line contracts with newspapers for Equitable Life Insurance Company.

E. P. Remington Agency, 1200 Main street, Buffalo, New York. Making yearly contracts with newspapers for Hoeffer's Centennial Chocolate Company, Inc.

Lord & Thomas, Inc., Mallers Building, Chicago. Making 2,500-line contracts with newspapers for California Fruit Growers' Exchange.

Charles H. Fuller Co., Inc., 623 South Wabash avenue, Chicago. Making 1,000-line contracts with newspapers for Arzola Laboratories. Making 7,000-line contracts with newspapers for Recio Co., Inc.

Campbell-Ewald, 1118 South Michigan avenue, Chicago. Making yearly contracts with farm papers for Hyatt Roller Bearing Company.

E. T. Howard Company, Inc., 117 West 46th street, New York. Making 1,000-line yearly contracts with newspapers for Wholesale Hosiery Company.

Cowen Company, 50 Union square, New York. Making yearly contracts with newspapers for P. Lorillard Company.

John O. Powers Company, Inc., 461 Fourth avenue, New York. Making 5,000-line yearly contracts with newspapers for A. Schilling & Company.

Dillard Jacobs Agency, Chandler Building, Atlanta. Making 7,000-line yearly contracts with newspapers for Aspironal Laboratories.

George Batten Company, 381 Fourth avenue, New York. Making yearly contracts for Dewey & Almy.

J. Walter Thompson Company, 242 Madison avenue, New York. Making newspaper contracts for Dolly Varden Chocolate Company.

Federal Advertising Agency, Inc., 6 East 39th street, New York. Making yearly contracts with newspapers for Consolidated Cigar Company.

Nelson, Chesman & Co., 1127 Pine street, St. Louis. Making 3,000-line contracts for Sans Ake Company. Making 7,000-line contracts of A. H. Lewis Medicine Company.

Paris Medicine Company, St. Louis. Placing 4,000-line contracts direct.

Dunlop - Ward Advertising Company, Kresge Bldg., Detroit. Making 1,000-line contracts with newspapers for Grant Motor Car Company.

E. H. Clarke Ad Agency, Steger Building, Chicago. Making 2,500-line contracts with newspapers for James S. Kirk & Co.

Critchfield & Co., Brooke Building, Chicago. Placing 370-inch orders to run 21 times for Russell Miller Milling Company.

Frank Seaman, Inc., 470 Fourth avenue, New York. Making contracts for Studebaker Corporation.

Lyddon & Hanford Company, Inc., 200 5th avenue, New York. Making yearly contracts for N. Y. & Ky. Co. & Allied Interests.

E. W. Hellwig, 299 Madison avenue, New York. Making contracts for Corn Products Refining Company.

Elliott Ad Service, Inc., 262 East avenue, New York. Making 1,000-line contracts for Scout Gum Company.

Harry D. Phillips, 76 West 35th street, New York. Making 5,000-line contracts for S. Glenby & Company.

Vick Chemical Company, Greensboro, N. C. Making contracts direct.

Morse International Agency, 449 Fourth avenue, New York. Making 5,000-line contracts with newspapers for Cuticura. Placing orders for 600 inches for Beecham's Pills.

Wylie B. Jones Ad Agency, Inc., Binghamton, New York. Making contracts for Woodward Products Company.

Willis Sharpe Kilmer, "Swamp Root," Binghamton, N. Y., placing advertising direct.

Calkins & Holden, Inc., 250 Fifth avenue, New York. Making 20,000-line contracts for H. J. Heinz Company.

Chambers Agency, Maison Blanche Building, New Orleans. Placing orders with some Southern newspapers for Louisville & Nashville R. R. Co. Sending out new schedule to daily newspapers for Merchants Coffee Company, "Alameda" coffee.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report

for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Tried and Found True

Whether as a household necessity for the family or a productive salesman for advertisers

The Pittsburg Dispatch

has stood the test for generations.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

YORK, PA.

POPULATION, 60,000
An ideal manufacturing city of ideal homes and labor conditions.
"You'd like to live in York"

The York Dispatch

York's only Evening Paper

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World-Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

AND

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

דער טאג

The National Jewish Daily

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Digitized by Google

Pennsylvania

The Keystone State

Offers a ready-made, permanently prosperous market — sufficiently attractive and sufficiently diversified to warrant the most intensive cultivation. Pennsylvania Dailies are strong on co-operation.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	22,530	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,558	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10

Government Statements, October 1, 1920.

		Circulation	2,500 Lines	10,000 Lines
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.25	.25
Philadelphia Record	(S)	117,132	.25	.25
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,362	.22	.18
Pottsville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
Sharon Telegraph	(E)	4,709	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

*A. B. C. Publisher's Statement, October 1, 1920.

A Story Every Advertising Man Should Know

From Advertising and Selling, Jan. 8

Who Pays for Advertising?

Who pays for the advertising? That was an old conundrum when Heck was a pup and as you no doubt know Heck is a very old dog now.

But then, as now, the conundrum had an answer.

And the answer is Advertising pays for itself.

Which is to say that neither the consumer nor the dealer pays for the advertising in either higher prices or lowered quality.

There's an illustration which has been going the rounds for a long while now. It is worth repeating here.

X and Z are competitors in the manufacture of rubber nipples for babies' feeding bottles. Both produce 100,000 nipples a year and neither advertises. The nipples cost each manufacturer 12 cents each to make and they are sold to the dealer for 14 cents. Thus each manufacturer makes a profit of 2 cents on each nipple he sells.

X determines to advertise and appropriates 1 cent on each nipple sold and presently finds his market expanded to a demand for 200,000 nipples a year.

When he gets to making 200,000 nipples a year he discovers that economies in manufacture thus made possible make his factory cost 10 cents. So that instead of making 2 cents on each nipple he's making 3 cents and selling twice as many.

So next year he increases his appropriation to 2 cents per nipple, sells 300,000 and gets his factory cost down to 8 cents—a profit of 4 cents—and the price still remains 14 cents to the dealer.

Thus encouraged, the third year he increases his advertising appropriation to 4 cents for every nipple sold and enjoys a distribution of 500,000—and through further economies made possible through huge quantity production, he gets the factory cost down to a bed-rock figure of 5 cents per nipple. Then he decides that his profit is too long and he cuts the price to the trade to 12 cents, 2 cents lower than the beginning price—and makes 4 cents profit.

Meanwhile Z continues his enterprise without advertising and is found standing still—his factory cost continues at 12 cents, profit 2 cents and the dealer's price 14 cents.

X is clearly in the commanding position—he got there through advertising. He sells his nipple to the trade for 2 cents less, which affords the dealer an opportunity to make a longer profit—and you can guess whose nipple he buys and pushes. Meanwhile X is making 4 cents against Z's 2 cents profit.

Thus the advertising paid for itself, gave dealer and manufacturer a longer profit, cost the consumer no more and probably in some cases less.

Good advertising pays its own way every time.—*Merchandising Advertising.*

The writer of this article failed to drive home even a stronger argument by imagining Manufacturer X having the conception of a Henry Ford.

Suppose he had decided that a profit of 2 cents a nipple was all he wanted and had then let advertising do its utmost.

If he secured a sale of 500,000 for a profit of 4 cents per nipple it is safe to say that through advertising and lower prices made possible through increased traffic he would have sold 2,000,000 or more at 2 cents profit.

Ford only wanted $100 profit a car when he started out and got a market for over 1,000,000 a year and upwards of $100,000,000 profit.

Advertising will sell increasing volume of goods at lower prices to the consumer, enormous profit to the advertiser, and pay for itself through increased traffic.

Advertising will sell increasing volume of goods at unfairly high prices, and is doing so every day for those of narrow vision regarding possibilities.

JASON ROGERS.

Member A. B. C.

The New York Globe

170,000 a Day

LORENZEN & THOMPSON, Inc., Publishers' Representative

NEW YORK—19 W. 44th St. **CHICAGO—Peoples Gas Bldg.**

F3

THIS ISSUE: POSTAL PROBLEMS OF THE NEW ADMINISTRATION

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879.

(Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.)

Vol. 53. No. 36 | NEW YORK, SATURDAY, FEBRUARY 5, 1921 | By Mail in Advance $4, U. S. A.; $4.50 Can.; $5, For. | 10c. Per Copy

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

now has the largest morning

circulation in New York City.

NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

New York State, with a total wealth of nearly $13,000,000,000 and 10,384,144 people is the wealthiest community in the world.

It is easily accessible from all sides either by ocean-going steamships or great railroad trunk lines---thus giving ample and economical distribution service to all points.

NEW YORK STATE PRODUCES:

42,986,900 pounds of butter
112,500,000 pounds of cheese
6,000,000 tons of hay (valued at $132,000,000)

New York State's fruit industry is of great value. The 1919 apple crop was 16,800,000 barrels (value $25,200,000); grape crop was 250,000,000 pounds (value $6,500,000).

The value of other fruit crops were: peaches, $4,950,000; pears, $3,672,000; plums, $519,192; cherries, $544,500; quinces, $135,345; and small fruits, $8,500,000.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,768	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	6,960	.04	.035
*Brooklyn Daily Eagle	(E)	50,882	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
Brooklyn Standard Union	(E)	61,554	.20	.20
Brooklyn Standard Union	(S)	43,163	.20	.20
*Buffalo Courier and Enquirer	(M&E)	68,843	.22	.16
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,786	.18	.14
Buffalo Evening News	(E)	96,501	.21	.21
Buffalo Evening Times	(E)	71,189	.15	.15
Buffalo Sunday Times	(S)	72,239	.15	.15
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,196	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
*Gloversville Leader-Republican	(E)	5,938	.03	.03
Gloversville Morning Herald	(M)	6,042	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,562	.025	.025
*Jamestown Morning Post	(M)	5,934	.06	.03
*Middletown Times-Press	(E)	5,861	.04	.03
**Mount Vernon Daily Argus	(E)	6,860	.04	.04
Newburgh News and Journal	(E)	10,636	.05	.05
New York American	(M)	291,840	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	36,875	.32	.25
*The New York Herald	(M)	203,686	.50	.45
*The New York Herald	(S)	207,062	.50	.45
*The Sun, New York	(E)	190,509	.50	.45
†New York Times	(M)	330,000	.65	.6305
†New York Times	(S)	500,000	.75	.7275
*New York Tribune	(M)	125,919	.40	.36
*New York Tribune	(S)	127,836	.40	.36
***New York World	(M)	337,228	.60	.58
***New York World	(S)	590,965	.60	.58
***New York World	(E)	350,480	.60	.58
***Niagara Falls Gazette	(E)	12,720	.06	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,383	.06	.06
Rochester Times-Union	(E)	62,804	.20	.16
Schenectady Union-Star	(E)	13,417	.06	.06
*Staten Island Daily Advance	(E)	5,965	.04	.03
*Syracuse Journal	(E)	42,218	.09	.09
*Troy Record	(M&E)	22,312	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.

The Publishers Buying Corporation

and the New Newsprint Campaign

JUST because the spot price of newsprint is below six cents (the Buying Corp. was buying some for its members at five cents last week), the newspaper publisher should not draw a napkin over his face and drop into a two or three years' nap.

If he does, he will wake up to face more trouble. If you don't believe it, stop right here and read the article from a paper trade journal printed herewith.

(From The Paper Mill, Issue of Jan. 22, 1921)

DOWN FOR REPAIRS

Mills of Northern New York Take Advantage of Lull in Demand for Their Products

(Correspondence of The Paper Mill)

Watertown, N. Y., Jan. 21, 1921.—The slackening in the demand for newsprint paper is beginning to have its effect upon the mills of this section of the state and several of them are operating at greatly reduced production. The Remington Paper and Power Company, of this city, which is one of the largest independent companies in the state, has temporarily put its mills on a three-day basis. The company's mills are at Norfolk, Raymondville and Norwood and several hundred men are employed in them. The daily normal production of newsprint ranged between 175 and 200 tons.

The company is taking advantage of the situation to make some needed repairs and the men are being employed as far as possible in this work. Other mills along the Black River Valley and in fact throughout northern New York, are experiencing similar difficulties.

However, the situation is only temporary, the manufacturers are certain. There is no longer any question in the minds of the business men and manufacturers of the whole United States that the early summer will see business booming and everything prosperous throughout the land.

Business has already stepped upon the edge of the greatest advertising campaign that the **country has known.** It is predicted that it will surpass that of the war period. It is obvious **that the paper industry will reap an untold benefit.**

Those conversant with the situation are looking ahead to a situation which will mean that **publishers will be scrambling in the open market for supply.** It is confidently prophesied that the demand in the next few months will so far exceed the production of print paper that newspapers not protected with good contracts will find themselves in a precarious situation.

Of course the publisher who is looking ahead can read as easily as anyone else that this all means a stiffening in the price of newsprint again. Not only is it doubtful if a better price **than six and one-half cents a pound will be forthcoming on contracts during the balance of the year, but it is doubtful if as good a price as that can be negotiated with the manufacturers** for the quarterly period starting July 1.

Some prophets go so far as to forecast a minimum price of not less than seven and one-half or eight cents. The only thing that will prevent prices rising to extreme heights will be lower wage scales with the advent of the new labor agreements due on May 1. It seems inevitable that there must be some reduction in wages with wages in other lines of industry dropping. Up to the present time there has been no substantial reduction in the costs of materials which go into the manufacture of paper. Pulp wood may drop slightly for a short time, but with the limited available supply and the prospect for a renewed heavy demand for paper, there is no doubt that the price will come back again.

No condition can possibly appear this year to **materially increase the output of print paper.** Hence there is only one result possible should **the demand begin to increase extensively.**

The paper making districts are prophesying **8-cent newsprint again.** They think that the contract price is GOING UP ON JULY 1.

Here is where the Publishers Buying Corporation tackles another job.

The present membership is more than satisfied without 1920 promises and performances, thoroughly sold on the soundness of our methods and the accuracy of our information and predictions.

In six months we spent $30,000 of their money, but saved them several million dollars. Every time the price of paper went down one cent a pound, our members saved over $1,000,000. The Buying Corporation chased the paper famine back to the woods, broke the spot market, prevented many of its members from accepting 10-cent contracts, and got them contracts at 6½ cents. The stockholders of the Buying Corporation won't have its information service and group-buying machinery scrapped and you can't blame them.

In saving the situation for themselves the members of the Buying Corporation benefitted thousands of other publishers who were not asked to help. Now is the time to subscribe to a new

NEWSPRINT SERVICE BUREAU FOR PUBLISHERS

It will always be prepared, in case of another emergency, to handle the situation as it was handled in 1920 and to that end the buying machinery will be kept intact.

It will try to know the newsprint situation from the bottom up, all over the world and all the time by the thorough and systematic collection and study of authentic information.

It will advise its members what price newsprint should sell at and what price it is selling at, the changes in relation of demand to supply, the probable price changes and the most favorable times for making contracts and for buying for reserves.

It will make a service charge of $1.00 to $5.00 a week according to the tonnage consumed on a scale which will make it cost for intelligent and complete advice on your newsprint problems a fraction of a cent per week for each ton of annual consumption.

It will handle negotiations for newsprint on the request of any member, give any other advice or information without extra charge.

There will be no other obligation except each subscriber to the service must take one $100 share of stock in the Publishers Buying Corporation. This will be a part of the permanent capital to be utilized to finance group paper purchases when the need arises.

FIVE HUNDRED MEMBERS NECESSARY

To properly support such a service a membership of 500 newspapers or newspaper associations is needed. Meetings will be held during February in the principal cities east of the Rockies to explain the plan fully and to enroll members.

SCHEDULE OF MEETINGS

PITTSBURGH, Monday, February 14, 2 P. M. Ft. Pitt Hotel.

CHICAGO, Tuesday, February 15, 2 P. M. La Salle Hotel (at meeting of the Inland Daily Press).

CHICAGO, Wednesday, February 16, 2 P. M. La Salle Hotel (for non-members of the Inland Daily Press).

KANSAS CITY, Friday, February 18, 10 A. M. Hotel Baltimore.

BOSTON, Tuesday, February 8, 9 A.M., Hotel Copley-Plaza.

NEW YORK, to be announced later.

ATLANTA, to be announced later.

For further information address the

PUBLISHERS BUYING CORPORATION

73 DEY STREET, NEW YORK CITY

WILLIAM J. PAPE, President — JASON ROGERS, Treasurer — J. RAYMOND HOOVER, Counsel

Digitized by Google

Ten Reasons Why the Merchant Succeeded

1. He kept up with the times.
2. He did not try to do everything himself.
3. He took time for exercise and relaxation.
4. He maintained efficiency by developing able help.
5. He did not permit system to run into red tape.
6. He did not practice cheese-paring economy.
7. He did the little things worth while.
8. He developed his capacity for large things by avoiding the pitfalls of detail.
9. He took frequent inventory of himself and his stock.
10. He was a regular and consistent newspaper advertiser.

Dominate Philadelphia

Metropolitan Population: 3,000,000
City Population: 1,823,779
Separate dwellings: 390,000

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"——

The Bulletin

Net paid average circulation for the year 1920, 488,687 copies a day

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, FEBRUARY 5, 1921 No. 36

POSTAL PROBLEMS OF THE NEW ADMINISTRATION

Re-organization of the Service Will Probably Be One of First Jobs Tackled by Incoming Republicans —Is One Place Where Increased Expenditures Will Be Necessary

By CLYDE M. REED

EDITORIAL NOTE—Mr. Reed is the editor of the Parsons (Kan.) Sun and speaks on the postal problems of the incoming administration from the standpoint of a man of practical experience who is recognized as an authority. He has had a wider experience in mail transportation than any other individual ever connected with the Post Office Department. He started as a railway postal clerk and served through all the grades to finally becoming superintendent of the Division of Railway Adjustments in the Post Office Department at Washington, the bureau which handles the mail transportation contracts over the country. Afterwards he was superintendent of the railway mail divisions at Cleveland, Cincinnati, New Orleans, Omaha and St. Paul. Mr. Reed is a member of the Kansas Court of Industrial Relations.

THERE will be plenty for the Republican party to do when it returns to power March 4, 1921. Mostly it will be in connection with the "revision downward" of taxes, appropriations, expenditures, sundry and divers inflated organizations; all of these things will have to undergo rigid scrutiny by an administration pledged to their deflation and which will be judged by its success in carrying out the process.

In the general movement of the period toward greater economy and lesser expenditures and a curtailment of the extravagance of a wartime period, one of the government departments must be an exception. I refer to the Post Office Department. Here is one place where there has been "economy" that has caused as much complaint through the whole United States concerning this department as too lavish expenditures in most of the others. The incoming Postmaster General will find a postal service much impaired: a postal personnel thoroughly dissatisfied and a mail transportation system that has been starved.

The Personnel

Upon the organizing genius of the Postmaster General and his principal assistants; upon their understanding of the postal and business methods of the country and their constructive ability, will depend the extent of their success and the rehabilitation of that arm of the national government which most closely touches all of the people.

In the beginning a discussion of the things that will be necessary to restore the American postal system to the standard of efficiency when it outranked any similar organization in the world, anyone familiar with the present conditions would begin with the personnel, viz., the men and women who are postmasters, assistant postmasters, post office clerks, city letter carriers, rural mail carriers and railway postal clerks. The Post Office Department, as you may or may not know, is the largest employer of labor of any civil organization in the nation and counts its employees by the hundreds of thousands. The largest single factor in the debacle which has overtaken the postal service has been the loss of morale among these workers.

Part of the Workers

Of all the great business organizations in the country, the postal service is the one wherein the workers play the largest part. Aside from the machines in post offices which cancel stamps on letters, the machinery used in the service is negligible. It is all hand work. The collection of mail, its assorting, distribution and delivery are all the result of human effort and skill.

The postal service has suffered the same difficulties from the deterioration of its personnel as have other organizations, large and small, plus an intensity of dissatisfaction among its employees that probably has not been exceeded in any other line of effort.

In the recent election, it is safe to say that aside from the postmasters who hold political appointments, 98 per cent. of the postal employees, without regard to what had been their political leanings or affiliations, voted against the party in power. I have talked this year with postal officials and employees all the way from the western slope of the Rocky Mountains to the Atlantic seaboard. Without exception they told me that they intended to vote for a change in administration and invariably I was informed that the postal employees who felt otherwise were so rare as to cause comment among their fellow workers. Probably no other workers in a single employment were so nearly unanimous or furnished an exhibition of "class consciousness" to the same degree as postal workers.

Broken Morale

It is not the intent here to enter into an exhaustive discussion of the reasons which led to this condition. That would require too much space and time. The facts point unerringly to a condition, the correction of which must be the first step in reconstruction of an efficient postal service. It is not possible to satisfy every worker in any employment, large or small, but the unanimity of feeling among postal employees toward the present postal conditions, calls for early and immediate attention. The things which have led to this condition include a number of points, some of which stated in a reasonable order of their importance might be itemized as (1) the inadequacy of pay which was allowed to continue through a considerable period of the soaring of living costs; (2) the efforts of the Postoffice Department, through its interpretation of the laws passed by Congress, to minimize the relief intended to be given under these laws and (3) the general lack of understanding of and sympathy with the workers of the postal system by those in authority, manifested so many times in the official acts of the Postoffice Department.

Relief for the postal worker from the effect of the rapidly ascending living costs came slowly. Only after it was made the subject of serious comment by the daily and periodical press of the country was anything like adequate relief given. The first efforts of Congress to deal with the situation were not effective, first because of the smallness of relief offered as compared with increased living costs and second the thwarting of such efforts by the interpretation and administration of relief measures by the Postoffice Department, which withheld their benefits from postal workers whenever possible.

One might illustrate the spirit in which postal problems were met by citing the action taken by the Postmaster General in the matter of the civil retirement measure passed by the last Congress. After many years of effort, provision was made for the retirement of civil employees under certain conditions, not necessary to discuss here, at ages ranging from 62 years upwards.

The Retirement Measure

The railway mail service being regarded as the most strenuous of postal employments carried the minimum age limit, namely 62 years. Provision was made that employees of the service physically and mentally capable of doing efficient work, might be retained upon their application for a period of not exceeding two years.

It was plainly not the intent of Congress that every man should be required to leave the service at the minimum age, regardless of his physical and mental condition. But the law was not so administered. The moving spirits of the Postoffice Department had been opposed to the legislation. When it was enacted they forced the employees for whose benefit as a class it had been enacted into retirement. Appeals from every source for a sane and liberal policy of retirement were denied.

Supervisory officials of the railway mail service have told me within the last month or two that probably six or seven hundred railway postal clerks, anxious to continue active work during the next two years, and abundantly able because of their training and skill to render efficient service, have been forced into retirement at expense to the government of more than one-half million dollars a year besides the loss of their own earning power. There may have been some reason of public policy for such action but it is not known to those familiar with the service.

The Transportation Feature

This may fairly be said to be typical of numerous policies which have brought the department into continuous and many times needless conflicts with those who serve it, whose desire to render loyal and efficient service is as strong as that of the Postmaster General himself.

I wrote for the April number of the "Nation's Business," a story dealing with the way in which transportation of the postal system had been starved. The detailed facts contained in that story will not be repeated here. It is sufficient to say that there has been no

POST OFFICE Department is one in which there must be no curtailment of expenditures in the interest of economy if the best interests of the country are to be served, says Clyde M. Reed.

Digitized by Google

material change in policy or conditions. The principal thing that has brought about this condition has been a desire for economy in postal expenditures, based upon the "space" system of mail transportation payment to the railroads.

It is not the purpose here to enter into discussion of the relative virtues of the "weight" system of railroad mail pay as against the "space" basis. If it were agreed by the Postoffice Department and the railroads that any given sum would be regarded as an adequate compensation for transportation of the mail, probably it would not make much difference to the railroads whether the weight basis or space basis were used. Efficient service can be rendered under either of them.

The main point I have to make is that the weight basis of railroad mail pay which obtained up until November 1, 1916, is a sort of blanket compensation based upon the total average weight of mail carried per day, regardless of the number of trains, whether five or fifty, upon which mail is transported. After all, if a railroad has a number of trains running between certain terminals, the carriage of mail upon any or all of them is attended with little additional specific expense.

Transportation the Big Factor

The space system of pay which obtains now is based upon the amount of space used upon each specific train or trip. The more trains, the more pay; the fewer trains, the less pay. Therefore, as I pointed out in my previous article, there is a constant temptation to a postal administration striving to "economize" to reduce the frequency of service by reducing the number of trains upon which mail is carried and this policy as followed during the last four years has humbled into the dust what was once the most prideful branch of the Department, namely, the railway mail service, and next to the lowering of the morale of the workers has been the largest factor in the lowering of efficiency.

I do not wish to be understood to say that the space system of railroad mail pay cannot be administered so as to provide a good service, but in the very nature of things, it is more difficult to administer than the weight basis. Experience has amply demonstrated that fact. The space system has some advantages but is has the overwhelming disadvantage of measuring efficiency in mail transportation in terms of dollars of expenditure. Before the postal service is rebuilt into a condition approaching its former efficiency, its transportation needs must be amply met.

Terminal Distribution

The modern postal service began with the establishment of distribution of mail on railroad trains en route in 1864. Up to that time, mail had gone to the principal postoffices which were known as "distributing postoffices" and made up into pouches for individual towns served through such central points. As the idea of working the mail on the trains was developed, practically all of the distribution of mail came to be made en route and the railway mail service became the most technical and highly organized branch of the postal system.

With the growth of second class mail (newspapers and periodicals) and the development of the parcel post, the mail cars were over burdened, and in 1913 a system of "terminals" was established for the distribution of mail. Originally intended for the distribution of parcel post and printed circular mail, these terminals have been expanded and their activities have been extended to take in all classes of mail matter, including the bulk of paper mail and in many instances first class mail.

It is true that in theory, the letter mail is not delayed by passing through these terminals, but in fact such delays frequently occur and are a common source of complaint from the business interests as to the slow transit of important business mail.

Mail can be handled more cheaply in a "terminal" than in a moving railway postal car and this has been the incentive to increase the terminal distribution and reduce the distribution of mail en route. The new administration will have to give this problem its serious consideration and be prepared to make judicious expenditures for the purpose of distributing mail en route which is now sent to the terminals, thereby causing delay and serious complaint.

City Transportation

The present postal auministration has come into conflict with the business organizations of those of the large cities which were served by pneumatic tube service up to its discontinuance within the last year or so. The present administration claims that equally prompt and reliable service at a lower cost is furnished by automobiles. This is disputed.

In any event, the need for rapid and dependable communication between the main postoffice and postal stations in the large cities of the country is so great that whatever is necessary, must be done. The principal complaint of delay from this source arises in New York City, where the pneumatic tube service had come the nearest to fulfilling its potential efficiency. The postal problems of the great cities increase in importance each year and are always among the most pressing of any forward-looking postal administration.

That years of experimentation and experience will be necessary to develop the possibilities of aircraft for passenger carrying and commercial purposes is a commonplace. In the experimentation and expenditure necessary to this end, the United States Government should, as a highly interested party, bear its part. If it is desired that such experiments should be carried on in part by the Postoffice Department, as well as by the Army and Navy, well and good. But to hold out the idea that aircraft in its present stage of development is rendering any important service in the expedition of mail is so far from the truth as to discredit any administration which advances such a statement.

The present administration not only has made such claims, but goes further and points out alleged economy effected through the use of aircraft in transporting mail. Such claims are absurd. There is no transportation known at the present time so expensive mile for mile, in proportion to the weight carried and capacity of the vehicle, as the aeroplane. To claim that aeroplanes have been able to carry mail more cheaply than railroad trains is so preposterous as to make one wonder that a responsible postal administration would assume any responsibility for such statements.

The question of cost is easily determined. The mail transportation of the country costs on an average about eight to twelve cents per ton mile. So far the aeroplane expense per mile of operation has been about sixty or seventy cents. The average load carried is about 300 pounds; the maximum mail carrying capacity of most of the planes is 350 pounds. A few planes are being tried that are rated to carry 1,000 pounds, but so far operation on this basis is negligible.

Aero Service Limited

The bulk of mail matter especially first class letter mail, originates at the great centers throughout the day and is sorted in the postoffice and ready to move out in the early morning. In the present stage of the development of the art of flying, planes cannot fly at night. Therein lies the great limitation upon the utility of aircraft for the movement of mail.

Between important points not over four hundred miles apart, mail originating in any one of them may be delivered in any one of the others the next day by means of trains which make the journey through the night. Between such points aeroplanes would not have any advantage over railroad trains.

From the close of business in any city on any day and the opening of business in another city the next day, an interval of from twelve to fifteen hours elapses and is used for the collection, distribution, transportation and delivery of mail. There would be no practical advantage in being able to carry out these steps in a smaller number of hours than is now used, so that even if the aeroplane could fly at night there would be little or no advantage in its use between such points.

If aeroplane service should become dependable, which it has not been, and is not now, doubtless such craft could be utilized in connection with train service covering long distances. As an illustration, the principal transcontinental mail train leaves New York City at nine o'clock at night. It is due to pass Rochester about daylight the next morning. If an aeroplane could pick up the Chicago mail at Rochester and arrive at that point by noon, it would allow delivery on the first day out of New York, instead of the second. Or if the aeroplane could take the letter mail off of the fast mail train at Rochester and fly through to North Platte, Nebraska, in ten hours, it would overtake the fast mail train carrying mail leaving New York twenty-four hours ahead of its dispatch and thus advance transcontinental mail to that extent.

Public Should Know Truth

There is a field for the aeroplane as a supplement to the mail trains under a careful and intelligently worked out program of mail distribution. But the haphazard system that has been carried out has not only brought no practical results but has occasioned fatalities exceeding in proportion to the number of men engaged, those sustained by Pershing's army in the battle of the Argonne.

On the very best authority obtainable, I am informed that eighteen men have been killed in the performance of aeroplane mail service out of a total number of men engaged as pilots and mechanics of probably not exceeding two hundred. (It is difficult to ascertain the exact number of men that have been used in this service.)

The actual facts are directly contrary to the glowing reports as to the development of the air mail service, especially regarding dependability and cost of service. As was said in the beginning, the United States Government should bear its part in the development of aircraft. Part of this may perhaps as well be allotted to the Postoffice Department as to the Army and Navy, but certainly the public should be told the truth.

I have touched on some of the main postal problems that will confront the next administration. There are many others. There is more need for constructive thought in the Postoffice Department from March 4th next year than has been the case for many years. The constantly increased efficiency of the postal institution has been interrupted during the last five years and the postal organization has deteriorated to a point that will require painstaking effort to repair the damage and to start it on the way to again serve the business and social needs of the country.

The next Postmaster General will have a hard task.

NEW SCALES FOR NEWSPAPER PRESSMEN

NEW agreements have been negotiated between newspaper publishers and locals of the International Pressmen & Assistants Union as follows:

St. Joseph, Mo.—Increases of $7.50 a week for day foremen; $11.50 a week for night foremen; $4.50 for day journeymen, men-in-charge, and apprentices; $6 for night journeymen.

Minneapolis—A contract just negotiated with the Daily Star provides a flat rate of $1.08 an hour for all journeymen, based on a seven-hour day or night, six days or night a week, a scale of $45.36 a week. Apprentices receive not less than 50 per cent of journeymen's scale during first year with 10 per cent additional each year until five years are served. Conciliation and arbitration of all disputes is provided.

Galveston, Tex.—Galveston News has agreed to increases of $5 a week for foreman, $10.50 for assistant foremen and $9 for journeymen.

San Antonio, Tex.—Increase of 50 cents a day to web pressmen, making total pay above contract scales $7.50 a week on the Express and the News.

Dayton, Ohio—Increases, men-in-charge and journeymen on day shift, $6 a week; night shift, $7.50. New scale, men in charge, day, $43.50 a week; night, $45; journeymen, day, $39; night, $40.50.

Trenton, N. J.—New scale, men-in-charge, day, $48; night, $51; first journeymen, day, $43; night, $46.50; second journeymen, day, $42; night, $43.50; third journeymen, day, $39; night, $40.50. Pressmen on evening papers with Sunday morning editions, receive $1 over day scale for Saturday night. Hours, day work, eight; night work, seven.

Houston, Tex.—Increase of 50 cents a day for web journeymen, making present wages $39 a week for day or night work.

Savannah, Ga.—Increases of $10 to $15 a week over contract scale for foremen, $12 for journeymen, and $3 to $9 a week for apprentices, making scale for foremen, $40, day; $45, night; journeymen, $36, day or night.

Burlington, Ia.—Increase of $5.25 a week for web foremen on morning papers and web assistants; $5 for web foremen on afternoon papers.

Stockton, Cal.—Increase of $6 a week for foremen and other journeymen, effective September 1, 1920, and an additional increase of $3 on January 1, 1921, bring scale to $51 for foremen and $48 for journeymen.

Austin, Tex.—Increases, foreman, $2 a week; journeymen, $12 a week; apprentices, $6 to $12 a week.

Fresno, Cal.—Increases of $12.50 a week for foremen; $9.50 for journeymen. Scale now $56 a week for day foremen; $50 for journeymen, with $3.50 additional for foremen and journeymen on night shift.

Tampa, Fla.—Increases of $7.50 a week for day foremen; $12 for first day journeymen; $10.50 for other day journeymen. Night work $3 additional, changed from $1.50 a week.

Phoenix, Ariz.—Increases of $3 a week for web pressmen.

Salt Lake City, Utah—New scale, $8 a shift for men in charge, day or night; $6.50 per shift for journeymen, day; and $7 for journeymen, night. Latest increases, 25 cents a shift for day men, 50 cents for night.

One Daily Left in White Plains

WHITE PLAINS, N. Y.—The Eastern State Journal, an evening paper established in 1845, suspended publication January 31. The discontinuance, which the publishers announce as temporary, was caused by high production costs. The Reporter, also published evenings, is now this city's only daily paper. A year ago there were four. In March, 1920, the Reporter took over the Daily Argus and the Daily Record. W. Lee Tuller is publisher of the Reporter and Walter V. Hogan is editor.

Camden Post-Telegram Names Special

Hamilton-DeLisser, Inc., has been appointed to represent the Camden (N. J.) Post-Telegram in the national advertising field.

Digitized by Google

DETAILS OF THE NATIONAL EDITORIAL CONVENTION AND TOUR

Secretary Schlosser Gives Editor & Publisher First Authorized Statement on Itinerary and Program—Sessions in St Augustine March 10-12

BY GEORGE SCHLOSSER

Secretary National Editorial Association, Wessington Springs, S. D.

IN making the preliminary announcement of the Florida meeting of the National Editorial Association the secretary is obliged to confine himself to only a portion of the program. The details covered in this announcement may be subject to slight changes. In the main however, they are correct.

The first important inquiry of the delegate contemplating attendance is expense, route of travel, entertainment, etc. This information I will briefly cover in the foregoing announcement and for any further special or personal information touching any particular case, delegates will write immediately.

All lines of railroad lead to Florida this year. For the convenience, however, of delegates who are going and who enjoy fraternizing with their fellow publishers the following routes are suggested as affording first-class accommodations and serving every purpose.

Illinois Central Railway

The initial starting point from middle western states will be Chicago. The Illinois Central Railway will be the official line and the start and run will be as follows:

Leave Chicago, Illinois Central Station on Friday, March 4th, at 8:15 P. M.

Kankakee	9:47 P. M.
Mattoon	12:26 A. M.
Effingham	1:05 A. M.
Centralia	2:30 A. M.
Carbondale	3:48 A. M.
Cairo	5:05 A. M.
Fulton, Ky.	6:54 A. M.
Jackson, Tenn.	8:33 A. M.
Corinth, Miss.	10:31 A. M.

Arriving at Birmingham, Alabama, 4:10 P. M. March 5th.

Through tickets from Chicago to Jacksonville, via official routing will be $74.98, including war tax.

A proportionate saving can be made by buying round trip tourist ticket from the initial point routing yourself as per indication. Your local railroad agent has the tariff, but if not the secretary can give you the rate.

Delegates from Indiana, Illinois, Michigan, Wisconsin, Minnesota, the Dakotas, Iowa and Nebraska points should so time themselves as to connect with this train if going via Chicago.

Delegates from Kansas and Missouri, going via Kansas City and St. Louis, should arrange to leave St. Louis, I. C. Railway at 9:59 P. M. March 4th, connecting at Carbondale at 3:48 A. M., with Chicago train.

L. and N. from Cincinnati

Continuing on down the line the Oklahoma and Arkansas delegates will go via Little Rock and Memphis, connecting with the Frisco line at Memphis at 8:20 A. M., March 5th, reaching Birmingham at 4:00 P. M.

The Louisville & Nashville Railroad is designated the official route from Cincinnati to destination. Delegates originating in the tributary territory traversed by this line in Indiana, Ohio, Kentucky and Tennessee, or eastern points, should arrange to take train No. 3.

Leaving Cincinnati at 10:25 P. M. March 4th.

Louisville 2:20 A. M.

Nashville 8:50 A. M.

reaching Birmingham at 4:00 P. M. on March 5th.

The Seaboard Air Line with its fine connections in all eastern and southern states, affording a direct route to either Birmingham or Jacksonville, is named as the official railroad for that territory.

Good connections may be had from New York, Philadelphia, Baltimore, Washington, Norfolk, Richmond, via Atlanta, to Birmingham. Two trains daily. One of these trains will land delegates at Birmingham at 1:40 P. M., the other at 10:40 P. M. Leaving date from eastern points March 4th. All delegates who plan to attend the meeting from eastern points should make their routing to correspond with the schedule of one of these two trains.

Chicago, Milwaukee & St. Paul Ry.—Owing to the large delegation originating in Minnesota and the Dakotas, the C. M. & St. Paul Ry. is designated the official route out of the Twin Cities.

Leave St. Paul, 11:20 P. M.

Arrive Chicago, 11:45 A. M.

Have your ticket routed out of Chicago over the Illinois Central and L. & N. to Jacksonville via Pensacola. Return route of your own choice.

If you get in immediate touch with the secretary he will see that you have necessary sleeping car accommodations out of the Twin Cities.

Sleeping Cars and Rates—Without knowing at this time whether or not there will be a sufficient registration to warrant chartered Pullmans from any of the central starting points, viz: Chicago, St. Louis, Cincinnati, or points on the Seaboard Air Line, this will have to be settled by further direct correspondence with individual delegates.

In any events, the secretary will see that all delegates who take this matter up in advance are provided with Pullman accommodations from all initial points already indicated. In all cases where Pullmans are filled to regulation requirements, whether chartered or not, will be turned over at Birmingham to the Louisville & Nashville railroad. Birmingham has been selected as the southern point of general assembly and from this city the movement will be by special train, with all sleepers filled to capacity and chartered for a period of five days, or until we reach St. Augustine, where the regular business sessions of the association are to be held.

In quoting sleeping car rates they are to Birmingham only, for the reason already explained.

Sleeping car charge for double berths accommodating two people will be as follows:

Chicago to Birmingham, war tax added	$ 8.10
Cincinnati to Birmingham, war tax added	6.08
Kansas City to Birmingham, war tax added	8.10
St. Louis to Birmingham, war tax added	6.08
New York to Birmingham, war tax added	11.75

These quotations will give you a basis from which you can figure your approximate sleeping car expense. These rates are for one way only.

In Buying Your Ticket—See that you are routed to connect with your fellow associates, on the going passage. For the return trip you have a score of routes to select from, all practically at the same price, with stop-over privileges, in fact every convenience imaginable, and you should take advantage of the opportunity.

Day at Montgomery

The occasion for assembling at Birmingham should perhaps be explained. The association has accepted the invitation and will be the guest of the city of Montgomery for one day, Sunday, March 6th. By assembling at Birmingham we will arrive by special train, in one body, rather than in small delegations, making the task of caring for and receiving our party much more desirable. However, this should not be understood to bar those who may come from points in Alabama and who intend to become members of our party, from appearing at Montgomery.

Arrangements will be made to make the hours of waiting at Birmingham pleasant and profitable. This feature will be announced later.

The Famous Normal and Industrial Institute founded by Booker T. Washington, for the training of colored young men and women, located at Tuskegee Institute, Alabama, is on our itinerary for a visit following our reception at Montgomery.

H. C. Hotaling, financial and field secretary, desires to impress the following advice upon N. E. A. members.

"The 1921 convention is right upon us. As far as the newspaper interests are concerned, it is the most important that has ever been held; the problems which confront us are such as to demand the attention of every publisher who is interested in the business end of his office. It is to be hoped that representatives will be present from every state in the union; that where delegates are sent, they should be men alive to the responsibilities which confront the newspaper business at this moment. In arranging the program for the Florida meeting, men of the strongest personality have been secured.

"Now a word in regard to dues. The 1921 dues were raised by the Boston convention to $3 a year. They are now due and the work of the field secretary will be materially lessened if these dues can be mailed to his office in the Exchange Bank Building, St. Paul, at once, so that the amount can be included in the annual report at St. Augustine. Make your plans to be with us and have a part in the big work which we are now carrying on."

Itinerary in Florida

The Florida program is entirely in the hands of the Florida Press Association, G. E. Hosmer, past president of the N. E. A., in charge. Speaking of the plans Mr. Hosmer has this to say:

"The party will spend March 7th at Pensacola, where elaborate preparatinns for entertainment are being made. On the 8th the visitors will breakfast at Panama City and will lunch at Marianna, reaching Tallahassee in time for the evening banquet at the capitol. The 9th will be spent at Jacksonville, and the 10th, 11th and 12th will be put in at St. Augustine, when the business sessions will be held.

"Sunday night, the 13th, the special train provided by the state association, will leave for Palatka or Gainesville for breakfast. On the night of the 14th the party will go to Lake county, where Leesburg, Traverse, Mt. Dora and Eustis will be visited, thence to Lakeland for an evening banquet. Arriving at Bradentown the morning of the 15th, the visitors will be taken by autos through the truck farms and citrus groves of Manatee county and will visit the cities of Palmetto, Manatee and Sarasota.

"At 3 P. M. the party will leave by boat for St. Petersburg, where the banquet is scheduled for the 16th, and Clearwater and possibly Tarpon Springs will be visited. Tampa will be reached in the evening and the party will remain there the 17th. The special train will be either at Fort Myers or Bartow for breakfast. At or near Bartow one of the world's greatest phosphate mines will be inspected and a day spent visiting the 'Scenic Highlands' in Polk and De Soto counties, where some of the finest grape fruit and orange groves on earth will be seen. From this section, which includes Winter Haven, Lake Wales and Avon Park, the tourists will go to Kissimee and Orlando. At the latter place the special train will be dismissed and the trip from there will be made by auto. Included in the itinerary are Sanford, DeLand, Daytona, Cocoa, Fort Pierce, Palm Beach, Fort Lauderdale and Miami, the latter town being the journey's end. Thence those who desire to may make a trip to Cuba or Bimini.

"In all parts of the state the Florida Press Association, which is assuming the burden of this entertainment, is getting the most hearty support, and we have made most wonderful progress in raising the $50,000 which we expect to spend on the special train or trains. In addition the citizens will spend at least $10,000 more in the local entertainments, not counting the donation of automobiles. Of course the elaborateness of our program makes it essential that no one come on the trip who is not a bona-fide newspaper man or newspaper woman, or the immediate members of the family of a newspaper publisher or editor."

Trip to Cuba

Past President J. E. Junkin, now a resident of Miami, Florida, under recent date writes as follows:

"I have just received a letter from the Havana-American Steamship Line and am authorized to state that a round trip rate from Miami to Havana, Cuba, will be made for the N. E. A. members at a rate of $30, which includes stateroom and berth. This will be a very delightful extension trip. Miami is making preparations to give the Association a great time at the tail end of their trip through Florida."

It will be no trouble to arrange for this side trip to Cuba and can be handled without special advance preparation, except that it may be wise for any delegate intending to make the trip to come prepared to secure the necessary passports. The requirements are:

Three photos for each person.

(*Continued on page 8*)

WHEN A SPACE GRABBER TAKES CHARGE

HERE we have the leader in the Youth Class of Motion Picture Space Grabbers, Wesley Barry, aged 13, known to the American public best as "Dinty" in full possession of the desk of the associate publisher of the New Orleans Item, and, if our guess is not amiss, he is giving instructions to Arthur G. Newmyer, the rightful possessor of said desk, who has some reputation as a space seller. In this case Dinty is forgiven because he is working all the time for the starving children of Europe.

Digitized by Google

Certificate of date of birth.

A witness who can vouch for applicant's citizenship.

Bring your Federal Income Tax Receipt with you. This or a letter from the collector in your district showing that the law has been complied with.

All these requirements may be waived and members of our party admitted without any annoying conditions.

Convention Fee

Attention to the following by-law of the N. E. A. is very important:

Section V—A convention fee of Five Dollars ($5.00) shall be paid by each member (except sustaining members who have paid Twenty five Dollars ($25.00) or more yearly dues), and for every adult accompanying such member, attending the convention in the selected convention city. The convention fee shall be paid before the member or accompanying adult is allowed to sit in the convention or share in the enjoyment of courtesies or entertainment provided. A convention fee of $2.50 shall be paid for children accompanied by parents or guardians.

The financial secretary, H. C. Hotaling, 604 Exchange Bank Building, St. Paul, Minn., should have your dues and convention fee in advance in accordance with the provisions of the by-law quoted above. If not paid in advance settlement must be made at St. Augustine.

Advance Deposit

In providing necessary accommodations for the delegates an advance deposit is required. Each person traveling on a full fare ticket will forward to the secretary $30. There is no loss in this payment. It will be used in meeting obligations not covered in the details of a program of such magnitude. In fact each delegate will find to his or her credit any amount not so used with a statement of distribution. This is simply a guarantee of good faith.

It is not possible to give exact figures of expenditures at this time as information is slow in reaching the secretary's office.

St. Augustine

St. Augustine is named as the convention city, while Jacksonville is named as the Florida terminal. Some additional railroad expense will be necessary, the rate to St. Augustine is only $2.69. The Florida committee will be on hand to see that all delegates are properly and satisfactorily cared for. While the secretary has not been furnished with the hotel rates and accommodations, the city contains more than thirty-five hotels and innumerable first-class boarding houses with rates varying from $1 for room European plan up to $5, and on the American plan accommodations can be had at varying prices from $2.50 per day up.

In speaking of the rates and accommodations the delegation is to be protected. If found necessary the Pullmans will be used and occupied while at St. Augustine. The Florida Press Association will have a committee on the train from Pensacola who will make n cessary hotel reservations and look after the wants of the delegation.

General Information

South Carolina, Georgia and Alabama delegates who intend either to join our party at Birmingham or Jacksonville, or for that matter delegates from Texas and Louisiana or the western states, who plan to attend this meeting and who will require sleeping car accommodations should make their applications and comply with all the necessary requirements so that there will be no disappointment at the critical time.

Some of the sleepers may be used during our stay at St. Augustine, although it is understood the hotel accommodations at a reasonable rate will be ample. The special train to be made up at Birmingham will not likely leave for Montgomery before midnight, March 5th. The management of the New York Central lines has already given the secretary assurance of the hearty co-operation of that system in routing delegates from all sections of the east and middle west.

Delegates going via Chicago will receive special attention while in that city. To all such we have arranged to have our headquarters at Hotel Morrison, and it will be serving a good purpose if you report on arrival, and let the secretary know whether you will be there about the usual mid-day luncheon time. It is not known just what form Chicago's welcome will take, hence this request. Taking it as a whole the entire expense for the delegates from the middle west or extreme east will not be more than $200. I believe this to be a safe, conservative estimate.

Conditional reservations already made will be final when the advance deposit is received. Remember, all information is specific only as to central starting points. Delegates not clear as to routing, expense, sleeping car accommodations, or desiring personal information, should immediately write the secretary. There is no time to lose and really, it's a pleasure to render every assistance. Send on your advance deposit at once and let me know just what accommodations to provide for you and your plans. Give number in your party. I shall be pleased to answer any questions not covered in this article.

KENTUCKY PAPERS SOLD

New Daily at Pinnacle—Fulton and Hazard Papers Change Hands

(*Special to* Editor & Publisher.)

Louisville, Ky.—A number of recent changes in Kentucky newspaper properties have been made. The Pinnacle News, published as weekly and semi-weekly for the past five years by Charles E. Herd, has been purchased by H. R. Chandler, E. E. Laird and M. W. Morgan and is being issued as a daily. Mr. Chandler is to be general manager.

A new paper has been launched at Hazard, Ky. It will be called the Leader and is to be capitalized at $25,000. W. A. Stanfill, W. B. Roberts, P. T. Wheeler, J. W. Craft and James Wooton are the incorporators Mr. Roberts formerly was editor of the Thousandsticks at Hyden, Ky.

R. T. Moore and J. H. Moore have purchased from R. S. Williams the business of the Fulton Publishing Company and the Fulton Daily Leader. The Messrs Moore have been publishing the Fulton Wireless and it is expected that the two papers will be merged.

Pindell Introduces His "Folks"

Peoria, Ill.—Everybody in the Journal-Transcript family, from Henry M. Pindell, owner, to the carrier force, got their pictures in the Sunday Journal-Transcript's photogravure section last week which celebrated that paper's entrance into its new building. Pictures of the executive offices, and of the various departments in the new home and individual photographs of the editorial, business, office and mechanical staffs supplement a full-page likeness of the building's front and description of the interior.

Indianapolis Changes Rumored

(*By Telegraph to* Editor & Publisher.)

Indianapolis, Ind.—Rumor to the effect that the Indianapolis Star is to take over the Indianapolis Times and that the Indianapolis News is about to start a Sunday edition have brought emphatic denials from the publications mentioned. Robert A. Butler, editor of the Times, and B. F. Lawrence, business manager of the Star, both informed Editor & Publisher's representative that there is nothing to the stories about the sale of either paper; as did the News on the report of its Sunday edition. The Times is owned by W. D. Boyce, of Chicago, who is now touring the South Sea Islands and the Star is one of the papers owned by John C. Shaffer, also of Chicago.

RADIO FOR COUNTRY PRESS

Minnesota Editors Discuss Wireless Phone as News Distributor

(*By Telegraph to* Editor & Publisher.)

Crookston, Minn., Jan. 24.—A news service issued to smaller newspapers of the state by wireless telephone is expected to follow action of members of the northern Minnesota Editorial Association adopted at their annual business meeting here. A committee headed by W. E. McKenzie, publisher of the Crookston Times, was appointed to investigate the proposed plan and if practical it will be started within the next few weeks. A digest of news gleaned from Minneapolis papers would be read into wireless telephone at Dunwoody Industrial Institute, Minneapolis, and copied free by all Minnesota newspapers that cared to install a receiving station.

Closer co-operation between advertising agencies and the rural press, as well as more business-like methods on part of the rural press were featured at the meeting and several addresses and discussions along that line were given.

Among the resolutions was one recommending that newspapers of the country call a halt to furnishing the Federal Government with free publicity and it was recommended that Congress appropriate a sum to pay for such service. Legislative support for agricultural projects in Minnesota was recommended. New officers elected were: H. L. Phillips, Mahnomen, president; A. L. Lafrenier, Grand Rapids, vice-president; A. G. Rutledge, Minneapolis, secretary-treasurer. The next winter meeting will be held at Sauk Center.

Hampton Against Censored Movies

Ben B. Hampton, formerly head of the Hampton Advertising Agency, of New York, later publisher of Hampton's Magazine, and now a producer of motion pictures in California, this week sent a 1,200-word telegram to the World complaining that Dr. Wilbur F. Crafts in an interview in that newspaper had misrepresented him when he stated that he, Hampton, favored censorship of moving pictures. Mr. Hampton recently contributed to a magazine an article in which he deplored the fact "that there was too much sex stuff in the movies and urged the public to co-operate with the producers and exhibitors in creating public opinion that would demand clean and wholesome pictures."

St. Louis Saved $18,172 on Paper

St. Louis—The sale of waste paper collected last year by the school children of St. Louis netted $18,172.88, which will be donated to the Teachers' Benevolent Annuity Association and the Junior Red Cross. This sum is in addition to the expenses of collection, which amounted to $4,412.50.

Concord Patriot Will Build

Concord, N. H.—The Patriot is now publishing its morning and evening editions from its temporary home. A new building will be started soon on the site of the old structure recently destroyed by fire.

KANSAS CITY KANSAN STARTED JANUARY 31

Large Advertising Patronage in First Issue of Senator Capper's New Daily—C. H. Sessions is Managing Editor

(*By Telegraph to* Editor & Publisher)

Kansas City, Kan.—Sen. Arthur Capper's new afternoon daily made its initial appearance here January 31. It is an afternoon publication with the United Press service and an additional Saturday night service by the International News service for Sunday.

C. H. Sessions

Senator Capper started the paper here in response to an appeal by the Chamber of Commerce that the Kansas solon, already publisher of a daily and several other publications at Topeka, give them an afternoon paper.

The Capper paper is called the Kansan, special attention being given to local news of Kansas City, Kan. The initial issue contained 32 pages, with 3,211 inches of local advertising, 371 inches of foreign, and 10 columns of classified. The ordinary size is expected to be eight pages.

Merchants of Kansas City, Kan., signed contracts for $200,000 worth of advertising during the first year and the Chamber of Commerce, through a drive, obtained a subscription list of 17,000 before the Senator agreed to start the paper.

Charles Sessions, managing editor of the Topeka Capital, has come to Kansas City to be managing editor of the paper here at the start. Harvey Parsons is the Capital's new managing editor. Later Carl White, city editor, will become managing editor. White for some time had been assistant city editor of the Kansas City (Mo.) Post. Jack Williams and William Bradfield, copyreaders on the staff of the Post, went with White to the new publication. B. P. Bartlett is advertising manager.

WILL ADVERTISE FLORIDA

Associated Dailies Plan Campaign in Advertising Trade Journals

(*Special to* Editor & Publisher.)

Jacksonville, Fla. — Publishers of Florida daily newspapers at their bi-monthly meeting here last week decided to advertise Florida to advertisers, through a campaign in trade journals. Over 50 editors and publishers, representing practically every newspaper in Florida were in attendance, as guests of the Florida Metropolis and of Maj. Quimby Melton, vice-president and general manager of the Metropolis. T. E. Fitzgerald, editor and publisher of the Daytona News and president of the Florida Associated Dailies, presided.

Business Bureau in Seattle

Seattle, Wash.—A Better Business Bureau has been organized by the Seattle Advertising Club, under the management of George T. Hall, with offices in the Stuart Building.

Fire in Salem, Mo.

Salem, Mo.—The plant of the Salem Monitor was destroyed by fire, a total loss. C. P. Organ, son of the founder of the paper, John E. Organ, is editor and owner.

Digitized by Google

NEW YORK STATE PUBLISHERS OPPOSE 44-HOUR PRINTERS' WEEK

Declare 48-Hour's Work Economic Limit That Industry Can Stand—First Annual Meeting a Splendid Success—New Association Has 52 Members

(Special to Editor & Publisher)

ALBANY, N. Y.—The New York State Publishers' Association, of which Frank E. Gannett, of the Rochester Times-Union is president, has authorized the appointment of a committee to consult with State associations of all other trades allied with printing to formulate plans to combat the 44-hour week which the International Typographical Union and the International Stereotypers and Electrotypers Union, propose to put into effect on May 1, next. At the Association's annual meeting in this city the members' reasons against shorter working hours were set forth, in resolutions, unanimously adopted, as follows:

Frank E. Gannett

"We submit that the tendency to shorter hours of labor cannot be supported indefinitely. The 48-hour week was the desire and ultimate contention of organized labor through years of struggle. It has been established by custom, written into laws by government and states and recognized nationally and internationally in statutes and treaties by legislative bodies and executives. An honest day's labor at just compensation must be the basis of relations between employer and employee if mutual respect and confidence and a satisfactory industrial status are to be established and maintained. It is an un-American theory that it is a proper function of labor to exact a maximum toll of profits regardless of conditions.

"Our relations are with the oldest and most experienced of labor unions and we accord to them the standing and dignity to which they are entitled, alike to their reputation for patriotism, service and a wise conservation of the present rights and future development of the members of their unions. With such a background of mutuality, we feel sure that the unions that have joined in this Memorandum will consider both the effect that will be produced on the public mind and on the public welfare by the proposal of a 44-hour week. In the opinion of your committee the effect of this suggestion would be to create an impression that does not fairly reflect the sturdy and outstanding self-reliance of the members of the Unions concerned in this suggested reduction. A marked reduction of output with rapid enhancement of the cost of production and an extension of the vicious circle of rising prices will be the immediate and inevitable result of such a course.

"In view of the business conditions to-day labor costs cannot be advanced. Any increased cost such as proposed, would necessarily have to be absorbed by the publishing business, which the Unions and the public are well aware, are in no position to stand such financial loss. The increasing number of papers ceasing publication and consolidating is proof of this point.

"In the judgment of your committee the 48-hour week is the economic limit beyond which under present conditions in the newspaper industry it is not possible to go. In some cases, instead of looking for shorter hours, labor has agreed to longer hours than the 48-hour week, as a temporary measure of relief in restoring previous conditions and bringing about the chief need of the day—stabilized business."

The first annual meeting at Albany, January 19, was a complete success. Not only was the full membership of fifty-two newspapers practically all represented, but a number of papers not yet among the members were also there and signified their intention to come in with the others. The meeting of the Associated Dailies the day previous was also largely attended and nearly every one of its members remained over to be present at the Publisher's meeting. The fact that the Associated Dailies voted unanimously to continue its organization, although nearly all the members are also members of the Publishers' Association, indicates the high interest New York State publishers have in these conferences. Franklin A. Merriam, of the Mt. Vernon Argus, was elected president of the Associated Dailies.

Provisions for financing the Publishers' Association were made in the form of light assessments upon the members according to circulation. This will provide a fund in the neighborhood of $1,500 for the year 1921, to be used in getting useful information for the members, publishing frequent bulletins, and developing functions of the organization as called for by the members. Funds aside from the ten-dollar initiation fee, are to be provided by the following plan of assessment: Newspapers having a circulation of 5,000 or less, $10 a year; between 5,000 and 10,000, $20 a year; between 10,000 and 20,000, $30 a year; between 20,000 and 40,000, $40 a year; and all having more than 40,000, $50 a year.

The entire morning session was devoted to the discussion of labor questions and an address by H. N. Kellogg, labor commissioner of the A. N. P. A. Governor Nathan L. Miller, as guest of honor at luncheon, invited from the publishers a free discussion of all state problems and urged them to advocate whatever they believed to be right. Following the luncheon each member and guest present was introduced individually to Governor Miller by President Gannett.

Mr. Hye, an appraiser and accountant of Rochester, explained some features of the excess profits tax as relating to circulation and good-will. Some of the points impressed by Mr. Hye were that: "There is a distinct difference between good-will and capitalization. Circulation cannot be set up as value for the purpose of a sale. The excess profits tax may not be repealed, it being the opinion in Washington that with certain modifications this tax will continue for a long time to come."

The merits of a new automatic mailing machine were presented by E. R. Smith of Fitchburg, Mass.

"General Prospects for Advertising in 1921" was the subject of a discussion, led by Thomas H. Moore, associate director of the Bureau of Advertising of the A. N. P. A. Mr. Moore, who made the long trip from New Orleans to be present, said that advertising rates are not coming down, but in many cases are advancing. There is a tendency in some campaigns just now to use smaller space, but in full position and in more papers. There are some clouds which concern matters of credit and recognition. "Some large agencies are hard hit, but I think they'll all come through. New agencies will bear close scrutiny. By April 1 national advertising will be running along at a normal pace," Mr. Moore said.

Mr. Moore also told of the advertising campaign of the Southern Rice Growers' Association, which had been temporarily held up. He spoke of it as the worst basic condition which the Advertising Bureau has to face at the present time. This advertising campaign, which was to run five or six months, was suddenly held up on January 1. It developed that the rice growers were only getting 3 cents a pound while the retailers throughout the country had not cut down the price from 20 to 22 cents. The retail situation killed the campaign. This situation, however,

(Continued on page 32)

MORE FREEDOM FOR PRESS IN MEXICO

(Special to Editor & Publisher.)

WASHINGTON, D. C.—An improved condition of the Mexican press is evident today under the régime of President Obregon, according to Ralph H. Turner, who spent the past year in Mexico as United Press correspondent and returned recently to join the Washington bureau of the U. P.

From a journalistic standpoint, Turner declares, an improved situation in Mexico is indicated by the greater freedom which the press enjoys, an increasing tendency among government officials to recognize the rightful functions of the newspaper, a warmer welcome to foreign correspondents and an expanding amount of newspaper advertising.

The provincial press of Mexico is still in a woefully backward condition, Turner says, with not more than a dozen papers of any influence outside the capital. In Mexico City, however, he believes the newspapers are on the upgrade.

"Not only has the cable censorship on incoming and outgoing news dispatches been abolished," Turner explains, "but there is less disposition on the part of the government in power to dictate what the newspapers should publish and what they should suppress. The newspapers, as a consequence, are showing more independence in their criticism of the government than they exercised under Carranza.

"Mexican newspaper men, in the past, occupied an extremely low position in the eyes of officialdom. Sometimes they were tolerated; as other times they were mistreated or wholly ignored. That condition began to change under Provisional President De la Huerta, who recognized the value of publicity and opened the official news channels. Obregon has continued his policy.

"Newspaper men are now received by cabinet members, or under secretaries, and conferences are held somewhat along the lines followed in Washington.

"Foreign correspondents, always considered 'fair game' by Carranza, who expelled them from the country whenever his whims dictated, are now luncheon guests of the President in the National Palace.

"Newspaper advertising is on the increase in the papers of Mexico City, reflecting better business conditions. Practically all of this advertising is done by foreign enterprise, indicating the extent to which business in Mexico is controlled by foreign capital. American firms are beginning to realize the value of the Mexican newspapers in marketing their products below the Rio Grande. In this connection, there is great need for either a new advertising agency which could place copy in Mexico, or a 'Mexican department' in some existing American agency. There is no agency at present which seems to possess proper facilities for handling Mexican copy."

Mexico City always has been a "morning paper town," according to Turner. The two most influential newspapers, Excelsior and El Universal, are published in the morning, and there are four other morning papers. There are two evening papers.

NOMINATED FOR A. P. DIRECTORS

Twelve Names Will Go to Membership at Annual Meeting in April

(Special to Editor & Publisher)

CHICAGO—Ten nominations to fill the places of the five directors whose terms expire in April, 1921, were made January 31 by the nominating committee of the Associated Press, and two nominations were made to fill the unexpired term of A. C. Weiss, whose connection with the board ended when he recently sold the Duluth Herald to M. E. Hanson and Paul Block. The regular nominations were:

E. P. Adler, Davenport (Ia.) Times; John Stewart Bryan, Richmond (Va.) News-Leader; Stuart H. Perry, Adrian (Mich.) Telegram; Henry M. Pindell, Peoria (Ill.) Journal; E. Lansing Ray, St. Louis Globe-Democrat; D. D. Moore, New Orleans Times-Picayune; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; Frank P. MacLennan, Topeka State Journal; D. E. Town, Louisville (Ky.) Herald. Messrs. Cowles, Lawson, MacLennan and Town were renominated.

To fill Mr. Weiss' term, which expires in 1923, the following were nominated: H. V. Jones, Minneapolis Journal. J. H. McKeever, Aberdeen (S.D.) American.

ORDERS KODAK CO. DISSOLVED

U. S. District Court, Under Sherman Law, Decrees Factories Must Be Sold

(Special to Editor & Publisher)

BUFFALO—Federal Judge John I. Hazel this week entered a decree in the case of the United States against the Eastman Kodak Company under the Sherman Anti-trust law, directing the dissolution of the company by the sale of certain of its factories with certain lines of photographic supplies. The decree orders the sale of the Premo factory and the Century, Folmer & Schwing factory in Rochester and the Aristo plant in Jamestown. The lines which are to be disposed of by this decree represent an investment of approximately $3,786,000 and the sales in them in 1920 totaled over $7,000,000, it was said by Government attorneys.

The decree is handed down in consequence of the Eastman company's withdrawal of its appeal to the United States Supreme Court from the adverse decision of the Federal Court here in an anti-trust case tried in 1915.

Changes on Bridgeport Times

BRIDGEPORT, Conn.—George E. Firstbrook, recently of Albany, N. Y., has succeeded Joseph H. Masterson as sporting editor of the Bridgeport (Conn.) Times. John Hurley has gone to the Times from the Bridgeport Post. Thomas F. Flaherty, who left the Times to go to war, is back after a trick on trade papers. Edward F. Maher has gone into the real estate business in Milford, Conn., following his departure from the Times staff. Alfred G. Jackson is city editor and Miss Mabel R. Sherwood occupies the telegraph desk.

Check Fake Solicitors in Hutchinson

HUTCHINSON, Kan.—The Hutchinson Ad Club and the Chamber of Commerce have reached an agreement that no member of either organization is to assist any solicitor for outside advertising, who has not received the authorization of the Chamber of Commerce and also the Ad club directors. Several recent occurrences of bogus solicitors working here made the two organizations take steps to stop the practice.

Digitized by Google

HEARST EXECUTIVES ON WAY TO SEATTLE

"P.-I." Sale Denied, But A. G. Williams Leaves Chicago Herald-Examiner To Become New Business Manager of Coast Daily

Despite denials from Clark Nettleton, who has been editor and publisher of the Seattle Post-Intelligencer, that that newspaper had been sold to William R. Hearst, as reported in EDITOR & PUBLISHER last week, and refusal of Mr. Hearst's executive staff in New York to give out any details of the sale or of changes in the personnel of the paper, EDITOR & PUBLISHER learned in Chicago this week that A. G. Williams, for a number of years circulation manager of the Chicago Herald and Examiner, had gone to Seattle and taken over the duties of business manager of the Post-Intelligencer. It is reliably reported that the general managership of the paper has been assumed by J. A. Callahan, business manager of the San Francisco Examiner, and that editorial direction of the "P.-I" is under H. D. Nicholas, until recently assistant managing editor of the San Francisco Examiner.

No successor has yet been named for either of the latter executives, but Mr. Williams' place on the Chicago Herald-Examiner has been filled by the appointment of W. H. Wesbey, formerly city circulation manager. There will be no other changes in Chicago, Mr. Wesbey taking into his new office many of the duties and responsibilities of his former position. He has been with the Herald and Examiner for about twenty years.

Mr. Williams is a native of San Francisco, beginning work 24 years ago as a reporter for the Examiner, later going to the business and circulation staffs of that paper. He was transferred as circulation manager to the Hearst Chicago papers.

When Clark Nettleton was asked regarding his future plans by EDITOR & PUBLISHER's representative, he insisted that the deal had not been closed and that he was still hopeful that negotiations would be unsuccessful. Reports in Seattle this week had it that Mr. Hearst's title to the paper rested upon options on its stock which expired February 4.

At the office of Joseph A. Moore of Mr. Hearst's executive staff, it was said that there was nothing official to give out regarding the purchase and that the rumored appointments of Messrs. Callahan, Williams, and Nicholas were rumors and nothing more.

Mr. Moore likewise refused to confirm or deny reports received by EDITOR & PUBLISHER from well-informed and reliable sources that part of the Sunday edition of the Chicago Herald-Examiner would be circulated in Milwaukee as the Sunday edition of the Milwaukee Wisconsin News in the near future. By the establishment of a Sunday edition in that way, the Wisconsin News circulation and advertising rates might be increased appreciably without the expense of additional personnel and equipment in Milwaukee.

Changes Sunday from P.M. to A.M.

WASHINGTON, D. C.—The Washington Times will issue a Sunday morning edition beginning February 6, it is understood here, discontinuing its Sunday evening issue.

MINNEAPOLIS PAPERS FIGHT FOR AD RATES

Retail Advertisers' Withdrawal of Copy from Tribune to Beat Down 20% Raise Combatted by Editorials Giving Cost Facts

(*By Telegraph to* EDITOR & PUBLISHER.)

MINNEAPOLIS, Feb. 2.—Withdrawal of advertising patronage is being used as a weapon by seven or eight Minneapolis retail merchants against the Minneapolis Tribune in an effort to make the Tribune and other Minneapolis newspapers reduce their advertising rates. It is claimed by the Tribune, in editorials giving cost of production data with which it is conducting a vigorous counter-fight, that that paper has been specially singled out as the only direct object of offensive tactics."

It is rumored that this action was taken by agreement and under direction of Minneapolis Retailers Association, which had last summer attempted to prevent the last four cent raise in advertising rates by all the Minneapolis dailies. The evidence to the outsider is merely that certain advertisers acted at same time and in same way, although the Minneapolis Typographical Union through its president and executive committee have addressed a letter on the subject to the Minneapolis Retailers Association and to the advertisers holding out individually accusing them of a combination to boycott the Tribune to break down its rates, and indirectly those of the other papers, and holding these merchants up to ridicule for resorting to methods which they criticized on the part of wage-earners.

The Tribune had calculated toward the close of 1920 that the total advertising lineage for this year would probably be 25 per cent less than that of last year and that while net receipts from advertising would be less this year than last, it expected to show this year a fair profit, despite decreased lineage, on account of the higher rate effective for this year.

The month of January shows that despite the abnormal lineage decrease due to the attempt to break down rates, nevertheless the Tribune display lineage for January was only 26 per cent less than the display lineage in January, 1920, and the total lineage of all kinds in January, 1921, had kept up with the total lineage of January, 1920, within better than the 25 per cent difference originally estimated and the holding out of advertising in order to break rates has not had the effect of making the Tribune lose money in January, although the net profit is less than it otherwise would be, because the high cost of last year has not yet been diminished to the extent that had been planned.

The action of the advertisers is deprecated by Minneapolis business men and some of those who started to hold out on the Tribune have already come back for full lineage.

A census last month of stores on several days following advertisements of special sales showed that stores using other papers and not using the Tribune had fewer customers than stores using also the Tribune which has a monopoly of the morning field. Advertisers staying in the Tribune and especially competitors of those striking against the Tribune are using Tribune lineage in excess of what they otherwise would to get the advantage of the increased exclusiveness given their advertisements in the Morning and Evening Tribune. The Tribune is increasing this advantage by playing up loyal advertisers on the first page in a display index and extensive reading notices and has no intention to lower its rates.

AMERICAN PROSPERITY DEPENDS ON EUROPE

Conditions Abroad Must Improve So That Extra U. S. Production Can Be Sold, E. A. Filene Tells Advertising Club of New York

Edward A. Filene, one of Boston's largest retail merchants, gave the members of the Advertising Club of New York something to think about in his address on "The Fundamentals of Future Good Business," delivered at the club luncheon on Wednesday. He asserted that our working men will not have adequate work or adequate pay until European workmen have them; that the business situation of the country can only be brought through mass production and that mass production can only be made successful through advertising; that the time is coming when the chain store idea will be applied to the several departments of a department store, and that cooperative buying by retail shops in different cities will reduce the cost of goods to the consumer.

Mr. Filene began his talk by saying that conditions here in the United States are conducive to good business but that conditions abroad are not favorable to good business in European countries. It was folly to expect that our workmen and factories will have much to do until the workmen and factories across the seas are fully employed.

"The prosperity of our own country," said Mr. Filene, "depends upon our ability to dispose of our surplus production and the mercandise the war gave us. The world instead of being less in debt last year, two years after the war ended, had further increased its indebtedness $3,000,000,000. We exported $1,500,000,000 less goods than in 1919.

"All of us are not going to be successful in the near future, but more of us will be successful if we find markets abroad for our extra production. We have always had an idea that if Europe couldn't buy our merchandise, China, Japan, and India would buy them. At present this is not true for they are as badly off as France, Germany, England and Italy.

"During my recent visit to Europe I found conditions worse than they were a year ago. To a degree America is responsible for some of them. The nations were misled by our change of attitude toward the League of Nations, and our failure to carry out what we sent our boys across the sea to do. The French declare that when we at length go in with them the whole European situation will improve. Germany, if overpressed, will turn Bolshevik. She should pay roundly for the war, but there is a point beyond which she cannot go. Each of the eleven countries of Europe owe billions of dollars which will have to be paid. The situation is so serious and concerns our future prosperity so much that it is our duty to give serious study to it."

Concerning retail trade, Mr. Filene had this to say: "As you already know, we retailers stopped buying goods awhile ago, and are now just beginning to start in again. When our orders go in in mass the manufacturers will tell us we will have to pay a little more for them and wait a little longer for deliveries. How much longer the present liquidation is to go on depends on our ability to look ahead to what must happen unless we believe in miracles. That liquidation must continue a while longer is certain as prices on many lines of merchandise are still too high for the people.

"Then, too, we have a surplus of producing power that must be provided for. Four principals are involved in the liquidation process—the producer, the middle man or wholesaler, the retailer and the consumer. The manufacturers did not like it a little bit when we refused to buy more goods at the then prevailing high prices, but we believed that we were protecting the public in doing so. They seemed to think that the retailers should stand all the losses resulting from the forcing down of prices.

"We, on the other hand, didn't agree with them. We were perfectly willing to stand our own losses on the goods we had already purchased from them but did not propose to shoulder theirs in addition. Had we bought more goods, as they insisted we should, to help them get rid of their stocks, we would have had to pay too high a price for them, in view of marketing conditions, and then would have been compelled to sell them at a proportionate increase to our customers, for, after all, it is the public that must pay the bills.

"The losses incurred by the twenty or more big stores with which Filenes is affiliated, including Harrods, of London, have been greater than ever before in the history of our business. In saying this we are only taking into account the replacement value of the goods. The mail order people have been hit harder than ourselves by the slump.

"The producer cannot sell his goods to the retailers because they won't buy at prevailing high prices and he cannot, in the present upset conditions prevailing abroad, sell them in Europe, therefore what can he do? The remedy suggested is for him to go into the retail business, but it is a matter of record that manufacturers and wholesalers do not make a success of retail selling. They haven't been trained for it and the methods are so different from those to which they have been accustomed that they do not get along very well. The manufacturers have got to stand losses through liquidation, just like the rest of us."

HOW DAY DOES IT

M. S. DAY

WHEN an evening newspaper gains nearly five million lines of local display advertising, even in a banner year like 1920, there must be unusual reasons for it. As outlined by M. S. Day, advertising manager of the Los Angeles Evening Express, they are of interest to every advertising man and newspaper man.

First, of course, comes reader confidence, but Mr. Day has worked out a plan in building his display staff that has been a big factor in holding the friendship and confidence of advertisers. This is based on the idea of dividing all advertising into classifications and placing a man in charge of each. This man becomes a specialist in furniture advertising or shoe advertising or department store advertising as the case may be. He reads the trade journals in his line. He studies all the merchandising problems of his clients and is prepared to offer constructive suggestions on other phases than advertising. In other words, Mr. Day has a staff of merchandising men, not a lot of copy chasers. This staff now totals fifteen and the duty of each individual is to give the merchants of Los Angeles real service.

Digitized by Google

BEAVER FALLS TRIBUNE IS SOLD

John L. Stewart, of Washington, Pa., Adds Fourth Newspaper to His Pennsylvania String—His Second in Beaver County

BEAVER, PA., February 2.—Negotiations have lately been completed by which John L. Stewart, of Washington, Pa., owner and publisher of the Washington Observer and Reporter and chief

JOHN L. STEWART

owner and publisher of the Daily Times in Beaver, has purchased the Beaver Falls Evening Tribune from John C. Telford, who has been chief owner and manager since 1908.

Both the Tribune and the Beaver Daily Times will be continued as afternoon dailies, the former serving Beaver Falls and New Brighton, and the latter taking in Rochester, Beaver, Freedom, Monaca, Woodlawn, Ambridge and Midland.

E. L. Freeland, secretary-treasurer and general manager of the Daily Times will become general manager of both papers. James March, who has been advertising manager of the Tribune, will be retained in the same capacity. Others who will be interested in the enterprise will be Floyd Chalfant, now editor of the Daily Times and Robert E. Slough, advertising manager of the Daily Times.

MAKING THE DOLLAR WORK

Business Publishers Hear How It May Be Made to Go Farther

The New York Business Publishers Association held its regular monthly meeting at the Machinery Club on Friday evening, January 28. The first speaker was M. J. O'Neill, business manager of Machinery, whose subject was, "Getting the Most Out of the Publishing Dollar." The gist of Mr. O'Neill's address was that business paper publishers must unceasingly strive to increase the value of their papers to advertisers by making the publication indispensable to the fields they represent, by selecting subscribers more carefully, and by improving copy service to advertisers.

Roger W. Allen of the Allen-Nugent Company, in speaking on the same subject, said he was strongly in favor of increasing subscription prices, to make the subscriber more nearly pay his way and declared that the subscription price of one of the Allen-Nugent publications had recently been successfully increased one hundred per cent.

The final speaker was W. L. Rickard, of the advertising agency of Rickard & Sloan, New York, on "Getting the Most Out of the Advertising Dollar."

"The slogan, 'Advertising pays,' has caused the loss of a lot of money," said Mr. Rickard. In explanation he went on to say that advertising campaigns are what pay, and then explained how campaigns are planned, illustrating his talk with graphs, charts and advertisements projected on a screen.

COPYRIGHT SUIT DISMISSED

Federal Judge Hand Rules Against Public Ledger Company

United States Judge Augustus N. Hand of New York has dismissed the copyright infringement suit brought by the Philadelphia Public Ledger Company against the New York Times Company because of the publication of the letter in which Viscount Grey expressed his views on the attitude of the United States regarding the League of Nations. Judge Hand ruled that no cause for action was shown. Thirty hours before its publication in the New York Times, the letter was printed in the London Times. The Public Ledger Company claimed that it had a contract with the London Times for the exclusive use in the United States and Canada of special articles appearing in the English newspaper and the right to copyright them in this country. Judge Hand gave the Public Ledger Company twenty days in which to file an amended complaint if it wishes to continue the case.

NO RISE IN ENGRAVING RATES

Philadelphia Employers and Union Adjusting Differences

(*Special to* EDITOR & PUBLISHER)

PHILADELPHIA.—Every business concern and every individual in and around Philadelphia who uses photo-engravings, especially advertisers and advertising agencies, will be glad to hear that the differences between the Philadelphia Photo-Engravers' Union and Philadelphia Manufacturing Photo Engravers' Association that led to the recent strike, are not only being adjusted, but that the price of photo-engraving is not going up!

In an announcement issued by the Manufacturing Association this statement is made:

"The fine spirit of co-operation between employers and employees that has existed here uninterruptedly for twenty-five years asserted itself and on Monday, January 17, all Philadelphia engraving shops re-opened and resumed operations.

"The price of photo-engraving is not going up. The executives and the workers in this industry are united in the desire to fully assist in a return to normal business conditions. We all believe that this nation is to go ahead. We believe that as a people we are going to make, market and consume more merchandise than ever before, and that the products of America's workshops will find increased consumption abroad.

"To this end the Employing Photo-Engravers of Philadelphia, together with their employees, have joined hands in a mutual desire to produce the best that in them lies and to sell it as reasonably as possible."

The statment is signed by the following: Beck Engraving Company, Chestnut Street Engraving Company, Commercial Photo-Engraving Company, Electro Tint Engraving Company, Enterprise Engraving Company, Franklin Photo-Engraving House, Gatchel & Manning, Inc., Lotz-Wilhelm Engraving Company, Photo Chromotype Engraving Company, Phototype Engraving Company, The Rodgers Engraving Company, Rembrandt Engraving Company and Weeks Photo-Engraving Company.

Ready for Medill School

CHICAGO.—Quite a number of prospective students are arriving in town for the opening of the Medill School of Journalism, which begins its first term February 7th. The school, which is established in connection with Northwestern University, starts with night classes only. Later it will broaden its scope and become a regular part of the university. Recent additions to the staff of instructors include Walter A. Washburne, city editor of the Chicago Evening Post and a veteran of old and new schools of journalism, to direct the course in reporting. George Putnam Stone, of the Post's local staff, will assist Mr. Washburne.

Chicago Tribune Forms Girls' Club

CHICAGO.—A new institution in the Chicago Tribune family is the Girls' Club, which opens next week in rooms just above the old Overset Club in the Tribune's downtown building at Dearborn and Madison streets. The club has a dining room, and one of the chief attractions will be lunch every day for Tribune girl employees.

Buys Kentucky Farm Paper

LOUISVILLE, Ky.—A. L. Walke heads a syndicate which has recently taken over the Farmers Home Journal. It is announced that the Journal will be conducted as a semi-monthly and the size increased from 16 to 48 pages. Thomas H. Starks is advertising manager. Editorial positions are to be filled.

Better Business Bureaus to Meet

CHICAGO.—A conference of secretaries and managers of about thirty Better Business Bureaus will be held at Chicago February 8 to 11, under the direction of the National Vigilance Committee of the Associated Advertising Clubs of the World.

Sabean Magazine Moves

The Sabean Magazine has moved to new and larger quarters at 1440 Broadway, New York.

LIVING IN DARKNESS HE RADIATES LIGHT AND CHEER

A story of the life and work of the blind editor of one of the leading daily newspapers of the country announced for publication as a feature of this week's paper will appear in

Editor & Publisher February 19

SOUTHERN AGENTS MEET

Jefferson Thomas and Jacksonville Publishers Hosts to A. A. A. A.

(*By Telegraph*) *to* EDITOR & PUBLISHER.

JACKSONVILLE, Fla., February 2.—One of the most successful business meetings in its history was held February 1 here by the Southern Council of the American Association of Advertising Agencies, presided over by E. E. Dallis of the Johnson-Dallis Company of Atlanta. Guests included Charles W. Hoyt, president of the Advertising Agencies Corporation, and James O'Shaughnessy, executive secretary of the A. A. A. A. Sessions were held all day, at the Mason Hotel.

Jefferson Thomas, president of the Thomas Advertising Service, was host at the luncheon at the Rotary Club and at the conclusion of the business sessions Tuesday afternoon, a joint conference was held between the agency men and a number of representative Florida publishers. Mr. Thomas was again host on Tuesday night to the agents and publishers and a number of Florida business men at a banquet at which Messrs. Dallis, Massengale, O'Shaughnessy and Staples were speakers.

W. A. Elliott, publisher of the Florida Times-Union, and Quimby Melton, general manager of the Florida Metropolis, and W. M. Traer, publisher of the Florida Farmer & Stockman, took the visiting agents on automobile trips Wednesday morning and afternoon. Those present at the meeting were:

M. B. Landry, Chambers Advertising Agency, New Orleans; W. R. Massengale, Massengale Advertising Agency, Atlanta; C. L. Bixby, Cecil, Barreto & Cecil, Richmond; H. L. Staples, Staples & Staples, Richmond; Jefferson Thomas, E. S. Wadsworth, Wayne Thomas, John J. Smyth, Frank May Anderson, R. F. Clark, L. A. Peterson and D. A. McNeill.

NO WAGE RAISES IN NEW YORK

Publishers Association Decides to Refuse Further Demands by Unions

Demands for increased wages by union employes of New York City newspapers will not be granted by the publishers, it is indicated by a resolution passed February 2 at a meeting of the Publishers Association of New York City. Demands for higher scales by the electricians, machinists and paper handlers upon the New York publishers were refused and the following resolution indicates the association's future policy toward similar demands:

"That the several scale committees be instructed to grant no increases in wages to any unions employed in newspaper offices."

Northeast Nebraskans Meet

EMERSON, NEB.—W. D. Shepardson of the Pierce Call was elected president of the North east Nebraska Press Association at its recent meeting here, attended by 25 editors and publishers. J. P. O'Furey, of the Hartington Cedar County News, was elected secretary-treasurer for the fourth time. Field Secretary O. O. Buck, of the Nebraska Press Association, led the discussions on various topics. Invitations to meet in the midsummer session at Sioux City and Norfolk were received.

New York Circulators Meet April 19

UTICA, N. Y.—The directors of the New York State Circulation Managers Association have decided to hold the next meeting of that Association here April 19 and 20.

Digitized by Google

CANADA FIGHTS SLUMP WITH ADVERTISING

Publishers' Associations Outline Campaign to Push Dominion-Made Products, Get Factories Going and Cut Unemployment

(*Special to* Editor & Publisher)

Toronto.—The three Canadian press associations, daily, weekly and national, are concurrently undertaking an important campaign, which will have as its main objective a revival of trade throughout the Dominion. From headquarters here bulletins are going out to the memberships explaining the scheme and enclosing series of draft advertisements, which advertising departments are to use as suggested copy in approaching manufacturers and merchants for space. The bulletins further explain that the Canadian Manufacturers' Association is taking action along the lines of urging its members to use advertising as one means of furthering the project and suggest that members should take advantage of the opportunity to approach the manufacturers in a general canvass of all business interests.

The tenor of the advertising is to impress the public with the desirability of buying, whenever possible, the products of Canadian factories. It is pointed out that for the year ended November 30, 1920, Canada's imports amounted in value to $1,345,582,300, as compared with $920,082,927 in the previous year, an increase of $425,499,373. Of this total, $927,564,711, or over 68 per cent came from the United States. Not in any sense of hostility to the United States but simply in an effort to keep the wheels of Canadian factories turning, the public are to be urged to cut down importations and substitute therefor home-manufactured products. If this is done in a widespread way, it is felt that most of the problems of trade depression and unemployment will be solved.

The advertising committee of the Weekly Association met last week and discussed the scheme thoroughly. The Daily Association is also working vigorously and it will not be the fault of the head office if individual members do not take advantage of the opportunity to get a lot of business from manufacturers and merchants in their localities.

Ontario to Save Forest Wealth

Toronto.—Hon. E. C. Drury, Premier of Ontario, has announced that the Government would shortly advertise for tenders upon a number of limits, the largest a considerable tract of pulpwood at Long Lake in the Thunder Bay district and the others of smaller area. It is intimated that in the disposal of future timber limits, attention will be given by the Government to perpetuating the timber wealth of the Province by the adoption of a forestry policy.

Protest Loss of Advertising

Toronto.—At the convention held last week by the United Farmers of Manitoba at Brandon, G. F. Chipman, editor of the Grain Growers Guide, official organ of the association, complained of an attack from Eastern Canada, engineered, he asserted, by G. M. Murray, formerly of the Canadian Manufacturers Association. The attack, Mr. Chipman, alleged, was caused by the advocacy by the Guide of ideals which would elect to the Federal House men who will insert the edge of the wedge for the abolition of special privilege. The withdrawal of advertising patronage by the manufacturers of the East, he said, is resulting in a loss of $1,000 a week in revenue to the paper.

Third Labor Paper for Winnipeg

Winnipeg.—This city is to have a third weekly labor paper. Incorporation has been asked for a company to publish a weekly newspaper to represent an independent farmer-labor group which has political ambitions. David Bogle, former editor of the Western Labor News, will be editor and W. B. Simpson, late manager of the Western Labor News, will be manager. The Western Labor News is owned by the International Trade Movement and Bogle and Simpson broke with this organization during the recent civic elections. Announcement has been made by the One Big Union forces that they will enlarge their weekly organ, the One Big Union Bulletin. W. A. Tutte, parliamentary reporter of the Winnipeg Tribune, is to become editor of the Western Labor News.

U. S. Literature "Bad Influence"

Toronto.—Higher tariffs as a wall to keep out influences in American literature which are dangerous to Canadian unity were urged by Horace J. Gagne, K.C., B.C.L., of Montreal, before the Women's Canadian Club of Hamilton, Ont., recently. He pointed out that it was the experience of history that where the adjoining countries spoke the same language there was a probability of their ultimate consolidation unless their languages went in divergent directions. The constant stream of books, newspapers, magazines, plays, moving pictures, reviews, etc., that poured into Canada from the United States, he declared, had a harmful effect on Canadian youth.

Tablet for Brockville Recorder

Toronto.—A ceremony, probably unique in the annals of Canadian journalism, took place in Brockville (Ont.), last week, when a solid bronze tablet of the door of the Recorder Building, commemorating the continuous publication of the Brockville Recorder for one hundred years, was unveiled.

Vancouver Staff Changes

Vancouver, B. C.—John Cairns, who was appointed recently managing editor of the Vancouver (B. C.) Sun, has resigned and will return to the staff of the Vancouver Province. Frank Phillips, who has also resigned from the Sun, is leaving for Winnipeg to join the staff of the Manitoba Free Press. Henry Torey, formerly reporter on the Sun, has been promoted to the position of managing-editor of that paper.

DOMINION MEETING JUNE 9

To Organize Western Provinces This Year—420 Members on Rolls

(*Special to* Editor & Publisher)

Toronto.—A well-attended meeting of the board of directors of the Canadian Weekly Newspaper Association was held at the offices here on January 21, with the president, W. R. Davies, Renfrew Mercury, in the chair. Reports by the finance and membership committees and by the manager were presented, reviewing the work of the past year.

The roll now shows 420 paid-up members. It was decided to spend extra time in organizing the western provinces during the year, forming district associations along the lines of the county organizations in Ontario. Then in 1922, the work will be carried down to the Maritime Provinces.

Arrangements were concluded for holding the annual meeting in Vancouver, B. C., the dates set being June 9 and 10. It is expected that a special train will be run from Toronto to the Coast for the accommodation of eastern members, leaving on the evening of June 2. Stops will be made at important points and the return journey will be timed to bring the excursionists back to Toronto by June 20.

Even the Gods Err

Toronto.—Publishers who have been rebuked by readers for errors which have been allowed to creep into their papers may take comfort from the knowledge that even official publications are not above error. In the special edition of the Canada Gazette, which announced the opening of the House of Commons for Monday, February 14, it was omitted at the same time to call the Senate for sessional duty. A special edition calling the Senate was necessary the following day!

Lipsette on Montreal Star

Montreal, Que.—Robert Lipsette, for several years on the now defunct Winnipeg (Man.) Telegram and at one time its business manager, has joined the editorial staff of the Montreal Star.

EDITOR GOVERNS BRITISH COLUMBIA

MANY interesting experiences fall to the lot of newspapermen, but it is an unique experience, in Canada at any rate, to receive an assignment to take over a governorship. Such is the fortune that recently came to Walter Cameron Nichol, proprietor of the Vancouver (B. C.) Daily Province, who has just been appointed Lieutenant-Governor of British Columbia. It is the first time that an active editorial writer or journalist has literally been called from his desk to the executive chair of a Canadian province.

Walter C. Nichol.

The new Lieutenant-Governor is a member of a family which played a conspicuous part in early Canadian history. His great-grandfather, Commodore Grant, served under Lord Jeffrey Amherst, while his grandfather, Col. Robert Nichol, was a member of Sir Isaac Brock's staff in the war of 1812. His father, Robert Addison Nichol, was a barrister at Goderich, Ont., where he himself was born.

He has been a journalist since 1881, when he joined the Hamilton Spectator staff, later going with the Toronto News and the Toronto Saturday Night, which he helped to found. From 1888 to 1896 he was editor of the Hamilton Herald and in the latter year joined the gold rush to British Columbia. He became editor of the Province in Victoria in 1897, moving this weekly to Vancouver the following year and converting it to a daily. He has owned and edited it ever since.

BRITISH NEWS UNION REVISES DEMANDS

London Minimum Salaries of 11 Guineas a Week Proposed—Grading of Staffs Again on Program—Institute Also in Field

By Herbert C. Ridout

(*London Editor,* Editor & Publisher)

FOLLOWING upon the "Jam Factory" journalistic rebuff of the National Union of Journalists by Lord Northcliffe, when he declared he would rather shut down his four newspapers than submit to the demands, the Union has modified its claims and now publishes the new scale and conditions which it has laid before the Newspaper Proprietors' Association. This program, be it noted, only relates to the London area, where living and working conditions, are, of course, vastly different to those in the country.

The new proposals include minimum salaries of 11 guineas weekly for reporters, sub-editors, press photographers and artists of more than two years' service, general increases of 3 guineas weekly all around, 4 weeks annual holiday with extra days at other seasons, one paper one staff, and employers to notify vacancies to the Union.

For its country members, the National Union has also submitted a new schedule of proposals for revision of wages, under this system grading newspaper staffs into six classes and the newspapers into two categories. (This grading method was rejected by the proprietors in the first London program.) The categories of the country papers (outside London) are, first, the morning and evening papers and national weeklies, for the staffs of which the proposed salaries are £6 per week to £9; and second, the weekly papers (other than national or Sunday), in which the salaries are from £5 10s. to £7, 15s weekly.

Both these programs are now before the newspaper proprietors' societies for consideration.

The other organization representing the interests of British journalists is the Institute of Journalists, an important body which has suffered criticism because its includes among its members not only working journalists, but journalists who are also proprietors or who hold proprietary interests. The Institute has also put forward claims for a revision of its members' salaries, and its program grades staffs and newspapers, but excludes daily papers from its list of responsible officials in Class 1. This class includes leader writers, chiefs of staffs and editors, and the salaries are graded from 9 guineas to 18 guineas a week. In the other two classes, the minimums are from 7 guineas to 14 guineas a week in one, and in the other (qualified literary and art staffs of not less than three years' practice) from 5 guineas to 10 guineas a week.

This program is even more ambitious that the first proposals of the National Union, and as the latter were uncompromisingly rejected by the newspaper proprietors, it would appear as if the Institute will have to make substantial revisions. The Newspaper Society has already intimated to the Institute that it was unable to accept either the grading or classification put forward, and further, that it was unable to depart from the existing minima put forward.

The situation, therefore, is one of general uncertainty, though there is a distinct tendency on the part of the proprietors to maintain their backbone and preserve their unanimity of action.

Digitized by Google

ARNOLD PREDICTS BIG BRITISH ADVERTISING

Export Advertising Authority, Back from Europe, Tells of Plans to Sell English Manufactures in America

Frank A. Arnold, of Frank Seeman, Inc., and Dr. Charles Eaton of Leslie's, were the only speakers at the fourteenth annual dinner of the Representative Club, held at the Hotel Pennsylvania on Friday evening. The remainder of the evening was taken up with an excellent variety entertainment contributed by Helen Hildreth, "the World's Champion Woman Boxer," and members of the club, including J. E. Atkinson, of Variety; Roy F. Williams, of the Scientific-American; George W. Walter, of the New York Evening Journal, and a group of fun makers whose names did not appear on the program.

Mr. Arnold, who recently returned from a trip to England, France, Holland and Belgium, gave some of his impressions of conditions in those countries. He said that notwithstanding the pessimistic reports made by some returned travelers he came back home a conservative optimist. Advertising, he declared, was the most prosperous business in the British Empire. Great progress has been made in the past few years in advertising methods and practice. England is preparing to regain its prestige in foreign trade under a most carefully worked-out plan which calls for the use of extensive advertising.

Mr. Arnold said that the large manufacturers of Great Britain would seek an outlet for their goods in the United States. In order to create a market for them much advertising would be done. This, of course, means a new source of revenue for the newspapers and magazines on this side of the Atlantic, as hitherto English advertising has amounted to little in volume.

RADIO NEWS FOR MINNESOTANS

Northern Editors Will Experiment—H. P. Phillips, of Mahnomen, President

(*Special to* Editor & Publisher)

Minneapolis.—Dissemination of news by wireless telephone to the newspapers of Minnesota, declared by Dr. Charles E. Prosser of the Dunwoody Institute of this city, to be entirely feasible, will be undertaken just as soon as arrangements can be made by the publishers of Northern Minnesota, it was decided at the annual convention of the Northern Minnesota Editorial Association at Crookston.

It was suggested that the wireless apparatus first be installed in the office of the Crookston Times in order that a practical test might be made in receiving wireless news sent out by the Dunwoody Institute. W. E. McKenzie, publisher of the Times, was named chairman of a special committee to arrange for the experiments. Serving with him are Asa Wallace of the Sauk Center Herald, E. H. Denu of Bemidji, W. E. Verity, Wadena and S. P. Phillips of Mahnomen.

Election of officers resulted as follows: President, H. P. Phillips, of Mahnomen Pioneer; vice-president, A. L. LaFreniere, Grand Rapids; secretary, A. G. Rutledge, Minneapolis.

Unite to Enforce Printing Law

Springfield, Ill.—Officials of the Illinois Press Association are taking precautions against the overlooking by officials of Illinois villages, cities and school districts of the law passed by the last general assembly requiring the publication of financial reports. The letters sent out by the Press Association to all officials explain the law in detail. The law requires the publication of financial reports in a paper of the town in which the reports are made and if there is no paper in that town publication in the county seat newspaper is required. A fine of from $25 to $500 is provided for officials neglecting to carry out the provisions of the law. School treasurers come under the provisions of the law.

BILL TO PRIVILEGE NEWS TIPS

Colorado Legislature May Legalize Editors' and Reporters' Confidences

(*Special to* Editor & Publisher.)

Denver, Colo.—A bill providing that newspaper owners, editors and reporters cannot be examined on the witness stand as to the source or nature of any confidential news tip, has been introduced in the Colorado legislature by Representative Charles Sackman of Denver. The bill, the first of its kind to be introduced in any legislature, was drafted by Judge Ben B. Lindsey of the Denver juvenile court. It puts communications to newspaper men in the same class with communications between lawyer and client or doctor and patient, which in Colorado are already declared privileged.

The section applying to the press reads:

"No newspaper owner, manager, editor or reporter upon any newspaper shall be examined as to communications made to him in confidence, when any such newspaper, owner, manager, editor or reporter shall state upon oath, when called as a witness to any matter that the same was disclosed to him in confidence with his promise not to reveal the name of the person disclosing any such information or making any such communication and that, in the opinion of such newspaper owner, manager, editor or reporter the public interest in their judgment would suffer by the disclosure of such confidential communication."

TOWNSFOLK DINE GRAHAM

Editor of 100-Year-Old Brockville Recorder Given Loving Cup

(*Special to* Editor & Publisher.)

Toronto, Ont.—A complimentary banquet was tendered to the Hon. George P. Graham, president, and the staff of the Brockville (Ont.) Recorder, Jan. 18, by the local board of trade in honor of the newspaper's centenary. The chief speakers were Col. George H. Ham of the C. P. R. press department, Montreal, and Dr. P. D. Ross of the Ottawa Journal-Press, president of the Canadian Daily Newspapers' Association.

On behalf of the citizens of the town, Mr. Graham was presented with a silver loving cup. He was also presented by the staff of the Recorder with a golden composing rule, while W. J. Reynolds, newsroom foreman, an employee for 47 years, and W. J. Moore, manager, after 45 years, received watches.

Boosters Busy in Williston

St. Paul.—A unique community advertising scheme has been developed by the Commercial club of Williston, N. D., under the direction of Secretary Henry P. Dooley, a former Minnesota newspaper man. A group of forty or fifty business men of Williston pooled their advertising allotments for neighboring town newspapers and turned the budget over to the Commercial Club, which bought a half page in the newspapers in territory tributory to Williston. A part of the space was devoted to general community boosting. A list of merchants contributing to the Shopping club was practically the only individual advertising.

PAPER CUTS OLD PARTY TIES

Don C. Seitz and E. C. Bowler, Sr., with New Portland Herald

Portland, Me.—It is announced that the new Portland Herald, which has succeeded the Argus, will be independent in politics, as its name implies, abandoning the political affiliation of the Argus which has been the official organ in Maine of the Democratic party since its birth a century ago.

The Independent Publishing Company, Inc., which organized recently, with an authorized capitalization of $300,000 is composed of those financially interested in the Argus corporation, including Don Seitz, business manager of the New York World, and Ernest C. Bowler, Sr., who the past two years has been general manager and part owner, together with a dozen local business men, mostly leading merchants doing a large amount of advertising.

Robert Braun, of Porteous, Mitchell & Braun Co., which conducts one of Portland's largest department stores, is president of the board of directors. Mr. Bowler continues as general manager; Eli R. Russell, formerly of Peekskill, N. Y., as editor, and William H. McDonald as night editor. A number of new men have been added to the staff, including C. H. Miller, who is city editor, a position which he has filled with the Worcester Post the past three years, and Harold J. Anderson of Boston, sporting editor, and H. Augustus Merrill, editor of the Rockland Messenger and formerly of the Argus editorial staff, as special writer. Mrs. Philip McIntire, widow of a former editor of the Argus, has charge of the woman's page.

Ernest C. Bowler, Sr., who as general manager has complete charge of both the business and editorial sides of the new paper, for several years was publisher of the Gardiner Independent, previous to which he published a weekly paper at Bethel. His son is associated with him in the business department.

The Argus was established as a weekly in 1803, and some years later became a daily. For a long period it issued tri-weekly and weekly editions, as was customary in many sections of the country, but the tri-weekly was dropped several years ago. Many of its subscriptions date back to the first issue of the paper, some in the original names, being maintained generation after generation as a matter of family pride.

Texas Typothetae Elect

Dallas, Tex.—The Texas Typothetae Federation has selected San Antonio for the next meeting and the dates were fixed as the third Monday and Tuesday in May. Officers elected are: F. B. McCurdy, Houston, president; M. Hill, San Antonio, vice-president; Marvin Evans of Fort Worth, George L. Stevens of Galveston, W. S. McMath of El Paso, John Tobin of Austin, Tom Lamb of Beaumont, William I. Casey of Dallas, Donald Rein of Houston, and Ben Swerkerman of San Antonio, vice-presidents; J. Gillespie of Houston, secretary-treasurer.

South Getting Back to Normal

Atlanta.—Problems in connection with the financial readjustment of business, especially as they concern the smaller daily newspapers, were discussed at a special mid-winter meeting of the Associated Dailies of South Georgia, held in the office of the Albany Herald. It was agreed that the return to normal has set in and that within two or three months business in general will be back to its old basis. J. A. Davis, of the Albany Herald, is president of the association; Lovelace Eve, of the Americus Times-Herald, is secretary. All of the daily newspapers in South Georgia are members.

OREGON PRESS WATCHES LAWS

Urges Publication of Delinquent Tax Lists—Wants Higher "Legal" Rate

(*Special to* Editor & Publisher)

Salem, Ore.—Smaller newspapers of Oregon are interested in several bills which are now before the Oregon Legislature. One of them would restore the publication of delinquent tax rolls. Such publication was discontinued several years ago. It is contended that fear of publication is effective in promoting the prompt payment of taxes and that the experiment of giving delinquency notice only by mail has not been a success.

Another proposed law would increase the rates for the publication of legal notices from the present rate of 3½ cents per eight-point line to 10 cents for the first insertion and 5 cents for each additional insertion.

It is also proposed to allow newspapers to include street sales in their circulation when bidding for the publication of county legal notices. At present only mail circulation is counted. The country weeklies are asking some modification of this bill, as they fear it will be an effective weapon in the hands of the smaller dailies.

CODIFY STATE PRINTING LAWS

Minnesota and Colorado Standardizing Charges and Measurements

(*Special to* Editor & Publisher)

St. Paul.—In Minnesota and Colorado committees are codifying the laws relative to legal publications. The Minnesota Bulletin, edited by H. C. Hotaling, executive secretary of the National Editorial Association, says that the association should take up this work and present a plan for standardizing the charges for legal publications in various states. The legal rates for publications in various states are very much at variance; in fact, so much so that a publisher moving from one state to another is at a loss to know how to measure up a legal notice.

"We presume," says the Bulletin, "a square means an inch. All legal notices should be based on, say a six-point basis. State Printer S. V. Gordon of Minnesota would make twelves lines of six point, or 260 ems, as the basis, and if set in other type to contain that number of ems. This would induce the publisher to set all of his notices in six point and would eradicate the setting of notices leaded in eight or ten point type without the publisher wanted to give away his space."

New Daily in Sitka

Portland, Ore.—The Sitka Sun is the latest newspaper to begin publication in Alaska. W. R. Hanlon, an old time Alaskan is editor and publisher. It is a four-page sheet, carrying Associated Press news, and is the first publication that Sitka has had for more than 25 years.

Mrs. Marble Ill

Fort Scott, Kan.—Mrs. George W. Marble, wife of the publisher of the Tribune-Monitor and secretary of the Publishers' Buying Corporation, has suffered a stroke of paralysis, and is in a very serious condition.

Digitized by Google

FELL AND VAN LOAN BUY HUDSON REPUBLICAN

Worcester Telegram-Gazette's General Manager Becomes President and Publisher of Paper He Managed Twenty Years Ago

(*Special to* Editor & Publisher.)

Hudson, N. Y.—The entire capital of the Bryan Printing Company has been acquired by the Hudson Republican Corporation, a new company in which Albert W. Fell, of Worcester, Mass., a former Hudsonian, and Emory V. Van Loan, of this city, are the controlling stockholders. Mr. Fell, the president of the new corporation, will become publisher of the Daily Republican and the Columbia Republican, assuming supervision of the editorial and news departments, while Mr. Van Loan will continue as general manager, which he has been since the death of Henry R. Bryan in September, 1917. Mr. Fell, from 1897 to 1907, was associated with the late William Bryan, and his son, the late Henry R. Bryan, as business manager of the Bryan Printing Company.

A. W. Fell

For a number of years Mr. Fell was business manager of the Williamsport (Pa.) Sun, and later general manager of the Pilgrim Press, of Boston and Chicago. He is at present general manager of the Worcester (Mass.) Telegram - Gazette.

E. C. Van Loan

When a resident here he served as alderman for two terms. He is a 32° Mason, and was one of the charter members of Hudson Lodge, No. 787, B. P. O. E.

Mr. Van Loan has been connected with the paper since June, 1904, when he entered the business office as bookkeeper, under Mr. Fell's management. Later he succeeded him as business manager, and upon Mr. Bryan's death, became general manager. He is a Mason, and is active in local social and business affairs.

Frank L. Kent, selretary of the new corporation, has been connected with the Republican for over thirteen years. He began his newspaper career as a carrier boy, later joining the reporting staff, where he served under his father, the late James Kent, whom he succeeded as city editor. Mr. Kent becomes managing editor.

Henry M. James will continue as editor of the Republican until such time as Mr. Fell decides to remove to Hudson and take active charge.

Buy Evansville Journal Stock

Evansville, Ind.—Considerable stock interest in the Journal Publishing Company has been sold to Earl Mushlitz of Indianapolis and his brother, Curtis Mushlitz, for more than ten years advertising manager of the Journal. Earl Mushlitz becomes editor and general manager of the Journal, and Curtis becomes business manager. Earl Mushlitz for several years prior to 1913 was editor of the Evansville Journal-News, the predecessor of the present newspaper, and from 1913 to August, 1920, was associate editor and then city editor of the Indianapolis Star. After leaving the Star he was associated for six months with the Russel M. Seeds Company, Indianapolis, advertising agency of Indianapolis.

FRESNO WINS "BILLY" MORTON

Veteran Special Still Talking of His Recent Visit There

W. J. Morton, special newspaper representative of New York, recently returned from an extended trip through the far West and the Pacific Coast States. He found the newspaper business "spotty," that is in some cities it was very good and in some, because of local conditions, bad. He was most impressed by what he saw at Fresno, Cal.

"Of all the places I visited—and I visited nearly every city of importance on the Pacific Coast—Fresno impressed me most. It has a population of 45,000, is well located, and is as thoroughly up-to-date as any city of its size or even 75,000.

Everything about the place indicated prosperity, progress and good business. I never saw so many automobiles parked along the curb. They were lined up on both sides of the street as far as I could see. The stores were doing a rushing trade. From the size of the crowds you might think you were in Butte on Saturday night. Fresno looks brand new—as though it were built yesterday. It contains no old structures. It has one building that is fourteen or sixteen stories high. Its department stores are equal to the best to be found in cities four or five times larger.

"Fresno is the center of the raisin growing district of California. Its present prosperity is due to the passage of the Volstead amendment. The demand for raisins for home brewing has stripped the wholesale market bare and you can't buy a pound except at the retail stores. The growers here having disposed of their entire crop have plenty of money to spend, and they are spending it, too. The stores are crowded with buyers. The grape growers within a radius of 75 to 100 miles drive to Fresno with their women folks of the afternoon, where they do their shopping and are back home again in time for supper.

D. Morris-Jones Makes Change

D. Morris-Jones, who for seven years has been with Hanff-Metzger, Inc., New York, as manager of the plan department, will go on February 14 with Sackheim & Scherman, as director of copy and plans. Mr. Jones is managing editor of the Advertising Club News. Sackheim & Scherman are moving from 42 East 23d street to 354 Fourth avenue, New York.

Society Papers Consolidated

Dallas, Tex.—The Dallas Saturday Night, Beau Monde of Dallas, and the Fort Worth (Tex.) Observer, all society papers, have consolidated, and will hereafter be published as one in Dallas by D. K. Willingford, editor of the Observer. Mr. Willingford will continue as editor and L. R. Lytle, former managing director of the Observer, will be business manager of the new publication.

New Post for Arno Dosch-Fleurot

Arno Dosch-Fleurot, staff correspondent for the New York World, this week assumed the post of the World's chief staff correspondent for Germany and Central Europe, with headquarters in Berlin.

ELLIS IS REMODELING WORCESTER PLANT

Sells Surplus Gazette Equipment to M. F. Hanson of Duluth Herald—New Goss Press Ordered—All Offices in Telegram Building

(*Special to* Editor & Publisher)

Worcester, Mass.—Theodore T. Ellis, publisher of the Worcester Telegram, who recently acquired the Evening Gazette, has consummated a sale of the entire surplus mechanical equipment of the Gazette to M. F. Hanson, who lately acquired the Duluth Herald. The equipment sold consists of two Hoe sextuple presses with stereotype equipment complete, including one press installed and running but a few weeks, several Linotype machines and a large assortment of steel composing room equipment. The balance of the equipment of the Gazette will be removed to the Telegram office, where alterations are being made to handle the publishing of the morning, evening and Sunday editions of the new combination.

The composing room of the Telegram is undergoing extensive alterations including a steel mezzanine floor extending entirely across one end and one side of the room, which will support on one side, a new lavatory equipment for the employees, consisting of a battery of 24 steel-enameled wash bowls. The other side of the mezzanine will house the monotype equipment and storage for handling the non-distribution system.

New Goss Press

When completed there will be a battery of thirty Linotypes of the latest pattern, four Miller saws, and every facility in the line of steel cabinets and make-up tables. Mr. Ellis has just ordered a Goss octuple press to be especially built and installed during the summer. This press will print three colors and black on the outside and one color and black on the inside, enabling the Telegram to produce its own Sunday comics.

This press will be in addition to the Scott multi-unit octuple press now used by the Telegram. An electric elevator is being installed in the business office to connect the four floors and basement.

The foreign and local advertising department in charge of Walter L. Thomas, assistant publisher, will be removed to the fourth floor. This floor will also contain the private office of the publisher, occupying the entire front of the floor, the information desk, and a lobby for customers. The rear of the fourth floor is being fitted up for the Sunday Telegram editorial department which will be moved up from the second floor. The present office occupied by Mr. Ellis, when the improvements are completed, will be occupied by the editorial director, Capt. Roland F. Andrews, while the entire second floor will be refitted to accommodate the editorial staff of the Telegram and the Gazette.

Staff Reorganization

The third floor has been arranged to accommodate the accounting department and the office of the auditor in the front while the center rooms will contain files and janitor's workshop. The entire rear of the third floor is occupied by the Telegram's engraving department and artists' studios.

After completing 20 years of service, Edward D. Houston, of the editorial staff of the Worcester Telegram, has left that paper. Mr. Houston is soon to enter business, the nature of which has not yet been disclosed. He came to the Telegram from the Manchester (N. H.) Union, and for a time was telegraph editor, and later an editorial writer. Harold A. Small, who came from Hartford several months ago to join the Sunday staff of the Telegram, succeeds Mr. Houston.

The newspaper photoplay based on pictures taken at the Telegram plant last summer has found such popular favor that it is to be exhibited in theatres throughout that paper's territory. The plot is based on the identity of a wealthy Connecticut politician killed in a railroad wreck and depicts reporters at work on the story.

George F. Booth, editor and publisher of the Evening Gazette, who retired when that paper was bought by T. T. Ellis, of the Telegram, was the guest of honor at a meeting of the New England Newspaper Alliance in Boston this week and was honored with the presentation of a life membership in the association. Mr. Booth was one of the organizers of the alliance.

James H. Guilfoyle, night editor of the Telegram, has resigned as civil service labor registrar for the city of Fitchburg, Mass. When Mr. Guilfoyle joined the Telegram staff he continued his duties as labor registrar pending the appointment of a successor.

The Post, which lost its building in the fire which swept the business district a few days ago, has been issued from the Telegram's office since.

Blanchard Ad Class Dines

The Blanchard Class in Advertising at the 23d St. Y. M. C. A., New York, held its annual dinner at the Advertising Club on Wednesday evening. Richard H. Waldo delivered a spirited address upon the influence of advertising upon the life of the people. He said that the opportunities for young men to achieve success in this field were never so great as they will be during the next ten years. The present depression, Mr. Waldo asserted, will not continue beyond March or April, and by August business will be driving ahead at a full rate of speed. Edward H. Schulze, of the Making-It-Pay Corporation, contributed a talk upon business letter writing in which he outlined some of the possibilities of conducting business by mail. H. E. Doremus gave the class an opportunity to listen to several musical selections received by wireless from Brooklyn.

N. Y. Times Opens Brooklyn Office

The New York Times this week opened a branch office in Brooklyn at 300 Washington street. Hugh A. O'Donnell presided at the luncheon served at the Hotel Clarendon. Borough President Edward Riegelmann welcomed the Times to Brooklyn. Charles F. Hart, Benjamin T. Butterworth and Edwin S. Friendly spoke for the New York Times.

George F. Lord with Greenleaf

George Frank Lord has become vice-president of the Greenleaf Advertising Corporation with headquarters in New York. He was formerly advertising manager of E. I. du Pont de Nemours & Co., Wilmington, Del., and later director of advertising, as well as promotion and sales manager of the Agricultural Dynamite Division.

Engravers' Demand Larger Raise

Buffalo.—One hundred photo-engravers, employed in eight commercial plants, went on strike last week. They were granted demands for a $10 a week wage increase, to a minimum of $40 a week, but demanded still greater increases. The plants affected are in partial peration.

Digitized by Google

WHAT OUR READERS SAY

Abreast of the Times

NEW YORK, JANUARY 29, 1921.

TO EDITOR & PUBLISHER: I have always been a "from cover to cover" reader of EDITOR & PUBLISHER, but I believe that during the past six months your publication has been filled with more desirable information, interesting news items and the helpful suggestions than any other period during the time I have been a reader of EDITOR & PUBLISHER.

Of course, we are living in a period of newspaper publishing when there are more vital problems confronting the advertising men and publishers than ever before, and when a publication can keep abreast of the times, as EDITOR & PUBLISHER has, it certainly means that advertising men have got to read your publication if they want to keep informed and be able to march in the front ranks of the 1921 army of business getters.

Your 1920-1921 International Year Book has found a permanent place in the top drawer of my desk. That is the position occupied only by literature of the most important kind in every day work. The book certainly is in keeping with the progressive spirit of 1921 and should be of great value to all men who want to keep at their finger tips information and important data which is an important part in the education of an advertising man.

C. L. PANCOAST,
Director of Merchandising,
The Chicago Tribune.

Alaska Will Be Included

CHICAGO, JANUARY 29, 1921.

TO EDITOR & PUBLISHER: What a wonderful issue EDITOR & PUBLISHER'S International Year Book Number is! As a book for reference, it should be on the desk of every agency and space-buyer in the country; it would certainly make his work a lot easier and more accurate than it ever has been. I want to extend my congratulations to you, knowing what a big task your office has been up against in compiling it—but, listen, why did you overlook the Alaska papers? This territory has a number of dailies. As it happens, I represent a large number of them and also quite a few weeklies—with the exception of a few papers, I have them all. The agencies are asking questions about this territory, and, inasmuch as you have given information about territory outside of the United States, perhaps next year your book will have the Alaska papers in it. Alaska's future never looked so bright as now. Development actually under way promises to make Southwestern Alaska one of the country's great paper and wood-pulp producing regions at an early date. She already leads in fisheries and gold production.

S. C. THEIS COMPANY,
W. S. Grathwohl, Manager.

• • •

EDITORIAL NOTE: Mr. Grathwohl's "perhaps next year" is well taken. Alaska's advertising and press interests will be represented in the 1922 International Year Book and would have had a niche in the issue of January 22, 1921, along with those of several other nations and territories, if the up to the minute information concerning them that was needed had made their long journeys and reached EDITOR & PUBLISHER'S office before the "deadline" for the issue.

A Distinct Service

NEW YORK, Feb. 1, 1921.

TO EDITOR & PUBLISHER: We are altogether pleased and satisfied with our two-page advertisement in your Year Book edition of January 22. It was a great number and you rendered a distinct service to everybody interested in the publishing business when you issued it. We have already begun using the book for reference and probably will have occasion to turn to it every day until you get out another like it. I do not believe that any other trade paper in your line has ever performed so useful a service.

V. V. McNITT, Manager,
Central Press Association.

Wants a Cloth Cover

DETROIT, Jan. 31, 1921.

TO EDITOR & PUBLISHER: I want to tell you how much we appreciate your International Year Book of EDITOR & PUBLISHER. I wish it was possible to obtain a copy of this with a cloth cover. We would be willing to pay for it if you do have any bound in this manner because undoubtedly through the year we will use it frequently.

HUDSON MOTOR CAR COMPANY,
GEORGE W. CUSHING,
Advertising Manager.

The Whittaker of Journalism

MONTREAL, CAN., JANUARY 27, 1921.

TO EDITOR & PUBLISHER: I got a letter today from an English friend of mine asking me to let him have a list of the managing editors of one hundred leading dailies in Canada. For the minute I did not know where to get him the information. Just then your International Year Book of the EDITOR & PUBLISHER came in; I tore the wrapper, looked at the index and there was the information I wanted. Just like that!

Since then I have looked through the publication carefully, and wish to offer you my most sincere congratulations upon the extent and efficiency of your edition. It is the Whittaker of journalism. It will fill a useful place in our library.

Yours sincerely,
C. F. CRANDALL,
Editor Montreal Daily Star.

Wants It Every Three Months

BOSTON, MASS., JANUARY 29, 1921.

TO EDITOR & PUBLISHER: Your International Year Book was the best publication of its kind that has ever come to my desk. There is no other publication, which I recall, that has the personnel of the newspapers throughout the country. This issue of EDITOR & PUBLISHER is a valuable directory of world information to every newspaper and advertising agency in the country. I think you ought to issue it at least every three months. With kindest regards, I am,

Very truly yours,
CHARLES J. O'MALLEY,
President O'Malley Advertising & Selling Co.

Found What He Wanted at Once

MIDDLETOWN, N. Y., JANUARY 29, 1921.

TO EDITOR & PUBLISHER: Within fifteen minutes after receiving your International Year Book, I had occasion to look up a matter of considerable importance and failing to find it in any other volume of our library, opened the Year Book and found what I wanted, at once. I consider it the most valuable reference work that has come to my desk.

THE TIMES-PRESS,
H. A. McGowan, Manager.

Right Up-to-the-Minute

JAMESTOWN, N. Y., JANUARY 28, 1921.

TO EDITOR & PUBLISHER: In renewing our subscription to EDITOR & PUBLISHER, by check herewith, permit us to compliment you on the increased and increasing value of your publication to the trade. We find it regularly most interesting and consider the edition of January 22 as a most marvelous piece of work, including as it does, every item of particular interest to newspapers, agents or advertisers, or newspaper circulations, rates, etc., and everything right up to the minute.

JOURNAL PRINTING COMPANY,
H. M. Hall, Business Manager.

Amazing Volume of Information

WILMINGTON, DEL., JANUARY 28, 1921.

TO EDITOR & PUBLISHER: I wish to congratulate EDITOR & PUBLISHER on the special issue of last week. You have assembled an amazing volume of information, not only to advertisers and agencies, but to the newspapers and advertising world in general, and it reflects great credit on your publication and the organization responsible for it.

WILLIAM F. METTEN,
General Manager Wilmington Every Evening.

Detailed and Distinctly Valuable

INDIANAPOLIS, JANUARY 29, 1921.

TO EDITOR & PUBLISHER: The newspaper and advertising fraternity is so accustomed to expect EDITOR & PUBLISHER to do things in a big way that the International Year Book created no special comment around the office until we were able to get under the covers. The wealth of detailed and distinctly valuable information contained in the number is really wonderful and your organization is to be congratulated for the enterprise which has made this number possible.

FRANK T. CARROLL,
Advertising Manager The Indianapolis News.

A Magnificent Number

NEW YORK, JANUARY 31, 1921.

TO EDITOR & PUBLISHER: Your work in getting out your International Year Book Number must have been enormous. I shall preserve my copy of that number and expect to refer to it many times. No publication except EDITOR & PUBLISHER would dare to attempt any such stupendous undertaking.

C. IRONMONGER,
President C. Ironmonger Advertising Agency.

Complete and Interesting Data

NEW YORK, JANUARY 29, 1921.

TO EDITOR & PUBLISHER: Your International Year Book Number is the best thing that I have seen in a long time and I wish to congratulate you upon your enterprise in preparing such complete and interesting data. It was a big undertaking but you have succeeded admirably.

BENJAMIN WOOD,
President Wood Flong Corporation.

"No Apologies Needed"

NEW YORK, JANUARY 28, 1921.

TO EDITOR & PUBLISHER: Congratulations! The first number of the International Year Book of EDITOR & PUBLISHER was all you said it would be and then "some." I think you need not have apologized for your shortcomings. I did not find any. But, I want you to know I accept your apology anyway.

Again congratulations.

JAMES J. SMITH,
Publisher Dry Goods & Apparel.

A Mine of Information

NEW YORK, JANUARY 24, 1921.

TO EDITOR & PUBLISHER: I take great pleasure in congratulating you upon the excellence of your year book. It is the best publication of its kind that has come before me. I feel certain that every publisher and every newspaper man will find it a mine of useful information.

Very sincerely yours,
U. S. FEATURE SERVICE, INC.,
R. S. Barta, General Manager.

No Greater Compliment

NEW YORK, FEBRUARY 1, 1921.

TO EDITOR & PUBLISHER: Let me add a word of congratulation for your great International Year Book number. It takes a place on my bookshelf alongside of the Bible and Dr. Emmet Holt on "How to Raise Children." I cannot pay you a greater compliment than this.

C. McD. PUCKETTE, Managing Editor,
New York Evening Post.

Has Every Book Beat

CINCINNATI, JANUARY 31, 1921.

TO EDITOR & PUBLISHER: Allow me to congratulate you on the most excellent result of your initial effort at publishing an International Year Book. As a newspaper man's book of instantaneous reference and guide, it beats everything hitherto put out and will occupy a place on my desk for the next twelve months, unless forsooth, some covetous devil should maliciously remove it.

H. E. FIRST, Circulation Manager,
Western Christian Advocate.

Very Meaty!

BROOKLYN, N. Y., JAN. 31, 1921.

TO EDITOR & PUBLISHER: Some book, that Year Book. Very meaty. You people are to be congratulated. In looking up the Journal of Commerce of Liverpool, I failed to find it listed and wondered if it was an oversight. The Journal of Commerce is similar to the one published here.

BERT E. BARNES, Advertising Manager,
Morse Dry Dock & Repair Company.

The Reference Book

NEW YORK, JANUARY 29, 1921.

TO EDITOR & PUBLISHER: Your Year Book is a great constructive step forward for your publication and will be *the* reference book for journalists and advertising men outside of the usual newspaper directories. Keep it up. Make it even more comprehensive!

EMIL M. SCHOLZ,
President World-Wide Advertising Corporation.

Vital to Advertisers and Publishers

NEW YORK, JANUARY 31, 1921.

TO EDITOR & PUBLISHER: Congratulations on the wonderful International Year Book Number which you have just issued. You have certainly packed it full of vital information of great interest to the advertising and publishing business. More power to you!

C. C. GREEN,
President James Advertising Agency, Inc.

Far Surpassed Announcements

KANSAS CITY, MO., JAN. 29, 1921.

TO EDITOR & PUBLISHER: As an advertiser and subscriber, we request you to send us another copy of the International Year Book, issue of January 22. This number by far surpassed your announcements in recent issues.

RECIPROCAL NEWS SERVICE.

Home Sewing and Classified Ads

JANESVILLE, WIS., JAN. 29, 1921.

TO EDITOR & PUBLISHER: I am enclosing a letter which was received by one of the young ladies of my department from the A. E. Hill Company, Auburn, N. Y., manufacturers of aprons. Several days ago I received an ad from this company calling for young women to sew aprons at home. At that time I did not believe that the ad was strictly legitimate and held it up for investigation. The inclosed letter is self explanatory and I do not believe it should be run in newspapers unless the Hill Company agrees to incorporate in their advertisement that $1 is required of all applicants for an apron before they can be put to work. I think this information should be passed on to papers throughout the United States, as undoubtedly the majority of them, at least the smaller ones, will receive ads similar to the one received by me.

JANESVILLE GAZETTE,
J. F. McCue, Classified Adv. Mgr.

• • •

EDITORIAL NOTE: The enclosure referred to by Mr. McCue follows:

AUBURN, N. Y.

DEAR FRIEND: Your letter received and our plan is to have you sew Amoskeag Princess-Bib aprons at home during your spare time. We pay you in all for handling each dozen Princess-Bib aprons $1 a dozen, per our instructions with the shipment of aprons already cut out for you to sew, prepaid any distance. There is absolutely no canvassing. You return the aprons to us as soon as through sewing and you receive your pay from us by return mail. We furnish the thread.

Some firms pay only in all $1 a dozen for Bungalows, whereas our Princess-Bib aprons have only one fourth the sewing to do on them—no button holes to make and no binding to do like on the bungalow aprons and besides doing your own housework, you should earn from $2 to $12 a week, according to your spare time, and enjoy it. The dry goods houses to whom we sell these aprons desire neat sewing. Some of our aprons have only one button hole and some none.

Before shipping the ready-cut aprons, we desire to learn if you will like the work and the only way to find out is for you to see the apron. Every woman knows that the blue check Amoskeag is the best gingham—never fades, and presume, this style apron in this best quality sells for about $1.25 or more in the stores, but, being we want you to sew for us, kindly send one dollar bill or Post Office money order for the Princess-Bib apron to copy from—this dollar is merely to avoid loss where we do not know each sewer personally or whether you will like to sew for us, but we are sure you will after seeing how easy the work is on the apron.

We are a strictly honest, reliable firm, own real estate and is clear, so you need not hesitate to send the dollar for the apron to copy from and to learn what the work is. No more cash than the dollar for apron requested of you. Received many good sewers from last ad—hope you will join us this time, as we need more neat sewers. Please tell your friends to send and sew too.

We are more interested in your sewing than the dollar, as that hardly pays for our trouble and the cost of advertising to get sewers. You will earn many many times the amount for the apron. Some have sewed for our manager seven years and do not compare us with fake concerns who never send any work but only want your money. We want you to sew and the more you sew the more money you make. You are not paying for fake instructions, but get sewing to do as per our plan inclosed, with the finished apron to copy from, sent as soon as we hear from you to get you started sewing.

HILL GARMENT FACTORY,
Per A. E. Hill.

Reforestation in Wisconsin

MILWAUKEE, WIS.

TO EDITOR & PUBLISHER: We are enclosing an editorial from our issue of January 5, 1921, which we believe will be of more than ordinary interest to your readers, as well as to ourselves.

Publishers and advertisers, as well as paper manufacturers, should give careful thought to the serious effect of a timber famine. The high cost of print paper is affected greatly by the scarcity and high cost of pulp wood and the expense of hauling it over long distances.

From every point of view, a state forestry program would be not only desirable, but in many states, an absolute necessity. In due time, it will add hundreds of millions to the wealth of the country, to say nothing of the value of re-beautification. As an economic question, it is one of the most important in the country today.

This movement needs leadership in forming public opinion, in creating understanding and in bringing about action by State Legislatures.

With proper support of the trade press, the newspapers in various communities, advertising organizations and paper mill interests will take up this matter and obtain action.

We earnestly hope that it will enlist your interest and support. May we have some comment from you in reply to the foregoing at your convenience?

Yours very truly,
THE MILWAUKEE JOURNAL,
L. A. Webster, Assistant Publisher.

• • •

EDITORIAL NOTE: The Journal is to be commended for the campaign it has started as was formally stated in an editorial in the issue of EDITOR & PUBLISHER for January 15.

Has School of Journalism

FAYETTEVILLE, ARK., JAN. 29, 1921.

TO EDITOR & PUBLISHER: In your list of "Schools and Courses in Journalism" on page 154 of the Year Book Number, which has just come to my desk, I find that you have omitted the University of Arkansas, and I am hoping that you rectify this somehow in an early regular issue of the paper.

University of Arkansas (co-educational), Fayetteville, Arkansas. Associate professor, Murray Sheehan. Course established in 1916. Two classes at present, in news-writing and in editing. Present enrollment, 35. Publications, University Weekly, The Razorback (Junior Annual), Arkansas Engineer. Fraternities, Pi Delta Epsilon, for men, and Pi Kappa, for women. Yours very truly,

MURRAY SHEEHAN.

Wants Florida Survey

SPRINGFIELD, O., JANUARY 24, 1921.

TO EDITOR & PUBLISHER: Have you within the last year or so issued an edition covering the state of Florida, giving the data concerning the different newspaper situations, the character of the territory, etc.? If you have, will you please forward same to me at my home, 737 So. Limestone Street, and I will be very glad to remit. I am in immediate need of this data and will appreciate a prompt reply.

Yours very sincerely,
GEO. V. SHERIDAN,
Publisher, The Sun, Springfield.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

AIDING COMMUNITY IDEA IN ST. LOUIS

ST. LOUIS.—The idea of making community centers of the high schools of St. Louis is now being developed in St. Louis, following meetings in twenty public schools on election night, when 30,000 persons heard the returns furnished by the Post-Dispatch. So successful was the Post-Dispatch in bringing the people of the various neighborhoods together in a real community spirit that the suggestion was made in many quarters that such gatherings should be encouraged and the school buildings might be used on a much greater scale for neighborhood get-together meetings for the whole family.

The Board of Education welcomed the suggestion of the Post-Dispatch that that paper furnish the returns to the people in the public schools. The only obstacle—that other newspapers might object to it as an advertisement for the Post-Dispatch—was quickly removed when the three other newspapers expressed themselves as willing that the Post-Dispatch perform this service.

The Post-Dispatch also showed moving pictures in connection with the bulletin service in front of their office on Twelfth street. Here, as in some of the schools, the Magnavox, an electrically controlled sound amplifying device was used in transmitting bulletins to the crowds. The Magnavox also was used in a new role of experiment when it was tried at the Central School for the Deaf, deaf pupils being able to hear.

The wireless telephone also was used, 100 owners of wireless telegraph stations in St. Louis receiving the bulletins. Bulletins also were sent to a number of outside stations and relayed into Canada and to ships in the Gulf of Mexico.

The greatest achievement of the Post-Dispatch, of course, is the awakening of the people to the benefits to be derived from a wider use of the public schools by the people.

PRESS FAIR IN POLITICS

BOSTON.—Edward J. McKernon, New England manager of the Associated Press, gave the members of the Bay State Automobile Association an instructive talk a few days ago on his own organization and paid a neat tribute at that time to New England journalism.

He said in part: "The wholesomeness of the press of New England was signally emphasized in the recent political campaign. The thing that impressed me most was the impartiality with which the newspapers of both parties presented both sides of the case.

"There was a time when in order to know both sides of the question you had to buy two papers—and no one did. Nowadays, you need to buy only one—and everybody buys at least two.

"In the Cleveland-Harrison campaign of 1892 I was beginning newspaper work on the Springfield Union, then regarded as a Republican 'organ.' I recalled the burst of indignation in the Republican camp when the publisher of the Union, now Secretary of State Albert P. Langtry, accepted a paid advertisement from the local Democrats. To have allowed a word of Democratic argument to creep into even the advertising columns was viewed as little short of treason to the G. O. P.

"It is well known that the publication of betting odds exerts an influence upon that fraction of the voters that wishes to be on the winning side. They always vote for the favorite. I have seen a paper that on its editorial page fought to the last ditch for the League of Nations, announce on its first page that the odds were seven to one on Harding and Coolidge.

"I have seen a paper whose Democracy was a tradition in New England, conduct a straw ballot in the closing days of the campaign and display on its front page figures supposed to show that the drift was three to one toward the Republican candidates.

"The intelligent observer cannot fail to recognize in this a purpose on the part of publishers and editors to present all available facts that will help their readers to formulate opinions of their own."

BLAMES NEWS SERVICES

TORONTO.—C. A. C. Jennings, editor of the Toronto Mail & Empire, delivered an interesting address on "Changing Standards in Newspaper Work" at a meeting last week of Alpha Pi chapter of Pi Delta Epsilon, journalistic fraternity, at the University of Toronto.

In the course of his remarks, Mr. Jennings took a fling at the pessimistic reader who affects to see evidences of decadence in the modern newspaper. He declared that, after all, the daily journal is only a reflection of the age in which it is published, and that, like any other human institution, the newspaper must adapt itself to changing times. Much of the matter with which readers find fault, he said, arises largely from the inability of the press services and other similar agencies which supplied it to sense accurately news values. They either do not or cannot take precautions essential to preserve a high and uniform level of output.

Consequently special articles and stories are published, for which the newspaper is often, unfairly he thought, condemned. As an example, he instanced the extended newspaper notice given to the recent mishap to the American balloonists in northern Ontario, which, he contended, was magnified and elaborated far beyond its real importance.

Character, he emphasized, is indispensable to lasting success in newspaper work. The reporter, as well as the editor, must realize that he has the reputation of his paper in his keeping and that he must serve it with courage, tact, sympathy and understanding.

William G. Colgate, of Norris-Patterson, Ltd., president of the chapter, acted as toastmaster.

WALKED HUNDRED MILES ON SNOWSHOES BUT MISSED BEAT AT MATTICE

OTTAWA, Ont.—The story of how United States and Canadian newspapermen scooped Secretary of the Navy Daniels on the story of the arrival of the U. S. naval balloonists at Mattice is told by the Journal—presumably by M. Grattan O'Leary, who covered the story for that paper.

The article gives a vivid word-picture of the waiting at Cochrane in the early days of the story, when opinion was divided as to whether Kloor, Hinton and Farrell would come out at Mattice or Clute. To safeguard themselves, the correspondents engaged Indian runners—"at figures that to them must have seemed fabulous"—to watch both routes, intercept the balloonists, and beat them back to the telegraph station by eight hours. This, the newspaper men figured, would give them time to reach the party before the trio could receive Secretary Daniels' message asking for an official report before saying anything to the papers.

Two of the reporters decided to strike out on their own—A. Clermont, of the New York American, and R. Crossland, of the New York Tribune. The former, with two Indians, ten dogs and two toboggans, started out on the Mattice trail, while Crossland, with similar equipment went from Clute. Their hope was to meet the balloonists fifty or sixty miles out, get their story, and make a dash back. But luck was against them.

Clermont pushed on for nearly ninety miles, met the returning party, got his story, and began the journey back to the wire. His feet, unused to snowshoes, blistered and bled, and he suffered from the cold—with the result that his pace slowed down to about fourteen miles a day. Meanwhile, the Indian runners sent out by the other correspondents met the balloonists the morning after Clermont got his story, and headed back at a gait such as only an Indian or backwoodsman can maintain—and as they ran they dropped bits of tallow and cheese along the trail to slow up Clermont's dogs. The result was that the Indians got into Mattice eight hours ahead of Clermont; the other correspondents made a dash to meet the party, and returned in time to file their stories early enough to spoil Clermont's "beat." Hard luck pursued the American man still further, for he went on to Cochrane, and missed the Farrell-Hinton fight.

Crossland had never been on snow shoes before, and on the first day out, he stumbled and was badly bitten by a husky. He camped for the day, and then pushed on for more than fifty miles, only to learn from a runner sent out after him that the balloonists had taken the other trail—a hundred miles away.

Despite the warning received from the Indians, the returning party arrived before expected, and before a hundred words were got out of Lieuts. Hinton and Kloor, they had received and read Secretary Daniels' instructions. Fortunately, Lieut. Farrell was half an hour behind them, and a detachment of the reporters set out to intercept him, while the others remained to "take care of" Hinton and Farrell. The inducement of a hot cup of tea enticed Farrell into a shack—and the arms of the newspaper men. Here, he underwent a cross-examination that covered the entire journey from Rockaway to Mattice. Just as he concluded, Hinton entered.

The story obtained, the next thing was to get it out. Mattice has only two wires, one via Winnipeg and the other via Quebec—and there were 75,000 or more words to be filed. Naturally, there was a hot debate as to how the wires should be divided, but it was finally decided to cut cards, with low man getting first right, and high man last; and those in between according to the value of their cards, each man to file 500 words at a time. By 3 o'clock the next morning four operators had got out 50,000 words on the two wires—and the world had the story over its morning coffee.

JAPAN PLANS PRESS LAW

SEATTLE.—An attempt is made in the revised press law of Japan which is to be submitted to the next regular session of the Diet, to list specifically those items forbidden publication, rather than leave the law to loosely forbidding the publication of articles "which may disturb the peace and order of the public," according to information received here.

The eight classes of articles which are taboo are reported as follows:

1. Profaning the dignity and sacredness of the Imperial Throne.
2. Impairing the character or prestige of the Empire.
3. Instigating or covering the criminal offences of others, extolling, helping, or otherwise encouraging the accused or criminal offenders; or deliberately placing them in unfavorable circumstances.
4. Impairing public morality.
5. Impairing the honor or credit of others.
6. Mentioning the contents of preliminary court examinations specified by the Judge in a charge, or the facts of a criminal offence forbidden by the public procurators, prior to the formal court trial.
7. Mentioning military or diplomatic secrets.
8. Impairing the public morality by printing indecent statements, or inserting indecent pictures.

REPORTERS GET TRIAL TRIPS

PHILADELPHIA.—A number of the local newspaper men have recently been enjoying a series of sea journeys as guests of the New York Ship Building Company of Camden, N. J. This concern has already sent on their trial trips five of the sixteen passenger liners which the company is building for the U. S. Shipping Board. On each of these trial trips the Ship Building Company has taken one and sometimes two representatives of the Philadelphia newspapers. The big ships run about 150 miles off the Delaware capes and are out from two to three days.

Digitized by Google

Lexington Trade Territory

Number 1 of a series of advertisements by the Lexington, Ky., Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and the Leader's relation to them. Reprints supplied upon request.

File for Reference

The following is a simple outline of the exact trading territory served by Lexington, Kentucky—"the heart of the Blue Grass region"—well known to be one of the most fertile sections of America.

The City

Population, 1920 Census, 41,534. Third largest city in Kentucky.

Suburbs

The Suburban territory as designated by the A. B. C. in co-operation with both Lexington newspapers is based upon an average trading radius of 30 miles. It exactly includes Fayette, Scott, Bourbon, Clark, Madison, Jessamine and Woodford Counties.

This is the cream of the Blue Grass. The territory was determined largely by transportation facilities and the character of population.

Country

While the territory on the north and west is splendid, most retail buying, outside of neighborhood stores, normally gravitates to Cincinnati 90 miles north, and Louisville 85 miles west. On the south and east the country is less productive and sparsely settled. Part of the country is mountainous. Most of the retail buying, outside of neighborhood, including commissary stores, normally gravitates to Knoxville, Tenn., and one or two small Kentucky cities on the south, to Huntington, W. Va., and Ashland, Ky., on the east, and some goes to Cincinnati because of better railway facilities than Lexington at present can offer.

The exact counties which normally come within the Lexington country territory (not including the aforementioned suburban counties) are: Boyle, Mercer, Anderson, Franklin, Harrison, Nicholas, Bath, Montgomery, Garrard, Lincoln.

The average radius covering the normal country territory served by Lexington is about forty miles.

Transportation

Four railroads:—The Southern; Louisville & Nashville; Lexington & Eastern; Chesapeake & Ohio.

Steam railway service, with frequent trains, connects Lexington daily with Winchester in Clark County, Richmond in Madison County, Mount Sterling in Montgomery County, and Frankfort, 26 miles distant, in Franklin County.

Trolley service, radiating through Fayette County, connects Lexington with Georgetown in Scott County, Paris in Bourbon County, Nicholasville in Jessamine County, Versailles in Woodford County, Frankfort in Franklin County.

Automobile bus service, passenger only, is conducted twice daily with Winchester in Clark County.

There is no freight truck service to or from Lexington, with the exception of trucks operated by local wholesalers and retailers for their convenience. Considerable freight is delivered to and from Lexington by trolley.

The highways throughout all of the suburban area are excellent and place Lexington in easy access with practically every mile of the seven principal Blue Grass counties.

Lexington Leader

The Lexington Leader, published Evenings and Sunday morning, has 85% of its circulation concentrated in the A. B. C. local territory, the section which supplies by far the greater part of Lexington's business.

A. B. C. member. Paid circulation over 15,500. Line rate 5c. flat, January 1, 1921.

LEXINGTON LEADER

Circulation Largest where Business is Greatest

REPRESENTATIVES

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York **Chicago** **Kansas City** **Atlanta** **San Francisco**

Digitized by Google

MARTIN READY CLOSES 25 YEARS' SERVICE

Newspaper and Advertising Friends Celebrate Popular New Yorker's Jubilee with Banquet at Delmonico's—Given Oil Painting

One hundred intimates and advertising friends of Martin C. Ready of the New York American made merry Saturday night, January 22, at Delmonico's by celebrating Mr. Ready's twenty-fifth anniversary as an advertising man by tendering him a banquet and presenting him a watch, as they put it—"In testimony of twenty-five years' service, combining the agate rule and the Golden Rule." Among those who paid homage to Mr. Ready in speeches were William C. Freeman, W. Ray Gardiner, J. M. Gidding, A. Morton Oppenheim, Ralph Peck, James P. Silo, Jerome Buck, Howard Davis and a host of others.

"Pop" Freeman testified to Mr. Ready's ability as a solicitor; Mr. Gardiner his worth as an adviser, and James P. Silo asserted his ability as an art connoisseur, presenting him a magnificent oil painting by one of the old masters worth $1,000 "to round out" as he put it "as fine a collection of old masters as perhaps any man today possesses."

F. Irving Fletcher in the name of the hosts presented Mr. Ready a handsome watch. The committee in charge was H. M. Roberts, chairman; F. Irving Fletcher, James F. McGrath, Howard Davis, J. M. Gidding, W. Ray Gardiner and Jerome Buck.

ROTH HEAD BUCKS EDITORS

Old Pennsylvania Association Adopts New Constitution at Allentown

(*Special to* Editor & Publisher)

Allentown, Pa.—The twenty-fourth annual banquet and reunion of the Press League of Bucks and Montgomery Counties, one of the oldest press associations in the State, was held at the Hotel Traylor January 29.

While the men held their business session, the ladies were taken to a theatre matinee. Questions of much interest were discussed by the editors and among other things, a new constitution was adopted. Five new members were admitted.

The principal speaker at the banquet was Congressman-elect Fred B. Gernard of Allentown. Others who spoke were Col. Smith, one of the new owners of the Allentown Call, David Miller, retired owner of the Call, and Mrs. Elmer E. Althouse of Sellersville. Officers elected by the association are: President, Earl R. Roth, Bristol Courier; vice-president, Joseph J. McGinley, Norristown Times; secretary, Marco G. Bean, Sellersville Herald; treasurer, B. Witman Dambly, Skippack Transcript.

A. N. A. in New Quarters

The Association of National Advertisers has moved its headquarters from 15 East 26th street to 15-17 West 46th street, New York. It will occupy the entire seventh floor.

Sutherlands Buy Wing Stock

Ludington, Mich.—The interest in the Daily News (Inc.), owned by the late Chas. G. Wing, has been sold by the Grand Rapids Trust Company, executor, to Mr. and Mrs. G. H. D. Sutherland, who now own 299 of the 300 shares issued. Mr. Sutherland has been president since the company was organized and has been manager of the business for six years. He succeeds Mr. Wing as editor. Mrs. Sutherland is in charge of local and national advertising. She becomes secretary-treasurer. The Daily News is published every week day evening save Saturday and has a Sunday morning edition.

BERGER CONVICTION REVERSED

Milwaukee Editor Gets New Trial on Charge of Breaking Espionage Act

(*Special to* Editor & Publisher.)

Washington.—Because Judge Kenesaw Mountain Landis did not retire from the case after Victor Berger, editor of the Milwaukee Leader, Socialist daily, had attacked him in an affidavit as prejudiced, the United States Supreme Court reversed the conviction of Berger of violating the Espionage law. Six justices, including Chief Justice White and Associate Justices Holmes, Clarke, Van Devanter and Brandies, concurred in the opinion written by Associate Justice McKenna. Associate Justices McReynolds, Day and Pitney dissented from the majority.

Berger was convicted Feb. 2, 1918, with William F. Kruse, Adolph Germer, J. Louis Engdahl and Irwin St. John Tucker, each being sentenced to twenty years' imprisonment. The action of the court means that the men will have a new trial.

At the trial the defendants submitted an affidavit charging Judge Landis with prejudice against the first three and demanding that another judge be assigned. Judge Landis denied this motion.

MICHIGAN DAILIES RE-ELECT

Hear Boughner on Classified—Will Push New Libel Law

(*Special to* Editor & Publisher.)

Grand Rapids, Mich.—All officers of the Michigan League of Home Dailies were reelected at the second annual meeting of that association here January 28 and 29. They are: President, Frank R. Moses, Marshall Chronicle; vice-president, Thomas J. Ferguson, Alpena News; secretary-treasurer, Harry H. Whiteley, Dowagiac Daily News.

L. J. Boughner, classified advertising manager of the Chicago Daily News, conducted a round-table discussion at the meeting on classified advertising. Legislation was also considered and it was decided to push the enactment of a more adequate libel law to protect Michigan publishers.

A. H. Belo Officers Re-elected

Galveston, Tex.—The annual meeting of stockholders of A. H. Belo & Co., publishers of the Galveston Daily News, Dallas Morning News, Dallas Journal and Dallas and Galveston Semi-Weekly Farm News, re-elected the old board of directors as follows: Mesdames J. B. Peabody and A. H. Belo, Messrs. George B. Dealey, C. E. Lombardi, John Sealy, Tom Finty, Jr., and John F. Lubben. The directors re-elected the following officers: George B. Dealey, president and general manager; Mrs. J. B. Peabody, vice-president; John F. Lubben, secretary-treasurer; Walter A. Dealey, assistant general manager.

R. D. Bokum Appointed

Chicago.—Richard D. Bokum has been made advertising manager of the Chicago Journal of Commerce.

CHESAPEAKE EDITORS MEET

Del-mar-via and Maryland Press Associations Hear State Executives

(*By Telegraph to* Editor & Publisher)

Easton, Md.—The Del-mar-via Press Association composed of the editors of Delaware and the eastern shores of Maryland and Virginia and the Maryland Press Association met jointly at the Hotel Dupont in Wilmington January 29. There was an attendance of nearly 100. The meeting was attended by Governor Ritchie of Maryland and Governor Denny of Delaware and also by the Maryland State Purchasing Agent, who explained the working of the new State Department and how the editors and printers may profit by it. There was a round-table discussion on nearly every phase of the printing and publishing industry.

The Del-mar-via Press Association re-elected S. E. Shannahan of the Easton Star-Democrat for his fourth term as president and William F. Metten of the Wilmington Every Evening secretary-treasurer.

The Maryland Press Association elected John E. Raine of Baltimore president and S. E. Shannahan of Easton as secretary-treasurer. Resolutions of regret were passed upon the death of C. E. Williams of Elkton, Md., Senator Marion Brewington of Salisbury, Md., and George E. Melvin of Annapolis, Md.

The Maryland Press Association appointed a committee of four to confer again with the State Purchasing Agent who, with the governor, promised every co-operation possible to the members of the two associations.

A second meeting will be held probably late in April at Salisbury, Md., and a third meeting in the fall at Easton.

Capital Increased

Detroit, Mich.—The Booth Publishing Company, publisher of a chain of newspapers throughout Michigan, has increased its capitalization from $2,700,000 to $3,000,000, according to an announcement from the secretary of state's office. The capitalization of the Herald Publishing Company, Grand Rapids, Mich., has been increased from $150,000 to $300,000.

Better Business Bureaus Organized

William Green, organization secretary of the A. A. C. W., has returned from Akron, Ohio, and Fort Wayne, Ind., where he organized better business bureaus. He also visited Pittsburgh en route home and laid plans for a bureau there.

Critic Turns Playwright

St. Paul.—"Husbands for Three," a three-act farce-comedy by James Gray, music and dramatic critic of the St. Paul Pioneer Press, had its initial production in a Minneapolis theatre.

In Brooklyn, they call the Standard Union the "Live Wire."

Connect!

R. F. R. Huntsman

Digitized by Google

NOTES OF THE AD AGENTS

Charles Lee Scovil, formerly associated with Spencer Trask & Co. as advertising and sales manager, has become first vice-president of Medley Scovil & Co., Inc., 25 Broad street, New York. H. Lamson Scovil, grandson of the founder of the Scovil Manufacturing Company, has become treasurer, and Gale McNomee, formerly news editor of the Daily News Record and Women's Wear, has been made vice-president.

Miss Sarah E. Allen, formerly on the editorial staff of the Albany (N. Y). Argus, has become associated with the George S. DeRouville Advertising Agency.

Pauline Desha, for a number of years connected with the Cleveland News and Los Angeles Herald, has joined the copy staff of Stanley E. Gunnison, Inc., New York.

The Gardner Advertising Company, St. Louis, has opened Eastern head-quarters in New York. John Gully Cole, formerly associated with the Gardner Company, resumes active association with the organization with headquarters in New York.

R. W. Know, formerly advertising manager of the Columbia Graphophone Company, New York, and for the past year in charge of advertising and promotion of sales for the Hudson Motor Car Company of New York, Inc., has joined the George Batten Company, Inc.

J. F. Cross, Jr., who has been in the advertising department of the Winchester Repeating Arms Company since his retirement from the army, became associated February 1 with Clarkson A. Collins, Jr., Inc., of New York.

Miss Ida E. Thomas, formerly of the Richard A. Foley Advertising Agency, Philadelphia, is now Eastern representative of the General Ad-Plate Company of Terre Haute, Ind., with offices in New York.

URGES PRESS RADIO TO "S. A."

Pan-American Committee Wants U. S. to Carry Messages

WASHINGTON, D. C.—The Permanent Committee on Communications, formed on recommendation of the second Pan-American financial conference, held its first meeting February 3, and adopted a resolution providing that Congress be urged to pass the pending bill authorizing the navy to accept press messages, at a fair rate, to and from South America. The resolution was introduced by Senator Fletcher of Florida, Chairman of the Sub-Committee on Radio and Cable Communications. The committee also adopted a resolution recommending the enactment of legislation which would enable the erection of a high-powered radio station on the west coast of Africa. Rear Admiral Bullard, Director of Naval Communications, urged that the United States acquire as soon as possible radio stations, cable service and privately-owned trade papers in Latin-American countries so that the United States point of view on general trade questions might better be presented to those countries.

"P.-I." Purchase "Not Known" in San Francisco

SAN FRANCISCO, Cal., Feb. 3.—Reports reaching this city of William R. Hearst's purchase of the Seattle Post-Intelligencer and of the appointment of J. A. Callahan, who has been business manager of the Examiner, as publisher of the "P.-I." were declared "not authentic" in a statement made to EDITOR & PUBLISHER today, by C. S. Stanton, the Examiner's publisher. "No changes are being made at the present time, added Mr. Stanton.

Wright Goes to Los Angeles

WASHINGTON, D. C.—Harry H. Wright, for the past year in the advertising department of the Washington Times, has been transferred by the directorate of the Hearst publications to the Los Angeles Examiner. He was formerly connected with the Baltimore Sun and other eastern papers.

New London Telegraph Stops

NEW LONDON, Conn.—The Morning Telegraph, an independent newspaper, and the only morning daily published in this city, failed to appear February 3 owing to financial difficulties. The Telegraph had been established for about a quarter of a century. The paper was purchased by the late Commodore Morton F. Plant about ten years ago. It has been managed by Julian I. Moran, a part owner, for the last three years.

Betts Bill Hearing February 23

ALBANY, N. Y.—The Betts bill, which would discontinue publication of laws passed by the Legislature, will have a hearing on February 23 before the Assembly Committee on Printing. It is possible, it is said, that the law may be amended to include cessation of publication of concurrent resolutions passed by the lawmakers. This, Mr. Betts claims, would save the State about $1,950,000 a year.

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

We'll Do For You What We've Done For Others

If you want efficient—"100%" distribution in this live, prosperous city of Rochester, our Service Department can help with real co-operation.

McLain-Hadden-Simpers Co., (Advertising Agency) writes:

"Thanks very much for your investigation on catsup and beans. This will indeed be of very great help to us in considering the market of New York State."

We enjoy the most friendly relations with the leading wholesalers and retailers in nearly every line of business in the city and its 40 mile trading-radius.

They know the Times-Union moves the goods.

Rochester Times-Union

FIRST IN ITS FIELD

A. B. C. Audit Circulation 64,018

J. P. McKINNEY & SON, *Representative*

334 Fifth Ave., New York 122 S. Mich. Ave., Chicago

Digitized by Google

BELL ELECTED HEAD OF PARIS BODY

Wythe Williams Chosen Vice-President of Anglo-American Press Association—New American Members Bring Roll to 73

(*Special to* Editor & Publisher.)

PARIS.—John Bell, correspondent of the London Daily Telegraph, has been elected president of the Anglo-American Press Association of Paris, in accordance with its custom of alternating the presidency between American and Britons. Wythe Williams, correspondent of the Philadelphia Public Ledger Foreign Service, is vice-president. Active members of the association number 73, against 65 last year, and among the Americans who have been admitted to membership recently are:

Alexander Kahn, Boston Post; Sisley Huddleston, Christian Science Monitor; E. Percy Noel, New York Globe; William Bird, Consolidated Press Association; Basil D. Woon, Hearst publications; William Cook, International News Service; Charles A. Selden, New York Evening Post; Laurence Hills, J. R. Morrison, H. E. Walker, R. Briggs Davenport, New York Herald; Ralph Courtney, New York Tribune; Grenville Vernon, New York World; Samuel Dashiell, Philadelphia Public Ledger.

ORGANIZING KANSAS GRIDIRON

Ten Publisher-Legislators Plan Winter Recreation

(*Special to* Editor & Publisher.)

TOPEKA, KAN.—The newspaper owners of the Kansas legislature are arranging to organize a "Gridiron Club," to enable them to liven up the dull periods of the remainder of the winter. There are three newspapermen in the Senate and seven in the House. Kansas has an unusual number of newspapermen in public office, both Governor Henry J. Allen and Senator Arthur Capper being newspaper publishers.

The publishers in the assembly are: J. M. Satterthwaite, of Douglass; R. C. Howard, of Arkansas City; Frank A. McIvor, of Hoxie; Clark Conklin, of Lyons; A. A. Gillispie, of Roxford; W. F. Hill, of Westmoreland; John C. Mack, of Newton; Mrs. Ida M. Walker, of Norton; Charles E. Mann, of Orborne, and H. W. Shidler, of Girard.

REFORESTATION IN NEW ENGLAND

Former Great Lumber States Awake to Need of Saving Woods

(*Special to* Editor & Publisher)

BOSTON.—Evidence is almost daily at hand that staid old New England is at last awakening to the vital question of reforestation in its wide domain. Philip W. Ayres of Boston, secretary of the Society for the Protection of New Hampshire Forests, was not far off when he stated that New England forests are being stripped daily of their wealth in a "dance of death" by lumber men without a thought of the future, before the House Committee on agriculture on the hearing of the Snell bill, which is a conservation measure proposing appropriation by Congress of $1,000,000 annually for co-operation with the states in fighting forest fires, and $10,000,000 a year for the purchase of additional forest lands.

The University of Maine at Orono is educating the people to the needs of scientific forestry. A chair of forestry has been established and this study has been made a major project. The chair is filled by Prof. John M. Briscoe.

The press of New England seems to be getting behind the reforestation movement both editorially and in news columns. The latest adjunct is the publication of a book entitled "Forest Protection and Conservation in Maine" by Forest H. Colby, Land Agent and Forest Commissioner.

BUYING LEAGUE IN OREGON

Fifteen Papers Unite to Purchase Newsprint Supplies

(*Special to* Editor & Publisher)

SALEM, ORE.—Oregon newspapers, outside Portland, have completed a business consolidation for the purpose of buying paper and other supplies in large quantities. The organization is known as the Oregon Publishers' Syndicate, and has filed incorporation papers here with a capital stock of $10,000.

The incorporators are George Putnam, publisher of the Salem Capital Journal; Carl G. Abrams, Salem Statesman; G. Lansing Hurd, Corvallis Gazette; I. M. Ragan, Albany Herald, and J. E. Shelton, Eugene Guard.

The syndicate proposes to buy in wholesale quantities to meet not only their own needs but those of other newspapers throughout the state. There are fifteen newspapers already represented in the syndicate and it is expected that others will be added. The subject of co-operative buying has been under consideration by newspapers in the state for some time. Definite plans were finally formulated during the Oregon newspaper conference, held recently at Eugene under the auspices of the University of Oregon.

Tim Little Made Editor

BELLEVILLE, Ont.—"Tim" Little has been appointed editor of the Daily Ontario. Previous to the war he was city editor of the Toronto News, which later ended its existence as the Toronto Times. Since his return from the front where he served with the artillery, Mr. Little has been working as a contractor near Port Hope, Ont.

Fake Ad Law in Connecticut

HARTFORD, Conn. — Representative Howard Denham of Wethersfield is to introduce before the General Assembly this week a bill providing criminal penalties for the insertion of "fake" advertisements in newspapers. The Hartford Advertising Club, co-operating with the Associated Advertising Clubs of the World, is said to be interested in the passage of the bill.

Hartford Courant Staff Together

HARTFORD, Conn.—Through the removal of other tenants in its building, the Courant has been able to concentrate all editorial departments on the fourth floor. Formerly the offices of the Sunday editor and the editor-in-chief were on the fifth floor, while the editorial writers and the society department were quartered on the third floor.

Governor Allen a Reporter Again

WICHITA, Kan.—Governor Henry J. Allen, editor and owner of the Wichita Beacon, is again a "reporter." This time, however, he was appointed a reporter for the Wichita area of the M. E. Church to handle publicity for about 1,000 churches in Kansas, Oklahoma, Texas and Louisiana.

Bridgeport Post Drops "Final"

BRIDGEPORT, Conn.—The Post has discontinued its late afternoon final edition and now goes to press at 1.30 p. m. with a make-over edition an hour later. A program of additional earlier work is in force.

AWARD AD CUPS IN ST. LOUIS

Holderness, Linn, Koenigsberg and Siegel Cited for Achievements

(*Special to* Editor & Publisher)

ST. LOUIS.—The Wilkinson Cup, donated by Melville L. Wilkinson, president of the Scruggs, Vandervoort & Barney Dry Goods Company, to the member of the Advertising Club of St Louis who did the most constructive work for advertising during the year was awarded to Marvin E. Holderness, vice-president of the First National Bank of St. Louis, for his efforts in vigilance work while president of the club in 1920.

The Morton J. May cup, donated by the president of Famous & Barr Company for the best advertising work during 1920 was awarded to M. P. Linn, representative of the S. C. Beckwith special Agency; Max Koenigsberg, advertising manager of Famous & Barr Company, and Arthur Siegel of the St. Louis Poster Advertising Company for their successful efforts in behalf of the Municipal Opera movement in St. Louis.

Editors Head Kansas Firemen

HUTCHINSON, Kan.—Kansas newspaper men are active in fire prevention affairs in Kansas, as evidenced by the election of three newspaper men to office in the Kansas State Firemen's Association, at the annual meeting held here recently. T. E. Skinner, of the Osborne Farmer, was elected president; J. H. Hammit of the St. John News, was elected vice-president, and D. K. Dogle, of the Wamego Reporter, secretary-treasurer. Mr. Dogle also is secretary-treasurer of the Kansas State Fire Chief's Association, and has been re-elected to this office

END "SPECIAL EDITION" GRAFT

Portland Law Permits Mailing of Special Issues Only by Publishers

(*Special to* Editor & Publisher)

PORTLAND, Ore.—A petty graft which has been worked here at the expense of both the public and the newspapers has been ended by an ordinance enacted by the City Council, which prohibits the seller of newspapers, other than the publisher, from stamping and posting a paper for a purchaser.

When special editions are issued in Portland it has been the custom of many transients and boys not usually engaged in the sale of papers to set up stands to handle the specials. As a rule they take lists of names from purchasers, collecting the price of the paper and postage and agreeing to forward the copies. It has been found that in most instances they pocketed the money and never sent the papers.

A Great Paper's Compliment to

The Detroit News

Los Angeles Times

$1.00 per Month

SUNDAY MORNING, JANUARY 23, 1921. Vol. XL. No. 61.

NATIONAL ADVERTISING SCORE FOR 1920.

Detroit "News" Nabs American Championship.

Husky Midwestern Daily Tops the List With Chicago "Tribune" and Los Angeles "Times" Nose to Nose for Second Place.

A final tabulation of the 1920 advertising lineage of all the daily papers in the United States shows that the Detroit News has exceeded the prodigious totals of the Chicago Tribune and Los Angeles Times, thereby winning first honors over more than 1900 contemporaries—grand champion of all America.

The Times is glad to give prominence to this wonderful achievement and it invites eastern tourists, especially visitors from Michigan, to cut out this acknowledgement and send it back to friends and business men in Detroit, thus proving that Southern California is not selfish in its "booster," but is happy to applaud merit wherever it appears.

SUPERNEWSPAPERS.

Among the 2116 American dailies there is a small group whose combined circulations reach virtually everyone in the country. These are the nation's supernewspapers, and they are sufficient by themselves to create a national market for any commodity. The Los Angeles Times is the only Southern California newspaper on this list of giants. So thoroughly does it cover the great rich market of Southern California that thousands of local advertisers use it exclusively—hence, with its colossal score of 11,611,716 agate lines, it has gained third place among all the supernewspapers

It is a distinct pleasure to The Detroit News to acknowledge the above handsome tribute from the Los Angeles Times, a newspaper which for so many years has been the California leader. To be one of the small group of very great newspapers in the United States is indeed a distinguished honor, which The News is proud to share with the Los Angeles Times.

Digitized by Google

NEWS DISPATCHES FORGED AGAIN

Public Ledger Prosecuting One Case When Another Comes Up

(*Special to* Editor & Publisher)

PHILADELPHIA, — Forged newspaper dispatches represented as having been sent by the Public Ledger News Bureau have again been received by newspapers taking news service from the Ledger Bureau. The latest deception was attempted on January 17 when a story was sent over the Postal Telegraph Company's wires to the Minneapolis Tribune to the effect that Johnny Tillman of Minneapolis and Louis Bogash of Bridgeport, Conn., boxed a draw at the National A. C.

The true story of the fight as sent out by the Ledger News Bureau was to the effect that Bogash won easily as Tillman failed to even put up a good defense, and that Bogash led throughout the eight rounds. The Public Ledger Company is taking steps to put an end to the forgery of the name of the Public Ledger News Bureau. One such case is now pending in the Philadelphia criminal courts.

HUNDRED NEW MEMBERS

Kansas Editors Elect Roy Bailey of Salina President

(*By Telegraph to* Editor & Publisher)

ALMA, Kan., Jan. 31.—The Kansas Editorial Association meeting at Topeka, January 28 and 29, was marked by an unusually large attendance, with 100 new members secured through a membership campaign conducted by retiring President O. W. Little of Alma and the executive committee. The meeting voted to raise the membership fee to $5 and to publish the Jayhawkers Press, as a monthly journal of the association. Henry Probbins of the St. Louis Times and R. T. Port of Salt Lake City were the out-of-state speakers. Round table discussions were held on the apprentice question and rates for legal advertising. The question of a state field secretary is being investigated.

Roy F. Bailey, general manager of the Salina Journal, was elected president and other officers were named as follows: Vice-president, Drew McLaughlin, Paola; secretary, O. W. Little, Alma.

Resolutions adopted declare for 100 per cent. Americanism, deplore the alignment of class against class, unqualifiedly endorse the zone postal plan and condemn the restoration of capital punishment.

A visit to the State legislature and a midnight frolic put on by the Topeka Press Club were features, as were also a reception and dance given by the Native Sons and Daughters of Kansas.

A message of fellowship, drawn up by the members of the Kansas State Editorial Association at its annual meeting here, was forwarded this week to President-elect Warren G. Harding, "Fellow Editor of the Marion Star."

Plans Daily for Cape Fear, N. C.

CAPE FEAR, N. C.—Announcement is being made of plans for starting a daily paper called the Messenger, to appear every evening except Sunday. The names of those behind the venture have not yet become known, all inquiries being referred to Room 11, Garrell Building, Wilmington, N. C.

Advertise for Sunday Scholars

KINGMAN, Kan.—The Sunday School of the First Baptist Church here has begun a 10 weeks' advertising campaign to secure new members. A two-column, 5-inch ad was inserted in the Kingman Journal for the first time.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET NEW YORK

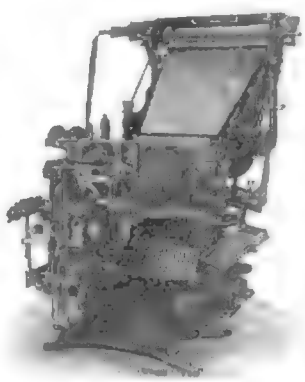
INTERTYPE

"THE BETTER MACHINE"

The supreme test

Every newspaper publisher and printer knows that an hour strikes in the composing room when all hands must produce at top speed—to their utmost.

Here is where the faultless Standardized construction, the simplicity and the many time saving improvements embodied in the Intertype carry it through the Supreme Test. The Intertype is dependable—that is what counts. Thus getting the thing done efficiently and economically.



Write at your convenience and arrange for demonstration by a practical man.

BUILDERS OF "THE BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Digitized by Google

EDITORIAL

NEWSPRINT PRICES

DOMESTIC newsprint was offered in New York this week at 5¼ cents. Some sales were reported as low as 5 cents. There is now plenty of newsprint around that figure. Thousands of tons of the best grades of Scandinavian newsprint are offered to American buyers under a guarantee delivery clause. There was a curtailment in consumption during January as a result of a falling off in volume of advertising.

From every quarter there comes convincing proof that the present contract prices are not justified and never were, and there is no record of any newsprint manufacturer having made any effort to justify them. A good example of the reasoning that prevailed in arriving at the prices to be charged was furnished by the method used by the Minnesota & Ontario Paper Company. Cost of labor, raw materials, or interest on investment were never considered. Other companies had decided to get a certain price and the M. & O. announced that they would take for theirs an average of what three others had decided they wanted.

The M. & O. ten-year contracts were made at a time when spot paper prices were being driven skyward and the trend of labor costs and raw materials was upward. Every sane business man knew these conditions could not continue indefinitely. Every other established business was attempting to get back to normal on a sound basis. That was the time selected by the newsprint manufacturers to set future prices. Publishers in the meantime had readjusted their business to a 5-cent newsprint price and found themselves up against a stone-wall of public opinion when they attempted to take care of the new burden forced upon them by the newsprint makers. Advertisers went so far as to demand a lowering of rates in face of an acknowledged need of an increase to meet the contract cost of the principal raw product that goes into newspaper making.

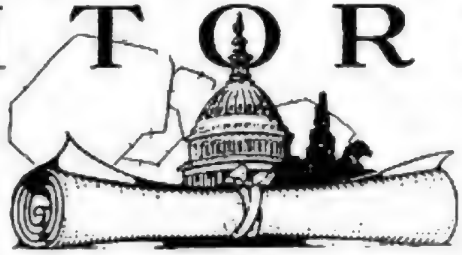
The earnings of the paper manufacturers were huge when newsprint was selling slightly under 5 cents and the costs of labor and raw products were at their peak. The earnings of the M. & O. at that time are understood to have been nearly $2,000,000. In comparison labor and raw products are now on the way down and every excuse ever advanced—and they were always excuses and not reasons—have been discredited by the natural readjustment in the business world.

There is now a surplus of labor for the lumber camps—the current issue of The Paper Mill, recognized spokesman of the paper makers, announces wage reductions running as high as 16 2-3 per cent. Conditions on the Montreal market during the past week indicate that the Canadian paper makers are preparing for a drop in prices and this is reflected in the action of paper mill stocks.

Editor & Publisher wishes to again remind its readers that newsprint can be manufactured in this country and Canada and show its makers a handsome profit at $100 a ton; at the same time it is not amiss to remind the newsprint makers that the newspaper publishers of America have based their advertising and subscription rates for 1921 on $100 paper.

We doubt if any American publisher will break a newsprint contract that he has entered into, but when he comes to a full realization of the extent he is being gouged—which is clearly indicated by the prevailing prices on spot paper—he is going to demand that the contracts be rewritten at a fair price, and failing to secure justice he is going to ask Congress to investigate the basis for determination of present contract paper prices.

TO many persons the classified advertising columns are the most interesting part of the daily newspapers. These columns always reflect the business temper of each particular community. In this connection it is interesting to note that December figures for 1920 over the same month for 1919; in eleven cities show a 23 per cent. decrease in lineage, but only an 8 per cent. decrease in the number of advertisements. In Milwaukee an actual increase is shown in the number of advertisements against an actual decrease in lineage, demonstrating that while economy is being practiced, faith in the power of newspaper advertising is increasing.



Put yourself in harmony with the things among which your lot is cast; love those with whom you have your portion with a true love. Here one thing is of true worth, to live our life in truth and justice —M. Aurelius.

LITTLE CHILDREN ARE STARVING

Near East Relief Photo.

THE eyes of millions of little children look toward us to-day pleadingly for food and the opportunity to live. What we give will kindle a love that will last for America. Never before has a people been given such an opportunity to serve humanity. Remember, it is innocent children who don't know how to laugh whose eyes are turned to us from the ravaged and famine gripped countries of the Far East, the Near East and Central Europe. America is already giving from the plentiful stock with which she has been blessed—in a single day the farmers of the Mid-West gave millions of bushels of corn, workers volunteered to handle it and the railroads offered to carry it free—but even that is not enough. What is your newspaper—the greatest single force in your city—doing daily to carry the cries of these starving children of the world to your city's happy firesides?

NATIONAL EDITORIAL ACTIVITIES

GOING steadily forward and widening the scope of its activities, the National Editorial Association is rapidly making itself as necessary to the publishers of small city newspapers as the American Newspaper Publishers is to the metropolitan dailies.

There still remains a wonderful amount of constructive work to be done for the small community newspapers of America and no better organization could be conceived to take it up and carry it to a conclusion than the National Editorial Association. It has made wonderful strides forward since the adoption of the executive and field secretary form of organization and now there is a new movement afoot among the members that promises to make it of even greater benefit to publishers.

The Northeast Nebraska Editorial Association, which is affiliated with the national organizations, at its recent convention adopted a resolution presented by J. P. O'Furey, of the Cedar County News, calling upon the parent body to hold annually, in addition to the present convention and excursion, a delegate meeting devoted entirely and exclusively to the business side of the publishing business. Following their action the Colorado Editorial Association unanimously adopted a similar resolution and in other sections of the country the suggestion is being favorably received.

No plans have been decided upon for the election of delegates to the annual business gathering which will take up all problems of circulation, advertising and business efficiency, but it is probable they will be selected by state units from the organizations now in existence.

Such a gathering annually would do much to standardize rates and practices in a branch of the business where improvement is most needed, and, at the same time, it might lead to group-buying with its many advantages.

The present annual meetings are highly educational and will be continued. Under the new plan, however, the summer meetings could be greatly broadened and given over entirely to editorial matters and problems of national good.

It is the wish of Editor & Publisher that the summer meetings of the National Editorial Association might take the same place of importance in American journalism that the Empire Press Union holds in British journalism.

This can be done best by entirely divorcing business from the summer meetings and Editor O'Furey seems to have hit upon the proper means of doing it. At the same time the suggested order would mean greater good to the business of making a small community newspaper. The National Editorial Association here has a wonderful opportunity for increased service.

A CONSTRUCTIVE JOURNALIST

THERE is no other profession except journalism in which the work of the individual could have such far-reaching effects on the events of the world and he remain practically unknown to the general public as was the case of Wilmer Stuart, market editor and director of election service for the Associated Press, who died in Brooklyn last week.

He revolutionized the methods for handling market and election news; it was the tables and codes that he devised that made possible the rapid transmission of news at times when the entire world demands quick results; within the profession that he honored by choosing it as his own he was recognized as an international expert, without a peer, but to the general public which benefited most from his efforts he was practically unknown.

Mr. Stuart joined the market department of the Associated Press when a boy, and since 1893 he had been its head. He was the originator of the co-operative election service of the Associated Press that makes possible the flashing of election results to all great centers of population within a few hours after the polls close. This alone is sufficient monument to any man.

Digitized by Google

PERSONAL

WILLIAM R. HEARST entertained at dinner, at his home on Riverside Drive, New York, on Thursday of last week, the principal executives of all his newspapers, magazines, news and feature services, and motion picture interests. Between ninety and a hundred guests partook of his hospitality in his great dining room and afterward at the Midnight Follies. There were no formal talks. Mr. Hearst concluding that after four days' conference they had heard about all the speeches they wanted to listen to. On Saturday a majority of the out-of-town members of Mr. Hearst's organization left for their homes.

Merris Taylor, after 25 years as editor of the Wilmington (Del.) Every Evening and a total of 37 years in that paper's service, has retired and his name will hereafter be carried at the head of the editorial column as editor emeritus. Charles B. Parmer, editorial writer on the Nashville Tennesseean, has succeeded Mr. Taylor as editor of Every Evening. Mr. Taylor will continue to contribute to the paper on matters of local interest and will also write a column of "Reminiscences."

Frank E. Gannett, publisher of the Rochester (N. Y.) Times-Union, and Mrs. Gannett are in Bermuda.

William J. Kline, publisher of the Amsterdam (N. Y.) Recorder and Advertiser, is at Miami, Fla., and will later go to Daytona.

Jay E. Klock, publisher of the Kingston (N. Y.) Freeman, and Mrs. Klock are leaving for a vacation in the South within the next few days.

Charles M. Redfield, publisher of the Malone (N. Y.) Telegram, and Mrs. Redfield have gone to St. Petersburg, Fla., after spending a few days visiting in New York City and Westchester County.

Franklin A. Merriam, business manager of the Mount Vernon (N. Y.) Daily Argus, and Mrs. Merriam leave tomorrow for a vacation at Daytona, Fla. Mr. Merriam will attend the National Editorial Association convention in St. Augustine next month before returning home.

Fred P. Hall and Mrs. Hall of the Jamestown (N. Y.) Journal will spend the next few weeks at Miami, Fla.

Wallace Odell of the Tarrytown (N. Y.) Daily News and Mrs. Odell will leave for a trip to Georgia in a few weeks to visit Mrs. Odell's family. Later they will join the National Editorial Association's Convention party in Florida.

F. H. Roberts, editor of the Oskaloosa (Kan.) Independent, has been made executive clerk of the U. S. Senate. Mr. Roberts has been 40 years in the newspaper business.

Emory C. Van Loan, general manager of the Hudson (N. Y.) Republican, was in New York recently to attend the annual dinner of the Columbia County Association.

Crombie Allen, editor of the Ontario (Cal.) Daily Report, and president of the Southern California Associated Dailies, after two terms in the California legislature declined to run again last year, devoting his time to the California Republican Editorial Association, of which he is vice-president.

Herbert F. Gunnison, publisher of the Brooklyn (N. Y.) Daily Eagle, has announced the engagement of his daughter, Miss Florence Gunnison, to Charles H. Brown, Jr., of East Orange, N. J.

William D. Chandler, publisher of the Concord (N. H.) Monitor, is slated for postmaster of that city. It was reported that the Monitor was going to change hands, but in a recent edition Mr. Chandler denied the report.

Harvey Ingham, editor of the Des Moines Register and Tribune, will deliver the Convocation address at the University of Iowa, February 8, to forty-one students who will receive degrees.

J. P. O'Furey, editor and publisher of the Hartington (Neb.) Cedar County News, attended the recent meeting of the Colorado Editorial Association at Denver as a representative of the National Editorial Association.

John J. Mead, Sr., general manager of the Erie (Pa.) Times, was given a dinner by the employees, of the times recently and presented with a silver loving cup.

THE EDITORIAL ROOMS

Charles H. Dennis, managing editor of the Chicago Daily News, is recuperating after a protracted illness. Through his recollections of Eugene Field and his work, appearing on the editorial page of the Daily News, Mr. Dennis is telling newspaper folk as well as newspaper readers generally some delightful stories of the poet and columnist.

Fred Smith, one of the correspondents of the Chicago Tribune in the Orient, is returning to America to see what home atmosphere will do for his health. Mr. Smith contracted fever some time ago while on a missionary rescue expedition and has never regained his strength.

Sy Sanborn, of the Tribune's sporting staff and president of the Baseball Writers' Association, has gone on his vacation to get it in before the spring training camp time rolls round.

John D. Wells became managing editor of the Buffalo Evening and Sunday Times on February 1. Mr. Wells was for many years managing editor of the Buffalo Evening News. He resigned from the News staff about a year ago to become advertising manager for the W. A. Morgan department stores. He has been contributing a humorous column to the Times during the latter period. John S. V. Bowen, for many years managing editor of the Times, is now its news editor.

Isaac Don Levine, of the Chicago Daily News Foreign Service staff, who recently returned from Russia, probably will leave for Europe again shortly with a new assignment.

Magda F. West, society editor of the Chicago Evening Journal, is ill with a severe attack of grip.

H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, lectured before an audience of 2,000 people at the Brooklyn Academy of Music January 29 on the Brooklyn Eagle tours. The lecture was illustrated by special moving pictures and lantern slides taken of the Eagle party while the members were inaugurating the new Park-to-Park Highway in 1919 and dedicating the Grand Canyon National Park in 1920.

Wallace T. Bassett, managing editor of the Bridgeport (Conn.) Telegram, has two children in the hospital with scarlet fever.

Thomas J. Heflin has returned to the advertising staff of the Birmingham (Ala.) News after an absence of two years. Prior to his resignation two years ago, Mr. Heflin had been on the staff of the News for eight years.

Frank B. Brown, of the Reading (Pa.) Eagle editorial staff, was sworn in as a member of the Pennsylvania Legislature. Mr. Brown is sending to the Eagle newsy letters of legislative happenings.

FOLKS WORTH KNOWING

FRANKLIN ASBURY MERRIAM, publisher, vice-president and treasurer of the Mt. Vernon (N. Y.) Daily Argus, was born at Aurora, Ill. His paternal ancestors were known in England as early as 1295 in the reign of Edward I. One settled at Concord, Mass., in 1638 and another was a founder of Lexington, Mass., in 1712. Two of his ancestors were members of the Lexington Minute Men and were present at the Battles of Lexington and Concord. Three others also fought in the Revolution.

F. A. MERRIAM

Mr. Merriam's early life was passed in Lockport, N. Y., and Newark, N. J. Shortly after attaining his majority he entered the printing and publishing business and up to 1888 was connected with the Ithaca (N. Y.) Daily Journal. In 1891 Mr. Merriam became connected with the Mount Vernon Argus, at that time owned by Alvah P. French and Henry O. Sniffen. In the fall of 1897 he purchased the interest of Mr. Sniffen in the Daily Argus and assumed the business management. On February 6, 1891, he married Miss Eva Sickels, of Newark, N. J.; they have one daughter, Ethel Carolyn B. Mr. Merriam is dean of journalists in Mount Vernon and is a Son of the American Revolution, member of the American Newspaper Publishers' Association, New York State Press Association, president New York State Associated Dailies, president Westchester County (N. Y.) Daily Newspaper Association, member of the Westchester County Chamber of Commerce, director of Mount Vernon Chamber of Commerce, member of Mount Vernon Business Men's Association, director of the Mount Vernon Realty Corporation, and member of the Rotary Club.

S. Miles Bouton, for eight years in the Associated Press foreign service, has written a new book, "And the Kaiser Abdicates." Mr. Bouton, whose service has been largely in Germany, Scandinavia and Russia, is now free-lancing in Berlin.

J. E. D. Coffey who for three years past has been in the copy department of the Tracy-Parry Advertising Agency, has just joined the editorial staff of the business section of the Philadelphia Public Ledger as assistant to Stanley Bogert who is in charge of the Section.

Frank Clarke Harper, chief editorial writer of the Pittsburgh Press, and Mrs. Adele Singer Rasmussen, of Chicago, have become engaged. The wedding will take place in April.

Joseph F. Wright has been appointed director of university news service at the University of Illinois, Urbana.

John T. Seehan, Jr., telegraph editor of the Des Moines (Iowa) Capital, and Miss Cordelia Kearns, of Des Moines, have become engaged.

Frank Phillips, late telegraph editor on the Vancouver Daily Sun, has left for Quebec to become managing editor of the Quebec Telegraph.

John Cairns, former news editor of the Vancouver Daily Province and later managing editor of the Vancouver Daily Sun, has returned to the Province as managing editor.

George Murray has been appointed managing editor of the Vancouver Daily Sun.

George Shaffer, of the Chicago Tribune sporting staff, is recovering after being laid up for two weeks with a poisoned foot.

Paul Moyer has left the editorial staff of the Manchester (N. H.) Union-Leader and entered the advertising department.

Alger S. Beane, former night editor of the Manchester (N. H.) Union, has become city editor of the Manchester Mirror.

State Editor Harry Sheehan and Advertising Solicitor Ralph Robinson of the Manchester (N. H.) Union-Leader have resigned.

Frank H. Challis, staff reporter on the Manchester (N. H.) Mirror, is a member of the military affairs committee of the state legislature.

(*Continued on page 24*)

The free information
bureau conducted in
Washington by

Frederic J. Haskin

is the largest institution of
this kind in the World

Digitized by Google

PERSONALS

(Continued from page 23)

Forrest Davis, former editor-in-chief of the Evansville (Ind.) Journal, and Allen S. Raymond, of the local staff, have joined the Detroit Times, Davis as dramatic critic and Raymond as rewrite man.

Captain Walter Rogers, a former newspaper man of Newark, O., has been appointed executive clerk to Governor Harry L. Davis of Ohio.

John T. Burke, veteran political writer for the Cleveland News-Leader, is president of the Legislative Correspondents' Association, whose members are now in Columbus to report the legislature proceedings.

William D. Wolfe, formerly of the Topeka (Kan.) Capital and the State Journal, and Miss Fayeben Williams have been married.

Joe Myers, until recently city editor of the Norman (Okla.) Transcript, has been made city editor of the Ponca City Daily News.

David D. Leahy, dean of Kansas newspaper men and an editorial writer on the Wichita Beacon, who was operated on for appendicitis recently, was able to leave the hospital last week and return to his home. He is past 76 years of age.

Fred Schultze, formerly of the Jackson (Mich.) Citizen-Patriot, has joined the Detroit Times editorial staff.

Sam W. Crabtree, formerly secretary of the Tazewell County Farmers' Institute, has become agricultural editor of the Peoria (Ill.) Journal-Transcript.

THE BUSINESS OFFICE

T. W. LeQuatte, advertising manager of Successful Farming, Des Moines, Ia., was in New York last week. To a representative of EDITOR & PUBLISHER he said that business in the Middle West showed greater activity than here in the East. Chicago, he asserted, is about a month ahead of New York in its readjustment program.

Fred L. Hall who has been associated with the W. R. Baranger Company of San Francisco the past year, previous to that advertising manager and director of the Oakland Tribune for over 13 years, has severed his connection with the Baranger organization. He has opened offices in San Francisco and Los Angeles and is to represent a list of newspapers on the Pacific Coast.

F. L. E. Gauss, advertising manager of Leslie Weekly, has severed his connection with that publication. He has made no announcement of his future plans. Mr. Gauss has had an extensive experience in the advertising field and has a wide acquaintance among advertisers.

Harold Wengler recently with the New York World, has joined the staff of the S. C. Beckwith Special Agency.

Herbert A. Cone, formerly on the New York Times staff, has been awarded the Conspicuous Service Cross by the New York State legislature. He had previously been awarded the Distinguished Service Cross by the War Department for heroism in action.

H. E. Scheerer has opened a Detroit office at 828 Farwell Building, in charge of S. J. Andrews, who was formerly with the Campbell-Ewald Company. Mr. Andrews will represent his list in Michigan and northern Ohio.

George B. Donnelly, who has been handling food accounts for the advertising department of the Philadelphia Record has resigned to become sales and residence manager of the Automobile Exchange, an insurance concern.

Harry S. Waters, formerly in the advertising department of the Philadelphia Press and later of the advertising staff of the Ledger, is now with the Record.

WITH THE AD FOLKS

W. F. Marr, sales manager of the McCaskey Register Company of Alliance, Ohio, has resigned. He has managed the company's sales and advertising since December, 1917.

W. A. Johnson, formerly with the Baltimore Sun, is now handling advertising for Smith, Lockhart & Co., Baltimore, brokers in investment securities.

Miss Jane J. Martin, a vice-president of the Associated Advertising Clubs of the World, and advertising manager of the Sperry & Hutchinson Company, New York, was entertained in Baltimore last week by the Women's Advertising Club.

J. A. Young, for the last four years connected with the advertising department of the Banner Furniture Company, Indianapolis and Muncie, Ind., and Toledo, Ohio, has become advertising manager of the Ginsberg Furniture Company, Des Moines, Ia.

George F. McClelland, who for several years has been John Sullivan's principal assistant in the office of the Association of National Advertisers has resigned to become associated with Anthony Van Gytenbeck, an expert in advertising specialties, New York.

Otto N. Frankfort, formerly of the western sales staff of the Chicago Elevated Advertising Company, has become general manager of the Red Seal Department of Morris, Mann & Reilly.

Commercial Wins Advertising Suit

BUFFALO—That the Legal Daily is not a newspaper and therefore cannot receive a contract for the printing of city notices is the substance of a decision handed down by Justice Pooley here following injunction proceedings instituted by Charles A. Finnegan, owner of the Buffalo Commercial, and acting as a taxpayer. The court's decision will be appealed. Meanwhile the city council has been directed to continue to place its notices in the Commercial by virtue of a holdover contract from last year. The status of legal and other advertising which has already appeared in the Legal Daily may also have to be determined by the courts.

STAR-TELEGRAM IN NEW HOME

Million-Dollar Building and Plant Erected by Fort Worth Paper

(Special to EDITOR & PUBLISHER.)

FORT WORTH, TEX.—The Fort Worth Star-Telegram has moved into its new million-dollar building, erected by the the Carter-Wortham Publishing Company. The Star-Telegram now boasts one of the finest newspaper buildings and plants in the entier Southwest. The building alone cost $600,000 and with the new equipment installed the cost was brought to a mark in excess of $1,000,000.

The plant is of four stories with double basement and a mezzanine floor. The basements have been fitted with new presses, and with the change to the new building, the style of the paper was changed from seven to eight columns. The business office is located on the street floor. The editorial office, library and rest rooms occupy the second floor. The advertising rooms, engraving department, etc., are on the third floor, while the fourth floor is given over to the mechanical departments.

Larger Home for Shreveport Journal

SHREVEPORT, LA.—Directors of the Shreveport Journal Publishing Company held their annual meeting in Shreveport last week. Officers of the company were elected as follows: S. B. Hicks, president; Douglas Attaway, secretary, and J. H. Jordan, treasurer. Mr. Attaway was also re-elected business manager. Dolph Frantz was continued as managing editor, and A. L. Williams was re-elected as associate editor. The business manager was authorized to proceed with the addition to the two-story building recently purchased for the paper, and to purchase a new press having a larger and faster output. The directors also declared a 10 per cent dividend.

New Machinery in San Luis Obispo

SAN LUIS OBISPO, CAL.—The Daily Telegram has changed from seven columns, 13 ems, to eight columns, 12 ems. A new Goss Comet press and a battery of three linotypes has been installed. In changing the page-width, the Telegram also changed its press rollers and found that the rollers sent by the supply firm had been cut back so that they would not ink the widened page. To meet the difficulty, the outside columns on two pages were reduced from 12 ems to 8 ems for two days, awaiting new equipment.

Ask Censor for Stage and Movies

PHILADELPHIA.—Local newspapers are giving considerable space to the question of a municipal censorship over theaters and motion picture shows. Clergymen have urged Mayor Moore to establish some form of censorship

HARRY H. MAHOOD

Let's Develop More National Business

WHY can't each of us newspapers throughout the country set ourselves the very moderate quota of developing at least three new national or semi-national newspaper advertisers during 1921.

Let's do this work very selfishly, at the same time very practically for our own papers. The most logical way to work is, knowing how merchandise sells in our own market, to go into the nearby cities first and get there manufacturers whose goods have a more or less general distribution and sale in our own market to develop their possibilities to the utmost through linking their selling and advertising.

For example, among the products sold in Baltimore through the efforts of Harry H. Mahood, one of our best and most successful manufacturers' agents or brokers, is Sauer's Fruity Punch, made by C. F. Sauer Co., Richmond, Va. Richmond is only three or four hours from Baltimore. It should be possible for us to convince the Sauer Co. that first class selling representation in Baltimore can only accomplish its maximum if based on advertising equally good. And, advertising through the 180,000 copies of the NEWS and AMERICAN, daily, with 130,000 odd sold in Baltimore and vicinity, should meet this description.

The Baltimore NEWS and AMERICAN will leave no stone unturned to get a good many times three manufacturers in nearby towns to start nationalizing through newspapers in 1921. Cannot all of us get going along the same practical lines for our general as well as our own direct advantage.

The Baltimore News
EVENING, DAILY AND SUNDAY

The Baltimore American
MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Marysville Democrat

NATIONALLY ADVERTISED PRODUCTS BY THE HUNDRED
ARE NOW SOLD IN MARYSVILLE.
IS YOURS?
IF NOT —WHY NOT?
We'll be glad to help you.

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

Digitized by Google

UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

LORD NORTHCLIFFE WRITING OF HIS FLEET STREET EXPERIENCES

ONE of the features of a luncheon in London in honor of Viscount and Viscountess Burnham, on their return from the Imperial Press Conference, was the return of Lord Northcliffe to public life after a long absence through illness. The event was given by the Empire Press Union, and Viscount Northcliffe, who presided, told the company some of the interesting experiences of his early career as a reporter and of his association with the London Daily Telegraph, Lord Burnham's newspaper.

Lord Northcliffe expressed his pleasure at being asked to propose Lord Burnham's health and said he regarded it as a fitting occasion for many reasons, one that he himself was one of the oldest contributors to the Daily Telegraph present.

He continued:

"In the very happy days when I was a reporter, the Daily Telegram was one of the unfortunate journals that received my work and thought so ill of it that it did not keep me very long. None the less, I learned a great deal from the Daily Telegraph. During the time I was reporting for Sir John Le Sagé, there was a great controversy in the United States and Great Britain about an elephant called Jumbo. I learned a great deal from the late Lord Burnham in the handling of the Jumbo incident. There was not much left of Jumbo when the Daily Telegraph finished with it.

"I learned a great deal from the very brilliant staff the Daily Telegraph had then—and has now—from George Augustus Sala, who, wearing a white waistcoat, fixed me with his beady eye and said: 'Young man, get out of Fleet Street; it is no place for anybody.' As a matter of fact the old man had done extremely well in Fleet Street.

"My connection with the Burnhams was renewed again, when the great honor was conferred upon me of making a presentation on the great old man's 80th birthday. On that particular day his brain was as active as that of a man of 30 and he gave me a good deal of sound advice, some of which might be borne in mind nowadays. I said to him, as I believe scores of others had said to him: 'The time has now come, Lord Burnham, when you should write your memoirs in a diary.' 'No,' he said, 'diaries and memoirs are very dangerous things.' It showed that my pushfulness was not equal to his prescience. He evidently knew what was coming to us.

"In the last 100 years there have been very few really great organizers of newspapers. I count five or six and I think I have studied my trade as closely as most men. There was Barnes of the Times, Perry of the Morning Chronicle, a most able man; John Walter, the second Delane, Lord Burnham's father and Mr. Mudford. I think I have named all the outstanding organizers and it is no flattery to say that Lord Burnham saw as far ahead as any of them. On that day when I went down to Hall Barn, he knew all that was going on in the world; he knew a very good piece of news, which he did not tell me—but which he told the Daily Telegraph, where I saw it next morning, and felt most aggrieved.

"He has left in his son one who has different qualities. When I was working at the Daily Telegraph he used to be called Mr. Harry and some of the older men used to shake their heads and say 'What will he do with the Daily Telegraph?' We know what he has done with the Daily Telegraph. I can hardly conceive a more difficult proposition than an old-established newspaper like that assailed by some of the young vipers I have let loose at him.

"Our friend Garvin has truly said that Peterborough Court met these scorpions in the only way they could be met. They have not had any effect on the Daily Telegraph. That is absolutely true. The Daily Telegraph today is exactly what it was, in the difficult circumstances we are all experiencing.

"I can say this for Lord Burnham, as for the late Mr. Walter of the Times, that when I was a reporter in Fleet Street, there were only two newspapers that paid a living wage. When I hear of linotype operators with incomes of £600 to £1,000 a year and when I know of the very proper rate of remuneration paid to reporters and editors, I remember that I had to write a very long column for a well-known morning newspaper for which I received one guinea. I can hear from the laughter that you think it was probably more than it was worth.

"The Daily Telegraph has never been run on those principles and that is why it attracted men like Sala, Beatty, Kingston, Greenwood, Courtney and a whole host of giants, to our profession.

"I am writing my diary. I am calling mine 'Monsters of the Fleet Street Deep.' I can assure you there will be nothing but pleasant reminiscences of my brief career on the Daily Telegraph."

Lord Northcliffe added that anything he had been able to do for the working journalists was due to the fact that he began as a reporter—not on the present magnificent wage, but on £1 a week. He had always sympathized with the reporter and with those who handled "flimsy" because he had handled "miles" of it. He sympathized with foreign correspondents because he had acted on several occasions as foreign correspondent for his own newspapers.—HERBERT C. RIDOUT.

Mueller Managing Brenham Paper

BRENHAM, Tex.—Henry Mueller has become business manager of the Brenham Morning Messenger. This paper was established by his father.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.

135 Broadway - New York City

Phone, Rector 9957-8-9

CONSIDER ILLINOIS

In looking for a prospective market one must first consider ho wmany prospective customers there are in the territory, and second, how these prospective customers are fixed financially.

The State of Illinois is the home of 6,485,098 people.

Illinois produces 58,000,000 tons of coal annually.

This coal is valued at approximately $65,000,000.

Illinois produces 307,000,000 bushels of corn; 175,000,000 bushels of oats; 45,000,000 bushels of wheat annually.

These products are valued at $410,000,000.

Illinois produces $2,000,000,000 worth of manufacturing goods annually.

What more could you ask in way of a market.

This list of daily newspapers will cover the Illinois territory.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,284	1.00	1.00
*Lincoln Courier-Herald	(E)	1,627	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

TIPS FOR AD MANAGERS

Goldine Ad Agency, 36 State street, Albany, N. Y. Placing 500-inch orders for Goldine

Erickson Company, 381 Fourth avenue, New York. Making 10,000-line contracts for Westinghouse Lamp Company.

J. H. Cross, 214 South 12th street, Philadelphia. Handling advertising for Halogen Laboratories.

Blackman Company, 116 West 42nd street, New York. Making 3,000-line contracts for Emerson Phonograph Company.

Thomas F. Logan, 680 Fifth avenue, New York. Making 10,500-line contracts for New York Central Lines.

Dillard-Jacobs Agency, Candler Bldg., Atlanta. Making 5,000-line contracts for Blosser Company, Atlanta.

Van Patten, Inc., 30 North Michigan avenue, East, Detroit. Making 2,800-line contracts Cornell Wood Products, Chicago.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 2,000-line contracts with Texas newspapers for E. Lawrence & Co.

H. H. Good Company, 45 Murray street, New York. Placing 200-inch orders for 200 inches for "Carter's Liver Pills."

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Sending out new schedules to daily papers for Wicomb's Tooth Paste, now owned and being manufactured by the Parker-Blake Co.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Making 1,000-line contracts for Haas Brothers "Watt Cigar."

Theodore F. MacManus, 44 Hancock avenue, East, Detroit. Making 2,800-line contracts for Dodge Brothers.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago. Making contracts for Lloyd Kenyon Jones.

Critchfield & Co., Brooks Bldg., Chicago. Making yearly contracts with newspapers for Southern Fertilizer Association.

Johnson-Dallis Company, Greenfield Bldg., Atlanta. Making yearly contracts with farm papers for American Radiator Company.

Scott & Scott, 220 West 42nd street, New York. Making yearly contracts with newspapers for Altieri Pharmaceutical Company.

George Batten Company, Fourth Avenue Bldg., New York. Making 11,000-line contracts with newspapers for Waitt & Bond.

L. A. Sandiass, 217 West Saratoga street, Baltimore. Making yearly contracts with newspapers for Resinol Chemical Company.

Lord & Thomas, Times Bldg., New York. Making 1,000-line contracts with newspapers for Tyrrell's Hygienic Institute. Making 10,000 line yearly contracts with newspapers for Palmolive Soap Company.

Wylie B. Jones Ad Agency, Binghamton, N. Y. Renewing contracts for F. W. Clements Products. Renewing contracts for Arrow Chemical Company.

Scott & Bowne, Bloomfield, N. J., Renewing contracts direct.

Albert Frank & Co., 14 Stone street, New York. Placing advertising for Lee Higginson & Co.

Frank Seaman, 470 Fourth avenue, New York. Making contracts for Studebaker Motor Corporation.

Collins Armstrong, Inc., 1457 Broadway, New York. Making 1,100-line contracts for Formosa Government.

Frank Presbrey Company, 456 Fourth avenue, New York. Making 5,000-line contracts with newspapers for Lyknu Polish Manufacturing Company, Pittsburgh. Making contracts with rotogravure newspapers for Bonnie B. Company, Inc., New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers in New York City and vicinity for Massasoit Manufacturing Company, "Masco" mops, 56 Leonard street, New York.

George Batten Company, Fourth Avenue Bldg., New York. Again placing orders with newspapers in select sections for Lamson Company, "Lamson Conveyors," Boston, and 9 East 37th street, New York.

Blaine-Thompson Company, 4th National Bank Bldg., Cincinnati. Reported to have secured account of Philo Burt Manufacturing Company, shoulder braces, etc., Jamestown, N. Y.

Butterick Publishing Company, 223 Spring street, New York. Will place orders with newspapers in large cities through various agencies.

Nelson Chesman & Co., 1st National Bank Bldg., Chattanooga, Tenn. Reported handling account of Newbro Manufacturing Company, "Queen Hair Dressing," Atlanta.

George S. De Rouville, Albany, N. Y. Handling advertising of and will place preliminary campaign in Eastern newspapers for Jacques Capsule Company, Plattsburg, N. Y.

Elliott Advertising Service, 262 East avenue, Rochester, N. Y. Handling account of Scout Gum Company "Clover Mint Gum," Rochester, N. Y.

Fallon & Eggerman, 309 5th avenue, New York. Placing orders with newspapers that have rotogravure sections for Burlington Publishing Company, beauty hints, 15 Park Row, New York.

Fidelity Advertising Agency, 322 Euclid avenue, Cleveland. Reported handling account of Falls River Rubber Company, tires and tubes, Cuyahoga Falls, Ohio.

Albert Frank & Co., 14 Stone street, New York. Again placing orders for Mutual Life Insurance Company of New York, 34 Nassau street, New York.

Friend Advertising Agency, 347 5th avenue, New York. Placing advertising for Cosmos Trading Company, "Kleanett Hair Net," 67 Irving place, New York.

Frank Kiernan & Co., 135 Broadway, New York. Placing orders with newspapers for Plunkett, Robertson & Co., stock brokers, 22 Beaver street, New York.

H. K. McCann Company, 61 Broadway, New York. Will place advertising for Lever Brothers Company, "Pears' Soap," Cambridge, Mass.

H. K. McCann Company, Cleveland, Ohio. Will place advertising of Youngstown Pressed Steel Company, Warren, Ohio.

Manternach Company, 74 Union place, Hartford, Conn. Placing advertising of Allen Pharmacal Company, "Royal Tocta Powder," Plainfield, N. J.

Daniel E. Paris, 80 Boylston street, Boston. Reported to have secured Waltham Watch account.

W. Montague Pearsall, 41 Park Row, New York. Placing small advertisements with newspapers for W. D. Gann & Co., financial, 18 Broadway, New York.

Fred M. Randall Company, Book Building, Detroit. Will place advertising in Nebraska newspapers for the City of Lincoln, Neb.

Rowland Advertising Agency, 480 Lexington avenue, New York. Placing orders with newspapers in various sections for No-Leak-O-Piston Ring Company, Baltimore.

Shuman Advertising Company, 117 North Dearborn street, Chicago. Reported will make up lists of newspapers within next 30 days for Northern Jobbing Company, foods, 3600 South Loomis place, Chicago.

Street & Finney, 171 Madison avenue, New York. Again placing orders with newspapers in various sections for Liberty Mutual Insurance Company, 30 East 42d street, New York.

A. M. Sweyd Company, 347 5th avenue, New York. Placing orders with New York City newspapers for Carlsbad Products Company, "Carlsbad Sprudel Salt," 90 West street, New York.

Cosmopolitan Distributing Corporation, 119 West 40th street, New York. Placing advertising direct.

Philip Kobbe Company, Inc., 200 Fifth avenue, New York. Handling advertising for Louis Dusenbury & Co., manufacturers and importers of automobile upholstery material. Will use newspapers and magazines for Budd, haberdashers.

Newell-Emmett Company, Inc., 120 West 32d street, New York. Making up schedules for Liggett & Myers Tobacco Company, "Chesterfield," "Fatima" and Chesterfield" cigarettes.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Sending out schedules to a large list of newspapers for Bout's Hyomei Company.

Richard A. Foley Ad Agency, Terminal Bldg., Philadelphia, Pa. Sending out 10,000-line schedules for Liggett & Myers, "Spur" cigarettes.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Making up schedules for "Lucky Strike" cigarettes.

George L. Dyer Company, 42 Broadway, New York. Making up 10,000-line contracts for Simmons Bed Company, Kenosha, Wis.

J. Walter Thompson Company, Inc., 242 Madison Avenue, New York. Making 10,000-line contracts with a few newspapers for Arbuckle Bros.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing large copy with newspapers in various sections for Ivory Garter Co., "Ivory Garter."

Campbell, Blood & Trump, Detroit, Mich. Reported will place a campaign in newspapers in Michigan, Ohio and Indiana and later will extend it for Peck Asphalt Shingle Company, "Pasco" shingle, Detroit.

Darlow Advertising Company, World Building, Omaha. Placing advertising for Skinner Macaroni Company, Omaha.

Dorland Advertising Agency, 9 East 40th street, New York. Handling advertising for I. Lewis Manufacturing Company, "John Ruskin" and "Melba" cigars, Newark, N. J., and 112 East 19th street, New York.

Evans & Barnhill, 10 East 43rd street, New York. Placing orders with newspapers in various sections for Habirshaw Electric Cable Company, 10 East 43d street, New York.

Erickson Company, 381 Fourth avenue, New York. Placing orders with newspapers in various sections for Westinghouse Lamp Company, "Mazda" lamps, 165 Broadway, New York.

Gundlach Advertising Company, People's Gas Bldg., Chicago. Renewing contracts with newspapers for the D. D. D. Co., Medical, 5845 Ravenswood avenue, Chicago.

Stanley E. Gunnison, 30 Church street, New York. Placing orders with newspapers in various sections for Tatler Publishing Co., "Tatler Magazine," 1571 Broadway, New York.

Wylie B. Jones Advertising Agency, 23 East 16th street, New York. Handling advertising for C. S. Clark Enterprises, "Derwillow" and "Bon Optic," 505 Pearl street, Rochester, N. Y.

H. K. McCann Company, 461 Market street, San Francisco. The accounts formerly handled by the Walker Advertising Agency were transferred by the above agency.

M. M. Nye Agency, 2010 Broadway, New York. Handling advertising for Lightolier Co., lighting fixtures, 569 Broadway, New York.

Redfield Advertising Agency, 34 West 33d street, New York. Making up a list of newspapers for Mercedes Automobile Agency for America, 25 West 43d street, New York. Reported will place some orders in newspapers for Brookmire Economic Service, Inc.

A. M. Sweyd Company, 347 Fifth avenue, New York. Placing advertising for Nips, Inc., "Nips Perfume," 229 Jackson street, Hoboken, N. J.

Lyddon & Hanford, 42 East avenue, Rochester, N. Y., Good Luck Food Company, of Rochester, N. Y., is now using newspapers for advertising of Good Luck Pie Filling and Puddings; account being handled by C. R. Lyddon, president, personally.

James Agency, 450 Fourth avenue, New where they have branches. The Society is York. American Grocers' Society is now placing advertising in newspapers of the cities composed of nearly 26,000 retail grocers throughout the United States.

Denver Papers Shift News Services

DENVER.—Several changes in news and feature services have been put into effect on Denver papers recently. The Denver Times has secured the International News Service, which heretofore has appeared in the Denver Post. The Post has secured the Chicago Tribune-New York Times leased wire service, which heretofore has appeared in the Rocky Mountain News. The Times has dropped the cartoon strip by Sidney Smith, entitled "The Gumps."

Graham Leader a Daily

GRAHAM, Tex.—The Graham Leader was changed from a weekly to an afternoon daily last week. The Leader was established more than 45 years ago and is one of the oldest newspapers in northwest Texas. The publishers will continue to issue a weekly edition in addition to the daily.

PROMOTION IDEAS

BUFFALO.—The Buffalo Evening News has opened information bureaus in Washington and Albany, through which its readers may obtain information on federal and state legislation or other government matters in which they are interested.

PHILADELPHIA.—The Record is offering $200 in cash prizes for the three best photographs of Miss Violet Oliver, known as the "Sun Maid of Raisin Fame." The contest is open to amateur photographers only and the first prize is $100, the second is $75, and the third is $25. The Record is one of a group of papers that are putting over this promotion stunt in connection with one of California's fruit growing organizations. A camera fete similar to the one that The Record is sponsoring will be held at different times, in eighteen different cities, and in addition to the local prizes there will be a grand national prize of $1,000 awarded to the photographer, who among all the prize winners in the various cities, takes the picture of Miss Oliver that is adjudged to be the best of them all. The Philadelphia fete will take place February 5 in an armory under artificial light so powerful that any amateur can work even though he has never taken an indoor picture before.

To Increase Advertising Grant

ST. PAUL.—The Minnesota Ten Thousand Lakes Association will ask the legislature to increase the annual grant of $15,000, for the nation-wide advertisement of the State.

GOSS

The name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
High Speed "Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
High Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

THE GOSS
Rotary Magazine Printing and Folding Machine
Specially designed for Catalogue and Magazine Work.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

ARGUE NEWS-STAND RIGHTS

ALBANY, N. Y.—The Court of Appeals, January 17, heard arguments in the appeal of the newspapers and the city council of Buffalo in the proceeding brought by Eugene D. Hofeller, a taxpayer, to compel the removal of twenty-five news-stands from Main street, Buffalo. Justice Hinckley at the Erie special term granted a writ of mandamus requiring the council to cause their removal as encroachments and obstructions to the street. The Appellate Division, Fourth Department, upheld the order. The stands placed at the curb were two feet wide, four feet long and five feet high and 32,500 newspapers were sold from them daily.

Frank C. Westphal, assistant corporation counsel, representing the council, and H. J. Adams, the intervening newspaper publishers, argued that the council has statutory authority to allow the stands on the street but has the authority irrespective of any statute. They contended they are for the convenience of the public and as reasonable a use of the street as electric lights, telegraph and telephone wires and poles and railway equipment, all of which are maintained for profit as well as service to the public. Franklin R. Brown appeared for the taxpayers who instituted the proceeding. The case will be a test one to determine the status of newspaper vending stands operated by newspaper publishers in many cities.

CIRCULATION NOTES

ST. PAUL.—The Minnesota senate has under consideration a bill which is regarded inimical to the interests of newsboys, which was drafted by the State Federation of Women's Clubs as a part of its program for social legislation. The bill prohibits the employment on the streets and in public places of boys under 12 years old and requires permits for boys from 12 to 18 years of age. At a committee hearing E. C. White, circulation manager of the St. Paul Dispatch-Pioneer Press, spoke against the measure. He declared that his papers were not financially interested in the matter and that he was speaking for the many youngsters who would be thrown out of business should the bill become a law. He defended the general character of the regular newsboys and said that an unusually high percentage of them became useful citizens.

W. H. Keeler, manager of the Union News Company of Philadelphia, was given a dinner January 31 by his staff, at the Adelphia Hotel. The occasion was Mr. Keeler's birthday.

EL PASO, TEX.—Herald newsboys and their friends were entertained recently at the Herald Happy Hour Hall with moving pictures showing the cowboy rodeo, horse show, Armistice Day parade, one reel comedy and the El Paso newsboys going to their Christmas dinner. The Herald Happy Hour Hall was recently opened for a meeting place for Herald newsboys and carriers. A Mexican newsboy band will be organized shortly.

ENID, OKLA.—Sixty newsboys were the guests of the Rotary Club's annual Christmas banquet. A musical program and short talks followed the dinner.

WICHITA, KAN.—Eighty carriers and circulation department members were recently guests of the Eagle's city circulation manager at a banquet given at the Y. M. C. A. Alfred Anderson presided as toastmaster.

ST. PAUL.—The Sunday Pioneer has started another penmanship contest for boys and girls, offering cash prizes.

Fred E. Locke, formerly of the St. Paul Dispatch, Ray Hanelt and A. J. Truesdale have joined the circulation department of the St. Paul Daily News as solicitors. Fred J. McCormick, for several years connected with the circulation department of the St. Paul Daily News, has resigned to join the sales force of the Broderick Specialty Company.

The New York Evening Post last week increased its price out-of-town on its Saturday edition to 10 cents. The price to the dealer is 7 cents. In the announcement of the increase, the Evening Post stated that the white paper in each copy of the Saturday issue cost the Post 8.1 cents.

Miss Monna B. Ash, a member of the circulation department of the Wichita Kansas Beacon, and J. Roy Churchill were recently married.

DENVER, COLO.—The Denver Publishing Company, publishers of the Denver Times and the Rocky Mountain News, is defendant in a suit for $2,500 damages filed in the Denver District Court by Joseph Sobule, a circulator on the Denver Post, owned by H. H. Tammen and Frederick G. Bonfils. Sobule charges that the Denver Publishing Company hired "professional fighters and thugs," to interfere with the circulation of the Denver Post on the streets. He alleges that on April 22, 1920 one of these alleged thugs attacked him.

House Gets Radio Bill

WASHINGTON, D. C.—Permission will be granted to the Navy Department to contract with newspapers and press associations for the transmission of news dispatches by radio until June 5, 1922, if the House passes a bill which was reported to it favorably by the Committee on Merchant Marine January 31. The measure would remove existing restrictions under which such dispatches may be transmitted by navy radio only when the department is officially advised by the Department of Commerce that commercial transmission facilities are inadequate.

Fire in Buffalo News Garage

BUFFALO. — Frank Donovan, night watchman at the Buffalo Evening News garage, was blown 40 feet when escaping gas caused an explosion in the garage. Fire which followed the explosion caused $3,000 damage.

Jailed for Advertising Fraud

PORTLAND, ORE.—James E. Haggerty, inventor of an oil burner which he advertised extravagantly in the newspapers and elsewhere, has been sentenced to six months in jail. He was convicted in the local Federal court of sending false advertising matter through the mails.

Watterson's Ex-Secretary an Editor

LEAVENWORTH, KAN.—The Fairview Enterprise has been purchased by Henry Ross, former private secretary to Henry Watterson, of Louisville, Ky.

THE RICHEST AREA
OF ITS SIZE IN NATURAL RESOURCES

WEST VIRGINIA

ALSO HAS

The largest natural gas pumping station in the world.

Largest white ware pottery in the U. S.

Largest axe manufactory.

Largest bottle manufactory.

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states? Ask any National Advertiser who knows!

These West Virginia newspapers will help you.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	5,071	.025
Charleston			
**Gazette	(M)	13,562	.06
**Gazette	(S)	14,585	.06
**Daily Mail	(E&S)	8,996	.04
Clarksburg			
††Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,565	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,065	.03
Huntington			
**Herald-Dispatch	(M)	10,688	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
**Journal	(E)	3,065	.02
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,099	.024
Wheeling			
‡‡Intelligencer	(M)	10,338	.04
‡‡News	(E)	14,166	.06
‡‡News	(S)	14,166	.06

‡‡Government Statements, Oct. 1, 1920.

**A. B. C. Reports, Oct. 1, 1920.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

THEATRE ADVERTISING A CHALLENGE TO NEWSPAPER MANAGERS

By TRACY W. ELLIS

MR. ELLIS' article on theatre advertising, is of interest to every advertising manager. If the newspaper advertising managers over the country will take the aggressive interest of endeavoring to improve legitimate theatre advertising they will soon find that their editorial columns are taking about double the space that they are now.

Read this article through and go after to your local theatre managers and follow them up, just as Mr. Ellis is doing in Indianapolis.

BACK home in the little town where I grew up, we used to say that a lazy person was "asleep at the switch." That expression always comes to my mind every time I open a newspaper and try to find the theatrical advertisements. The legitimate theatre advertiser is at the present time "asleep at the switch."

The enterprising photo-play man has side tracked the legitimate and the movie special went down the main track a long time ago, carrying with it practically all the passengers. The legitimate on the side track has let the steam go down over the boiler and the coaches are empty, except for a few stand-pat passengers who remember the old days.

On New Year's night the writer had an interesting discussion on theatrical and moving picture advertising with a member of the cast of "The Charm School" playing that week in Indianapolis. This gentleman was very much excited because of the poor attendance at the show, he could not understand why more people did not come to see The Charm School. He felt in the usual theatrical way of saying, that this was "a dead show town."

I pointed out to him that the efforts to sell The Charm School to the general public in Indianapolis had not only been weak, but were almost ridiculous in their crudeness. Their sales campaign was some bill board space supplemented by considerable wasted effort in an endeavor to get free publicity in the newspaper.

The twenty-four sheet bill boards over town had the following copy, "The Charm School, a wee bit of music by Jerome Kern," and then the name of the theatre and the date. There was nothing else. What a convincing, interesting advertisement! After talking to this member of the cast of The Charm School, I took occasion to check up on the newspaper advertising, and I found that they used a large amount of 340 lines altogether. The total cost of their Indianapolis newspaper advertising was not in excess of $250.

This advertisement was not written by the local theatre manager, but was prepared in New York, by some man whose permanent business evidently was to work the publicity game. As on the billboard there was nothing more than the bare announcement of the name of the show and the prominent members of the cast, the writer had taken for granted that everybody in Indianapolis was familiar with the show, the people who were playing with the show, and its New York's success. Yet, there are less than 300 New York City newspapers sold daily in Indianapolis, and the majority of these are sold by newspaper stands to transient buyers.

My actor friend insisted that the advertising for The Charm School was "ethical" copy and that every production depended upon its success in the province from its New York's success. He conveyed that people followed and gave their patronage to the plays that had made good in New York and Chicago. I pointed out to him that the motion picture managers have been working the other way.

Instead of depending upon advance men endeavoring to work up a reputation for a show through the editorial columns of newspapers they are telling their stories in display advertising. The newspaper reader knows after reading the motion picture advertisements which show he wants to see. The motion picture copy is full of human interest, it is ably illustrated, it gives a description of the kind of show they are filming, and it endeavors to sell the reader. The fact that it does sell is found in the attendance figure of any picture house. Taking these facts into consideration I wrote a letter to each of the managers of the Indianapolis legitimate theatres, stating the case and pointing out the condition.

The reply from one of the managers is printed here, which will give you an index to the way they stand:

"I have read your letter carefully through and I quite agree with you with some of it. You know the advertising matter we receive is from the company and we are not at liberty to change this. I do not see the paper until it is on the board. Then, again, very often the theatre as per contract with the attraction is limited for the amount of money to spend for the engagement, so we are handicapped to some extent.

"Of course, with pictures it is a very different proposition, as their prices are so entirely different from the first-class attractions played at legitimate theatres.

"When we have attractions they want, the public comes in droves. In my many years' experience as manager of the theatre, I find that when we have something they don't want, in many cases, where we have spent from two to three thousand dollars in newspapers, the public still stays away.

"I thank you for your letter. Will be glad to talk to you at some future time."

Note that this letter admits everything and takes exception at nothing—note the next to last paragraph. What advertising manager of a newspaper would say: "We can't induce advertisers to use our advertising space until they want to do so I'll resign and fire my advertising force. It's no use selling our paper. If they want to advertise they will. If they don't want to—let them stay out."

This is not a direct criticism of the local managers. The trouble is with those over him. If the owner or lessees of these theatres would only take a trip through the "provinces" and investigate local conditions they would soon realize the folly of advertising a theatre in Kansas City, Atlanta, Houston or Wichita, as they do on "The Gay White Way."

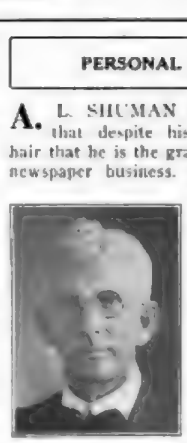
Pick up your newspaper tonight—look at the advertisements of the movies that announce a change of bill. They snap—zip—get you. They attract interest—sell you. Then turn to the theatres, provided you can find them. Away down in a corner, out-displayed, out-advertised, absolutely lost, except to the devoted few, you will find the bare announcement of the show house—name of show—cast and prices of seats. Whether it is a comedy, drama, a light opera, or what not is not revealed. The manager of the theatre doesn't care to tell you. The man in New York thinks you ought to know, and when the show opens and only eight rows filled greet the players, our actor friends say: "This is a hell of a town."

THIS IS THE DADDY OF 'EM ALL

THE Retail Public Ledger, published twice a month by the Public Ledger Company of Philadelphia, is without question the most complete and most interesting paper put out by any newspaper for retailers. William Nelson Tait, the editor, has maintained in the Retail Public Ledger the same high editorial standards which are in effect with all the Curtis publications. The Public Ledger is now entering the sixth volume. It has a regular subscription list, selling for $1 a year, or 10 cents a copy. At the mast-head is carries the following statement: "The Retail Public Ledger is a news-magazine devoted to the interests of retail merchants. Its purposes are to promote greater efficiency in storekeeping by giving publicity to improved methods of operation and management; to arouse merchants to a keener appreciation of the dignity of their calling, its opportunities and its responsibilities, and to advance all movements beneficial to their interests."

PERSONAL CORNER

A. L. SHUMAN indignantly denies that despite his pure (?) white hair that he is the grand old man of the newspaper business. However, he has been connected with the Fort Worth (Tex.) Star - Telegram since its birth as advertising manager and treasurer.



A. L. Shuman

"Incidentally, we have just moved into our new plant, in which we have an investment of approximately $1,000,000. Folks who have been in to see us have expressed the opinion that we have one of the handsomest newspaper plants in the entire country, occupying four floors and a mezzanine above ground and two floors under ground, the building being 100x100. Expect to have the formal opening in March and will send out invitations to our advertising friends throughout the country," says Mr. Shuman.

REAL ESTATE CAMPAIGN PAID

PHILADELPHIA.—The value of newspaper advertising was attested the other day by William H. Wilson, president of the Philadelphia Real Estate Board, who, in reviewing the work of that organization, made the following statement:

"Prominent among the achievements and among the original ideas of our Board was a widely advertised campaign under the supervision of our real estate publicity campaign committee, who for eleven weeks carried on an extensive publicity campaign through all of the daily newspapers in our city. The initiative of our Board in inaugurating a campaign founded on the principles of advertising the merits of Philadelphia has spread to the four corners of the United States and is today being copied by cities."

FINE NEWSPAPER PREACHMENT

THE Howland Homily, published every month by Howland & Howland, publishers' representatives, is as fine a booster for newspaper advertising as comes out. Howland's monthly preachment is to concentrate on newspaper advertising where distribution is thorough and where newspaper readers will find it easy to buy your advertised merchandise.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

EDUCATE THE WANT AD READERS

TOO much classified promotion copy devoted to classified advertising merely says in one form or another, "Gimme a Want-ad." The public would probably use more classified advertising if they were convinced to a greater extent of the power and utility of the Want-ad. This can be accomplished best by advertising and it is gratifying to see some papers running copy which educates its readers to look up, not down, upon Want-ads. The following portion of an advertisement, clipped from the Cleveland Press, is an example of this kind of copy:

WHAT IS A WANT AD WORTH?

If a want ad finds a buyer for your house or your automobile, making a sale running into the thousands—how much was that ad worth to you?

If a classified advertisement brings five new customers to your store—people who will spend several hundred dollars a year for your merchandise—how much is the want ad worth?

Press want ads build business for stores of the enterprising sort—they find buyers for big propositions.

The cost of Press want ads is small for the big and valuable service they render.

Press Want Ads perform as distinct a service as the telephone, the telegraph, or the mails. They carry many hundreds of messages into many thousands of homes each day.

WHAT ABOUT 1921?

Question—What are the 1921 prospects from a classified standpoint and what can newspapers do to overcome the loss of lineage caused by Help Wanted returning to normal after several years of unnatural inflation?

Answer — By Harry Gwaltney, classified advertising manager of the Milwaukee Journal.

"Conditions point to an improvement within the next thirty to sixty days. Factories are beginning to operate with larger forces. Employment and wages will have a greater bearing on classified than any other one feature. At present real estate advertising is small but a drop is inevitable in real estate prices and when it comes buying will again be brisk and it will be accompanied by liberal advertising. Spring will find the largest number of used cars ever seen in the market. There will be several months of good buying and dealers can be depended upon to use extensive advertising. Used car advertising should show an increase over 1920. Rents, of course, will show increases. With business injecting new economic policies it would seem that some new classification might be developed. An example: Why would it not be profitable for manufacturers, jobbers, wholesalers to advertise to their trade through the classified columns. Each of these classes of trade has daily announcements, which may be made openly to their trade. It can be done through the classified columns at a very small portion of the cost of old methods."

Answer—By P. K. Ewing, classified advertising manager of the New Orleans Item:

"I believe 1921 is going to be a better year than 1920. I believe it is going to be a year when brains and experience will count. The drone will fall by the wayside, but the salesman with ideas will get there and cash in better than formerly. Conditions will be what we make them."

Answer—By George B. Morgan, classified advertising manager of the Nashville Tennessean.

"The outlook for classified advertising in Nashville is very optimistic. We look for a decrease in real estate and automobile advertising, but the remedy for this tendency is a more extensive campaign in these two classifications. Promotion advertising in the display columns will be one of the most beneficial methods of increasing classified lineage. Add to this more intensive sales effort and 1921 will be prosperous from a Want-ad standpoint."

ADVISES CASH BASIS

ANSWERING a query in these columns as to the best way to collect classified accounts on a paper with thirty-five hundred circulation, Morton J. McDonald, classified manager of the Oakland (Cal.) Tribune says: "If it is the dominant paper in the town, whether its circulation is 3,500 or 35,000 or 350,000, a paper can put its classified on a cash basis and make money. The Tribune figured its percentage of loss and its overhead on charge accounts, subtracted the total from the cash rate and then virtually abolished open accounts. Being able to keep its rates comparatively low when other prices were rising, it has tremendously increased its volume of business and any other paper, providing it is the leading classified medium, can to a greater or less degree, do the same thing."

There are a number of successful newspapers in both large and small cities that are on a cash basis, yet that does not prove the fact that it is the best procedure. The cost of collection and the amount of losses can be comparatively small, if efficient systems are properly executed and many papers have proven to their satisfaction that business is created by allowing advertisers to place Want-ads via the telephone.

BRIGHT OF HOUSTON

DOWN in the classified advertising department of the Houston Post, M. S. Bright reigns supreme. In 1911 he started his newspaper career in the display advertising department of the Houston Chronicle. Then in 1917 when Uncle Sam needed sailors for his Navy, Mr. Bright enlisted. On being discharged, in 1919, he returned to Houston and joined the staff of the man of display space but was soon promoted to his present position of classified advertising manager.

M. S. Bright

WISCONSIN

According to the last government report of manufacturers Wisconsin had to its credit $675,172,002 of manufactured products. And over 60 percent. was reported from the 18 cities having over 10,000 population.

Materials used amounted to $417,415,074, and net added value created amounted to $277,756,928.

The manufacturing record of the State is truly sensational; the values added to materials by manufacturing have increased during a period of fifteen years from $141,000,000 to nearly $3,000,000,000.

In Wisconsin the national advertiser gets concentration of buying units in a few chief centers. The best way to sell your goods is to use the daily newspapers.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,915	.035
Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegram	(ME&S)	7,957	.035
*Fond du Lac Reporter	(E)	5,325	.03
Green Bay Press-Gazette	(E)	9,716	.04
Kenosha Herald	(E)	2,875	.025
La Crosse Tribune and Leader Herald	(E&S)	12,065	.05
Madison (Wis.) State Journal	(E&S)	13,371	.05
Milwaukee Journal	(E)	107,564	.20
Milwaukee Journal	(S)	95,074	.20
Milwaukee Sentinel	(M&E)	52,927	.14
Milwaukee Sentinel	(S)	74,608	.14
Racine Journal-News	(E)	8,092	.045
Superior Telegram	(E)	13,091	.05
Superior (Wis.) Sunday Times	(S)	10,000	.056
‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

Digitized by Google

NEWS OF ASSOCIATIONS AND CLUBS

PHILADELPHIA.—Frederick A. Wallace, United States Immigration Commissioner, was the speaker at the Co-Club luncheon February 3, at the Ritz-Carlton. His topic was "The Alien." These Co-Club luncheons are held under the auspices of the Poor Richard Club, on the first Thursday of each month. The members of all advertising, commercial and civic clubs in Philadelphia are invited.

PHILADELPHIA.—The annual Frolic of the Philadelphia Club of Advertising Women will be held February 22, at the Bellevue-Stratford.

WICHITA, Kan.—Ten ads carried in Wichita newspapers in November, selected by a committee for the purpose, and submitted to advertising clubs in nearby towns were discussed at the weekly meeting of the Wichita Ad Club last week.

BUFFALO.—Organization of the Printing Trades group of the Buffalo Chamber of Commerce has been completed. The group includes publishers and allied industries. Officers chosen are: David L. Johnston, chairman; R. G. Hausauer, C. G. Denny, J. H. Ford, Hubert K. Perry, Charles K. Bork, Anthony Paul, Mr. Johnston, J. J. Laney, A. W. Turner and Andrew Koehler, executive committee. Martin P. Fleming is secretary.

PORTLAND, Ore.—Mrs. Kathryn Coffield has been elected president of the Portland Women's Advertising Club. Other officers elected are: Vice-president, Dr. Edith Phillips; secretary, Opal Brown; treasurer, Louise Boyer; business chairman, Arlie Seaman; membership chairman, Hallie Garrigue.

ST. LOUIS.—Governor Arthur M. Hyde of Missouri has been elected an honorary member of the Advertising Club of St. Louis. Prof. Joseph Jastrow of the Department of Psychology, University of Wisconsin, spoke on "Human Nature in Business," at the regular meeting of the club on February 1. John L. Buchanan, president and general manager of the Wesco (electrical) Supply Co., was the speaker on January 25, his subject being "Creative Salesmanship." Isaac Hedges, manager of the Washington University properties and the Samuel Cupples Estate, spoke before the Women's Advertising Club of St. Louis on January 31, on "St. Louis—the Growth of the City." Donald G. Wylie, copywriter of the Gardner Advertising Company, spoke recently before the Junior Advertising Club of St. Louis on "The Future of Copy."

Eighth District Ad. Meeting Feb. 16-17

MINNEAPOLIS.—Men of national reputation are to speak at the fourth annual convention of the Associated Advertising Clubs of Minnesota and the first annual conference of the eighth district of the A. A. C. W. in St. Paul, Feb. 16 and 17, which will precede by two days the convention of the Minnesota Editorial Association. The North Dakota advertising clubs have abandoned plans for a state meeting in order to join in the district convention which takes in North and South Dakota, Minnesota and Montana. An attendance of 500 persons is anticipated. There will be a banquet the night of February 17. H. C. Klein, publisher of the Farmer and the Farmer's Wife, St. Paul, has just been named president of the Associated Advertising Clubs of Minnesota, succeeding Elliot C. Hensel, removed to Los Angeles.

Business Editors Talk Rates

The Technical Publicity Association of New York will hold a dinner February 10, at the Machinery Club. J. Malcolm Muir, vice-president of McGraw-Hill Company, Inc., will present the case for the technical and trade paper rates and Crosby Spinney of the Curtis Publishing Company will present the case for the national magazine field. Another speaker to be announced later will present the case for the space buyer.

Chicago Press Club Ball February 19

CHICAGO.—The Press Club will induct its new officers and directors into office and celebrate the achievements of the past year at its inaugural mask ball on February 19 in the Cameo Room of the Hotel Morrison. Festivities will start at 9 p. m. and end "next day," the announcement says. Robert F. Tarrant is general chairman of the entertainment committee.

Weekly Editors Meet in Boston

BOSTON.—The New Hampshire Weekly Publishers' Association held their mid-winter session in Boston last week, and numerous problem which beset the small town newspapers were thoroughly discussed.

New York Credit Men Meet

The Credit and Adjustment Manager's Association of New York City met at luncheon January 27 at the New York Tribune office. Arnold Sanchez of the New York Times, chairman, presided. Representatives of all New York newspapers were present and were requested to submit a list of troublesome accounts. Credit standing of advertising agencies was also discussed. Theodore B. Seymour of the American Newspaper Publishers' Association staff, gave several suggestions for efficient credit work. The next meeting will be held February 24th at the Tribune offices.

Ozark Meeting, February 11

JOPLIN, Mo.—The Mid-winter meeting of the Ozark Press Association will be held in Springfield, February 11. Charles Fear, of Joplin, president of the association, announces "Advertising" and "Ozark Development" will be the chief topics discussed and the increasing of advertising patronage will be given consideration.

Reporters Give Theatre Party

The Marine Reporters' Association of New York City gave a theater party at the Belmont Theater, February 2 to see "Miss Lulu Bett" in compliment to Brock Pemberton, the producer, whose first position in New York was as a ship news reporter.

Sporting Writers Will Entertain

PHILADELPHIA. — The Philadelphia Sporting Writers' Association will give a banquet at the Hotel Walton on February 8.

Chesterton Franklin Club Guest

PHILADELPHIA.—Gilbert K. Chesterton, the celebrated English author, was a guest at the regular daily informal luncheon at The Franklin Inn Club last Friday. Mr. Chesterton was brought to the club by his friend, George Gibbs, the Philadelphia novelist and illustrator. Among the members of the club who met Mr. Chesterton were H. T. Craven, editorial writer on the Evening Ledger; Fullerton L. Waldo of the editorial staff of the Public Ledger; Herman Dieck, dramatic editor of the Record; H. S. Bigelow, associate editor of the Saturday Evening Post. The Franklin Inn Club is one of a group of clubs in Philadelphia's "biggest little street in the world"—Camac street—and it is an interesting fact that it was to this little, narrow thoroughfare which is probably more suggestive of many of the curious and interesting byways of London he was first taken on his first visit to Philadelphia.

Senator White Honored

Senator Smeaton White, president of the Montreal Gazette, was the guest of honor at a dinner by 125 employees of the Gazette a few days ago. He was presented with a mahogany clock.

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average daily paid circulation over

30,000 Copies

Double the circulation of any New Haven paper. It covers the field.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Few Papers—(If any)—surpass the TRENTON NEW JERSEY **TIMES** AS **A Food Medium**

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

SALISBURY, N. C.

The largest railroad center of North Carolina. A progressive, live city with diversified industries.
Population—with Spencer two miles away—19,884.
County—40,000.
The Evening Post is the only daily published in the county, and covers this territory thoroughly.
Circulation—4,010.
Rate—.28 per inch.
Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

IN **LOS ANGELES** IT IS THE **EVENING HERALD**
Government Circulation Statement April 1, 1920
134,686
Largest Daily Circulation in the West
MEMBER A. B. C.

REFERENCES

The New York Times

requires satisfactory bank and business references from advertisers in its Business Opportunities columns as a safeguard. The Times, however, assumes no responsibility for the accuracy of statements in advertisements or the reliability of advertisers.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

OF THE SHAFFER GROUP

The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper.

THE INDIANAPOLIS STAR

Largest Morning and Sunday Circulation in Indiana

OF NEWSPAPERS

FIRST in buying power

American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through

THE INDIANAPOLIS NEWS

Use Newspapers on a 5 Year Basis

for 50 years a Newspaper.

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Digitized by Google

GATHERED AT RANDOM

Spike Hunt spent a pleasant few days in New York this week on his way back to the Chicago Tribune main office after a trip around the world. He did not try to break any records, spending eighteen months en route. Mrs. Hunt and Bobby accompanied him. Bill McNutt met them at the boat and showed them the way to Broadway.

• • •

Karl Bickel spent the last week end with Henry Ford.

• • •

The New Dance Peril

When you dance the perspiration may start your eyebrow coloring wandering over your complexion. An unconscious black eye. CANNOT HAPPEN if you use Brandt's Liquid.—The Illustrated News, New York.

• • •

LIBERAL, Kan.—Insult was added to injury when, with the Liberal Democrat office tied up with extra work and the paper two hours late, the carriers walked out on a strike. It was settled shortly, however, except two, who remained out.

• • •

"News" Favorite Title in Kansas

TOPEKA, Kan.—Kansas has 624 newspapers, according to a list announced by the State Historical Society here. The favorite name for newspapers is "News" there being 55 newspapers of that name in the state. The Journal is next in popularity with 37, while the Herald is third with 31. While there are 24 papers in the state willing to be known as "Republican" there are but six "Democrat." Other names in their order of popularity are: Times, Tribune, Gazette, Record, Sun, Press, Advocate, Review and Star.

• • •

Regular Devil in His Day

GARDNER, Kan.—Ed. Eaton, publisher of the Gazette, who has turned over the paper to his son, while he goes west to recoup his health, tells the following story of Herbert Capper, father of Arthur Capper, head of the great Capper Publications. Mr. Eaton, was then publishing a paper in Garnett, Kansas, and Mr. Capper, looking rather glum, came into the office after Arthur had decided to go to Topeka to "seek his fortune." "Well Arthur's going to Topeka today," said the father. "It was a very foolish thing to do. He was getting $7 a week here, and saving it. He will get $9 a week there, but he will spend every cent."

Two Brooklyn Courses in Journalism

Two courses in journalism will be offered by the College of the City of New York at its Brooklyn branch during the term which begins February 9. The first course covers instruction in reporting and editorial writing and the second deals with current events and news analysis. The work of the course is under the following advisory committee: Dr. Herbert L. Bridgman, business manager of the Brooklyn Standard Union; H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, lecturer and supervisor of the courses, and Dr. Frederick B. Robinson, dean of the school of business and civic administration and director of the evening session. C. C. N. Y. students in the journalism classes are issuing the Cub, the expense of the last issue of which was borne by the Brooklyn Eagle.

SPHINX PLANS DUAL PARTY

Silver Jubilee and Fete for Chicagoans March 8—Ladies' Night, April 12

Celebration of the 25th anniversary of the Sphinx Club and entertainment of the Chicago advertising fraternity will be combined at the dinner of the Sphinx on March 8 at the Waldorf-Astoria, New York, it was decided at a meeting this week of the officers, executive committee and members of the governing committees.

It will be the most important dinner of the season, if not in the club's history. President R. F. R. Huntsman declared after the meeting, at which he informed the officers that William H. Rankin, the Chicago advertising agent, had promised to provide an array of Chicago speakers for the dinner that included Governor Frank C. Lowden, Judge Kenesaw M. Landis, William Wrigley, Jr., A. D. Lasker, and possibly Will H. Hays. Wilbur D. Nesbit of the Rankin Agency will be toastmaster. President Huntsman added that he thought Governor Miller of New York might also be at the speakers' table. Due to the unusual expenses incurred by the club, the cost of the dinner will be $10 a plate.

Ladies' Night, usually a Sphinx Club February function, has been postponed until after Lent. Mr. Huntsman announced, and will be held April 12. There will be no February dinner.

Schenectady Union-Star Force Revels

SCHENECTADY, N. Y.—The Union-Star staff held a dinner and entertainment last week, a feature of which was the Union-Star, Jr., illustrated with appropriate cuts rescued from the advertising and job printing departments and pungent with lampoons of staff members.

OLMSTEAD JOINS STAFF OF LORENZEN & THOMPSON

VANDERBILT R. OLMSTEAD has been appointed to the New York staff of the Lorenzen & Thompson Special Agency, handling financial and steamship advertising for the agency's list of newspapers. Mr. Olmstead entered the advertising field in 1902 with the Hearst newspapers and seven years later went with the New York Evening Mail. In 1914 he took up national advertising work with Cove, Lorenzen & Woodman, and later handled financial and steamship advertising for a list of his own until poor health forced a temporary retirement. His new work with Lorenzen & Thompson brings him back to his many old friends in the financial district of New York.

V. R. OLMSTEAD

Sheboygan Telegram Sold

SHEBOYGAN, WIS.—The Daily Telegram, which has been owned and published for a number of years by George Zufeldt, has been bought by the Farmers and Laborers Publishing Company, H. S. Humke, president, which will assume control on January 31. New mechanical equipment has been ordered and full leased wire service of the International News Service has been contracted for. R. Hillie will be managing editor and A. C. Van de Repe will be city editor.

of the House as judge. Reinald Werrenrath of the Metropolitan Opera Company was soloist.

Birmingham Editor Assaulted

BIRMINGHAM, Ala.—Phil Painter, editor and publisher of the Birmingham Advance, was recently sent to the hospital by a beating which he received, he alleges, from agents of local coal operators. The Advance, it was recently announced, would be issued as a daily in March. Plans were later changed to make the first daily issue last week, but Mr. Painter's injuries caused a return to the first date.

Marysville News Starts

MARYSVILLE, Mich.—A new weekly, the News, has been started in this city by Norman T. Farr, until recently financial editor of the Detroit Journal. Howard S. Hempstead, formerly advertising manager of a local store, is business manager.

$650,000 Printing Building

Devoted to the printing trade and involving an investment of about $650,000, a new building is to be erected at 313-321 West 37th street, New York. It is expected that the structure will be ready for occupancy next May.

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

The Family Income
Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

is all of N. Ohio

The Plain Dealer

Cleveland

1920 Indication of Lineage Increase 1918

1920 vs. 1918 in the

BOSTON AMERICAN

on

Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918 *Buy Space in Boston's Greatest Evening Newspaper*

NEWSPAPER SERIALS

By
Rex Beach — Booth Tarkington
Sax Rohmer — Talbot Mundy
David Anderson — Louis Dodge
Marie Conway Oemler
Zane Grey
And other popular authors
Stories of Love, Adventure, Mystery, Out-of-Doors—
Selected specially to appeal to Newspaper Readers

WRITE US FOR PARTICULARS

THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Ave., New York

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

THE
NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

Digitized by Google

OPPOSE 44-HOUR WEEK

(Continued from page 9)

together with that of the orange growers, is being cleared up.

"The year 1920 was far and away the best year for general advertising, amounting to more than $200,000,000. Just now there is a lull, but it is passing and in a month or two the situation will materially improve. The problem of the manufacturer is now a selling problem. There is a distinct change in the policy of national advertisers from the use of magazines to newspapers. In the case of Lucky Strike cigarettes, all but the newspaper schedules were cancelled," Mr. Moore told the publishers.

In answer to a question from Jerome D. Barnum of the Syracuse Post-Standard: "Is there any plan of the Bureau to combat a drive for reduction in rates?" Mr. Moore stated that the question with the advertisers now is not one of lower rates, but of how high rates will go before it ceases to pay him."

Reforestation Urged

President Gannett called attention to the bill of Congressman Snell on reforestation and urged the support of this measure.

A brief discussion on the subject of the Session Laws and other state printing followed, but no action was taken. The Associated Dailies, however, on the day previous passed a resolution favoring the repeal of the law providing the publication of the Session Laws in its present form, and the enactment of a law by which their publication shall be made in shorter form and at business-like rates.

The present three cent retail selling price per copy for newspapers was quite thoroughly discussed and every publisher who spoke expressed his intention of maintaining that price.

Officers of the Publishers' Association are:

President, Frank E. Gannett, Rochester Times-Union; first vice-president, Edward H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Jr., Albany Knickerbocker Press; treasurer, Gardiner Kline, Amsterdam Recorder; secretary, Charles H. Congdon, Watertown Times.

Executive committee: Franklin A. Merriam, Mt. Vernon Argus; Edward H. O'Hara, Syracuse Herald; Prentiss S. Bailey, Utica Observer; Ralph E. Bennett, Binghamton Press; Frederick P. Hall, Jamestown Journal.

Membership Now 52

The total membership of the Association now is 52, representing a combined circulation of approximately a million copies a day. The roster, complete to date, follows:

Albany Journal—Robert B. Waters
Albany Knickerbocker Press—Lynn J. Arnold, Jr.
Amsterdam Recorder—W. J. Kline, Gardiner Kline.
Auburn Advertiser-Journal—Charles D. Osborne, Herbert J. Fowler.
Auburn Citizen—Charles D. Osborne, William O. Dapping.
Batavia News—G. S. Griswold.
Binghamton Morning Sun—Harry G. More.
Binghamton Press—Ralph E. Bennett.
Buffalo Courier—William J. Connors, Jr.
Buffalo Evening News—Edward H. Butler.
Buffalo Express—William M. Ramsdell.
Corning Evening Leader—Edwin S. Underhill.
Cortland Standard—W. H. Clark.
Dunkirk Observer—H. K. Williams, Tom D. Woods.
Elmira Star-Gazette—W. J. Copeland.
Geneva Daily Times—W. A. Gracey, George B. Williams.
Glens Falls Daily Times—L. V. Furness.
Glens Falls Post-Star—Arthur P. Irving, J. Irving Fowler.
Gloversville Herald—E. H. Cullings.
Gloversville Leader-Republican — Frank L. Rogers.
Hornell Tribune-Times—W. G. Masterman.
Hudson Republican—Emory C. Van Loan.
Ithaca Journal-News—J. W. Baker.
Jamestown Journal—F. P. Hall, Henri M. Hall.
Jamestown Morning Post—Robert K. Beach.
Kingston Freeman—Jay E. Klock
Little Falls Times—John Crowley
Lockport Union, Sun and Journal—E. D. Corson.
Malone Telegram—Charles M. Redfield.
Mt. Vernon Daily Argus—Franklin A. Merriam.
Newburg Daily News—Robinson Bentley.
Niagara Falls Gazette—A. C. Denell.
Olean Evening Herald—William L. Ostrum.
Oneonta Daily Star—H. W. Lee.
Oswego Palladium—Clark Morrison.
Oswego Times—J. B. Alexander.
Plattsburg Sentinel—W. M. Lynch.
Port Chester Daily Item—Thomas J. Blain.
Rochester Democrat & Chronicle—W. H. Matthews, J. H. Davis.
Rochester Herald.
Rochester Times-Union—Frank E. Gannett, E. R. Davenport.
Rome Sentinel—A. C. Kessinger, A. R. Kessinger.
Schenectady Union-Star—F. R. Champion.
Syracuse Herald—Edward H. O'Hara
Syracuse Journal—Harvey D. Burrill
Syracuse Post Standard—Jerome D. Barnum.
Tarrytown News—Wallace Odell
Utica Herald Dispatch—John C. Fulmer.
Utica Observer—Prentiss Bailey.
Utica Press—William V. Jones.
Wellsville Reporter—E. W. Barnes
Watertown Times—Charles H. Congdon.

KANSAS CITY, Mo.—Employing printers of the mid-west at a meeting here, decided to oppose any demand of union printers for a 44-hour week, beginning May 1. Men from Omaha, Topeka, St. Joseph, St. Louis, Chicago, and Kansas City attended the conference.

INCORPORATIONS

NEW YORK.—Jesperson Newsprint Corporation (Delaware corporation): $1,500,000; Samuel B. Huward, Robert K. Thistle and Arthur W. Britton, New York.

Goldash Printing Company; $10,000; H. Shapiro, G. C. Woolf, I. J. Gussow, 5 Beekman street.

Printing Crafts Building; 2,500 shares common stock, no par value; active capital, $12,500; C. C. Pearce, W. T. Stock, C. B. Santee, 120 Broadway.

Fulton Paper Company; printing and advertising; $10,000; A. R. McDermott, S. F. Frank, F. Covino, 15 Frankfort street.

Klitsch Press; printing and publishing; $25,000; G. V. Reilly, S. B. Howard, H. C. Hand, 65 Cedar street.

Publications Building Corporation; $5,000; E. H. Davis, M. H. Ellison, S. B. Klee, 772 St. Nicholas avenue.

Auld Paper Company, $5,000; M. Damrau, H. Rush, A. B. Auld, 2025 Caton avenue, Brooklyn.

F. L. Stevens Company, fashion illustrating and advertising; $10,000; F. Stevens, E. Bakes, A. L. Moscon, 25 St. Nicholas avenue.

Spielberg Printing Company; $6,000; B. Silverman, L. Stein, A. Spielberg, 17 West 117th street.

PAWTUCKET, R. I.—John W. Little Company, printers and publishers; $200,000; John W. T. Stewart and John W. Little, Jr., Pawtucket.

NEW HAVEN, CONN.—Veterans Journal Publishing Company has been petitioned into bankruptcy by three creditors with claims that total about $750.

PORTLAND, ME.—Independent Publishing Company, printers and publishers; $200,000 common and $100,000 preferred; M. A. Anderson, J. G. Ryan and Leonard A. Pierce.

BOSTON.—Near East Commerce Review, Inc., printers and publishers; $50,000; Nicholas J. Cassavetes, Alice B. Conlogue and M. M. McChesney.

PROVIDENCE, R. I.—Providence County Times Company; 200 shares common stock, no par value; Frank A. Chapman, Providence; Walter B. Norton and Frank T. Easton, East Providence.

La Sentinella Publishing Company; $25,000; William A. Hickey, Antonio Bove, Amelio Greco, Cesare Schettini, Cosimo Furleo.

CHILLICOTHE, O.—The Scioto Gazette Company; $25,000 to $40,000.

PORTLAND, ORE.—Trade Journal Corporation; $25,000; Trafford W. Salisbury, Frank P. Tebbets and Robert R. Rankin.

BUFFALO—Buffalo Labor Journal Corporation; $10,000; to publish an official organ of organized labor; Charles E. Grant, Elizabeth Swannie and William A. Irving.

OTTAWA, ILL.—Free Trader Journal Printing Company; $25,000 to $75,000. The increased stock will be used for additional equipment in the form of linotypes and presses and acquisition of the Ottawa Fair Dealer, a weekly paper which the Free Trader-Journal has purchased from C. A. Crowden.

EASTLAND, TEX.—The Chronicle Printing Company; $15,000; F. A. Jones, J. C. Allison and L. A. Petit.

LOCKPORT, N. Y.—Frontier Wood Pulp Company; $125,000, to begin business on $5,000; Fred W. Roberts, Raymond M. Noble and Robert M. Kinzly, of Lockport; Harry L. Aiken, Cleveland; and Frank P. Wilder, Carthage, N. Y.

RIVERSIDE DRIVE, N. Y.—Frontier Paper Corporation; $300,000; I. V. H. Gill, H. C. Gray, J. A. Dix.

WALTERS, OKLA.—Walters Publishing Company; $30,000; Henry E. Castleberry, Mortimer Woodson and W. B. Anthony.

POTSDAM, N. Y.—Federation Paper Mills; 500 shares common stock, no par value, active capital, $50,000; W. M. O'Brien, R. H. Dunbar, F. L. Cubley, Potsdam.

CHICAGO, ILL.—Acer & Co., Inc., dealers in wood pulp, John H. A. Acer, Montreal, president; J. R. S. McLennon, Montreal, secretary; $100,000, of which $28,564 will be used in the Illinois business, headquarters of which are at 30 North La Salle street, Chicago.

EASTLAND, TEX.—Oil Belt Publishing Company; $50,000; H. L. Moseley, R. K. Phillips and P. S. Wolfe.

AKRON—The Ohio Advertising Company; $10,000; C. E. Wade and C. R. Werking.

ORMULTEE, OKLA.—The Allen Printing Company; $30,000; O. L. Allen, J. H. Torbett and George C. Jackson, all of Allen.

CAMBRIDGE, MASS.—New Generation Publishing Company; $20,000; George W. Mathews, W. D. Holmes Huttig and S. W. Hovey.

WEBSTER, MASS.—The Times Publishing Company; $20,000; six weekly newspapers in Southern Worcester County; Raymond Sheldon Webster, president and treasurer; Edgar S. Hill and Henry J. Steinberg.

CINCINNATI—The United States Paper Goods Company; from $250,000 to $300,000.

CLEVELAND—The Union Paper & Twine Company; from $100,000 to $500,000.

Cleveland Call Publishing Company; $10,000; G. A. Morgan and J. E. F. Beverleigh.

Editors Quickly Freed from Jail

CLARKSBURG, W. Va.—Jail sentences were imposed by the mayor on W. L. Geppert, editor and publisher of the Clarksburg Telegram, and Wilber Swiger, city editor, for refusing to to disclose the source of certain news that appeared in the Telegram. They were released after a few minutes, when the city solicitor informed the mayor that he had no ground for imprisoning the editors under the state or city laws.

Names U. S. Representatives

QUEBEC.—Le Soleil has appointed Gilman, Nicoll & Ruthman as its United States Eastern representatives.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 16" x 12" air cylinders and 32½" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 59½" cast iron table and all auxiliary apparatus. Manufactured by P. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier-Journal and Times, Louisville, Ky.

For Sale

Rouse newspaper steel bases, style B, for sale. Guaranteed good as new. 375 labor saving pieces; for 11 point thick plates; 13 pica column paper. Net foundry cost today, $367.86. Will sell for $220, F.O.B. Times, Chester, Pa.

For Sale

Lee Feeders for Linotypes, guaranteed good as new, $40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

For Sale

Duplex 4, 6 and 8 Page Angle Bar Press. Reasonable price. Early delivery. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale—Cheap

Goss Moulding Machine and three-ton metal pot with one pump. Also eight-column flat casting box. Make an offer. The New Orleans Item, New Orleans, Louisiana.

For Sale

50 lbs. brass 6 point column rule; 1 ft. 36 point Condensed Caps; 1 ft. 30 point Latin Condensed Caps; 1 ft. 30 point Condensed Gothic Caps; 1 ft. 14 point Cheltenham Condensed; 1 ft. 10 point Cheltenham Condensed; 1 ft. Agate Bold; 3 fts. Agate (single mats); 6 fts. nonp single mats. The Washington Herald, Washington, D. C.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
184 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1057

Coutts Sells Kellogg Enterprise

KELLOGG, Ia.—W. P. Coutts, publisher of the Kellogg Enterprise for forty-three years, has sold that newspaper to I. H. Hospers of Armstrong.

Digitized by Google

Columns In Which Opportunity Is Sought and Found

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man—Solicitor

For five years I was in charge of advertisers' service department and solicitor for prominent New York State newspaper. Wide experience planning campaigns, laying out advertisements and preparing copy for stores—engaged in practically all lines of business. Well grounded knowledge of advertising fundamentals and mechanical details and successful in applying my experience and ability to increasing space and procuring new business. Understand methods of soliciting foreign advertising accounts as well. I am 29 years old, college trained and married. Salary requirements $50.00. May I submit samples of work and references? Address Box C-776, care of Editor & Publisher.

Advertising Manager—Auditor

Experienced advertising manager, now on leading metropolitan daily, desires permanent connection by July 1 as advertising manager of live daily of more than 30,000 circulation. Knows every detail of advertising department. Training includes selling, copy writing, correspondence, credits, and direction of departments. Graduate accountant, can supervise accounting department, and compile balance sheets, profit and loss statements, etc. Good personality and natural pleasant disposition. Prefer good paper in which interest may be purchased. Box C-795, care Editor & Publisher.

Advertising Manager

That can produce, wants to hear from a publisher of a live daily newspaper that needs a man that can organize a department and get maximum results. For the past three years advertising manager of a fine afternoon paper with a circulation of over 40,000. In this position I have increased the advertising earnings over three hundred per cent. Will consider any place in United States or Canada. Prefer the north. Available March 1. Address Box C-774, care of Editor & Publisher.

Advertising Agency Man

Young college man, with legal training desires connection with advertising agency (in N. Y. City) offering an opportunity for advancement. Address Box C-782, care Editor & Publisher.

Auditor and Accountant

Thoroughly experienced in general accounting, public auditing and different branches of large and small newspaper and periodical accounting wishes situation where real service can be rendered management or publisher. Was traveling auditor for A. B. C. four years and am familiar with their rulings, definitions and interpretations. Can analyze your business and render accurate informative statements. Will go anywhere. Auditor, care John L. Brau, Atty., Rochester, Minn.

Circulation Man

Reliable, intelligent and well educated young man of integrity, with business sales, circulation, promotion, contest, managing and general detail experience desires position in circulation department. Phil Greenberg, 158 Bergen St., Newark, N. J.

Circulation Manager or Assistant

Have had fifteen years' experience in circulation department of various newspapers. Thoroughly experienced in routine duties and promotion work. Am 30 years of age, single, and at present employed on newspaper of 50,000 circulation. Circulator, 534 W. Breckenridge, Louisville, Ky.

Mr. Publisher

Are your big stories and fights being "put over" right? If they aren't, you're looking for me. I dig up, write and illustrate my stories, edit them, head them and design page display them. Let me show you what I have done, then draw your own conclusions. Write Box C-787, care Editor & Publisher.

Circulation Manager

Circulation manager desires change. Thoroughly experienced in city and country circulation. Executive and competent to assume charge of circulation department. First class references. Box C-794, care Editor & Publisher.

Columnist

Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care Editor & Publisher.

Classified Manager

With six years' experience, now employed, desires to make change. Reason—Have been in promotion work for several years and wish to connect permanently with a live progressive paper where hard work will be appreciated and position will be assured. Can give references as to ability from several leading Southern dailies. Address Box C-800, care Editor & Publisher.

Managing Editor or Assistant

Thoroughly experienced in all news departments; tried executive; has gone up in game rapidly; no failures; 27; opportunity to advance, not starting salary, real object. Address Box C-792, care Editor & Publisher.

Circulation Director

Experienced Circulation Manager desires connection, on either morning or evening publication. Extensive experience in circulation promotion and circulation systems. At present employed but must change account of health. Highest references. Apply Box C-760, care Editor & Publisher.

Editor—Manager

Who has sold interest in small city daily and printing plant, is open for position in city of 15,000 to 40,000. Age 30. Republican. Go anywhere. References. Can invest. Write or wire, Editor, 2346 No. New Jersey street, Indianapolis, Ind.

Editorial Writer and Paragrapher

Competent editorial writer and paragrapher is seeking permanent location where merit will tell on daily of from 20,000 to 40,000 circulation. Has successful record but does not claim to be "national" writer. Guarantees, however, to give paper prestige in local matters, put life into an often-times dead page and follow policy. Personal conference solicited. Write Box C-785, care Editor & Publisher.

Situation Wanted

Advertising Manager, layout man and copy writer; broad experience. Quick to utilize the essentials of advertising and selling for the promotion of business. Qualified to plan and execute as manager advertising or ad copy service department. Available for permanent position with congenial environment, where a clear headed, reliable worker can pull off his coat and buckle into it. Address "Buckeye," Box C-801, care Editor & Publisher.

Editorial Writer

Clean-cut young man, 25, college graduate, wants editorial position. Three years editor college weekly publication. Three years daily newspaper experience as special writer and desk man. Excellent success. Box C-790, care Editor & Publisher.

Editorial, Re-Write, or Research Work.

Have had broad experience in all of these lines including encyclopedia, statistical, medical, and industrial fields. Highly specialized education in English; A. M. degree in English from Columbia University. Address Box C-771, care Editor & Publisher.

General Manager

Who has done million dollar business and made second paper first in middle western field seeks position as business manager or general manager. Practical knowledge of newspaper administration gained through twenty years of experience. Has the ability and the perseverence to make a popular and a profitable property. Wants permanent connection where income can grow as profits grow. Address Box C-780, care Editor & Publisher.

Managing Editor

Managing Editor, experienced in all news branches; capable executive; result getter; every position held an advance; nothing under $5,000. Address Box C-791, care Editor & Publisher.

Editorial Writer

Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care Editor & Publisher.

Newspaperman

An internationally known newspaper man, with wide experience at home and abroad, now in an important post in Europe, desires to return to America. His talents and training would make him particularly valuable to a large newspaper desiring intelligent and space-saving supervision of its cable news, or in almost any other executive position demanding ripe experience and the ability to handle men and news problems economically.

He could apply his thorough familiarity with affairs at home and abroad advantageously to intelligent interpretation of news dispatches in understandable editorials.

Only big job, or a job with big possibilities not too remote, will tempt him. Address, in confidence, Box C-770, care Editor & Publisher.

Wanted—To Lease Republican Weekly

In East; give circulation, equipment, business done 1920, etc.; probably buy after expiration lease; or would accept managership. Rue, 563 Grand Ave., Brooklyn, N. Y.

What I Have to Offer Big Publisher

1. National reputation as a writer. 2. Ability to save thousands of dollars on news-print by more efficient condensation of news. 3. Broad and intensive newspaper training, with thorough grasp of present-day publish problems. 4. Thorough knowledge, through wide and diversified experience at home and several years' journalistic training in Europe, of both home and European social, economic and political conditions, thus being able to interpret properly the news. 5. Ability to get the best results from employees. 6. Comparative youth, but ripe experience and judgment. 7. Enterprise, reliability, enthusiasm, character, and industriousness. Only a big job, such as publisher's first associate, and where there is excellent opportunity to expand and develop the property, would appeal. Would prove valuable to publisher with more than one paper. Salary $8,500. Box C-803, care Editor & Publisher.

Advertising Manager

Business Manager, Assistant to Publisher; young man, 25, desires connection with newspaper in any of the above capacities; thoroughly experienced in newspaper work from copy boy to advertising manager and assistant business manager. Can write and sell finished copy to advertisers, knows method of securing foreign advertising; purchasing paper and other newspaper necessities; run business economically as well as efficiently. Competent to take burden off the shoulders of publisher who has other cares. Willing to go anywhere, at a salary of $3,600 and percentage of gross revenue. Address Box C-754, care of Editor & Publisher.

NOTE.—Through a typographical error the salary figures in this advertisement were misquoted in our previous issues—Editor & Publisher.

Sporting Editor

Thoroughly experienced sports writer and deskman who can make any sports page an asset by authoritative, snappy, unprejudiced stories on any and every sport seeks permanent location in middle west. Now employed. Good reasons for making change. Write Box C-786, care Editor & Publisher.

Syndicate Manager and General Manager

All around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & Publisher.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

Publishers. Please Read

Advertisement of Long Printing Company, Philadelphia, about me is a gross misrepresentation. John Cheshire, Winchester, Kentucky.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity

Earn a Real Salary and own your own job—Will sell $5,000 stock in $30,000 company to man of exceptional ability, to take charge of democratic semi-weekly. We do not need money; need advertising solicitor-editor. Town has grown 300 per cent in seven years. I was formerly with large dailies; require pep and experience from applicant. He must become a leader among city's leaders to qualify. Alfred F. Isham, Brighton, Colo.

Now is the Time to Buy

This is the paper to buy. Location, Eastern Pennsylvania. Paper high class weekly. Gross business 1920, $11,829.84; gross expenses, 1920, $4,725.90; net profits, 1920, $7,103.94. Price $19,000, including newspaper and job plant. Stock on hand; Accounts receivable. J. B. Shale, 103 Park Ave., New York City.

Will Purchase

Controlling interest in newspaper in growing, midwestern city of 17,000 to 35,000 population, provided price is right and terms arrangeable. Box C-882, care Editor & Publisher.

Will Buy

I am in the market for an afternoon daily in medium sized town offering good field for development; must be genuine bargain and sold on terms. Address Box C-789, care Editor & Publisher.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles

Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager

Must be able to promote; morning paper, old established, A. B. C., needs increase. Want shirt-sleeve worker who can get results. Give all information regarding yourself first letter, including salary ideas. Address Box C-757, care Editor & Publisher.

Editor and Manager

Wanted—Competent editor and manager of weekly newspaper near New York. State age, experience and salary required. Address Box C-769, care Editor & Publisher.

Newspaper and Job Foreman

Somewhere there is a first-class newspaper and job foreman who is looking for a day job in a modernly equipped daylight office with very best sanitary arrangements, good working hours, good pay, where he would be treated like a man and assured of a permanent position as long as he filled the bill. To the man possessed of executive ability and who knows and can do good work we offer such a job in a good New Jersey town. A first-class job and ad man can find a permanent job in the same office. Give full particulars and wages wanted. Address C 797, care Editor & Publisher.

Publicity Man (not Adv.)

National Organization wants publicity (not advertising) man. State age, preparation, experience, references, salary expected, first letter. Address Box C-777, care Editor & Publisher.

Writer

Established New York trade magazine wants writer with news sense and editorial capabilities who is able to advance himself. State salary and full details in letter. Address Box C-779, care Editor & Publishers.

FOR SALE—NEWSPAPER EQUIPMENT

8-page Cox Duplex	$2,000 f.o.b.
12-page Cox Duplex	6,000
8-page Goss Comet	4,000 f.o.b.
(Following with Stereotype Equipment)	
16-page Potter	3,630 f.o.b.
16-page Goss	6,500
32-page Goss	12,000
40 page Hoe	12,000 f.o.b.
1 Model 8 Linotype	3,000 f.o.b.
1 Model 5 Linotype	1,870 f.o.b.
1 Ludlow, Complete	2,095 f.o.b.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1597
Richmond, Virginia

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

$3,000 Cash

available for first payment on a weekly newspaper property in New England locations preferred. Proposition V. N.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

Digitized by Google

WILMER STUART DEAD; AN "A. P." VETERAN

Built Up Organization's System of Collecting and Collating Election News —Handled Financial News of America and Europe

Wilmer Stuart, director of the election service of the Associated Press and its market editor, died January 30 of pneumonia in Brooklyn. As head of the market division of the A. P., Mr. Stuart had travelled to every section of the country. For over 20 years he had been in charge of the commercial and financial branch of Reuters' Limited and for three years was head of that service for the Kokusai News Agency of Japan. Mr. Stuart entered the market department of the Associated Press as an office boy in 1883 and became its chief 10 years later. He was born in Brooklyn in 1869. A widow and a son survive him.

In speaking about Mr. Stuart's work on the Associated Press, Frederick Roy Martin, acting general manager, said:

"Mr. Stuart was connected with the A. P. for thirty-seven years, having entered its employ at the age of 15. He filled various positions until a number of years ago when he was placed in charge of the market and financial reports, a post of great responsibility and calling for exceptional ability. He had a penchant for figures and could analyze reports in a wonderful manner.

"He not only handled the financial news for this country but also for foreign countries as well. For twenty years he had full charge of the financial and commercial branch of Reuters Limited and for three years was in charge of a similar service for the Kokusai News Agency of Japan. Until the war he also looked after the service of the Wolff News Bureau of Berlin.

"It was because of his ability with figures that Mr. Stuart was made director of our election returns service. He reorganized the department and built up a system for collecting and collating election news that is the nearest to perfection of any system in existence. He established staffs of expert accountants at various points to handle the figures as they were received from the several election districts. The machinery was so well adjusted that it ran without a hitch.

"The present system as devised and put into operation by him required his personal supervision for over eighteen months prior to the election in which he traveled all over the country conferring with and instructing hundreds of newspaper publishers and employees.

"Mr. Stuart prepared charts showing just what to do in organizing and carrying the election work so that in case anything should happen to him others would know just what to do. In Mr. Stuart's death the Associated Press has suffered a great loss."

Obituary

BEN F. CRAWSHAW, for ten years editor of the Pacific Odd Fellow, and formerly engaged in other newspaper work, died recently at Portland, Ore. He was born in 1845.

CHARLES S. SCANLAN, a retired newspaper man, for ten years on the editorial staff of the New York World, and prior to that Eastern correspondent for the Cincinnati Enquirer, died in New York January 25.

CHARLES R. LAWRENCE, aged 60, for 40 years a member of the business office staff of the Buffalo Evening News, died after a two weeks' illness. Mr. Lawrence was in point of service the oldest employe of the News.

SAMUEL CLARK, for 40 years a Kansas editor and in point of service one of the oldest editors in Kansas, is dead in Concordia. Mr. Clark was editor of the Washington Palladium.

GEORGE F. O'NEIL, former Binghamton publisher, died in that city January 30. One of his sons, Frank S. O'Neil, is a well known sporting writer and was formerly state boxing commissioner of New York.

CHARLES EDWARD ALLEN, managing editor of the English, Spanish and Portuguese bulletins of the Pan-American Union, published at Washington, D. C., died recently in that city. His body was taken to his former home in Decatur, Ala., for interment.

MISS CLARA LOUISE CHRISTIAN, for 11 years cashier in the business office of the Syracuse Post-Standard, died January 21 at her home in that city following an operation for appendicitis.

WALTER SEYMOUR ABBOTT, for 30 years editor and publisher of the McKeesport (Pa.) Times died at his home in Conneaut, Ohio, recently, following an illness of pneumonia.

MRS. JANE K. HOWE, aged 82, widow of William P. Howe, died in Tarentum, Pa., January 29. Since the death of her husband in 1905, Mrs. Howe was president of the News Printing Company, publisher of the Tarentum Daily News.

JAMES SWEENEY, aged 66, chief of the Pennsylvania State Bureau of Standards, and former newspaper man, died at Harrisburg on January 30.

CAPT. W. H. LONGWELL, aged 82, former postmaster of Oil City, Pa., and founder of the Oil City Derrick, died in Hollywood, Cal., January 29.

HUGH L. FITZPATRICK, for more than thirty years a sport writer on New York newspapers and at one time owner of Rider & Driver, died February 1 in this city. He began his career on the Sun and for thirty years wrote the news of the golf, poultry and dog worlds. He was regarded as an expert on golf, and was the author of numerous books on the game, among them "Golf Don'ts." Mr. Fitzpatrick was employed also on the staffs of the Evening Sun, New York City News Association and New York Evening Post.

ARNOLD POLACHEK, of Chicago, a brother of Victor Polachek, former publisher of the New York Sun, died January 25th at the home of relatives in New York, aged 42 years. He was president of the Polachek Sign Company of Chicago.

Arthur Walter Dead

LONDON.—Arthur Walter, editor and reporter of Official Debates in the House of Lords, since 1898, died January 27. Mr. Walter traveled through Europe as private secretary to the late A. Pulitzer, founder of the New York Journal. He was one of the representatives of British journalism at the International Congress of the World's Press in 1894 and at Berlin in 1908, and was president of the British International Association of Journalists from 1918 to 1919.

In Canadian Export N. Y. Office

R. C. Sharpley has been appointed manager of the New York office of the Canadian Export Paper Company, assisted by C. W. Nickenig and Thomas E. Pope.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, New York — I. A. KLEIN
People's Gas Bldg., Chicago — JOHN GLASS

"The African World" & "Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

The Newark Evening News
now uses our new
"Handicraft in the Home"
feature
The International Syndicate
BALTIMORE

Leased Wire Service
Foreign News Reports
"Pony" Services
Telotype Service
Mat and Mail Services
Speed—Reliability—Quality
International News Service
10th floor, World Building, New York

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2960, 5111
Cable Address: SCHOLZEM, NEW YORK

IN NEW ORLEANS IT'S—
THE NEW ORLEANS ITEM

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

Nearly every person in Richmond reads The
NEWS-LEADER
The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.
The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building, B'way at 34th St., New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Digitized by Google

THE SOUTH'S BUYING POWER

The South with bank deposits of more than four billion dollars is the purchasing power for these various articles.

With cash to pay for it, they'll buy farm implements, machinery, tools, office and factory equipment, safety devices, food specialties, household articles, etc.

Last year the South increased its crop values over those of the preceding year by a round billion dollars, or 60 % of the total increase in crop values for the whole United States.

The South wants goods from the outside. Tell them what you have to sell, in the daily newspapers.

These great Southern dailies are read and believed by the people they reach. Use them now.

SOUTHERN LIST

		Circulation	2,500 lines	10,000 lines
ALABAMA.				
**Birmingham Age-Herald	(M)	22,350	.06	.06
**Birmingham Age-Herald	(S)	24,482	.10	.10
**Birmingham News	(S)	55,663	.15	.15
**Birmingham News	(E)	55,383	.15	.15
**Mobile News-Item	(E)	10,880	.07	.07
**Mobile Register	(M)	22,451	.07	.07
**Mobile Register	(S)	33,718	.085	.085
FLORIDA.				
**Jacksonville Metropolis	(E)	17,860	.05	.05
Florida Times-Union, Jacksonville	(M&S)	28,980	.07 (8cS)	.07 (8cS)
**Palatka Morning Post	(M)	1,450	.0122	.0122
**Pensacola Journal	(M)	4,860	.025	.025
**Pensacola Journal	(S)	6,240	.025	.025
Pensacola News	(E)	4,190	.03	.03
GEORGIA.				
***Atlanta Constitution	(M)	53,184	.13	.13
***Atlanta Constitution	(S)	60,110	.13	.13
***Atlanta Georgian	(E)	46,187	.12	.12
***Atlanta Sunday American	(S)	105,527	.15	.15
Augusta Chronicle	(M)	8,703	.045	.045
Augusta Chronicle	(S)	8,703	.045	.045
Augusta Herald	(E)	13,416	.05	.05
Augusta Herald	(S)	11,843	.05	.05
***Columbus Ledger	(E&S)	8,078	.04	.04
***Macon Telegraph	(M)	20,656	.06	.06
***Macon Telegraph	(S)	20,660	.06	.06
Savannah News	(M&S)	21,184	.035	.05
***Savannah Press	(E)	14,192	.05	.05
KENTUCKY.				
Lexington Leader	(E)	14,296	.05	.05
Lexington Leader	(S)	14,536	.05	.05
***Louisville Herald	(M)	49,756	.09	.09
***Louisville Herald	(S)	84,701	.09	.09
LOUISIANA.				
New Orleans Times-Picayune	(M)	73,334	.15	.15
New Orleans Times-Picayune	(S)	91,127	.18	.18
***New Orleans Daily States	(E)	38,585	.10	.10
***New Orleans Daily States	(S)	37,153	.10	.10
New Orleans Item	(E)	63,024	.15	.15
New Orleans Item	(S)	48,980	.18	.18
NORTH CAROLINA.				
Asheville Citizen	(M)	11,912	.04	.04
Asheville Citizen	(S)	10,423	.04	.04
***Charlotte News-Chronicle	(E&S)	10,179	.04	.03
***Charlotte Observer	(M)	20,189	.035	.04
***Charlotte Observer	(S)	21,137	.07	.03
Durham Herald	(M)	6,172	.03	.03
Greensboro Daily News	(M)	17,081	.06	.05
Greensboro Daily News	(S)	22,978	.07	.06
**Raleigh News and Observer	(M)	24,230	.05	.05
**Raleigh News and Observer	(S)	26,309	.06	.06
Wilmington Star	(M)	6,850	.04	.04
**Winston-Salem Journal	(M)	8,727	.04	.04
**Winston-Salem Journal	(S)	9,361	.04	.04
**Winston-Salem Sentinel	(E)	9,474	.04	.04
SOUTH CAROLINA.				
Anderson Mail	(E)	4,325	.025	.025
***Columbia Record	(E)	12,937	.05	.05
***Columbia Record	(S)	13,749	.06	.05
***Columbia State	(M)	21,562	.06	.06
***Columbia State	(S)	22,307	.06	.06
Greenville News	(M&S)	10,896	.045	.04
Greenwood Index Journal	(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan	(E)	3,132	.04	.04
***Spartanburg Herald	(M)	4,744	.04	.04
***Spartanburg Herald	(S)	5,913	.04	.04
TENNESSEE.				
***Chattanooga News	(E)	20,105	.06	.05
Chattanooga Times	(M)	22,661	.07	.07
Chattanooga Times	(S)	23,046	.07	.07
***Knoxville Sentinel	(E)	19,822	.07	.06
***Memphis Commercial Appeal	(M)	83,350	.16	.15
***Memphis Commercial Appeal	(S)	113,841	.19	.18
***Nashville Banner	(E)	41,077	.07	.07
***Nashville Banner	(S)	43,116	.08	.08
***Nashville Tennessean	(ME&S)	44,675	.09	.09
VIRGINIA.				
‡Bristol Herald Courier	(M&S)	6,580	.04	.04
Danville Register and Bee	(M&E)	9,950	.04	.04
Newport News Times-Herald	(E)	8,464	.05	.05
Newport News Daily Press	(S&M)	8,349	.05	.05
***Norfolk Virginian Pilot	(M)	32,596	.08	.08
***Norfolk Virginian Pilot	(S)	38,452	.10	.10
***Roanoke Times	(M&S)	23,438	.07	.06
***Roanoke World-News	(E)	10,193	.07	.06
***Richmond News-Leader		45,383	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.

Don't Expect Advertising to Do the Impossible

IT WILL CREATE CONSUMER DEMAND FOR REASONABLY PRICED GOODS, PAY FOR ITSELF AND PRODUCE LOWER PRICES TO THE CONSUMER FOR THOSE WHO KNOW HOW.

EVERY dollar spent for advertising by the man or organization who really knows what he or they are after will create increased traffic and reduce overhead sufficiently to more than repay the cost, and perhaps spell lower prices to the consumer.

Selfishness, greed, ignorance or lack of courage is the chief stumbling block in the business careers of most of those who really have a meritorious article, fairly priced, and for which an enormous demand can be created, but who failed to arrive.

Henry Ford needs no artificial protection in the way of patents and such to give him a monopoly in the making of a sound automobile for very little money. His enormous success seems to point out a most valuable lesson to other manufacturers, and yet he has no serious competitor.

Instead of establishing methods which obviously give the consumer the benefit of quantity production in the shape of lower prices, too many are inclined to spend more money on the package, vast sums for hurrah-boy salesmanship, and other fortunes in non-selling general medium space.

Soda crackers in handsome packages sold for approximately 40 cents the pound as compared with 5 cents bulk goods of former days, inflicts too heavy a penalty to be paid for imaginary or real cleanliness.

The makers of such high-priced goods are rather unconsciously at the mercy of any newcomer with the goods which he will sell at fair prices and who is willing to let the public know it through newspaper advertising.

Too many of us have grown soft under the conditions of the past two or three years, when demand exceeded supply and any fool could sell a dollar's worth of almost any commodity for two dollars and a half.

Many businesses are suffering through payment of unjustified salaries to pretentious parasites who have grown in on the traffic and built fallacious reputations for salesmanship, when in reality thay have been mere distributors.

Certain advertising men who have carelessly spent millions of dollars for clients during the past year or two are now shaking in their boots because they know in their hearts that from now on they must get back on their marrow bones and hustle.

It is quite easy to load up a manufacturing concern with heavy additional costs on a rising market, but much more difficult to prune down and return to earth without serious results.

That is exactly what business is up against today and exactly in accordance with the degree of intelligence and efficiency employed in readjusting things will depend future success.

The man who will render greatest service—quality and price considered—to the consumer is the one who has unlimited opportunity in the present situation. Those who do the big things will be the millionaire successes of the future—to-morrow, next year, and the many years to come.

The Bible tells us that it is more difficult for the rich man to enter the Kingdom of Heaven than for a camel to pass through the eye of a needle.

In business it is more difficult for one who has tasted the blood of extortionate profits—politely called profiteering—to see any fun in narrower margin of profits.

Labor will not willingly forego the highest wages it can get, any more than clerks, managers, and bosses.

The dollar must be made to buy more and the cost of manufacturing must be reduced in order to permit the earned dollar to do its proper duty in buying the necessities and comforts of life.

Newspaper advertising which sells enormous extra volume for the retail shops in every city in the country can create constantly increasing sales for sound goods reasonably priced.

Those who would continue the methods of the past two or three years and seek to maintain unjustifiably high prices are merely riding for a fall, and perhaps unconsciously providing additional opportunity for those smart enough to seek to be the Henry Fords in other lines.

JASON ROGERS.

New York, Feb. 2, 1921.

Member A. B. C.

The New York Globe

170,000 a Day

LORENZEN & THOMPSON, Inc.,
NEW YORK CHICAGO

Digitized by Google

THIS ISSUE—MAKING BETTER CITIZENS in BROOKLYN

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 37 NEW YORK, SATURDAY, FEBRUARY 12, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per Copy

These Advertisers Follow Facts

They are the big drygoods and department stores of Chicago. They are the merchants who *must* reach the greatest number of buyers at the least possible cost; who *must* figure expenditure on the basis of returns; who *must* know newspaper values because they check results from day to day.

Month after month, year after year, these advertisers consistently use more space in The Chicago Daily News six days a week than in any other Chicago newspaper seven days a week.

They know—because they have *proved*—that The Daily News is the quickest, surest, most economical medium through which to reach the Chicago buying public. Follow their lead.

Total Agate Lines of Display Advertising Used by Individual Dry Goods and Department Stores in Chicago Papers During the Year 1920

	Daily News	Tribune		Herald-Examiner		Post	American	Journal
		Daily	Sunday	Daily	Sunday			
Rothschild & Company	781,902	64,121	358,712	51,075	283,162	42,044	416,717	283,987
Boston Store	548,212	7,308	20,051	71,799	192,030	22,256	259,902	323,595
The Fair	728,208	73,423	328,986	83,960	288,426	63,460	375,364	352,189
Mandel Brothers	659,640	393,533	220,453	101,876	125,446	136,072	187,007	247,817
Carson Pirie Scot & Co.	538,388	590,120	.....	273,268	.....	162,769	209,318	103,650
M. L. Rothschild	380,581	453,797	.....	174,463	.....	8,376	154,588	96,963
W. A. Wieboldt	434,834	4,000	110,940	2,956	103,300	.....	66,816	.....
The Hub	403,784	333,443	98,027	216,950	51,688	28,268	249,599	70,047
Hillman & Co.	355,679	11,140	154,610	7,560	132,562	.....	23,356	16,366
Chas. A. Stevens Bros.	210,238	224,720	163,840	11,779	30,512	13,040	35,811	.....
Marshall Field & Co.	542,277	540,320	.....	336,934	.....	540,465	372,250	194,317
L. Klein	222,857	222,867	80,986	.....	.....	.....	86,972	.....
12th Street Store	118,647	.....	.....	.....	.....	.....	72,739	77,953
E. Iverson	157,136	.....	3,968	.....	.....	.....	30,255	.....
L. Weber	43,457	.....	17,289	.....	14,499	.....	.....	.....
Loren Miller	14,495	.....	15,037	.....	10,840	.....	1,784	.....
Becker & Ryan	28,797	.....	28,134	.....	28,499	.....	3,524	.....
Corydons	34,204	.....	4,447	.....	.....	.....	.....	.....
Albert Lurie & Co.	9,928	.....	.....	.....	.....	.....	.....	.....
Atkins & Freund	104	.....	6,293	.....	11,712	.....	.....	.....
Klein Bros.	48,738	.....	.....	.....	.....	.....	426	71,316
Leiter Building Stores	220,309	6,137	134,521	2,118	43,065	608	31,514	2,310
Phillipsborns	8,956	.....	420	.....	6,055	.....	1,970	.....
Outlet Store	2,486	.....	1,190	.....	.....	.....	.....	.....
TOTAL	6,463,857	2,702,062	1,933,904	1,334,738	1,321,796	1,015,358	2,579,932	1,840,510

THE DAILY NEWS PRINTED

3,761,795 more lines than the next morning paper
3,883,925 " " " " " evening paper
1,827,891 " " " " " daily and Sunday paper
2,427,057 " " " " " all morning papers combined
3,208,157 " " " " " all Sunday papers combined

Digitized by Google

"OHIO

is one of the greatest producing states in the Union, and one of the biggest buying states.

The Ohio mind is alert, quick to make decisions and prompt to act, consequently her 1,138 family heads respond to advertisers' messages in *Ohio Newspapers* in the shortest time.

While most other states are thinking it over

OHIO DOES IT!

One intelligent tryout campaign in the accompanying list of *Ohio Daily Newspapers* will substantiate this fact.

Ohio is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

National advertisers should choose *Ohio*

FIRST"

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,586	.06	.06
Athens Messenger	(E)	6,808	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, 5c.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Irontonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,486	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,482	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,763	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.

Digitized by Google

—and in Mexico

STEPHEN BONSAL

represents the

PUBLIC LEDGER

Foreign News Service

With new American and Mexican presidents and congresses in power, now begins a most important period in our relations with Mexico—certainly the most vital period since Porfirio Diaz fled.

Stephen Bonsal knows Mexico.

He was present at the Madero revolution in 1910-11, visited that country on a special mission for our Department of State in 1915, and was advisor at the American-Mexican conference in 1916.

This special experience combined with Mr. Bonsal's wide knowledge of world affairs, gained in his career of 35 years as diplomat and war correspondent, eminently fits him to observe and interpret Mexican events.

□

Through the Ledger Syndicate newspapers may obtain exclusive city rights to the Public Ledger Foreign Service including the cables of Mr. Bonsal and of 28 other foreign staff correspondents.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

City Circulation 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

These three things expressed in your advertisement will bring you sales:

1.—What are you selling?
2.—How much is it?
3.—Where can it be bought?

One of the beauties about advertising in the Philadelphia Bulletin is that it so thoroughly meets the sales requirements of national advertisers.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

The paid average circulation for the year 1920,

488,687 copies a day

No prize, premium, voting coupon or other artificial method of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, FEBRUARY 12, 1921 No. 37

THE MAKING OF BETTER CITIZENS IN BROOKLYN

Educational Work Among the Young and Old Is Only One of the Many Services That Make the Eagle Stand Out as One of America's Great Newspaper Institutions

By CHARLES GRANT MILLER

ONE touring into a renowned city may be charmed with its environs and, turning aside into the parkways encircling it, leisurely saunter for the day through scenes of comfort and pleasure, of happy living, enlightened intercourse, cheer of human brotherhood and laughter of children, while catching only occasional floating vistas of the city itself whose busy activities are the source of all this social welfare and happiness.

Is it possible to approach a study of a newspaper enterprise by much the same delightfully indirect route through the pleasant parkways of human service that surround it all about?

To the Brooklyn Eagle there is no other practicable approach. It was a joyous day's journey among the public beneficences that radiate on all sides from the Eagle's routine activities.

Eighty Years Building

In matter-of-fact way I had intended to interview Publisher Herbert F. Gunnison and Managing Editor Harris M. Frist regarding the systems and methods that have made the Brooklyn Daily Eagle an outstanding example of journalistic excellence for 80 years and to inspect the newspaper plant that is famed throughout the world. I was eager to see the press room with its big battery of sextuple perfecting presses fed through slits in the floor and driven by individual motors without shafting or belting, with new rolls of paper attached by the flying paster without stoppage of the presses, ink pumped to the fountains by compressed air, all the oils used in the building for lubrication or cleaning piped to the points where needed and each of the more than 250 pieces of machinery throughout the plant controlled by its own motor. I had intended a tour of the many branch offices of the Eagle, some of them occupying its own buildings located in the centers of population in the various sections its wide service covers, and had hoped for full details of the elaborate bureaus maintained in London, Paris and Washington which serve not only as news-gathering centers but also as headquarters for travelers and as bureaus of information.

Greater Than Machinery

It was to learn in detail about all these things of practical importance to editors and publishers that I innocently set out. But without getting to any of these wonders in steel machinery and efficiency in management, I saw things more practical, more permanent, more profitable and more vitally important, I'm sure, to every editor and publisher who realizes that the equipment and power of journalism is not in the magic of mechanism but in the human spirit that leavens the community with higher ideals and happier and better manhood, womanhood and childhood.

As the human soul is greater than the body and its skill, is not the spirit of a newspaper of more importance than its physical plant and its routine methods?

About the Brooklyn Eagle there shines steadily the light of a great soul.

What constitutes this newspaper soul I cannot attempt to say; it will make enough of a story to tell of its manifestations.

The elevator I took in the Eagle Building was crowded with women, and from scraps of their conversation I heard of "Eagle Talks on Current Topics." What could be these talks in a newspaper office to which women were flocking? Here was an irresistibly tempting by-path.

In a comfortable auditorium on the second floor were already seated about 400 women and a score of men, and a member of the Eagle editorial staff was informally giving them the inside "Truth About Coal" and the "Rounding Up of the Building Grafters." In a 25-minute talk he had given his alert audience a very clear understanding of the two leading national and local news topics of the week. The girl reporter who had covered the arrival in New York of Mrs. Terence McSwiney followed with a charming account of her unwilling "bewitchment" by the young widow of the patriotic Lord Mayor of Cork. The big features of the national and international news of the week were interpreted by an Eagle editor.

An Interesting Hour

Altogether it was an hour of intensely interesting and enlightening discussion. There was eager show of appreciation on the part of the women, most of whom wore an at-home air of regular attendants.

These "Eagle Talks on Current Topics," now in their eighth season, are a decidedly novel departure in daily journalism and one of many examples of the Eagle's spirit as a public service institution. They are given every Tuesday at 11 o'clock and are free to all who care to come, though because of the limited capacity of the auditorium they are not advertised.

A unique feature in itself is this Eagle auditorium. Besides its weekly use for the Current Topics class it is convenient for gatherings of children's clubs too large for the children's own department, for the entertainments and dances of the Eagle Social Welfare Club and for other organizations clustered about the Eagle, for illustrated travel talks, lectures by notable exponents of new ideas in government and education and motion picture exhibitions of patriotic and educational nature, and it is always available without cost for any public meeting in the interest of Brooklyn or for the advancement of movements of human welfare.

Eagle editorials are quoted around the world. Vision that sees beyond pettiness, thinking that is educational and a crispness that is entertaining are the outstanding reasons why the opinion of the Brooklyn paper is sought when national and international thought is in the balance—and to be frank we must say that a look at Editor-in-Chief Arthur M. Howe explains the reason for this confidence.

The Eagle Information Bureau arrests attention. It was the first bureau of the kind and it keeps itself in the lead. The guiding principle is that of service to any inquirer. The bureau will arrange any manner of trip for you. It will tell you when the local and express trains are due at any station in the country; it will untangle a knotty whist problem, give you the amount of rainfall or temperature at any place on any day, give you a list of the hotels and boarding houses at any resort, with description of each and their rates, and supplement it with a list of Brooklyn and Manhattan people who are named as references by the hotel keepers.

Information For All

The bureau does as thorough work for those who are inquiring into educational institutions. Catalogues of all the colleges, their courses of study, their rates and other information are on file and may be consulted. In addition, the Information Bureau has charge of the compilation of the Guide to Brooklyn, Educational Directory, Summer Resort Directory, Winter Resort Directory, Health Resort Directory, Guide to Washington, Trolley Exploring Guide, all issued annually, and the Eagle Library Series, issued monthly. Among the Eagle's extraordinary media of public information the Eagle Almanac, published annually since 1886, is nationally popular.

Dovetailing into the service of the Information Bureau is that of a large reference library and the editorial "morgue" which holds one and a half million pieces of live information and three-quarters of a million pictures, classified, cross-indexed and instantly accessible.

War Service

As a part of its service to the public in war time the Eagle compiled a military card index record of over 60,000 men enlisted from Brooklyn and Long Island and over 12,000 photographs of soldiers and sailors, and through excellent special news services from the fronts was able to keep very accurate accounts of the movements and condition of all the home boys. Many thousands of Brooklyn mothers received through the Eagle, after great battles, precious assurance of the safety of their boys, or the sad news of death, maiming or missing, long in advance of official announcements.

The big, busy circulating library in the heart of the building on the seventh floor resembles the library of a well-kept private house except for the number of books and spaciousness of room. It indeed is in a way the "home" of the Eagle "family." The latest novels, works

(Continued on page 14)

Digitized by Google

EDITORS DECIDE PRESS ISN'T GOING BACK

Brooklyn Journalists at Luncheon to Watertown Editor Given by H. F. Gunnison Discuss Newspaper Philosophy

Round-table discussion of newspaper problems held at the Brooklyn Chamber of Commerce February 4 proved to be of such interest that some of the editors present were of the opinion that if such conferences could be held from time to time during the winter months they would be mighty helpful to the makers of daily papers.

The occasion was a luncheon given by Herbert F. Gunnison, publisher of the Brooklyn Eagle, to Harold B. Johnson, editor of the Watertown (N. Y.) Times. Other guests seated about the big oval table were Andrew McLean, editor of the Brooklyn Citizen; Herbert L. Bridgman, business manager of the Standard Union; F. W. Spicer, The Fourth Estate; Frank Le Roy Blanchard, Editor & Publisher; and the following members of the Eagle staff: William V. Hester, vice-president; Arthur M. Howe, editor; Harris N. Crist, managing editor; H. V. Kaltenborn, assistant managing editor; Cleveland Rodgers and John Selden, associate editors; Frederick Boyd Stevenson, Sunday editor; Edwin B. Wilson, city editor; Raymond M. Gunnison, assistant secretary-treasurer; Edward G. Martin, auditor, and Nelson Harding, cartoonist.

Some of the ideas that crystallized out of the informal discussion of several topics were:

The daily newspapers of the country have not retrograded, notwithstanding the charges to this effect that have been brought against them, but have made progress since the days of Greeley, Bennett, Raymond and Dana. They do not mould public opinion as they did in the days of those famous journalists, but rather, they crystallize it. Instead of doing the thinking of the masses, they encourage people to do their own thinking by furnishing them all kinds of information on public questions and urging them to form their own conclusions.

The editorial page is of better average quality. Personal vituperation between editors is no longer indulged in, except in rare cases. Bitter partisanship has been replaced by tolerance, or rather a desire to be fair and just to those who belong to the opposing party.

Generally speaking, quality of circulation is more desirable than quantity in the eyes of advertisers. A publisher must canvass his field and make up his mind to the class of people he wants for his readers and then give them the kind of a paper that will please them.

Some of the editors present at the luncheon were of the opinion that the New York newspapers were carrying too much foreign general news, and that some of the money now spent upon news of this character could profitably be invested in improving the character of home news. There seemed to be an impression that features are being overdone.

One of the delightful things about the luncheon was a short talk given by Andrew McLean, of the Brooklyn Citizen, the dean of Brooklyn journalists, upon some of his early experiences in journalism. He worked on the New York Sun before Dana became its editor and on the New York Herald during the lifetime of James Gordon Bennett, the elder. And in recalling those days he told several interesting stories.

Mr. Johnson, the guest of honor, spoke briefly upon journalism in the northern counties of New York State. Mr. Gunnison, in introducing him, alluded to the fact that his paper, the Watertown Times, has a circulation of 16,000 in a city of 32,000 population, a somewhat unusual showing.

SPORT WRITERS DINE

Magnates, Players, Reporters and Business Men Meet in Philadelphia

PHILADELPHIA.—The 14th annual dinner of the Philadelphia Sporting Writers Association was held February 8, at the Hotel Walton, and was attended not only by all the sporting writers in the Quaker City, and from a number of nearby towns, but by many men prominent in business, professional and political life who are directly or indirectly interested in sports. The toastmaster was Robert W. Maxwell, president of the association and sports editor of the Evening Public Ledger.

Perhaps the most important speech of the evening was made by John B. Heydler, president of the National League, who declared that there is no chance for the indicted players of the Chicago White Sox, who were connected with the world's series scandal of 1919, returning to baseball.

Other speakers were "Wild Bill" Donovan, the new manager of the Philadelphia National League team; William F. Baker, president of the Philadelphia Club; "Bugs" Baer, the New York sporting writer; Jack Kelly, and Paul Costello, American oarsmen who won such triumphs at the Olympic games; William J. Shettsline; Eddie Collins, second baseman of the Chicago White Sox; Harry Davis, former captain and manager of the Philadelphia Athletics; Stony McLinn, former Philadelphia and Pittsburgh sporting writer and now secretary-manager of the American Trap-Shooting Association; Starr Matthews also representing the trap-shooters; C. B. Durborow and George Kistler, swimmer; Hugo Bezdek, the famous State College foot ball star; J. Emory Soule and Joseph Mayer, billiardists; John S. Smith, chairman of the New Jersey Boxing Commission; Lew Tendler, Philadelphia light-weight; Director of Public Safety James P. Cortelyou, and others.

Oregon Publishers Elect Officers

SALEM, Ore.—The Oregon Publishers' Syndicate, formed recently to conduct co-operative buying for the newspapers of the state outside Portland, has perfected its organization with the election of officers. George Putnam, of the Salem Capital Journal, was named president, and other officers were selected as follows: Vice-president, Lee Drake, Astoria Budget; secretary- treasurer, E. L. Hurd, Corvallis Gazette-Times; directors, S. S. Smith, publisher of the Medford Sun; Bruce Dennis, publisher of the La Grande Observer; E. M. Raegen, publisher of the Albany Herald, and J. E. Shelton, publisher of the Eugene Guard.

Canada Awaits Radio Developments

OTTAWA, Ont.—Plans for an imperial system of wireless communication for press and commercial purposes are being revived in London, but the Canadian government is disposed to await the outcome of experiments now in progress before taking any action in the matter. The scheme was originated before the war, and proposed a chain of wireless stations from England to the Africas, India, Singapore and Australia, the question of Canada being included in the circuit being left open. The British government is now going ahead with the first link.

STRINGS ON "P.-I." STOCK BAR SALE TO HEARST

Seattle Deal Falls Through When It Is Found 10 Per Cent Dividend Must Be Paid on Holdings of Sen. Wilson's Widow

(By Telegraph to EDITOR & PUBLISHER.)

SEATTLE, Feb. 8.—Negotiations for the sale of the Post-Intelligencer to the Hearst interests were declared off at midnight, February 5, when Mr. Hearst's option expired. Representatives of Mr. Hearst who have been on the ground here for several days have left and there are now no known plans for the resumption of negotiations.

Failure of the Hearst organization to raise a liberal portion of the capital needed in this section, together with the fact that an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through.

When the late Senator John L. Wilson sold his interests in the Post-Intelligencer some years ago, according to authentic reports here, it was stipulated in the contract of sale that certain block of stock, declared to be in name of Mrs. Wilson, had to draw 10 per cent irrespective of the earnings of newspaper.

Up until a few days ago it was thought certain that the sale of the Post-Intelligencer to Mr. Hearst would be consummated but when final stages of negotiations were reached differences and obstacles developed that could not be satisfactorily threshed out or swept aside up to the date when the option expired.

Clark Nettleton, publisher of the Post-Intelligencer, has vigorously resisted the sale throughout the period negotiations were under way. Although the disposition of the stock of the paper in several particulars was so tied up that Mr. Nettleton could not claim dictatorship over a majority of stock, it cannot be denied that his pronouncedly unfavorable attitude toward the proposed deal had considerable to do with its failure. Mr. Nettleton refused to discuss the matter today except to admit with undeniable satisfaction that the paper has not been sold.

It is generally reported, however, that stockholders aligned against Nettleton have become all the more vigorous in their stand against the publisher since the Hearst deal failed to materialize, and that some new developments in addition to a liberal number of suits now pending in courts here over the right of ownership by certain stockholders of blocks of stock, as well as damage suits involving erstwhile and present stockholders, may be expected soon.

Winners in Nation's Poetry Contest

PHILADELPHIA—One of the winners in the recent poetry contest conducted by the Nation was Roy Helton, professor of English in the West Philadelphia High School for Boys and a former special editorial feature writer on the Philadelphia Evening Ledger. After Christopher Morley left the Evening Ledger and went to the New York Evening Post, Mr. Helton continued to write a number of the "Travels in Philadelphia," a feature which Mr. Morley had inaugurated on the Evening Ledger. The Nation announced originally that it would award a prize of $100 for the best poem submitted in the contest, but the judges finally decided to divide the prize between Mr. Helton for his poem entitled "May Jones Takes the Air" and James Rorty, of California, for his poem entitled "Prelude: When We Dead Awaken." Mr. Rorty is also a dramatist and journalist. The judges in the Nation's contest were William Rose Benét, associate literary editor of the New York Evening Post, and Ludwig Lewisohn and Carl Van Doren, dramatic and literary editors, respectively, of the Nation.

Olympia Printers Strike

OLYMPIA, WASH.—The typographical crews of the Morning Olympian and the Evening Recorder walked out recently, when their demands for increases in wages were refused. New crews were obtained without much difficulty and the papers continued publication without interruption. The Olympian and the Recorder paid union printers in 1920 $45 a week for day work of seven-and-a-half hours and $48 a week for night work of seven hours. The Olympia publishers claimed that these wages were as high or higher than paid on any daily paper published in the United States in a city of 10,000 or less population. The printers were offered the same wages for 1921. They wanted an increase and upon being refused walked out.

Want Political Rates Equalized

BOSTON.—Passage of a bill prohibiting newspapers from charging higher rates for political than for mercantile advertising was favored by Representative Russell T. Bates of Quincy at a hearing before the Massachusetts legislative committee on mercantile affairs at the state house February 3. He claimed that such legislation would protect politicians "from blackmailing sheets." According to him the rates charged are four times ordinary rates. Thomas Brennan, an attorney, represented the Boston Herald and Boston Traveler, and Fred A. Fernald represented the Boston Globe at the hearing. Mr. Fernald held that the passage of the proposed law would result in discrimination and affect the freedom of contract between parties.

Editors Named Texas Regents

AUSTIN, Tex.—Governor Will P. Hobby has appointed Henry Edwards, editor and publisher of the Troup (Tex.) Banner and former president of the Texas Press Association, as a member of the board of regents of the College of Industrial Arts at Denton. With the appointment of Mr. Edwards there are three Texas editors now members of this college board, Sam P. Harben of Richardson, secretary of the Texas Press Association, and J. H. Lowry, editor and publisher of the Honey Grove (Tex.) Signal, being also members.

Providence Journal Directors Elect

PROVIDENCE, R. I.—At the annual meeting of the Providence Journal Company held last week, Stephen O. Metcalf, Henry D. Sharpe, John R. Rathom, Harry P. Cross, G. Pierce Metcalf, William L. Hodgman and Edward S. Aldrich were elected directors. The following officers were elected: President, Stephen O. Metcalf; vice-president, Henry D. Sharpe; editor and general manager, John R. Rathom; treasurer and secretary, Robert W. Warren; business manager, Allison Stone.

Buffalo Commercial Two Cents

BUFFALO.—The Buffalo Commercial on February 7 increased its sale price from one to two cents, claiming increased costs made the new price necessary. The Commercial reduced its price from two cents to one cent a year ago, other newspapers maintaining the former price, as now.

Digitized by Google

CONGRESS UNLIKELY TO PUT NEW DUTY ON PAPER IMPORTS FROM EUROPE

Publishers Fight Hard for Permanent Exemption of Newsprint from Tariff—Paper Makers Want $15 a Ton Duty, with Threat to Canada

WASHINGTON, D. C.—Congress is likely to make permanent the duty free importation of newsprint so long as its value in the country of origin does not exceed eight cents, it is believed here, following the presentation of a brief by the American Pulp & Paper Association and testimony by publishers controverting the manufacturers' request for a tariff of $15 a ton on newsprint imports from all countries except Canada. To the surprise of the committee not one representative of a newsprint manufacturer appeared before the House Committee on Ways and Means when hearings on a tariff on paper were called last Saturday, suggested changes in the present tariff regulations being presented by the association in a brief, the salient points of which were:

1. That newsprint manufacturers in the United States were at a disadvantage as compared with manufacturers in Germany, Sweden, Norway and Finland, because of the artificial conditions created by the rate of exchange, and with Canadian manufacturers who derive pulp wood and power from low-priced leases from their provincial governments and who have not large investments in woodlands and water powers.

Want Axe Over Canada

2. That the Federal Trade Commission reported in 1917 that the cost of making newsprint in Canada was $4 to $5 a ton cheaper than in the United States and that the Pulp and Paper Association now estimates the difference at $15. However, as Canada now produces about 40 per cent of the newsprint used in the United States, it is asked that the duty on Canadian newsprint be suspended and that a duty be applied only by executive order whenever it may be shown that the Canadian provinces are maintaining or imposing restrictions that are inequitable and unfair. The latter provision is looked upon as a possible weapon to replace the Underwood proposals which failed of enactment last year.

3. That a duty of $15 a ton be imposed on newsprint imports from countries other than Canada.

4. That the following duties be placed on wood pulp: Mechanical pulp, 1-10th of 1 cent per pound; unbleached chemical pulp, 2-10ths of 1 cent per pound; bleached chemical pulp, 3-10ths of 1 cent per pound.

The duties on pulp, while not opposed before the committee, were vigorously objected to in a statement issued by the Association of American Wood Pulp Importers, through its secretary, L. W. Bowmail, on Saturday. It was contended that if such a duty should be imposed the price would be added by the American wood pulp manufacturers to their product and would then be added to the price of paper. It was pointed out that the shortage of available wood in the United States makes necessary the importation of a large amount of wood pulp.

Testifying for the publishers were S. E. Thomason, business manager of the Chicago Tribune and acting chairman of the American Newspaper Publishers' Association paper committee; J. B. Finan, publisher of the Cumberland (Me.) Times, and William J. Pape, publisher of the Waterbury (Conn.) Republican, and representative with Mr. Finan of the Publishers' Buying Corporation and affiliated organizations.

"The total consumption of newsprint by American newspapers in 1920 was, according to the Newsprint Service Bureau, 2,144,000 tons," Mr. Thomason declared. "The total newsprint production of American mills in 1920 was 1,511,000 tons, or less than 70 per cent of the domestic consumption. Of the 689,000 tons imported, 668,000 tons were imported from Canada. Since 1909, newsprint consumption in the United States has increased practically 100 per cent; production has increased less than 30 per cent.

"So far as Canadian imports are concerned, no one appears asking a protective tariff on newsprint. Wages of the newsprint industry are the same in Canada as in the United States. In imposing tariff for revenue, Congress has always been mindful of the educational and public uses to which the product is put.

"The only tariff asked by the manufacturers is against imports from other than sources. These last year, with the highest prices in the history of the industry prevailing, amounted to only some 21,000 tons, certainly not a sufficient amount to disturb the American industry, except as it was indicative of a possible source of competition if prices continued to climb.

Europe Can't Compete Always

"These Scandinavian, Finnish and German imports in normal times offer no threat to the industry here, and prior to 1918, such imports have been negligible. The paper imported from Europe has not been equal to the American in quality. The winding and moisture content has made it difficult to run on American presses. The necessity of depositing cash to insure shipment has made the publishers wary. The damage in transit has been high. No American publisher would take this paper today at $10 a ton under the American price and some who have used it would not use more at any price. So no tariff is needed for the protection of the American industry in respect to European exports.

"On the other hand, the possibility of European imports in another runaway market would have a sobering effect on American prices.

"No tariff is going to bring about an expansion of the American paper-making industry. The forests in the East are depleted. The forests in the Far West and Alaska will not be available for many years. If they were, the high prices of the past 24 months and the prospect of continued high prices would have brought about the location of new plants before this.

"Wood pulp, in the proportions of 80 per cent mechanical and 20 per cent chemical, is the raw material from which newsprint is made. There is hardly any argument that can be advanced in favor of the free admission of newsprint that would not be equally applicable to wood pulp. The domestic supply is insufficient to meet requirements. Manufacturers are in no danger of Canadian competition. The question of protection to home labor is not involved. A duty would work hardship upon a class of small paper manufacturers who have no pulp resources of their own and who are dependent upon the open market for their raw material. It would discriminate in favor of the large producers who have their own pulp wood resources in this country."

Mr. Finan expressed surprise that the manufacturers wanted a tariff on wood pulp and added: "If a tariff is put on newsprint, the great danger is that it will fall into the hands of speculators who will force the prices up."

Replying to a question regarding "understandings" between the paper manufacturers regarding prices, Mr. Finan said that while there may have been some between a few manufacturers, he believed that many have been dealing fairly with consumers.

"When newsprint was selling at 16 cents a pound and cost $80 a ton to manufacture I could have had all I wanted if I had been willing to pay the high price," Mr. Finan told the committee. "The Scandinavian paper coming into this country at 8 and then at 7½ cents broke the spot market quicker than any cessation of consumption ever would have done."

Take in Pape Testimony.

Admit They Broke Market

William J. Pape, publisher of the Waterbury (Conn.) Republican and president of the Publishers Buying Corporation, established his status as an expert witness by summing up the genesis of the Publishers Buying Corporation and its accomplishments in checking the runaway market of 1920 and providing its members with contracts for 1921 at prices far below those quoted in the middle of last year. He presented credentials to the committee as the spokesman for 250 daily and Sunday papers of small and medium size and several hundred weeklies, published in 31 states east of the Rocky Mountains, who, he said "feel that the group buying plan has been remarkably successful, in which opinion the officers and directors co-incide." He continued:

"As soon as the spot market on newsprint was broken in New York last October, and we admit that we are generally charged with having broken it, paper circles began to say that Congress would have to impose a duty on newsprint paper, which is at present admitted free of duty if its value in the country of origin is less than 8 cents a pound.

"We are here to oppose any effort that may be made to place any duty upon newsprint paper, and to ask that it be retained permanently on the free list. At present it is on the free list, if valued at not over 8 cents a pound, until May, 1922, only. The history of this provision shows that originally the price line was drawn at 2½ cents a pound. About 1911, when prices had risen until the exemption threatened to become inoperative, the price limit was raised to 5 cents a pound. Again in May, 1920, when foreign newsprint was again in danger of becoming subject to duty, the limit was raised, for two years only, to 8 cents a pound. This recurring necessity for amendment made necessary by rising prices very neatly illustrates the price trend of the newsprint market in recent years.

"At the present time, owing to the depression of business, there is somewhat more than a sufficiency of newsprint to meet the demand and it is for the greater portion of the production being sold at 6½ cents a pound, or $130 a ton. Habitually, 90 percent of the newsprint produced in the United States and Canada is sold under contract and the high prices of 1920 were not contract prices, but spot market prices, affecting less than 10 per cent of the tonnage. The monthly newsprint reports of the Federal Trade Commission show that the 90 per cent of the North American product which was sold in the United States under contract during 1920 brought an average price of less than $100 a ton f.o.b. mill as against $130 a ton for the first quarter of 1921.

Big Profits at $75 a Ton

"Yet at $100 a ton the regular newsprint mills of the United States and Canada enjoyed in 1920 what is admittedly the most prosperous year in their history, and the year 1919, when the average contract price was $75 a ton, was also a remarkably prosperous year. During these years they accumulated large surpluses, paid up back dividends on preferred stock, and made heavy investments in new manufacturing projects. The extraordinary profits which were being made in paper were matters of common report and stimulated new projects in spite of high construction costs. The shares of one paper company rose from $48 to $290 on the Montreal Stock Exchange in a comparatively short time.

"In spite of this record of profits, we see evidence in the publications speaking for the paper trade that there is a disposition to look for renewed higher prices. The Paper Mill, published in New York, printed on January 15 a dispatch from its Montreal correspondent setting forth that even if the price of newsprint did average $100 a ton in 1921, the Canadian manufacturers would not suffer because $100 a ton was their average price in 1920, which was the most profitable year in their history. In its issue of January 29, it printed a dispatch from Watertown, N. Y., stating that the paper interests in that district anticipate a renewed peak in the demand for newsprint and expect that publishers will soon be scrambling in the market for supply, that the contract price will not go below $130 a ton and is more likely to rise to $150 or $160.

U. S. and Canada One Field

"It will be noticed that in this argument the United States and Canadian interest is discussed as one. For newsprint purposes, North America must be considered as one unit. The United States contributes nearly all of the demand, and supplies from its own mills about 60 per cent of its own needs. The remainder comes from Canada where the mills have mostly been established in the last ten years, since our own wood supplies began to dwindle. The paper making machines of Canada have in general been built to supply the printing presses of the United States, and the alliance between paper making interests on both sides of the border and between Canadian producers and American consumers is intimate.

"No protective tariff, however high, could give the paper mills of the eastern United States their former dominant position. Their safety lies in the fact that even at the prevailing high prices there is a consistent demand for their goods.

"Tariff measures would simply raise prices and the Canadian paper would continue to come in because the newspaper presses must be fed. Eventually it might stimulate the building of new mills in Alaska and the Far West, but the principal markets are in the territory from New York, Philadelphia and Boston on the east to Kansas City and Chicago and in much of this territory newsprint from the Pacific Coast could be distributed only at high cost. Our conclusion is that Canadian newsprint is vitally necessary to the United States supply and if it were possible to shut it out, the result would be widespread commercial disaster. If it be taxed, the

NEXT WEEK:

LIVING IN DARKNESS HE RADIATES LIGHT AND CHEER

A story of how one man through the editorship of a newspaper has helped to lift his community to higher and better things—how he, though blind, has visioned greater beauty for those who can see. It is a story of outstanding accomplishment against overwhelming odds.

Digitized by Google

consumer will pay the duty. This is already provided for in the contracts between Canadian manufacturers and United States consumers.

"The only remaining competition to be feared is from Europe, principally from Scandinavia, Finland, and Germany. There are many inherent difficulties in the way of the European manufacturer seeking to invade the United States market. The industry is better developed here.

"The United States and Canada make approximately two and a half times as much print paper as the rest of the world. Germany, before the war, made more than half of the remainder and the German industry has lost its old-time vigor and most of its coal supply. Europe can import to the United States under the most favorable conditions 100,000 to 150,000 tons a year. The North American production for 1920 was 2,400,000 tons.

"But Europe was unable to compete in this market until newsprint rose above $130 *a ton.* Practically no European newsprint had ever come in until last spring when 1,050 tons came in one month. During the next six or seven months the record shows a general rate of one to three thousand tons a month. In November, a high record of over 8,000 tons was made. This paper, however, could be contracted for in August and September when the domestic spot market was $200 to $250 a ton.

"It arrived with a market of $160, *and much of it is in warehouses still unsold.* The November imports may prove to be the peak. Some observers think that foreign paper brought the spot market down. Undoubtedly it contributed, but it was not so much the comparatively small quantity actually imported, but the fact that very much larger quantities could and would be imported if the United States market remained high, that was effective. Consequently, European newsprint not actually imported, acted as a check against inordinately high prices during 1920. The writer's experience as purchasing agent for the Buying Corporation shows that there is in the mind of the publisher a differential of $10 in favor of the domestic product because of greater certainty and promptness in delivery and this would seem to be sufficient protection for a bulky, low-grade product that is subject to heavy damage in ocean transit with its numerous handling at both ends of the journey. Consequently we urge that newsprint not exceeding 8 cents a pound in value, be placed on the free list permanently."

"The United States consumes considerably more newsprint that all the rest of the world, and produces only 60 per cent of her own supply. The paper trade told the publishers from October, 1919, to October, 1920, that there was a world-wide famine in newsprint and in this way justified prices, which were indefensibly high. We cannot be blamed if we take the paper trade at its word and insist that any newsprint which is available should come in free of duty"

BUYING CORPORATION IN NEW CAMPAIGN

Service Bureau for Publishers on Newsprint Will Prevent Future Runaway Markets Pape Tells New England Journalists

(*Special to* Editor & Publisher.)

Boston.—The second meeting of the Publishers' Buying Corporation, in an effort to induce the publishers of the country to get behind the organization's plan to build up a Newsprint Service Bureau for Publishers, was held at the Copley-Plaza Hotel in this city Tuesday morning. W. J. Pape, publisher of the Waterbury Republican, and president of the Buying Corporation, recounted the activities of the organization since its inception, and urged the publishers present to give it their careful consideration and co-operate with the publishers already behind the movement.

Mr. Pape stated that the present price of $130 a ton for newsprint paper was not justified, since it was possible for some of the large manufacturers who were advantageously located to manufacture newsprint at $40 a ton. It was being done, he declared, by the New York World. Since all manufacturers could not manufacture at such a low cost the publishers, he said, were willing to pay a substantial profit, sufficient to pay not only reasonable dividends but sufficient to encourage extension of existing paper plants. He brought out the fact that it was doubtful if there was a mill in this country or Canada which could not manufacture newsprint at a handsome profit at $100 a ton, and many could realize a large profit at $80 a ton.

The new bureau which the corporation is establishing, Mr. Pape stated, would tend to assist every movement toward a stabilization of prices. The corporation was going out of the buying field, he said, as it recognized the fact that buying was the legitimate field of the broker, but the corporation would endeavor to continue its work of assisting the publishers without contracts to buy his newsprint supply in an intelligent manner, by keeping him informed in regard to the actual and not a fictitious condition of the market such as brought about the recent panic.

Mr. Pape feels there will be more paper next year than this year, and unless there is a sudden increase in business and another tremendous growth in advertising, there will be enough paper made to take care of everybody's supply for two years. According to Mr. Pape the organization bought spot tonnage during December at $28.50 a ton cheaper than the average price made by the newspapers of the country. "We are going to keep the efficiency of the buying corporation 100 per cent strong, similar to the fire departments of the great cities, for a possible conflagration that may break out," said Mr. Pape. "We propose to spend $50,000 a year. We have the organization in New York pretty well tuned up now. We are going to be in a position to know just what is going on in newsprint, and they will not be able to put over on us more propaganda as they did in 1920.

"If newspapers like the Chicago News, New York Times or Boston Post wish to enter the organization, they are entirely welcome. Their charges would be, of course, commensurate with their size. I should say off-hand that if Mr. Grozier of the Post wanted to become a member of the organization I should tell him the charge would be in the vicinity of $1,000 a year, whereas the average charge to the publishers of the country would be from $1 to $5 a week—$50 to $250 a week because they are not so huge. $50,000 is the minimum cost of running the organization, but this would mean a small charge to an individual. This $50,000 would carry the organization even though it might increase to 1,000 in membership."

The New England Newspaper Alliance held its regular meeting at the Copley-Plaza Hotel following the meeting of the publishers in this district in the morning who gathered to listen to Mr. Pape.

SMILES HELP TRUTH IN ADVERTISING

Dillon Tells New York Club That Courtesy and Truth in Goods as Well as in Copy Are Great Needs Today

"I went to Indianapolis soon after the convention of the Associated Advertising Clubs of the World had been held to secure for the publications I represented an advertising contract from a large pancake flour manufacturer. Upon the globes of the street lamps was still to be seen the word 'Truth,' the motto of that organization.

"I presented arguments to prove that he ought to use our publications and after I had finished he leaned back in his chair and said:

"'I will give you an order if you will guarantee distribution in certain States where at present we have practically no distribution.'

"For a moment I did not reply. Looking out of the window I saw that word 'Truth' on an electric light globe. Then I said:

"'My publications would not help you much in the States to which you refer, for the people in them do not use prepared pancake flour.'

"To make a 'good story' I ought to be able to say that the manufacturer in recognition of my frankness and honesty, gave me a large advertising contract for my papers, covering other sections of the country, but, I am sorry to report, he did nothing of the kind."

The above was one of the stories told by Charles Dillon, formerly of the Capper publications at Topeka and later of the American Press Association, in an inspirational address delivered before the Advertising Club of New York at its Wednesday luncheon. Mr. Dillon's subject was announced as "Good Humor in Advertising," but he dwelt at some length on the more serious aspects of advertising—truth and service.

"There is need of truth in the store as well as in the advertising," said the speaker. "The men's suits you see in the window are expressly made for display—a bait to catch buyers. I've tried many times to buy one of those suits, but have invariably been told that they were not my size."

Mr. Dillon defined an egotist as a "man who smiles at the girls and thinks he makes life happier for them. He has an idea that when he dies an admiring public will make a public park of the place where he passes away."

On one occasion he went to Cincinnati, he said, and called upon a manufacturer to secure an advertising contract. He had only spoken a few words when the latter threw up his hands and exclaimed:

"Advertise! Vy should I advertise? Vat I need is four men to look after the cancellations."

"Truth is needed in art as well as in text. Did you ever see a Kuppenheimer young man in real life? Or one of those brutes that are pictured in collar ads? The style of young women who figure in the newspaper and magazine advertisements are not the kind that make good wives and mothers.

"We need more truth in our advertising agencies. Did you ever stack up against 'he is in conference' when you have called to see an agency man? Or 'he is with a client'? Of course you have. I have visited agencies so early in the morning that the janitor and myself were the only persons present, but couldn't beat 'the conference' excuse.

"Why don't the agencies take their own medicine? Very few of them seem to think it necessary, although their business needs it just as much as that of the grocer or the druggist.

"I would like to have a few words of conversation with the copy writers who use baby talk in advertisements addressed to farmers on the supposition that they are different from other people. Not all the jays are on the farm. You have some right here in New York. Farmers, as a rule, do not wear whiskers. They do not 'dress up' in stiff collars and silk shirts when at work in the fields, but when they drive to town or go to church, they are dressed and look like the average business man.

"The trouble with a lot of copy writers is that they do not know the people they are talking to. What they ought to do is to get out of their receiving vaults and mingle with the people they are going to address so that they may know how to talk to them in a way that will be effective.

"What we lack in the advertising business is courtesy and consideration. In South America, smiles, politeness and courtesy are absolutely necessary. If we had them here how much pleasanter the world would be to do business in!

"Many a man has been made successful by a fool wife who believed in him. Love the occupation in which you are engaged. Believe in it or get out of it. Beware of the man who is continually knocking his job.

"I admire the courage of the business manager of a New York newspaper who recently told one of his big retail advertisers that if he didn't revise and reduce his prices he would throw his advertisements out of the paper. He refused to allow the merchant to prey upon his readers.

"The country editor is the freest editor on earth. The thing that is going to save this nation is country journalism. The country editor knows his readers and his readers know him. He can talk to them frankly on the subjects that concern them and they respect and are influenced by his opinions and advice. He wields a far greater influence over his constituency than the metropolitan editor wields over his.

"We need kindness and courage in our dealings with our fellow men. The cheery smile and the warm handshake do more to make life worth living than anything else. Goethe says: 'No man can commit a deadly sin who laughs.'"

BROMPTON EARNED $1,853,588

American Subsidiaries Equalled Canadian Gains—Costs Have Been Cut

(*Special to* Editor & Publisher.)

Toronto.—Earnings for 1920 of $1,853,588 were shown by the Brompton Pulp & Paper Company's yearly financial statement to shareholders at a meeting a few days ago. This amount is before deduction for depreciation, fixed charges, etc. After interest and dividends had been deducted, the amount carried forward was $675,886. The regular quarterly dividend was declared payable February 15.

Earnings of the two American subsidiaries, the Claremont Paper Company and the Groveton Paper Company, it was stated, were together equal to those of the parent organization. These however, were not included in the report of the Brompton Company. Demand for the company's paper is improving, the shareholders were informed and the mills which have been re-opened are now working at half capacity with costs reduced all along the line. The retiring board of directors was re-elected without change.

Digitized by Google

SEITZ AND WILLIAMS TALK STRAIGHT AT PENNSYLVANIA MEETINGS

New York Journalist Appeals For Higher Reward For "Brains" on Newspapers—C. R. Long of Chester Again Named President and Other Officers All Re-Elected

HARRISBURG, Pa., Feb. 10.—A brighter future for newspaper publishers after the blind, extravagant orgy in which the country has indulged for the past several years was predicted by speakers at the annual meeting of the Pennsylvania Associated Dailies, the Pennsylvania State Editorial Association, and the Association of Weekly Newspapers, held here yesterday and today.

More than a hundred publishers and editors from all sections of the state and representing all classes of papers attended the sessions.

Appealing for closer co-operation from the public and from the advertisers, the speakers at the banquet last evening predicted a revival of newspaper prosperity, fourth among industries in this country.

T. R. Williams, business manager of the Pittsburgh Press and president of the American Newspaper Publishers Association, gave his audience a clear picture of current newspaper conditions, showing that costs of production are rising and not falling and that advertising rates cannot come down while that condition prevails. His address is published in full in another column.

Don C. Seitz, business manager of the New York World, praised publishers' associations and expressed his conviction of their value to members of the profession. He asserted that in the future the price of the paper to its readers should advance rather than the advertising rates, quoting the comparative advances in other commodities.

An appeal for the news gatherers and editors was also put forward by Mr. Seitz, who spoke of the increased wages of the mechanical forces, but "not a cent for brains." The increases have been out of all proportion in-so-far as the "upstairs" men were concerned, he said.

Devoting a few minutes to press agents, Mr. Seitz condemned the proposition of big industries overloading the papers of the country with propaganda designed to aid their several causes, and claimed that by these means the freedom of the press was becoming little less than a meaningless phrase.

"The people look to the newspaper as their intellectual leaders," said Mr. Seitz, "and it devolves upon the editors to see that their trust is not misplaced."

Charles R. Long, president of the Associated Dailies, presided as toastmaster, and urged a closer union of the publishing interests, dwelling upon the importance of the newspaper support of all agencies having to do with law and order and the development of the community and the State.

George McManus, the cartoonist, was the closing speaker.

The meeting opened yesterday afternoon with President Long in the chair, and the opening address was delivered by Auditor General-elect Samuel S. Lewis, of York, who told his hearers of his early work as a carrier on the York Dispatch, and then outlined his program of office.

Major J. C. Shumberger, income tax expert, Allentown, explained the income tax, how it operated with respect to the publisher, and straightened out some of the problems which confronted them in after-war adjustments.

H. N. Kellogg, chairman of the standing committee of the A. N. P. A. on labor, gave the results of his investigations in the labor field and presented some suggestions to the Pennsylvania publishers.

Suggestions by Don C. Seitz that they discontinue the practice of publishing a financial page was considered today by a large number of the Pennsylvania publishers.

"Wall street is the curse of the nation," said Mr. Seitz at the banquet last evening, "and I cannot see why we should give column after column of valuable space, for which no money is paid, only for gamblers to use. That's what it amounts to, and there is scarcely five per cent of news in the financial columns, they only serve to drag many of their impecunious rural subscribers into the net of Wall street."

The first speaker at the session this morning was R. H. Wildman, classified advertising manager of the Baltimore Sun. Mr. Wildman declared that a loss of but 3½ per cent resulted on classified phone calls and that the service more than compensated for the loss. He deprecated the use of "tf" orders, and urged that all orders be specific in the number of insertions.

Newspaper publishers should not be afraid of the 44-hour week, was the word brought by one speaker yesterday, who claimed that only the job print end of the publishing business would be thus affected and that out of all the publishing firms of which he knew but four had acquiesced in the 44-hour proposition. Several Chicago papers have advanced the proposition of reduction of the maximum wage from $60 to $40, it was also said.

"The value of the newspaper in community life cannot be measured in dollars and cents; it is deeper than that," M. Hoke Gottschall, chief of the Bureau of Statistics of the Pennsylvania Department of Internal Affairs, said. "The publishing interests, representing an investment of $87,000,000 in Pennsylvania alone, are a power for untold good in their several communities and an inseparable link in the chain of Pennsylvania progress."

Charles R. Long, Chester Times and Republican, was re-elected president of the Associated Dailies, George J. Campbell, Pittsburgh Daily Law Journal, was re-elected first vice-president, and John L. Stewart of the Washington Observer, second vice-president. Wilmer Crow of Harrisburg, was again made secretary and W. L. Binder of the Pottstown News, treasurer.

Committees were appointed by the executive committee as follows: Legislative, George J. Campbell, chairman; J. H. Seerby, Pottsville Republican; C. N. Andrews, Easton Free Press; E. J. Stackpole, Harrisburg Telegraph; H. L. Johnson, Altoona Mirror; executive committee, H. C. Carpenter, Lancaster Intelligencer; Elmer L. Stoll, Pittsburg, and E. J. Stackpole, re-elected. Holdovers—W. L. Taylor, chairman; R. C. Gordon, Waynesboro Record; A. B. Schropp, Lebanon News; C. N. Andrews, C. J. Smith, Allentown Herald; W. L. Taylor, York Dispatch; J. H. Zerbey; uniform advertising rates, H. C. Carpenter, C. J. Smith and John L. Stewart; membership, R. C. Gordon, Waynesboro, chairman; John L. Stewart and C. J. Smith; bulletin and labor, Wilmer Crow, George J. Campbell, E. R. Stoll, Jesse Long and E. J. Stackpole, chairman.

(*Continued on page 33*)

NEW YORK DAILIES SHOW LOSS OF 11 PER CENT IN JANUARY LINEAGE

LOSSES, averaging 11.1 per cent, are shown by most New York dailies in advertising lineage during January, 1921, as compared with January, 1920, the respective totals for the 17 New York and Brooklyn papers being 12,735,128 lines and 14,344,249 lines. Five Sundays in 1921, against four in 1920, helped to keep the totals closer than rough estimates of daily lineage during the month had indicated, but, on the other hand, the lack of a national truck show in connection with the New York Automobile Show early in the month cut automobile lineage during that period 50 per cent and more.

Detailed analysis by classifications of the figures by the New York Evening Post Statistical Bureau, which prepared the following table, is not yet available, but the totals show that the 25 per cent decrease on last year's business which is expected by many newspapers all over the country is likely to be a high estimate of the New York dailies' losses. The tabulated figures follow:

Pages 1921	Pages 1920		Percentage of total space	1921	1920	Gain	Loss
954	946	American	7.0	906,002	1,066,118	.....	160,116
966	1,010	Brooklyn Eagle	7.6	988,302	1,009,856	.....	21,554
386	....	Brooklyn Times	2.0	255,156	.....	.....	.....
374	418	*Commercial	2.2	281,144	341,374	.....	60,230
624	634	*Evening Journal	6.5	847,340	865,610	.....	18,270
478	472	*Evening Mail	4.5	589,016	561,530	27,486	.....
600	588	*Evening Post	4.7	604,842	456,202	148,640	.....
560	636	*Evening Sun	5.6	729,232	922,822	.....	193,590
572	670	Evening Telegram	4.0	523,088	740,614	.....	217,526
594	592	*Evening World	6.1	794,294	801,198	.....	6,904
498	532	*Globe	5.0	651,552	755,722	.....	104,170
....	884	†Herald	....	....	806,064	.....	.....
960	....	Herald	8.6	1,112,868	.....	.....	.....
326	....	*News (Tabloid)	1.1	149,830	.....	.....	.....
682	628	Standard Union	5.0	654,624	695,880	.....	41,256
....	866	†Sun	....	....	792,854	.....	.....
1,302	1,324	Times	14.0	1,811,694	2,040,620	.....	228,926
910	910	Tribune	6.7	868,706	855,712	12,994	.....
1,002	1,158	World	9.4	1,222,604	1,632,073	.....	409,469
11,632	12,268	Totals		12,735,128	14,344,249	.....	1,609,121

* No Sunday Edition.

Brooklyn Times figures not included in totals. Although published both years, 1920 figures were not recorded.

LINEAGE BY YEARS, 1921-1914

	1921	1920	1919	1918	1917	1916	1915
American	906,002	1,066,118	673,632	760,971	831,531	857,974	757,879
Brooklyn Eagle	988,302	1,009,856	705,290	582,204	769,111	737,702	684,441
Brooklyn Times	255,156	‡	‡	‡	‡	‡	‡
Commercial	281,144	341,374	175,564	198,144	223,820	‡	‡
Evening Journal	847,340	865,610	693,131	576,854	604,427	550,839	557,814
Evening Mail	589,016	561,530	328,240	410,622	460,062	339,501	374,475
Evening Post	604,842	456,202	317,578	283,522	354,391	308,794	285,426
Evening Sun	729,232	922,822	539,520	428,255	503,340	432,031	382,706
Evening Telegram	523,088	740,614	663,184	573,853	661,074	530,512	589,262
Evening World	794,294	801,198	484,710	427,360	437,527	403,286	437,829
Globe	651,552	755,722	544,038	418,861	480,679	491,581	407,993
†Herald	.....	806,064	614,200	534,085	686,710	678,013	728,430
Herald	1,112,868	.....	.....	.....	.....	.....	.....
News (Tabloid)	149,830	.....	.....	.....	.....	.....	.....
Standard Union	654,624	695,880	457,900	365,448	448,005	440,469	411,021
†Sun	.....	792,854	331,274	311,317	425,855	413,029	328,430
Times	1,811,694	2,040,620	1,200,845	1,043,215	1,022,252	942,936	774,305
Tribune	868,706	855,712	415,226	339,035	466,736	372,682	284,242
World	1,222,604	1,632,073	1,155,578	968,021	1,199,407	1,001,482	836,862
Totals	12,990,284	14,344,249	9,309,910	8,243,567	8,504,031	7,813,015	8,197,041

† Sun and Herald combined into Sun-Herald February 1, 1920; name changed to Herald October 1, 1920.

‡ Figures not recorded.

COLES HEADS PENNA. WEEKLIES

Expect No Lower Ad Rates—27 New Members Admitted

(*By Telegraph to* EDITOR & PUBLISHER.)

HARRISBURG, PA., Feb. 10.—Predictions that there will be no drop in either advertising or subscription rates for several years at least were voiced today at the annual meeting of the Pennsylvania Weekly Newspaper Association, which adjourned following the election of Charles W. Coles, of the Lykens Standard, as president. Other officers elected were C. M. Bomberger, Jeanette News, Vice-President; Howard Reynolds, Quarryville Sun, secretary-treasurer; executive committee, G. Ross Eshleman, Lancaster Law Review; John G. Zook, Lititz Express; Charles B. Spatz, Boyerstown Democrat; J. F. Biddle, Huntington News, and N. A. Ball, Clarion Republican.

N. S. Huse of the American Press Association described the Pennsylvania select list of country newspapers agreement, and spoke of the recently formed New York State list. At the close of the meeting it was announced that 27 new members had been admitted, bringing the total to 163 in the State. The annual dues were raised from $1 to $2. George J. Campbell, editor of the Daily Law Bulletin, Pittsburgh, spoke on the legislative program of the associations.

Urge Young Men to Be Printers

HARRISBURG, PA., Feb. 10.—That the youth of the country should be urged to renew their interest in the various trades, rather than concentrating solely on the professions, was unanimously agreed at the meeting of the Pennsylvania State Editorial Association here today, in view of the present serious shortage of printers. More frequent regional meetings were urged to enable members to keep in closer touch with one another and with changing business conditions. Among the resolutions adopted was one advocating the increased conservation of natural resources and the greater cultivation of waterways, urging that the publishers' interests in Congress be protected by Pennsylvania members in that body; advocating co-operative buying association after the manner of the Publishers Buying Corporation and the weekly publishers of Montgomery County and arranging for the annual meetings so that the members of the several associations might hear the best addresses in each association meeting.

Digitized by Google

NO LARGE ADVERTISING RATE DECREASE

FOR YEARS, SAYS WILLIAMS

Pittsburgh Newspaper Man and A. N. P. A. Chief Tells Pennsylvania Colleagues That Publishers Have Not Profiteered and Must Meet Rising Costs

HARRISBURG, Pa., Feb. 10.—"A year ago at this time rising newsprint prices caused trouble; today falling newsprint prices threaten trouble. Released from the fiery furnace, we have yet the den of lions to encounter," said T. R. Williams, president of the A. N. P. A., before the Pennsylvania Associated Dailies here today. "For, according to many items appearing recently in the newspaper trade journals, advertisers are asking for reduction of advertising rates on the basis of falling prices in other lines and softening of the spot newsprint market.

"Of course, the sophisticated advertisers, who understand present newspaper conditions, know that there cannot be a reduction of rates; but on account of the attention directed to the requests made by the unknowing, my theme is timely.

"Requests for reducing advertising rates would not be made if the advertisers could be made to understand thoroughly how vastly different is the newspaper business from other businesses. Getting back to normal to many businesses means lower prices of labor and materials and less profit; but to the newspaper business it means lower price of materials and labor and more profit.

"Not only has the publisher not profiteered, but his increases in advertising rates have not been proportionate to his increased cost of newsprint, labor, machinery, and all other materials necessary to publishing a newspaper. And the lowest-priced commodity that the manufacturer or merchant has purchased during these abnormal times, or is buying today, is advertising space; whereas the publisher has been the helpless victim of all the combined evils resulting from a world-wide shortage of newsprint, shortage of labor and calamitous conditions resulting from the cost-plus system of government war contracts.

"Newsprint, labor and materials in publishing a newspaper are at present at their very highest point, and further increases are still being made. The present contract price of newsprint, 6½ cents per pound f. o. b. mill, as you know, is the highest it has been in 25 years. Printing press, stereotype and composing machinery are today at the highest price known in the newspaper business. Labor, likewise, has been constantly increasing, and many new scales the past six months, since the present depression started, have been made at increased prices, some ranging as high as 20 to 30 per cent. This in face of the fact that the men were getting double their wages of a few years ago. In no case has there been a reduction.

How Costs Have Climbed

"A recent compilation of publishing cost increases of a metropolitan newspaper, which might fit the case of any one out of half a dozen of the largest cities, shows the following:

	Per Cent
Newsprint	232
Cost due to circulation increase	28
News and feature services	300
News ink	75
Color ink	67
Printing machinery	50 to 100
Delivery service	400
Printers (Union)	108
Pressmen (Union)	102
Stereotype (Union)	94
Office help	84
Paper storage	87
Drayage	75
Freight rates	107
Printing press blankets	150
Telephone service	15
Electric power	90
Fuel	40

"These increases represent what has happened to newspapers throughout the country in the past few years. The increases in advertising rates have not been proportionate to the increases in costs. There may be an exceptional case here or there, but they are very few.

"In getting back to normal, therefore, there *cannot be any decrease in advertising rates.* Many other manufacturing industries have been getting back to normal by simply closing down their plants, discharging their labor and starting up later with a reduction in wages. This the publisher obviously cannot do. His labor, for the most part is highly skilled, requiring years of special training, and closing his plant to reduce wages would ruin his business. Moreover, there is no surplus of the specially skilled labor he requires, as is indicated by the increases granted labor in scales made recently. The newspaper is necessarily a continuous business, and the publisher is at all times subject to demands resulting from the inexorable law of supply and demand. He has no alternative of closing to better conditions; he pays. It is the desire of publishers generally that wages of their employees shall remain permanently at a higher figure than during the pre-war period, and there can be no hope of reductions in wages for years to come—not until the purchasing power of the dollar shall have increased sufficiently so that such reductions may be made without lowering the higher standard of living that labor has deservedly gained.

"It has been pointed out that *newspaper advertising rates were too low before the war.* This is a notorious fact. The causes are not hard to understand when you appreciate the character of the business, that it is the most individualistic and competitive business in the world. There has never been any such thing as combinations or trusts among newspapers to raise advertising rates; but in line with the nature of their business—everything open and above-board, often too many competitors in a field—each sought to make rates at the very lowest point possible and live.

Near Foot With Profits

"The publishing business stands about fourth among the great industries of the country, but if statistics on profits were available, before and during the war, they would show that newspaper publishing ranks near the end of the list of great national industries as profit-makers.

"Not only were advertising rates too low before the war, but, during the war, newspapers constituted the only business of the country to give gratuitously their service and space to war activities, such as the Liberty and Victory Loans, the Red Cross, Knights of Columbus, Salvation Army, etc. Our government did not ask the steel companies to donate their products; it did not ask the shipbuilders to donate theirs; it did not ask the artillery and munition companies to donate theirs; nor did it ask any of the other industries needed in the war to donate their products. But the newspapers it did ask, and the publishers' product—space in their columns—was given most generously and unstintingly. While other manufacturers were being paid, some legitimately, some on a cost-plus basis that has been so largely responsible for our present ills, others by profiteering, cheating and robbing; the publisher, meanwhile, was serenely giving his wares gratuitously, without even a temptation to profiteer.

"Then, during the war when costs of publication began increasing, the publisher, in order to remain in business, was compelled to advance advertising rates. It is true that practically all daily newspapers increased their selling price from one to two cents daily, and many of the Sundays from 5 cents to 10 cents, while a number of dailies have increased to three cents. But, because the wholesale price of papers covers only a small fractional part of the cost of the paper on which they are printed, these increases meant only 'a drop in the bucket,' and in many cases were made only for the purpose of giving something additional to the newsboys and newsdealers to help them in view of rising cost of living.

Rates Have Hung Back

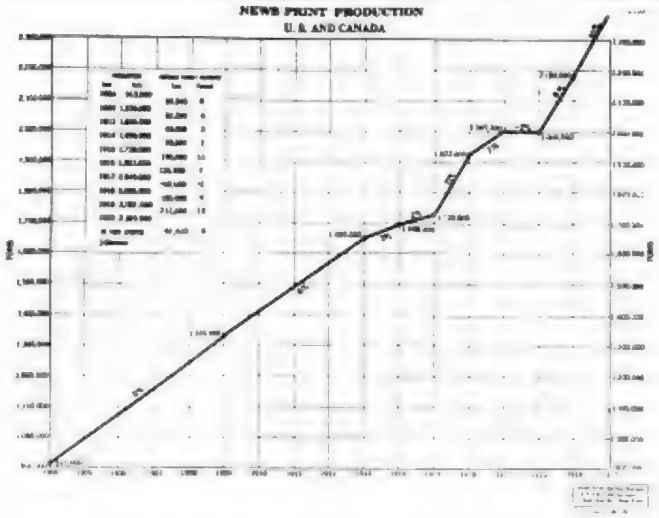
"Advertising rate *increases have not been proportionate to the increased costs to the publisher.* In other words, advertising rates today are not as high as the increases indicate they should be. Publishers' total costs have increased at the very lowest estimate over 200 per cent, while rates have not increased 100 per cent.

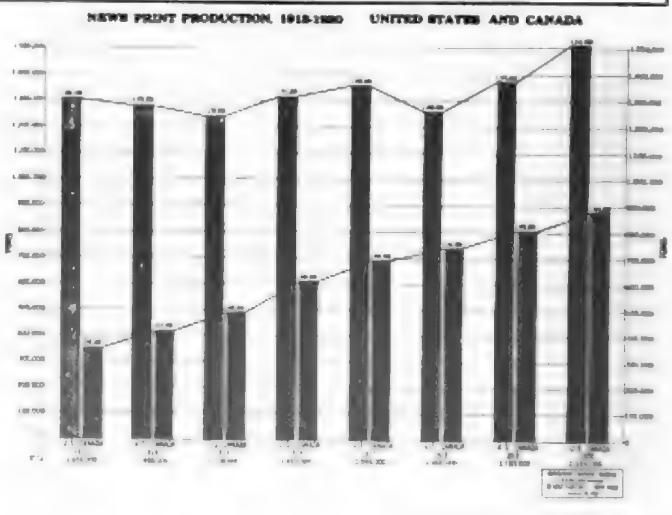
"EDITOR & PUBLISHER'S statistics covering rates of nearly 2,600 evening, morning and Sunday newspapers show increases in advertising rates in the past two years of 41.6 per cent. During the same period newsprint contract price advanced nearly 74 per cent, and other costs in these two years more than 40 per cent. On this basis the advertising rate in these two years should have increased at least 65 per cent instead of 41.6 per cent. The reason for this disproportionate increase of rates has been no doubt due to the publisher's gamble that the tremendous volume of advertising would keep up.

"Advertising volume in the newspaper of America has increased practically 100 per cent in the past five years, and we optimists think it is only in its infancy. By fixing rates on the basis

(*Continued on page 42*)

U. S. GAIN IN PAPER PRODUCTION GREATEST IN YEARS





Digitized by Google

GIVING TRADE-MARK ADVICE A FUNCTION OF MERCHANT'S HOME PAPER

Big Opportunity for Service Staff to Aid Local Business Men and Increase Advertising Income of Their Own Journal

By WALDON FAWCETT

FAR from being peeved, or feeling that good nature has been imposed upon, the manager of a newspaper art department or service department should secretly rejoice when called upon to help a local advertiser evolve a trade-mark to properly identify his business. Whatever his emotions, the art or service man may as well steal himself to receive requests of this kind in ever increasing numbers. Trade-marking is becoming the habit in the United States, to an impressive extent, as is eloquently attested by the fact that new trade-marks are appearing at the rate of 10,000 to 12,000 a year, and the total number recorded at Washington is now far above the 100,000 post. Only a fraction of these, to be sure, are store marks or the marks of traders whose business is primarily local, but that fraction is ever enlarging.

In defense of your local advertiser's call for first-aid in a trade-mark dilemma, be it said that it is entirely logical for him to turn to the service annex of his home newspaper. This is another way of saying, of course, that trade-mark counsel and the execution of trade-mark designs is a consistent function of this particular department in the modern newspaper office. Frankly, the advertiser is not remiss if he does not know where else to turn. Trade-mark attorneys and specialists are not so numerous that the everyday merchant should be expected to have one's telephone number in mind, alike to that of the family doctor. And moreover, not every trade-mark attorney has the facilities for the preparation of original pictorial designs, etc.

The executive with an eye to the advertising patronage of his paper and the uplift of the local business community has tangible reasons for rejoicing over every convert to the trade-mark fold. Adoption of a trade-mark by a local merchant almost inevitably induces an increased use of advertising. By like process, it invests a firm or a store with an individuality in which pride can be taken—which is a good thing for local business morale in general. And it usually operates that a merchant who has a trade-mark of his own, and thereby comes to cherish trade-marks as guarantees of satisfaction, conceives a new enthusiasm for the trade-marks on the nationally advertised goods that he handles.

Apropos this last, the newspaper executive can render a truly constructive service to himself, and the other fellow also, if he will emphasize in every conversation with a local merchant, in which this subject is brought up, that there is no reason why the local advertiser should not only have a private trade-mark of his very own but literally link it up with the famous national brands on his shelves. Many a merchant, secretly covetous of a trade-mark, has strangled the ambition because, having nary a "private brand" commodity to his name, he has assumed that he had nothing to trade-mark, except, maybe, printed matter or advertising literature of some kind that has seemed scarcely worth the candle.

If he will but be made to realize it, your local merchant is free to adopt a trade-mark that may be mounted as a "rider" on all the several and sundry wares on his shelves, regardless of the fact that these wares bear the marks of the respective makers. This privilege has been vouchsafed to the retailer or distributor by various decisions of the Federal courts in which it has been held that trade-mark ownership can rest as readily in a trader who selects or sells goods as in the trader who manufacturers or produces articles of commerce. As for the other half of the proposition, the courts have likewise ruled that there is no objection to the use of two or more trade-marks on the same article, thus inferentially sanctioning dual marking by maker and marketer.

There are three forms of aid, three progressive steps in assistance, where initiative and originality on the part of a newspaper's service or art department will prove of tangible value to an advertiser.

First, comes the selection of the proper subject matter for the prospective trade-mark—an advisory service which may be the more satisfactorily performed the more intimate the adviser's knowledge of the business, the product and the market.

Second, is the execution of a trade-mark design or drawing—a straight art proposition.

Third, and by no means least, is the employment of the proper ways and means for the protection of a new-found trade-mark against imitation or infringement. On this last score, the merchant is apt to be peculiarly in need of practical cooperation and the newspaper organization has a selfish interest all its own in that merchandise imitation and substitution has definite reaction in the advertising field.

Determining Factors

On the fundamental question of whether to trade-mark or not to trade-mark, a newspaper cooperator is reasonably safe in always answering "Yes." With banks and service corporations adopting individual marks, and with groups of farmers and poultry raisers undertaking team-work in selling their products under "collective" or "community" trade-marks, it is obvious that there is virtually no line of business in which trade-marks may not be used to advantage. The ingenuity that has been displayed in recent years in finding means to affix trade-marks to products—say, raw materials—that do not readily lend themselves as a foundation for stencils, tags or labels, has also contributed to the popularity of trade-marks among all those who have commodities or service for sale.

Piloting a prospective trade-marker in the selection of the proper subject matter for a trade-mark is a rather formidable responsibility and yet it is one which, when you come to think of it, falls logically to the newspaper's advertising copy writers and service men who have been working in co-operation with the business man and who have made his problems their own.

The newspaper executive, summoned under such circumstances as consulting expert, will take into consideration, as has been said, the character of the business, the nature of the product and the market that it is sought to cultivate. Also he will take due heed of the trade-mark practice of competing houses, for there are fashions in trade-marks, as in everything else, and the selecter will probably wish to either conform to trade custom or boldly defy it, according to his lights.

Slang Not for Permanence

As yet another factor, the newspaper cooperator will take into account the permanency of the trade that it is sought to build up under a trade-mark. For example, if a local candy house is looking for a mark to distinguish a candy specialty that is counted on to have only temporary vogue it may be a happy stroke to dub it with the latest slang word or phrase. But, on the other hand, it is plainly a mistake to wish a slangy nickname, that might cease to be current a few years hence, upon a product that it is hoped to make a fixture in the market.

The nature of an advertiser's business may dictate in some measure a trade-mark precription. There are trade fields in which a catchy, coined word makes the ideal buy-word, but there are other activities the dignity and prestige of which are better typified by symbols that will stand as commercial coats-of-arms. Not a few advertisers have a weakness for the use of personal portraits, but the newspaper man, with visions of Mennen and his antiquated collar, is due to warn his pupil that when, with the passage of time, personal attire becomes antiquated, the trade-mark may suffer. In view of the present fad for slogans and store mottoes it is fitting that the newspaper counselor appraise the merchant, in quest of a trade-mark, that a catch-line or store slogan may, if proper precautions are taken in its selection and use, stand as a valid trade-mark. The up-to-date service man, when called in as consultant by a local advertiser, will also call attention to the latter-day trend to "house marks." "House marks" are trade-marks that are adaptable to a varied line or a large "family" of products. Such a mark has the advantage that it automatically accommodates itself to the expansion of the business in which it is used.

Good Art Work Essential

It is probably true that any good commercial artist is capable of designing a passable trade-mark. However, the newspaper art departments and advertising agencies that have been most successful in this field have delegated pen and ink men to specialize on this lay. The character of the product, the position that the trade-mark is to occupy on that product and the scale of reproduction, on labels and in advertising, are all factors to be taken into consideration in the making of a trade-mark drawing. In view of the large number of local business men who desire that surnames or corporate names shall serve as trade-marks it is of the utmost importance that the art work be in the hands of men who realize the importance of having all such names "distinctively displayed."

An authority, when asked what constitutes the requisite "distinctive display," replied that it is found in lettering, etc., so peculiar or unusual that a beholder will be impressed first by the typography rather than by the name. This may be putting it a trifle strong, but certainly a trade-name should have a unique setting in order to be sure of recognition as a trade-mark.

How to Protect Brand

Every trade-mark that is designed to stand as the exponent of the good-will of a business should be protected in every possible way—notably by official registration. If a merchant does a strictly local business, the best he can do is to register his mark under the State law (if his State provides for registration) and beyond that trust to the common law against unfair competition. The newspaper executive can render no better service, though, to a trade-mark protege than to point out the advantages of trade-mark registration at Washington. In order to obtain a trade-mark certificate from Uncle Sam, a mark must be used in interstate commerce rather than merely in intrastate commerce. But the newspaperman can puncture the misapprehension that a merchant, in order to qualify as an interstate trader must be constantly and habitually sending shipments of goods across State lines. So long as a firm makes occasional shipments—has filled the intermittent mail orders that come to almost every store—the obligation of interstate commerce has been met and the trade-mark may be submitted at Washington.

Withal, the newspaper co-operator must drive it home that a trade-mark, to qualify for Federal registration, must be used "on the goods," not merely in advertising. Advertise your mark as much as you like, but meanwhile attach or affix it to the goods, because identification of the origin of the goods is its primary function.

DO YOU GO TO A HARDWARE STORE FOR MEAT?

Certainly not. Neither would you go to a Kitchen Help Employment Bureau for an editor or to a meeting of dock workers to sell a piece of newspaper machinery for which you have no further use.

When you want to hire, buy or sell anything that goes into newspaper making from brains to paste, 99 per cent of your problems in securing what you want have been solved by the classified columns of EDITOR & PUBLISHER.

There is no lost motion in EDITOR & PUBLISHER classified advertisements because every reader is a prospective customer.

EDITOR & PUBLISHER CIRCULATES WHEREVER NEWSPAPERS ARE MADE

Dallas News Veteran Retires

DALLAS, Tex.—Harvey M. Campbell, who has been connected with the mechanical department of the Dallas News ever since its first issue in 1885, has retired on account of age and failing health. Mr. Campbell was for over 25 years composing-room foreman of the Dallas News and for several years mechanical superintendent.

Stamford American Issued

STAMFORD, Tex.—The first issue of the Stamford Daily American appeared January 24. Wilson Kilgore is editor and L. L. Burkhead business manager.

Digitized by Google

REJECT BIDS ON PAPER SUPPLY FOR U. S.

Despite Lowest Prices in Some Years Submitted by 39 Firms, Joint Printing Committee Finds Offers Unsatisfactory and Asks New Bids

(*Special to* Editor & Publisher)

WASHINGTON, D. C.—All bids for Government paper supplies received last week by the Joint Congressional Printing Committee were rejected February 9. The committee regarded the offers as unsatisfactory and said that new bids would be called for. Thirty-nine manufacturers entered the bidding on the 55,000,000 tons of paper to be used by the Government Printing Office during the coming year, which is double the number which submitted proposals to the committee last year.

The competition was the liveliest that the committee has had for a number of years, many of the bidders submitting proposals on a large number of the 167 items carried on the Printing Office schedule and ranging from newsprint to the highest grade ledger paper and from tissues to the heaviest binder boards, including also paper for the printing of money orders and postal cards. About 50 paper manufacturers and their representatives were present.

The prices quoted were the lowest that the committee has received for several years. For instance, on newsprint there were seven bidders, the lowest quotation being 6.28 cents per pound delivered. Last summer the committee had difficulty in getting quotations on newsprint at 12 and 14 cents. There was also a good field of bidders on machine finished printing paper, which is used largely for the printing of the Congressional Record and other publications. Prices on machine finished printing paper range as low as 8.3 cents. For this paper 16 to 22 cents was demanded during the past year.

If awards are made on the basis of the lowest bids submitted the paper bill of the government will be reduced several hundred thousand dollars the coming year. Last year the Government Printing Office bought about $4,500,000 worth of paper under the direction of the joint committee on printing. Before the war paper used by that establishment cost about $1,250,000 a year.

C. D. N. A. CAMPAIGN IN CANADA

Using Space Worth $100,000 in Dailies to Sell Advertising Idea

(*Special to* Editor & Publisher)

TORONTO.—The Canadian Daily Newspapers Association is conducting an "advertising advertising" campaign in the daily press, using space equivalent in value to about $100,000. At present two advertisements, measuring three columns wide by 140 lines deep, are appearing each week in the Canadian dailies. The purpose of the campaign, which will continue for a year or more, is to sell the idea of national advertising to manufacturers and that of local advertising to merchants. It is expected that the advertising will be of mutual benefit to both agencies and newspaper publishers.

HARDING WILL BE GUEST

President-elect Will Help Boston Press Club Celebrate 38th Birthday

(*Special to* Editor & Publisher)

BOSTON—President-elect Warren G. Harding will be the guest of honor at the dinner in celebration of the 35th anniversary of the Boston Press Club. The date of the dinner has not yet been determined, as it must of necessity depend upon a time when the new president can leave Washington. Mr. Harding verbally accepted the invitation extended to him by a member of the club who called upon him at his office in Marion, some weeks ago, and has also replied in similar vein to a formal invitation sent him by the president of the club. The dinner will be a comparatively modest affair, for members of the Press Club only and a few specially invited guests.

Houston Post Officers Re-Elected

HOUSTON, Tex.—Roy G. Watson was re-elected president and publisher of the Post at a meeting of the board of directors a few days ago. R. M. Johnston was elected to succeed himself as chairman of the board, and G. J. Palmer and L. J. Van Laeys were continued as vice-presidents and A. E. Clarkson as secretary-treasurer. Additional directors are: George F. Eberle, Jesse Andrews, H. F. Macgregor and J. C. Kidd.

Old Argus Editor's Will Filed

ALBANY, N. Y.—The will of Theophilus C. Callicot, former Albany journalist and editor of the Argus, has been admitted to probate. Callicot went to Germany in 1901 and died at Wiesbaden, November 27, 1919. The will has been probated in the German courts and the English translation with the signatures of the attesting witnesses certified by the Marquis de Bellpug, Spanish minister, who represented American interests during the war.

Sunday Issue for La Grange Reporter

ATLANTA.—The La Grange Reporter, an afternoon paper, will begin the publication of a Sunday issue within a few weeks. The weekly Reporter, established in 1842, is the fourth oldest newspaper in Georgia. The publication day of the Weekly Reporter will be changed from Friday to Wednesday.

BUSY DAYS PLANNED FOR INLAND

Paper from Several Viewpoints Shares Program with Advertising Questions That Are Expected to Arise During the Next Year

(*By Telegraph to* Editor & Publisher)

CLINTON, Ia., Feb. 8.—The Inland Daily Press Association will assemble at the Hotel La Salle, Chicago, February 15 and 16, for its annual meeting, election of officers, election of new members, reports of officers and two full days' program.

JOHN SUNDINE

The latter includes papers on "Commission to Advertisers," by Collin Armstrong, national chairman of the A. A. A. A. committee on newspapers; "How much co-operation should be given to Advertisers and should we refuse to sell position," by J. K. Groom, Aurora, Ill.; "What's Ahead in the Newspaper Business?" by H. W. Harrington, publicity manager of the Moline Plow Company; reports on print paper by E. P. Adler, Davenport, Ia., chairman of the A. N. P. A. paper committee; by Willard E. Carpenter, chairman of the Inland board of directors; and Jason Rogers and W. J. Pape of the Publishers' Buying Corporation.

"Better Newspapers in 1921" will be the subject of A. W. Peterson, publisher of the Waterloo (Ia.) Courier and past president of the Association, and President John Sundine, of the Moline Dispatch, will talk on "Church Advertising." The committee on linotype schools and the committee on percentage reports of business of all members and the final arrangements for the trip through Western Canada in the Summer, besides other important matters will be taken up.

NATIONAL DAILY POSSIBILITIES

Major Reed Gresham Landis of the United States Air Service in discussing the "Commercial Possibilities of Air Service" before the Men's Club of Grace Church told of the probable effect the development of aerial transportation will have upon the circulations of newspapers.

"Hitherto," said Major Landis, "the circulations of daily newspapers have been limited to the cities in which they are published and nearby places. We have no national newspaper and can never have one until it is possible to deliver copies to any part of the country on the date of issue.

"When we have perfected an aerial transportation system it will be possible to deliver New York morning newspapers in Chicago before breakfast and in San Francisco late in the evening of the same day. This is fast service, but it is wholly within the range of possibility.

"Think what it would mean for a metropolitan newspaper to enlarge its distributing field to such an extent I have described. At present no daily newspaper has reached a circulation of 1,000,000 copies except in a single instance on Sunday. Tomorrow we may expect circulations as high as 4,000,000 and 5,000,000 copies, when the aeroplane service is perfected.

"Again, think what a raft of advertising such a newspaper could command. Instead of appealing to an audience of 800,000 to 1,000,000 daily, as at present (two readers to each copy), it would have 8,000,000 to 10,000,000 and perhaps more. On this basis a newspaper would print all the advertising it could carry, at an enormous rate.

"When these aerial lines are fully established fifty daily newspapers could cover the United States with their issues. It might be found advisable to limit the territory to be covered on the ground that the cost of distribution would be too great to leave an adequate profit for the publisher. Then, moreover, the size of the paper would have to be limited.

"If a newspaper is to be printed for a large section of the country it would have to cover its entire territory from a news viewpoint as thoroughly as it now covers a city and its suburbs. This would require much space in the newspapers. If the size of the paper is limited to twenty-eight or thirty-two pages the amount of advertising would have to be limited to fourteen or sixteen pages. Perhaps the art of condensing the news and of limiting the size of advertisements may be so perfected that the newspaper of the future will be smaller and more compact than it is now."

WARNING ON FREE PUBLICITY

INCREASING tendencies to couple up provisos for free publicity with advertising contracts have caused the American Newspaper Publishers Association to send out the following letter to newly organized agencies:

Gentlemen—I take pleasure in advising you that recognition of this association has been extended to your agency for one year, subject to continuation should the volume of business placed during that time warrant such action. Recognition is extended also subject to the stipulation that you will not request publication of free reading matter.

Yours very truly,
L. B. PALMER,
Manager A. N. P. A.

BISMARCK'S STORY NOW OFFERED

After Three Years' Negotiations Copy Reaches This Country

Often the stories behind the stories that appear in the newspapers are as interesting as those that reach the public. This is probably more true in the case of the suppressed book of Bismarck than in any other instance.

Since it was first learned about three years ago that this hidden manuscript was to be given to the world at least two New York newspapers and as many feature syndicates have been trying to secure the English language publication rights. The McClure Feature Syndicate which has sold the British rights to this story to London newspapers and is now offering it to American newspapers was the successful bidder. According to the McClure people a great deal of trouble was experienced not only in getting possession of a copy of the manuscript but in getting it out of Germany, because of the activities of the Kaiser's friends.

The delicate task was in the hands of J. C. Slater. Bismarck provided ip his will that this book was not to be published until after the death of the Kaiser and it has since been safely guarded.

An effort of the publishing firm of Cotta to publish this book after the Kaiser had abdicated was blocked by injunction proceedings brought by attorneys representing the former ruler.

ST. LOUIS COPY IN 90 CITIES

Newspaper Advertising Used to Attract Buyers To City For Spring Season

(*Special to* Editor & Publisher)

ST. LOUIS, Mo.—Ninety newspapers in ninety cities of fourteen neighboring states last Wednesday carried the first advertisements of the 1921 St. Louis Municipal Advertising Campaign. The 1921 fund will amount to $75,00, an increase of $25,000 over the 1920 fund. The first unit will cost $7,000, quarter pages being used.

"The whole and sole purpose of this advertising," explains John Ring, Jr., president of the John Ring, Jr., Advertising Company, which is handling the campaign, "is to bring buyers to St. Louis for the spring buying season which starts about February 1. Merchants are wondering here and elsewhere whether the buyers are coming this season. It is hoped they will come.

"But in St. Louis we decided to insure it by going out and advertising in these ninety cities to bring them in. We believe it is indicative of an aggressive spirit in which St. Louis has led for the last few years."

Digitized by Google

THE "ME TOO" SOLICITOR NO LONGER HAS PLACE IN MODERN ADVERTISING

Space Buyer Today Wants Definite Information on Circulation of Newspaper and Sales Knowledge of Local Fields.

By J. F. LANGNER
Of the Oregon Journal.

EVERY advertising agency and every merchant who buys newspaper space knows the "me too" salesman. He's the fellow who bursts in on you about five minutes after you open your door and says:

"Say, can we pick up that ad you run in the morning paper?"

Or if he happens to represent the morning paper, bustles energetically in about two minutes after the noon edition is on the streets and says:

"Say, can we run that ad of yours tomorrow morning?"

If you say "No" he hustles out again and you know that at precisely the same hour tomorrow he will be in again with the same question to which you will give the same answer. If you say "Why should I run my advertisements in both papers?" or "Why should I use your paper?" his stock reply is usually:

"Well, you run in the other paper, don't you?"

And this is the sum total of his salesmanship. Then because you won't waste your money if you can help it he trots back to his advertising manager and says you are a crank or wedded to the other paper or something just as silly.

Of course every advertising manager tries to hire "salesmen," not "me too" peddlers of advertising space. But the advertising manager cannot go around with a dozen or more advertising solicitors and see exactly how several hundred display accounts are being individually cared for. He must judge the ability of his salesmen by results.

Often enough it is the advertising manager's own fault that his salesmen do not get business. Many newspaper advertisihg salesmen become "copy snatchers" because the advertising manager sends them around to "pick up" ads that run in other papers but are not scheduled for his own, and his salesmen become content to get what they can and not bother about the balance.

But now and again some untoward incident occurs which if the advertising manager takes advantage of the opportunity impresses itself upon the salesman and is a lasting lesson to him.

A Stranger in Charge

One day an advertising manager sent a solicitor of the "me too" type to see a large seed company which had a big ad in the other paper.

"Go down and get this," he said anticipating no trouble.

This particular firm usually used both morning and afternoon papers. However, as luck would have it the man who placed the advertising was out and the salesman was sent in to the general manager.

"No. I will not give it to you. I don't read your paper. I don't like it. It's too radical." These in substance were the words which greeted the "me too" solicitor's advances.

Back he went to the office.

"What did you reply to him?" queried the advertising manager.

"What could I say?" said the "me too" man. "You cannot argue with a man about your editorial policy, to get advertising."

The advertising manager took the salesman back with him and they both went in to see the general manager.

"One minute," interrupted the advertising manager when the big retailer said he didn't like the paper and didn't read it because it was too radical. "How do you know it is radical if you don't read it?"

Right there the sale was made. The advertising manager showed the prospect some recent editorials and not only secured the advertising but a new subscriber as well.

The biggest point however was the psychological effect upon the salesman. Before he went out and solicited another account he made it a point to learn everything he could about the conditions under which his paper was printed, its attitude on topics of the day and why, its special features and how they created "reader" interest, the class of subscriber, where most of the subscriptions came from and how they were secured. Probably for the first time in his experience as an advertising solicitor he knew as much about his own paper as the shrewd space buyer and could intelligently sell space and create accounts instead of crying "me too."

Study Your Circulation

And right here is where the service department comes in. Some publishers think that the big advertising agencies and national advertisers are suffering from a chronic attack of the "gimmies." But the service department which actually makes a comprehensive survey of its territory and then turns the information it secures over to the local display department as well as the foreign advertiser is really earning huge dividends in increased business from a source from which it was probably never originally intended it should.

How few newspapers have a really intelligent analysis of circulation! When a newspaper equips a service and research department the first thing it does is to analyze its own circulation. It ascertains exactly what percentage of its circulation is in the residential districts. It begins to talk in terms of percentage of yearly subscriptions to home and radius circulation. Then it tabulates its figures and when these are given to the local display solicitor he has the nucleus of an argument upon which to intelligently command the attention and respect of the advertiser. Then it analyzes markets. Perhaps it analyzes the "tea" market for a big national advertiser. But when the analysis is complete it may give the result of its analysis to the local display salesmen. Then one day the local tea merchant who is advertising his own private brand of tea in the opposition paper gets a call from a salesman who instead of commencing "Say can we pick up——" commences:

"There are seven hundred and thirty-five grocery stores in this city. Only two hundred and twelve carry your tea and of these only eight per cent of their tea sales is your tea." You know the kind of reception this sort of salesman would get from you.

Help in Display

He is asked to come in and sit down. Where he gets his information; who compiled it and why. Nine times out of ten the merchant is told something he did not know before. This salesman can tell him just how many retail grocers read the morning paper and how many the afternoon paper. He can certainly tell him how many grocers read his paper. And before he leaves he has commenced to sell the idea of a co-ordinated sale and advertising campaign.

Now the information he has received is secured in the course of the daily business of the service and research department, usually expressly to influence a particular account, but there is no gainsaying the fact that the information can be used to great advantage by local display men if it is properly presented to the local advertiser and the salesman previously educated along right lines.

The whole difference between this salesman and the "me too" man is that instead of selling simon pure unanalyzed circulation he is selling information about his circulation and a knowledge of the prospects business which the merchant himself didn't know. Seven-tenths of success in making a sale is in knowing more about what you have to sell than the man you are trying to sell and the other three-tenths is in knowing what your prospect has to sell, where he sells it, and who buys it.

Co-operation between the service department and the local display solicitors through the advertising manager can be made productive of marvellous results in increased local business. For example, a service and research department found that about thirty million cakes of household soap were imported into its city every year while there were four soap factories in the town, none of which spent a cent on advertising. It gave the information to a local display solicitors. One day one of them ran into one of the local soap manufacturers and gave him this bit of information. Incidentally he found out that the local manufacturer didn't know the soap market was so big in his home territory. The next time the solicitor saw him he suggested he should do some advertising. Then he tipped off an advertising agency to the prospect and the result is a big campaign in preparation for the local manufacturer in his paper.

The potential financial returns from a service and research department co-operating with the local display advertising department are so great that it is a wonder every daily newspaper in the country does not install one.

Some newspapers sell space on prestige and total circulation. Others on volume of advertising carried.

But advertisers are beginning to appreciate the difference between the blind purchase of newspaper space based upon circulation alone, and the compelling influence of the well informed salesmen who with his solicitation submits a critical analysis of his own medium and the territory the advertiser wants to cover, and who at the same time exhibits an intelligent and accurate knowledge of the potential market for the advertisers product.

Standard of Merchandising Practice for Newspapers

ADOPTED in 1921 by National Association of Newspaper Executives. Prepared by Standing Committee on Agency Relations, M. E. Foster, chairman, and Bert N. Garstin, George M. Burbach, A. G. Newmyer and Frank D. Webb, members

IT is the opinion of this committee that newspapers conducting service and merchandising departments should assist advertisers in every legitimate manner to make their campaign successful. The legitimate functions of a merchandising and service department are:

FIRST—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

SECOND—To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

THIRD—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitute.

FOURTH—To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

FIFTH—To decline requests for service that are clearly not within the province of newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

STORE FIGHT IN PEORIA

Journal Sues Retailers Who Quit Advertising and Issues Sales Sheet

(*Special to* EDITOR & PUBLISHER)

PEORIA, Ill.—The Peoria Daily Journal Company has sued in the circuit court of Peoria for $13,000 alleged due on advertising used by the Block and Kuhl company of Peoria. The Block and Kuhl company is Peoria's largest drygoods concern and the suit is understood to be the result of a dispute between the paper and the drygoods company which has resulted in the store withdrawing all advertising and starting the publication of a "sales bulletin" which it intends to distribute free in Peoria in lieu of advertising in the newspapers.

Norman Hapgood with Hearst

Norman Hapgood joined the Hearst forces this week and will write from Washington for the New York American and other Hearst newspapers. Mr. Hapgood, from 1903 to 1912, was editor of Collier's Weekly. In 1913 he became editor of Harper's Weekly and served in that position until 1916. President Wilson in 1919 appointed him to be Minister to Denmark, but the Senate failed to confirm the appointment.

Ask Congress to Advertise Parks

ST. LOUIS.—Congress was asked to appropriate not less than $2,473,594 for development and advertising of national parks in the United States, in a resolution adopted at a convention of the American Travel Development Association here this week.

Digitized by Google

"BUSINESS" AT CAPITAL HAYS PROMISES

Republican National Chairman Paints Bright Future for Nation at Luncheon of New Jersey Press Association

(*Special to* Editor & Publisher.)

Trenton, N. J.—Will H. Hays, chairman of the National Republican Committee and leading candidate for postmaster general under the new administration, was the guest of honor and chief speaker at the mid-summer luncheon of the New Jersey Press Association at the Trenton House here February 7. Optimism was the keynote of his address and noteworthy among his utterances was that the new administration is committed first to the re-organization on a thoroughly business-like basis the general system of government control made necessary through the conditions that have followed the war.

He also declared that the administration is committed to a very material reduction of the income tax, especially that feature of it which has discouraged business initiative. His hearers inferred from this statement that the excess profits tax would be quickly abolished.

Mr. Hays hinted strongly that the $33,000,000,000 war debt must be spread over a number of years, so that the present generation might be relieved of the oppressive conditions that would continue were the present plans of paying off the debt within the next few years followed.

President-elect Harding was described by the speaker as in every way qualified to lead in the great work before the next administration. He believed, Mr. Hays stated, in shaping his policy on the views of the many, rather than relying solely on his own judgment. Mr. Hays spoke of the security of the future in no optimistic tone, stating that he had been from one end of the country to the other and had found that men and women were solidly behind the work of reconstruction and that a united people would bring order out of the recently threatened business chaos.

Walter L. Tushingham, president of the association, presided at the luncheon and the other speakers included former Governor E. C. Stokes, President Allen of the State Senate and Speaker Hobart of the New Jersey House.

The business session of the association was held in the morning and continued until the luncheon at which the members of the legislature were guests. The executive committee of the association will meet in Trenton February 21, when arrangements will be started for the annual meeting of the association, at which officers will be elected. The committee in charge of the dinner consisted of W. B. R. Mason, Bound Brook; John W. Clift, Summit; and W. L. Tushingham, Camden.

Daily Awaits Sounder Business

Altus, Okla.—The Altus Times-Democrat, which had announced that it would launch a daily edition, announces that this must be postponed for an indefinite period, or until trade, markets and financial conditions arrive at a more normal basis.

Charter for Breckenridge Paper

Breckenridge, Tex.—The Breckenridge Democrat Publishing Company has been organized at Breckenridge and charter has been filed in the office of the Secretary of State at Austin. The company is capitalized at $75,000, and the incorporators are: John T. Risien, C. M. Nichols and J. W. Crotty.

MAKING BETTER CITIZENS IN BROOKLYN

(*Continued from page 5*)

of science, biography, history and poetry are here for the exclusive and free use of employees and their families. It is in charge of a librarian and assistant who keep it replete with the latest volumes, and a regular library card system is used. It is a means of relaxation and great help to practically every member of the staff. Many a young elpmoyee has here found incentive and light to rapid advancement. The circulating library is not maintained as a reference room for the departments. Each department has its own working library, fitted for its own needs.

"Aunt Jean's" Children

The encircling parkway widens and grows more beautiful and enticing. The prosaic activities of business enterprise are hidden from sight by homes made happier by wholesome ideals and sound human betterment; the hum of the famous press room is drowned out by the joyous cries of children.

Brooklyn is primarily a city of permanent homes—real homes with real children. With the children of its families the Eagle holds itself in peculiarly direct and intimate contact.

In the Eagle Building is a large club room for children, where "Aunt Jean" is always glad to see her nephews and nieces any day between 9 a.m. and 5 p.m., and they come in troops, for there are many special inducements to win them in. It is the headquarters for four clubs of children under 16—the Humane Club with 37,235 members, the Literary Club with 7,034 members, the Art Club with 5,167 and the Puzzle Club with a membership of 11,616.

And all of these clubs combine into a Fresh Air Fund Club which through public entertainments, exhibitions, sales, special earnings and personal contributions maintains an annual fund of no mean bulk for summer outings for less fortunate little ones of the city.

"Aunt Jean," young, robust, handsome, virile, gracious, has rare genius for touching and quickening the minds and hearts of the children. They cluster about her as buzzingly as bees about a rose, and dart away as sweetly-laden.

These thousands of children have their own paper, the Junior Eagle, which is a 12-page magazine section of the Sunday Eagle printed in soft colors, and a half-page of the daily Eagle's picture section. This section is especially made up for this particular field by a staff of Junior Eagle writers and of copious contributions from club members themselves.

The Junior Eagle is a long-established institution, and more than one successful newspaper, magazine and syndicate illustrator of today started in the Eagle Art Club and its art school. The Literary Club holds many members of incipient talent and several have passed beyond the age limit and entered upon promising literary careers.

The Spelling Bee Lives

Credits are awarded to the children for acceptable literary and art contributions or correct answers to puzzles, and also for worthy efforts; and these credits are exchangeable for valuable prizes that are kept temptingly on display in the children's department. The operation of this credit and prize system causes additional inducement to the children to come constantly to the children's club rooms and creates a strong material bond between the newspaper and its families.

The Eagle has conducted mammoth spelling bees and current events bees for all Brooklyn and Long Island schools, which have had a direct appeal to 270,000 pupils.

A Junior Eagle Athletic League—baseball, football, basketball and track organizations—interests 20,000 boys. In a final contest Ebbet's Field, the largest athletic park in Brooklyn, has proved none too commodious for the interested parents.

Youngsters flock to series of lectures by prominent men and women and to motion pictures specially selected for them, given in the Eagle's Auditorium.

Planning for Future

These various insistent influences for educational, moral and social improvement among the children are aimed at results not for the present day alone but for the future. The children of today, the men and women of tomorrow, are being reached with influences that incite wholesome ambitions, cultivate right motives and develop genuine powers. In its work among its children the Eagle has long been demonstrating that a newspaper may more than mould the opinions of its generation; it may and does mould countless characters and careers of the generation coming on.

In all its public welfare side lines the Eagle management is inspired with the idea that it is its mission to deal not only in material achievements and in matters that bring direct gain, but in the subtler elements that count for manhood and womanhood, for civic betterment, for community cleansing and for individual development.

Eagle country-wide tours for people of Brooklyn, carefully planned for a maximum of comfort and sight-seeing at a minimum of cost, have become established as annual events of more than mere pleasure-seeking purpose. Eagle touring parties have dedicated the Grand Canyon of Colorado as a national park, have paid for a free public information pavilion conveniently located at that paradise, and have built a 15-mile stretch of road, the last link in the series of motor highways uniting Banff, Canada, with Glacier Park, U. S. A., which is known as the "Brooklyn Eagle Trail." Thus in farthest mountain fastnesses as well as at home the name of the Brooklyn Eagle stands for exceptional public service.

To the assistant managing editor, H. V. Kaltenborn, orator of distinction and cultured Harvard graduate, must be given the credit for much of the supervision over many of the public service activities of the Eagle, such as the current event talks, spelling and current event bees, and the educational travel tours.

"The sermon page of the Brooklyn Eagle," in the expert opinion of the Rev. Dr. S. Parkes Cadman, "is the most potent religious influence in America."

Strangely enough, the Beecher scandal gave the Eagle a strong hold on the hearts of the "city of churches." Beecher in his place of power had sometimes denounced the Eagle for some of its political policies; when Beecher first became the shining target of sensational attack the Eagle refrained from printing a word of the scandal that stank throughout the nation. Beecher, astonished, called upon Editor Kinsella. "You and I have differed upon every conceivable subject and I have frequently criticised you," the great preacher exclaimed. "You now have a chance to even old scores. May I ask why you are silent?"

"The Eagle doesn't even scores in that way, Mr. Beecher," Kinsella answered quietly. "You and I have not often agreed, but we both have fought sincerely and fairly. I have no desire to fight you with a poisoned weapon. Not a word of this scandal will appear in the Eagle unless the matter gets into court. Never mind the thanks. It's not for your sake but for the sake of what the Eagle holds to be right principles of journalism."

When the famous Beecher trial began the Eagle at once took the lead in reporting it thoroughly, introducing into newspaper work the first instance of relay stenographic reporting.

For 27 years the Eagle has published approximately two pages of church news every Saturday and two pages of verbatim reports of the strongest sermons on Monday. More church advertising is carried in the Eagle than in any other newspaper in the world.

A large picture of Walt Whitman hanging conspicuously in a corridor serves as reminder that the "good gray poet" was editor of the Eagle, 1846-7, relieving Isaac Van Anden, the founder of the paper, of editorial detail and leaving him free to build thoroughly and well an institution that under his guidance and that of his nephew, William Hester, has progressed steadily in business as in public service for 80 years.

Memory of Walt Whitman's early editorship of the Eagle had become almost obscured by the later fame of Henry McCloskey, Thomas Kinsella, St. Clair McKelway and Arthur M. Howe; but Whitman's writings for the Eagle, his earliest known work, have just been collected and published by Putnams in two volumes under the appropriate title, "The Gathering of the Forces."

Labor of Lives

Somewhere in the Eagle Building must be a fountain of eternal youth. For while there is scarcely an old-looking man encountered, at least one, William H. Sutton, has been constantly in Eagle service for 77 years. For a long time he was foreman of the composing room, and is now, at 90, fraternal editor and steadily on the job. The Eagle sets him up against all competitors in length of continuous service on any newspaper in the United States.

A close second is William Hester, nephew of Founder Van Anden and his direct successor in the management, who came to the Eagle in 1852 and is still active as president at the age of 85. Where is there another newspaper that has been continuously under control of two members of a family for eight decades?

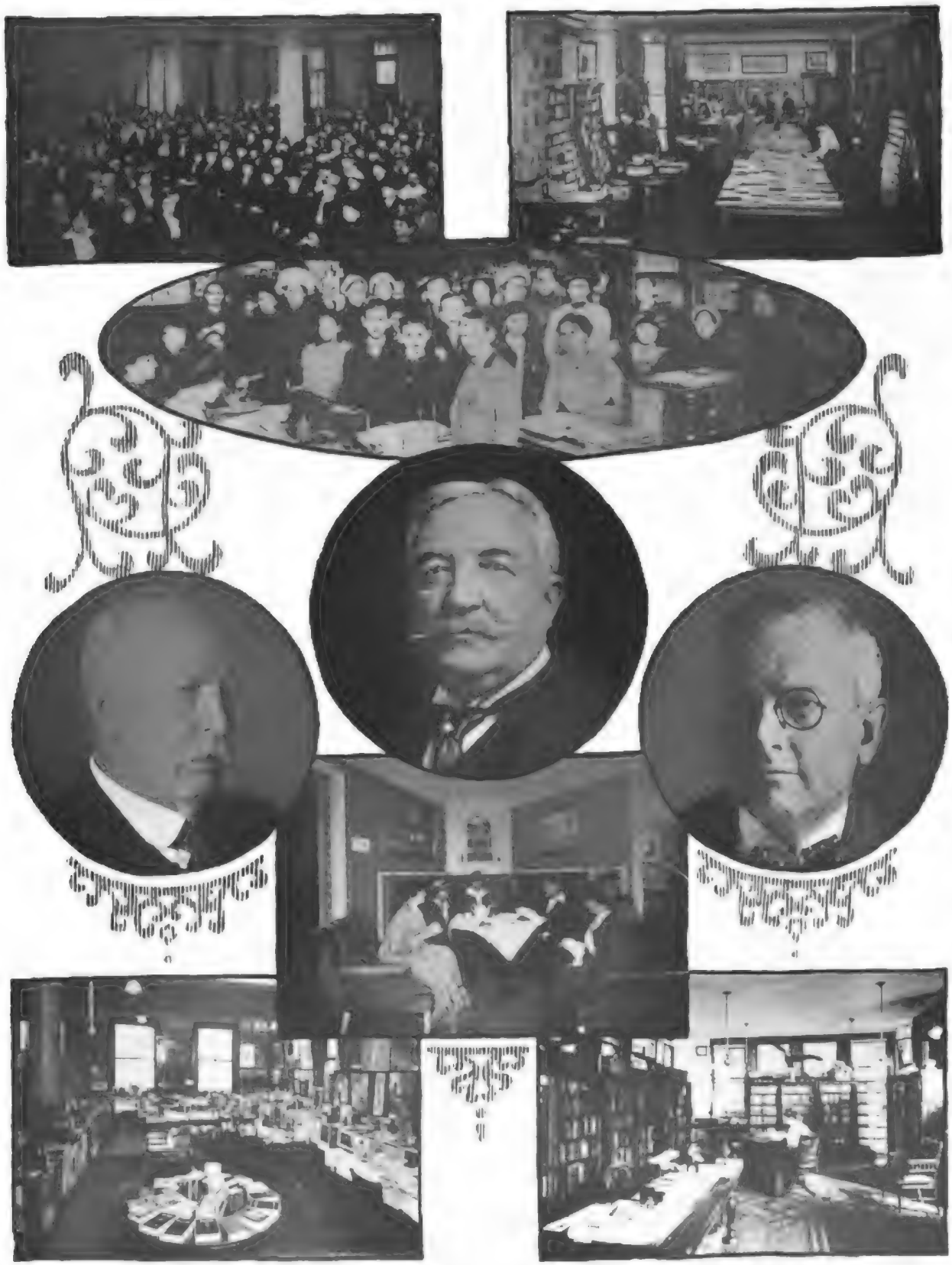
George Windram, the young-looking active mechanical superintendent, is also entering upon the fiftieth year of service with the Eagle, and Miss Celia Kenney, the gracious librarian, earned her gold service medal long ago.

Sixty-eight of the present members of the staff have been with the Eagle from 25 to 50 years; 24 have a record of over 20 years; 32 can count back 15 years or more, while there is a 10-year class that embraces 78 members. The Eagle offers this whole record also against all comers.

My day was at an end, and I had not interviewed Publisher Gunnison or Managing Editor Crist at all; but had looked upon them from all sides, through the human services they are rendering, through the public spirit they are engendering in all classes through the keen minds of hundreds of earnest women, the devoted hearts of hundreds of loyal employees and the shining eyes of many thousands of delighted children. I had not inspected any of the machinery and systems that make the Eagle famed afar off, but am more than content to have sensed some of the greater human motives and methods that make the Eagle loved at home.

Digitized by Google

A VISIT TO THE HOME OF THE BROOKLYN EAGLE



Here six of the outstanding community activities of the Brooklyn Eagle are pictured for you. Upper (left); Eagle Auditorium during a weekly discussion of current news; (right) the Information Bureau. Oval; the Childrens' Department where "Aunt Jean" renders unusual service to younger readers. Left to right, in the center, we have H. F. Gunnison, publisher; Col. William Hester, president; H. M. Crist, managing editor. When its tea time in Paris all Brooklynites in that city gather at Eagle's Bureau, as you can see. Below we have (left) the Book Department and (right) a corner of the Circulating Library

Digitized by Google

WHAT OUR READERS SAY

Upton Sinclair Writes Another

PASADENA, CAL., JANUARY 31, 1921.

EDITOR & PUBLISHER: I mailed you a brief note yesterday taking exception to your failure to discuss "The Brass Check," and your discussing me instead. Since then I have received a clipping from your issue of January 22nd, and I will ask you to cancel that letter and substitute this one.

Your publication is printed on good paper and reads amiably, therefore it is painful to discover that you do not quite tell the truth. I have reference to paragraphs 5 and 6 of your review. Both these paragraphs sum themselves up to one statement about me, which is false, and would be so recognized by any person who reads what I actually said in "The Brass Check," and what you say I said. In substance you state that I wrote a letter to Vincent Astor, and sent a copy to all the capitalist newspapers of New York, and not one printed a line of it, and the press associations would not send it out over their wires. Then you sum the matter up in a sentence: "This proved to Mr. Sinclair's satisfaction that a letter written by a man representing humanity, himself, had a total news value of zero."

And now, all that your reader has to do is to take up "The Brass Check" and read the chapter entitled "A Millionaire and an Author," and he will see that you have cut off the incident, and left out all the really significant parts. The newspapers were under no obligation to print my letter to Mr. Astor, if they did not consider it "news." But, then, why did they all see fit to print Mr. Astor's reply to me; to print it fully and completely, and with elaborate headlines, and pictures, as I explained? And then, why did they fail to print my reply to Mr. Astor? I assure you that I have many times in my life written letters about public questions, and sent them to the press and had them left unpublished, and I have not considered that this proved anything, and I do not mention the matter in "The Brass Check." What *I* made in "The Brass Check" was a complete and scientific test, which proved that to a New York capitalist newspaper a millionaire was the most important news of the day, while an author was nothing. As I say, you have misrepresented the entire incident by cutting off all the significant part.

Then again, you quote Mr. Ivy Lee. Mr. Lee tells you that the reports he sent out to the press for the Rockefellers were true; and you cite that against "The Brass Check," despite the fact that in "The Brass Check" it is plainly pointed out that Mr. Lee, put upon the witness stand before the Commission on Industrial Relations, admitted, not merely that he had lied about the miners, that he had published whole tables of false figures, and had failed to publish any correction of these falsehoods. Why do you not take the trouble to look up the incident in the printed testimony, which you can get in any public library?

And then again, you quote Mr. Harris, editor of the New York Herald, as to why Bennett suppressed the Herald's investigations in the Chicago Stock Yards. You say that "counsel" had advised Mr. Bennett that the articles were libelous. Why do you leave out the details, plainly mentioned in "The Brass Check," that Mr. Bennett was fully informed about the proposed work in advance, and that I saw the cablegram giving his authorization. Any newspaper man who sends his reporters to get firsthand information concerning conditions in the Chicago Stock Yards, knows that the facts the reporters discover will be libelous unless true; unless he is a fool, he does not need any "counsel" to tell him that. Bennett knew it, because I stated it in my letter, and said, "Bennett will never permit it to be published, and I will have nothing to do with the matter unless Bennett agrees in advance that the articles will be published." I was not asking Bennett to take my word for anything. I was asking him to send his own reporters and get the truth, and Bennett knew perfectly well that if he published the truth, and stood on the fact that he was serving public interest, no jury in the world would ever have awarded damages to the beef trust. Bennett had seen Doubleday Page publish the truth only a year before, and stand by it, and make good in a public investigation. Why does Mr. Harris not mention to you the fact that eight editors of the Herald, in a conference over these articles, agreed that it was the biggest story the New York Herald had ever had. Mr. Harris wrote that to Mrs. Bloor, and I saw the letter with my own eyes.

Now, finally, you say that "The Brass Check" has made no impression. You say that "23,000 copies of a cheap paper covered edition are said to have been sold," etc. "The Brass Check" is printed by one of the largest printing firms in the United States, the W. B. Conkey Company, of Hammond, Indiana, and I enclose herewith a letter authorizing you to get from them the figures as to the printings. These figures will show that they have so far printed more than 144,000 copies of the book and have shipped out in the neighborhood of 120,000 on my order. You think that because the book is not reviewed in the big capitalist newspapers, therefore it is making no impression. That is your standard of judgment, and it is one illustration of how little Wall Street Journalism knows about America. I can tell you where you can find cloth copies of "The Brass Check" in mining camps and lumber camps in this country, which have been read by scores of people; have been read until they are worn to pieces. These people are at present without any way of expressing themselves, and so far as our prostitute journalism is concerned, they do not exist. But mark my prediction, they will find some way of making their existence known to our prostitute journalism before long.

You make yourself feel comfortable about "The Brass Check" by saying that I am "soured," and that I am cross because the newspapers and the magazines pay no attention to me. I assure you, sir, my going out from the great brothel of journalism was a deliberate act on my part. I saw what the place was, and I quit knowing perfectly well what the consequences to myself would be. If you think that I am worried or unhappy, you miss the point entirely. I am perfectly satisfied with the effect my work is having in the world, and I confront the future with complete serenity.

I understand that the circulation of the New York Times has fallen off 100,000 during the past year. I may be misinformed. Suppose you find out and let me know! Anyhow, I know that the farmers of the northwest have got themselves their own newspaper, The Minneapolis Daily Star, and the people of Oklahoma have also got one, and in Chicago and San Francisco they are getting ready to get one. It won't be very long, I think, before masters of our kept press will be doing all the worrying.

Sincerely,
UPTON SINCLAIR.

EDITORIAL NOTE.—Anyone interested in the subject referred to by Mr. Sinclair in the second paragraph of his letter can turn to page 126 of "The Brass Check" and read the following statement:

"This 'Christmas letter' to Vincent Astor was offered to every newspaper in New York City on the same date, addressed to 'City Editor,' special delivery. It was sent to both morning and afternoon papers. And how many published it? Just one—the New York Call—Socialist paper! No other paper in New York, morning or afternoon, printed a line of it, or referred to it in any way. It was offered to every big news agency in the country. And how many handled it? Not one. Outside of New York it was published in the Appeal to Reason and in one Chicago paper which happened to be edited by a personal friend of the author's. So here you have the first verdict of capitalistic journalism of New York City; a letter written by a man of humanity represents a total news value of precisely 0."

The fact that Mr. Astor's reply was printed in numerous newspapers does not change or mudify the statement made by Mr. Sinclair in the above quotation.

Mr. Sinclair's investigation in regard to the number of copies of "Brass Check" that have been sold is a good example of his proneness to twist facts to prove his point. The EDITOR & PUBLISHER's criticism did not state that "23,000 copies of a cheap paper edition had been sold," thus implying that at the end of a year only that number had been marketed. What it did say was that "25,000 copies of the cheap paper edition had been sold at sixty cents a copy during *the first two weeks* that it was issued," which is quite another matter.

The fact that Mr. Bennett authorized Mr. Harris to get the story of the Chicago Stock Yards did not carry with it any guarantee that it would be published when it had been obtained. There is nothing unusual in Mr. Bennett's refusal to print the article after it had been written. He would certainly have been "a fool" to do so if its appearance in the Herald would result in many libel suits for heavy damages, which, according to the advice of counsel, were likely to be successful.

Mr. Sinclair says: "My going out from the great brothel of journalism was a deliberate act on my part. I saw what the place was, and I quit knowing perfectly well what the consequences to myself would be. I am perfectly satisfied with the effect my work is having on the world."

Mr. Sinclair's withdrawal from "the great brothel of journalism" has left no aching void that cannot be filled. In fact its general tone seems to be better without him.

Concerning the circulation of the New York Times which Mr. Sinclair understands "has fallen off 100,000 during the past year," an examination of that newspaper's report to the Government for the six months ending September 30, 1920, as published in the EDITOR & PUBLISHER, shows that its average circulation was 320,855 as compared with 339,858 for the same period in 1919, or a loss of 19,003. The latest figures available show that for January, 1921, its daily circulation was 350,922 as compared with 348,455 for January, 1920, a gain of 2,467 copies.

An examination of the report of the Industrial Relations Committee does not bear out Mr. Sinclair's statement regarding Mr. Lee's testimony. Mr. Lee said that only one misstatement had been made in the copy sent out by the mine owners and that as soon as his attention had been called to it a correction was forwarded to the press.

His Daily Staff of Life

ADA, OKLAHOMA, FEBRUARY 1, 1921.

TO EDITOR & PUBLISHER: We consider EDITOR & PUBLISHER the very best trade publication published in America. We pursue most carefully every edition of your publication and find it a comprehensive guide to progress and our daily staff of life in the editing, publishing and advertising business.

MARVIN BROWN,
President, Ada News.

Postal Storage

NEW YORK, FEBRUARY 7, 1921.

TO EDITOR & PUBLISHER: Replying to your letter of the 19th ultimo relative to a complaint of delayed delivery of copies of your publication addressed to Harry E. First, 224 Woolper avenue, Cincinnati, Ohio, you are informed that watch maintained at the General Post Office shows that copies of the paper are being regularly deposited in a direct sack made up by you and forwarded promptly to the Railway Mail Service for dispatch.

The matter was also taken up with the Postmaster at the office of address, who advises that the complainant's paper is promptly delivered after arrival at his office, and that the delays probably occur in transit due to missing train connections at transfer points.

For your further information, please be advised that weekly publications are not accorded the same dispatch as are daily newspapers. While daily newspapers are dispatched with first-class mail, weekly publications are forwarded in storage cars.

T. G. PATTEN,
Postmaster.
THOS. F. MURPHY,
Assistant Postmaster.

Saved Him Some Trouble

CHATTANOOGA, TENN., FEBRUARY 5, 1921.

TO EDITOR & PUBLISHER: That Year Book issue is certainly a novel conceptiim and I am glad to note that it is going to be a permanent feature. I consider it quite valuable and I will make almost constant use of it for the information contained therein. You have saved me considerable work as secretary of the S. N. P. A. in gathering some data which I had anticipated getting up. I realize the enormous amount of work connected with gathering and compiling the information.

W. C. JOHNSON,
Secretary, Southern Newspaper Publishers Association.

Will Be Extensively Used

MANHATTAN, KAN., FEBRUARY 5, 1921.

TO EDITOR & PUBLISHER: On page 154 of your International Year Book number the address of the Kansas State Agricultural College is given as Lawrence, Kansas. The mistake is very easy to make because the University of Kansas, which also maintains a department of journalism, is situated at Lawrence and the two institutions are often confused. The matter is not of great importance, but if you find it convenient to do so, I should be glad to have you make a correction, as your special number will doubtless be extensively used as a directory. We are thus using it and find it very valuable.

N. A. CRAWFORD,
Professor of Industrial Journalism, Kansas State Agricultural College.

A Correction

CORVALLIS, ORE., FEBRUARY 4, 1921.

TO EDITOR & PUBLISHER: I note that the department of industrial journalism of Oregon Agricultural College was omitted from the list of departments and schools of journalism published in the International Year Book number of EDITOR & PUBLISHER.

Will you kindly make special note of this in your next issue? I am enclosing the necessary information.

FRANK L. SNOW,
Professor of Industrial Journalism, Oregon State Agricultural College.

* * *

OREGON AGRICULTURAL COLLEGE—(co-educational) Corvallis, Ore. Department of Industrial Journalism established 1918. Faculty: Frank L. Snow, C. J. McIntosh and Homer L. Roberts. Twenty-one credits of industrial journalism offered—no degree. Total enrollment since establishment, 415 (elective). Present enrollment, 80. Publications: O. A. C. Barometer (semi-weekly), Oregon Countryman (agricultural monthly), Orange Owl (humorous quarterly), Student Engineer (yearly), O. A. C. Directory (quarterly), Beaver (annual). Fraternity: Sigma Delta Chi for men, Homer L. Roberts, president, and Paul E. Billeter, secretary.

Wishes He Had Helped

CINCINNATI, FEBRUARY 1, 1921.

TO EDITOR & PUBLISHER: The Year Book is so ——— ——— good that I am sorry that I did not have a hand in the making of it.

HARRY PENCE,
Cincinnati Enquirer.

An Omission

LAWRENCE, KAN., FEB. 1, 1921.

TO EDITOR & PUBLISHER: Your International Year Book number is a truly wonderful production. We at the University of Kansas are considerably cut up, however, by the fact that our Department of Journalism is omitted from your directory of such schools. Of course, I know it was unintentional because I think you appreciate the fact that in respect to curriculum, faculty, number of students and record made by graduates, our department is second to none.

L. N. FLINT.

* * *

EDITORIAL NOTE—The omission of the Department of Journalism, University of Kansas, was unintentional. EDITOR & PUBLISHER recognizes this school as one of the leaders and gladly, at all times, recommends it to the consideration of persons seeking information about such schools.

Wonderful Book

CHICAGO, FEB. 1, 1921.

TO EDITOR & PUBLISHER: Please accept my very sincere congratulations on your International Year Book number. It is simply wonderful and I think the special features of executives of newspapers of the United States and Canada is especially good. Of course, I can note some omissions and corrections which I will be very glad to advise you at my leisure. I wish you continued success in your efforts and I say more power to you. Keep right on with this good work.

S. BLAKE WILLSDEN.

Long Sought Information

NEW YORK, JANUARY 31, 1921.

TO EDITOR & PUBLISHER: May I congratulate you upon the International Year Book, copy of which I received several days ago. This indeed contains some very valuable information, some of which I have been attempting to get for quite a few months. I sincerely believe that this is a step in the right direction and I only hope that it is your intention to continue this work each year.

J. C. HINDLE,
Assistant Secretary, Harry Porter Company.

Inspiration Toward Ideals

COLUMBIA, MO., FEBRUARY 2, 1921.

TO EDITOR & PUBLISHER: I congratulate you most heartily upon your first International Year Book number. It is an invaluable "Who's Who and What's What" in journalism. It is another and admirable contribution by EDITOR & PUBLISHER to its services to journalism. I hope you will continue it year by year. "The problems of the year ahead call," as you so well say, "for the consecrated devotion to the highest ideals of journalism." EDITOR & PUBLISHER has inspiration toward those ideals.

WALTER WILLIAMS,
President, Press Congress of the World.
Dean, School of Journalism, University of Missouri.

Most Valuable Book

CHICAGO, FEBRUARY 4, 1921.

TO EDITOR & PUBLISHER: I think the issue of EDITOR & PUBLISHER of January 22 one of the most complete, interesting and valuable books of its kind I have ever seen.

L. J. VAN LAEYS,
Vice-President, Houston (Texas) Post.

Surveys Just What He Wanted

CHICAGO, FEBRUARY 3, 1921.

TO EDITOR & PUBLISHER: It was indeed good of you to send me the back numbers of EDITOR & PUBLISHER, space buyers' chart and market surveys. These are absolutely the most instructive and interesting surveys that have ever come to my notice. They are just what I have been looking, waiting and wishing for for years. Now I am wondering if I have them all. The list attached shows the one you sent me. If there are any others I want to be supplied.

(Signed) CHANNEL CHEMICAL CO.,
Manufacturers and Distributors of "O-Cedar" and "Aladdin" Products.

Abandoning Printers Dummies

NEW YORK, JANUARY 31, 1921.

TO EDITOR & PUBLISHER: Would you please give us further information about abandoning printers' dummies in handling positions by advertising departments to which you make reference on page 16 in your issue of January 29?

THE NEW YORK TIMES.

EDITORIAL NOTE.—The system referred to could be used very easily on the New York Times with its early closing time and strict business office policies.

I know of at least six big evening papers that are using this system.

1. Unless position is definitely bought, all advertising goes on a run of paper basis.

2. Different colors are used for the tickets in sending over position advertising and run of paper advertising. Unless advertising comes from the copy order department with position order blanks, the advertisement is sent by the ad room to the make-up without any guide line instructions.

3. Where advertising is definitely ordered for position the ad room ties in with the advertisement a slug in which the position is specified. Some papers are doing away with the slug and are using some pieces of cardboard which can be stuck in any where in the advertising; the disadvantage of this is that often in piling ads on top of one another the card-board will be mashed or knocked off.

4. A paper like the Times has a little more time for the make-up than an evening paper. The position advertising which comes over definitely ordered is placed in the forms. Then the run of paper advertising is put in wherever it can fit in on the pyramid style.

Unless the Times is trying to see that all of its regular advertisers get preferable positions in the course of time, there is no reason in the world why they should use a dummy. Simply have each advertisement ordered through where it wants to go. But on the other hand there may be reasons why it would be absolutely necessary for the Times to use a dummy, at least in their copy order department.

For instance, the Times may have quite a demand for paid positions on either pages two-three-or-four for smaller ads and it would be almost a necessity to make up a dummy in order to see that they don't over-sell those particular pages.—FRED MILLIS, editor of the Round Table Department.

Digitized by Google

THE SIGNIFICANCE OF THE SLUG–IV

The Slug is a Permanently Live Asset

Following its saving in composition, revision, make-up, lock-up, and pressroom, the Linotype *slug produces its great final saving when the job is off the press. Three minutes' work removes the furniture of a form, and in another two minutes the cuts are removed and the type tossed into the hell-box—a total of five minutes to clean up a job.*

Mergenthaler Linotype Company

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

CUTTING THE EDITORIAL "TURNOVER"

By L. E. CLAYPOOL

LABOR turnover in the editorial department is the most annoying problem newspaper editors and publishers have to solve. That has been true for at least twelve years that I know of. It has been only recently, though, that editors and publishers have begun to look on this problem as one that may be approached like any other difficulty incident to conducting a big business.

Reporters, copy readers, city editors, news editors and even managing editors are forever changing jobs; moving from paper to paper and from town to town. Why do they do it?

Admitting that most of the fault is with the craftsman and always has been, it is of the employers' share in the fault that I wish to talk mainly here, as it is the employer who must solve the problem.

Briefly, before going into the employers' fault, let us describe the condition to be met. A man comes into the office, walks more or less nonchalantly to the employing factotum and asks for a job. If there is a job the applicant, if he looks intelligent and is sober, is put to work. The rule is to ask no questions beyond whether he is a desk man or a street man. In a few weeks the man either is fired because he can not make good or he quits because he is tired of the place. Then a new man must be broken in. Often that means two salaries are paid for the same job for one week. One to the man who is to leave and one to the man who is to take his place, while the former is showing the latter how to do his work.

In cities off the main run, like El Paso, where I am writing now, if a man quits his run or his desk on a week's notice, it means disruption of the entire force, sometimes, because men have to be shifted around. And until a readjustment is made everything is in the air and the cost of operation is increased as much as 20 per cent during the readjustment period, if we consider mistakes, time lost, and the results in the composing room.

Just now El Paso has no difficulty in finding newspaper men, such as they are, for the reason that Juarez, across the river, is wet. But the turnover on the telegraph editor's job alone on one of the papers was eight men in three months, or an average of a new man every week and a half. The managing editor went away once for three months and when he returned there were just two men on his staff whom he knew. That, I have found, has been almost equaled on several other papers.

Now what is the reason behind it all? Why don't editorial men stick like bookkeepers, clerks or department heads in other businesses?

In the first place I think too many fellows go into the newspaper game because they believe anybody with a little education and the ability to use a typewriter can get by. In the second place, too many college men and high school graduates believe a career awaits them in journalism, little realizing the nature of the business. Once in the game men find it requires a greater concentration and expenditure of nervous energy at sporadic intervals than any other business under the sun. Their nerves get to be too much for them and they seek relief by going to the next place.

The tendency to instability has got editors and publishers to thinking that because of the favors and advantages their men have on the outside they need little special attention on the inside. Newspaper men are given tacitly to understand that they are not workers in the common sense, but that they are professional men who should be above the sordid level of working men who have to have hours, sanitary improvements, holidays, bonuses, etc. The employer asks nothing of his men but delivery of salable goods. That done, he offsets his failure to provide for their needs by allowing them the freedom of doing as they please.

If a newspaper man was drunk all night last night it makes no difference provided he is on the job on time this morning and able to work. He has to find his amusement where he can.

I believe that if there is a solution it is something as follows:

Make more rigid requirements of would-be newspaper men. Require a course in training, a sort of an apprenticeship or preparation to be concluded by a stiff examination. That would keep out men who have no business in the game.

Have a more critical system of questioning applicants for positions and make surer of their ability.

Stabilize the work of editorial men more and install a system whereby men may be promoted as occasion offers and their own improvement justifies.

Make a newspaper office just as good a place to work in as a store or an office. Keep the office clean, well lighted and well ventilated.

Hold frequent conferences. Pay men well and encourage saving by means of an office bank.

Give men life insurance and where feasible, let them acquire small amounts of stock after long periods of service and see that their living conditions are satisfactory.

Inspire versatility by shifting the men occasionally when to do so will not disrupt the organization. Change of work often relieves the dull monotony which drives men to other jobs.

There are many other things that can be worked out in accordance with local conditions. But the big thing is to take an interest in the men. Be sure, Mr. Owner, it isn't your fault that a man leaves. It is the editorial matter—the news matter—that sells your paper. It is the non-advertising columns by which the public judges you and on which the public bases its opinion of you. You can not afford to let the editorial department just run itself as it has been doing for so long.

An efficiency system would do more to rejuvenate American daily newspapers than anything else could do.

EASY TALK—By Philip R. Dillon

Chesterton and his interviewers—Gilbert K. Chesterton, a leading personage of England, distinguished as a thinker and writer, arrived in America, at New York, on January 10. He came to deliver lectures in cities of the United States. The editors of the New York dailies chose to make his arrival a major news event, and their judgment seems to have been right.

At the risk of being called hypercritical, I will say that the New York reporters who interviewed Chesterton obviously dissipated in their writing of the Chesterton story. No doubt they followed a journalistic tradition. Chesterton is an iconoclast, a paradoxer, a thinker in terms of whimsical wit, and a powerful man. The tradition urged the reporters to make game of him in their own styles of wit. But, I ask, were the reporters sure of their public?

I read all the interviews with keen interest. I liked best the articles written by the regular news reporters—the humbler ones, so to speak. The stories written by well-known feature writers, star men who always sign their articles, gave me smallest satisfaction.

I state a familiar truism when I say that, as a rule, the star feature writer, especially the one with a reputation for wit, gets into a sort of helplessness when he is sent to write a story—a witty story, about a thing that fills the national mind, somewhat like a tragedy, as a national political convention. Because of a similar rule in psychology, he is at a disadvantage when he measures his own wit or whimsiness with that of Chesterton in a Chesterton interview.

For the time being, it is Chesterton who is in the public eye; the public wants to see Chesterton accurately, not the varying caricatures made obviously by his interviewers; wants to hear and read what Chesterton says and not what the interviewer says, except the necessary setting to make the Chesterton speeches more quickly understandable. I do believe that the public gets impatient at the pushing forward of the personality of the interviewer into a news interview with Chesterton—or any other good sized man who is worthy of being honored and interviewed. Later, when the public has read what Chesterton has to say, the public may want to know what some particular man thinks about Chesterton—some man known to be big, as big mentally, as Chesterton.

I was asked, "Who is Chesterton?" by several people of more than ordinary culture. It so happened that I had read only one of his books—"The Man Who Was Thursday," one of the most preposterous plots done in exquisite style that I ever read. I could not satisfactorily answer the question. And then I regretted that no New York paper had printed a short sketch of Chesterton, including the titles of his chief books, at the beginning of their interview articles. Now that so many famous Britishers are coming over to visit us and talk to us, it might be well for the dailies that have a working library to install a British "Who's Who."

It will be interesting to follow Mr. Chesterton through the country, and note whether he will be written about more effectively in the other cities where he will lecture than in New York.

AND "HARD TIMES" A NEWSPAPER

EUGENE, Ont.—Psychological tests given the students in journalism at the University of Oregon by Dr. E. S. Conklin, head of the department of psychology, evoked many unexpected answers. The questions were put to the students in rapid-fire order and some of the answers, while doubtless due to speed, would have made queer reading if incorporated in newspaper articles. One student thought that the Non-Partisan League is an organization of journalists. Some of the other answers reported Irvin Cobb as a baseball player; ranked a major lower than a captain; had the capital of Texas in four different cities; made "Bud" Fisher an author, and had the river Nile flowing in four different directions.

PRESS TO CLEAN RESTAURANTS

PORTLAND.—"Newspaper publicity seems to be decidedly more effective than patiently urging people to comply with the city's sanitary laws," says City Health Officer Parrish of Portland, "and in the future I shall resort to that method of cleaning up the filthy places where food is sold to the public, unless the dealers obviate the necessity for such action by immediately complying with the department's instructions to clean up."

Dr. Parrish said he had found newspaper publicity effective in cleaning up the slaughter house conditions in Portland, and that he proposed to proceed at once to give restaurants, bakeries and other places the same publicity without delay.

MARINES GIVE EDITOR WATCH

HANNIBAL, MO. — George E. Bounds, advertising manager of the Hannibal Courier-Post, has received a gold watch, with this inscription engraved on the back:

Presented by Gen. J. A. Lejeune, U. S. Marine Corps, to George E. Bounds, Editor the Quantico Leatherneck, Quantico, Va., 1917-18.

With $50 borrowed from the Y. M. C. A., Bounds while in the service started work on the Quantico Leatherneck, a paper printed in behalf of the Marine Corps. The paper grew so rapidly that the circulation was 12,000, when Bounds released his editorship upon being discharged in 1919. The paper was edited in camp and printed in Washington. The paper still is being published.

JOURNALISM SCHOLARSHIPS

MISS RAMONA HERDMAN, of Greenwich, N. Y., and Joseph J. Dromgoole, of Alton, Ill., have been selected as winners of scholarsips in the department of journalism of the School of Business Adminstration at Syracuse University. The scholarships are $150 each and are awarded annually to students taking the course in journalism.

Digitized by Google

The new SPORT-NEWS service of the Consolidated Press

has won thousands of readers for the papers which print it, because it is the only service that "keeps up with the news."

It reports developments—instead of reminiscence.

Hot from the wire it comments on events while they are happening. It doesn't warm up ancient history. It tells the latest news and gossip in the world of sport.

Every dispatch is written for *immediate* publication and is distributed from the wire and not from the editor's "hold for release" hook.

The moden newspaper cannot afford to print a sporting page which is behind the news pages in timeliness. None of the Consolidated Press Association dispatches is written in advance and mailed for simultaneous release dates. That method naturally forbids discussion of timely topics. Every dispatch is published from coast to coast within a few hours after it leaves the hands of its author. Professional and amateur sports are covered daily.

Lawrence Perry and *Walter Camp* cover the entire field of amateur sports with dispatches from each on alternate days of the week so you have a star on your sporting page every day.

"*Fair Play*" covers every angle of profesional sport, prize fighting, racing, baseball, and all the minor sports. This service is sent *daily* over our leased wire system and constitutes the most authoritative and up-to-the-minute sporting service in the country today.

FOR RATES AND DETAILS APPLY TO
ROBERT B. McCLEAN, Business Manager

CONSOLIDATED PRESS ASSOCIATION

Executive Offices: Commercial Bank Building, Washington, D. C.

Horace Epes, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Jay Jerome Williams, Eastern Superintendent
Eleventh Floor, World Building, New York

Digitized by Google

JAMES HUNEKER DEAD, CRITIC OF SEVEN ARTS

Internationally Famous as Writer and Musician, He Had Been a Journalist Since 1891—Last With New York World

James G. Huneker, music critic of the New York World, and whose fame as a writer and a musician was international, died on Wednesday in his sixty-first year. He was stricken with pneumonia on Saturday, and so rapid was the progress of the disease that the physicians could not control it and his death followed four days later.

JAMES G. HUNEKER

Mr. Huneker's career was singularly eventful. Born in Philadelphia January 21, 1860, he inherited his love of music, to which he devoted his life, from his father, who was a musician and a composer. After his graduation from Roth's Military Academy he studied law for a time, but not finding that profession suited to his taste he decided to pursue the study of music which he had already taken up as a diversion.

He went to Paris and for several years studied piano technique under Georges Mathaias. On his return to America he became associated with Raphael Joseffy as teacher of piano at the New York Conservatory.

It was while he was employed in this work that he began to devote critical attention to literature, drama, painting and architecture. In 1891 he became musical dramatic critic of the New York Recorder, which position he held until that paper suspended publication.

Afterward he served in a similar capacity for the New York Advertiser and various musical journals. He succeeded Franklin Files as dramatic critic of the New York Sun. Four years ago he became music critic of the New York Times and two years ago he went with the World. His last contribution to that newspaper, a plea for the revival of "Salambo," appeared in last Sunday's issue.

Some of his books were these: "Mezzotints in Modern Music," "Chopin, the Man and His Music," "Iconoclasts: a Book of Dramatists," "Egoists, a Book of Supermen," "Franz Liszt," "The New Cosmopolis," "Ivory Apes and Peacocks," and "Steeplejack."

Mr. Huneker, who was the dean of the New York critics, was regarded with affectionate esteem by his confrères, and when his death was announced on Wednesday, they drew up a letter to the editor of the World expressing their deep personal loss. One paragraph contained these words: "The loss to them (the World's editors and readers), however, is no greater, can be no more poignant than that to us individually, and while we feel that literature in general and musical journalism in particular has sustained in his death."

LOUIS A. HORNSTEIN DEAD

Pneumonia After Operation Fatal to Publicity Chief of Mergenthaler Co.

Louis A. Hornstein, who, since 1908, was manager of the publicity department of the Mergenthaler Linotype Company, died of pneumonia in a sanatorium in New York on Wednesday morning.

Mr. Hornstein had been in ill health for more than a year. A few months ago he underwent an operation at the Eye and Ear Infirmary which was only partly successful and a week ago a second operation had to be performed. After it was over the physicians said that he had recovered and on Monday he returned to his home. Late that night pneumonia developed and he was taken to a sanitarium, where he died.

Mr. Hornstein was many years connected with the typographical department of the Chicago Tribune as a proofreader. In 1905 he joined the Chicago office staff of the Mergenthaler Linotype Company, which position he retained until he was invited to come to New York in 1908 to organize the publicity department of that company. In this work he was eminently successful. Through his attendance at typographical, editorial and advertising conventions he became widely known and gained many friends for the Mergenthaler company.

The funeral took place at Campbell's Funeral Church, 66th street and Broadway, Friday afternoon.

Obituary

ELLWOOD ROBERTS, for more than twenty years a member of the editorial staff of the Norristown (Pa.) Herald, died in Swarthmore, Pa., this past week. Mr. Roberts was 75 years old and for the greater part of his life had been prominently identified with the Society of Friends.

MARION E. PARROTT, aged 45, an attorney, for many years engaged in newspaper work on several Philadelphia papers, died February 4 at Norristown.

CHARLES H. OLIN, for about twenty-seven years in the employ of the Boston Transcript, for which he did secretarial work, died last week in Saugus. Mr. Olin long had charge of the "Divers Good Causes," the Transcript feature devoted to appeals for worthy objects and needy people.

JAMES POOLE BACON, of the firm of Bacon & Kinsman, court reporters at 11 Pemberton square, died this week. Mr. Bacon was said to be dean of his profession in this section of the country, and before taking up court reporting more than 40 years ago was night editor of the old Boston Advertiser.

BRIG.-GEN. JAMES FORNEY, aged 77, a son of the late Col. John W. Forney who founded the old Philadelphia Press, died February 2 in Philadelphia.

SAMUEL CLARK, aged 66, editor of the Washington (Kan.) Palladium, died at Conordia following a long illness.

CHARLES L. MILLER, founder of the Rockford (Ill.) Daily Republic, and editor of the Quincy Journal, died at Rockford at the age of 72.

AGNES MARY BROWNELL, Kansas short story writer and contributor to Kansas newspapers and magazines, died in Concordia.

MRS. ANNA ROYAL, sister of Miss Alice Ward Proctor, editor and owner of the Byers (Kan.) Journal and the Truesdale (Kan.) Journal, died in Lee, Mont.

REV. LINUS BLAKESLEY, father of the late Charles A. Blakesley, former editor of the Kansas Notes and Starbeams of the Kansas City Star, died at El Paso, Tex.

MRS. T. L. POTTER, sister of Sidney D. Long, business manager of the Wichita (Kan.) Eagle, died in Saginaw, Mich., recently.

MRS. PERNEACY MORGAN HALEY, aged 78, died recently in Columbia, Tenn. She was the mother of Mrs. W. C. Johnson, wife of the general manager of the Chattanooga News and secretary of the Southern Newspaper Publishers Association.

EDWARD MURPHY, president of the Oshawa (Ont.) Reformer Printing & Publishing Company, died in Oshawa a few days ago, aged 84. He had served on the Globe, the Leader, the Colonist and the Echo, all Toronto papers, and had published the Reformer since 1878.

SAMUEL HADDEN, secretary-treasurer of the Toronto Typographical Union, died recently, aged 65. One of the oldest members of the local printers' union, he had been president for several years.

MRS. SOPHIA ROGERS HENNESSY, one of the first women telegraph operators, died at Niagara Falls, N. Y., February 4, aged 76 years.

STEPHEN BINNINGTON, aged 71, employed in the composing room of the Journal of Commerce and Commercial Bulletin for more than forty years, is dead at the Union Printers' Home, Colorado Springs, Col.

LORENZO O'ROURKE, aged 52, literary critic, died last week after a long illness. He had served on the staffs of the Brooklyn Citizen, Times and Eagle, and until his illness he had been literary critic of the Literary Digest and a contributor to Current Opinion and World's Work.

LOVICK P. YEARGIN, aged 28, former assistant foreman of the mailing department of the Dallas (Tex.) Morning News, died in Wichita Falls, Tex., last week after a brief illness.

The Atlanta Journal

ATLANTA, GA.

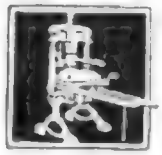
5c Daily — 10c Sunday

Associated Press
United Press

Leased Wire Cable and Financial News

An outstanding newspaper

Advertising in The Journal Sells the Goods



With what interest The Journal, of Minneapolis, is read in 100,000 Northwestern homes may be measured by the 24,000 inquiries our Washington Bureau received in ten weeks for further information on special articles that appeared in this newspaper.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

A Business Building Suggestion For Newspaper Publishers

YOU are doubtless familiar with our trade paper series advertising Newspaper advertising. Most of these advertisements are adaptable for local use, and many publishers throughout the country are employing them to advantage.

We believe that 1921 will develop many new Newspaper advertisers, because this year, of all years, advertising MUST produce definite, direct results.

Publishers should bring every possible pressure to bear upon local wholesalers and retailers to secure their intelligent co-operation. Insist that these wholesalers and retailers demand of every salesman who calls that his particular company advertise in Newspapers. Explain to the salesman that this Newspaper advertising will be to his own personal advantage and profit, since it will increase his company's business in the salesman's territory.

Don't cloud the issue with a demand for your paper. Join hands with the big circle and build business for all papers. Your share will come to you.

Consider what it would mean for Newspapers if salesmen traveling throughout the land were intelligently sold on the value of Newspaper advertising. The manufacturer, beset by his salesmen and his customers to employ the use of Newspapers, would switch many accounts from where they are to where they belong.

If there is a sufficient demand, we shall be glad to reprint the 1920 advertisements in booklet form and send you a copy.

We shall be glad to hear from you.

E. Katz Special Advertising Agency

Established 1888

15 EAST 26th STREET NEW YORK CITY

Publishers' Representatives

CHICAGO KANSAS CITY NEW YORK ATLANTA SAN FRANCISCO

Digitized by Google

MEDILL JOURNALISM SCHOOL WELCOMED BY WORLD'S PRESS CHIEFS

Opening Exercises at Evanston on February 8th Marked by Greetings from W. G. Harding, Lord Northcliffe, Stephane Lauzanne and Leading U. S. Editors

CHICAGO—The new newspaper college of the West—the Joseph Medill School of Journalism of Northwestern University—formally began its first session Tuesday night, February 8, at Fisk Hall, Evanston. More than 100 students were registered for the opening and have now entered upon what its founders and management hope to make the most practical course in all phases of newspaper work ever offered.

Interesting exercises marked the opening. President-elect Harding telegraphed greetings from the Florida in his capacity as editor of the Marion Star. Lord Northcliffe of the London Times sent his congratulations in a long wireless message; M. Stephane Lauzanne of Le Matin and M. Du Puy of the Petit Parisien, also wirelessed felicitations, and there was a message from Lady Bathurst of the London Morning Post, especially for the young women journalists. Arthur Brisbane and other distinguished American editors were present in person to say a word of counsel and good will to both students and faculty.

Dr. Walter Dill Scott, president of Northwestern, presided and made the opening address after he had led into the hall a procession including Dr. David Kinley, president of the University of Illinois; Dr. Harry F. Judson, president of the University of Chicago, members of the school staff, the speakers and the officials and deans of Northwestern.

Dr. Scott emphasized America's need today of "what others may call a saner outlook on life, a healthier community spirit, an enobled national morale" and the part which the press, with the church and the school may play in creating this better public opinion.

"The press in America," he said, "has a direct influence on practically all the inhabitants above the age of four, and is a dominant factor in determining the thought of each individual.

"For centuries we have had in America schools of theology for training the leaders in the church. For decades we have had normal schools for training leaders in the schools. But only now are we beginning to establish schools of journalism to train leaders for the press."

In his wireless message, Lord Northcliffe said, in part:

"I shall be particularly glad if there grows up in your part of the United States a generation of newspaper writers whose eyes have been opened by the right kind of training, under the right minds, to the end that they shall see not only across your broad land, but across the sea. For events of the past six years have widened and deepened channels of journalism and increased the demand for pilots of public thought who know the waters far beyond the famous three-mile limit of your eastern coast."

The new school is named for Joseph Medill, famous publisher of the Chicago Tribune. Joseph Medill Patterson and Col. Robert R. McCormick, grandsons of Joseph Medill, are now co-editors of the Tribune. Mr. Patterson was one of the speakers at the opening, and Col. McCormick, on his way to Europe, sent a letter which was read by Dr. Scott. Mrs. Eleanor Medill Patterson, mother of Editor Patterson, had a seat of honor on the platform.

All of the Chicago newspapers are co-operating in the conduct of the school, and from their ranks have been drawn the practical newspaper instructors. For the present the school is a department of Northwestern's School of Commerce, under Dean Ralph E. Heilman, and during the opening semester, which continues until May 28, there will be night classes only, held at the School of Commerce Building, 31 West Lake street, in the Chicago "loop." Later a director of the new school will be selected and full-time courses will be opened on Northwestern's Evanston campus.

Dean Heilman explains that it is the purpose to "give the student not only the technical newspaper training, but instruction in those general subjects which are essential to the proper development of a journalist."

When the full-time course is established at Evanston, graduates will take the degree of bachelor of science. Part time work throughout the four years will mean a diploma.

Following are the principal members of the faculty:

Editing, re-writing, copy reading—W. A. Dill, of the Chicago office, Associated Press, and formerly professor of journalism at the University of Kansas.

Editorial writing and policy—Tiffany Blake, chief editorial writer, Chicago Tribune, supervisor; Prof. James Weber Linn, chief editorial writer, Chicago Herald-Examiner, and Baker Brownell, editorial writer, Chicago Daily News.

Law of the press.—Prof. A. W. Bays.

News-writing and reporting—Walter A. Washburne, city editor, Chicago Evening Post, supervisor; George P. Stone, assistant city editor Chicago Evening Post.

Organization and Administration—W. A. Curley, managing editor, Chicago Evening American; James O'Donnell Bennett, of the Chicago Tribune, and Walter A. Strong, of the Chicago Daily News. Under this head, lectures on all phases of newspaper making will be given, and the co-operation of leaders in journalism throughout the Middle West will be invited.

Advertising—James H. Picken.

Economics—Prof. F. S. Deibler.

English—Prof. Walter K. Smart.

Government—Prof. P. O. Ray.

American History—Prof. W. V. Pooley.

European Relations—Prof. A. G. Terry.

Psychology—Prof. D. T. Howard and Louis Webb.

Sociology—Prof. A. J. Todd.

Of the first 75 students enrolled, men and women were about equally divided in number. Most of them lived in Chicago, but there were representatives from several states. Only two of the lot were experienced newspaper workers, and forty-one were real tyros. Twelve had some general newspaper experience and twenty-two had worked for short periods on trade, community and college papers.

DENVER POST AD SELLS 18,000 SHIRTS WITHIN 330 MINUTES

Joslin's Store Overrun Thursday with Men Who Seek Bargains and Demonstrate the Ad Power of The Post

One full page advertisement in Wednesday's Denver Post sold 18,000 men's shirts for the Joslin store in five and one-half hours Thursday, Jan. 27.

"That Denver Post ad was the most successful ad ever inserted by any store in any newspaper in the country," John Rice, advertising manager for Joslin's store, said Friday.

"Advertisements appeared Thursday afternoon, but before those ads reached the readers all the shirts were gone.

"We expected the sale would last two or three days. The store doors opened at 8.30 a. m. The shirts at $1.25 each were ready. So were the sixty-two sales people. It was just a matter of minutes until the store was packed with purchasers.

"Those shirts were sold before the purchasers came into the store. All the salespeople had to do was make out the orders. That one full-page ad in The Post Wednesday did the work.

BIGGEST SALE EVER HELD IN COUNTRY

"It was the biggest sale ever held, not only in Denver, but anywhere in the whole country. But the most wonderful feature about it all was that fully two-thirds of the purchasers were men. The sale demonstrated that Denver Post advertisements are read by the men. This sale brought more men into Joslin's than ever went into any store in Denver in a single day.

"From 8.30 until 10.30 a. m. most of the shirt purchasers were men. From 10.30 until noon the number of men and women was about equally divided. Then during the noon hour until the supply was exhausted, the men predominated. And after all the shirts were sold and even Friday, we had a flood of demands for shirts which we could not fill.

"The advertisement was just right. It was a man's ad. The Post took it to the men. The shirts were sold to the men before they came into the store. The only question in their minds was how many to buy. And the average purchaser carried away four shirts."

POST'S AD POWER WITHOUT A PEER

Selling 18,000 shirts in five and one-half hours by a single newspaper advertisement is a world's record. It means that one Denver Post advertisement sold men's shirts at the rate of fifty-four a minute—that each of the salespeople handling the sale at Joslin's sold shirts to purchasers at the rate of almost one a minute. It demonstrated that as an advertising medium, The Post is without a peer.

If you have something to sell, if you want something somebody else has to sell or trade, just tell The Denver Post. No need to spend your money in duplicating your ad in other papers.

Not while one Denver Post advertisement sells 18,000 men's shirts in five and one-half hours.

So there you have a Denver Post demonstration.

The Denver Post is published at Denver, Colorado.

Its circulation daily average, 128,000. Sunday average, 158,000. It covers Colorado, Wyoming and New Mexico. Its Sunday circulation is greater than all the other dailies published in these three states. Member A. B. C.

THE DENVER POST, DENVER, COLORADO

or

Publishers' Representatives:

CONE, HUNTON & WOODMAN, Inc.

New York, 225 Fifth Ave. Kansas City, Victor Building
Chicago, 72 West Adams St. Detroit, American Building
Atlanta, Constitution Bldg.

Digitized by Google

ARE YOU INTERESTED

in making your paper stand out among your competitors like a lighthouse ?

We can show you how

write or wire

The NEWSPAPER ENTERPRISE ASSOCIATION

(A Service—Not A Syndicate)

CLEVELAND, O.

Digitized by Google

Out At Last!

The Kaiser's Suppl

and the Iron Chancellor's Own S

History—When the

Bismarc

SIX BIG FULL PAGE ILLUSTRATED

Why The Book Was Written

The Kaiser's dismissal of Bismarck, in 1890, easily ranks as the most sensational political event of the nineteenth century.

It is not too much to say that the temerity of the young Kaiser in dismissing the Iron Chancellor **Astounded the World!**

Bismarck retired to his Friedrichsruh estate and started to write his memoirs which were to tell posterity just why and how he was forced out of public life. Two volumes were published in 1898. The third, in manuscript form, was handed over to the publishers with the express proviso that it was not to be published in the Kaiser's lifetime.

Why The Book Was Suppressed

A glance at the volume in question is all that is necessary to ascertain why Bismarck did not want the book published in the Kaiser's lifetime.

It gives in full the facts surrounding the dismissal, but it also includes **Verbatim Copies of Hitherto Unpublished Letters Written by the Kaiser, Hectic Interviews Between the Kaiser and His Prime Minister** and a **Detailed Study and Analysis of the Kaiser's Character**—much of which was calculated to prove most embarrassing to the German Emperor.

Why The Book Is Now Released

Although the Kaiser is still alive, he is politically DEAD. The great German Empire that Bismarck fought so hard to build up is now but a memory.

For that reason, it was decided to defer its publication no longer, particularly in view of the many urgent demands received for its immediate release.

Despite the protest of Bismarck's heirs and the weight of other German influences, therefore, the long-suppressed manuscript now given to the public.

Nos. 1 and 2 (Double Truck) The Future Kai

No. 3 The Kaiser's dai

No. 4 Bismarck gets "

No. 5 How Bismarck w

No. 6 Grandfather, fat

BISMAR

The executors of Bismarck's estate by this matter during the Kaiser's lifeti for "WORLD Good and Internation the facts.

It is a noteworthy War would PRO HAVE OCCUR been kept at t

A Veritable Voice from the Dead tha

Write for

This material is fully protected by copyright and will be published sim

McCLURE NEWSPAPER SYNDICATE

ıssed Letters to Bismarck

ıry of the Most Significant Episode in Modern
ıiser "Dropped the Pilot"and Gave
"The Blue Envelope"

ıased Beginning March 13

ITORIES IN PROOF OR MAT FORM ←

ys: "I Must Be Obeyed!"

"rule alone" becomes increasingly evident.

llue Envelope."

oycotted after his Dismissal.

ıd son compared by Bismarck.

Ł'S WILL

WILL were not permitted to publish
but now it has been determined that
ıblic Policy" the public must be given

ıct that the World
ABLY NEVER
ED had Bismarck
German Helm.

"Historical Matter of Commanding Significance"

says Charles Downer Hazen, Professor of History, Columbia University, who has read the 60,000 word book, which has not yet been published—The HIGH LIGHTS of which are OFFERED TO YOU for **your** paper now for FIRST PUBLICATION ANYWHERE!!

Contemporary documents of great importance are here presented and the studied characterization, the weighty judgments, the penetrating exposé of conduct make this a most important and fully commanding publication.

Devoted almost entirely to the events that led up to the famous dismissal, to the divergences of opinion of the Minister and his master, to the wire-pulling and intriguing of the lesser figures, it is an ex-parte account, of course, and its actual value will only be known after historians have subjected it to their criticisms and after other archives, public and private, have yielded up their relevant treasures.

Professor Hazen, says: "It will remain the **most extensive, the most detailed,** and the **most authoritative account we have of an important and dramatic turning point in modern history!** If its publication should prompt the Kaiser or his friends to add a similar installment to our information, it would be gratefully received.

"Between them, these two autocrats, William and Bismarck, cut a large figure in the history of the world—building and destroying, precipitating, among other things, four memorable wars!

"Anything that throws light upon their relations to each other is, therefore, destined to be appreciated by all who seek to understand the present age."

The paper in your territory that secures this feature will be complimented and talked about for months—MAKE IT YOURS BY WIRING AT ONCE.

the Kaiser Tried in Vain to Silence!!

tes NOW!

ıneously in France, Italy, Sweden, Norway, England and other countries.

373 FOURTH AVENUE, NEW YORK

Digitized by Google

TELLS BUYING PUBLIC ABOUT ADVERTISING

Hearst Newspapers Make Available for General Publication Editorials Written by Leading Agencies of America

Without the beating of drums or the sounding of trumpets the New York American a week ago launched a campaign that promises to have a far reaching effect upon the attitude of the public toward advertising. While the American will bear all the expenses of carrying it on neither its name nor that of any other Hearst newspaper will be mentioned in connection with the campaign, the purpose of which is to promote the reading of advertisements by the general public.

The American has invited the leading advertising agents of the country to contribute an editorial on the subject which will be printed, without signature, on the second page of the paper. Copies of each editorial with the writer's name attached will be reprinted on high grade paper and furnished to the agent in such quantities as he can use.

Under the plan first adopted the editorials were to appear only in the American, but at the conference of the Hearst organization held in New York last week, the publishers of several other Hearst newspapers expressed a desire to be accorded the privilege of printing them and they were authorized to do so. Mr. Hearst has since concluded that there may be other publishers who would like to join him in carrying on this educational campaign and therefore offers to furnish such publishers copies of the editorials for their own use free of all expense.

An examination of the editorials that have already been printed shows that they are of an unusually effective character and are likely to be read with much profit not only by the general public but also by advertisers and advertising men everywhere.

Perhaps the clearest idea of the character of the campaign can be obtained from the editorials themselves. Here are the titles of a few of them: "Don't Buy Anonymous Goods," "Make Money on What You Spend," "Advertising Cuts Prices You Pay," "Why Advertised Goods Sell Quickest," "Merchandise Merit Guaranteed."

The following paragraphs taken from one of these editorials furnishes the key note to the series:

"Today, when the buying public is rightfully expecting its every dollar to do double duty, this publication feels that it can render no more constructive service to its readers than to intelligently and sincerely point out the possibilities of advertising as related to the needs and opportunities of every home.

"'The buying public' to which reference is made will certainly be interested in reading these editorials because they discuss in a most entertaining and informative manner subjects of vital importance to their pocket books. The following excerpts indicate the methods of presentation employed:

"The men who signed the Declaration of Independence had faith in it. Its success meant fame—its failure, death. But they had faith—they identified themselves with it—*they signed.*

"So with the manufacturers who trade-marks and advertises his goods. His trade-mark name is his signature to the pledge—'I back this article, its quality, its value, and its service to the public. I am responsible for it; the praise or blame belongs to me.'

"Today if a man makes a product that is good enough to be proud of, he trade-marks and advertises it, that all the world may know him as the author. This mark is his pledge of quality—of his responsibility—of his word of honor to you that he backs his product to the limit. And if a manufacturer does these things, let the buyer be wise—let him look for the trade-mark name and buy with his money a pledged commodity.

"Advertising is a two-edged sword. It gives the consumers the advantage of knowing exactly who disappoints them. No one realizes this more keenly than the manufacturer. So with him it is a principle of good business as well as honor to make his goods measure up to his advertising claims.

"Newspapers carry a 'news of merchandise' that is just as interesting, just as vital, as the 'news of events' which the editors gather for us.

"And since this 'news of merchandise' finds its only expression in the form of advertising, we must admit that the advertising columns are quite worthy of our serious attention as the largest news heading or the most ponderous editorial.

"*Shut your eyes to advertising—and you shut out the news of commercial progress and development—the news of things that make life worth living.*"

Walter G. Bryan, of the executive branch of the Hearst organization, in talking to a representative of EDITOR & PUBLISHER about the campaign, said:

"If we can persuade the public to read faithfully the advertisements appearing in the newspapers and magazines, we are helping them to get the full value of every dollar they spend for the necessities and luxuries of life. You and I know, and every one else who has given the matter careful study knows that advertised products represent the best values there are in merchandise. If we can only make the consuming public realize this fact advertising will assume a new importance in their eyes and advertising itself will gain in power and effectiveness. When this is accomplished merchants who handle advertised goods will sell more of them, and because a greater demand has been created the manufacturers will be benefitted by the increase in size and number of orders they will receive from the retailers.

"It naturally follows that when advertisers realize greater returns from their publicity they will want to use more space in the newspapers, and manufacturers and merchants who have not advertised will want to avail themselves of this tremendous selling force. Thus you see that all who have to do with merchandising will be benefitted by this campaign to promote the reading of advertising—the manufacturer, the retailer, the consumer and finally the publisher."

Dallas Suburb Advertises

DALLAS, Tex.—The Oak Cliff Commercial Association has raised a fund of several thousand dollars for advertising and has launched an intensive publicity campaign. Covering a period of fifteen weeks, the advertising pages of the Dallas county newspapers will be used to tell the advantages of Oak Cliff. Full page advertisements in the Dallas News, Dallas Times-Herald and other Dallas newspapers are being used.

Bury Connors in Tennessee

CORPUS CHRISTI, Tex.—The body of D. E. Connors, about 45 years old, city editor of the Corpus Christi Times before the storm of September 14, 1919, who was drowned in the tidal wave that swept the city, has been disinterred and shipped to Jacksonville, Tenn., where it will be buried.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Ave., New York

National Advertising Score For 1920

Among the approximately 2,000 daily papers in the United States, there are a few which stand forth as the country's Super-Newspapers. These are the papers whose combined circulations form the backbone of any campaign. They are papers of prestige as well as mere size; of quality circulation as well as mere volume.

Here are fourteen of the leaders, with the volume of advertising they carried during the year 1920. (Stated in agate lines.)

Los Angeles Times

Third among all newspapers in the United States

Detroit News	28,117,238
Chicago Tribune	25,725,870
Los Angeles Times	**25,631,718**
Pittsburg Press	24,776,570
New York Times	23,450,000
Baltimore Sun (Evening and Sunday)	22,357,384
Cleveland Plain Dealer	22,006,572
Washington Star	21,052,986
Chicago News	19,988,766
Columbus Dispatch	19,292,310
St. Louis Post-Dispatch	19,062,680
Philadelphia Inquirer	18,385,500
New York World (Morning and Sunday)	18,327,190
Detroit Free Press	18,258,744

Southern California Advertising Score For 1920

Even more spectacular than its nation-wide achievement is The Times' overwhelming lead in its local field. Its rapidly-growing circulation, all concentrated within Southern California and consisting of full-fledged newspapers (no incomplete editions, no pre-dated street sales, no returns from newsdealers) has attracted more and more the total advertising appropriations of hundreds of local firms. The Times is the only morning newspaper used by Los Angeles department stores, and the judgment of these expert space-buyers is backed up by the universal experience of the general public, as shown by The Times' enormous lead in classified advertising.

LOCAL DISPLAY ADVERTISING

Los Angeles Times, first	**14,861,770**
Express	12,775,518
Herald	9,877,770
Examiner	8,777,636
Record	7,414,008

WANT ADS.

Los Angeles Times, first	**7,776,526**
Examiner	5,417,720
Herald	3,811,488
Express	1,310,890
Record	462,056

FOREIGN ADVERTISING

Los Angeles Times, first	**2,993,434**
Examiner	2,403,142
Herald	1,912,232
Express	1,154,118
Record	512,062

TOTAL ADVERTISING, ALL KINDS

Los Angeles Times, first	**25,631,718**
Examiner	16,598,498
Herald	15,603,490
Express	15,240,526
Record	8,388,926

The Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., Harris Trust Building, Chicago—225 Fifth Avenue, New York.

Digitized by Google

BUFFALO EVENING NEWS

FIRST IN NATIONAL ADVERTISING

For the year 1920 the Buffalo Evening News printed more National Advertising than any other paper in the United States publishing only six issues per week.

(From figures January Advertising Age)

This achievement was accomplished notwithstanding the omission of several thousand columns of copy due to freight embargo, lack of paper and a strict censorship of copy.

National - -	**2,958,307**	**agate lines**
Local Display	**7,041,534**	**agate lines**
Classified -	**3,655,868**	**agate lines**
Total - -	**13,665,709**	**agate lines**

NOTE—Boston Post, a seven-day publication, exceeds Buffalo Evening News National Advertising Lineage both in their morning and seven-day totals.

BUFFALO EVENING NEWS

Marbridge Bldg.,
New York, N. Y.

KELLY-SMITH CO.
REPRESENTATIVES

Lytton Bldg.,
Chicago, Ill.

Digitized by Google

PRESBREY HOST TO "SPECIALS"

Dinner as Mark of Appreciation of Cup They Gave Him on Agency's Jubilee

Frank Presbrey, president of the Frank Presbrey Company, of New York, entertained a number of New York newspaper representatives at luncheon at the Union League Club February 10. It was a mark of appreciation of the tribute paid him recently by the representatives, when they presented him with a loving cup, in celebration of the 25th anniversary of his agency. Mr. Presbrey spoke briefly of the pleasant associations he had had with these men, during his years of business.

His guests were: Franklin P. Alcorn, J. Frank Duffy, J. T. Beckwith, C. T. Logan, C. I. Putnam, Fred P. Motz, Mortimer D. Bryant, B. M. Schwartz, Rodney E. Boone, E. S. Cone, George B. David, Charles P. Eddy, W. C. Bates, A. W. Howland, C. C. Kahlert, I. A. Klein, G. P. Knill, A. W. Creel, G. R. Katz, W. J. Morton, Charles E. Miller, Ralph R. Mulligan, C. W. Brocker, John E. O'Mara, George D. Smith, Wallace G. Brooke, Hugh Burke, D. M. Shirk, J. Finley, P. J. Seraphine, F. St. John Richards, S. C. Theis, William D. Ward, W. H. Lawrence and M. C. Watson.

NOTES OF THE AGENCIES

Raymond C. Martin, former city editor, and John T. E. Davis, former news editor of the Albany (N. Y.) Argus, have organized the Albany Publicity Service and opened offices in the Argus Building at 410 Broadway. Mr. Martin had been associated with several papers on the Pacific Coast before returning to Albany to join the editorial staff of the Knickerbocker Press, which he left to become city editor of the Argus. Mr. Davis was connected with the Knickerbocker Press and Albany Evening Journal. Both men are war veterans.

The Lees Company, Cleveland, at its recent annual meeting elected the following officers: George E. Lees, president; Kenneth Ingersoll, vice-president; E. D. Wolaver, secretary; Charles L. Burns, treasurer and manager; M. H. Hattler, assistant treasurer.

John M. Sweeney, Jr., for the past year New England representative for Arts & Decoration, and E. Melville Price, recently sales manager for Henry Tetlow Company, Philadelphia, have formed a partnership as publishers' representatives with headquarters at 161 Summer Street, Boston.

R. W. Knox, for some time advertising manager of the Columbia Graphophone Company, and who for the past two years has been in charge of the advertising and promotion department of the Hudson Motor Car Company, of New York, Inc., has joined the George Batten Company, New York.

H. Rea Fitch, who has been with the copy department of Frank Seaman, Inc., has resigned.

C. A. Seward, art director for the Southwestern Advertising Agency, and his father were seriously injured when a motor car struck the car in which they were riding. Mr. Seward is reported improving slowly.

Captain Le Hain of the Desbarats Advertising Agency, Montreal, for the past five years with the army in Siberia, has returned to the staff of that agency.

H. C. D. Fitzgerald has rejoined the Frank Presbrey Company of New York as a member of the copy staff after an absence of eight years.

George E. Harris, treasurer and general manager of the Dauchy Company, New York, for many years, was recently elected president and treasurer of that agency.

Harry McMains has opened the McMains Advertising Agency, with offices at 1607½ Main Street, Dallas. Mr. McMains was formerly with the Southwestern Advertising Agency of Dallas.

The Wales Advertising Agency of New York City has appointed Charles E. Prins as manager of its mechanical department.

Percy Nickel, formerly dramatic critic for the State Journal, Lansing (Mich.) is now writing copy for the Walter J. Peterson Company, a Grand Rapids (Mich.), advertising agency.

Fred A. Slaten, for several years a member of the advertising agency firm of Benson, Gamble & Slaten, Chicago, has retired from the agency business to become president of the Eden Allpiance Company, with headquarters in Chicago. The company will distribute washing machines and other household appliances in several middle western states. The advertising agency will continue under the same name for the present.

John S. Boyd, of the New York ffice of Hoyt's Service, Inc., went to Columbus, Ohio, to attend the Automotive Tractor Show, which opened there on February 7.

Wells Drury has entered the advertising business in San Francisco as head of the Drury Service. This agency has offices in the Monadnock Building. Mr. Drury is a former editor of the San Francisco Call and Examiner, Sacramento Union, Los Angeles Record, and other newspapers.

J. C. Healy, at present manager of the copy department of the Turner-Wagner Agency, Chicago, will join the McCutcheon-Gerson Service, Chicago, as chief of the plan and copy department, succeeding William J. MacInnes, resigned.

Irving S. Johnston, son of Samuel P. Johnston, of the Johnston-Ayres Company of San Francisco, has joined the art staff in the Philadelphia office of N. W. Ayer & Son.

Smith & Smith, a new advertising agency, has been established in Kansas City by Clyde H. Smith and Allen C. Smith.

Hugh D. McKay, formerly with Frank Seaman, Inc., is now with the Philip Ritter Company, New York, as account executive.

The Rogers-Gano Advertising Agency, with offices in Houston, Tex., and Chicago, has been formed by D C. Rogers and R. C. Gano. The Houston offices will be under the management of Mr. Rogers and the Chicago office under Mr. Gano. It is handling the accounts of the Hughes Tool Company, Guiberson Corporation and Frick-Reid Supply Company.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET NEW YORK

דער טאג

Announces the appointment of

FRANK SEIDER

as Advertising Manager

Mr. Seider's experience of twelve years in the National Advertising field, during which time he acquired a close, thorough knowledge of National Advertising and Merchandising methods, will be at the service of our advertisers.

Intelligent co-operation with the National Advertiser is necessary in the Jewish field. It is just such co-operation that the **Quality Newspaper in the American Jewish Field** is now ready to render.

דער טאג

MEMBER A. B. C.

183 EAST BROADWAY NEW YORK

Digitized by Google

HERE IS CIRCULATION FOR YOU!

¶ 22 Million People in United States Pay To See Moving Pictures Daily

¶ Rotogravure Sections Have Proven to be the Greatest of all Circulation Builders.

¶ A Rotogravure Moving Picture Magazine as a Supplement to Your Sunday Paper Links the Best Circulation Builder with the Biggest Clientele to Which a Paper Can Play

¶ More People Pay Daily to Moving Pictures Than to Any Other One Thing Excepting For Food and Transportation.

¶ The Cost of Rotogravure Supplements Have Made Their Use Prohibitive To Many Newspapers

BUT—

¶"MOVING PICTURES," A National Weekly Rotogravure Magazine For Film Fans
Is Offered To You As A Supplement For Your Sunday Paper Under A Plan Whereby It Becomes An Asset Instead of A Liability. It Makes Money For You Instead of Costing You Money

WIRE FOR OPTION IN YOUR TERRITORY

GRAVURE PICTORIAL PUBLISHING COMPANY, INC.
25 FRANKFORT STREET, NEW YORK

Digitized by Google

JAPANESE WANT CABLE TO UNITED STATES

Present U. S.-Guam-Midway Island Net Adequate, as Japan Must Share It With China and the Philippines.

An international movement is on foot for a new American-Japanese cable. Concerted action is being organized at Washington and Tokio. The need and the prospect of increased cable communication direct between the United States and the Orient are discussed in an article in the current number of the Trans-Pacific Magazine by Kakichi Uchida, former Japanese vice-minister of communications, who has canvassed influential capitalists and public officials in both America and Japan and says that capital and government favor are in sight.

The present Pacific cable extends from San Francisco to Honolulu, thence to Midway Island and on to Guam, where it splits, one branch going to Manila and on to China and the other to Bonin Islands. All this line belongs to the Commercial Pacific Cable Company. From Bonin Islands has been laid a line belonging to the Japanese government. So Japan is served with only one-half a cable, as roughly half the business which arrives at Guam for transmission eastward comes from the Philippines and China and the other half from Japan, but from Guam to San Francisco a single line must carry the entire business of Japan, the Philippines and China.

A comprehensive survey of the situation is given by Uchida. "The capacity of this cable," he says, "is about 8,000,000 to 9,000,000 words a year. Originally this was quite adequate, as the business during the first full year of its operated totaled only 635,000 words. From that point, however, the volume of business has been increasing by leaps and bounds, and during the past few years that between Japan and America has been as follows: 1914, 945,000 words; 1915, 1,228,000; 1916, 1,825,000; 1917, 3,322,000; 1918, 4,297,000.

"The figures for 1919 are not as yet available, but they probably exceeded 5,000,000. In other words, we are already using it up to its full capacity. I have been informed that the demand from the Philippines and China is also increasing rapidly.

"Sometime ago I figured," the former vice-minister continues, "that on the basis of past changes it was safe to estimate that the rate of increase hereafter would be about 35 per cent a year, or, roughly, that within three years the volume of business would be doubled. I found that officials in the United States agreed with this opinion. As a matter of fact, this estimate was brought forward at the hearings held in the United States Senate on the subject, and I was particularly gratified that Mr. Eldridge, an expert in the employ of the Department of Commerce, made the same calculation. As a matter of fact, Mr. Eldridge told the Senate that as soon as the new cable had been laid, there would be immediate necessity for a third one.

"In this connection it should be stated that commerce is very seriously hampered in that, where it depends on a single line, it becomes almost entirely helpless when this is interrupted. It is true that use may be made of other routes; thus messages may be sent via Australia; but the line thence to Vancouver is already overcrowded, owing largely to the great span from Fanning Island to Vancouver, the longest in the world, which makes transmission very slow. Messages have also, though less frequently, been sent to America by way of Europe, but this is very expensive, as well as very slow, owing largely to great congestion in the Atlantic cables.

"Some relief has been provided by use of the Japanese Navy's great wireless station of about 200 kilowatts at Funabashi, a few miles out of Tokyo. This is placed at the service of the Department of Communications during nine hours a day, the rest of the time being devoted to navy business. It handles about 4,000 words a day coming and going. Though it is able to receive signals from San Francisco and could probably send direct to that point, it works a relay in connection with the Marconi station at Hawaii."

DAY-WARHEIT NAMES SEIDER ADVERTISING MANAGER

FRANK Seider, for a number of years advertising manager of The Fourth Estate and prior to that on the business staff of the New York Times, has been appointed advertising manager of the Day-Warheit, Jewish daily newspaper of New York City. Mr. Seider has been in close contact with the national advertising field, to which he will devote his chief efforts in his new connection, for 12 years, as he joined the New York Times advertising staff immediately after he graduated from college in 1909. He is also well known among advertising agents in New York and other cities.

FRANK SEIDER

Omaha School Turns Out Printers

OMAHA.—Four printing courses are given in the mechanical department of the Omaha High School of Commerce, the 34 boys enrolled printing an edition of 25,000 copies of the Public School, the official publication of the board of education, and the weekly high school paper. Equipment includes a linotype, a two-revolution Campbell press and two job presses.

Established New York Office

The Byron G. Moon Company, Inc., opened a New York office at 65 5th avenue February 1. Frederick T. Frazer, former editor of the Haberdasher and the Boys' Outfitter will be in charge, and Arthur J. McElhone, for several years connected with the Class Journal Company of New York, will be an account executive.

New Agency in Pasadena

LOS ANGELES.—Victor M. Clark and Walter P. Clay have opened an advertising agency in Pasadena, Cal., under the name of the Clark-Clay Company.

Kelton Moves Up

HOUSTON, Tex.—Steve Kelton, who has been in charge of the merchandising and service bureau of the Houston Chronicle, has been appointed manager of national advertising.

LA NACION
OF
BUENOS AIRES
announces the appointment of
S. S. KOPPE & CO.
Times Building New York
as its special advertising representatives in the United States.

With a world-wide cable news service "LA NACION" has advanced by merit alone to first place among all the dailies of South America in prestige, influence, quantity of circulation and advertising merit.

U. S. ADVERTISING OFFICES
Times Building
S. S. Koppe & Co.
Advertising Representatives

GENERAL U. S. OFFICES
Editorial and Business
81 Chambers St.
W. W. Davies
General Representative

To the Managing Editors:

Gentlemen:

We are preparing to increase our newspaper feature service considerably, so that we can meet the requirements of newspapers of every size and description.

Will you be kind enough to favor us, without any obligation, with a brief statement of what features you find most desirable.

We want to satisfy the most discriminate Editor and every suggestion will be highly appreciated.

We are in business to please our subscribers, and we believe that through an inquiry of this kind we will have an opportunity to get a consensus of opinion from those of a newspaper staff who select and buy features. And why not get the best sellers?

Please reply liberally as this is a question put to you in the interest of good service.

Address: R. S. BARTA, *General Manager*
U. S. FEATURE SERVICE, Inc.
World Building NEW YORK

Announcing
Grandin - Dorrance - Sullivan
INCORPORATED
General Advertising
Merchandising-Sales Counsel

EXECUTIVE OFFICERS

FRANK C. GRANDIN
Formerly Advertising Director Postum Cereal Company; General Manager, "There's a Reason" Company; President, Liberty Advertising Agency

STURGES DORRANCE
Formerly Vice-President and Director, Thos. F. Logan, Inc.; Advertising Staff, *Collier's* and *McClure* Publications

GEORGE L. SULLIVAN
Formerly Advertising Director, Fisk Rubber Company; Supervisor of Branches, American Locomotive Company (Automotive Division)

ASSOCIATE EXECUTIVES

JOHN J. FLOHERTY
Formerly Director Advertising and Sales Promotion, J. A. Migel, Inc.; Silks; Vice-President, Tracy-Parry Company; Manager Dealer Sales Promotion Department, *Dry Goods Economist*

ROI B. WOOLLEY
Formerly Director Publicity, Society for Electrical Development, Inc.; Sales and Advertising Manager, Standard Electric Stove Company

E. C. GRIFFITH
Formerly Advertising Manager, Chicago *Daily News*

LAWRENCE J. DELANEY
Formerly Eastern Manager, Audit Bureau of Circulations

EUGENE DE LOPATECKI
Formerly Art Director, Thos. F. Logan, Inc.; Assistant Art Director, J. Walter Thompson Company

EDWARD SPRINGSTEAD
Formerly Auditor and Assistant Treasurer, Thos. F. Logan, Inc.

Temporary Offices
151 FIFTH AVENUE NEW YORK

Digitized by Google

Every Newspaper in America should belong to the National Association of Newspaper Executives.

A TRIPLE service worth many times the small membership fee is performed for every newspaper on the continent by the National Association of Newspaper Executives. With the support of practically every aggressive publisher in the United States and Canada, the organization is presenting a solid front for the newspapers to the advertisers and agencies at the annual world's advertising conventions.

The closed meetings of the association are crowded with practical, brass tack discussions. The open meetings are an inspiration and go far towards selling the newspapers as the one real national advertising medium to the advertising fraternity.

Service

THROUGH its "round table" page in *Editor and Publisher* each week, through its various meetings, its CONFIDENTIAL DIGEST, and its secretary's office, which is a clearing house for information for its members, the association is gradually attaining its ambition of being of real service to its members both as a whole and individually.

From July 1 to December 31, 1920, answers were given to 289 questions from newspaper members. 51 special investigations were made. Available men and 31 positions were brought together. A 64-page book on newspaper advertising was prepared and sent to the members. A symposium and ranking of retailer publications of the newspapers of the continent was made.

Agency relations

ITS standing committee on agency relations, which functions in close understanding with a similar committee from the American Association of Advertising Agencies, has determined on a standard of merchandising practice and is now in the process of general adoption.

Clauses in agency contracts that would control editorial policy even but slightly are now under the guns of the able committee, and will probably be one of the topics of the Atlanta convention.

Atlanta Convention

YOU can't afford to miss the Atlanta Convention of this association held with the Associated Advertising Clubs of the World. There'll be fun, of course, but this will be a week of work principally for the newspaper men

June 12 to 16

Selling

AN ACTIVE campaign is carried on through the year by the association to sell the newspapers as the national advertising medium not only to advertisers and agencies but the members of the association themselves. Some tangible results are beginning to show from this campaign.

"A thousand newspaper men at Atlanta" is the slogan of the officers and directors. This will be a serious brass tacks convention again this year. At the executive sessions during the week considerable time will be spent in discussing practical ways of increasing advertising volume. A number of confidential matters will come before the body. This page is being published in order to acquaint those few newspaper men over the country who are not familiar with this work with the many things which are being done by the association.

The officers whose names appear below extend to you a cordial invitation to join with us in solving our mutual problems and in "selling the newspaper as the national advertising medium."

Membership in cities with population of less than one hundred thousand is $10.00; over one hundred thousand is $25.00. Any newspaper, which is not a member joining the association, now will receive a copy of CONFIDENTIAL DIGEST OF 1920 and the BONUS PLAN worked out for organization by Charlie Miller, the president; also a plan that will secure for you a full page once a week for a year from your food dealers or grocers association.

Write to the vice president of your state today—or to the office of the National Association of Newspaper Executives, 7th floor, News Building, Indianapolis.

Here are the men who are giving their time to the organization

OFFICERS 1920-21

CHARLIE MILLER, *President*
Business Manager, Georgian-American, Atlanta

FRED MILLIS, *Secretary-Treasurer*
Indianapolis News, Indianapolis

DIRECTORS

M. E. FOSTER, *Publisher*
Houston Chronicle, Houston, Texas

HARVEY YOUNG, *Advertising Manager*
Columbus Dispatch, Columbus, Ohio

FRANK T. CARROLL, *Advertising Manager*
Indianapolis News, Indianapolis, Ind.

WALTER G. REYAN
New York American, New York

W. J. HOFMANN, *Advertising Manager*
Portland Oregonian, Portland, Ore.

STATE VICE-PRESIDENTS

Canada—GEORGE B. COOPER, Advertising Manager, Edmonton Journal, Edmonton, Canada

Alabama—CHAS. ALLEN, Publisher, Advertiser, Montgomery, Ala.

Arizona—CHAS. A. STAUFFER, Business Manager, Phoenix Republican, Phoenix, Ariz.

Arkansas—ELMER E. CLARK, publisher, Democrat, Little Rock

California—E. M. SWASEY, Advertising Director, Los Angeles Examiner

Connecticut—ED FLICKER, General Manager, Telegram Post, Bridgeport, Conn.

Colorado—FRANK J. CARROTHERS, Advertising Manager, Denver Post, Denver, Colo.

District of Columbia—E. C. ROGERS, Business Manager, Washington Times, Washington, D. C.

Delaware—W. T. METTEN, President and Business Manager, Every Evening Printing Co., Wilmington, Dela.

Florida—CHAS. S. BATES, Advertising Manager, Miami Herald, Miami, Fla.

Georgia—CHAS. D. ATKINSON, Business Manager, Journal, Atlanta, Ga.

Idaho—GEORGE L. FLANERTY, Business Manager, Capital News, Boise

Illinois—E. M. PARSONS, Advertising Director, Chicago Tribune, Chicago, Ill.

Indiana—BEN. F. LAWRENCE, Business Manager, Indianapolis Star, Indianapolis, Ind.

Iowa—HARRY T. WATTS, Advertising Manager, Register and Tribune, Des Moines

Kansas—HOYT F. BOYLAN, Advertising Manager, Headlight, Pittsburg, Kan.

Kentucky—HARRY GIOVANNOLI, Manager, The Lexington (Ky.) Leader

Louisiana—J. A. VAN BUREN, Business Manager, Times-Picayune, New Orleans, La.

Maine—W. H. DOW, Business Manager, Portland Express, Portland, Maine

Maryland—JOHN ELMER, Asst. Adv. Mgr., Baltimore News and American

Massachusetts—JOHN A. PLUMB, Worcester Post, Worcester, Mass.

Michigan—HERBERT S. CONDON, Advertising Manager, Grand Rapids Press, Grand Rapids.

Minnesota—J. J. BENNETT, Adv. Mgr., St. Paul Dispatch Pioneer Press, St. Paul, Minn.

Mississippi—W. G. JOHNSON, Manager, Daily News, Jackson

Missouri—GEO. M. BURBACH, Advertising Manager, St. Louis Post-Dispatch, St. Louis, Mo.

Montana—B. J. WORLATON, Business Manager, Butte Miner

Nebraska—RICHARD A. CARRINGTON, Jr., Advertising Manager, Bee, Omaha, Neb.

New Hampshire—J. A. MUNDELLING, Business Manager, Manchester Union and Leader

New Jersey—F. ERNEST WALLER, Advertising Manager, Daily Journal, Elizabeth, N. J.

New Mexico—TATES. HUGHES, Business Manager, Albuquerque Herald

New York—JASON ROGERS, Publisher, New York Globe, New York, N. Y.

Nevada—H. W. ROSENBROCK, Business Manager, Reno Gazette

North Carolina—J. L. HOAK, Rocky Mount Telegram, Rocky Mount, N. C.

Ohio—C. E. BENNETT, Advertising Manager, Cincinnati Times-Star, Cincinnati, Ohio

Oklahoma—H. E. DREER, Advertising Manager, Daily Oklahoman and Oklahoma City Times, Oklahoma City, Okla.

Pennsylvania—ROWE STEWART, Business Manager, Philadelphia Record, Philadelphia, Pa.

Rhode Island—ARTHUR L. PEARMAN, Advertising Manager, Providence Journal, Providence, R. I.

South Carolina—WILLIAM P. ETCHISON, Advertising Manager, The State, Columbia, S. C.

South Dakota—B. C. DOW, Business Manager, Sioux Falls Argus Leader

Tennessee—HATTIE CLARK, Advertising Manager, Banner Publishing Company, Nashville, Tenn.

Texas—A. L. SHUMAN, Advertising Manager, Fort Worth Star-Telegram, Fort Worth.

Utah—NATHAN O. FULLMER, Advertising Manager, The Deseret News, Salt Lake City, Utah

Vermont—H. B. HOWE, Business Manager, Burlington Free Press

Virginia—MARVIN S. KNIGHT, Advertising Manager, Richmond Times-Dispatch, Richmond, Va.

Washington—A. O. LOOMIS, Advertising Manager, The Spokesman-Review, Spokane, Wash.

Wisconsin—L. A. WEBSTER, Assistant Publisher, The Milwaukee Journal, Milwaukee, Wis.

MEMBERS NATIONAL COMMISSION

A. G. NEWMYER, Associate Publisher, New Orleans Item

FRANK J. CARROTHERS, Advertising Manager, The Denver Post

FRANK D. WEBB, Advertising Manager, The Baltimore News and American.

COMMITTEE ON AGENCY RELATIONS

M. E. FOSTER, Publisher, Houston Chronicle, Chairman

BERT N. GIBBONS, Business Manager, Louisville Courier-Journal and Times

GEORGE M. BURBACH, Advertising Manager, St. Louis Post-Dispatch

A. G. NEWMYER, Associate Publisher, New Orleans Item

FRANK D. WEBB, Advertising Manager, The Baltimore News and American.

Digitized by Google

TIPS FOR AD MANAGERS

Arthur Rosenberg Company, 110 West 34th street, New York. Now handling the advertising of L. Heller & Sons, "Delta" pearls.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Handling pencil advertising for the Joseph Dixon Crucible Company, Jersey City, N. J.

Dorland Agency, 9 East 40th street, New York. Handling advertising for United Auto Stores, Inc., New York.

Snodgrass & Gaynont, 489 5th avenue, New York. Handling general automobile lubricant advertising for the Joseph Dixon Crucible Company, Jersey City, N. J.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing advertising for W. J. Burns International Detective Agency, New York, and the Fred Goat Machinery Company.

Fred M. Randall Company, Lytton Bldg., Chicago. Sending out orders to a large list of trade publications for the International Tag Company. Using Middle West newspapers for the Chicago Fire & Marine Insurance Company, Chicago. Making up a large list of newspapers in the Middle West for Perkins Phonograph Company, Chicago. Sending out orders to newspapers and trade publications for Russell Electric Company, Chicago. Making up a large list of newspapers for Killen Kemical Company, Lansing, Mich. Preparing an extensive newspaper campaign for Delbare Mfg. Company., Chicago.

Joseph Richards Company, 9 East 40th street, New York. Handling account of Hollister, White & Co., Inc., investment bankers, 50 Congress street, Boston. A. W. Sullivan, vice-president, is in charge of the account.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Handling advertising for Reolo, Inc., medical.

Gardiner & Wells Company, 150 Madison avenue, New York. Placing orders with a few newspapers in selected sections for White Rock Mineral Springs Company., "White Rock Ginger Ale," 100 Broadway, New York.

M. P. Gould Company, 60 West 35th street, New York. Making contracts for a tryout campaign with newspapers in Albany, Cohoes, Schenectady and Troy, N. Y., for Fixine Chemical Company, Troy, N. Y.

Kaan's Service, 16 Central street, Boston. Placing orders with newspapers for Newell D. Atwood, auctioneer, 28 School street, Boston.

Frank Kiernan Company, 135 Broadway, New York. Placing orders with Southern newspapers for Hercules Company, "Sanden Electric Belt," 1416 Broadway, New York.

Philip Kobbe Company, 205 5th avenue, New York. Handling advertising for Budd, haberdasher, 572 Fifth avenue, New York.

Lyddon & Hanford, Cutler Bldg., Rochester, N. Y. Placing advertising for Good Luck Food Company, pie and pudding filling, Rochester, N. Y.

Lyon Advertising Service. Placing orders with newspapers in various sections for the Vitamon Corp., "Health Builder Tablets," Times Bldg., New York.

McConnell & Fergusson, Ltd., Montreal. Now placing advertising of the Rock City Tobacco Company, Ltd., Que. Sending out orders to Canadian newspapers for Dominion Molasses Company, Halifax, and United Financial Corporation, Montreal.

E. Sterling Dean Advertising Agency, Wellington street, East, Toronto. Handling Canadian advertising for 1921 of Flat Automobiles and Flat Tractors.

Baker Advertising Agency, Bay street, Toronto. Handling Canadian advertising of the Beaver Board Companies of Buffalo, N. Y. Copy will appear in list of newspapers and trade journals. Preparing to send out copy to list of general publications for Canadian Chewing Gum Company, Ltd., Toronto.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Handling advertising for Armure & Son, Philadelphia, manufacturers of mincemeat and plum pudding. Will make up lists during the month of March, using newspapers, magazines, direct by mail, trade papers and signs.

Griswold-Eshleman Company, 803 Leader-News Bldg., Cleveland, Ohio. Handling advertising for the K-W Ignition Co., 2811 Chester avenue, Cleveland, Ohio, manufacturers of "K-W" Magneton. Will make up lists during March or April.

James Advertising Agency, 450 4th avenue, New York. Handling advertising accounts of the U. S. Industrial Alcohol Company and the Oil Products Company, both of New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Placing advertising for Orangine Chemical Company, 224 West Huron street, Chicago.

Lord & Thomas, Mallers Bldg., Chicago. Placing advertising for Coppes, Brothers & Zook, Nappanee, Inc.

Critchfield & Co., Brooks Bldg., Chicago. Has secured the following new accounts: Samson Tractor Co., Janesville, Wis.; Haverford Cycle Company, Philadelphia; Hayes Shock Absorber Company, Minneapolis; Hewitt Bros. Soap Company, Chicago. New Owatonna Manufacturing Company, Owatonna, Minn.; J. C. Newman Cigar Company, Cleveland, Ohio.

Calkins & Holden, 250 5th avenue, New York. Will in all probability make up lists during the months of March and April for Sherwin-Williams Company, Cleveland, Ohio.

H. B. Humphreys Company, Inc., 581 Boylston street, Boston. Handling advertising for George Frost Company, Boston, manufacturers of "Boston Garters" and "Velvet Grip" hose supporters. Will make up lists during March.

Crosby-Chicago, Inc., 68 East Adams street, Chicago. Handling advertising for the National Lumber Manufacturers' Association.

McKinney Company, Inc., 50 East Washington street, Chicago. Planning an advertising campaign for the Morand Cushion Wheel Company.

Louis J. Goldman, Inc., 1034 Broadway, New York. Will place copy in class publications for the Angora Speciality Company. Will also handle advertising for the Kum-a-Part Company of Attleboro, Mass., manufacturers of a new patented adjustable belt buckle.

Husband & Thomas Company, 165 East Erie street, Chicago. Placing advertising for Barrett-Crevena Company, Chicago, manufacturers of lift trucks, cranes, barrel trucks and gas industrial tractors and the Cast Iron Pipe Association. Trade papers and national mediums will be used for both advertisers.

Barker-Condon Advertising Agency, Denver, Colo. Placing advertising for Coons Porcelain Company, Golden, Col.

McFarland Publicity Service, Harrisburg. Placing orders with newspapers in various sections for A. E. Kunderd, "Kunderd's New 1921 Gladioli," Goshen, Ind.

Mutos Advertising Company, Bulletin Bldg., Philadelphia. Placing orders with some Southern newspapers for Dr. C. A. Voorhees, "Bumstead's Worm Syrup," 426 W. Chelten avenue, Philadelphia, Pa.

Power, Alexander & Jenkins, Madison Bldg., Detroit. Placing orders with newspapers in various sections for C. H. Wills, automobiles, Marysville, Mich.

J. P. Storm, 120 West 41st street, New York. Placing orders with some New York, Maryland and Pennsylvania newspapers for Park & Tilford candies, 529 West 42nd street, New York. Will shortly make up general newspapers for their spring schedule for "Tintex." Handling advertising for Louis Phillipe, "Angelus Lemon Cleansing Cream." Scheduling will go to all large city papers where distribution has been effected. Petrole Hahn Hair Preparatson advertising will be placed with a list of Sunday newspapers throughout the country. Making up a list of selected newspapers for Maurice Levy, "Hygienol Powder Puffs," 120 West 41st street, New York.

Street & Finney, 171 Madison avenue, New York. Reported to be placing advertising for J. A. Migel, (Inc.), "Moon Glo," "Pierrette," and "Tally-Ho" silks, 422 Fourth avenue, New York.

Stroud-Brown, Inc., 303 5th avenue, New York. Placing advertising for F. R. Arnold & Co., 7 West 22nd street, New York.

Collin Armstrong, 1457 Broadway, New York. Making 5,000-line contracts with newspapers for Thomas De La Rue & Company.

G. W. Ford Company, 214 Rhodes Bldg., Chicago. Making contracts with Southern newspapers and farm papers for Southern Oakland Company, Southern Fertilizer & Chemical Company and Southern Fertilizer Company.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Making yearly contracts with newspapers for the B. F. Goodrich Company.

Benson, Gamble & Staton, Corn Exchange Bank Bldg., Chicago. Making yearly contracts with newspapers for the White Company.

George Batten Company, 381 Fourth avenue, New York. Making 840-line contracts with newspapers for Rainbow Waist Shop, Inc.

Pack Advertising Agency, 347 Fifth ave. New York. Sending out 14 lines or more orders, to run 13 times for Sol Young.

Morse International Agency, 449 Fourth avenue, New York. Renewing contracts for Beecham's Pills.

E. T. Howard Company, 117 West 46th street, New York. Making 2,500-line contracts with newspapers for L. E. Waterman Company.

Guenther Law, 25 Broad street, New York. Making 2,800-line contracts with newspapers for Henry L. Doherty Company.

Lord & Thomas, Times Bldg., New York. Making contracts for Dictograph Products Corporation.

Frank Kiernan & Co., 135 Broadway, New York. Making 1,000-line contracts with newspapers for Plunkett-Robertson Company.

C. C. Winningham, Book Bldg., Detroit. Making 10,000-line contracts with newspapers for Hudson Motor Car Company.

Harry Porter Company, 15 West 44th street, New York. Making yearly contracts with newspapers for International Consolidated Chemical Co.

Massengale Advertising Agency, Candler Bldg., Atlanta. Making 35,000-line contracts with newspapers for International Proprietaries, Inc.

Switzler-Warner Company, 225 North Michigan Blvd., Chicago. Sending out 200-line ads to run 33 times for A. Stein & Co., Chicago.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 3,000-line contracts with Pacific Coast newspapers for E. Lawrence & Co. Making 5,000-line contracts with newspapers for Booth's Hyomei Co.

Dauchy Company, 9 Murray street, New York. Sending out 1-inch ads to run 52 times in a large list of newspapers for Allen S. Olmsted, "Allen's Foot Ease."

Schiele Advertising Company, Central National Bank Bldg., St. Louis. Sending out 13-time orders to Texas newspapers for Union Pharmacal Company, Kansas City.

Frank Seaman, 470 Fourth avenue, New York. Sending out full pages to run 10 times on rotogravure newspapers for Eastman Kodak Company.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Making 2,800-line contracts with newspapers for D. D. D. Company.

Theodore F. MacManus, 44 Hancock ave. East, Detroit. Making 3,000-line contracts with newspapers for Maxwell Chalmers Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts with newspapers for Reverse Remedy Company.

Vredenburgh-Kennedy Company, 171 Madison avenue, New York. Making 2,000-line contracts with newspapers for Alonzo O. Bliss Company.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.

135 Broadway - New York City

Phone, Rector 9057-8-9

Iowa Weekly Sold

HAMBURG, Iowa.—W. T. Davidson, who for fourteen years has been the editor and proprietor of the Hamburg Republican, has sold his newspaper to L. R. Sims of New Cambria, Mo.

Win Good Roads Prizes

KANSAS CITY, Mo.—Three Kansas newspaper editors and three Missouri editors received prizes for the best editorials on the passage of the good roads amendments submitted at the recent election. In the Missouri contest, $100 went to E. C. Hadley, editor of the Fairplay Advocate; $50 to Edgar White, of the Macon Chronicle-Herald, and $25 to W. C. Kapp, editor of the Warrensburg Star-Journal. In the Kansas contest, F. C. Furgueson, Attica Independent, received $100; K. P. Mechem, Wichita Price Current, $50, and Frank A. Mekel, editor of the Topeka Mail and Breeze, $25.

Alsup Convicted; Will Appeal

WACO, Tex.—Fisher Alsup of Temple, tried on a charge of libeling Pat M. Neff, successful candidate for governor of Texas, was found guilty and was given the maximum fine of $2,000 before a jury in the county court of McLennan County. Mr. Alsup was alleged to have been author of an article that was published in the Ferguson Forum last October in which the age of Mr. Neff in relation to the draft law was discussed. Mr. Alsup was tried in December and a mistrial was entered. The case will be appealed to the court of Crminal Appeals.

Buy Tennessee Courier Plant

BUFFALO.—Arthur E. Wares and Ralph Luttrell, of Warsaw, N. Y., have purchased the equipment of the Genesee Courier, of Leroy, N. Y., and will remove it to their job plant at Warsaw. The Courier ceased publication after having been in existence since 1870.

Southern markets are active the year 'round

The wide variety of the products of the South tends to year-round activity in her markets.

There is a high percentage of regular employment of labor and some branches of farming operations are at their height almost every month.

While there are "seasons" in the merchandising of most commodities, in the South as elsewhere, they so overlap as to give an unusual degree of continuity to business.

"Sell It South" is good policy, aside from other reasons, because of the extent to which there is demand in the Southern States for useful articles, throughout the entire year.

To "Sell It South," efficiently and economically, means to advertise your product in Southern daily newspapers. Through no other medium can the great Southern market be fully covered.

Southern Newspaper Publishers' Association

Chattanooga, Tenn.

Digitized by Google

STANDS OFF BUFFALO STREETS

City Obeys Appellate Court's Decision That They Are Illegal Obstructions

(Special to EDITOR & PUBLISHER)

BUFFALO.—Sunday, February 6, was moving day for all Buffalo newspapers. This was the day on which the newspapers had their choice of removing from the streets their news stands or of having them confiscated by the city. Decision by the court of appeals that the news stands were an illegal obstruction was followed by an order directing William F. Schwartz, commissioner of streets, to forthwith remove them. The commissioner gave the newspapers three days to remove all stands in the business district and February 6 saw them off the streets. There were stands on practically every important business corner in Buffalo. Some were six to ten feet in length and were weather proof. The decision and the removal of the stands is the result of a suit of Eugene E. Hofeller, a taxpayer. The courts to the highest bench in the state sustained Mr. Hofeller's plea for removal of the stands.

Three Pennsylvania Meetings

(Continued from page 9)

The committee on arrangements included: W. L. Taylor, York; R. C. Gordon, Waynesboro; H. C. Carpenter, Lancaster; C. J. Smith, Allentown, and George J. Campbell, Pittsburgh.

Those who attended the banquet were:

C. N. Andrews, Easton Free Press; B. M. Alleman, Littletown; W. E. Andrews, Carlisle; C. E. Allison, Belleville Times; A. M. Aurand, Jr., Beaver Springs; Durham Barton, Mercer Dispatch; R. M. Barton, Duncannon Record; H. V. Black, Huntingdon; W. T. Bates, Meadville; V. E. P. Barkman, Bedford Gazette; C. P. Boller, Allegheny Argus; E. S. Bayard, Stockman & Farmer; W. L. Binder, Pottstown News; Joseph F. Biddle, Huntingdon News; C. R. Bailey, New York; J. P. and N. A. Considine, Philadelphia North American; W. I. N. Cox, Williamsport Sun; C. W. Catlin, Allegheny Argus; G. J. Campbell, Pittsburgh Daily Law Bulletin; D. M. Cresswell, Pennsylvania State College News; H. C. Carpenter, Lancaster Intelligencer and News Journal; Wilmer E. Crow, Harrisburg; C. M. Coles, Lykens Standard; A. W. Channing; W. Cake, Terre Hill Times; J. R. Darshuck, Hazleton.

Wesley Dammes, Battle Creek; A. C. Dickinson, Sharon; Charles Esser, Kutztown Patriot; C. L. Erter, Middletown Journal; H. S. Foltz, Chambersburg Public Opinion; John Farnsworth, Philadelphia; H. B. Farquhar, Bethlehem Globe; Walter J. Foust, Lewistown Sentinel; G. E. Graff, Williamsport Sun; J. R. Gilbert, Lancaster Examiner; R. C. Gordon, Waynesboro Record-Herald; E. W. Gray, Dubois; C. W. Gutelius, Northumberland; I. G. Humes, Altoona Mirror; P. G. Hastines, Malton Standard; E. J. Hart, Scranton Times; K. C. Holcombe, T. H. Harter, Bellefonte Gazette; Mrs. Julia R. Hazard, Swarthmore News; R. W. Herbert, Greensburg; C. P. Howe, Tarentum; I. J. Houck, Brooklyn; F. B. Jackel, Doylestown Democrat; H. L. Johnston, Altoona Mirror; F. H. Jarvis, Tunkhannock; C. J. Johnston, Cleveland; J. D. Keator, Scranton Times; P. W. Knox, Waynesburg; W. S. Livingood, Myersdale Republican; H. O. Lull, Philadelphia Inquirer; Jesse E. Long, McKeesport News; P. W. Leussenring, Allentown Call; Charles Long, Chester Times; M. J. Lamade, Williamsport Grit; Jesse E. Long, McKeesport News; S. G. Lindenstein, McKeesport News; G. C. Lee, Carlisle Herald; Leon Lowengard, Harrisburg Courier; W. J. Lerch, Allentown Chronicle; S. S. Lewis, York; W. R. Mark, Lebanon News; K. C. Mott, Meshoppen; J. L. Mead, Erie Times; J. J. McGinley, Norristown; C. J. McBride, Honesdale; C. A. Nash, London; M. W. Naill, Hanover; F. R. Oyster, Harrisburg Telegraph; Edward O'Reilly, Lock Haven; W. K. Peck, Pittston Gazette; Chester Reitzer, Carlisle Herald; Howard Reynolds, Quarryville Sun; W. J. Rae, Myersdale Republican; Donald E. Roseman, Northumberland; E. J. Stackpole, Harrisburg Telegraph; C. J. Smith, Allentown Call; W. Sanborn, Lanedale Record; A. B. and J. K. R. Schropp, Lebanon News; J. L. Stackhouse, Easton Express; M. S. Schock, Selinsgrove; J. S. Stewart, Washington Observer; E. R. Stull, Pittsburgh; G. A. Stewart, Clearfield; O. D. Schock, Hamburg; A. E. Sweeney, Greensburg; O. D. Stark, Tuckhannock; J. F. and J. H. Stineman, Lancaster.

George W. Sigman, Easton; R. D. Thompson, Carlisle Sentinel; W. L. Taylor, York; A. N. Thompson, Ridgeway; W. J. Thomas, Pittsburgh; D. W. Watkins, Lansford Record; P. W. Weller, Allentown Call; J. P. Woodward, McKeesport News; Richard Wharton, Harrisburg Patriot; F. C. Wallace, Chester Times; N. L. Wilder, Lebanon News; W. A. Walker, Warren Times; J. L. Wise, Butler Eagle; Thomas Whiteman, Latrobe; W. L. Waltz, Pittsburgh; A. B. Wiggins, Homestead; H. E. Ziegler, Herndon News; J. G. Zook, Lititz Express; J. H. Xerbey, Pottsville.

ASK the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

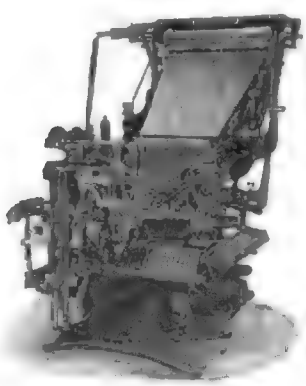
165 E. Ontario St. Chicago | 335 Windsor Station Montreal | 1270 Broadway New York

INTERTYPE
"THE BETTER MACHINE"

Dominant Requisites

The dominant requisites of a line casting composing machine are quality, reliability, speed and economy of upkeep.

These requirements are fulfilled to the highest degree in the *INTERTYPE*.



Arrange for an inspection and a working demonstration of any model at your convenience.—Just write and ask.

BUILDERS OF "THE BETTER MACHINE"

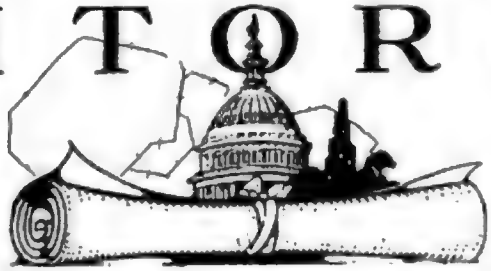
INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch Rand-McNally Building, Chicago, Ill. | Southern Branch 160 Madison Ave., Memphis, Tenn. | Pacific Coast Branch 86 Third Street, San Francisco, Cal.

Digitized by Google

EDITORIAL



POSTAL SERVICE RE-ORGANIZATION

WHILE newspapers are interested in every department of the government from a news standpoint they are particularly interested in the post office department because of the vital relation of its activities to the very business life of the newspapers themselves.

It is entirely possible that the policy of the last sixty years will be followed and a man of ability as a political organizer will enter the new cabinet as postmaster general and the actual work of re-organizing the system will fall upon his assistants, that has been fostered by the present management no doubt.

During the last twelve years the postal service of this country has been wrecked. It has never before been permitted to reach such a state of inefficiency. Mismanagement has made it the bane of modern business. Instead of being a service, it is today a dead-weight, and no industry has suffered more under the handicaps it has imposed than the publishing business.

Rank discrimination has been an outstanding factor that has been fostered by the present management under the name of economy. Rates have been raised and public service for which the department was created, has been lost sight of entirely.

Take the case of the newspapers of the country as an example. While the service is slow and far below the former standards, daily newspapers are still dispatched with first-class mail, but weeklies, even those with national circulation whose very life depends upon rapid distribution, are forwarded in storage cars that are in many cases held at terminals for days at a time until full loads are secured.

It is for this reasnn that the re-organization of the postal department by the incoming administration is of deep concern to every newspaper in the country.

In this connection EDITOR & PUBLISHER has no hesitancy in urging the name of Clyde M. Reed, editor of the Parsons (Kan.) Sun, for consideration as assistant postmaster general to have charge of the re-organization of the transportation division of the postal department. No other man has had wider experience in this branch of the service. He is a valued member of the Republican party and in an exclusive article in EDITOR & PUBLISHER last week on the subject he showed that he possesses a thorough knowledge of the postal problems that confront the new administration, and has also a keen appreciation of the need for immediate re-organization.

JOURNALISM AND THE SESQUI-CENTENNIAL

PHILADELPHIA is already making plans for a World's Exposition to be held in 1926 to commemorate the 150th anniversary of the signing of the Declaration of Independence. The Poor Richard Club of that city is preparing to launch a campaign in Atlanta in June to bring the convention of the Associated Advertising Clubs of the World to Philadelphia during the sesqui-centennial celebration.

Rowe Stewart, president of the A. A. C. W., at a recent dinner of the Poor Richard Club went a step farther and advocated an entire building devoted to advertising as a feature of the proposed fair. But why stop with a building devoted to advertising. What would be more fitting than a journalism building, too.

It was in Philadelphia that Benjamin Franklin achieved success as a journalist; it was there that a new freedom was born that made possible the development of journalism in America. It is therefore entirely proper that Philadelphia should have the first building devoted to journalism and advertising as a feature of a world's exhibition. There is no more interesting story in this country than the development of our journalism; it is the most powerful single influence in our daily life and the people should be brought into more intimate touch with its progress and day to day work.

There can be no better place for this than the Sesqui-Centennial of the signing of the Declaration of Independence and in the adopted home-city of our first great journalist.

From trouble and the noise of strife we turn, O Lord, to Thee, our refuge and our strength. Let peace rule in our hearts amid the cries of world unrest. We know that love and peace and joy are fruits of Thine Own Spirit. The love of God is shed abroad in our hearts by the Holy Spirit, and along with love comes peace, which passeth understanding, and joy unspeakable. Help us to realize that these blessings so greatly needed by all are not of human invention but of divine origin. We pray for all men everywhere in this stern testing time through which we are being called to pass. Grant us to be more faithful to what cannot be touched by any earthly vicissitude, to believe earnestly in the best things and to live what we believe. Give to us and to our whole civilization a new spiritual quickening, a desire for the eternal. And to this end, O God, sanctify the press, and may those who direct it aim at the true good of the community and seek to raise their country higher and higher in the Christian scale. This we ask in the name of Jesus Christ our Lord, Amen.
—A. Murray Porter.

SANITY IN THE RANKS OF LABOR

ONE of the sanest and best of the publications devoted to the interests of working men is Labor, a national weekly, issued in Washington by sixteen standard railroad organizations. It is a nine column folio which contains no advertising, carries a spirited cartoon each week, and is filled with accounts, first-hand information.

The theory upon which it is conducted is that if the men and women who do the world's work can be placed in possession of the truth, this may be depended upon to make intelligent and just decisions concerning every problem placed before them.

The idea is a just one for the people of this country are capable of doing their own thinking. One reason why they sometimes go wrong is that the data upon which they base their conclusions are based is incorrect and misleading. Labor aims to give them the facts and let them draw their own conclusions.

February 12, 1921 Volume 53, No. 37
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins. J. W. Ferguson, General Manager. J. B. Keerney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: F. B. Grundy, 13 Place de la Bourse.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

NEWSPRINT AND THE TARIFF

THE newsprint manufacturers are asking for protection from imports from Norway, Sweden, Holland and Germany, according to their testimony before the House Ways and Means Committee this week. They are requesting tariff of $15.00 a ton. They claim that as a result of the present exchange situation, the newsprint manufacturers of those countries can sell their product in the United States at a price below production costs here. Unsupported by actual figures, that claim is the most brazen piece of misrepresentation that has so far been offered in the tariff hearings.

What does it cost to produce a ton of newsprint in North America? The newspaper publishers who have been floundering around in a sea of uncertainty because of the newsprint situation in this country would give a great deal to know that important fact, in order that they may have a basis upon which to fix their business conduct in the future. Instead of contenting themselves with a general statement which means nothing and which only confuses, why don't the newsprint manufacturers come out from behind the cloak of secrecy of their inter-locking Canadian and United States manufacturing, holding, purchasing and selling corporations, and tell honestly what it does to produce a ton of newsprint?

The only countries to which American publishers can look with any hope of relief from the stranglehold that the paper manufacturers now have upon them are those against which Congress is now asked to erect a wall of protection and monopoly.

It is no exaggeration to say that it was those very countries that are keeping American and Canadian publishers from paying from 7 to 8 cents a pound for newsprint today. Those were the contract price figures that the manufacturers were gleefully considering four months ago as about the right toll to force from the publishers of North America for the first quarter of 1921, when overseas newsprint was attracted to this market.

American newsprint contract prices are exorbitant. They are not based on a sound business policy, but on squeezing the last penny out of a business that they had by the neck until the countries mentioned came to its rescue with spot paper at 5¼ cents.

There should be no uncertainty about the action that American newspaper publishers should take in this case. Every representative and senator should be made acquainted with the facts by a publisher who knows him personally.

TO PROMOTE AD READING

ELSEWHERE in this issue of the EDITOR & PUBLISHER will be found some interesting facts about an advertising campaign undertaken by the New York American to promote the reading of advertisements by the general public. It is not designed to benefit that newspaper alone, for the advertisements, in the form of editorials printed on a news page, will contain no reference to the American or any other Hearst newspaper or magazine, but rather to benefit all newspapers and all periodicals.

Advertising is more believable today than it has ever been, and therefore it should be more productive of results, but much of its effectiveness is lost through the failure of a considerable proportion of the public to examine the announcements made by the producers and distributors of merchandise.

To what may this indifference be attributed? Probably to the haste with which people read the newspapers and magazines. People will only read those advertisements that deal with things in which they are interested. If- however, we can increase the number of things that will interest them; if we can show them how they can be benefitted by a careful perusal of advertising columns, then advertising will become a more productive and therefore more attractive to the sellers of merchandise.

This is exactly what it is hoped the campaign planned and inaugurated by the New York American, and carried on not only by the Hearst publications, but all newspapers throughout the country, will accomplish. That there is need of such an educational campaign is realized by all who have to do with marketing through the printed word.

Digitized by Google

PERSONAL

P. E. BURTON, publisher of the Joplin (Mo.) Globe, was re-named curator of the University of Missouri by Gov. A. M. Hyde.

Thomas B. Norton has been elected a director and appointed manager of the Morristown (N. J.) Jerseyman.

Celsus A. Lamb, one of the oldest newspaper men in Kansas, for 47 years connected with the Parsons Daily Eclipse, who recently disposed of his interests in the Eclipse, has retired from active newspaper work.

Hon. Thomas Rees, publisher of the Springfield (Ill.) State Register, with Mrs. Rees, has left on an extended trip to California and Honolulu.

E. J. Kiest, editor and publisher of the Dallas (Tex.) Times-Herald, has been re-elected as president of the Texas State Fair Association, which annually conducts a fair and exposition at Dallas lasting two weeks.

William Dunseath Eaton, who was editor of the old Chicago Herald, author of "Joshua Whitcomb" and other plays and several books, has just brought out "Spirit Life: or Do We Die?" (Stanton & Van Vliet Company, Chicago).

Eugene Dyar has sold the Carnesville (Ga.) Herald to C. J. Culpepper, and has also sold the Royston (Ga.) Record, and states he will become a farmer.

James Schermerhorn, publisher of the Detroit Times, was toastmaster of a banquet given in honor of Tyrus Cobb, new manager of the Detroit American League baseball team, here February 2. Grove Patterson, managing director of the Detroit Journal; Phil Read, managing editor of the Free Press, and Malcolm Bingay, managing editor of the News, were at the speakers' table.

E. E. Kelly, owner of the Toronto (Kan.) Republican, and assistant state printer of Kansas, was recently admitted to practice before the Kansas supreme court.

Volney Williams, editor of the Waycross (Ga.) Journal-Herald, who is also in the automobile business at Waycross, was elected president of the Georgia Automotive Dealers' Association at the recent annual meeting in Atlanta.

Lord Northcliffe and Lord Beaverbrook, London newspaper owners, have left England for the South of France to spend the winter.

THE EDITORIAL ROOMS

Lloyd N. Prince, city editor of the Sioux City Journal for the last five years, has resigned to assume charge of "Who's Who in Iowa," a biographical directory of Iowa citizens, which he is publishing jointly with State Representative Frank C. Lake, a former Sioux City newspaperman.

Roe Eastman is now doing duty on the copy desk of the Cincinnati Commercial Tribune. A dozen years ago he "broke in" on the paper and since that time he has been city editor of the Memphis News Scimiter as well as having worked on other local papers.

Robert Copelan, for several years connected with the editorial staff of the Cincinnati Enquirer, is back in that city after a year in the advertising department of the Graton & Knight Manufacturing Company, at Worcester, Mass.

George Richmond, formerly of the Buffalo Times staff, is now with the Buffalo Evening News.

Frank C. Gilchriese has resigned from the Buffalo Commercial staff, on which he was city hall reporter for twenty years. He leaves soon for California.

Miss Constance Drexel, who has represented the Philadelphia Public Ledger abroad during the past year, talked to the members of the Poor Richard Club, February 10. Her subject was "A Woman Journalist in Paris." Miss Drexel was one of the representatives of the Chicago Tribune at the Peace Conference.

Charles T. Kelley, a veteran Minnesota publisher and now deputy immigration commissioner, has retired as editor of the Menahga Journal and leased the plant to his daughters, Miss Genevieve and Mrs. Mildred Kelley-Bashaw. The young women have been running the paper since July last.

Robert H. K. Whitely, Detroit Free Press make-up editor, has been appointed a member of the city civil service commission.

Harry W. Sheehan, formerly state editor of the Manchester, (N. H.) Union, has joined the staff of the Boston Herald.

H. C. Rogers, until recently city editor of the Rome (Ga.) News, has been appointed business manager of the Brunswick (Ga.) Banner.

William J. Welpley, assistant news editor of the Philadelphia Record and Miss Elizabeth F. Pugh of Wayne, Pa., were recently married in that city. Paul F. Stacey, of the N. W. Ayer & Sons advertising agency, was best man.

Miss Adalyn Faris, a special writer on the St. Louis Globe-Democrat, and Edward J. McKee of Kansas City, Mo., were married secretly in Boonville, Mo., on January 12. The announcement was made three weeks later at Jefferson City, where the bride is covering the legislature for her paper.

John H. Kline, formerly city editor of the Fitchburg (Mass.) News and until recently news editor of the North Adams (Mass.) Herald, has resigned to become county editor of the North Adams Transcript.

George J. Lemmer, assistant night city editor of the Worcester (Mass.) Telegram, was a recent visitor in New York.

Miss Allene Sumner, who has been connected with the United Press, United News, and United Feature Syndicate, for some time, is now on the feature staff of the Cleveland Press.

Charles U. Becker, former Kansas City and St. Louis newspaperman, and a representative in the Missouri legislature when elected secretary of state of Missouri, and Miss Mary Tolson, of Kilksville, Mo., were secretly married last June in Chicago.

Miss Buda Stephens, special writer for the Detroit News, and Louis H. D. Baker, vice-president of the American State Bank, were married February 1.

David D. Leahy, dean of Wichita newspapermen, was re-appointed election commissioner of the city of Wichita by Governor Allen. Mr. Leahy has just recently recovered from an operation for appendicitis.

John Knott, cartoonist for the Dallas-Galveston News, has opened an art class under the auspices of the Business Women's Club. The work includes illustrating, cartoon work and commercial drawing.

Clifford L. King has resigned after thirty years' service on the news staff of the Taunton (Mass.) Gazette, to take charge of a large farm in northern New England that he has just purchased. He was presented with a travelling bag by the Gazette staff.

W. B. ("Brad") Hennessy, formerly one of the most widely known newspapermen in the country, who was managing editor of the St. Paul Globe when it suspended sixteen years ago, has undergone an operation at the Mayo Hospital, Rochester, Minn., and is convalescing at the home of his brother, Joseph E. Hennessy, who covers the state capital for the St. Paul Daily News. When his health gave way "Brad" was in Indianapolis, Ind., writing on sociological subjects.

Col. W. G. Sterett, staff correspondent of the Dallas News, was one of the principal speakers at the annual banquet of the Chamber of Commerce at Bryan, Texas, recently.

George B. Johnson, secretary of the Oklahoma branch of the American Federation of Labor, has resigned to engage in the newspaper business. He has been succeeded by Victor S. Purdy, who has been publisher of a newspaper at Wilson, Okla.

Henry H. Tinkham, former assistant managing editor of the Grand Rapids Press, and chief political writer, has become a director of the Committee of Public Information for the gas and electric interests of Michigan.

McGEEHAN N. Y. TRIBUNE'S NEW MANAGING EDITOR

ANOTHER California newspaper man has risen to prominence in the New York newspaper field. He is William O. McGeehan, new managing editor of the New York Tribune, successor to the late George M. Smith. Mr. McGeehan was born in San Francisco, and was educated at the University of California. He left college to enlist with the First California Regiment and after serving in the Spanish American war, returned to his native state to engage in newspaper work. He began his career on the staff of the San Francisco Examiner, going from there to the San Francisco Call as chief reporter. Later he became a member of the Chronicle editorial staff, then editorial writer and in turn city editor and managing editor of the old San Francisco Post.

W. O. McGeehan

After about fourteen years of newspaper work in California, he turned his steps toward New York and the Evening Journal. Thence he went to the Tribune, where he has been for about six years, chiefly as sporting editor. His work on the Tribune was interrupted by the World War, and he served as a major with the 50th Infantry. He had also served with Pershing's expedition to Mexico as a correspondent. At the close of the war, he returned to the Tribune. Mr. McGeehan is satisfied with the profession he has chosen, and does "newspaper work because he loves it," he says. In addition to that, he has written a number of short stories and while in California was a frequent contributor to the Argonaut and the Overland Monthly.

IN THE BUSINESS OFFICE

Marvin H. Crawford, a recent graduate of the journalism course at the University of Missouri, has been made advertising manager of the Independence (Mo.) Jackson Examiner.

L. A. Ward, who has been connected with the Murray Howe Advertising Agency, has become a member of the Charles H. Eddy Company's New York office staff.

J. H. Ford, advertising manager of the Buffalo Commercial, is on a business trip to New York.

L. J. Van Laeys, vice-president of the Houston (Tex.) Post, is spending a few days in New York on business.

E. C. Patterson will receive on February 14 a welcome-home luncheon from his Chicago friends in the advertising agency business, to celebrate his twenty-first anniversary in the advertising business, and his return to Chicago as associate business manager of the Cosmopolitan.

H. D. Hascall and associates have established themselves as publishers' representatives, with offices in the Times

(*Continued on page 36*)

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

The Los Angeles Times
The Fort Worth Star Telegram
The San Diego Union
The El Paso Herald
The Beaumont Journal
The San Bernardino Daily Sun
The Austin Statesman
The Bakersfield Californian
The Arizona Republican
The Santa Barbara News

Digitized by Google

PERSONAL

(Continued from page 35)

Building, New York. Mr. Hascall was formerly connected with Popular Science Monthly and Everyday Engineering Magazine.

H. R. Sharp, formerly with the George Matthew Adams Service, has joined the Thompson Feature Service as special representative.

D. J. Maloney, country circulation manager of the Springfield (Ill.) State Register, will be confined to the hospital for several days as the result of injuries received in an automobile collision.

Mark R. Plaisted, for several years advertising manager of the Springfield (Ill.) State Journal, has left for Riverside, Cal., to take up advertising work.

P. J. Walsh, general superintendent of the Philadelphia store of Bonwit Teller & Co. for eleven years, has joined the advertising staff of the Philadelphia North American.

Bury I. Dasent and Frank A. Amis have been added to the advertising staff of the Los Angeles Times.

W. H. Lawrence, of the firm of Williams, Lawrence & Cresmer Company, recently visited the Pacific Coast newspapers which he represents in New York.

G. W. Brett of the E. Katz Special Advertising Agency's New York office, is making a trip to the Pacific Northwest to study the territory in connection with the Western Farmer, which has just been added to the Katz list. Mr. Brett will also stop at Butte, Mont., Cheyenne, Wyo., and Colorado Springs.

John D. Baker, formerly manager of the promotion department of the St. Louis Star, has been made advertising manager and publicity director for the Skouras Brothers Enterprises, which control nine moving picture theatres in St. Louis.

WITH THE ADVERTISING FOLKS

R. W. Ashcroft, advertising manager of Ames-Holden-McCready, Ltd., Montreal, has been appointed assistant to the president of the company.

Karl F. Knipe advertising manager of The Barber Asphalt Company, Philadelphia, is recovering from severe injuries which he alleges are the result of an attack upon him last week by a policeman in Radnor where Mr. Knipe's suburban home is located. Subsequently Mr. Knipe caused the arrest of the policeman.

Russell A. Brown, recently with the Federal Advertising Agency, New York, has been appointed advertising manager of Lord & Taylor, New York department store. Before joining the Federal Agency, Mr. Brown had been advertising manager of Marshall Field & Co., retail, Chicago. He succeeds James White, who has recently been appointed to take charge of the advertising of the Associated Dry Goods Corporation, New York.

Frederick P. Geyer has resigned as advertising manager of the Columbia Tire & Rubber Company to become assistant advertising manager of the Republic Rubber Company of Youngstown, Ohio.

Frank W. Prescott has been appointed advertising manager of the Leopold Morse Company, Boston, manufacturer and retailer of men's clothing. Mr. Prescott was a member of the advertising staff of the Boston Evening Transcript for several years.

D. L. Weston, formerly of Montreal is now advertising and sales promotion manager of the John Shillito Company of Cincinnati.

Robert Miller, secretary of the Hamilton Watch Company, has been elected vice-president of the Advertisers' Club of Lancaster, Pa.

Joseph S. Jacobs has been made advertising manager of the American Hammered Piston Ring Company, Baltimore. Mr. Jacobs has been associated with the sales and promotion activities of this concern as assistant to Walter P. Coghlan, general sales manager. He will be assisted by C. B. Cook.

Frank E. Fehlman, vice-president of the Advertising Club of New York will address the Baltimore Advertising Club on February 14, on "Retail Merchandising."

A. H. Deute, who for the last year has been advertising manager of the Borden Company, New York, was appointed general sales manager February 1. Before going to the Borden Company a year ago, Mr. Deute was sales manager of the Vogan Candy Company of Portland, Ore.

IN EUROPEAN CITIES

Arthur Ruhl, who has been in Latvia and the Baltic States for the New York Evening Post, has left London for New York.

Clyde Beals, who is spending a year in Europe on a traveling scholarship of the Pulitzer School of Journalism, has just left London for Holland.

Frederick Wasson, a Pulitzer scholar now in London, spent the Christmas holidays in Scotland.

Benjamin Guinsburg, a 1919 graduate of the Pulitzer School of Journalism, is now with the Paris edition of the Chicago Tribune. He spent a week in London after covering the Riga conference for the Tribune.

Samuel L. Dashiell, formerly of the Philadelphia Public Ledger and the New York Tribune, is in Paris on the Public Ledger staff.

William Hillman is now with the Universal Service in Paris. He was formerly in New York for this service.

Herbert Pulitzer of the New York World is in London.

HEARING ON BETTS BILL

Printing of Laws in Newspapers Cost N. Y. $1,950,000 Last Year.

ALBANY, N. Y.—A public hearing will be given by the public printing committee in the Assembly chamber, Wednesday afternoon, February 23, on the bill of Assemblyman Charles H. Betts to abolish the publication of session laws in the newspapers of the state, as recommended by Governor Miller to the legislature. The bill applies only to the publication of the session laws, for which the state paid $484,820 last year, but it is understood it is planned to amend the bill to include concurrent resolutions. The cost to the state of both is estimated to amount to $1,950,000 a year.

The New York Associated Dailies at the annual meeting in Albany last month authorized its legislative committee to prepare a new bill as a substitute for the Betts bill. The substitute bill will favor the payment of each paper's regular advertising rates. Under the present system the same payment is made to all papers in certain groups, regardless of the circulation.

The

SOUTH BEND NEWS-TIMES

In 1920 beat its advertising record of the year previous by

MORE THAN A MILLION LINES

The News-Times in 1920 had the largest amount of advertising copy ever carried by a newspaper in its big territory in Northern Indiana and Southern Michigan. Here is the score in details:

Foreign advertising . . . . . 1,504,482 lines
Local advertising . . . . . 6,015,252 lines
Classified advertising. . . . 1,154,412 lines

Total News-Times Advertising
FOR 1920 . . . . . , 8,674,146 lines

In 1919 the News-Times carried a total of 7,486,735 lines.

The News-Times is proud of this record and like records for many months past, because it is tangible evidence of News-Times supremacy.

In order to so thoroughly outdistance competition it is necessary for a paper to excel in every department—keen advertisers most liberally patronize the paper with the greatest circulation—the greatest circulation is attained by the paper that most strongly appeals to the people.

The out and out, four square stand for all things to the betterment of South Bend and South Bend people has build a monument for the News-Times in minds of thinking men and women of this rich section.

THE SOUTH BEND NEWS-TIMES

Morning Evening Sunday

J. M. STEPHENSON
Publisher

Representatives
CONE, HUNTON & WOODMAN, INC.
New York Chicago Detroit Atlanta
Kansas City

WHY A. B. C. DECLINED TO SECTIONALIZE

Requests for Direct Southern and Canadian Representation in Board Disapproved as Conflicting with Spirit of Organization

CHICAGO.—A matter in which members of the Southern Newspaper Publishers' Association and of Canadian Daily Newspapers Association have been very much interested is the reason for the refusal of their request to the Audit Bureau of Circulations that their respective organizations should have special representation on the A. B. C. board of directors. The case came up before the recent annual convention, but the newspaper division and the board of directors declined to make the suggested changes. It was the opinion that the present plan, having proven satisfactory, should not be disturbed and that "there should not be injected into the affairs of the bureau any disturbance of the broad spirit of intersectionalism and internationalism which now prevails."

The position of the Audit Bureau of Circulations on the matter of sectional representation was set forth by Stanley Clague, managing director, in a letter to the office of the Canadian Daily Newspapers Association as follows:

Canadian Daily Newspapers Association, Toronto, Can.

GENTLEMEN: Just prior to the convention held in Chicago, October 14-15, which, by the way, was the most successful convention the Bureau has ever held, both in point of attendance and enthusiasm—I received letters from a number of Canadian newspaper publishers, evidently as the result of a circular letter sent out by you, urging that there be a Canadian representative of newspapers on the board of directors of the Audit Bureau of Circulations.

I assured these publishers that the matter would be brought before the board of directors at the meeting held immediately prior to the convention and that same would be given prompt attention. The board of directors, having given very careful consideration to the subject, expressed themselves in the following manner, as outlined in the report which was presented to the convention:

"Representation on the Board of Directors

"Perhaps the most encouraging trend of opinion regarding the work of the Bureau on the part of publisher-members has been the expression of desire from various classes of members and from various sectional bodies of members to secure direct representation on the board of directors.

"Various groups of publishers have felt that they individually should have representation on the board, and the board views with pride this desire on the part of these sectional organizations for individual representation, because it evidences the growing recognition of the work of the bureau and the responsibility of its government.

"Nevertheless, the board passes this matter along to the convention at this time for its consideration, if it so desires; but the board desires to call particular attention, in the consideration of this subject, to the fundamental principle on which the bureau is based, in regard to representation on the board of directors.

"It was regarded by the founders of the bureau as being a rule which would be held inviolate, that the board should have in its personnel a majority of advertisers.

"For, as a matter of fact, in a meeting of the board of directors, a stranger would find it impossible to determine to which class an individual director belonged. Every member of the board uses his responsibilities and duties in the broadest possible manner, and the discussions and the rules made are in the interests of all and not in the interests of any individual section or class. The wonderful spirit characterizing the meetings of the board has demonstrated the wisdom of the founders of the Bureau, and any changes that are made should be made with extreme caution.

"As a matter of fact, the only way in which additions can be made to the board would be by proportional additions to the advertisers' membership on the board. At the present time there are two agency members, two newspaper publisher-members, two magazine publisher-members, two farm paper publisher-members and two business publication members, making ten in all. It is necessary, therefore, to have eleven advertiser members. In the various publication divisions there is no sectional consideration. A member may be elected from the South, or the West, or from Canada, at the choice and discretion of the individual publication division, whose wishes are regarded almost as law in the convention when the election of directors occurs.

"It is hoped that this broad, intersectional, international character of the bureau's work will be perpetuated and that no sectional divisions occur in making up the membership of the board of directors. The matter, however, is left to the convention for full consideration and decision."

The matter, therefore, was left to the convention for action.

The day before the convention, the newspaper division held a very largely attended meeting in the Hotel La Salle. Its deliberations, covering the greater part of the afternoon of October 14th, were mostly devoted to the consideration of this subject.

Because the present system of representation had proven so successful in the past, it was decided that no recommendation should be made to the convention, looking toward a change in the present form of representation on the board.

At the convention held on Friday, October 15, I regret to say that there was not one single Canadian newspaper publisher present.

I felt, however, that the views of the Canadian publishers should be presented to the convention, and I outlined the recommendation made by you, supported by a number of Canadian publishers. I also said that it was my personal view it would be regrettable if the present very satisfactory arrangement were in any way interfered with, because it was the pride of the Audit Bureau of Circulations that it is the one organization of Canadian and United States interests in which there is not even an imaginary boundary line.

The convention, in its unanimous expression of opinion, coincided with this view and hoped the Canadian publishers would feel that we have one common interest at heart, and that representation should be decided irrespective of whether the newspaper representatives on the board were selected from the United States or Canada.

At a meeting of the board of directors, held immediately after the convention, the board reaffirmed its expression of desire to hold other meetings in Canada, and in this way to become more closely associated with the representatives.

It is my hope that this unanimous desire on the part of the members of the bureau to maintain a cohesive organization, irrespective of boundary or sectional lines, will meet with the approval of yourself and our Canadian friends—publisher, advertiser and agency members. Yours very truly,

AUDIT BUREAU OF CIRCULATIONS,
By its managing director.

As to the request of the Southern Newspaper Publishers' Association, similar to that of the Canadians, Mr. Clague has announced:

"The Southern Newspaper Publishers Association, through the chairman of its committee on the relationship between the Southern Newspaper Publishers Association and the Audit Bureau of Circulations, advanced the same idea; namely, that the Southern Newspaper Publishers Association should have a representative on the board.

"This request was considered by the Newspaper Division, and, as stated above in connection with the Canadian publishers' request, it was felt by the publishers that the present plan of representation, having proven satisfactory, should not be disturbed, and that there should not be injected into the affairs of the bureau any disturbance of its broad spirit of intersectionalism and internationalism which now prevails in the bureau."

Barker With Aroostook News

HOULTON, Me.—The Aroostook Daily News in recently announcing that it had completed its first year as the only daily newspaper in Aroostook County, stated that a new editorial writer and manager had been secured and a campaign for larger circulation and more advertising was to be instituted. T. L. Barker, for 12 years editor and manager of the Rumford Falls Times, is the new member of the staff.

Philadelphia Record Insures Staff

PHILADELPHIA.—Newspaper men generally will be interested in the system of death benefits in effect on the Philadelphia Record. It is a double system, the Employees' Association paying $750 death benefits and the Record Company giving a years' salary to the beneficiary, a blank insurance plan taking care of the latter.

Ellis Edits the Co-Operator

LACKAWANNA, N. Y.—Charles W. Ellis, editor and publisher of the Lackawanna Journal, is editor of a new weekly that appeared here February 1, entitled the Co-Operator, and its title says it is "issued in the interest of personal and civic economy." It is the organ of the United Consumers, Inc., which conducts a chain of co-operative stores.

SALIENT FACTS

For Discriminating Advertisers

About a Live Newspaper

THE RACINE TIMES-CALL

In a Live City

RACINE, WISCONSIN

Second in Population, Wealth and Industry in the Great State of Wisconsin

City Circulation

The City of Racine has a population of **58,593**, census of 1920.

The City of Racine has, approximately, **11,000** homes.

According to its last official circulation report the **Times-Call** enters **5,676** of the homes every week day. This is **176** more than one-half of them.

Country Circulation

According to the 1920 census there are **2,214** farms in Racine County.

According to its last official circulation report the **Times-Call** goes by mail into **1,233** of them every week day. This is **126** more than one-half of them.

Member A. B. C.

Growth in Advertising

	Local and Classified Lines	Foreign Lines
Jan. 1, 1920, to Dec. 31, 1920	3,654,084	691,768
Jan. 1, 1919, to Dec. 31, 1919	3,153,108	622,300
	500,976	69,468
Increase	13.7%	10%

Advertising Rates

The Times-Call's transient rate is.....56c an inch
For 2,800 or more lines.....49c an inch

These rates are approximately **ONE CENT AN INCH LESS PER 1,000 NET CIRCULATION** than those of its only local competitor.

The Times-Call's volume of business and net profits have been satisfactory during 1920, so it retained its rates established about a year ago. It will continue this policy of giving the highest possible value for the lowest possible price commensurate with costs of production and reasonable profits.

The Field It Covers

Racine City and County is one of the most prosperous sections of the nation. The city contains thousands of highly paid mechanics and the county hundreds of very prosperous truck and dairy farmers.

You will reach a majority of these by concentrating in

THE RACINE TIMES-CALL

Established 1883

FOREIGN REPRESENTATIVES

Payne, Burns & Smith
Fifth Ave. Bldg., N. Y.

G. Logan Payne
Marquette Bldg., Chicago

United Press Leased Wire Service. Member A. N. P. A., Inland Daily League, The A. B. C.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

DANGER SIGNAL SOUNDED ON ADVERTISERS WHO WOULD CONTROL EDITORIAL POLICIES THROUGH THEIR ADVERTISING CONTRACTS

A NEW and dangerous practice is now being started by some advertising agencies. Clauses are being inserted in advertising contracts sent to newspapers to the effect that "Nothing shall be printed which is in any way antagonistic to the advertiser."

A Texas publisher writes: "It is a condition of a contract I received yesterday from the Sehl Agency for the Calumet Baking Powder Company that no other baking powder company's display advertising or reading notices of any kind in the paper should mention personally, nor in any other way, the Calumet Baking Powder Company of Chicago, nor shall their name be used, nor they be attacked directly in any article detrimental to the Calumet Baking Powder Company's interest. Of course, the clause is not clear as to whether the phrase 'in any article detrimental' refers to an advertisement or to news columns of the paper."

"This, however, IS specifically mentioned by a contract being sent out by Scott & Bowne, which boldly states that 'nothing should be printed in the paper which is in any way antagonistic to the advertising.'"

This situation calls for immediate action on the part of newspapers.

Agencies and advertisers should not be allowed to get away with this in one single instance. Publishers and advertising managers should issue immediately instructions to their copy order departments to check very closely all contracts for clauses similar to this.

The life blood of a newspaper is its independence. A real newspaper is a train, the destination of which was fixed long ago and on which the advertiser is merely purchasing a ticket to ride for a short distance.

Too often it is said that the large department stores in the city control the editorial policies of the newspaper.

It is often said: "Oh, the newspaper won't publish that. That man is an advertiser."

No one should be more interested in upholding a strict editorial policy on the part of the newspaper than the advertising manager.

In the final analysis the advertising manager has a commodity which is based fundamentally on one thing and that thing is reader confidence. Reader confidence means circulation. Reader confidence means better results for each thousand circulation.

Any time the editorial bars are let down in the slightest for any advertiser, just then and there the newspaper loses some self-respect, and with it some of the reader confidence to which it is entitled.

This Scott & Bowne and Calumet Baking Powder stunt is being called to the attention of the committee on agency relations of the National Association of Newspaper Executives with the suggestion that they take the question up at once with the American Association of advertising Agencies.

A COUPLE OF ROSES FOR THE E. & P.

TWO things of the many splendid articles which have recently appeared in Editor & Publisher almost demand mention on this page.

One is the editorial entitled. "Betrayed," which appeared on the editorial page in the issue of December 11 last. This is the best kind of information that could profitably be disseminated by daily newspapers among local merchants who feel that rates should be reduced.

Two newspapers over the country have already made zinc etchings and reprints of this editorial. The editorial shows the enormous increase in price of print paper. It is effective because it is like a third party's testimony. It is absolutely impartial.

Another good thing that every advertising manager should carry close to his heart during 1921 is the Space Buyer's Chart on page 5 of Editor & Publisher for December 18. Any man selling service in newspapers can tell, of course, at a glance from this chart just what a campaign in the morning or evening or Sunday newspapers of any given state would cost.

BOOSTS NEWSPAPER ADVERTISING IN BOOKLETS

"NO Loitering on Business Highway of 1921," is the subject of a booklet, which acclaims the newspaper as the logical advertising medium, written by H. S. Baker, advertising manager of the Chamberlain-Johnson-DeBois Company a department store of Atlanta, Ga. Mr. Baker says that volume is the battle cry of 1921.

"Volume at the lesser market prices will take up the slack of the losses sustained through the period of deflation just passed," says Mr. Baker.

"No better medium for presenting your merchandise and service to the public can be found than the daily newspaper," is the strong statement of this practical department store advertising manager.

The booklet is without question one of the best presentations of the case for the newspaper that has been issued recently. Mr. Baker is for newspapers from A to Z and every time anyone comes in to sell him some merchandise and tells him about the magazine advertisements running, he immediately turns the account down, unless they promise to do some local newspaper advertising.

If newspaper advertising managers over the country during the coming year would work hard to sell Mr. Baker's ideas and viewpoints to the department store's advertising managers of their towns, the result would be a great increase in the volume of newspaper advertising.

Mr. Baker made a "ten-strike" at the Indianapolis convention when he spoke before the newspaper men on the "Department Store's Side of Advertising."

A WORD FROM PRESIDENT MILLER

CHARLIE MILLER, president of the National Association Newspaper Executives, is planning progressive work for his organization during the coming year. "We have made greater strides forward since the Indianapolis convention than the average newspaper man realizes," writes Mr. Miller. "The department is now doing actual tangible work that you can put your fingers on. The work of the committee on agency relations is the most constructive thing now being done. If we establish between now and June a standard of merchandising practice we will have justified in that one thing, the support of the newspapers of the country to our association.

"Through our Indianapolis office we are maintaining a clearing house for information for our members. In addition to this we are carrying on a constant intensive campaign on national advertisers who have not yet realized that the newspaper is the true national advertising medium. This, of course, is all in addition to our holding a real brass tack week's session each year and printing and compiling a very complete digest of our producers."

HOW DO YOU MEASURE YOUR FOREIGN SPACE?

HARRY T. WATTS, vice-president for Iowa, and advertising manager of the Des Moines Register and Tribune, recently wrote:

"We have been having considerable trouble recently with advertising agencies insisting upon measuring the advertising of their clients from top to bottom of the electrotype without allowing for any white space at top or bottom.

"It is, of course, a physical impossibility to print the average electrotype without giving a few lines of white space at the top. Our usual practice is to measure foreign advertising for the space ordered.

"Recently several agencies have made deductions from our statements which called for the space originally ordered explaining that we had charged for white space top and bottom. What is the usual practice among larger newspapers in this regard?"

This matter was referred to Mr. M. E. Foster, chairman of the committee on agency relations of the National Association of Newspaper Executives, who makes the following statement:

"I do not think I could personally make any different ruling in regard to the matter discussed by Mr. Watts, advertising manager, of the Des Moines Register Tribune. Nor do I think our committee should be asked to make a ruling on such a matter. As a matter of fact, an advertiser is supposed to pay only for the number of lines ordered in the make-up of newspapers. There should be small rule between ads and this is generally considered in making rates. Many advertisers prefer to pay for white space rather than to have their ads crowded against the one above and the one below.

"I am quite sure if our committee made any ruling on this subject, or if we were supposed to decide the matter, we would be compelled to decide against the conditions made by Mr. Watts."

SPECIAL CHURCH EDITION

OAKLAND (Cal.) Tribune has an unusual success in a church section published Friday evening, December 24. The section of ten pages is at least 50 per cent church advertising and the other 50 per cent reading matter is about the plans and possibilities of the Oakland churches.

Although the policy of the newspaper department was very clearly stated at its last meeting as in opposition to special editions and pages, yet, a thing like this desires a lot of commendation.

Morton J. A. McDonald, classified advertising manager of the Tribune, will gladly send a copy of the section to any member of the department.

Digitized by Google

Pennsylvania

A recent report of the State Banking Department shows that a total of 241 banks, 10 savings banks, 330 trust companies and 114 private banks all enjoying business in Pennsylvania.

Their total assets are $2,137,891,170 divided as follows:

Banks	**$352,115,061**
Savings Banks	**314,741,274**
Trust Companies	**1,461,395,890**
Private Banks	**9,638,944**

The total deposits in these banks are $1,602,466,131.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind. And the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	23,755	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.06
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,558	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.30	.30
Philadelphia Record	(S)	117,132	.30	.30
*Pittsburgh Dispatch	(M)	86,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pottsville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,183	.12	.10
Scranton Times	(E)	34,001	.12	.10
Sharon Telegraph	(E)	4,709	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

Government Statements, October 1, 1920.

*A. B. C. Publishers' Statement, October 1, 1920.

FOR THE CIRCULATION MANAGER

This department is a regular feature of Editor & Publisher. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1115 World Building, New York.

BRANCH AGENCY DISTRIBUTION

By E. F. McIntyre

Circulation Manager, Syracuse (N. Y.) Herald

IN my opinion the branch agency method of newspaper distribution solves the problem of prompt, intelligent and efficient delivery service. And prompt, intelligent and efficient delivery service forms the basic foundation of constructive circulation building. The numerous advantages of this system have led to its adoption by progressive newspapers in all parts of the country. This is particularly true in the afternoon field, to which the adaptability of this method is peculiarly effective.

While morning newspapers are somewhat handicapped in the matter of securing proper representation because of the early hour at which their deliveries are made, I feel that they will eventually follow the lead of the afternoon papers in the adoption of the service which has produced such effective results.

Central distribution from the office by office controlled carriers is clumsy and antiquated. It reduces the efficiency of the delivery service, because the carriers radiate from one point at one time, instead of from a large number of widely separated districts simultaneously. The delivery to subscribers in the outskirts is thus delayed from one to two hours beyond the time at which people living in the central section are served. Under the branch agency system, deliveries in all sections are made at practically the same hour.

In the establishment of the branch agency plan, care should be exercised in the appointment of the so called wholesale representatives. Active and progressive neighborhood merchants, who appreciate the value of a regular and profitable income without investment, should be secured. Of course they should be made exclusive for one paper, because their entire efforts will be put forth in the interests of one publication, without any divided allegiance. Usually these agents work on a 10% commission plan, and are responsible for the handling of all papers for the district to which they are assigned. Some newspapers find a fixed salary with a bonus for increased business, effective. The commission or salary plan is optional.

Personally, I have found that a flat commission offers more of an incentive to the energetic agent whose desire is for increased profits rather than a fixed salary. This agent not only strives to hold every copy, but is constantly endeavoring to increase his sales, by securing more and better carrier boys to bring about this result.

The city should be divided into districts, or perhaps neighborhood locali- These districts range in population from ties that converge to central points, three to ten thousand, and the agent in each district is thoroughly familiar with every nook and corner within his territory, even to the names and addresses of most of the people living there. Thus the newspaper is brought into the maximum degree of close personal contact with its subscribers.

These various district agencies in turn form distinct units of a circulation department within the general circulation department. Each is a small circulation department in itself, distinct and peculiar to the particular territory represented.

The advantages of these arrangements are manifold. Complaints on the day of publication are at once referred to the agent in which district it belongs. A copy is immediately delivered to the subscriber, eliminating the cost of messenger service, and the resultant effect of soothing the feelings of a much ruffled individual. On the following afternoon the agent deals personally with the carrier who made the miss, and a recurrence isn't likely.

In the matter of promotion the agency plan offers great advantages. In conducting prize offers or carrier contests it is not necessary to make a plan general throughout the city. One plan can be operated at one agency while one entirely different can be conducted at the same time at another. Efforts can be concentrated on weak sections without utilizing energy in parts where you feel that the field is thoroughly covered, or at least satisfactorily so.

In the distribution of extra editions, particularly during the World Series, or on Election night, the branch agency is of great assistance. Boys can be gathered at the various branches and cover their neighborhoods quickly and effectively.

On flash extras, district agents, particularly during the vacation season and after school hours, are better able to muster a number of boys in a hurry with the result that all sections of the city are completely and quickly covered. Agents in the vicinity of large industrial plants are able to secure their boys during the noon hour, in the event of the issuance of an "Extra" late in the morning.

In short, the branch agency plan concentrates the efforts of the circulation department upon a small number of large responsible agencies, instead of dividing it upon a conglomerated and unwieldy mass of irresponsible individuals.

CIRCULATION NOTES

ST. PAUL.—At a hearing before the committee of public welfare of the house of representatives on the bill to prohibit boys under twelve years of age to sell newspapers, Royal A. Stone, director of the St. Paul Newsboys' Club and former assistant attorney general, opposed the measure. He said the "newsies" were learning industry, business principles and how to make and save money, and declared that their environment is better than that of many boys of wealthy families. Former newsboys and others who have charge of newsboys crews told the committee that the real newsies are receiving better training in many instances than they would get in high school to fit them for the struggle of life.

PHILADELPHIA.—The annual meeting of the Paper Carriers' Protective and Beneficial Association was held February 3 at Mosebach's. More than 250 newspaper carriers attended the business sessions and dinner. Several of the speakers at the business sessions spoke of the modern motor delivery systems now used by newspapers to deliver papers from the newspaper plants to the headquarters of the distributors, and how this aided the distributors. Milton Otto is the new president of the Carriers Association for 1921. E. G. Schwartz, retiring president, was given a pair of diamond cuff-links.

IOWA

Explaining the $3,957 per capita wealth.

In 1919 Iowa produced farm crops to the value of $950,056,002; livestock $644,187,200 and over $750,000,000 of manufactures.

Add them up! Some money?

And only 2,404,021 people to spend it.

Wise National Advertisers will give such a State the utmost consideration in publicity and promotion plans.

Use these daily Iowa newspapers to start your campaign.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.06
Davenport Democrat & Leader	(S)	16,959	.06
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,850	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
*Waterloo Evening Courier	(E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

CANTON'S TWO MILLIONS READ 43 DAILY NEWSPAPERS

By H. E. THOMAS

PORTLAND, ORE.—With 43 daily newspapers to serve a city of 2,000,000 people, the life of a publisher in Canton, China, is not a happy one So says Judge Peter Hing, managing director of the Canton Times, the only newspaper in Canton in which English is printed, as well as Chinese. He recently visited this country on an inspection tour of American newspaper plants and to buy equipment for the Kwongtung Tramway Company of Canton, which has a franchise over 15 miles of streets in the center of the city and of which Judge Hing is the chief director. Incidentally he is also chief of the department of the ministry of justice in the southwest government of China and former chief justice of Kwongtung province.

Although he is high in the cabinet of the Chinese republic Judge Hing is first and foremost a newspaper man. His first experience in this line was gained in Canada, where he started a Chinese revolutionary newspaper while he was attending McGill university in Toronto, of which he is a graduate. That was 15 years ago.

"I was editor of the Canton Times for several years, but my other interests took so much of my time that I was compelled to relinquish the editorship and content myself with directing the work of the paper," said Judge Hing in Portland on his way east. "We have the only daily paper in Canton that prints both English and Chinese, but as there are 43 dailies altogether you can see that we have our problems.

"It was really during my embryonic days as an editor in Canada that I had my most thrilling experiences. For weeks at a time I would be arrested almost daily for my revolutionary writings. In fact, I was in jail so much that I was never able to tell whether I could get out my paper regularly. But I knew my cause — that of the Chinese republic — was right, and the jail bars made no difference with me in those days."

After completing the law course at McGill, Judge Hing returned to China, where he assisted in the organization of the republic and was elected commissioner of interior. He is a director of the largest department store in China and is president of several mining, insurance and investment companies.

"We are incorporated for $3,500,000," said Judge Hing in discussing his tramway interests. "The company is financed entirely by Chinese capital. Our franchise permits us to charge as high as 20 cents for a single ride, although our present plans call for a rate of 5 and 10 cents. Each car will have two compartments, one for poor people and the other for people of more means. It is the same idea as your tourist and standard sleeping car service."

NAME 1921 AD COMMITTEES

Chicago Advertising Council of Association of Commerce Organizes

(Special to EDITOR & PUBLISHER)

CHICAGO.—The Advertising Council of the Chicago Association of Commerce has selected the following executive board for 1921:

Samuel F. Adams, American Fruit Grower; Burleigh B. Ayres, advertising manager, American Steel & Wire Co.; Stanley Clague, managing director, Audit Bureau of Circulations; Guy W. Cooke, advertising manager, First National Bank of Chicago; John A. Dickson, general manager, Chicago Herald and Examiner; Reuben H. Donnelley, president, Reuben H. Donnelley Corporation; Charles Daniel Frey, president, Charles Daniel Frey Co.; Herman A. Groth, treasurer, William H. Rankin Co.; J. A. Hall, executive secretary, National Association of Advertising Specialty Manufacturers; Frank R. Hussey, advertising manager, Chicago Evening Post; Fenton Kelsey, president, Fenton Kelsey Co.; Edward S. LaBart, director of publicity, Wilson & Co.; William Laughlin, advertising manager, Armour & Co.

Jesse F. Matteson, president, Matteson-Fogarty-Jordan Co.; Lloyd R. Maxwell, vice-president, Erwin, Wasey & Co.; M. C. Meigs, advertising manager, Chicago Evening American; Ernest I. Mitchell, president, Mitchell-Faust Advertising Co.; Irwin S. Rosenfels, advertising manager, Sears, Roebuck & Co.; Watterson R. Rothacker, president, Rothacker Film Mfg. Co.; G. R. Schaeffer, advertising manager, Marshall Field & Co. (retail); W. H. Simpson, assistant general passenger agent, Atchison, Topeka & Sante Fe Ry. Co.; Charles H. Stoddart, western director, Frank A. Munsey Co.; A. G. Swanson, assistant manager, Hotel La Salle; Howard Van S. Tracy, director, John Burnham & Co.; C. A. Tupper, president, International Trade Press, Inc.; Frank B. White, vice-president, Arthur M. Crumrine Co.; J. B. Woodward, advertising manager, Chicago Daily News, and William Eastman, vice-president, The Blakely Printing Co.

In Georgia Legislature

ATLANTA, GA.—C. E. Binns, secretary of the Georgia Press Association, and editor of the Butler Herald, states that the next session of the Georgia General Assembly will contain an unusually large number of newspaper men. J. H. Boykin, editor and publisher of the Lincolnton Journal, will be in the Senate as will John H. Jones, of the La Grange Reporter. In the next house will be George H. Carswell, Irwinton Bulletin; A. J. Perryman, Talbotton New Era; R. L. Moye, for many years with the Cuthbert Leader-Enterprise; and Arthur Whitaker, who formerly published the Conyers Times. These are all old members of the house, new members representing the newspaper profession are: W. E. Boatwright, Swainsboro Forest-Blade; Horace B. Folsom, Montgomery Monitor; Emmett Houser, former editor of the Fort Valley Leader; and John C. Houston, Gwinnett Journal.

Arrested for Starting "Press Club"

BUFFALO.—Clarence D. Held, advertising man, who recently attempted to organize a press club unauthorized by any Buffalo newspaper or organization of newswriters, is under arrest here. Held is charged by the police with having passed a worthless check for $279 on a Buffalo hotel, but it is understood he will be surrendered to the Pittsburgh authorities, who hold a fugitive warrant for him. It is also said Held is wanted in Bemus Point, N. Y., in connection with a $6,000 swindle. Held has returned more than $700 which he collected from prominent business men for "The Buffalo Press Club."

Wins $10,000 for Ad Slogan

LOUISVILLE, KY.—Col. C. W. Fowler, head of the Kentucky Military Institute, has been designated winner of the first prize, $3,000, in the $10,000 picture-slogan contest of the Everready Flashlight Company. The award was made Tuesday under the auspices of the Advertising Club of Louisville. Colonel Fowler received $273.73 each for eleven words which read:

"Danger lurks where darkness lies,
Till driven back by Dayle's eyes."

INDIANA

A Leader in the Agricultural and Industrial Life of the Country

INDIANA'S first great wealth came from its farms, and agriculture still plays an important part in its trade life. Other natural resources such as timber, oil, gas and coal have also contributed to the buying power of the people of the state.

The industrial growth of INDIANA is the natural result of superior transportation facilities. It is in the pathway of most of the great trunk lines and branch railroads tap every corner of the state.

INDIANA people are waiting for your good merchandise; they have money with which to pay for it.

INDIANA'S buying power is enormous. It is a market worthy of the most intensive cultivation.

The daily newspapers cultivate intensively.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.025
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
*Lafayette Journal-Courier	(M&E)	17,721	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	16,894 .05
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.

Digitized by Google

AYER AGENCY STAFF MEETS

Plans for 1921 Formed When Home and Branch Executives Convene

(*Special to* Editor & Publisher.)

PHILADELPHIA.—The annual convention of the entire staff of N. W. Ayer & Son, was held on Monday and Tuesday of this week in the assembly room in the Bourse. The four business sessions were attended by not only the members of the home office but by the staffs from the branch offices. These latter included J. M. Mathes, resident partner in charge of the New York office; Louis Seaber, Boston office; John Hansel, Jr., Chicago office; R. P. Robinson, Cleveland office.

W. M. Armistead, a member of the Ayer firm, presided at all the business sessions which were attended by about 200 members of the Ayer's business family.

The various sessions were taken up with reviews of the past year and the outlining of and discussing of plans for 1921. On Tuesday afternoon special talks were made by members of the firm and the four branch managers.

On Tuesday evening the delegates at the convention, and, in addition, every employe of the Ayer home office, including the office boys, to the number of about 500, were the guests of the firm at a banquet at the Manufacturers' Club.

NO CUT IN AD RATES

(*Continued from page* 10)

of enormous volume of advertising that would yield two per cent profit on a business turnover of $10,000,000 a year, the publisher would realize $200,000, which might represent six per cent on his investment; but if that advertising volume should drop to say 50 per cent, or to the point it was at five years ago, it is easy to see that his profit would be only three per cent on his investment, and, if some unexpected expense should arise, would be wiped out altogether.

"Another viewpoint: rate card statistics of American newspapers show that at present the price per agate line for 100,000 circulation is 28 cents. At this rate the advertiser can get a full-page advertisement set up, proof read, corrected, printed and distributed at a rate of $7 per thousand. Where, may we ask, can he get only the physical part of this work done so cheaply today? And the publisher gives him more than the physical part of printing and distributing; he gives him interested, receptive and responsive readers to boot, besides all the other customary services.

BOWEN NAMED EDITOR IN SPRINGFIELD

SPRINGFIELD, Ill.—A. L. Bowen, who has been connected with the Illinois state charities for the last eleven years, will become associated with the Illinois State Journal as soon as his successor as superintendent of charitable institutions is selected and ready to relieve him. Mr. Bowen will be in charge of the editorial page of the State Journal, and will write his personal comment on daily affairs under his own name. Other features of that page will be under his direction.

A. L. Bowen

Mr. Bowen's first newspaper experience was in Bloomington. He came to Springfield twenty years ago as editor of the Evening News.

"The question might be asked that in case reductions started in the costs of the publisher (of which there is no indication at present) to what point must they proceed before reduction of rates should be considered? To this, my judgment would be that costs should have to decrease from 25 to 30 per cent from the point they are at now, and then the circumstances of each case should govern, increased circulation, etc. This cannot even be hoped for at least a long period of years. We know that skilled labor will remain high perhaps for years; and this means also that the price of printing, stereotype and composing machinery and equipment will remain high. Printing inks are not likely to decline rapidly in price, because of the constantly dwindling supply of natural gas from which the carbon is made, but there is hope for further reduction in oils.

"Newsprint, it is generally believed, will not greatly advance, if any, for the next quarter; many expect a reduction of half a cent per pound, while the most hopeful do not expect the price to settle permanently to a point much below five cents. The disturbing element in the newsprint situation are the fluctuations. Just recently spot paper was offered as low as five cents per pound, f.o.b. New York. An immediate return to pre-war newsprint prices would work havoc among publishers temporarily. It would therefore be most desirable if a stabilized market could be maintained, thereby preventing the rapid fluctuations up and down. Much thought has been given to this subject, but no definite results are in sight. A stabilized market would be of great assistance to the advertiser, enabling him to figure advertising appropriations an entire year in advance, which he cannot do now with rates in many instances subject to increase every 90 days.

"In showing the advertiser why he cannot expect any reduction in advertising rates, it has been pointed out that during the newsprint shortage, the publishers saved advertisers millions of dollars that would have been required in much higher rates, had publishers not put into effect the strictest economies and conservation measures that effectively prevented a more serious shortage and much higher newsprint prices. But the publishers did these things to save their own business, and the fact that advertisers thereby gained to the extent of many millions of dollars was incidental.

"Closer co-operation and better understanding between publishers and advertisers is essential for promoting most beneficial conditions. The publisher must realize that his success depends upon the success of his advertisers; their interests are mutual. Publishers owe it to themselves and to their business and to their profession to insist upon and maintain advertising rates that will yield a suitable remuneration for their effort, for the hazards and necessarily unstableness of their business, and in keeping with the valuable services they render to their community and the nation. Certainly the 'laborer is worthy of his hire,' and advertisers, when they know the facts, do not want charity; they want to pay their way and get results."

Harn 6-Point League Guest

The Six Point League will give a luncheon, February 15, at the Hotel McAlpin, at which O. C. Harn, advertising manager of the National Lead Company and president of the Audit Bureau of Circulations, will be the speaker.

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average daily paid circulation over

30,000 Copies

Double the circulation of any New Haven paper. It covers the field.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

Few Papers—(If any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York — Lytton Bldg. Chicago

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

The Pittsburg Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives

Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN New York — JOHN GLASS Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.

New York

Digitized by Google

NOTES OF ASSOCIATIONS AND CLUBS

WORCESTER, Mass. — The Worcester Advertising Club is having many activities now. John D. Sullivan, who has been putting on the annual automobile show edition for the Worcester Telegram-Gazette the past two weeks, addressed the club this week. Harry L. Burrhus, representative of the Simmons-Boardman Publishing Company of New York, was also a recent speaker, on the subject, "Selling Points in Technical Advertising."

MONTREAL.—To evolve a plan for removing fraudulent and illegitimate advertising schemes the Montreal Publicity Association has entered into an agreement with the Better Business Bureau of the Montreal Merchants Association. Among the forms of advertising condemned are the announcements in local exhibition and similar programs. Ridiculously large sums are often demanded for such space, which, from an advertising point of view, has no value. Amounts varying from $100 to $200 have been asked for page advertisements on some of the local programs. It is to abate this waste, that local merchants and advertising firms have agreed to discourage canvassing for media of this nature.

KIRKSVILLE, Mo.—The Northeast Missouri Printing and Publishers Association was organized here with about thirty members. They plan to meet twice a year and to discuss topics of interest to newspaper men. The next meeting will be held in June. Charles Weisenhorn, of the Macon Chronicle-Herald, was elected president, and Miss Anna Nolen, Monroe City News, secretary.

FORT WORTH, Tex.—The Fort Worth Advertising Club has changed its weekly meetings to the evenings instead of at noon. It is believed that a larger attendance can be had and more time for discussions in the evenings than at noon.

PHILADELPHIA.—Robert W. Durbin, advertising manager for Strawbridge & Clothier, delivered a talk on retail advertising, February 2, before the advertising class of the Poor Richard Club. Mr. Durbin pointed out that service, consistency, and truthfulness were the three important factors in retail advertising. Another recent speaker before the class was W. L. Day, vice-president of the J. H. Cross Agency, on national advertising. All told there will be twelve lessons in the course, and in addition to the two topics already referred to, these subjects will be discussed and studied: Mail Order Advertising, Copy, Art in Advertising, Typography Space-Buying and Agency Service; Platemaking, Electrotyping, etc.; Magazines, Newspapers, Outdoor Advertising, Billboards Electric Signs, Street Cars, etc.; Direct-by-Mail Advertising. The class has a membership of 68, with a total attendance at each session running over a hundred. The course has been arranged by the educational committee of the club, of which Philip Kind is chairman.

LINCOLN, NEB.—The annual business meeting of the Nebraska Press Association was held here, February 10, 11, 12. The first session was held Thursday afternoon, when Edward T. Miller, general secretary of the United Typothetæ spoke on "Organization." P. W. Ivey, of the University faculty, spoke on "Salesmanship and Advertising." Representatives of the State Bar Association, State Bankers' Association and other State-wide organizations will be present Saturday and have part in the program.

GRAND RAPIDS.—The Advertising Club is planning to issue a semi-monthly publication for its members. The aim of the publication is to show weaknesses in advertisements already published and to help in working up a closer co-operation among the local men interested in the field of advertising.

OTTAWA, Ont.—The Women's Press Club has elected the following officers: Honorary president, Mrs. M. E. Cole, founder of the club; president, Mrs. Madge Macbeth; first vice-president, Miss Mary McKay Scott; second vice-president, Mrs. E. C. Connell; recording secretary, Miss Bessie Watt; corresponding secretary, Miss Alice Higgins; treasurer, Miss M. Casey.

ST. PAUL.—At a dinner of the Town Criers' Club, on the evening of February 2, the members had a chance to see themselves as others see them, when motion pictures taken at the club's Christmas party were shown for the first time. William Morris, advertising manager of the Munsingwear Corporation, spoke on direct mail copy.

MINNEAPOLIS.—An Apache dance in which a couple weighing 512 pounds stubbed the light fantastic toe; a breach of promise suit wherein one of the city's well known sundown boulevardiers got his love letters read right out loud; a clever-slithering tiff between a dinner and a chef; limericks that limned foibles and songs that harked back to yesteryear—these were a few features of the newspaper dinner and dance in the Elks Club last week. It was the first general turnout of the Minneapolis scribes in five years.

PROMOTION IDEAS

The New York Herald recently gave a prize of $100 to the high school student in greater New York who wrote the best essay on "The Duties and Obligations Incumbent Upon American Citizens in View of the Present Industrial Unrest."

ST. PAUL.—The Daily News' annual dog race Feb. 5 was the most successful yet recorded. The event occurred on the ice at Lake Como, in Como Park, one of the city's principal pleasure grounds. There were 103 entries and a notable feature was a dashing exhibition drive with a team of "huskies" by Walter Goyne, winner of the Hudson Bay derby.

DETROIT.—More than 100 disabled soldiers from Detroit hospitals were guests of the Detroit News at the sixth and last concert of the News' band.

Western Agents' Council Will Meet

CHICAGO.—The Western Council of the American Association of Advertising Agencies will meet here February 14. Addresses will be given by James O'Shaughnessy, executive secretary of the organization, O. H. Blackman of New York, national chairman of the magazine committee, and R. F. Clark, chairman of the Western Council export committee.

Coller Buys Michigan Paper

LANSING, MICH.—Ross H. Coller, former city editor of Battle Creek, Kalamazoo and Dowagac newspapers, has purchased a half interest in the Portland (Mich.) Observer, and will take full charge of the plant and business January 31. Arthur L. Francis, present publisher of the Observer, will take the business management of the Lansing Capital News, a new afternoon daily which will be launched about April 1. He will retain an interest in the Observer, which he has published for 10 years.

Oregon Bans Road Signs

SALEM, Ore.—All advertising signs within the rights-of-way of public highways in Oregon have been ordered removed immediately. The order is issued by the state highway department to division engineers and is based on an opinion by Attorney General Brown to the effect that the posting of such advertising is illegal.

The Boston Globe

has just ordered our "Smiles" Comic

The International Syndicate

BALTIMORE

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

FIRST
in *national* advertising

The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Use Newspapers on 3 Year Basis

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

The PLAIN DEALER'S MARKET

is all of N. Ohio

The Plain Dealer

Cleveland

1920 Indication of Lineage Increase 1920 vs. 1918 in the

BOSTON AMERICAN

on

Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918 *Buy Space in Boston's Greatest Evening Newspaper*

IN
STAUNTON, VA.

Everybody reads the Morning News Leader and the Evening Leader. Staunton's location gives these papers command of a trading radius of over 26 miles, in one of the richest sections of the state.
Staunton also has many diversified industries.
A. B. C. Circulation—over 6,000. Rate—.03 per line flat.

Represented by

Frost, Landis & Kohn
Chicago New York Atlanta

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

THE
NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

Digitized by Google

WOOD FOR 300,000 TONS OF PRINT A YEAR

National Forest Supervisor of Washington Says Six 200-Ton Mills Can Be Run for Years on Timber Now Neglected

(Special to EDITOR & PUBLISHER)

SEATTLE.—Through private, state and federal forestry resources a perpetual production of approximately 300,000 tons annually of newsprint paper, insuring continued operation of a large number of wood pulp industries, is possible in the Puget Sound and Grays Harbor timber areas, according to a report made by the office of the forest supervisor of the Snoqualmie national forest, after an extensive survey of Western Washington pulp paper resources.

Forest Supervisor Weigle declared that "while there is much complaint throughout the United States concerning the scarcity and high price of newsprint paper, millions of cords of wood suitable for the manufacture of newsprint are going to waste or forced upon a nonreceptive market."

It is declared in the report that the timber area in Western Washington has a larger and better stand of paper wood than any other region of similar area in the United States. The total stand of timber in this state west of the Cascades is approximately 245 billion feet, of which at least 75 billion feet consists of hemlock, spruce and silver fir, all of which are suitable for paper. The report continues:

"We are cutting annually more than 4 billion feet west of the Cascade mountains. Of this amount approximately 460 million feet consists of hemlock, spruce and silver fir, all of which are suitable for the manufacture of newsprint paper. This amount is equivalent to 766,000 cords—sufficient to fully supply ten 200-ton daily capacity pulp and paper plants. It would not be expected, however, that more than 60 per cent of this amount would be turned into pulp; at least 40 per cent should be manufactured into lumber.

"Supposing that 60 per cent of the lower grades of hemlock and spruce logs, which are now forced upon the market, could be utilized in the manufacture of pulp, it would be equivalent of 460,000 cords, or sufficient to supply six plants with a daily capacity of 200 tons, which would produce annually 360,000 tons of news print paper—and five of these plants should be located on Grays Harbor and Puget Sound.

"This amount could be greatly increased, for as soon as a market for paper wood is created, large quantities of hemlock now being left in the woods would be logged, and the quantity of hemlock and silver fir in the timber areas not yet opened up is much greater than the areas that have been cut.

"There are immense stands of paper wood on the national forests along the west slope of the Cascade mountains, but the best stand in the whole region is located on the west side of the Olympic mountains inside and outside of the Olympic national forest. Of a total stand of approximately 70 billion feet on the Olympic peninsula, about 28 billion feet consists of hemlock, spruce and silver fir, all suitable for paper wood.

"Most of the privately owned timber will be cut during the next thirty to forty years, but the stands on the national forests will be cut on the sustained yield plan, which means that no more timber will be cut annually than grows. Therefore, the annual cut of the Grays Harbor Puget Sound region from privately owned, state and federal timber will always be sufficient from the lower grades of logs to produce at least 300,000 tons of newsprint paper annually.

"This is an enormous business lying dormant here, the product of which the world is now begging, and this demand is certain to increase. The construction and operation of several large pulp and paper plants on Puget Sound would supply labor to a large number of people and be a tremendous permanent asset to Seattle and the community, besides supplying a much needed product to the country.

"There are enormous amounts of water power unharnessed within easy reach of every part of this region."

ENGLISH PAPERS MERGE

London Globe and Pall Mall Gazette and Two Plymouth Dailies Combine

LONDON.—Owing to the increased cost of newsprint and wages paid to editorial and mechanical staffs, the Pall Mall Gazette has amalgamated with the Globe. The Globe is the oldest evening newspaper in London, having been established in 1803. It has changed hands several times and has been on the market for some time.

The high cost of operation has also caused the amalgamation of the Plymouth Western Daily Mercury and the Western Morning News.

Columbia Courses in Typography

Columbia University will give two courses in printing and allied lines, including the preparation of manuscript, proof-reading, spelling, correct division of words, punctuation, capitalization, abbreviation, selection of type faces, ink, paper-making, art work, engraving, the preparation of dummies and the visualizing of finished work. James D. Gabler will direct the courses, which will be given in the Home Study and Extension Teaching branches.

Owners Change in Springville

BUFFALO.—The Springville (N. Y.) Journal and Herald has changed ownership. F. E. Lowe has withdrawn from the partnership with his brother, W. C. Lowe, who will continue publication of the newspaper. Richard Lowe, son of W. C. Lowe, will be associated with the company.

Columbia Record on Eight Columns

COLUMBIA, S. C.—The Record has changed its make-up to 8 columns, 12 ems.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Lee Feeders for Linotypes, guaranteed good as new, $40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

For Sale
Duplex 4, 6 and 8 Page Angle Bar Press. Reasonable price. Early delivery. John Grif fiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale
Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 10" x 12" air cylinders and 32½" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 59½" cast iron table and all auxiliary apparatus. Manufactured by F. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier-Journal and Times, Louisville, Ky.

For Sale
1 16-page Goss press, printing page cut off 23-9/16 inches; six, seven or eight columns; complete with stereotype outfit. Address News, Wheeling, W. Va.

For Sale
Double steam table, made by the Duplex Press Company. About six years old and one-half size. Gazette Printing Company, Janesville, Wis.

For Sale
Intertype Motor, practically new. Direct current. The Post, Leavenworth, Kansas.

For Sale
Semi-auto caster, installed Jan. 1, 1921. Purchase of new press makes it useless. Would cost if purchased today $5,000 without double page equipment. Will sacrifice on the floor for $4,000. Address Chronicle-Telegram, Elyria, Ohio.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Cox Duplex Webb Press. Prints and folds four, six or eight pages, seven columns, 3,500 per hour. Equipped with motor, duplicate rollers, shafting and belting. Being used daily and good condition. The Herald, Carlisle, Pa.

For Sale
Duplex 2-page steam table, with gas heating fixtures, in good condition; Hoe dross furnace, never used; flat 7 column wide casting box in good condition; 35 in. hand cutter in fair condition. Daily Home News, New Brunswick, N. J.

For Sale
Duplex Metropolitan Stereotype press in perfect running order; prints 4, 6, 8, 10, 12, 16, 20 pages, 7 columns, 13 ems; can easily be changed to 8 columns, 12 or 12½ ems; also Duplex stereotype equipment in excellent order; reason for selling, about to get press to print 32 pages. Press can be seen running any afternoon. Daily Home News, New Brunswick, N. J.

For Sale
Duplex double drive flat bed press; prints 4, 6, or 8 pages, 7 columns, 13 ems; can be changed to 8 columns, 12 or 12½ ems; in perfect running order; can be seen running any day. Reason for selling, have stereotype press. Daily Home News, New Brunswick, N. J.

For Sale
1 Hoe Press. Write for particulars. 4 Senior Autoplates. At extremely favorable figures. 1 Newspaper Mailing Machines. Club and single. Double Steel Make-up Tables. 1 Double Page Steam Table. Will sell any part or all of above at a very low price. Purchasing agent, Chicago Tribune, Chicago, Ill.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
184 Nassau St., Tribune Bldg.
New York City

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: :: MINN.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1057

Digitized by Google

Introductions to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 80 words) FREE.

Advertising Manager
That can produce, wants to hear from a publisher of a live daily newspaper that needs a man that can organize a department and get maximum results. For the past three years advertising manager of a fine afternoon paper with a circulation of over 40,000. In this position I have increased the advertising earnings over three hundred per cent. Will consider any place in United States or Canada. Prefer the north. Available March 1. Address Box C-774, care of EDITOR & PUBLISHER.

Business Manager
Business manager, editor, advertising man and all-around printer desires position in full charge of country newspaper. Address H. J. Cornell, 109 Burling avenue, Flushing, N. Y.

Editorial, Re-Write, or Research Work.
Have had broad experience in all of these lines including encyclopedia, statistical, medical, and industrial fields. Highly specialized education in English; A. M. degree in English from Columbia University. Address Box C-771, care EDITOR & PUBLISHER.

Editorial Writer
Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care EDITOR & PUBLISHER.

Editor—Manager
Who has sold interest in small city daily and printing plant, is open for position in city of 15,000 to 40,000. Age 30. Republican. Go anywhere. References. Can invest. Write or wire, Editor, 2346 No. New Jersey street, Indianapolis, Ind.

Editorial Writer and Paragrapher
Competent editorial writer and paragrapher is seeking permanent location where merit will tell on daily of from 20,000 to 40,000 circulation. Has successful record but does not claim to be "national" writer. Guarantees, however, to give paper prestige in local matters, put life into an often-times dead page and follow policy. Personal conference solicited. Write Box C-785, care EDITOR & PUBLISHER.

Columnist
Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care EDITOR & PUBLISHER.

Business Manager or Advertising Manager
with a record as a producer under the most adverse conditions, desires change for purely personal reason. Fifteen years Provincial and Metropolitan experience and now successfully holding position as Business Manager. Married, still in the thirties, unquestionable references. East or New England preferred. Will only consider a real permanent opportunity. Write unquestionable, Box C-808, Care EDITOR & PUBLISHER.

Advertising Man
Now connected with large city daily, seeks position as advertising manager or solicitor with daily paper in town of ten to twenty thousand. Four years' experience, best of references. Address Box C-818, Care EDITOR & PUBLISHER.

Advertising Representative
Now selling display advertising, desires to represent well established, progressive publication in New York City. Believes in preaching optimism. Christian; 25. Would like to discuss experience in interview. Box C-819, Care EDITOR & PUBLISHER.

Editor and Proofreader
Non-union shop (23). Experienced—will travel. H. Weiss, 354 Hancock St., Brooklyn, N. Y.

Circulation Management
by one who has had over 20 years' experience on morning, evening and Sunday papers in cities running from 100,000 to over 1,000,000 in population. Now with one of the big papers of the country, and can remain, but for purely personal reasons desire to make a change. Am familiar with every angle of circulation work, and believe I can get any paper all the business it is logically entitled to -and then some. If you are looking for a man who has the reputation of being a "top-notcher," get in touch with me. My references: Present and past employers. Will visit any publisher, at my own expense, who has an opening that appeals to me. Address Box C-824, Care EDITOR & PUBLISHER.

Circulation Manager
Able and dependable: a capable executive of wide experience, obtained by many years' metropolitan connections, desires to locate with a progressive Republican daily in city of 200,000 or more. Address Box C-829, Care of EDITOR & PUBLISHER.

General Manager
General management small city daily wanted by all around experienced newspaper man. Can give best of references. Married. Address Box C-822, Care EDITOR & PUBLISHER.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 80 words) FREE.

I Make Newspapers Pay
Is Yours?
No, I am not a wizard; they don't just jump when I take hold of them. I get off my coat and perspiration takes the place of inspiration. That's how I succeed. I have made my present newspaper into one of the biggest advertising mediums of its class in the country. I am going to sell my interest because it is not high enough. I don't want your paper unless I can become a substantial owner after I have proven these wild claims. Then I want all or part of it. I know local advertising and how to get it. I know every space buyer worth knowing. I understand foreign advertising and I get it. If your pay days make you groan or seek your banker you and I can get together, providing yours is a city over 35,000. Let's be frank. Come clean on the first letter and we will get together. It will be mutually confidential. Address Box C-826, Care EDITOR & PUBLISHER.

Managing Editor
Managing Editor, experienced in all news branches; capable executive; result getter; every position held an advance; nothing under $5,000. Address Box C-791, care EDITOR & PUBLISHER.

Mr. Publisher
Are your big stories and fights being "put over" right? If they aren't, you're looking for me. I dig up, write and illustrate my stories, edit them, head them and design page to play them. Let me show you what I have done, then draw your own conclusions. Write Box C-787, care EDITOR & PUBLISHER.

Newspaper Man
Newspaper man, experienced street and desk, would consider position in or near New York. Box C-805, Care EDITOR & PUBLISHER.

Managing Editor or Assistant
Thoroughly experienced in all news departments; tried executive; has gone up in game rapidly; no failures; 27; opportunity to advance, not starting salary, real object. Address Box C-792, care EDITOR & PUBLISHER.

Sporting Editor
Thoroughly experienced sports writer and deskman who can make any sports page an asset by authoritative, snappy, unprejudiced stories on any and every sport seeks permanent location in middle west. Now employed. Good reasons for making change. Write Box C-786, care EDITOR & PUBLISHER.

Syndicate Manager and General Manager
All around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & Publisher.

We Connect the Wires
Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Advertising Manager
Advertising manager and all-around printer desires position with country newspaper. Can originate or build up classified column. Also writes ads for local merchants that bring results. Willing to help in shop if necessary. Address Box C-827, Care EDITOR & PUBLISHER.

Young Journalist
Young journalist would like to connect with a magazine or similar publication, where ability to write habits of study, and a proved executive and business ability will be of value. Box C-830, Care EDITOR & PUBLISHER.

Business Manager or Advertising Manager
Position wanted as business manager or advertising manager on some live progressive newspaper by a real live wire who knows how to produce results. Fifteen years' experience divided upon four newspapers. At present business manager of medium sized southern newspaper. Correspondence confidential. Address Box C-831, Care EDITOR & PUBLISHER.

Wanted—To Lease Republican Weekly
In East; give circulation, equipment, business done 1920, etc.; probably buy after expiration lease; or would accept manageship. Rue, 363 Grand Ave., Brooklyn, N. Y.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Salesman
Experienced in newspaper business who is capable of selling high class Feature Service throughout the country on special, attractive terms, can secure permanent position with well established organization. Apply Box C-825, Care EDITOR & PUBLISHER.

Linotype Operator
A first class linotype operator to work on an upstate (New York) morning newspaper. Steady work, surroundings congenial, and good place to work. Wages from $36.00 to $40.00. Considerable overtime if desired. Address Box C-809, Care EDITOR & PUBLISHER.

Newspaper and Job Foreman
Somewhere there is a first-class newspaper and job foreman who is looking for a day job in a modernly equipped daylight office with very best sanitary arrangements, good working hours, good pay, where he would be treated like a man and assured of a permanent position as long as he filled the bill. To the man possessed of executive ability and who knows and can do good work we offer such a job in a good New Jersey town. A first-class job and ad man can find a permanent job in the same office. Give full particulars and wages wanted. Address C-797, care EDITOR & PUBLISHER.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted To Buy
In market for Illinois or other middle west daily, town ten to twenty thousand, or controlling interest. A1 references. Give particulars. Box C-823, Care EDITOR & PUBLISHER.

Daily Newspaper for Sale
Newspaper in prosperous Middle West town of 46,000 will be sold at attractive price, on terms to right party. Circulation now 6,000. Good territory. Box C-807, Care EDITOR & PUBLISHER.

Business Associate Wanted
Who can invest from $5,000 to $15,000 in afternoon daily in growing city, taking over business and advertising managership. Phenominal field, beautiful city, new plant, wonderful opportunity. State experience, references, inclose photo. Box C-828, Care EDITOR & PUBLISHER.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations, Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

Publishers. Please Read
Advertisement of Long Printing Company, Philadelphia, about me as a gross misrepresentation. John Cheshire, Winchester, Kentucky.

DAILIES SHOW BETTER BUSINESS

Advertising in Newspapers Indicates Active Market Soon, Pilgrims Hear

(*Special to* EDITOR & PUBLISHER.)

BOSTON—Speaking before the members of the Pilgrim Publicity Association Edward F. Cullen, president of the Johnson Educator Food Company, said the surest indication of prosperous business conditions was the increased amount of advertising in the daily papers. He pointed out that directors of business concerns were sagacious in the expenditure of money and that they can see an active market in the near future to warrant the general advertising of their merchandise. The meeting was held at the rooms of the association on Washington street, and is the third of a series now being conducted. Mr. Cullen said that many business houses were forced "out of their stride" during the past three years to keep up with abnormal conditions and that the reaction that followed demanded abandoning all "showy" methods and getting down to real "honest John hard work."

Country Press Demands Living Rate
ST. PAUL.—H. C. Hotaling, executive and field secretary of the National Editorial Association, notes that country newspaper publishers are beginning to organize properly to the end that better rates may be obtained. For example the publishers of Polk County, Minn. have issued a signed statement that in the future they will not accept legal notices except at legal rates.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

Advertising Manager

We know an excellent man with ten years' metropolitan newspaper, advertising agency and publisher's representative experience who wants to connect with a progressive publisher with complete control of local and national advertising.

Address
SOUTHERN PUBLISHERS EXCHANGE,
Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1697
Richmond, Virginia

Advertising Promotion Manager Wanted

The Canadian Daily Newspapers Association requires a Manager for its department for the promotion of advertising in Canadian daily newspapers.

This position calls for a man with proven ability in selling daily newspaper advertising—a man with good address, strong personality, capacity as an organizer, and accustomed to meeting business executives.

A good salary will be paid.

Apply by letter, stating qualifications and experience, to Canadian Daily Newspapers Association, 902 Excelsior Life Building, Toronto, Canada.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

ORDER TAKING OR ORDER MAKING

JONES, classified manager, whose record for the past three years had been highly gratifying to his publisher and himself, discovered that he was up against a stone wall. Business had been booming, employers for many months had been unable to secure needed help, and as a result had been trying to outbid each other for the available labor supply, using the Want-ad pages as their auction room. Labor of all kinds had been making lots of money, along with everyone else and were buying freely. Therefore all classes of Want-ad users had been buying columns of advertising instead of inches. So classified lineage records, at higher and higher rates per line, had been climbing and climbing. Business was just naturally easy to get and everyone on the staff was a big producer.

As a matter of fact during some of the past months the staff had been selling too much copy. There was a paper shortage and space was limited; Jones and his staff had intentionally or otherwise stopped selling and even curtailed their efforts at "copy-chasing." This added to the ease of life in the classified department and as one of the men in the department expressed it, "This work is certainly the gravy."

But the tide must always recede. Jones and his staff had lost sight of this fact. The labor market changed. Firms that had formerly required a ten-inch advertisement for seven times to secure a couple of office boys or business manager, as the case might be, discovered that a three-line advertisement in one paper one day would bring more applicants than they could hire. Commodity prices started to drop, the public having gone on a so-called buying strike, with the result that automobiles, real estate and other For Sale classifications in the Want-ad section took a slump.

Jones had scolded the staff, but still classified lineage kept going down. He fired a couple of the men who in the days of easy copy had been good producers. Still losses were being recorded every day. Jones pictured his reputation as a successful Want-ad executive vanishing: he became filled with fear and convinced that business was headed for the rocks.

Then he decided to go into conference with himself, to analyze conditions and to find the trouble with Jones and his staff and most important to find a way through, around or under the stone wall he seemed to be facing. As a result of this conference, every member of the staff received notice that there would be a meeting Monday morning, with no excuses for absence accepted.

Monday morning came and the staff gathered. Jones started, "Gentlemen, I have a confession to make. For several years I have kidded myself into believing that I was one of the greatest classified advertising managers in the country. Our Want-ads have grown month after month, and I have greatly over-estimated my contribution to the growth. Business came easily, and I did the natural thing—gave less and less attention to sales methods and more and more thought to technicalities of the classified business.

With all the business we could conveniently print I plunged into various kinds of reforms and alleged reforms. We have improved the typography of our classified pages. The make-up has been changed, making it easier for the reader to find the desired Want-ads. The methods of taking care of the business in the office have been changed many times and improved. About eighty-nine percent of time has been devoted to studies of classified problems other than selling, and I had started to think that this work of mine was the greatest cause for our growth. Then business conditions changed, the abnormal volume of help wanted advertising dropped—the real estate and automobile markets tightened.

"When this movement had made some headway I was filled with fear and in this state of mind I began scolding the staff and even fired a couple of members with the idea of making you work hard—with the hope of making you fearful of your jobs. Then last week I faced the problem squarely and I have discovered the trouble and the solution of it.

"My first discovery was that I had not been the creator of all the increased lineage, that while I am egotistical enough to consider myself a good classified manager, I have done nothing to mark me as a genius. I have done what a lot of classified managers have done, given more attention than ever before to Want-ad typography, make-up, and methods. This has been a fine thing for the paper and we will cash-in on it in the future, but the big gains made were due to conditions and not to our reforms or our selling. They helped some, but the Want-ad business would have grown with the sales staff replaced by a messenger force and without any improvements in our methods of operation.

"My next discovery was that I had in my effort to make improvements neglected to think about selling. My job in fact is classified sales manager, but by custom the word sales is omitted when my title is spoken or written and I almost eliminated it from my duties.

"Then came the discovery that there was nothing in the situation to fear. I realized that present conditions were merely a challenge and that intelligent sales effort and not fear were the things needed to start the lineage up again.

"The abnormal Help Wanted lineage was velvet to us and much of it was wasted as far as the advertiser was concerned. The elimination of extravagance in Help Wanted advertising is a good thing, and we can and must by intelligent selling replace it with legitimate classified.

"The first step in this is for each of you men to realize conditions as I have outlined them to you—to take inventory of yourself and discover whether or not you have fooled yourself as I did.

"Then we are going to establish a new rule in this office. In the past all of you men have been known as classified solicitors. The word 'solicitor' has come, by universal usage, the name applied to one who secures Want-ads from classified advertisers. Solicit is a perfectly good English word, but to many it is associated with 'soliciting alms.' It suggests begging, canvassing, ringing doorbells. It is a word that implies 'asking for.' True, it is a name that actually fits many men who have been paid to sell classified advertising and who are afflicted with the 'gimmes.'

"In the future, however, every man in this department will be called a salesman. The word solicitor is banished and every man is expected to live up to his new name."

Doubtful or Misleading Advertisements

The New York Times in rejecting doubtful or misleading announcements offered for publication in its Business Opportunities columns is protecting the best interests of its readers.

Banking and business references are required in connection with the insertion of these announcements.

The advertisements in the Business Opportunities columns of The New York Times receive the attention, every Sunday, of the readers of more than 500,000 copies distributed in 5,000 cities and towns of the United States.

NEW YORK TIMES

OF THE SHAFFER GROUP

The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana reaches the maximum buying power of Indiana at minimum cost, every morning of the year.

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana

OF NEWSPAPERS

The Personal Contact

Few advertising mediums where readers take a personal interest in all the news and advertising excel

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford Parsons Co.,
Marquette Building, Chicago, Ill.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
MEMBER A. B. C.

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2960, 5111
Cable Address:
SCHOLZEM, NEW YORK

IN NEW ORLEANS
IT'S—
THE NEW
ORLEANS ITEM

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Detroit News

The Detroit News led all American six- or seven-time a week newspapers in total advertising published during 1921.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The National Jewish Daily

Nearly every person in Richmond reads The
NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly Smith Co., Chicago, Ill.
Marbridge Building, Kelly-Smith Co.
B'way at 34th St., Lytton Building,
New York City.
J. B. Keough, Candler Bldg., Atlanta, Ga.

Digitized by Google

$300,000,000

IN CROPS

supplements the annual income of

NEW ENGLAND

One rarely refers to the agricultural resources of New England in view of the importance of its manufacturing interest.

Statistics show that two-thirds of all the clocks, firearms, silver-plated ware, corsets and ammunitions manufactured in the United States are made in the New England States.

New England has *many* sources of wealth. Its income mounts higher and higher. Savings swell, buying increases.

Can you afford not to advertise in this mighty prosperous market.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,805	.0275	.0175
Boston Sunday Advertiser	(S)	397,414	.56	.56
Boston American	(E)	301,595	.50	.50
Boston Globe	(M&E)	285,189	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	53,211	.20	.20
*Fall River Herald	(E)	19,698	.035	.035
Fitchburg Sentinel	(E)	8,817	.05	.035
*Haverhill Gazette	(E)	14,587	.065	.04
Lynn Item	(E)	15,196	.055	.04
*Lynn Telegram News	(E&S)	15,053	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,938	.07	.07
Salem News	(E)	19,687	.09	.07
Worcester Telegram-Gazette	(M&E)	67,804	.24	.21
*Worcester Telegram	(S)	40,031	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,385	.0425‡	.035
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,053	.08	.07
*Portland Telegram	(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	25,564	.06‡	.06
Portsmouth Times	(E)	4,065	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,155	.03357	.02928
*Pawtucket Times	(E)	23,306	.06	.05
Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	86,416	.135	.135
*Providence Journal	(M)	31,585	.06	.06
*Providence Journal	(S)	46,224	.12	.12
*Providence Tribune	(E)	24,633	.10	.09
Westerly Sun	(E)	4,529	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,930	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian and Newport Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,638	.145	.14
*Bridgeport Post	(S)	19,658	.065	.06
*Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,084	.14	.14
New Haven Register	(E&S)	29,841	.09	.08
*New London Day	(E)	10,458	.06	.045
Norwich Bulletin	(M)	10,755	.07	.06
*Norwalk Hour	(E)	3,829	.025	.025
*Stamford Advocate	(E)	7,705	.0375	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	12,301	.05	.04

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

‡Rate on 3,000 lines.

BUSINESS OPPORTUNITIES

Bright young men with worth-while commodities
and unlimited sale for them at reasonable prices

SHOES, CLOTHES, COLLARS, STOCKINGS, SOCKS, DRESSES,
TRUNKS, VALISES, FLOUR, SUGAR, TEA, COFFEE, CANDY,
THEATRE TICKETS, CAR FARES OR ANYTHING ELSE.

ALL of these things and thousands of others are to-day demanded by the consuming American public at fair and reasonable prices.

Through newspaper advertising any young man with the courage to take minimum margin of profit on largest possible traffic can become a limelight millionaire success of to-morrow and years to come.

War time opportunity and inflation have softened the fighting powers and muscular tissues of some of the giants of yesterday—before the war.

Standard advertised goods a few years ago meant reasonably priced, best quality articles sold everywhere at one price.

They never would have attained the enormous sales they did if their prices had not been fair as compared with unbranded goods.

Deadly overhead, representing the giving way to various temptations toward refinements and pretty looking packages, plants and offices, made a possibility by recent conditions, are now an almost annihilating hardship.

Only a few years ago the manufacturers of many so-called standard articles were fighting for legislation to enable them to maintain prices which they claimed were absolutely essential to make their selling plans stand up.

Circumstances over which neither they nor Congress had control (the world war) intervened and they and all the rest of us have experienced only trifling difficulty in pricing up as justified by mounting costs.

We now find nearly every business operating upon a previously unheard-of basis of expense for manufacturing, distribution and selling.

Nearly all of us realize what we are up against, but few of us will voluntarily get down quickly enough to meet serious and effective salesmanship by a newcomer with the punch and the goods.

When soda crackers first commenced to grow in packages we got quite a bunch of them for 5 cents and for 10 cents.

Before that time we got them for 5 cents a pound out of the barrel.

To-day soda crackers in packages cost very nearly 40 cents a pound.

Soda crackers are merely mentioned here as an incident and as typical of many other similar situations.

Advertising can be utilized for great constructive use to the nation in the hands of some one able to sell a soda cracker for, say, 20 cents a pound.

Such a step would give the public the goods it requires at nearer fair price and compel those now selling at high prices to come down regardless of the temporary suffering involved.

It is a fundamental law that no one can go on forever to greater and greater success. Those who grow strongest in time grow ineffective through temptation to take greater profits than they demanded or were able to take during the upward climb.

If things were otherwise there would not be opportunity for the young men of to-day who are to become the big fellows of to-morrow.

Business opportunities lurk around on all sides for the young man of vision who is willing to and knows how to use advertising.

JASON ROGERS,

New York, Feb. 9, 1921.

The New York Globe

Member
A. B. C.

170,000
a Day

LORENZEN & THOMPSON, Inc.
NEW YORK CHICAGO

Digitized by Goog

F3

THIS ISSUE—LIVES IN DARK BUT RADIATES LIGHT AND CHEER
BATTLE TO BREAK DEPARTMENT STORE CONTROL

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 38 NEW YORK, SATURDAY, FEBRUARY 19, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per Copy

Log basin and sawmill of Baie des Cedres. The logs are hoisted into the mill, cut into 4-ft. lengths, dropped into the basin somewhere ahead of the mill, drawn the length of the basin, and trundled into the holds of waiting steamers.

The Chicago Tribune owns forests of pulp wood

CUT OFF from the world by snow and ice, several hundred men in distant Canadian forests are chopping down trees from which CHICAGO TRIBUNES will be made late this year.

In a wilderness on the north shore of the Gulf of St. Lawrence, far down towards Labrador, THE CHICAGO TRIBUNE is carrying out a great work of pioneering and development. The earliest French explorers sailed along these shores. During the intervening centuries migrations from Europe have swept past them to populate a continent with more than 120,000,000 people. But through all the years these virgin forests of the far northeast lay untouched, from the Gulf of St. Lawrence to the Arctic ice fields.

A rocky shore without harbors, no settlements, high tides, a stormy gulf, long and severe winters, combined to make profitable timber operations almost impossible. In the face of these obstacles THE CHICAGO TRIBUNE purchased 500 square miles of forests and undertook to develop its own supply of pulp wood.

Dams have been built, flooded out and rebuilt; a power house has been constructed, washed away and rebuilt; docks have been torn to pieces while under construction, but others have taken their places.

Setbacks and discouragements have been many, but success has finally been achieved.

THE TRIBUNE must see that before navigation closes each year sufficient supplies are received at these points to maintain twelve hundred people and more than a hundred horses during the six months that they are isolated.

Last fall the St. Lawrence was dotted with quaint schooners, manned by hardy French-Canadian sailors, beating down the river and gulf, laden with food, clothing, tools, building materials and other equipment for Shelter Bay and Baie des Cedres. These are the towns created by THE CHICAGO TRIBUNE'S operations.

Unloading supplies at Shelter Bay, The Tribune's timber town. All necessities are brought by schooner from Quebec, 400 miles away, unloaded, sledged over a portage, brought inland in scows, unloaded again, and then carried in canoes to the lumbermen's cabins.

As the trees are felled, they are trimmed of branches, sawed to 12-foot lengths, and dragged by horses through deep snow to the frozen streams. In the spring they are floated down to tidewater, cut to 4-foot lengths at the sawmills and loaded on steamers which take them across the Gulf, up the St. Lawrence, through the Grand Lachine and other canals, then the length of Lake Ontario and up the Welland Canal to THE CHICAGO TRIBUNE'S paper mill at Thorold, Ontario, near Niagara Falls.

Tribune lumber properties on the Gulf of St. Lawrence: Shelter Bay, 1,600 miles from Chicago, about 325 square miles; and Baie des Cedres, 75 miles west, about 175 square miles; Tribune paper mill at Thorold, Ontario, in the lower left hand corner of map.

THE extraordinary efforts of THE CHICAGO TRIBUNE to develop an independent newsprint supply prove that, notwithstanding its enormous growth in circulation and advertising it is not depriving smaller publications of paper. Far from taking paper out of the market or raising the price by competitive bidding, THE CHICAGO TRIBUNE is materially increasing the production of newsprint.

The economic independence of THE CHICAGO TRIBUNE parallels independence of editorial stand, of news-gathering facilities, and of advertising policy, which have combined to establish this great newspaper in its unique position.

1921 Will Reward FIGHTERS

THE CHICAGO TRIBUNE'S tremendous prestige is available for the upbuilding of any reputable business. The advertising columns of THE CHICAGO TRIBUNE have made fortunes for many men and are today more efficient than ever. CHICAGO TRIBUNE experts are ready to give practical advice to manufacturers; to show them precisely how to link CHICAGO TRIBUNE advertising with the spirit of 1921—the spirit that *1921 Will Reward Fighters.*

Digitized by Google

NEW YORK STATE

A MARKET FOR YOUR MERCHANDISE

49,204 square miles — 10,384,829 people

207.7 persons per square mile

10 Cities of over 50,000 population

17 Cities of over 20,000 and under 50,000 population

Value of manufactured products exceed $3,814,661,114

NEW YORK STATE CROPS (1919)

35,260,000 bushels of corn.
11,178,000 bushels of wheat.
29,580,000 bushels of oats.
2,486,000 bushels of barley.
5,126,000 bushels of buckwheat.
16,800,000 barrels of apples.
39,567,000 bushels of potatoes.
6,579,000 tons of hay.
42,986,900 pounds of cheese.
3,500,000 pounds of tobacco.
2,100,000 bushels of onions.
250,000,000 pounds of grapes.

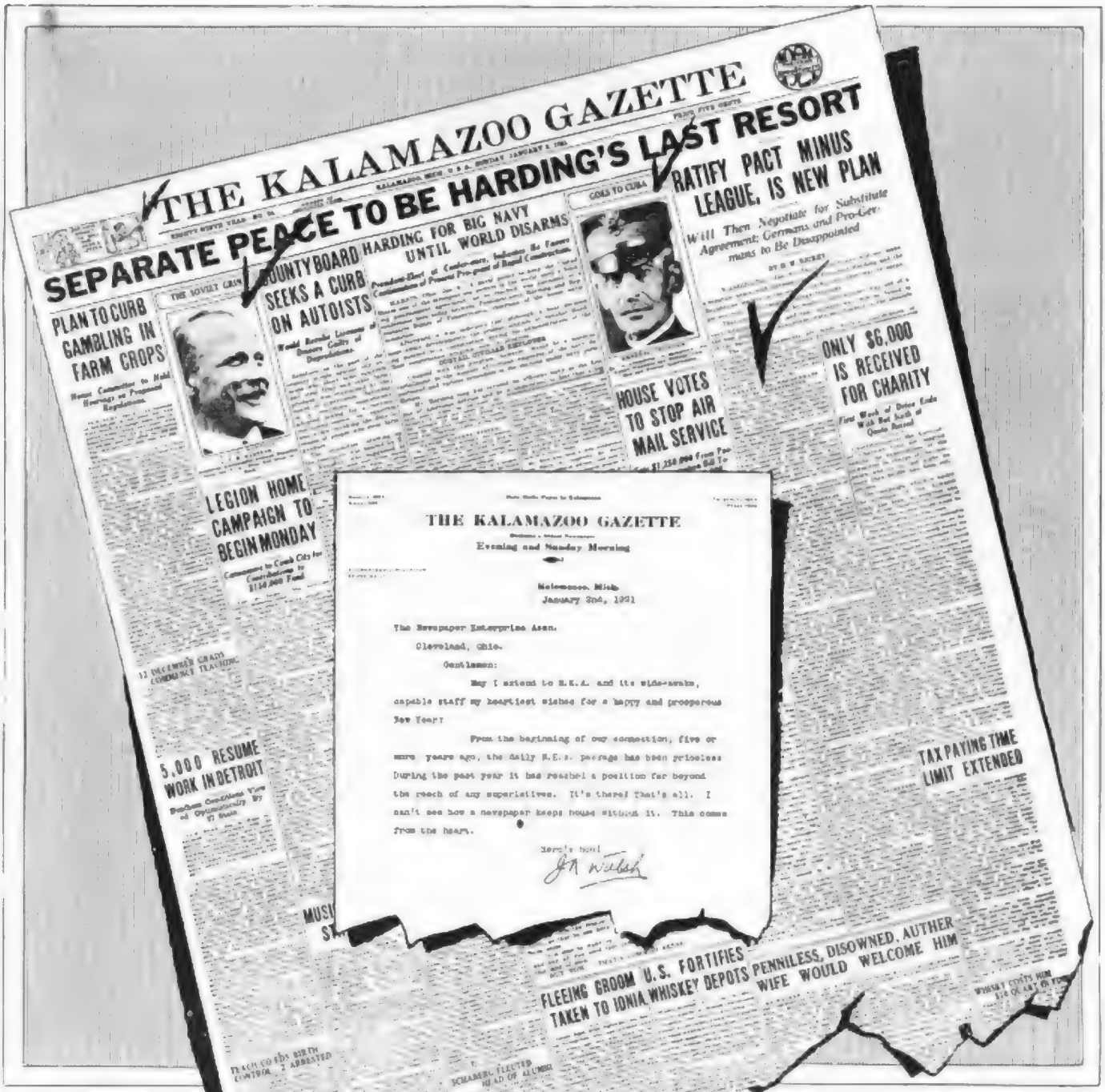
A territory that produces like this can consume equally well

Use this list of daily newspapers to cover this territory for you. They can sell your merchandise, as they go into the homes of the buying public and are read. Results count. These papers get results for their advertisers.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,788	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	6,960	.04	.035
*Brooklyn Daily Eagle	(E)	80,882	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
Brooklyn Standard Union	(E)	61,564	.20	.20
Brooklyn Standard Union	(S)	43,183	.20	.20
*Buffalo Courier and Enquirer	(M&E)	88,843	.22	.18
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,766	.18	.14
Buffalo Evening News	(E)	95,501	.21	.21
Buffalo Evening Times	(E)	71,189	.15	.15
Buffalo Sunday Times	(S)	72,230	.15	.15
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,195	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
***Gloversville Leader-Republican	(E)	5,910	.03	.03
Gloversville Morning Herald	(M)	6,082	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,552	.025	.025
*Jamestown Morning Post	(M)	5,934	.06	.03
*Middletown Times-Press	(E)	5,861	.04	.03
**Mount Vernon Daily Argus	(E)	6,860	.04	.04
Newburgh News and Journal	(E)	10,636	.06	.05
New York American	(M)	291,840	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	36,675	.32	.25
*The New York Herald	(M)	203,686	.50	.45
*The New York Herald	(S)	207,662	.50	.45
*The Sun, New York	(E)	190,509	.50	.45
†New York Times	(M)	330,000	.65	.6305
†New York Times	(S)	500,000	.75	.7275
*New York Tribune	(M)	125,910	.40	.36
*New York Tribune	(S)	127,836	.40	.36
***New York World	(M)	337,228	.60	.56
***New York World	(S)	590,965	.60	.56
***New York World	(E)	350,489	.60	.56
***Niagara Falls Gazette	(E)	12,720	.06	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,383	.08	.08
Rochester Times-Union	(E)	62,894	.20	.18
Schenectady Union-Star	(E)	13,417	.06	.06
*Staten Island Daily Advance	(E)	5,966	.04	.03
*Syracuse Journal	(E)	42,216	.09	.09
***Troy Record	(M&E)	22,393	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.

Digitized by Google



The Newspaper Enterprise Association
(A SERVICE – NOT A SYNDICATE)
CLEVELAND, OHIO.
NEA

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

Perhaps one of the most important reasons why national advertisers get such good results from advertising in the Philadelphia Bulletin, is because local retailers have been educated to the importance of linking up their advertisement to the announcements of the manufacturers whose wares they sell.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the year 1920,

488,687 copies a day

No prize, premium, voting coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, FEBRUARY 19, 1921 No. 38

LIVES IN DARK BUT RADIATES LIGHT AND CHEER

Editor of Oregon Journal is a Leader in Community Upbuilding—Popular as Public Speaker—Noted for His Editorial Expression—Doesn't Believe in Age Limit to Mental Development

By HORACE E. THOMAS
(Staff Correspondent Editor & Publisher)

"NEVER let a day go by without learning something."

This motto, adopted when he was a boy and faithfully adhered to as he grew into manhood, is credited by B. F. Irvine of Portland, Ore., with whatever success he has made in journalism. That his success has been great and that his career is one of the most inspiring in the entire field of newspaperdom may be judged from the fact that, although totally blind, he is editor-in-chief of one of the large dailies of the Pacific Coast, the Oregon Journal.

Mr. Irvine may well be ranked with the handful of men who have completely triumphed over the affliction of blindness, doing a man's work in the world and doing it better than most men who have no physical handicap. He is not only an editor, but an orator of distinction, a leader in the thought of his community and friend of many of America's great men who both admire and esteem him. Incidentally, too, it may be remarked that his disability does not prevent him from getting the fullest enjoyment out of life, for he shares in all the pleasures of his friends and his interests are far more varied than those of the average man.

"It was impressed upon me early in life that a man cannot stand still," said Mr. Irvine recently. "Since boyhood I have taken seriously the admonition to gain something in knowledge or experience each day. When I was stricken with blindness I determined that it should make no difference with me. In some ways this affliction may even have been a benefit, for a person's fighting spirit is aroused when he knows that the handicap against him is increased."

It was difficult to inouce Mr. Irvine to talk about himself. He is naturally of a retiring disposition and has preferred, like most newspaper men, to keep himself in the background. But the story of a life such as his, I convinced him, should be recorded in Editor & Publisher, as object lesson in cheerfulness and accomplishment to his fellow craftsmen.

Normal Sight in Youth

Even as a boy Mr. Irvine was interested in newspapers and wanted to have a part in their making. In youth his sight was normal and it was not until early manhood that his eyes began failing. He is a native Oregonian, having been born 58 years ago in Scio, a village in the western part of the state. In his grammar school days the tendency of his life developed. He delighted in writing the simple compositions of the school room and read whatever came into his hands. It was his hobby and, as might be expected, he disliked mathematics and kindred subjects as his education progressed.

"I was not more than 12 or 13 years old when I did my first newspaper work," he recalled. "This was the writing of neighborhood news for the Albany Democrat, then a country weekly printed in our county seat. I can remember yet what a thrill it gave me when I first saw my items in print. In return for my work I got a free copy of the paper."

A few years after this his father, J. B. Irvine, became interested in a small newspaper venture, financing a stranger to establish a sheet in Scio. The town did not have more than 160 or 170 inhabitants. Moreover the paper was Republican, whereas the village was Democratic.

"They used to call Scio the remnants of Price's army," explained Mr. Irvine. "The town and the surrounding country on the fork of the Santiam River where settled by a colony of Southerners."

In this environment that little five-column folio lasted just a year, when it was necessary for the elder Irvine to take it over and provide more capital. He renamed the sheet the Scio Advertiser and established a small job plant in connection. The son, Frank, as he was known then and is still addressed by his intimates, was in his element. He learned to set type as well as a man and often had much of the responsibility of the paper, soliciting the ads, writing the copy and sticking the type. On one occasion, he remembers, he got out an entire issue unassisted and he admits that it must have been a weird publication. He was still in his early teens.

Young Irvine had the ambition to acquire a college education, although in the little pioneer community most of the young people, and their parents as well, regarded schooling above the grammar grades as entirely superfluous. Partly by working his way and aided in part by his father he completed a course at Willamette University in Salem, where he made an enviable record. When he was through school he was thrown entirely on his own resources.

"My desire was to go at once into the newspaper business then," he says, "but I had little encouragement. Even if I could have got hold of a small country weekly the outlook was discouraging. Country editors in those days in Oregon were on a starvation basis. The payment of subscriptions in everything from cordwood to cabbages was not a joke then but a most serious fact and it was on such miscellaneous stuff as was turned in that the poor editor had to keep his presses grinding. My great ambition was to get on one of the Portland dailies, but I lacked the self-confidence to apply for a position."

Irvine then turned to railroad work, becoming the first station agent in Corvallis, Ore. He didn't forget his motto to learn something each day. He built up the business of the office, became an expert telegrapher and devoted all his spare time to reading. Meantime he was married and Mrs. Irvine had no small part in helping him to overcome the affliction of blindness with which he was threatened even then.

The trouble with his eyes forced him to give up the railroad job and he invested his savings in a dairy ranch near Sprague in Eastern Washington. There his eyesight became worse, but he persevered for several years against great difficulties. A small boy was employed to lead him about the farm and acted as a guide in all his farm work. In such circumstances farming could not pay, and the family returned to Corvallis. First, however, Mr. Irvine was operated on by eastern specialists in a vain hope that his failing vision might be restored. It is probable that he then realized the fate that awaited him, but it is characteristic of the man that he went ahead with a new venture regardless of approaching blindness.

The new venture was the purchase of the Corvallis Times, the family returning to their former home. That was in 1895. Corvallis was a country town of perhaps 1,800 people, the site of the Oregon Agricultural College. Farming had not paid and Irvine had mighty little money to make the purchase. Among the assets turned in was a note due him for $800 and out of which $25 was finally realized, but the man who sold the Times was paid in full as soon as the paper began turning a profit.

In the next five years Irvine put the Times on its feet and built up a circulation of perhaps 1,500 or 2,000 copies. He also took over for a song the Leader, which had been established by the Oregon-Pacific railroad to promote its own interests, discontinued the Leader and added its 200 subscribers to the Times list.

Then came blindness, the tragedy that has made his life notable among those of newspaper men. Within three days his sight failed completely, never to be restored.

"It was a terrible shock, of course, although not unexpected," relates Mr. Irvine. "When it came it hardly caused a ripple in the conduct of my daily affairs. With the aid of a cane I could get back and forth to the office and I knew my typewriter so we'll that writing did not bother me at all. My reading was all done for me by Mrs. Irvine, who has continued to do it throughout the years."

Editorials Attracted Attention

With the loss of sight, indeed, Mr. Irvine's energies and interests seemed to expand. He was recognized as a forceful writer and his editorials in the Times were often copied in the city papers. One of them in particular attracted the attention of Colonel C. S. Jackson, publisher of the Oregon Journal of Portland. He clipped it out and mailed it with a letter to Mr. Irvine.

"That's good stuff," he said in effect. "The Journal needs editorials like that, and we want you to write them. Will you do it?"

PORTLAND is famed as a city of roses and contented homes; in municipal improvements that city is one of the leaders in the nation-credit, in part, for all of this is attributed to the vision of the blind editor of the Portland Journal.

Digitized by Google

Mr. Irvine would and did. He sent two of them back on the next mail and they appeared in the Journal of November 2, 1906, and there has hardly been a day to the present time that he has been unrepresented on the Journal's editorial page.

"That letter from Colonel Jackson was a great event in my life," admits Mr. Irvine. "I had always wanted to get into the city field, but I had never mustered sufficient courage to make the break. I believe in a person striking out boldly for himself to fulfill any ambition he may have, but I had never been able to practice that policy myself. I have spent many hours of my later life in an effort to overcome that lack of self-assertiveness which I consider a fundamental weakness."

Those were happy and busy days for the blind editor. In the first place, almost unaided except in the mechanical department, he was getting out one of the best country papers in Oregon. He was on the regular editorial staff of the Journal and his daily contributions, sent in by mail, required both time and thought. To fill up any odd moments he handled the Corvallis correspondence to the Oregonian.

Two years later Mr. Irvine was requested to come to Portland where he might devote all his time to the Journal. He did so, leasing the Times and selling it at the end of the year's lease. The late George M. Trowbridge was then editor of the Journal, but Mr. Trowbridge's chief interest was in the news field and from the first the editorial page was turned over in great part to Mr. Irvine who originated the subjects, wrote much of the copy and read all of it, Mr. Trowbridge being well contented to leave the page to his capable direction. He continued in this capacity until November, 1919, when he was formally made editor of the Journal, following the death of Mr. Trowbridge.

There seems no limit to the Irvine capacity to work. The Journal, at least during the first few years he was there, was inadquately supplied with editorial writers and the burden of it fell on the editor.

"I should say that there were from 150 to 200 days when I wrote every line of the three columns of editorials that we carried daily," said Mr. Irvine. "On one record day I wrote five and three-quarters columns of editorials. I had to select the subjects, too, and as every editorial writer knows, that is no easy matter. Then, of course, whatever research was necessary had to be done second hand and read to me.

"Time to me is the most valuable thing in the world. What couldn't we do if we just had time to accomplish it? My necessary reading takes so long that it almost discourages me. One of the banes of my life is the approach of Sunday when I must listen to the reading of the bulky Sunday newspapers. A man with his sight can skip here and there, but to one who is blind and wishes to keep in touch with events it is necessary to hear pretty nearly everything. The days are entirely too short for what we would like to crowd into them."

There certainly is little waste time in Mr. Irvine's office. He still writes all his copy on the typewriter, declining all suggestions that he dictate his copy. He believes that dictating leads to verbosity. When he writes, he says, he "sees" the copy before him, can avoid the waste of words and express most clearly and concisely the thoughts he is recording. Mrs. Irvine is with him at all times and herself confers with many of the callers who would otherwise take up the editor's time. She also knows the subjects in which her husband is most interested and intuitively puts before him the material that he most needs in his editorial work.

While Mr. Irvine has never hesitated to do two men's work, on occasion, he is a firm believer in not overcrowding newspaper writers.

"It is a mistake to think that the best work is done under pressure," he said. "By observation and personal experience I have tested it until I think I know. Errors in fact and errors in judgment on newspapers are due in large measure to the unstrung or jaded nerves of overworked employees. It is a short-sighted policy to crowd to capacity the men who write the papers. Employers can well afford to hire enough men to do the work without undue strain. Be sure that you get reliable men in the first place and then give them the opportunity to work to the best advantage. I believe in hard work but not overwork."

His Active Social Life

Mr. Irvine is just as emphatic in urging the need of proper recreation out of office hours. He is a brilliant conversationalist and has a host of close friends. He does not dodge public entertainments and has an active social life. He is an excellent dancer in which he finds much pleasure. The ease with which he gets about a ballroom floor is cause for remark by everyone who sees him. A partner who dances with him is much safer from collisions and barked toes than she would be with many a dancer whose eyesight is the best. Mr. Irvine is fond of the theater and is a frequent attendant.

It is an orator, aside from his newspaper work, that the blind editor is best known. In Portland and throughout Oregon he is in constant demand and through his acceptance of speaking invitations has formed the acquaintance of community leaders throughout the state. He possesses unusual eloquence and no speaker in Oregon has better control over an audience. He introduced President Wilson in Portland when the President made his ill-fated swing about the country, introduced Cox to his Portland audience and, although a Democrat, delivered one of the addresses of welcome to Taft on his last official trip west.

Irvine writes all his speeches on the faithful typewriter, but he does not commit them.

"Nevertheless I see them," he says. "As I write I vision the lines, particularly the sub-heads, and when I speak I can see them in their proper sequence. My blindness, it seems, helps me to concentrate for I escape much of the distraction of the normal speaker. At the same time I quickly catch the spirit of an audience and am easily sensitive to approval and disapproval."

Mr. Irvine began public speaking before his sight had entirely failed. At first he used to have a white cloth placed at the edge of the rostum in front of him so that he could keep his sense of direction. Now, however, he is perfectly at home on the platform and never confused. The admiration of the public for a man who has overcome an affliction results in a spontaneous cheer whenever Irvine appears on the platform, but his reputation as a public speaker does not at all rest upon his physical limitation.

"Be brief when you speak," he advises, "particularly when there is another and more noted speaker to follow. I hesitated a long time before I consented to introduce President Wilson, for I know how impatient an audience is with an introductory speaker when they are eager for the main address. However, I was as brief as possible and the audience treated me very kindly. There have been times when I have talked two and a half hours, but I realize the enormity of the offence and am determined that it shall not be repeated."

Idealist But Not a Visionary

Mr. Irvine takes an active interest in the news end of his paper, as well as the editorial page. He is a keen student of events and is particularly interested in politics. He covered the Democratic convention at San Francisco for the Journal and many of the correspondents marveled to see a man who was blind reporting an event of such importance. Yet the articles that he wired home showed that nothing escaped him and that he was always in touch with the real trend of events.

An idealist but not a visionary might well define this notable character. He has always in mind high objectives but he does not permit dreams to obscure the practical facts of the workaday world.

"I believe intensely that the newspaper calling is the greatest on earth," he says. "The writer has more opportunity to promote the general welfare than any other citizen whatever. The editor who has lofty ideals does good beyond compare with the professional preacher, in my opinion. Even after all these years I write with a feeling of awe when I think of the great audience I am addressing. It is a great responsibility and a great privilege.

"Moreover a man's ability and effectiveness should increase with the years. I am not a believer in any 'chloroform' age. If a person lives right there should hardly be a limit to his mental development. We should grow to old age far more useful than we were at middle age, each day gaining a little more until our work is accomplished."

Anyone knowing Mr. Irvine must admit that he meets his own prescription. At 58 he has the energy, the vision and the ambition of a man in his thirties. In a world that is dark to him he radiates good cheer among all with whom he comes in contact.

THE blind editor of the Portland Journal at his typewriter, and at his elbow his true helpmate, Mrs. B. F. Irvine, the constant companion and aid of her popular husband.

"P.-I." WON'T BE SOLD EXECUTIVES DECLARE

First Mention of Hearst Deal in Its Columns Is Pledge of Faith and Support to Seattle Republicans Under Present Management

(*By Telegraph to* Editor & Publisher)

SEATTLE, Wash., Feb. 16.—The Post-Intelligencer made its first reference in its own columns to widely circulated reports that the paper was about to be sold to the Hearst interests in a front page editorial Sunday, the tenor of which would indicate that all negotiations have been definitely called off, as previously reported in Editor & Publisher.

At the time negotiations with Mr. Hearst were under way the fact that if the deal went through Seattle and the state would lose its staunchest Republican organ was widely commented on here and it is interesting to note that the first public statement made by the Post-Intelligencer that it was not sold was contained in a printed "salutation" first distributed among the banqueters at the Republican Lincoln Day banquet held Saturday.

On the following day the paper published the "salutation" on its front page Read in part as follows:

"Under the ownership and management established a little over two years ago, the progress of the Post Intelligencer as a newspaper and as a sincere and disinterested adviser in affairs of government, has been more marked, more sure and steady, than at any other time in its career.

"Conditions and events have combined to give this newspaper an opportunity to demonstrate its attachment to fundamental Republican principles in a practical way, and with all due modesty it may be said that the Post-Intelligencer has taken full advantage of the opportunity with results so evident that they need not here be recounted.

"The Post-Intelligencer will continue on its course. Undisturbed by manifestations of envy, hatred and malice, this newspaper looks down upon its detractors with a charity not wholly free from contempt. Unhurt by lies and rumors of lies that have been disseminated for a purpose of injury, the paper goes on and forward, 'with the firmness in right as God gives us to see right,' to work it is doing and has yet to do. The ownership, management, and editorial direction of this newspaper remain unchanged; no change is in contemplation or under consideration—and none will be made."

The salutation was signed by publisher Clark Nettleton and editor James A. Wood.

Against Shorter Printers' Week

ST. LOUIS.—A fight against reducing the working week from 48 hours, as demanded by union printers, was launched here February 3 at a conference of employers of job and commercial printers from throughout the Middle West. The proposed cut would decrease production and raise prices, they contend. The conference was attended by 166 delegates, representing 1,077 shops, with 26,000 employees in forty-nine cities, it was announced.

Plumb with Syracuse Post-Standard

SYRACUSE, N. Y.—John A. Plumb has been appointed advertising manager of the Syracuse (N. Y.) Post Standard. He was in charge of the promotion department of the Worcester (Mass.) Evening Post until January 15, and previously was advertising manager of the Worcester Telegram.

Digitized by Google

BATTLE TO BREAK DEPARTMENT STORE CONTROL

New Haven Register and Times-Leader, After Twenty Years' Cut-throat Competition, Join Hands for Protection Against Rate-Dictating Merchants

By CHARLES GRANT MILLER

NEW HAVEN newspaper publishers seem never to have heard, or at least never heeded, the old parable which the father gave to his sons about the bundle of sticks. These publishers for twenty years have permitted themselves to be broken, one by one, by a local department store combine; they have been permitting themselves separately to be utilized by the combine as levers to break one another, or a part of them bundled together to bludgeon another.

As result, the advertising rates of all are pitifully low and there is absolute dictation by the store combine in all matters of rate, position and insertion and even of editorial policies so far as the interests of the department stores are involved.

Now, for the first time in twenty years' experience of this condition, as many as two publishers out of the four have revolted and are co-operating in a refusal to carry any of this advertising at the rates offered. The Register and the Times-Leader have thrown it all out. The Journal-Courier and the Union continue to carry it. The register and the Times-Leader together have about 49,000 net paid circulation out of a total circulation of 55,000 to 58,000 in the evening field.

Publishers John Day Jackson, of the Register, and William A. Hendrick, of the Times-Leader, are acting in unison only in their dealing with the department stores combine. Competition between them is as keen as ever in all other matters. These two publishers simply refuse longer to allow the combine to play them one against the other in keeping down their rates.

Unusual Conditions

The conditions of repression, suppression and oppression against the New Haven publishers have struggled separately, and so, of course, futilely, for twenty years, will prove astonishing to publishers elsewhere.

There is no common ownership among the five big stores of New Haven, but they act as a unit through a committee of two of their members in all their dealings with the press. It is estimated by those familiar with the condition that these five stores, since 1902, have made or saved, by holding the advertising rate down far below what it ought to be, something like $1,500,000, which they should have paid the newspapers. Their combination having been so profitable to the stores, they are apparently willing to suffer considerable loss in trade in a fight to hold this tremendous advantage.

Here is a letter to one of the publishers which contains a triple admission of the existence of the combine, its control of rates and its membership:

NEW HAVEN, Conn., June 11, 1920.

DEAR SIR: It was unanimously decided at a recent meeting of the New Haven Dry Goods Association that we voluntarily increase your rate from * to *, the new rate to date from June 1. The above association includes the Edw. Malley Co., the Gamble Desmond Co., Mendel & Freedman's, Shartenberg's and the Chas. Monson Co.

Yours very truly,
PAUL M. WALKER,
Secretary N. H. Dry Goods Assn.

That the store combine restrains its own members from having individual dealings with the publishers is shown in this letter from one of the store managers to one of the publishers:

DEAR SIR: I fully appreciate the position in which you are placed, but as we have always dealt with your paper as an association, I personally am not in a position without consulting the other members of the association, to give you a definite answer as to our attitude.

Yours very truly,
HENRY M. SHARTENBERG.

Here is another letter, showing that not the individual store managers, but the combine, acts upon the publishers' propositions:

GENTLEMEN: Replying to yours of recent date concerning new advertising arrangements to go into effect September 1, 1920, would say that at a meeting of the New Haven Dry Goods Association it was decided to accept your proposition at the present rate, no advertisement exceeding four columns.

Sincerely yours,
NEW HAVEN DRY GOODS ASSOCIATION,
David S. Gamble, Secretary, *Pro Tem.*

Then here is a letter in which the pot calls the kettle black and the store combination of five members refuses to treat with anything like a publishers' combination of two members.

DEAR SIR: We cannot accept the rate combined with an obligation to take space with another paper, although we are willing to treat at any time with you as a combination if the rates do not bear this obligatory feature.

NEW HAVEN RETAIL DRY GOODS ASSOCIATION,
W. E. Malley, President.

This advertising has always been handled by a committee of two men representing the five stores. No newspaper could deal with any one establishment except through the committee.

Heretofore, the publishers have individually made their pleas for increased rate, and whenever one paper was putting up a fight the other papers "stood pat" with the combine. One publisher after another has made his futile demand single-handed and been beaten out by the combine method of playing his brother publishers against him. Thus all have played according to the cunning plans of the combine and dead against their own real interests. Each in turn has sold his birthright for a mess of pottage, and betrayed himself while betraying a brother publisher.

Newspapers Stunted

As an inevitable result there has been arrested development of all the papers for twenty years. There has been no incentive even to increased circulation, for the larger the circulation the less the profit or more the loss in carrying the advertising. At the rates fixed, the only possible way a paper could win on them was by reducing its circulation. But the circulation of some of the papers inevitably increased, and there was a corresponding loss in carrying this advertising, particularly under advancing publishing costs.

Hendrick, of the Times-Leader, frankly talked to the extent of saying that since newsprint prices began to rise his costs have increased 300 per cent, while in the same period he has been able to get from the committee an increase in advertising rate of only five cents an inch—three cents at one time and two cents at another. He was offered another slight increase if he would stand with the combine while it bludgeoned Jackson, of the Register; but he declined longer to be used as a tool in their hands for holding down the general rates.

Hendrick had figured out that the carrying of this advertising was costing him $1,500 a month more than he was getting for it. He offered to prove this to the committee by having them put an accountant on his books at his expense. They replied that they were not interested in his costs but only in their own. They had figured out what they were willing to pay, they said, and he could take it or not.

Position Dictation

Dictation regarding position has been as positive as that regarding rates. One of the two papers still carrying the business is now giving an island position on the first page of a second section every day, to maintain which it much run from one to four dummy pages. The rate does not cover the cost of the space actually occupied, to say nothing of the extra pages. This publisher told me he is satisfied because he is now getting the highest rate paid in town by the department stores. He says he knows nothing about a combine among them, and sees no reason for the publishers to get together. Incidentally, he is taking full advantage of this rare opportunity to boast "quantity" lineage.

Though the store managers cannot deal individually with the papers regarding advertising, any one of them feels free to make editorial demands. No shop-lifting incident, no store accidents, no employees' grievances, nor anything else inimical to the interests or tastes of the store managements, has found print in all these years.

"Has any of them ever called you down for anything you printed?" I asked one of the publishers.

"No, because we call them up first," was his significant reply.

To this same question another publisher replied:

Step on the Gas!

A few hills ahead mean nothing to the progressive business man.

He is used to driving his car and knows that a shift of gears and a "little more gas" will put the high spots behind him in jig time.

Beyond the problems of the present is the smooth level road of the future.

The outlook for business holds no fears for the men who "step on the gas and go to it."

The real good times—the good times based on normal values, smaller profits and quicker turnovers, the good times of peace and plenty are right before us.

Step on the gas! Advertise! Advertise to your consumers at the places where conditions favor the sale of your product.

Use the newspapers to do this best.

IN an effort to stimulate business and promote newspaper advertising as the one means to that end the Bureau of Advertising of the American Newspaper Publishers Association has prepared and sent out a series of promotional advertisements. The use of them is optional with the newspapers. That great good will result from their use there can be no doubt. Above we reproduce the advertisement that is offered for release on February 20. Its publication in any newspaper before that date is forbidden.

Digitized by Google

"You've heard of the French king who made no threats but simply announced that he had a lot of bird cages too small for a man either to stand up or lie down in, but large enough to hold any of his recalcitrant subjects he might see fit for any reason to shut in them. That king's subjects saw the point, and so do the New Haven publishers. In any editorial matters that could possibly affect any of the department stores we have anticipated their wishes and taken their point of view."

Efforts Successful

This astounding plan of combined action of the stores operated with unqualified success from 1902, when the combine was formed, up to May 1 last, when Jackson, from the Register, following a vain effort to secure a higher rate, restricted their space to four columns each in any issue. Four months later Hendrick, of the Times-Leader, after similar efforts, imposed the same limitations. The stores continued to take their four columns space in both the Register and the Times-Leader until September 15, when the Register declined to run any further copy at the prevailing rate.

Then the committee approached Hendrick, offering him a slight increase in rate if he would remove his four-column restriction and give them unlimited space to offset through the Times-Leader the publicity they were losing in being out of the Register. It was the same old trick and Hendrick had gotten tired of it. He not only refused to remove the limit but declined to run any further copy for any of them until they adjusted rates with the Register.

The committee now approached Jackson, who refused to make any deal involving the Register unless it also involved the Times-Leader to the satisfaction of the latter. The Times-Leader dropped the advertising on October 8, and none of it has since appeared in either of the two newspapers up to the present time.

D. S. Gamble, the head of one of the five department stores, sees nothing in the situation, he says, but a dispute over rates. He admits that he "was surprised to find out through actual experience" that advertising in only two papers is bringing better results than they had been getting in four.

In New Haven It's We

"Then why don't you cut it all out and do better still," I asked him. He did not care to joke about it; he said it was just a fact. "We are all doing more business than we did at this time last year and are satisfied with the situation," he added.

"Why do you say 'we' and 'all'—is there some sort of combine among you all, particularly regarding advertising?" I asked.

"No, no; not at all, not at all," he hastened to say. "I place my advertising individually and presume that the others do."

"How do you know they all are satisfied with the situation?"

"Oh, they say they are."

This is the same Gamble who, under date of August 26, 1920, wrote one of the above-quoted letters to a publisher.

W. E. Malley and H. M. Shartenberg, the heads of two other stores and present members of the advertising committee of the combine, are both in Florida, enjoying a long vacation.

It is, of course, impossible to secure any figures regarding the business being done by the five stores; but it is common observation about the city that their present volume of business is not what it was a year ago, not what it might be if they were reaching the full public with their publicity, and that special sales in particular have notably fallen off. A striking feature of the New Haven shopping district is the rapid increase of specialty stores, that are doing thriving business.

That the loss of newspaper publicity is seriously felt by the department stores is confessed in the extraordinary measures taken to make up for it. They are putting out hand-bills; and, as one instance, a circular issued by one store is costing $400 for 10,000 distribution, whereas the same message through the Times-Leader and the Register used to reach 50,000 people for $200. It is more than a loss of money, of course, for the newspaper carries prestige which the hand-bill does not.

Circulation Aids?

Another extreme resort of the store combine is an attempt to build up free circulation for the two papers serving them. Five return postcards, printed from the same type, on the same stock, and identical in every respect except for the firm signature, are sent out to the charge customers of the five stores, which post-card reads as follows:

> As our local advertisements appear exclusively in "The New Haven Union" and "The Journal-Courier," we are anxious that a copy of either of these publications should come to your notice. Therefore, in case you are not already a subscriber we are pleased to present you with a three-months' subscription to either of the above mentioned newspapers, and will see that same is delivered to your home. Simply fill in the lines below and mail card back to us.

It would be highly interesting indeed to know exactly the results of a four-months' circulation-building campaign of this extraordinary character. J. B. Carrington, of the Journal-Courier, not with this in mind at all, assured me that his circulation "has steadily increased for the last year."

"Sure about 'steadily?'" I asked.

"Yes, indeed," he reassured me, "the increase runs right along."

No extraordinary increment for this paper then, as result of this free offer in the last four months.

On the other hand, Hendrick and Jackson, whose Times-Leader and Register might have been expected to lose circulation, both claim to have gone on gaining at about their usual rates of increase. Hendrick, indeed, proved a gain of over 400 in the four months.

No report was secured from the Union. But the three papers out of four uniformly show no perceptible effect of this free offer.

And public sympathy has not been enlisted, either; not a word about this contest between the two newspapers and the store combine has as yet been published in New Haven.

Union Rocks Ahead

Serious complications impend with the typographical union. The strange custom has prevailed here for many years by which the five stores have supplied type set in their own print shops and deducted from the space price of each paper the saved cost of individual typesetting.

Perhaps in few cities other than this does the typographical union stand for such practice and the publishers here thus far have avoided a definite break with the union only by making such heavy concessions in wages that the "saving," which they don't save anyway, is wiped out. The publishers have been directly paying the store combine for the composition and also indirectly paying their own printers for it.

Still the process is so irregular in the view of the typographical union that the publishers confront serious trouble as the time closely approaches for another renewal of their printers' contract. Hitherto this has been the one matter in which the publishers have held their own by standing together.

"In view of this experience, what do you think of the common theory that department store advertising is an important reading feature to gain and hold circulation?"

This question was put to both Hendrick and Jackson, and each declared that so far as his thorough experience has gone, with it and without it, the theory is bosh, and that imperceptibly little, if any, circulation is due to that feature.

Interesting Discoveries

Now that Hendrick and Jackson have got to comparing notes they have made interesting discoveries. For instance, the store committee for years has prepared tables purporting to show results from advertising in the several papers. Jackson would be shown a table indicating that his Register was pulling poorly as compared with the other papers; then to Hendrick would be shown a table indicating that it was his Times-Leader that was lagging behind. Notes have not been compared with the Journal-Courier and the Union in this regard, but there is ground for strong suspicion that all regularly have been treated to this system of a flexible record contrived to make each publisher look small to himself.

There seem to be a whole lot of things the New Haven publishers would learn by a general comparison of notes, to the decided advantage of all.

SEE NO DECLINE IN AD RATES

Technical Publishers Discuss Future Trend of Space Costs

The Technical Publicity Association of New York held its monthly dinner meeting February 10, at the Machinery Club, discussing "Where Do We Go From Here" as applied to the future price of advertising space. Crosby Spinney of the Curtis Publishing Company, George Andrews of the McGraw-Hill Company, Inc., and Fred H. Walsh of Newell-Emmett, Inc., were the speakers. Mr. Spinney stated that the Curtis Publishing Company had increased the price of advertising space about 8½ per cent from 1914 to the present time, basing the figures on per 1,000 copies printed. Continuing, he said that he saw no prospect for lower space rates, and that they might go even higher, on account of increased circulations and because editors were demanding more money.

Mr. Andrews read a paper prepared by Malcolm Muir, vice-president, stating that his company has improved the editorial staffs of their various publications, and also extended the service department, thereby giving more to the space buyer. He said that the production costs were 40 per cent of the total publishing costs and the paper costs were 17 per cent of the production, so that a reduction in the price of paper would not help a great deal, and that his company did not look for a decrease in the price of space costs.

Mr. Walsh, speaking from the space buyer's standpoint, read excerpts from letters from publications and said that the space-buyer does not want indiscriminate increased circulation, but rather increased circulation in the field interested in his own product.

Dabney White Sells Again

Tyler, Tex.—Dabney White, one of the publishers of the Tyler Daily Tribune, has sold his interest to S. Gunter.

SOUTHAMS PLAN TO BUY TORONTO WORLD

Also Casting Eyes on Montreal Herald, Rumor Says, in Effort to Get Chain of Daily Papers Across Canada

(*By Telegraph to* Editor & Publisher)

Toronto, Feb. 16.—According to an apparently well-founded rumor current here The Southam newspaper interests are negotiating for the purchase of the Toronto World and it is said that official confirmation of the report may be expected at any time. Since the assignment of the World some months ago several attempts have been made to interest capital in various quarters in the publication with a view to purchase. Recently such an effort was made in Great Britain.

The reason given for the contemplated purchase by the Southams is their belief that in Toronto there is more room for a third evening paper than for three morning papers. At present the Southams own or have a substantial interest in various prominent Canadian newspapers. They own the Ottawa Citizen and the Hamilton Spectator.

Lately they purchased the Hamilton Times, an old established evening journal, and changed it to a morning paper. It lived for three days. Its then mysterious and sudden death is now understood to have been a Southam plan to remove competition. They have a large interest in the London Free Press and a few weeks ago they obtained control of the Winnipeg Tribune, which had absorbed the Winnipeg Telegram. They also own the Calgary Herald and the Edmonton Journal. The Southams are keen to control a chain of newspapers across Canada and it is said they would purchase the Montreal Herald if Lord Atholstan, who is likewise owner of the Montreal Star, could be persuaded to sell.

WORDS CAN'T BE TWISTED

Oklahoma Court in Libel Ruling Says Usual Meanings Must Govern

(*Special to* Editor & Publisher)

Oklahoma City, Okla.—"Words used in an alleged libelous article are to be construed by their most natural and obvious meaning, and in the sense they would be understood by those reading the article," is part of the holding of the Supreme Court in a decision handed down in the case of the Phoenix Printing Company of Muskogee, appealing from the Muskogee county district court from a judgment in which Charley Robertson was plaintiff. The judgment of the lower court is reversed and the case remanded. Robertson had sued the newspaper for libel on account of an article printed concerning him.

The court further said: "The fact that a publication may be unpleasant and annoy or irk the subject thereof, and may subject him to jest or banter, so as to affect his feeling, is not, standing alone, sufficient to make it libelous. In order to be libelous it must tend to lower him in the opinion of men whose standard of opinion the court can properly recognize or tend to induce them to entertain an ill opinion of him."

Kentucky Daily Reorganized

Middlesboro, Ky. — The Citizens' News Company has succeeded the Pinnacle News, Inc., as publisher of the Middlesboro Daily News. Charles E. Herd, who has conducted the News for five years, retires and will give his attention to other activities and E. G. Laird, for two months managing editor of the News, becomes general manager.

Digitized by Google

INLAND ADMITS CANADIAN DAILIES AT MEETING WHERE OPTIMISM REIGNS

President Sundine and Secretary Tufford Re-elected—Joyful at Trend of Paper Prices—Press Congress Delegates Named No Linotype School

(By Telegraph to Editor & Publisher)

CHICAGO, Feb. 17.—Promotion of closer relations between the press and people of the United States and Canada is foreshadowed by the action of the Inland Daily Press Association at its annual meeting here this week in voting unanimously to admit Canadian newspapers to membership. The association, which convened Tuesday with 261 newspapers in fourteen inland states of the union on its list of members, became an international body by the election to membership of the Guelph, (Ont.) Mercury, J. J. McIntosh, and the St. Catherines (Ont.) Standard, W. B. Burgoyne.

No meeting in the history of this flourishing organization has been so largely attended and perhaps none has had sessions with so much of interest to hold the attention of members. Some two hundred men with a sprinkling of women participated in most of the business and listened to the speeches. Everybody wanted to hear about business prospects and paper prices. And the news was good. The prevailing opinion was that better times were at hand, and all authorities on the paper situation agreed that prices from now on would be downward.

E. P. Adler, of the Davenport (Iowa) Times, chairman of the American Newspaper Publishers Association print paper committee, confidently predicted that the price would be around three and a half cents a pound by fall.

President John Sundine, of the Moline (Ill.) Daily Dispatch, and secretary-treasurer Wil V. Tufford, Clinton, Ia., were re-elected without opposition Tuesday. Vice-presidents were elected, as follows:

Kansas, A. S. Butler, Wichita Beacon; Ohio, A. Haswell, Bowling Green Gazette; Arkansas, George H. Adams, Pine Bluff Graphic; South Dakota, George W. Eagan, Sioux Falls Press; Nebraska, A. R. Keim, Falls City Journal; Kentucky, Urey Woodson, Owensboro Messenger (re-elected); Missouri, Fred Naeter, Cape Girardeau South Eastern Missourian; Illinois, Elliott Bartlett, Rockford Register-Gazette; Michigan, A. E. Kettle, Kalamazoo Gazette (re-elected); Wisconsin, W. I. Goodland, Racine Times-Call; Minnesota, J. F. Rucker, Winona Republican-Herald; North Dakota, N. B. Black, Fargo Forum; Indiana, E. H. Harris, Richmond Palladium.

New Terms for Directors

The association adopted a resolution presented by President Sundine changing the by-laws so as to provide for one- two- and three-year terms for directors so as to avoid the necessity of electing the entire board each year. When the new directors had been elected, lots were drawn for the assignment of terms, the result being as follows:

Illinois, Verne E. Joy, Centralia Sentinel, two years; Minnesota, G. R. Butler, Mankato Free Press, one year. Kansas, Gene E. Howe, Atchison Globe, two years; Indiana, George D. Lindsay, Marion Chronicle (re-elected) one year; Iowa, L. P. Loomis, Muscatine Journal, one year; Canada, W. B. Burgoyne, St. Catherines (Ont.) Standard, two years; Ohio, N. J. Galvin, Lima News (re-elected), three years; Michigan, A. L. Miller, Battle Creek, three years; Wisconsin, Frank H. Burgess, La Crosse Tribune (re-elected), three years.

Mr. Miller was named chairman of the board of directors. The permanent cost finding committee was appointed, as follows: E. E. Johnson, Iowa City Citizen, chairman; A. L. Miller, Battle Creek Enquirer-News; F. F. Rowe, Kalamazoo Gazette; C. R. Baker, Mankato Free Press.

President-elect Harding, a member of the association, in his capacity as an Ohio editor, sent from Florida a letter of greetings, with expressions of regret at his inability to be present this year. He wrote that he had been much impressed by the fairness of the press of all political faiths during the presidential campaign and since, that most of the papers seemed to present the news fairly and let the public draw its own conclusions.

The following were chosen to represent the association at the world press congress at Honolulu in October: Willard E. Carpenter, Mrs. M. S. Shaw, F. F. Rowe, John Potter, Verne Joy, S. G. Goldthwaite, Lee P. Loomis, Mrs. Z. H. Deming, D. P. Worthington, D. W. Stevick, I. U. Sears, H. F. Kendall, H. H. Bliss and W. V. Tufford.

Willard E. Carpenter was appointed master of transportation to have charge of inland delegations attending the Press Congress of the World in Honolulu in October and of the party which has been invited to visit Western Canada this summer as guests of the Dominion government.

Sessions of the association were held in the Red Room on the nineteenth floor of the La Salle Hotel. Business was dispatched in expeditious fashion during both days, loss of time at midday being reduced to a minimum by having luncheon served in the meeting room.

Discussion of the newsprint situation, past, present and future, featured the opening day. After the morning session, at which fourteen new members were admitted, most of the afternoon Tuesday was given over to paper.

Jason Rogers, of the New York Globe, and W. J. Pape, president of the Publishers' Buying Corporation, started the discussion with addresses outlining the activities of the Buying Corporation. Mr. Rogers, renouncing the newsprint manufacturers as "pirates" and "robbers," declared that the plan of the manufacturers now was to make three-year contracts at five cents a pound, and that the only way for the publishers to fight them was to make themselves independent. He said he had the necessary backing for a publishers' mill, which would turn out paper at a profit well below present prices, and invited members of the association to get in on the transaction. Saying paper could be manufactured today for two and a half cents a pound, Mr. Rogers announced that he had no contracts with manufacturers and did not propose to make any; that contract prices necessarily would continue to fall as the price of spot paper went down. He said he had been offered paper recently at four and one-half cents a pound, and confidently believed that would be about the price at which contracts could be made in March. He referred to the general slump in business, remarking that there had been a drop of about eleven per cent in New York newspaper advertising in January.

Mr. Pape told the publishers that one of the chief purposes of the Buying Corporation was to keep manufacturers informed of what was going on. He said the newspaper industry in the United States all but failed in 1919 because the newspapers did not know what they were doing and had misleading information from the American Newspaper Publishers' Association. He told how the Buying Corporation had built up sources of information, had promised its members protection, and had gone into the foreign market to get cheaper paper.

E. P. Adler, chairman of the newsprint committee of the American Newspaper Publishers' Association, insisted that the Publishers' Buying Corporation was not responsible for the drop in price of paper from the peak spot figure of 15 cents some months ago. He said foreign paper did the work; that the action of Hearst, Munsey and one or two others in buying foreign paper and getting out of the American spot market was what caused the collapse. Mr. Adler added, however, that he had no objection to the Buying Corporation.

He joined in the prediction that the trend of prices would continue downward, asserting that by fall publishers ought to get paper at almost their own prices. He thought the price would go as low as 3½ cents, and that it should not go much lower. New, modern mills and big additions to existing plants, he said, insured a bountiful supply.

J. B. Finan, of Cumberland, Md., was called upon to tell the meeting something about the prospects of a tariff on paper. He declared very emphatically no tariff was necessary and that none should be tolerated. Protesting against the theory that a newspaper should pay any price asked for paper and pass the cost on to the advertiser, Mr. Finan urged that everybody fight for a proper price. He urged that the Publishers' Buying Corporation be maintained efficiently as a sort of "fire department," predicting that another attempt to send paper prices up would come in a few years.

Urey Woodson, of Owensboro, Ky., also predicted that paper prices would continue to decline. All the speakers were greeted with hearty applause and the addresses were enlivened by questions from the floor.

More Big Dailies Join

The association began its convention with a business session Tuesday morning. Minutes of the last meeting were approved, reports of officers were heard, new members were elected and given an informal reception.

Following are the new members:

Arthur H. McKechnie, Charles City (Ia.) Daily News; L. N. Heminger, Findlay (Ohio) Morning Republican; A. F. Butler, Wichita (Kan.) Beacon; Charles F. Scott, Polo (Kan.) Daily Register; George W. Eagan, Sioux Falls (S. D.) Daily Press; Hopewell L. Rogers, Chicago Daily News; Hugh A. Barnett, Rochester (Ind.) Sentinel; J. A. Chew, Xenia (Ohio) Gazette-Republican; H. B. Burgoyne, St. Catherines (Ont.) Standard; J. H. McKeever, E. P. Neill, Aberdeen (N. D.) American-News; J. I. McIntosh, R. M. Hamilton, Guelph (Ont.) Mercury; C. E. Dittmer, Wabash (Ind.) Plain Dealer.

There was some discussion during the meeting of the forty-four-hour week, speakers suggesting that the unions would go after the newspapers for that concession as soon as they were through with the job printers.

Secretary-treasurer Tufford reported the affairs of the organization in excellent condition, a treasury balance of $2,000 being considerably in excess of balances in the past. Mr. Tufford touched on what had been done to help members during the critical paper situation, telling how paper had been allocated through the association's committee by the International, George H. Mead Company and the Finch-Pruyn companies. Ninety-four members were assisted in this way, some of them undoubtedly being saved from discontinuing publication. It was planned to charge $5 per ton more than cost for allocated paper but the committee found after all transactions had been completed it had a balance on hand and was able to return three dollars of each five so collected.

Willard E. Carpenter, chairman of the board of directors and head of the special newsprint committee made his final report and at his request the committee was discharged.

He said newsprint conditions were so

INTERNATIONAL WILL CONTRACT FOR REST OF YEAR AT $110, OR SECOND QUARTER AT $114

WITH the announcement by the Canadian Export Paper Company that its price on newsprint contracts for the second quarter of 1921 would be $110 a ton, 5½ cents a pound, f. o. b. mill, against a present price of $130 a ton, and by the International Paper Company of two new propositions, definite impetus was given to the movement for lower newsprint contract prices that has been taking shape since last fall. The International gave its customers the choice between the following alternatives:

1. A contract for the second quarter for roll news at $114 a ton, f. o. b. mills.

2. A contract for the remaining nine months of 1921, beginning April 1, at $110 a ton.

The International's price for the first quarter was $130 a ton, as was that of the G. H. Mead Company, which informed EDITOR & PUBLISHER that it had not yet set its price for the second quarter. The Minnesota & Ontario Company price will be the average of the above prices.

Spot quotations in Chicago on February 16 on Finch-Pruyn roll paper averaged $115 a ton, with sheet news quoted at $120 a ton. The situation in New York this week was expressed by one buyer of paper when he said:

"Spot market? There ain't no such animal. It's a buyer's market—and I'd hate to stick my head into a broker's office and yell 'four cents.'"

Digitized by Google

improved that there was no necessity for continuing paper allocations, that all paper in the hands of the committee had been turned back to the manufacturers and every inland member who wanted a contract could get one direct with the mills.

Ninety-five per cent of the members now have contracts, he added, and the other 5 per cent prefer to get their supply on the spot market. Mr. Carpenter commended the attitude of the Minnesota and Ontario, Finch-Pruyn, George H. Mead Company and International Companies for their attitude during the crisis.

President Sundine, read a report from the American Newspaper Publishers' Association stating that the Canadian Export Company's price for the second quarter of 1921 was expected to be 5½ cents a pound, a reduction of one cent from the price for the first quarter. Several members reported spot paper available now direct from domestic mills at prices as low as 4½ cents a pound. The general opinion was that the American contract price for the second quarter would conform to that of the Canadian Export Company.

E. E. Harris of the Richmond (Ind.) Palladium made an interesting report Tuesday on an intensive investigation of advertising rates, one of his exhibits was a tabulation of advertising rates of 75 newspapers in cities of between 25,000 and 30,000 population, showing an average minimum rate per inch per thousand of paid circulation of four and nine-tenths cents. The Metropolis of Miami, Fla., had the highest rate per inch per thousand in this group, and the Raleigh (N. C.), News & Observer, had the lowest.

The News & Observer rate was accounted for by the fact that all but 3,200 of the paper's 23,919 circulation is outside of the city and is covered by the state and foreign rate. No publishers were reported to be contemplating a reduction of rates.

Establishment of a linotype school by the Inland was characterized as impractical by the committee headed by B. E. Pinkerton of the Monmouth (Ill.) Atlas, in its report to the association. The following reasons were given:

First: The existence of so many schools at the present time that are open to any member of the Inland who wish to send one of their girls or boys.

Second: The difficulties in getting a location agreeable to the entire Inland membership.

Third: The difficulty of securing equipment, and the right sort of management at any reasonable figure contrasted with the existing opportunities to send the boys to a school.

Fourth: The fact that many Inland members are now helping to support one school at Macon, Ga., and that this school is still an experiment that should be an index for future schools controlled by a press association.

Fifth: The lack of time on the part of the committee members to make an investigation such as would be necessary to submit any sort of an intelligent report to this association even though the need of a school were apparent.

Continuing with the discussion of the problem of finding linotype operators, Mr. Pinkerton said:

"The trouble with Inland publishers is not a lack of linotype schools. It is in the Inland offices themselves. A questionnaire was sent out and as the answers were returned the short-sightedness of newspaper publishers was laid bare, and the help problem made plain. From all parts of Illinois, Indiana, Iowa, Wisconsin, Michigan and other states came the indirect reply. It said: 'We want the other fellow to make out linotype men and floor men.'

"Replies all said that the publishers were willing to do their part, as far as the unions allowed them to do so, but they are not making new printers, and this is just as true in the unorganized offices as well as the organized.

"A linotype machinist better than the average now in the offices of the country can be made within about six weeks. He will not be an expert because if he comes from the right sort of a school he will lack even the ordinary confidence of his outside brother in the trade who may have spent many years as a machinist but give him six months of trial to get his confidence and the school machinist will put it all over the non-school machinist.

"One publisher in Ohio, who did not return a card said he purchased an extra machine at $500 on a sale and has used it for a number of years as a learner machine. He reports it as the most economical and valuable piece of machinery he ever purchased since he never has had an operator shortage, and, in fact, has helped other publishers. There is a lesson here for many other publishers.

"The union office cannot always do what it desires, but down state in Illinois we have the city of Peoria with 26 union offices and four apprentices. And the unions in that city are about as close to the minimum in production of any city in the United States. A fast operator, a union man, recently went to that city and had to leave because he would not destroy his 'bonus' speed of over 50,000 ems 13 ems 8 point by trying to keep even with that crowd. The 'union' speed there is a little more than 30,000 ems.

"Just as a little side light of that situation it might be mentioned that the Peoria papers have lost the advertising of all the big stores since the first of the year because of radical rate increases. Of course, these rate increases are the direct result of limited man production and excessive overhead caused by the necessary upkeep of about a third more linotype machines than are necessary. Inland publishers might study this situation in their own home cities. It is the concern of every newspaper manager to keep costs down, not through wage reductions, but by efficient production. Any cause that brings an effect of low production is a serious menace to any trade or profession.

"These 137 reporting offices give facts concerning 687 newspapers and printing offices in their cities. Of these 237 shops are reported as operating as open shop and 398 as closed or union shops. There are reported as operating in these cities 981 typesetting machines and that there are 2,909 journeymen printers in these offices. It should not be overlooked that many of these journeymen are in strictly job shops and also that many of them are doing job printing in the newspaper offices.

"Associated with these 2,909 journeymen printers are 479 apprentices, or in other words, one for every six printers. One hundred of the reporting offices say that there is an opportunity for more apprentices while 56 say that the quotas are full. For instance, some of the open shops reporting no opportunity for additional apprentices when there are no restrictions upon them, while one city with over 100 printers reports no apprentices.

"Sixty-two reports say that the supply of floor men is adequate, while 68 say the supply is scarce.

"Sixty-three offices say that there is opportunity to teach new men, while 67 say there is no opportunity.

"Twenty-five offices say they have bright young men who are working or who would like to work, but 103 say they know of no one in their towns.

"One hundred and thirteen offices say they are willing to take on their full quota of apprentices, but eleven say they are not or could not do so for union and other reasons.

"It will not be possible to do so in a very few years and the smaller publisher, once he is awake, with present housing conditions, will begin to get the best of the larger publisher by providing homes or keeping in closer touch with housing conditions than his bigger brother. And once your printer is fixed in his town by a home, the bigger publishers may whistle for the help he is now not doing his part to provide.

"The 44 hour week does not look bad to the average publisher of an afternoon daily. It is pleasant to get out early on Saturday anyway, but let the day come that this goes through generally and the big publisher will find himself losing because of his rate costs or because it is adding another to the times he must give way to dangerous restrictions placed upon his profession or business as you may be pleased to call it.

"The labor problems of this membership are sure to be just as acute in another two years as they have been the past two and when the next time comes, unless the publishers awake to the needs of that future, they may expect to lose dollars where it will now cost but cents to create new printers and linotype men.

"The committee recommends no new linotype school, but it does recommend a full time secretary or executive head for the Inland Association and that one of his principal duties shall be to organize and keep going the creation of new printers and linotype men who may be taught in the 113 and more offices where publishers say they are willing to take on new workers to the extent of their full quota of apprentices."

There was much favorable comment on a report by Chairman Johnson of the cost finding committee on the committee's work toward standardizing bookkeeping methods. Various members referred to this work as possibly the most constructive undertaken by any American newspaper association.

Collin Armstrong, national chairman of the A. A. A. A. spoke in condemnation of the practice of giving commissions direct to large advertisers. He said it was up to the newspapers themselves to establish standards of merchandising co-operation; that running wild was to the detriment of all parties concerned. He told the meeting something of the work done for the government by the organized advertising agencies, remarking that a government department of advertising had been made unnecessary.

J. K. Groom, of Aurora Ill., head of the foreign advertising agency for the Copley group of papers, made an interesting address on "how much co-operation should be given advertisers and should he refuse to sell position." He argued that the best policy was to keep the makeup man reminded that he is to give a fair share of preferred positions to each and all advertisers. Mr. Groom contended earnestly for borders around patent medicine advertising and other ads set in body type. This, he said, would eliminate most of the complaint against patent medicine advertising.

The general opinion among the publishers seemed to be that the business situation is well in hand; that the experience of the past year or two has been invaluable and that even with some falling off in advertising the newspapers now have their business on a basis to operate safely under almost any conditions.

The meeting closed with a roundtable discussion of classified advertising led by Mr. Boughner of the Chicago Daily News, president of the National Association of Classified Advertising Managers, and participated in by a large number of the members.

No formal action was taken on a plan to send a special train to New York in April for the A. N. P. A. meeting because of the uncertainty of many members as to whether they could attend. For the same reason the matter of arranging for a special car for the Florida N. E. A. convention in March was left open.

On account of the absence of Bruce Walker, representative of the Canadian Government, and the fact that the Canadian plans are still incomplete, details of the proposed trip of members of the association to Canada during the coming summer were not taken up.

Keystone Editorial Officers Re-elected

Harrisburg, Pa.—All officers were re-elected at the closing session of the Pennsylvania State Editorial Association, previous sessions of which were reported in Editor & Publisher last week. They are: President, C. N. Andrews, Easton; first vice-president, John G. Zook, Lititz; second vice-president, H. L. Johnson Altoona; third vice-president Howard W. Page, Philadelphia; secretary-treasurer, Marion S. Schoch; directors, J. H. Zerbey, chairman, Pottsville; C. J. Smith, Allentown; George J. Campbell, Pittsburgh; A. B. Schroff, Lebanon; W. J. Peck, Pittston; R. C. Gordon, Waynesboro; George W. Wagenseller, Middleburg.

Akron Morning News Starts

(By Telegraph to Editor & Publisher)

Akron, Ohio, Feb. 16.—A new morning paper, the Akron News, has been started here, with Associated Press service. John R. Carroll is president of the company and other officers are: secretary-treasurer, John J. Rice; directors, Messrs. Carroll and Rice, A. J. Schaffer, James P. Dunley, John Alexander. A three-story building has been secured, with 4,800 square feet of floor space. Mechanical equipment includes five linotypes and a Goss flat-bed press. The paper will be non-partisan in politics.

Ritter Agency Advances Hanford

Jack Hanford, who recently joined the Philip Ritter Company, Inc., New York advertising agency, has been made director of service of that agency.

NEWSPAPERS ARE KEY TO BETTER BUSINESS

Importance of Daily Press to Break Business Depression Stressed By Speakers At Advertising Meeting in Minnesota

(By Telegraph to Editor & Publisher)

St. Paul, Minn., Feb. 17.—Emphasis on the value of newspaper advertising to bring business out of its depression featured the First Annual Conference of the Eighth District Associated Advertising Clubs of the World and the Fourth Annual Convention of the Associated Advertising Clubs of Minnesota, which closed here today. More than 300 merchants, bankers, editors and advertising men from all parts of the Northwest attended the convention which opened February 16.

That business depression was but a temporary condition due to misunderstanding between the buyer and seller was the keynote struck at the opening session.

"There is every facility in this country today for the best business in history," James O'Shaughnessy, Executive Secretary of the American Association of Advertising Agencies, New York, declared. "Misunderstanding has stopped trading and the newspaper in conjunction with other means of educational advertising is the best means to restore normal conditions."

"National distributors, and that of course means advertisers, as no man ever made a commercial success without using the columns of the press, are getting down to brass tacks and demanding results," said H. C. Hotaling, Executive and Field Secretary of the National Editorial Association.

"Advertisers' investigations have brought them to the point where they are convinced that goods are not thoroughly advertised without connecting up with the retail dealer and the home town paper. There never was a time before when the truth and value of home trading could be more ably set forth.

"There are newspaper men who are looking forward to that golden age when national advertisers will fill their columns to overflowing and they forget the local home field, they have the wrong perspective. If they will cultivate the local field thoroughly, they will start things off on the right foot."

"The newspapers of the country as effective publicity and advertising media cannot be injured without corresponding damage being inflicted upon business," was the statement of A. J. McFaul, Advertising Director of the St. Paul Pioneer Press. Mr. McFaul called attention of the advertising men to the reader habit which has grown slowly and tremendously over an entire lifetime, pointing out that unwise curtailment of newspaper publicity would work untold damage on retailers.

"The newspapers, however, take a broad viewpoint of this subject," he said "and are glad to encourage a more skillful use of advertising space—a use that will prevent space as it is to their advantage."

A large number of Minnesota editors who came to St Paul to attend their annual convention opening tomorrow attended the advertising sessions Thursday. Other principal speakers who addressed the convention were Jesse H. Neal, Executive Secretary of the Associated Business Papers, New York; C. H. Mackintosh, Head of Correspondence Department, LaSalle Extension University, Chicago; Bert N. Garstin, Vice-President, Fifth District, A. A. C. W., and C. J. Orbison, Vice-President of the Sixth District Advertising Clubs.

Digitized by Google

"P. O. STATEMENT STENCH IN NOSTRILS OF ADVERTISERS," SAYS CLAGUE

A. B. C. Director Calls on Kansas City Advertising Club to Start Movement for Repeal of Law Compelling Dailies to Report Average Circulations

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., Feb. 14.—"The so-called Government Statement of Circulation, as provided under the act of August 24, 1912, is a stench in the nostrils of the advertising world. While it remains on the statute books and while it is enforced in its feeble way by the Postoffice Department, it is a detriment and handicap to the honest publishers of the United States," declared Stanley Clague, managing director of the Audit Bureau of Circulations, before the Kansas City Advertising Club today in the course of an address on the accomplishments of his organization.

So strongly did he urge his point that the club, following his address, unanimously passed the following resolutions:

"Resolved, that this club heartily endorses the movement of the Audit Bureau of Circulations tending toward the elimination of that part of the publishers' statement to the Government of the United States under the act of Congress of August 24, 1912, which refers to the circulation of newspapers.

"Further resolved that the committee appointed on this occasion by the president of the club is hereby instructed to co-operate with the Audit Bureau of Circulations and to secure the co-operation of the Associated Advertising Clubs of the World and other agencies for the accomplishment of this reform.

"Further resolved that a copy of this resolution be forwarded by the club to our Senators and Congressmen."

Mr. Clague's remarks which were enthusiastically received by the advertising men, were in part as follows:

"One of the first achievements of the founders of this institution was to wipe out the so-called imaginary boundary line between the United States and Canada. They formed an organization which has among its members the leading publishers and advertising agents of the Dominion, as well as the United States.

"And then they sent the idea across the seas, so that today in Australia advertisers and publishers are planning the establishment of an Audit Bureau of Circulations—and in London the question of the hour is not 'Shall an A. B. C. be formed?' but 'Who shall form it?'

"Cablegrams have been crossing the Atlantic repeatedly during the past few weeks, seeking information concerning the work of the Audit Bureau, and I have no doubt that by this time a permanent organization has been formed which will carry on the work in the United Kingdom, just as it is being carried on in the United States.

"A little over six months ago a friend of mine, advertising manager of a large tire concern of Akron, Ohio, desired to place his business with a large newspaper in a town in the Midland district of England. It was his first business trip to Great Britain.

"He visited the office of the publication with his London agent, and in the course of the conversation preceding the placing of the contract, he asked for the circulation figures of the paper. The publisher looked astonished and pained. It was an exhibition of impertinence which would never come from an English advertiser and was but another example of the crudeness of the American.

"'That is a personal matter,' the publisher replied, 'and one which I do not even care to discuss. My paper covers the community thoroughly—that is all it is necessary to know.'

"This advertising manager, who, in the United States and Canada, was in the habit of placing his advertising on an A. B. C. basis, of course, was not surprised, because he had had similar experiences in many cities during his visit to England. But impertinently insisted upon endeavoring to get within hailing distance of what 'covering the community' meant.

"'Did the publisher have 10,000 circulation?'

"'Oh, certainly.'

"'50,000 circulation?'

"'Yes.'

"'100,000 circulation?'

"'Maybe.'

"'A quarter of a million?'

"'Well, it is somewhere between 100,000 and a quarter of a million.'

"And that was the only information he ever secured from that particular publisher. This experience was the rule in England less than a year ago—not the exception. And this was the rule seven years ago in the United States—not the exception. The only difference now is that in the matter of circulation the United States is seven years ahead of Great Britain—and twenty years ahead of the rest of the world—with the exception of Australia, where, I understand, an audit bureau is being formed this year.

"But in one short year this whole situation has been changed in Great Britain. A tremendous change in public opinion has taken place through the personality of one man—Lord Northcliffe, the head of the Northcliffe press.

"Less than six months ago he decided that the advertiser had the right to have circulation counted, and the truth known as to how much the advertiser was buying when he invested his pound or his shilling—just as *he* had the right to know how many pounds there were in every roll of paper *he* purchased. With the vigor that has distinguished Lord Northcliffe in the many movements he has championed in the British Isles during the past two decades, he succeeded in a few short months in breaking down what seemed insurmountable barriers by bringing the issue squarely before the English advertiser and the English publisher.

"With virile pen and with the aid of the facile pencils of distinguished artists, he has driven his message home through the printed word and through the pitiless publicity of caricature. The highest-priced writers and the highest-priced artists have, day in and day out for several months pilloried the 'dumb press,' as he has characterized those in the publishing business who refuse to divulge their circulation data.

"May I, for a moment, briefly sketch what these results have been in the United States and Canada? Practically every newspaper, magazine, farm paper and business publication in the United States and Canada, necessary for a national campaign, is a member of the Audit Bureau. There is only one outstanding exception in the magazine field, very few exceptions in the newspaper field, one worth-while exception in the farm paper field. In the business press there is gathered together in the A. B. C. a larger number of influential business journals than were ever gathered together before in one organization. In a nutshell, the Audit Bureau of Circulations certifies to the daily, weekly and monthly circulation of United States and Canadian mediums that amounts to several billion individual printed copies.

"But the work of the Audit Bureau goes further than the mere counting of printed copies. It is eliminating waste in the office of the publisher. Thousands and thousands of tons of newsprint and magazine stock are being saved every year by the standardization of press-room and other records, and by the elimination of free and worthless circulation, for which the advertiser in the past has paid. It has discouraged competitions, contests and schemes which attracted millions of so-called subscribers who were cajoled, not by the merits of the publication, but by the allurements of the inducements offered.

"It has saved thousands and thousands of dollars as represented by the time of advertisers and advertising agents in listening to the description of the halo of one publication as against the utter worthlessness of the halo of its competitor. The advertiser and the agent no longer desire or care to hear the story of circulation claims. These are established through the A. B. C. All they ask is a copy of the A. B. C. report and a copy of the publication itself; and then, with whatever information the representative can give as to the local conditions prevailing in his territory, they are in a position to wisely buy their space.

"The A. B. C. publisher, while proud

ADVERTISE TO MAKE PUBLIC BUY

THE above is one of a series of full page advertisements set in large type and illustrated, prepared by the Sidener-Van Riper Advertising Co., of Indianapolis, for the use of newspapers in a campaign to re-establish a buyers' market. The title of the series, "How Your Income May Be Assured," indicates their general character.

These advertisements, which are written in an appealing style, are full of sound logic and convincing argument. They show what the resumption of buying by the public means to the manufacturer, the jobber, the retailer and the consumer. To quote from "The Circle of Prosperity," which appears in a box at the bottom of each of the advertisements:

"Prosperity means good business. Good business means active buying. Buying moves in a circle. It must begin with you and in the end it comes back to you.

"Our interests are all curiously interwoven in the business of living. Each depends upon the other for his welfare. If you are doing your best—giving good value and service for a fair profit, just assume that the *other fellow* is, also,—and go to it!

"You *buy* from him—and he'll buy from *you!*

"And that's what we need—BUYING."

Here are the titles of some of these papers; "Does the Jobber Keep Prices Up?" "The Manufacturer May Be Wearing Your Face!" "The Cart Can't Go Before the Horse." "Are You Throwing a Boomerang?"

These advertisements are now running in the New Orleans Times-Picayune, Memphis Commercial Appeal, Dayton (O.) News, Indianapolis Star, Cincinnati Enquirer, Sacramento Bee, Omaha Bee, Toledo Blade, Denver Express, and the Richmond (Va.) Times-Dispatch, and other prominent newspapers.

Digitized by Google

of the position he has taken in this movement for 'above-board circulation,' has one 'pet peeve.' He is constanly irritated by the fact that there are still a few publications who claim to be entitled to recognition in the placing of national appropriations who refuse to divulge their circulation figures and in some cases are getting away with their claims 'that we cover the community' or 'our word is our bond.'

"In a few cases these publishers are conscientious objectors against this great reform which has swept the United States and Canada and is now spreading its influence throughout the rest of the civilized world. For them I have the utmost respect; but there are others who neither deserve nor inspire respect, who are hiding behind one of the greatest influences for evil which now inflicts the publishing and advertising business.

"By this I mean the so-called 'Government Statement of Ownership and Circulation,' called for by the Postoffice Department under a law enacted by Congress in the year 1912. The so-called 'Government Statement' of circulation, as provided under the act of August 24, 1912, is a stench in the nostrils of the advertising world. While it remains on the statute books, and while it is enforced in its feeble way by the Postoffice Department, it is a detriment and handicap to the honest publishers of the United States.

"The honest publisher lays his cards on the table—he tells the truth, the whole truth and nothing but the truth. The publisher who hides behind this so-called 'Government Statement' *may* be telling the truth, but in many cases he is lying, and the government is almost powerless to detect his lying. The government has no machinery to follow up the statements of the twenty-odd thousand daily and weekly newspapers. And publishers who offer these lying statements to the advertiser and the agent as evidence of their net paid circulation are, with the the aid of the government, obtaining money under false pretenses.

"For many years the Audit Bureau followed the rule of the government that a subscription in arrears not over twelve months should be included in net paid circulation. That is to say, the government established the rule that a publisher had twelve months in which to determine whether a former subscriber wished to renew his subscription —and during those twelve months he was allowed to supply a copy of the paper free. These free copies were carried through the mail at public expense and the advertiser paid for the whole cost of production.

"A year ago the Audit Bureau determined that a reform in this direction should be inaugurated and it was decided to cut down the period of time in which a subscription should be called legitimate, if unpaid, to six months after the subscription had expired. The bureau then appealed to the government to support it in this position. Members of the Postoffice Commtitees of both the Senate and the House heartily agreed that the reform should be supported, but up to this date there has been not one particle of evidence that Congress was even asked to take action in the matter. In the meantime, while various committees of the House and Senate have been spending thousands of dollars in investigations regarding the best methods of preventing newsprint shortage, millions of copies have been carried in the mails at the expense of the people, without a definite order from the recipient for the publication mailed.

"The bureau, nevertheless, has gone ahead with its reforms, and its publisher members have gladly accepted the burden of the handicap it imposes upon them in competing with publications who are allowed this privilege of sending copies twelve months after a subscription expires.

"There are among our members publishers who are impatient regarding the progress of this reform. They feel—and perhaps properly so—that even six months is too long a period of credit to be given to a subscriber who apparently has no interest in renewing his subscription.

"And so, with all the circumstances in mind, I feel that it is fitting for me to come to you today and ask for your support in a reform which the Audit Bureau proposes to wage after the new administration has been established in Washington.

"We desire and shall plead for the abolition of the so-called 'Government Statement' of circulation, on the grounds—

(1) That it covers fraud and deceit;

(2) That even if it did not cover fraud and deceit, it is inadequate in that it does not give the advertiser the information as to how the circulation was obtained and where it goes;

(3) That even if these two objections were overcome, it would be impracticable—if not impossible—for the government to verify the statements of over 26,000 publications, without an added burden on the finances of the nation, unwarranted at any time, but particularly so at this time.

"I want the Kansas City Advertising Club to get squarely behind the Audit Bureau of Circulations in its fight for this reform. I not only want your resolutions of support, but I urge that all possible pressure be brought to bear by you on your congressmen and your senators in Washington.

Eight Columns in Charleston

CHARLESTON, W. Va.—The Gazette has inaugurated an 8-column paper in place of the seven columns formerly employed. The new column width announced is 12½ ems instead of 13 ems.

SPACEBUYERS DON'T USE A. B. C., SAYS HARN

Tells Six Point League Information Made Available by Bureau is Neglected by Advertisers to Their Own Loss

The Six Point League of New York entertained at its monthly luncheon, February 15 at the Hotel McAlpin, O. C. Harn, advertising manager of the National Lead Company, and president of the Audit Bureau of Circulations. In the absence of Col. Mortimer B. Bryant, president of the League, Herman Halsted presided, and introduced the speaker.

Mr. Harn told of his seven years' connection with the A. B. C. and how at first that all of the publishers did not accept all of the principles of the organization, not liking their word to be questioned regarding the circulation of their papers, but that now most of them had "come across," realizing the importance of it. Speaking, in part, Mr. Harn said:

"But this is not enough, for I know that many members of the A. B. C. are not using it. I know that advertisers and agents are not getting what they should. They ask 'Are you a member of the A. B. C.?' and go no further. For illustration, if the purchasing agent of a big coal concern bought coal without making the proper investigation, he would probably lose his job. And I say that many advertising managers and space buying agencies are not on their jobs, and today are not getting the information they should get.

"We are in the position of having sold a machine for certain purposes, when the man buying it is only using it about 10 per cent. For instance, a multigraph machine duplicates letters, but it also does other things, so for this year's work, we are taking the selling of the A. B. C. to our members."

Mr. Harn made an urgent request that all members and space-buyers turn to pages 2, 3 and 4 of the audit statement and read them. He referred to a meeting held in Chicago, following a talk which he had with Stanley Clague, when a number of New York agency copy writers went to the general offices of the A. B. C. in Chicago and spent some days giving their best efforts in behalf of the organization.

He also called attention to the book, "Scientific Space Buying," which is being published by the Audit Bureau of Circulations and which will shortly be out. In the course of his talk, he showed maps of advertisements which are appearing in leading publications, advertising the A. B. C.

About seventy newspaper representatives and space buyers were present.

POOR RICHARDS JOINING JOBS AND WORKERS

PHILADELPHIA.—The Poor Richard Club has inaugurated a new members of the club, to act as the to solve a most timely and perplexing problem. Acting on the recommendation of Secretary J. A. Lutz, the Board of Directors has just authorized Mr. Lutz to establish what he has called the Placement Bureau of the Poor Richard Club, open to non-members as well as members of the club, to act as the connecting link between the job that is looking for a particular man or woman and the man or woman who is looking for a particular job.

"This new Placement Bureau," said Mr. Lutz in speaking of the bureau, "is a perfectly natural or logical development of what you might call casual experiences which I have been having during the past year. Hardly a day has passed that someone has not telephoned me or called to see me and asked if I could get the kind of man or woman that they wanted to fill a particular position in the advertising or merchandising line.

"And when it has not been a question of a job seeking the right kind of man or woman, it has been a man or woman seeking a particular job. In this hit-or-miss fashion we have been rendering not a little help to both sides of the employments problem. It is interesting to note too, that so far as men and women have been concerned it has been practically a 50-50 proposition.

"We have already placed a number of people and in the future as in the past there will be no charge for this service. We are, however, limiting our service to two lines—advertising and merchandising.

"Our plan is for employers who are seeking employees, and for employees seeking positions, to file with the Placement Bureau at the club house, 239 South Camac street, Philadelphia, their specific requirements and needs. We want as complete information as possible and all such data will be strictly confidential. We will maintain a list of positions that are open and another list of people seeking employment. These lists will be posted on the bulletin board at the Poor Richard Club and will bear no names, but be keyed with numbers. The bureau will maintain a confidential card index and each card will be keyed to correspond to the listings on the bulletin board, and will contain any additional data such as names, addresses and everything of a confidential nature."

TEXAS SENATE PASSES AD LAW

Fines Provided for Fraudulent Advertisers—Publishers Exempt

(*Special to* Editor & Publisher)

AUSTIN, Tex.—With the passage by the State Senate of a bill providing for honesty in advertising the proponents of the pending measure believe it will be passed by the House and go to the Governor before the end of the present session. As amended by the Senate the bill is as follows:

"Any person, firm, corporation or association, who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relative thereto or to acquire title thereto, or any interest therein, makes, publishes disseminates, circulates, or places before the public in this state, in a newspaper, or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, as to its character or cost, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation of statement of fact which is untrue, deceptive or misleading in any material particular as to such matters or things so advertised, shall be guilty of a misdemeanor, and upon conviction shall be fined not less than $10 nor more than $200 for each offense; provided, however, that the provisions of this act shall not apply to any owner, publisher, agent or employee of a newspaper or other publication, periodical or circular, who, in good faith, and without knowledge of the falsity of the character of such advertisement, causes to be published, or takes part in the publication of such advertisement."

Poor Richards Train Speakers

PHILADELPHIA — A public speaking class has been organized by the Poor Richard Club, one of the objects of which is to forestall any member of the Club arising at any time and at any place and saying "Unaccustomed as I am," etc. The class will open February 15, under the direction of Dr. Silas Neff, a member of the Poor Richard Club and head of the Neff School of Oratory. The course will consist of eleven lessons and will cover such subjects as Public Speaking, Mind Training, Voice Development and Vocabulary. The class will meet every Tuesday evening in the club house.

Grandin Heads New Agency

Grandin-Dorrance-Sullivan, Inc., is the name of a new agency, with temporary offices at 115 5th avenue, New York, which has been formed by Frank A. Grandin, president of the Liberty Advertising Agency, the affairs of which are being liquidated, and a number of former executives of the Thomas F. Logan Agency, who include: Sturges Dorrance, George L. Sullivan, Roi B. Wooley, Lawrence J. Delaney, Eugene de Lopatecki, and Edward Springstead. Also associated with the new agency are John J. Floherty and E. C. Griffith. A Chicago branch is contemplated.

A. P. Bureau at Lansing

The Associated Press has opened a new bureau at Lansing, Mich., with Monroe W. Stern as correspondent.

Digitized by Google

AUTHORITY AND SINCERITY ESSENTIAL IN GOOD AD WRITING

Words Must Ring True if They Are to Carry Conviction to the Reader—Good English and a Punch at the End Are Not Sufficient

By FRANK H. WILLIAMS

HERE is the record of a little occurrence in the copy department of a big advertising agency:

The head of the copy department called the youngest copy-writer—youngest, that is, in the point of actual experience in the preparation of national advertising copy—to his office.

"This copy of yours won't do," said the chief, bluntly.

The youngest copy-writer was a little dazed.

"W-why not?" he questioned. "Isn't it well written?"

"Sure, it's well written," the chief replied. "There's a lot of snap and dash to it. It reads right along to a good punch at the end. Your headline is good, too. But it won't do because it lacks authority."

"What do you mean—authority?" questioned the youngest copy-writer.

"I mean," explained the chief, "that you either don't believe what you've written, or you aren't familiar with your subject or you aren't fully convinced of its merits. Your copy doesn't ring true. It hasn't that very essential tone of authority about it that good copy must have. The reader doesn't get the impression that what you say is so—there's no authority in what you've written. Good copy must convince the reader, it must ring true, it must sound like the writer knows thoroughly what he's talking about. It simply must have authority if it is to get over with the reading public in the way it should get over."

The youngest copy-writer went back to his desk and pondered over what the chief had said. There was a sort of uncanny feeling in the youngest copy-writer's heart that it sure was weird the way the chief had unerringly placed his finger on the weak spot in his copy. For the youngest copy-writer, being extremely candid with himself, admitted that the chief was right. He had concentrated his efforts on style and presentation and, in doing so, had neglected to thoroughly familiarize himself with the product he was writing about. He had not first convinced himself that his product was the best thing of its kind in the world and, not being convinced himself, he could not, of course, convince anyone else.

It is an easy task to pick the ads that have been written with authority from those which lack this vital essential. Utter sincerity often illuminates an ordinary bit of copy until it grips and holds the reader in a way the most polished and witty, but not thoroughly convincing, copy never can. And, in the final analysis, isn't it this firm foundation of authority which makes some copy which looks exceedingly poor on the face of it, pull and pull and keep on pulling while more brilliant copy falls by the wayside with a mighty poor record to its credit?

Isn't this the reason why an unlettered man who doesn't know the first principles of advertising, can grasp a stubby pencil in his grimy fist and laboriously turn out some crude write-up which will win its way to the hearts of a vast audience while some better written, more sprightly copy gets nowhere? And this is no mere fanciful illustration, either. Almost every advertising man can cite one or more interesting examples of "crude stuff" that has gotten over big with not alone the particular audience to which it has been addressed, but with everyone else who has read it.

Speak with authority on a vital topic and you'll get attention whether your method of presentation is faulty, your diction poor or your grammar something astonishing. But if you can combine authority with perfect presentation, then there is no reason in the world why your copy shouldn't sell the goods.

Take soap, for instance. Most people know soap. Some bolsheviks may be rather hazy as to its general purposes and methods of use, but the American knows soap. It is pretty hard to write interestingly as well as authoritatively about soap, for the simple reason that everyone who reads the ad is pretty certain to be thoroughly familiar with soap as soap. But here is an ad for Goblin soap which says a few interesting things in an authoritative manner that makes everyone realize beyond the shadow of a doubt that the writer knows exactly what he's talking about. Listen to this:

"It especially answers the needs of delicate skins. The pure oriental oils, combined with an active element, thoroughly cleanse the pores and leave the skin soft and smooth. Goblin lathers freely in hard or cold water. It quickly and safely removes the most stubborn stains, grime and dirt from the skin."

That last sentence, particularly, rings true. It calls up to the mind of the reader at once a picture of the ad writer trying it out for himself on his own hands after he has let them become, for the purpose of making this experiment, as black as those of a coal heaver after a busy day.

It is easy to be rather hazy and unconvincing regarding office appliances, but here is an advertisement of the Rand Visible Business-Control, which is authoritatively specific and wholly convincing on this subject. That the man who wrote this ad was thoroughly familiar with his subject and absolutely convinced of its utility is plainly evident from a perusal of the copy. The ad is headed "Perfect Control—through VISIBLE records—makes Management Easier." And then, after some introductory paragraphs, the advertisement authoritatively tells just how the Rand system does this, in the following words:

"In the Credit Department—Rand speeds up service to the waiting customer, saves you time and clerical cost and saves loss from memory authorizations.

"In Personal Records—Rand gives an instant grasp of your labor problem, often eliminating a vital labor crisis.

"In Sales Promotion Work—Rand puts all facts so readily, groups prospects so clearly, it speeds your follow up and gets more business from any given number of prospects.

"In Stock or Production Management—the ease with which records are made and seen is a certain guard against overstocking, material shortages, and gives visible control of routing and jobs in work."

How much better such an advertisement is than one that might be written by the most brilliant user of English in the whole wide world who, however, would depend for his data for his advertisement upon the say-so of others or the testimonials of users instead of getting down to brass tacks and finding out for himself just what his product will do and why it will do it. Doing just that—getting right down to brass tacks in studying the product and its uses, is just about the only way for an outsider to acquire the specific knowledge about a product which he must have if he is to write authoritatively, truthfully and convincingly. Of course, if the ad writer has grown up in the manufacturing plant, where the product is made, as a salesman or bench hand or executive, all this authoritative knowledge is a part of his very soul and he needs no study before he can convince his audience that he knows what he's talking about and knows that he knows.

Now let's consider the proposition of writing an advertisement for a motor truck axle. It would be easy enough to claim that any axle had different features from other axles. It would be an easy task to be rather brilliant and interesting and decidedly hazy as to just what these differences were. But to be authoritative about these differences and to convince your readers that you know what you're talking about when you speak of these differences is quite another matter. Notice, now, how authoritative a recent ad of the Sheldon Axle and Spring Company is when it says:

"Do you know the strength of locomotive axle construction? Here's a heavily loaded motor truck climbing a sharp grade on a road with a side slope of 6 per cent. That truck's axle is taking punishment—weight, traction, side strain—every burden is thrown on it. A Sheldon Worm Gear Axle can stand this test of service indefinitely with practically no replacement or upkeep charges, because of the principle of Sheldon Construction. It is the same principle of construction that is used in Locomotive and Freight Car Axles, which carry the Freight Tonnage of the World."

There's certainly no lack of authority about that advertisement. The reader knows beyond the shadow of a doubt that the writer knows what he's talking about and is telling the truth about what he knows.

And here, to still continue in the automotive business, are some authoritative facts regarding motor trucks contained in an advertisement of the Continental Motor Corporation. The ad is headed "A Principle of Truck Performance" and here is what it says:

"It's CONTINUOUS PERFORMANCE that earns the profits on your truck or fleet of trucks. The truck on the job is the earning truck. The truck in the repair shop loses more than the cost of repairs—it loses time. Lost time is lost earnings. Upon the motor more than anything else, depends the character of service your truck will give. If you can depend upon the motor you can, in most cases, depend upon the truck. Motor dependability widens the user's profit margin."

There's no bunk about that stuff. The writer simply states facts in an authoritative, compelling manner.

Listen to the authoritative manner in which Boutwell, Milne & Varnum Co. speaks about granite for tombstones in a recent ad:

"In the early days of memorial art, man was forced to be content with the use of the softer stones; but the demand for an everlasting material has developed machinery and methods which have not only made it possible to quarry and shape the harder granites, but to polish the surface in such a way that it produces a most beautiful effect and makes it practically impervious to the ravages of time and the elements. 'Rock of Ages' is a hard, enduring granite. An all-polished 'Rock of Ages' memorial will always look as though someone cared for it, for any slight amount of dust which may find lodgment on its surface is washed away every time it rains. Its beauty is permanent, because its highly polished surface will not absorb smoke, gas or other atmospheric elements, which lead to discoloration and disintegration."

The writer of that ad, it is hardly necessary to point out, was another one of that growing class of copy-writers who know what they're writing about—not only what is thus and so about their product, but why it is thus and so.

These examples illustrate the direct use of authority in ad writing—the knowing a subject thoroughly and getting that knowledge over to the reader in the simplest possible manner. Small wonder these ads carry conviction to the mind of the reader. They have absolutely everything necessary for doing that very thing.

Of course, not every authoritative advertisements makes its authority so self-

GAG ON PRESS IS DEMOCRACY'S END—SMILEY

PHILADELPHIA.—David E. Smiley, editor-in-chief of The Evening Public Ledger, was the speaker last Friday at the Long Table Luncheon of The City Club. In the course of his remarks in which he stated emphatically that a gag on the newspapers of the country would mean the end of democracy, he said:

"The newspaper, while one of the most familiar institutions to the public, is one about which the public knows least. It arrives with the morning coffee and the reader does not stop to analyze the real thought behind many articles carried in its pages.

"Newspaper editors are human beings. I am constantly being asked 'Why don't newspapers tell the truth?' We are today expected to know and discuss intelligently everything that comes up in the news. The critic usually is the man who knows only his particular subject and is ever ready to pick flaws.

"A newspaper must give the public what it wants. The paper that tries to be a moral teacher is pedantic and not successful, but at the same time the newspaper can improve the public taste by careful choice. It is the most influential of all public institutions, not excluding the schools, and it therefore has a great responsibility, and secrets intrusted to it are well kept.

"The American newspaper is the preserver of the liberties of the people. It enables the exposure of graft, of dirty politics and of innumerable other crimes, which otherwise would go on unheeded. Nothing in the world so terrifies the crook or grafter as the fear that when the bright light of publicity is turned on he will be exposed.

"The newspaper must be the medium of opinion for all classes of people. Labor must be allowed to have its fair share and so must capital. The advertiser does not control the newspaper. It would be against his own interests to do so and the worthy newspaper is not an individual organ to promote the interests of some one set of people, but to serve the public with the truth at all times."

Digitized by Google

evident as these. Many advertisements cover the authority with which they speak in unique styles, odd angles of attack and all that. But the authority is there, nevertheless, and through it comes conviction to the reader.

The lack of authority, too, can be shrouded with style and sprightliness and odd method of presentation, but though its disguises may be deep, most readers soon sense the lack and come to feel that the ad writer doesn't really mean what he says, and feeling this way, of course, do not buy.

Almost the first essential to good ad writing, it would seem, unless the writer is a brilliant genius who can do things that no average man can possibly do, is to know what you're writing about and be convinced that what you're writing is true. In other words, if you want to write good ads—ads that will convince people and sell goods—write with authority!

GOSS HEADS SEATTLE CLUB

Unopposed for President—Lively Competition for Other Press Club Offices

(Special to Editor & Publisher)

SEATTLE.—Frank P. Goss, political writer on the Seattle Post-Intelligencer, is unopposed for election to the presidency of the Seattle Press Club. For first vice-president, H. W. Ross, formerly of the P.-I. and W. D. Chandler, day editor of the Times, have been nominated. Beriah Brown, retired newspaper man, is the unopposed nominee for second vice-president; James A. Wood, editor of the P.-I. for treasurer, and E. H. Thomas for secretary.

The names of sixteen members were put in nomination for the six places on the board of trustees, as follows: Carlton Fitchett, Charles E. Claypool, E. A. Batwell, E. J. Friedlander, E. L. Carpenter, Gustav R. Stahl, Frank C. Fitts, O. J. David, John W. Potter, W. J. Petrain, William F. Smith, A. A. Andersen, W. C. Lyon, I. Comeaux, D. B. Duncombe and A. A. Bartow.

Democrats Want Missouri Daily

JEFFERSON CITY, Mo.—The members of the Democratic State Committee want a daily newspaper in Kansas City or St. Louis for a party organ. Meeting here last week the committee proposed to finance the purchase of the newspaper by selling stock to Democrats all over the state. Frank Armstrong, publicity man for the committee, estimated that $1,000,000 could be raised in this manner. The committee appointed to ascertain at what price a newspaper could be purchased in either of the two largest cities of the state follows: State chairman Yancey; Thomas H. Fisher, secretary of the state committee; A. T. Domm, Jefferson City. The latter, a lawyer, negotiated the sale of the Jefferson City Capital News to R. F. Hollister, executive secretary of the Democratic National Committee.

Two Agencies Consolidate

The H. K. Carter Company, Inc., New York advertising agency has been consolidated with Cecil, Barreto & Cecil of Richmond, Va. Herbert K. Carter has been made a vice-president of Cecil, Barreto & Cecil, in charge of the agency's New York office.

Oregon Journal Staff Dances

PORTLAND.—The Oregon Journal was host to its employees and their families at a dancing party recently. More than 400 people attended.

"G.-E." WILL USE DAILIES FOR FAN CAMPAIGN

Flying Squadron Will Explain Plans in Two-score Cities to Distributors and Dealers — Company Will Help

By EDWARD A. MUSCHAMP

Advertising managers of newspapers in practically every city throughout the country—especially those located in nearly two-score of the larger cities—will be interested in the plans made by the General Electric Company for the G-E fan newspaper advertising to be done during the 1921 season. Right now activities in this campaign are taking the form of merchandising conferences that are being held in the big cities throughout the country. Fifteen specialists of the General Electric Company and its associated companies are going from city to city holding these merchandising conferences, explaining the sales, service and advertising programmes which combine to make up the campaign for the season of 1921.

A brief account of the recent Philadelphia convention held in the Continental Hotel will serve as an illustration. This conference was held under the auspices of the Philadelphia Electric Company supply department.

In addition to the fifteen experts of the General Electric Company and its associated companies, the conference was attended by representatives of the Philadelphia Electric Company supply department and the central stations, jobbers, retailers, contractor dealers and manufacturers' representatives to the number of about 600.

The 1921 campaign is elaborate and each phase of it was discussed by one of the traveling representatives of the General Electric Company or one of its associated companies. The keynote of the conference was co-operation—first between the General Electric and its associated companies, and the distributor; and then in turn, co-operation between the distributor and the dealer—and others who, like the dealers, buy their supplies from the distributor.

Plans for the localized newspaper advertising to be done by distributors and dealers were explained in detail. The expense of this advertising is to be borne jointly by dealers, distributors and manufacturers. Distributors will use space ranging all the way from one column wide and about 50 lines deep up to full newspaper pages.

Dealers will use space ranging from a column wide and about thirty lines deep up to four columns wide and half a page deep. The General Electric Company has prepared electrotypes of all of the ads suggested for use in the localized newspaper campaigns which they offer to supply free to distributors and dealers. This part of the campaign is fully explained in an eight-page "newspaper folder" entitled, "Localized Newspaper Publicity," copies of which have been sent to all G-E fan dealers and distributors throughout the country.

An excellent plan for assisting distributors and dealers in their newspaper campaigns has been provided by the General Electric Company in the form of large "Temperature Calendars." These calendars cover the four months of the fan campaign—May, June, July and August. A full page of each calendar is devoted to a month and at the top of each page is a map of the United States divided into states and colored in zones of temperature, each zone being marked with the degree of heat that may be expected in that zone during the month shown on the page. The various days in each month that should mark certain activities on the part of the distributors and dealers are lettered accordingly.

For example, the space on the May calendar for the nineteenth of the month carries this notice:

"Have you scheduled your Campaign Newspaper Space and Dates?" Attention is called to the appeals in the national magazines of the general advertising and there are specific days suggested for making window displays, sending out special sales letters, featuring newspaper advertising strongly, etc.

In urging the earnest co-operation of dealers and others in supporting the newspaper advertising campaign and the other phases of the general campaign, L. V. Garron, manager of the Philadelphia Electric Company supply department, in addressing the conference said:

"We all have a common effort—that of selling the ultimate consumer. To be successful we must be partners. We must tolerate each other's views and get together and discuss our problems as a whole—fairly, justly and without selfishness. This is the thought for which this effort is made."

The representative of the General Electric Company and its associated companies who attended this Philadelphia conference and are going from city to city addressing similar conferences are:

A. D. Page, sales manager, Edison Lamp Works; Kolin Hager, merchandising service bureau, General Electric Company; H. H. Russell, Edison Electric Appliance Company; A. L. Powell, lighting service department, Edison Lamp Works; D. W. MacCready, W. D. Yates, supply department; T. J. Casey, Hurley Machine Company; H. S. MacWhorter, Electric Vacuum Cleaner Company; H. B. Kirkland, Sprague Electric Works; J. M. Smith, Ivanhoe-Regent Works; R. E. Harrington, department of publicity, Edison Lamp Works; A. L. Powell, lighting service department, Edison Lamp Works; W. D. Yates, supply department; Guy P. Norton, Duplex Lighting Works; and T. J. McManis, department of publicity.

The traveling specialists will be on tour continuously until early in May when the advertising and general merchandising campaign will get under way. In addition to New York and Newark and Philadelphia where the first conferences were held, the itinerary includes the following cities; Baltimore, Pittsburgh, Columbus, Cleveland, Toledo, Buffalo, Schenectady, Washington, Jacksonville, Atlanta, Birmingham, Memphis, New Orleans, Houston, Dallas, Kansas City, St. Louis, Indianapolis, Cincinnati, Boston, Detroit, Chicago, St. Paul, Omaha, Denver, Salt Lake City, Butte, Spokane, Seattle, Portland, San Francisco, Los Angeles.

Picnic Stuff in Washington

WASHINGTON, D. C.—"Resolved, That it is more noble to be fat than lean," was the subject debated before the members of the National Press Club at Keith's Theater, February 3, the affirmative being upheld by Rep. J. N. Tincher, of Kansas, and Rep. S. E. Winslow, Massachusetts, and against Senator Pat Harrison of Mississippi, and Senator Henry F. Ashurst, Arizona, with the Speaker of the House as judge. Reinald Werrenrath, of the Metropolitan Opera Company, was soloist.

PAUL BLOCK RESIGNS FROM N. Y. MAIL

Pressure of Other Business Interests Assigned as Reason for Withdrawal as Publisher after Several Years' Service

Paul Block, publisher and special representative, has withdrawn from active connection with the New York Evening Mail, with which he has been associated since July, 1918, and for a time prior to that paper's sale to E. A. Rumely, who was lately convicted of concealing its German ownership. Rumors of his intention to resign as publisher of the Mail have been current for several months, due to his manifold interests in the publishing business, but no confirmation could be secured until February 16, when Henry L. Stoddard, editor of the Mail, made the following announcement on the editorial page:

"It is with regret that I announce the withdrawal of Mr. Paul Block as publisher of the Evening Mail. Mr. Block has been my associate and friend for over 15 years. When I sold the Evening Mail in the winter of 1915, he retired with me from its control, but in July, 1918, he joined with me in its repurchase.

"In the upbuilding of the Evening Mail to its present strong and prosperous position, Mr. Block as publisher has done his full share; his spirit, vision, and energies, always unbounded, have been an inspiring influence in all that has been accomplished.

"Mr. Block's many other interests are constantly requiring more of his time; they make impossible that active participation in the company's affairs which the position of publisher obviously demands.

"Only recently, he added the Duluth (Minn.) Herald to the list of publications with which he is associated in many cities. It was on the announcement of this latest acquisition that Governor Miller telegraphed Mr. Block: 'I hope your many successes in the East will be duplicated in the West,' a sentiment that I warmly endorse.

"Mr. Block remains a member of the board of directors."

Publisher's Daughter Ends Panic

HAVANA.—Kitty Barrett, eight-year-old daughter of Edward Ware Barrett, publisher of the Birmingham (Ala.) Age-Herald, shared honors with a pet parrot in a tale of a fire at sea told by passengers landing from the steamship Cartago, February 10. The little girl refused to enter a lifeboat until she had brought her parrot from her stateroom, and her insistent demand that the bird be rescued calmed something approaching a panic among the passengers and gave the ship's crew a chance to extinguish the flames and save the steamer.

Diem & Wing Open New Offices

The Diem & Wing Paper Co., Cincinnati, has opened an office in Indianapolis, which will be in charge of R. N. Adair. Mr. Adair has been traveling the State of Indiana for some time, and in the future will divide his time between the Indianapolis office and adjacent territory.

New Ohio Public Printer

CLEVELAND, Ohio.—Governor Harry L. Davis has appointed Walter M. Remley, editor and manager of the Georgetown Gazette, superintendent of public printing for Ohio, succeeding W. A. Fylar, Democrat, also of Georgetown.

Digitized by Google

U. K. REPORTERS' WAGE ISSUE CONFUSED BY DEMANDS OF TWO UNIONS

National Union and Institute, the Latter also Including Owners, in Conflict—Plymouth Paper Profitless for 60 Years Amalgamation Discloses

By HERBERT C. RIDOUT

(*London Editor*, Editor & Publisher)

THE subject of a revision of newspaper men's salaries in the British field is not rendered easier by the fact that the two organizations claiming to represent those workers have each drawn up a distinct and separate basis for the proposed new scales.

The National Union of Journalists represents the greater rank and file throughout the country and I think have the ear of the newspaper proprietors as such. This union restricts its membership to actual working journalists, excluding from its roll all who have any proprietary interest in newspapers.

The other body is the Institute of Journalists, an association of older existence than the Union and formed at a time when it was probably never contemplated that there would be any serious dis-union between the publishers and journalists or causes upon which the interests of the two sections might split. The Institute includes among its members both workers and employers, and while it is, in the abstract, the more impressive body of the two, its very mixed membership does not give it the strength or labor standing as representing solely the voice of the paid workers.

The publishers thus find themselves in the quandary of being faced with two distinct proposals, and while both are said to be under consideration, time alone can prove which, if either, of the two bodies will gain their demands.

Several efforts have been projected to form an alliance between the Union and the Institute, but without success, and the present situation has produced further doubts this time in the minds of some of the "higher form" section (so to call them) of the Institute whether that body can effectively represent both interests.

Meantime, the power that the National Union believes itself to possess is suggested by a notice recently issued that "members who accept any new position, without first informing the general secretary, are liable to be expelled from the Union."

Professional Players and Writing for the Press

LAST May there was an outcry against reverend gentlemen making pocket money and competing with recognized journalists in providing for the press reports of the "May Meetings." Because of the fact that these functions were not opened to the press, there was an unusual paucity of publicity and the press was rather unkindly accused f ignoring the spiritual side of the news during that month.

Now, Lord Hawke, a great British sportsman and cricketer, has attacked another evil in the existence of the professional player who also criticises in print. He said, at a meeting of the Yorkshire Cricket Club (a big county organization), that he condemned the practice of cricketers writing for the press and hoped no Yorkshire cricketer would be tempted into writing about the game in which he was taking part. He attached much value to the writing of experienced players on cricket, but no man was capable of writing in an unbiased way about a match in which he was taking part. He went so far as to say that he hoped when the team was chosen for next summer, it would be made a condition that neither amateur nor professional should write an article on the match for which he had the honor to be selected.

Sixty Years Published Without Profit

IT seems incredible that the proprietors of any publication would continue to issue it over any period if it did not at least exhibit signs of making profits, but we are asked to believe that a newspaper has actually been published in England for nearly 61 years without showing a penny profit.

The Western Daily Mercury is the paper to which this curious distinction belongs, and it has been a daily feature of Plymouth—the port at which many Americans make their first acquaintance with the soil of England. The news of its deficiency was disclosed upon the announcement of its amalgamation with its rival, the Western Morning Post, which appears under the title of the Western Morning News and Mercury.

The change, it is frankly acknowledged, is the outcome of a recognition of the hopelessness of making the receipts of the Mercury balance the expenditure.

"Throughout its long history," the journal says, "the Mercury has never returned one single copper to the proprietors by way of dividend, so far as we can ascertain. Taking 100 as the index figure for 1914, expenses in 1920 have increased as follows: Wages to 300, salaries to 270, cost of paper to 500. Receipts have increased: Sales to 192, advertisements revenues to 330. To express these figures in actual costs and receipts would reveal a considerable loss, not to be overcome by any course apparent to the proprietors."

It was recently announced that the Western Daily Mercury had been purchased by Sir Leicester Harmsworth, who seemingly has found no solution to the problem of making the property pay.

Journalists on the Newspaper Strike

WITH the successful settlement of the newspaper strike in Manchester and Liverpool come some interesting after-reflections, not the least being those of the journalists who, more or less, found their occupations gone as the result of the dispute. One writer, in the columns of the National Union of Journalists' monthly organ, refers to the efforts of the strikers to supply the deficiency of newspapers, and from his comments it would appear that they did not strike him as very workmanlike.

He says, "The National Labor Press came along with the Evening Paper, and a four-page production of Labor Leader size, which sold like hot cakes at two pence a copy, and never managed to be more than an apology for a daily paper. It died with the dispute. On the Wednesday following a racing flysheet—the 'Mid-day Paper'—was issued from the same office, and has since gone."

Another point of view is also revealed in the "Journalists" by the statement that before the dispute was over, the possibility was being discussed in local newspaper circles generally that one of the results would be the separation of newspapers from the general printing trade in future negotiations on wages and conditions. There can be little doubt that a considerable section of the newspaper office members of the Typographical Association were not at all happy about the stoppage of the different papers and on the other hand, the owners have realized what the last Bulletin leader said, that "a serious newspaper is something a great deal more than a commercial business."

Newspaper Achieves What Official Effort Missed

AN interesting instance of the popular hold maintained by a well-edited newspaper upon its public, and at the same time, a not unamusing incident of comparative official incapacity reaches me from Swindon, Berkshire. A war memorial was proposed for the town and the local authorities made strong efforts to raise funds for its provision. The response was so feeble that the appeal practically failed. So the local paper, the Swindon Evening Advertiser, took the matter in hand and boosted a shilling fund to raise the memorial, calling for 20,000 shillings (one thousand pounds). In a few weeks the whole amount, and over a hundred pounds in excess, had been subscribed. Swindon thinks more of its journal than it did.

OPEN NEW ONTARIO LIMITS

Algoma and Thunder Bay Districts Ready for New Paper Establishments

(*Special to* Editor & Publisher)

TORONTO—The establishment of two additional pulp and paper industries in Northern Ontario foreshadowed by the announcement by the Hon. Beniah Bowman, Minister of Lands & Forest in the Ontario Government that extensive pulpwood limits will shortly be advertised for sale. One of these limits is tributary to the Nagagami River in Algoma and so situated that the mills would probably be located north of the transcontinental railway. The other is around Long Lake in the Thunder Bay district south of the railway.

The usual conditions requiring the erection of a pulp and paper mill of a specified daily output will be imposed on all bidders. The limits will carry with them rights to develop sufficient power for the operation of the plants.

Deny Hearst Purchase in "K. C."

(*By Telegraph to* Editor & Publisher)

KANSAS CITY, Mo., Feb. 15.—A report of the purchase of the Kansas City Journal by William R. Hearst is characterized as "unfounded" by Charles C. Rosewater, the paper's publisher. The rumor is laid to the journal's contracting to do the Hearst color work for the new Kansas City (Kan.) Kansan. The Journal is still in the hands of a receiver.

Receiver for Hartje Paper Co.

COLUMBUS—Federal Judge Sater here appointed George E. Wisner receiver for the Hartje Paper Manufacturing Company of West Virginia with offices at Steubenville, Ohio. Appointment was made on petition of William J. Alexander of Steubenville, who alleges more than $5,000 due from the company on an account. The petition also alleges the company is indebted on notes and accounts amounting to $1,000,000.

FIGHT TO KEEP NEWSBOYS

Massachusetts Law May Prevent Employment of Youngsters Under 14

(*Special to* Editor & Publisher)

BOSTON.—The legal status of the newsboy was taken up last week at a meeting in the Boston City Club by members of the Suburban Newsdealers' Association. The newsdealers are alarmed about an intimation from the State Board of Labor and Industries that, like the Indian and the Chinese, the newsboy "must go." The intimation is conveyed, newsdealers believe, in a recent notice from the state board calling attention to the following paragraph from Section 1, Chapter 831, of the Acts of 1913:

"No minor under fourteen years of age shall be employed or permitted to work in or about or in connection with any factory, workshop, manufacturing, mechanical or mercantile establishment, barber shop, bootblack stand or establishment, public stable, garage, brick or lumber yard, telephone exchange, telegraph or messenger office buildings, or in any contract or wage-or in the construction or repair of earning industry carried on in tenement or other houses."

The strict enforcement of this law, newsdealers say, means the death knell of existing delivery systems. Members of the Massachusetts legislature, many of whom "carried routes" to work their way through grammar and high school, declare that there was no thought of hitting at the newspaper delivery boy in the original legislation. Newsdealers find it there, nevertheless, and if it is declared by legal authority to be there, may ask the legislature to take it out, on behalf of a large class of well behaved, industrious and ambitious American boys.

Prizes for Rural Weeklies

BROOKINGS, S. D.—In order to stimulate interest in higher standards for the rural press, the Department of Agricultural Journalism of South Dakota State College here has announced a prize ribbon contest open to all weeklies of the state. Ribbons will be offered for the best typographical makeup of front page; for the best editorial, written by the editor or other member of staff of the paper; for the best farm news page or department, including advertising, variety or agricultural items, local service rendered subscribers in this department and method of presentation; for the best display advertisement, any size, advertising farm products for sale by a South Dakota farmer. Ribbons will be offered for second and third prizes in each class.

Returning Forester Booms Alaska

PORTLAND, Ore.—Prospects for the development of the pulp and paper industry in Alaska are very bright, according to W. J. Jones, ex-deputy forest supervisor of the Government forests in Alaska, who has arrived in Portland. He has left Alaska because of his wife's health and hopes to be transferred to California. A large number of permits recently have been granted for the use of Alaska power for pulp mills, he said. Sales of timber for paper manufacture he also reports as very heavy.

Holt Heads College Foundation

Hamilton Holt, editor of the Independent, has been elected president of the American-Scandinavian Foundation, which conducts an exchange of students between the universities of the United States and those of Sweden, Denmark and Norway.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 807 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

ADVENTURES IN INTERVIEWING

By I. ALLEN,

San Francisco Examiner

"THE Adventures of One," by Edgar Mels, undoubtedly will give a "cub" some insight of the work he will be called upon to do if he intends to be a newspaper man—not a journalist.

When the budding James Gordon Bennett the elder or the coming Henry Watterson is sent out by his hard-boiled city editor to see a man or woman, he must find that person if he or she be alive.

My first lesson in interviewing was given me by Arthur McEwen, one of the brightest pen-wielders of his day. He was M. E. 'n everything on the Mail in 1876 or '77, I've forgotten which year. I was working on a fraternal organization paper, a weekly, setting type, sweeping out the office, folding, mailing and delivering the paper to city subscribers. I got acquainted with the police reporter of the Mail and was introduced to McEwen. For a few nights I hung around the office from 7 to 10, unnoticed. Then McEwen said to me:

"See 'Hallelujah' Cox and get his views on 'Life Insurance and Hell.' Cox was a life insurance agent and on Sundays would preach the Word on the streets to derelicts. He was a notable figure in San Francisco those days. He lived among the sand hills. I returned to the Mail office about midnight, hungry and weary from a fruitless quest around that dark part of the city looking for Cox.

McEwen looked stern when I told him I had failed in my mission.

"My boy," he said, "when you go out of this office to do a thing, do it. If the man you wish to interview is swimming in the bay, hire a boat and talk to him. Get to your man, even if you need a balloon. Excuses for failure satisfy no one. Anybody can make excuses."

The reporter may not have a "story" when he returns to the office, but the city editor will be mollified if he knows a conscientious effort was made to "make the person talk."

Sam Chamberlain, one of the largest stars that ever twinkled for a Hearst salary was an insistent editor for interviews with big men. While I was in New York, as correspondent for the San Francisco Examiner, Chamberlain gave me, in the early 90's, this stunt:

A Bishop's Wish

"See big men on following: 'What will be the greatest event coming year?' Suggest as starter talks with Bishop Potter, Henry Stanley, Ingersoll, Cardinal Gibbons, Edison."

The Examiner files will show that most of the big fellows "came through."

Bishop Potter dodged me three times when I knew he was in his apartments opposite Central Park. Finally I sent a letter requesting some sort of a reply to the query. I enclosed a 2-cent stamp and a 10-cent special delivery stamp, feeling certain the Bishop would not hang on to the whole 12 cents. A letter came from the Bishop in which he hoped that all reporters would be put on a far-off island inhabited by cannibals so that he wouldn't be further pestered.

Major Pond prevented me from seeing Explorer Stanley while he was in New York. Through friends in the telegraph office, I located Stanley in a Philadelphia hotel and got a message to him, reminding him that as he was an old newspaper man, he shouldn't throw down a struggling youngster. His reply (collect) was a gem. It began:

"Persistence wins."

Ingersoll, though he gave me for the Examiner the preceding year a "watchword," reneged on the prediction request. He was at his high desk in the office in lower Broadway or Nassau street when I addressed him and showed him Chamberlain's message. The Colonel read it, gave it back to me, turned on his high stool and began writing on a sheet of legal cap. I got nervous. The great man must have noticed my physical state from behind his ears, for he turned to me and said:

"Good day; call when you have something sensible to ask."

One of the kindliest men I ever called upon to interview was Cardinal Gibbons. Fortified with a letter of introduction from Charles Henry Metzler of the New York Herald, I sneaked aboard the newspaper train leaving Jersey City around 4 or 5 a.m.; no passenger tickets were sold for this train. The Cardinal was ordaining a negro, the first negro Catholic priest, I think, ordained in this country. I lolled around Baltimore until after 12, when I spoke to the Cardinal as he was leaving the Cathedral. He asked me to call on the morrow, as he was tired and had to lie down. When I told him I had to go back to New York that afternoon and get more interviews and stay up all night and that I had not been to bed myself for 36 hours, he patted me on the shoulder and said he felt sorry for all newspaper men, he knew how hard they had to work. His Eminence called a secretary, opened a Bible he carried, selected a text and dictated a message to the "Catholics of the Pacific Coast," which the Examiner published.

Cleveland Said O. K.

During the Presidential campaign of 1891 I received a letter from a San Francisco friend—a conservative man—announcing his belief that from all political signs, California would go Democratic. I sent the letter to Cleveland, then in Buzzard's Bay. Cleveland wrote that he was pleased to get the letter and indicated that he had received similar news. His letter to me was marked confidential. The night Cleveland's election was announced I asked Mr. Nelson, editor of the New York World (who had "made" the President-elect), how I could "reach" Cleveland. National Committeeman Harrity had previously wired me Cleveland was at W. H. Whitney's house getting the returns. Nelson said Cleveland wouldn't give out a word. I sent a boy with a note to Cleveland, begging him to permit me to use a part of his confidential letter to me as a message to the faithful Democrats on the Coast.

The boy brought back my note with "Yes, G. C." penciled on the margin in Cleveland's neat handwriting. The Examiner was the only paper in the country that had a personal message from Cleveland the day after the election.

For the next few months I got busy with Cleveland. He was close-mouthed, would not tell whether he was going to close up his law office and see America (especially the Pacific Coast) before inauguration, or just take a rest. San Francisco Examiners sent daily to his East 57th street residence and to his office brought no results. Ditto with a few letters. Finally I wrote two "interviews" with Cleveland of about 300 words each. One was to the effect that he would embrace the opportunity to see the Western country. The other detailed that he was sorry he could not spare the time for the trip. I sent the boy with a letter enclosing both interviews to Cleveland, telling him that I had to telegraph one of them that night. He returned the "no trip" interview with a few eliminations.

The Family Talker

C. P. Huntington of the Southern Pacific Railroad "gave up" readily, if one were "solid" with Miles, his secretary. But when I was instructed to find out what Huntington had to say about the California Legislature waste-basket scandal, the old gentleman had "nothing to say." I telegraphed my deduction that Huntington was not a "d—n fool." The Examiner the following day had an "Elaine" cartoon portraying Huntington as the dumb man steering a boat in which was the corpse of the California politician involved in the scandal. There were also varied comments on Huntington's "Nothing to say." After those Examiners arrived in New York I could never find Huntington "in" when I called at his office.

The door of Chauncey Depew's office in the Grand Central was always open

(Continued on page 36)

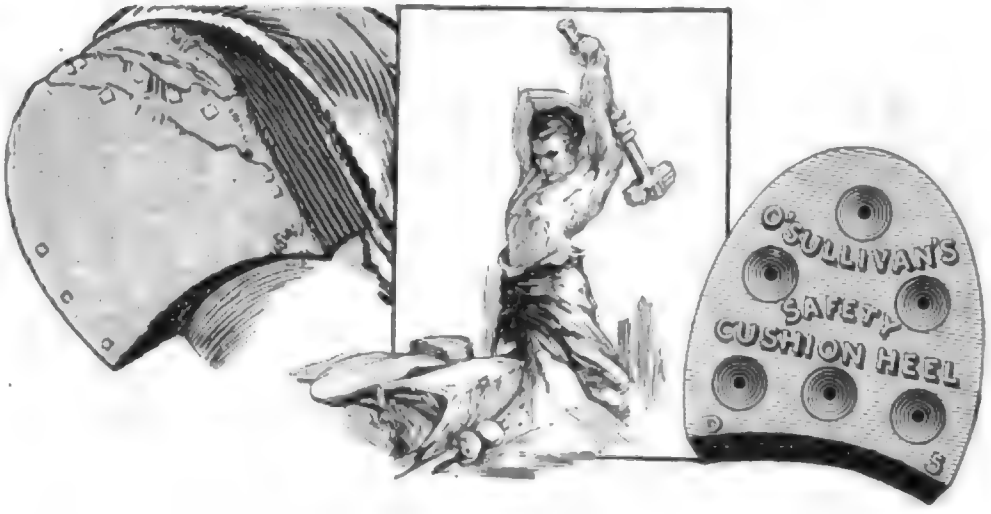
WE HAVE WITH US TODAY—

Copyrighted, Underwood & Underwood

DURING the last century Washington correspondents have become a power in moulding national opinion. From behind the scenes of our political stage they are able to detect the ambitions, passions, jealousies and selfish endeavors of statesmen great and small. They can make or break budding political careers. We have with us today, reading from left to right: Robert Small, of the Consolidated Press Association; Frank I. Whitehead, of the Washington Post; Senator Dillingham, of Vermont (under examination), and J. Lincoln Gould, of the Washington Star.

Digitized by Google

"Absorb the Shocks that Tire You Out"



Newspapers Did It!

O'SULLIVAN'S Rubber Heels have been advertised to the public for eighteen years.

They have been advertised extensively in Newspapers during the last eight years.

Specifically, during the last four years, in spite of new competition from big manufacturers, New York City sales have increased from a supply for *one person in every four*, to enough heels to keep *one person in every two*—men, women and children—shod with O'Sullivan's all the year 'round!

Let us pay just tribute to the many factors which combined to produce this extraordinary result—

—*but* the *fact* is that the *greatest single sales force* in this specific success was the daily *Newspapers!*

If you are not buying Newspaper advertising, can your sales reach their peak?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK CHICAGO ATLANTA KANSAS CITY SAN FRANCISCO

Serial Advertisement Number 5

This year, of all years, advertising MUST sell goods. Newspapers are the only mediums equal to THIS emergency.

By enlisting the intelligent cooperation of local wholesalers and retailers, publishers will establish a chain of Newspaper supporters. Urge your local trade to demand Newspaper advertising of every salesman who calls. Let the salesman understand that advertising in HIS territory will increase his personal profits by swelling his company's sales.

Contributed for the better appreciation of Newspaper Advertising

E. Katz Special Advertising Agency, 15 East 26th Street, New York

Digitized by Google

ROBERTS NEW GENERAL MANAGER

Promoted from Head of N. Y. American's Local Advertising Staff

H. M. Roberts, local advertising manager of the New York American, has been appointed general manager, and was given a luncheon on February 11 at the Hotel Plaza by the advertising staff of the paper to welcome him in his new position. W. R. Hearst, owner of the American, attended the luncheon. Martin Ready has been appointed local advertising manager to succeed Mr. Roberts.

H. M. Roberts

Mr. Roberts will be in full charge of the business and advertising departments of the American, a post which has not been permanently filled since the resignation of Walter G. Bryan as publisher. There will be no other changes in the American's staff, it is announced.

Mr. Roberts has been in newspaper work for four years, all of which has been spent on the American. Following his graduation from Yale in 1905, he entered the engineering department of the New York Telephone Company, shifted to the sales department of James Stewart & Co., general contractors, and then to the storage battery division of Thomas A. Edison, Inc. Then he entered the classified advertising department of the American, under the management of C. L. Perkins, learned the business of selling newspaper space and applied his knowledge to the American's local advertising, was promoted to local advertising manager and then to his present position.

Tufford Cut Paper Cost 30 P. C.

ST. PAUL.—"Wil Tufford, chairman of the National Committee on Newsprint Supply," says H. C. Hotaling, in the Minnesota Bulletin of the National Editorial Association, "has been able to make a refund of 30 per cent of the expense money advanced by those who obtained paper from the committee."

Advertising Class at Boston University

BOSTON—"Advertising is no skin game," said William H. McLeod, advertising manager of William Filene's Sons Company at Boston University a few nights ago. "Advertising is not mysterious," said Mr. McLeod, "and it does not perform miracles. It does not take the place of a good product and is not a substitute for hard work." A few points in writing advertising brought out by Mr. McLeod in his talk were "have something to say," "say it so that the people who read it will understand it easily," and "put it where they can see it." The stenographer's desk was suggested by Mr. McLeod as the most effective road to an advertising position.

Two Buying Corporation Meetings

CHICAGO, Feb. 16.—Publishers' Buying Corporation meetings were held this week at Pittsburgh, Monday, and at Chicago, Tuesday and Wednesday. At Chicago the meetings were in connection with the annual meeting of the Inland Daily Press Association. W. J. Pape, president of the corporation, and Jason Rogers, of the New York Globe, met with groups of publishers and gave them full details of the news print service and mill building plans.

Plan Minnesota Select List

ST. PAUL.—N. S. Huse of New York, vice-president of the American Press Association, conferred in St. Paul with the publishers of twenty-five leading weeklies of Minnesota. It was decided to organize what is called the Minnesota Select List and an effort will be made to add seventy-five papers to those represented at the conference. Officers will probably be elected at the meeting of the Minnesota Editorial Association in St. Paul in February.

Eight Columns in Stamford

STAMFORD, Conn.—The Advocate has changed its makeup from the 7-column to the 8-column page. The new type measure will be 12½ ems. Recent improvements in the Advocate's mechanical equipment include an addition to its building containing 4,500 square feet of floor space; an 8-page unit added to its press; two additional linotypes; improved stereotyping machinery, and a complete dry-mat outfit.

Hart Heads Legislative Writers

HARRISBURG, Pa.—For the first time in many years the Correspondents Association at Harrisburg has selected a president who does not represent either a Philadelphia, Harrisburg or Pittsburgh newspaper. The new executive is Edward S. Hart of the Scranton Republican.

Sanders Sues Texas Officers

HOUSTON, Tex.—G. V. Sanders, editor of the Houston Press, has filed suit against Col. Billie Mayfield and three junior officers of the Texas National Guard, asking damages of $15,000. The suit is based on the arrest of Sanders by members of the National Guard under orders of Col. Mayfield, while the latter was judge advocate of the guard organization at Galveston. Sanders' arrest was ordered because of the alleged publication of articles in the Houston Press ridiculing officers of the Texas Guard on duty at Galveston.

Advertising 50 Years Behind—Flint

LAWRENCE, Kan.—The best place for merchants to go for "first aid" in writing advertisements is the news columns of a good newspaper, Prof. L. N. Flint, head of the department of journalism at the University of Kansas here, told Kansas merchants attending the annual Kansas Merchants' week here. His subject was "Mr. Busyman as an Ad Writer." He declared that advertising today is in about the same place where reporting was fifty years ago.

Philadelphia Writers Elect

PHILADELPHIA—The Pen and Pencil Club, the newspapermen's organization has elected the following officers for 1921: President, James A. Campbell; vice-president, James B. McKeown; treasurer John M. Hutchinson; secretary, Mark V. Wilson. The board of governors includes J. Solis-Cohen, Jr., Robert W. Comber, Joseph Melgin, William F. O'Donnell, George W. Shafer.

Using Radio in Minnesota

ST. PAUL, Minn.—The dissemination of news by wireless telephone has become a reality and Minnesota editors are probably the first in the country to put the system to practical use. The wireless telephone is carrying messages from the Dunwoody Institute in Minneapolis to the Minnesota Editorial Association in session this week in St. Paul. Local and world news is being transmitted.

Daily for Tonawanda

BUFFALO.—Business men of Tonawanda, N. Y., are forming a company to publish a daily newspaper. A company with a capital stock of $100,000 will be incorporated in the near future. Tonawanda, nine miles from Buffalo, has no daily newspaper. It is served by the North Tonawanda News, located in an adjoining city, and by the Buffalo newspapers.

Montreal Weekly Changes Size

MONTREAL.—The Weekly Witness and Canadian Homestead celebrated its 75th birthday by changing to a smaller sized page. It now appears in a four-column page, 15½ inches deep.

Goes to Eight Columns

HUNTINGTON, W. Va.—The Herald-Dispatch has adopted the eight-column make-up.

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

You'd be much obliged if someone would tell you, an advertiser, where you can pick up hundred dollar bills.

Well, it's in Brooklyn.

Full information at the Standard Union office.

You're welcome!

R. F. R. Huntsman

Digitized by Google

The Times-Picayune.

FIRST IN THE SOUTH

TOTAL ADVERTISING LINEAGE OF THE FIVE
LEADING SOUTHERN NEWSPAPERS FOR 1920

1st	THE TIMES-PICAYUNE . .	16,863,772
2nd	BIRMINGHAM NEWS . . .	16,193,352
3d	COMMERCIAL APPEAL . .	15,215,662
4th	ATLANTA JOURNAL . . .	14,938,812
5th	DALLAS NEWS	13,783,083

Figures given by the Advertising Age and Mail Order Journal for January, 1921, except for Atlanta Journal, which furnished own figures

The Times-Picayune delivers into the homes of New Orleans MORE papers than BOTH the afternoon papers combined.

Even advertisers who use afternoon papers exclusively in other cities, draw their exception in New Orleans and go over to—

The Times-Picayune.

National Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Atlanta, Detroit, Kansas City. R. J. Bidwell Co., 772 Market St., San Francisco, Cal.

Digitized by Google

FROLIC FOR AD WOMEN IN PHILADELPHIA

Will Entertain Only Congresswoman in New Administration at Bellevue-Stratford on Washington's Birthday

(*Special to* Editor & Publisher)

PHILADELPHIA—The fourth annual dinner dance—or annual frolic, as it is popularly called—of the Philadelphia Club of Advertising Women will be held next Tuesday evening, February 22 on the roof of the Bellevue-Stratford. And the reputation that these advertising women of Philadelphia have made for themselves in giving similar affairs in the past, plus the interesting programme arranged, also plus the large demand for reservations, assures the success of next week's celebration.

Blanche E. Clair

In view of the fact that next Tuesday is Washington's Birthday, the party will take on a Colonial character. None other than "George Washington, himself," in full costume, will be the master of ceremonies throughout the entertainment part of the evening. The guests will be given dozens of unique advertising novelties and favors contributed by numerous local and national advertisers.

There are more than one hundred members of the Philadelphia Club of Advertising Women and in addition to these the diners will include about three hundred guests among whom will be many of the most prominent advertising men in Philadelphia. There will also be a number of out-of-town guests.

Miss Mary A. O'Donnell, the president of the club, will be toastmaster and the after-dinner speakers will include Miss Alice Robertson, new Congresswoman-elect from Oklahoma, and Mrs. Maud Wood Park of Boston, who is chairman of the National League of Women Voters and an authority on civic and social problems of immediate interest to women. Miss Robertson used newspaper paid advertising space to a decidedly good advantage in the recent national election, and she says advertising was one of the chief factors in electing her—the only woman member of the new Congress to assemble after President-elect Harding's inauguration.

Karl Bloomingdale, president of the Poor Richard Club, will be one of a number of Poor Richardites who will attend the dinner and probably speak.

One feature which the advertising women have planned is a "Fashion Show" for both men and women, and the chairman of the entertainment committee, Miss Blanche E. Clair, says that this show will be decidedly unique and unlike any other feature that has ever been staged by any club or organization. After the dinner and speeches there will be dancing and one doesn't have to be even a second cousin to a prophet to predict that "a large and pleasant time will be had by all."

Assisting Miss Clair on the entertainment committee are: Miss O'Donnell, the president; Miss Anna K. Johnson, vice-president; Miss Viola A. Harris, treasurer; Miss Elinor M. Begley, corresponding secretary; Miss Marie A. Cramer, recording secretary; Miss Gertrude H. Shearer, Miss V. Bertha Fitch, Miss Gertrude M. Flanagan, Miss Anna M. Kelley and Miss Bertha P. Shaffer.

Boston Record Back to Two Cents

BOSTON—The Boston Evening Record, which on Dec. 13th last, decreased its retail price to 1 cent, has returned to its former retail price of 2 cents. The Record management states that when it made the decrease to 1 cent it was hoped by them that a recession in newsprint cost would follow the very marked decrease in prices of basic materials used in other lines of business, but that it could not continue to lose money steadily on a 1 cent newspaper as the conditions hoped for had not come about.

Artists to Entertain

The thirty-ninth annual skelter of the Kit-Kat Club, of New York, will be given March 4 at the Palm Garden.

NEWS OF ASSOCIATIONS AND CLUBS

MADISON, Wis. — The mid-winter meeting of the Wisconsin Daily League took place here last week, called because of the banquet given by the newspaper men of the state to Secretary of Agriculture E. T. Meredith. The business of the Association as coming through its representatives J. W. & J. M. Martin with offices in Milwaukee, was reviewed. Legislative matters were given consideration. It was found that there was no legislation inimical to the newspapers with the exception of one bill which sought to annul the present law regarding publication of council proceedings to come at the present session.

PITTSBURGH—Former members of the staff of the old Pittsburgh Times at a dinner at the Pittsburgh Press Club on Feb. 10, formed an organization called the "Old Guard of the Pittsburgh Times," to perpetuate the memory of the men who worked on that newspaper and the history of the publication and other newspapers of Pittsburgh. Shirley P. Austin was selected as president of the Old Guard and Harry A. Pickering as secretary. An organization committee composed of Charles W. Danziger, chairman; John K. Emge, Charles R. Sutphen, John D. Watson, Burd S. Patterson and John D. Pringle worked out a plan of proceedure and organization and nominated the men selected as officers.

DAVENPORT, Iowa—Thirty-six newspaper women of Davenport, Moline and Rock Island have organized under the name of the Tri-City Women's Press Club. Miss Mary S. Wright is president, and the following committee heads have been named: Constitution, Mary M. Kinnavey; social, Elizabeth Bryan; entertainment, Grace Woodrow; membership, Laura Ade. Meetings will be held twice a month.

MILWAUKEE—Martin Taylor, president of the Otto J. Koch Advertising Agency, gave the principal address of the evening at the monthly meeting of the Milwaukee Sentinel Spizzerinctum Club, Feb. 7. Mr. Taylor's subject was, "If I Were Back in the Advertising Department of a Newspaper," and he welcomed the way the newspaper advertising men were studying the merchandising problems of the users of space in their paper. Also that the so-called "buyers' strike" was only a "buyers' protest."

ST. LOUIS.—MacMartin, head of the agency which bears his name, spoke at the regular weekly luncheon meeting of the Advertising Club of St. Louis on Feb. 15. Edward Mead, of the Thomas Cusack Company, spoke before the Women's Advertising Club on Feb. 14.

DETROIT—Detroit Adcraft Club members, debating here Feb. 10, were unable to reach a decision as to whether advertising space contracts should be cancellable. Both sides of the question were heard in formal debate, but the question went undecided because of the even division of opinion. Otis Morse, advertising manager of the Detroit Free Press, was chairman. General opinion was that nearly every cancellation should be judged by circumstances. Where no good reason for cancellation existed, the advertising men declared, the publisher should be able to rely upon the contract to the extent of proceeding with his business in the belief that the contract would be fulfilled, and if such does not follow, to take steps to compel it.

LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

- Complete Leased Wire Service From 52 Correspondents.
- Foreign News Service from 28 Correspondents.
- Domestic News Service from Staff of Trained Writers.
- Financial News Service from 16 Authoritative Correspondents.
- Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
- Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Let's Unite and Get Somewhere

WEAKER media are developing more national advertising because they are doing less fighting among themselves and present a united front. Furthermore, from many agencies, who have found little reasons for co-operating with newspapers, these media are getting co-operation because they themselves are creating business for the agencies; in other words, are offering a *quid pro quo*.

No one should be able to outplay the newspapers at this time if we set ourselves to it. We are particularly fitted to give manufacturers in nearby or distant towns a line on conditions and possibilities in our own markets, and if these manufacturers are non-advertisers, we are in a position to put live aggressive agents in contact with them. In the initial stages we are offering a co-operation that they will be ready and anxious to return.

In addition to working with Advertising Agents who appreciate what newspapers can do, there is a splendid broad constructive work that every newspaper in the United States can do with and through the manufacturers' agents in its own town, by getting them advertising support from their manufacturers, which support in turn will help no one more than the manufacturers themselves.

Among the products splendidly sold in Baltimore by Wm. H. Bryan there is no more striking illustration of national advertising development work that we newspapers should do, than the Valca products put up by Cavanna & Co., of Philadelphia. With very little advertising this line shows up surprisingly high in Baltimore, thanks to the first class selling work of the local representatives, but Baltimore should be twice the market for Cavanna & Co., and it will be if we convince them that advertising and selling are both more productive when one is as good as the other.

In conjunction with their first class selling, a systematic advertising campaign through the intensified circulation—180,000 odd copies daily—of the NEWS and the AMERICAN would mean for better marketing and make for the Cavanna line a development heretofore not even approximated in the Baltimore territory.

The Baltimore News
EVENING DAILY AND SUNDAY

The Baltimore American
MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Lexington Buying Habits

Number 2 of a series of advertisements by the Lexington, Ky., Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and the Leader's relation to them. Reprints supplied upon request.

Questionnaire

"In your judgment, what percentage of the total retail trade of Lexington, all lines considered, comes from the following described territory:

Lexington and Fayette County
Winchester and Clark County
Georgetown and Scott County
Paris and Bourbon County
Nicholasville and Jessamine County
Versailles and Woodford County
Richmond and Madison County

"Answer: .....Per Cent.

Signed .....

"April, 1920.

The Bulk of Retail Business

In April, 1920, the Lexington Leader submitted in writing exactly the above question to 50 of Lexington's merchants, representing the foremost retailers in the city, doing at least 50% of the total retail business. Each questionnaire was signed and returned by a principal, and is on file in the Leader's office.

The Result

The average reply showed that 95% of Lexington's retail trade comes from the territory prescribed.

The Trading Territory

The territory exactly prescribed in the aforementioned questionnaire includes precisely territory designated by the A. B. C. in co-operation with both Lexington newspapers as city and suburban. The average suburban radius is 30 miles.

Lexington Leader

The Lexington Leader is a home paper published every afternoon and Sunday morning.

Of the present circulation, over 15,500 net paid, about 12,000 is delivered exactly in this local territory, which it is proved supplies 95% of Lexington's retail business.

We believe this accurate information will be of service to you.

LEXINGTON LEADER

Circulation Largest where Business is Greatest

REPRESENTATIVES

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York Chicago Kansas City Atlanta San Francisco

Digitized by Google

The New York Herald First in Advertising Gains!

THE great impetus given *The New York Herald* by its consolidation with *The Sun* (Feb. 1, 1920), is clearly made manifest in the tremendous advertising gains made since the amalgamation of the two papers, based on New York Evening Post figures for the last eleven months of 1920, compared with the same period of preceding year.

	Lines
HERALD *(Compared with Sun)* . . .	**5,179,096 GAIN**
HERALD *(Compared with Herald)* . . .	**3,300,576 GAIN**
TIMES	3,073,980 GAIN
TRIBUNE	1,618,754 GAIN
WORLD	143,755 LOSS
AMERICAN	342,834 LOSS

The marked extent to which the trend of advertising has turned to the columns of *The Herald* is further emphasized by the fact that during these same eleven months of 1920 *The Herald* carried a greater number of lines of Foreign, Local and Total Display Advertising than any other New York Morning Newspaper, except The Times.

You are not buying on theory or predictions when you purchase advertising space in *The Herald.* The productiveness of *The Herald's* "Quality Circulation in Quantity" is an established fact. Only unusual results to advertisers can produce records like that of *The Herald* for 1920.

–continuing Leadership in Advertising Gains!

AFTER leading all New York Morning Newspapers in advertising gains for the last eleven months of 1920, *The New York Herald* starts 1921 by showing in January an advertising gain more than twenty times greater than the next morning paper that gained in January, 1921, compared with the same month last year.

The New York Herald

Gained 320,014 Lines of Advertising
(Compared with The Sun last year)

Gained 306,804 Lines of Advertising
(Compared with The Herald last year)

The Daily Advertising Report of New York Newspapers, issued by the Statistical Department of The Evening Post for January, 1921, compared with January, 1920, shows important gains.

That you may more fully appreciate the growing leadership of *The Herald* it is necessary to explain that January, 1921, had five Sundays, against four Sundays in January, 1920. Without this extra Sunday every New York Morning Newspaper showed a loss except *The Herald*, which gained over 200,000 lines with this extra Sunday eliminated.

The tremendous purchasing power and responsiveness of *Herald* readers are attracting advertising to the columns of *The Herald* in rapidly increasing volume from local and national advertisers.

Is The Herald on your 1921 *Schedule?*

THE NEW YORK HERALD

"Quality Circulation in Quantity."

Over 200,000—DAILY or SUNDAY

Digitized by Google

A PROFITABLE FIRST YEAR

Northwest Daily Press Secured Over 1,700,000 Lines of Advertising

(Special to Editor & Publisher)

MINNEAPOLIS. — Members of the Northwest Daily Press Association, assembled here today for the first annual convention of the organization, expressed general satisfaction over the results obtained during the new business-getting body's first year of existence. Reports showed that the association obtained from Minneapolis and St. Paul advertisers a total of 1,766,042 lines of advertising for its 32 member dailies, the value of which was $43,000.81.

A. W. Peterson, of the Waterloo (Ia.) Evening Courier, spoke of the advisability of publishers adhering to present subscription rates for some time to come.

Merits of the Publishers' Buying Corporation were discussed by L. S. Whitcomb, of the Albert Lea (Minn.) Times, and treasurer of the Northwest Association.

Details of the Fargo (N. D.) Forum's educational demonstration week to be held February 21-26, were sent to the convention by C. W. Broen, advertising manager of the Forum, and discussed by the members. Much interest has been aroused by this campaign which is aimed to stop the so-called buyers' strike in the Fargo territory and to convince consumers that retail merchants are selling their goods at prices beyond criticism.

Fred B. McClellan, of the McClellan Paper Company, Minneapolis, was the principal speaker at the luncheon, his topic being "The Past, Present and Future of the Print Paper Situation," and he gave the publishers little encouragement of materially cheaper print paper for some time to come.

Officers of the association were re-elected for another term of office as follows: President, Fred Schilplin, St. Cloud (Minn.) Times; treasurer, L. S. Whitcomb, Albert Lea (Minn.) Tribune; secretary, Ed. M. La Ford, Little Falls (Minn.) Transcript; executive committee, Howard Bratton, Faribault (Minn.) Daily News and C. R. Butler, Mankato (Minn.) Free Press; business manager, R. P. Palmer; general manager and supervisor, R. R. Ring.

Lose Stands and Pay Fines

BUFFALO.—In addition to losing their stands by court order seven Buffalo newsboys have now been directed to pay their share of cost of a legal battle waged to prevent a decision barring the stands. The newsboys were directed to pay $17.38 each. All stands have now been removed from the streets of the city.

Oregonians in Sigma Delta Chi

EUGENE, Ore.—Five well-known Oregon newspaper men were recently initiated into the University of Oregon chapter of Sigma Delta Chi, national journalism fraternity, as honorary members. They are: Robert W. Sawyer, publisher of the Bend Bulletin; Merle Chessman, editor of the Astoria Budget; Elbert Bede, editor of the Cottage Grove Sentinel; Charles Fisher, editor of the Eugene Guard, and E. E. Brodie, editor of the Oregon City Enterprise.

From Columbus to Stamford

STAMFORD, Tex.—W. Kilgore, of the firm of Kilgore & Burkhead, publishers of the Columbus (N. M.) Daily Courier, announces that the work of moving the printing plant from Columbus to Stamford will be completed within a short time and that the publication of a morning newspaper in Stamford will then be launched.

N. A. Paper Company Dissolved

Stockholders of the North American Pulp & Paper Company have voted for a dissolution of the company and the formation of a new concern to be known as The Saguenay Pulp & Paper Company. The old concern was an American company and had to pay both American and Canadian taxes. As a Canadian company, only Canadian taxes will have to be paid.

New Associated Press Members

The following newspapers have become members of the Associated Press; Fulton (Ky.) Leader and the Middlesboro (Ky.) Daily News, both evening and the Akron (Ohio) News, morning. The Valparaiso (Chile) Evening El Mercurio has changed its name to La Estrella.

Utica Papers Name Special

The appointment of Gilman, Nicoll & Ruthman, New York and Chicago, as foreign advertising representatives of the Utica (N.Y.) Morning Telegram and Utica Saturday Globe has been announced by Business Manager Fred B. Stuart.

Plan New Windsor Daily

WINDSOR, Ont.—Plans are being made for the establishment of a new daily newspaper in the Border Cities, within the next two or three months. W. Taylor, owner and editor of the Woodstock (Ont.) Sentinel Review, is said to be behind the project.

Akron Magyar Papers Merge

CLEVELAND, Ohio.—The Akron Hungarian Journal, Aprad Turnoczy, publisher and editor, has absorbed its competitor, a weekly, called A. Het.

Nine Columns in Lansing

LANSING, Mich.—Nine columns to the page is now the form of the State Journal.

Adds Photo-Engraving Plant

DETROIT.—The Daily Times has added a photo-engraving department to its Bagley street building.

The Rochester Herald

Makes Record for Entire Country

During the recent Automobile Show in Rochester, N. Y., The Herald published 105,364 lines of automobile and accessory display advertising, which was 3,262 lines more than the combined lineage of all the other Rochester newspapers together.

Incidentally, no other newspaper in the United States has carried this season a volume of automobile advertising equalling this.

In addition, The Herald published, during the same period, 29,827 lines of classified automobile advertising.

The Herald has always led the newspapers of Rochester in volume of automobile advertising. The paper that so completely dominates its field in this important industry has positive value for every national advertiser who wants to reach a prosperous and responsive class of readers.

"Western New York's Home Newspaper"

John M. Branham Company

Representatives

New York, Brunswick Bldg. — Atlanta, Candler Bldg. — St. Louis, Chemical Bldg. — Detroit, Kresge Bldg. — Kansas City, Republic Bldg. — Chicago, Mallers Bldg.

Marysville Democrat

3,000 Miles from You
but
ONLY ONE MINUTE FROM YOUR DEALER
CONNECT THE LINK
by advertising in the Democrat
IT WILL HELP YOUR DEALER'S SALES

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

Digitized by Google

Great Removal to the New Orleans States

Jiggs and Maggie ("Bringing Up Father"), "The Katzenjammer Kids," "Krazy Kat," Tad's "Indoor Sports," Beatrice Fairfax, and a host of other world-famous newspaper celebrities, after more than a decade's residence in the NEW ORLEANS ITEM, are coming home at last to THE NEW ORLEANS STATES, accompanied by a galaxy of news service and literary stars from the four corners of the globe!

This record-breaking acquisition constitutes

The Biggest Event in the Newspaper History of the South

All the World's Greatest Newspaper Comics and Features—Plus the News Feature Leased Wire of UNIVERSAL SERVICE—And INTERNATIONAL NEWS SERVICE Leased Wire.

These All Star Comics and Features Exclusively in the New Orleans States

Daily and Sunday

Bringing Up Father
Katzenjammer Kids
Mr. Dubb
Little Jimmy
Eddie's Friends
Jerry on the Job
Abie the Agent, Tad,
Krazy Kat, and Penny Ante

The American Weekly Sunday Supplement

A ten-page illustrative magazine section brimful of stories of impelling fascination; color cover by Harrison Fisher, Howard Chandler Christy, Penrhyn Stanlaws and other famous artists; Lady Duff Gordon Fashion page, and other big features.

Daily Magazine Page For Women

Nell Brinkley's beautiful romantic drawings, articles by Beatrice Fairfax, Hal Coffman, Gertrude Beresford, Virginia Terhune Van de Water, William F. Kirk, Aline Michaelis, J. J. Mundy, Brice Belden and Garrett P. Serviss.

These are the Features which in the last six months of 1920 accomplished a gain of 25 per cent in the enormous circulation of the PITTSBURG PRESS!

Added to the established prestige, character and influence of this newspaper, the new comic, feature and telegraphic news acquisition will not only mean INCREASED CIRCULATION, but also form an index to the *increased advertising merit* of

The New Orleans States

Eastern Representative
The S. C. Beckwith Special Agency
New York City

Western Representative
Jno. M. Branham Co.
Chicago, Ill.

Digitized by Google

MOTOR COPY AND "WANTS" CHIEF LOSSES IN JANUARY OF NEW YORK DAILIES

WANT advertising and automobile display copy are the classifications which were responsible for most of the 11 per cent loss in advertising lineage for January, 1921, against January, 1920, by New York City newspapers, as set forth in EDITOR & PUBLISHER last week. Analysis of the total figures by the Statistical Bureau of the New York Evening Post discloses that most other classifications either made considerable gains, held about even, or incurred comparatively slight losses, while the automobile display copy fell off from 50 to 60 per cent and "wants" showed a similar deficiency.

For instance, the 6,352,838 lines carried by morning papers last month were 1,181,977 lines less than they had in January last year. Automobile copy in the morning papers dropped from 647,214 lines to 280,113 lines and "wants" slipped from a total of 1,329,172 lines to 618,766 lines, a combined loss of 1,077,507 lines. Foreign advertising in morning, evening and Sunday papers dropped, and the advertising of newspapers, magazines, and railroads was also lower. Increased advertising of dry goods, women's specialty shops, furniture and amusements largely offset these losses in all the papers.

Lineage of the following papers is included in the analysis below:

New York American, New York Commercial, New York Herald, New York Sun, New York Times, New York Tribune, New York World, New York News, New York Evening Journal, New York Evening Mail, New York Evening Post, New York Evening Sun, New York Evening Telegram, New York Evening World, New York Globe, Brooklyn Eagle, Brooklyn Standard Union, Brooklyn Times.

	MORNING		EVENING		SUNDAY	
	Total		Total		Total	
	1921	1920	1921	1920	1921	1920
TOTAL SPACE	6,352,838	7,534,815	6,637,446	6,809,434	3,473,238	3,412,480
Amusements	302,108	276,582	241,986	236,945	182,862	154,530
Art	30,238	21,672	3,906	5,338	31,538	20,674
Auction Sales	116,830	177,719	10,310	11,418	26,954	49,548
Automobile Display	280,113	647,214	271,390	558,670	175,092	391,082
Automobile Undisplay	40,454	44,624	74,510	81,922	18,856	19,096
Boots & Shoes	56,451	35,212	68,772	67,974	32,140	19,896
Building Material	3,564	1,538	4,040	248	110	60
Candy & Gum	22,796	15,796	38,426	49,660	7,974	2,530
Charity & Religious	49,646	58,846	42,086	83,372	15,510	950
Dancing	13,502	10,862	6,858	11,348	4,346	9,872
Deaths, Etc.	60,456	67,292	25,042	32,440	16,970	18,074
Druggist Prep.	47,264	52,348	21,780	50,518	26,708	38,134
Dry Goods	1,308,854	1,255,330	2,599,617	2,299,256	1,139,702	901,988
Financial	656,078	804,460	469,270	508,305	98,288	135,156
Food Stuffs	88,650	95,604	176,830	230,157	30,590	23,682
Furniture	217,278	131,642	128,380	98,256	233,630	143,540
Hotels & Restaurants	29,220	38,080	69,146	69,238	20,238	15,488
Jewelry	14,176	17,140	17,394	23,791	6,380	4,630
Legal	26,670	41,756	109,218	122,860	.....	.....
Men's Furnishings	232,828	225,765	278,176	294,836	17,098	40,054
Musical Instruction	4,186	1,460	8,402	7,692	4,992	2,690
Musical Instruments	75,666	97,408	96,294	163,906	55,814	68,156
Miscellaneous Display	295,202	407,430	271,318	243,386	103,356	113,700
Miscellaneous Undis.	293,667	282,623	369,927	317,803	146,518	117,092
Newspapers	15,016	40,850	14,222	38,720	2,250	10,358
Office Appliances	16,840	18,432	540	1,670	750	1,642
Prop. Medicine	68,974	71,150	129,826	184,604	41,938	40,180
Public Service	8,410	40,396	18,070	36,310	2,480	3,420
Periodical (Mag.)	32,578	86,914	23,074	68,100	6,004	11,022
Publishers	66,324	69,224	14,412	21,092	55,012	52,084
Railroads	17,590	31,108	17,166	30,191	.....	690
Real Estate	426,810	383,868	294,846	223,160	256,164	274,596
Resorts	53,036	49,530	33,702	38,446	33,816	22,544
S. S. & Travel	286,626	201,642	65,946	41,627	50,254	29,586
Schools & Colleges	43,984	55,464	19,778	16,548	31,666	35,012
Tobacco	20,460	37,596	28,764	44,134	8,588	2,388
Wants	618,766	1,329,172	82,318	193,616	235,034	394,672
Non-Intox. Beverages	1,880	12,982	2,910	9,426	200	468
Women's Spec. Shops	409,649	298,086	480,794	292,443	353,616	241,196
Foreign Adv.	1,210,158	1,686,005	1,007,954	1,689,215	522,542	681,036
Local Display	3,951,774	4,050,996	4,752,544	4,285,771	2,452,292	2,146,908
Undisplay Adv.	1,167,004	1,797,814	876,748	834,448	498,404	584,536
S. S. & Travel Guide	23,902	.....	.....	.....	.....	.....
European	5,392	388	1,160	.....	1,632	76
Brooklyn	276,472	191,704	242,812	204,248	276,472	203,627
Harlem & Bronx	97,354	6,226	45,114	14,088	94,732	51,450
New Jersey	5,640	6,718	.....	.....	5,640	6,718
Graphic Section	124,882	166,360	22,956	9,760	128,352	176,120
Affiliated Adv.	1,640	6,014	32,282	11,256	220	6,014
Office Adv.	109,532	55,774	60,022	41,368	36,320	11,538
Total Pages	6,058	6,506	5,960	5,762	3,124	3,010

Community Paper in West Warren

WEST WARREN, Mass.—This town is ready for its experiment with a community newspaper, one of the first to be published in this section. The contract for printing the paper has been let to the Covell print of Warren and the paper is expected to make its appearance within the next week. Howard S. Pember, M. William Sheehan, Miss Agnes Watson and John Keating, Jr., are members of the editorial staff. The new paper will be called The Community News. It will contain news of Warren and West Warren and neighboring towns. The paper will be issued every two weeks for a few months, then weekly. Enough advertisements have been secured to pay expenses and most of the merchants have agreed to advertise in every issue for at least six months.

Elected Heads of Princeton Paper

PRINCETON, N. J.—Thomas Covington McEachin of Jacksonville, Fla., was elected chairman of the Daily Princetonian. Adlai Stevenson, grandson of the former vice-president of the United States, was elected managing editor.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.

135 Broadway - New York City

Phone, Rector 9057-8-9

CLUB FOR DOW EMPLOYES

Portland Express-Telegram Relief Association Organized

(*Special to* EDITOR & PUBLISHER)

PORTLAND, Maine.—The employes of the Evening Express Publishing Company, publishers of the Express-Advertiser and the Sunday Telegram, have organized the Evening Express and Sunday Telegram Relief Association and Social Club. The organization is designed to afford financial aid to incapacitated workers, to provide life insurance and for social purposes.

The association has been made especially attractive to the employes as the assessments each month will be doubled, the company agreeing to provide an amount equal to that paid in by the employes. One hundred have enrolled. A room for socials, lectures, etc., is to be provided to an addition to the plant, now nearing completion.

All permanent employes of the two papers, over 16 years of age, are eligible for membership. The monthly dues are 65 cents for those receiving more than $12 a week, and 30 cents for those receiving less than that salary. The initiation fee is $5. Members incapacitated by sickness or accident will receive $12 a week for ten weeks, except that those paying 30 cents dues will receive $6. A death benefit of $600 will be paid.

Officers were elected as follows: President, Thomas Ward; vice-president William Rogers; secretary, H. J. R. Tewksbury; treasurer, Maurice G. Pressey; trustees, Miss Elizabeth I. Taylor, Miss Margaret Doughty, Bert D. Weymouth, Edward Coughlan, Lloyd Drake and Lester Wallace.

The house committee consists of L. Barton Motherwell, Miss Katherine V. Doyle, James L. Anderson, Charles D. Sym, Mrs. Alice Lundberg, Clarence Chiasson and George Davis.

New Bennett Home Directors

The Board of Directors of the James Gordon Bennett Memorial Home for New York Journalists on February 7 elected as directors of the corporation Edward Percy Howard, editor of the American Press and president of the New York Press Club, and Merrill P. Callaway. One vacancy in the directorate came as a result of the death of Josiah K. Ohl, the directors passing resolutions expressive of their regret prior to the election of Mr. Ohl's successor. The committee appointed for the purpose of considering applications for relief by this home being unable to function due to the death of Mr. Ohl and the fact that a second member of the committee, Commander Kelly, is no longer a director, President Rodman Wanamaker, appointed a new committee consisting of Robert W. Candler and Messrs. Callaway and Howard.

Meeks Add to String

ATLANTA.—Ralph Meeks, editor and publisher of the Calhoun (Ga.) Times, and president of the Covington (Ga.) News Publishing Company, has leased the plant of the Douglas (Ga.) County Sentinel. R. N. Kirby has been named managing editor of the paper, succeeding Z. T. Dake, editor and publisher for the past eight years.

Ohio Paper Changes Size

CLEVELAND.—The Mount Sterling Tribune has ceased using the "blanket sheet form" and has become an eight-page paper, six columns to the page.

"We Thank You for Your Helpful Co-operation"

Hood Rubber Products Co., Inc.

Let us help *you* in Rochester.

Our Service Department is thoroughly familiar with conditions here.

Write us — we're at your service.

Rochester Times-Union

First in Its Field

Circulation (A.B.C.) 64,018

J. P. McKINNEY & SON, *Representative*
334 Fifth Ave., New York—122 S. Michigan Ave., Chicago

Digitized by Google

"Know the Tremendous Pulling Power of Worcester's One Big Newspaper!"

WORCESTER TELEGRAM-GAZETTE

Circulation exceeds Worcester's other daily newspaper by 300 per cent

The important consolidation of the two top-notchers of the Worcester field clarifying, as it does, the Worcester newspaper situation, renders this rich field more attractive than ever to the National advertiser.

WORCESTER, MASS.

and

WORCESTER COUNTY

Second largest city in the State. Population 179,741 (census 1920). With suburbs and county over 450,000.

One of the richest counties in all New England.

Worcester and Worcester County's list of Manufactures presents a great diversification of products. Loom factories; steel and wire mills; rugs and carpets; abrasives (largest in the world); corsets; valentines; envelopes; woolen goods; leather goods, and many other industries.

TELEGRAM-GAZETTE CIRCULATION
Since Consolidation.

WEEK ENDING		
January 8	-	73,483
January 15	-	72,939
January 22	-	82,087
January 29	-	74,131
February 5	-	74,254
February 12	-	74,546

To the Powerful circulation of the "Telegram" (City and County) is now welded the Potent Concentrated circulation of the "Gazette." Thus this combination constitutes one of the most powerful advertising influences that can be brought to bear upon any Merchandising situation of equal Importance anywhere in the United States.

THE TELEGRAM-GAZETTE

WORCESTER, MASS.

PAUL BLOCK, Inc.

Special Representative

NEW YORK CHICAGO BOSTON DETROIT

Digitized by Google

TASMANIAN EDITOR DEAD

Hon. C. C. Davies Had Visited U. S. After Imperial Press Conference

OTTAWA, Ont.—Hon. Charles C. Davies, M. L. C., managing proprietor of the Hobart Mercury and Tasmanian Mail, died recently at his home in Hobart, Tasmania. He was a member of the Imperial Press Conference held in Canada last summer, and a member of the first Imperial Press Conference held in England in 1909. After 1920 conference and tour of the Imperial newspaper men, Mr. Davies visited the United States and spent several weeks traveling across the continent. He had been home only a few weeks before he died.

HON. C. C. DAVIES

SYLVESTER RAWLING DEAD

New York Evening World Music Critic Collapses at Desk

Sylvester J. E. Rawling, music critic of the New York Evening World since 1908, died February 16 in St. Vincent's Hospital of a complication of troubles. He realized his wish, so frequently expressed to his associates of "dying in harness," for he was at work on an article for his paper when he collapsed at the Manhattan Club early Tuesday morning, the day before his death.

Mr. Rawling was born in Saltash, Cornwall, England, about 63 years ago. He came to America when he was a lad of seventeen, going from there to St. Louis, where he began his journalistic work on the Globe Democrat. He progressed through the entire newspaper field from composing room to editor's desk, with frequent ventures into dramatic and musical criticisms and came to New York in the late seventies at the invitation of the New York Tribune.

A few years later, he went to the New York Herald, filling various editorial posts. He attracted the attention of and became a close personal friend of James Gordon Bennett, who sent him to Paris and found and manage the Paris Herald. Later he acted as London correspondent of the Herald, and it was while acting in that capacity, that he performed his biggest newspaper "beat" giving to his home paper the news of the Samoan disaster.

In 1888, Mr. Rawling joined the staff of the World, of which until 1892, he was night editor, also writing on musical topics. He joined the staff of the Evening World in 1893, and for fifteen years was make-up editor and music critic, performing the latter duties out of his love for music, and receiving no compensation. In 1908 he became musical editor.

M. R. JENNINGS DIES SUDDENLY

Edmonton Journal Editor, American-Born, Had Long Career

(By Telegraph to EDITOR & PUBLISHER)

TORONTO, Ont., Feb. 17.—Milton Robins Jennings, editor and general manager of the Edmonton (Alta.) Journal, died suddenly in Victoria, B. C., yesterday from acute heart disease. One of the outstanding newspapermen of the West, the late Mr. Jennings had been a director of the Canadian Press, Ltd., and president of the Canadian Daily Newspapers Association, of which he had been the chief organizer when for convenience the Canadian Press Association was split into several coordinated bodies.

He was born at Warsaw, N. Y., in 1874. Educated at the University of Rochester, he commenced as a reporter in that city. In 1898 he went to Cuba as special correspondent of the Washington Times. Later he came to Canada and worked on several Montreal dailies. For some years he was circulation manager of the Toronto Mail and Empire. His work on that paper during the South African war was particularly notable.

Son of Don Marquis Dead

Robert Marquis, five-year-old son of Don Marquis, who conducts the Sun Dial in the New York Sun, died February 15 at the home of his parents in Brooklyn. His mother, Mrs. Regina Marquis, is also a writer and magazine contributor.

Rhode Island Editor Dead

PROVIDENCE, R. I.—Albert Lewis, for many years editor of the Providence Democrat and the Providence News, died late on the night of February 16th in his 77th year. He was president of the Rhode Island Press Club.

Advertising Agent Dead

Edward T. Perry, a New York advertising agent, died February 16 in that city.

Obituary

JAMES RYAN KELLER, aged 40, senior associate editor of the Louisville Times, died Feb. 9, in Louisville. He had been in declining health several years. He started as police reporter for the Times 18 years ago, later was city editor, but in recent years had been associate editor.

CHARLES A. THORNE, of Hastings, Minn., one of the oldest newspaper correspondents in the Northwest, died on Feb. 9, aged 53 years, after eight days' illness of pneumonia. For over thirty years he represented the Twin City dailies and Associated Press.

CHAMBERS M. LEIGHLEY, aged 68, an employe of the Pittsburgh Dispatch more than 20 years, and twice president of Pittsburgh Local No. 7, Typographical Union, died Feb. 14.

JAMES GILBERT GIBBS, 68, founder of a Norwalk (Ohio), daily newspaper and for many years treasurer of the National Editorial Association, fell dead of heart trouble Feb. 11.

JOSEPH P. RENNO, aged 82, died at St. Charles, Mo., Feb. 11. He was a reporter in St. Louis for several years before the Civil War and served with the Union Army. He and his son, E. Lee Renno, bought the Cosmos-Monitor at St. Charles in 1898. Joseph Renno retired several years ago.

CAPT. FRANK GAIENNIE, aged 79, and who was head of the advertising company which bore his name until his retirement several years ago, died in St. Louis after an illness of about a week.

Charge Agent with Larceny

THE DALLES, Ore.—Joseph Ruffner, Jr., former reporter on newspapers in Portland and The Dalles, is under arrest here charged with larceny by bailee. Ruffner started an advertising agency in this city about three months ago and left with obligations amounting to about $1,400. The specific charge against him is that he took to another part of the state an automobile on which he had made only a small payment. Other charges against him may be pressed, according to Francis V. Galloway, district attorney.

Gets Original Press in West

EUGENE, Ore.—The first printing press used west of the Rocky Mountains has been received as a gift by the journalism department of the University of Oregon. It is the gift of Harrison R. Kincaid, who donated it to the university some time before his death recently. The press was used for the first issue of the Oregon Spectator printed at Oregon City on February 5, 1846. At about the close of the Civil War it was then shipped to Mr. Kincaid at Eugene, but the boat sank and it was several months before the press was rescued from the bottom of the Willamette River and delivered to Mr. Kincaid. For 44 years before he retired in 1909 Mr. Kincaid published the Oregon State Journal.

L. A. Hornstein's Funeral

The funeral of Louis A. Hornstein, director of publicity of the Mergenthaler Linotype Co., which was held at the Campbell Funeral Church, 66th street and Broadway, was attended by many advertising and newspaper men, including a delegation from the Advertising Club. The impressive service was conducted by Dr. Jacob Tarlan, rabbi of the People's Synagogue of the Educational Alliance.

DAILY STORY
FOR THE
CHILDREN
BY
Howard R. Garis
FEATURING THE FAMOUS

Uncle Wiggily
A STEADY FAVORITE

THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

$250 Reward

The current directories and rate sheets list the Morning Daily Advance of Hollister, California, with a slightly larger circulation than the Evening Free Lance of Hollister, California.

When the Free Lance published its postoffice statement of net paid circulation for October 1, 1920, the Advance followed with a statement showing a slightly larger circulation.

The Free Lance immediately deposited $200.00 in a Hollister bank to the credit of the American Press Association, to guarantee an audit of the circulations of the two papers, on condition that the Advance do likewise, the paper failing to make good its statements to pay the cost of both audits.

This challenge was not accepted.

The Free Lance then publicly stated that the circulation report of the Advance was false.

This charge was never answered.

The American Press Association was immediately advised of these facts by both the Free Lance and the bank holding the money.

The postmaster at Hollister, California, had the matter called to his attention and promised an investigation.

Nothing has happened so far.

The P. O. statement of the Evening Free Lance showed a net paid circulation of 951 for the six months ending October 1st, and a net paid circulation of 1230 for the first eight days of October.

The P. O. statement of the Morning Daily Advance showed a net paid circulation of 963 for the six months' period and 1380 for the first eight days of October.

The average gross press run of the Evening Free Lance for the six months' period was 1027. For the first eight days of October it was 1380.

The average gross press run of the Morning Daily Advance for the six months' period was less than 700. Average for first eight days of October is unknown to the writer, but at no time approaching the circulation claimed.

The amount of paper used by the Morning Daily Advance during the last eighteen months (to Feb. 1, 1921) would permit an average gross press run of less than 650 copies.

The local advertisers are well acquainted with the facts. To protect national advertisers against false circulation claims, I hereby offer a

REWARD OF $250.00

To anyone furnishing competent proof that any and all statements made above are not substantially correct.

Evening Free Lance

M. F. Hoyle, Publisher

Hollister, California

Digitized by Google

MUST BE SOLD IMMEDIATELY

Complete Newspaper Equipment, Including Twenty-Four Page Goss Press, Installed (New) April, 1916

A modern newspaper press in perfect running order, guaranteed as good as new, must be disposed of immediately to wind up the business of the Albany Argus, Albany, N. Y.

GOSS HIGH SPEED, THREE DECK, THREE ROLL, STRAIGHT LINE PRESS, will print either 4, 6, 8, 10, 12, 16, 20 and 24 pages of seven or eight columns printed matter of thirteen ems pica to each column, six point column rules, length of columns twenty inches including head line, center margins between pages 1¼ inches, two folds will deliver the product one-half page size, counted in lots of fifty, capacity of press at the rate of: A running speed of from 30,000 to 36,000 per hour of either 4, 6, 8, 10 or 12-page papers delivered in one section, book form; A running speed of from 15,000 to 18,000 per hour of either 16, 20 or 24-page papers, delivered in two sections as one product.

This press is completely equipped with a Simplex motor equipment with automatic push button control for slow-motion and for stopping the press at convenient points on the press.

This press includes a complete stereotype equipment as follows: one matrix roller, one single pump metal furnace with rocker casting box, one curved plate shaving machine, one tail cutter with double knives and double straps, one double head steam table with apron and steam generator, one elevating table, sixteen iron top form tables, sixteen chases with dummy columns and lock-up complete; arrangement for printing double page; complete dry mat equipment PURCHASED IN JUNE, *1920* from the Wood Flong Company.

COMPOSING-ROOM EQUIPMENT.

Composing-room equipment of metal furniture (RECENTLY PURCHASED), eight Linotypes and two Intertypes IN PERFECT RUNNING CONDITION.

One Linotype, Model 14 (PURCHASED APRIL, 1920).
Two Linotypes, Model 4 (PURCHASED IN 1917).
Five Linotypes, Model 2.
Two Intertypes, Models A and B (PURCHASED 1915).
One No. 432 Steel Dumping Table with three (3) lights over top (PURCHASED 1920).
One Steel 6-foot Newspaper Make-up Table with Quoin surface, 28" x 72", and dead slug bin (PURCHASED IN 1920).
Two No. 549 Steel Ad Man Cabinets with lights (PURCHASED IN 1920).
One No. 549 Steel Ad Man Cabinet with lights (PURCHASED IN 1917).
One No. 555 Steel Mills Cabinet (PURCHASED IN 1920).

MATRICES.

Two fonts 6 point No. 2 with Italic.
One font 10 point Cheltenham Bold and Italic.
Two fonts 10 point Gothic No. 3 with 11 point Gothic Condensed No. 1.
One font 14 point Cheltenham Bold and Italic.
One font 36 point Gothic Condensed No. 3 with figures.
One font 24 point Cheltenham Bold with figures.
One font 18 point Cheltenham Bold Condensed Italic.
One font 14 point Cheltenham and Cheltenham Condensed.
One font 18 point Century expanded.
One font 18 point Cheltenham Bold.
One font 42 point Gothic No. 14.
One font 10 point Antique No. 3
One font 12 point Gothic No. 1.
Seven fonts 7 point No. 2 with Bold Face No. 1.

Many of these fonts are NEW and HAVE NEVER BEEN USED—others in FIRST CLASS CONDITION.

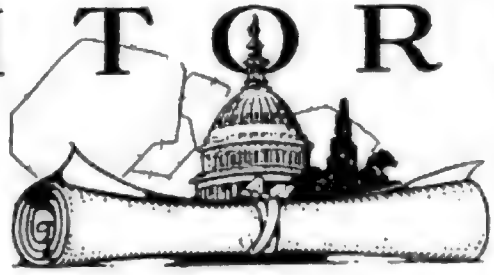
PRICE FOR ENTIRE EQUIPMENT WILL BE FURNISHED UPON REQUEST
WRITE OR WIRE.

THE ARGUS COMPANY,
ALBANY, N. Y.

This equipment must be sold immediately to wind up the affairs of The Albany Argus which has been consolidated with Albany Knickerbocker Press.

Digitized by Google

EDITORIAL



ADVERTISING OSTRICHES

RIDICULOUS is about the only word that covers the cases of local merchants who, in some instances, are withdrawing their advertising from newspapers because the publishers have insisted upon putting their advertising rates on a cost plus basis that will insure them against bankruptcy.

The most notable cases at the present time are in Minneapolis, New Haven, Conn., and Paterson, N. J., and it is to the credit of the local publishers in each city that they are successfully maintaining their courageous stand for adequate compensation and the only people who have suffered to date, it would seem, are the local business houses who have blindly refused to co-operate with their best friends, the newspapers.

In no instance have the newspapers demanded that their actual revenue be increased from each advertiser. What they have demanded is a price per inch for their space that will permit them to meet their own increased costs on per inch production. The advertisers do not need to spend any more money. All they need to do is to trim their announcements to meet their pocketbooks.

The day has passed when the publisher can be made to believe that profits come from an advertising volume, and the greater the volume the cheaper the price; he now knows, generally speaking, that every inch of space in his newspaper costs so much money and he must get that, plus a profit, if he is to render the service that he owes the community.

The history of the business world is filled with stories of business failures brought about by the belief that the owners could get along without advertising and in fact save the money that had been appropriated for that purpose.

If anything further was needed to prove that the action of local merchants in withdrawing their advertising is ridiculous it can be found in the way their loss is being made up by the smaller advertisements of smaller merchants who, recognizing the opportunity to improve their business conditions without fear of being overshadowed by display volume, are crowding their shops.

It would seem that the small specialty advertiser is in almost every instance the key to the situation. His advertising should be well taken care of and he should be encouraged to use larger space.

THE REAL WORTH OF A NEWSPAPER

DID you ever hear of a regular subscriber to a newspaper bringing suit for damages against its publishers for not delivering the paper to him for a number of days? We confess we never did until a few days ago when a suit of this kind was reported from Texas.

It appears that through some fault in the routing of the mail, an out-of-town subscriber failed to receive several issues of the Fort Worth Star-Telegram. The circulation department took up the matter as soon as it was brought to its attention, but before it had been straightened out the subscriber filed a suit for damages amounting to $19.50.

In his complaint he fixed the value of each copy at $1.65 or at the rate of $592.25 a year. He claimed he had suffered great mental anguish through failing to receive the Star-Telegram for fourteen days, and the only thing that would restore his peacefulness of mind would be an award of $19.50 damages.

The publisher naturally regarded $592.25 as a rather high valuation to place upon a year's subscription to the Star-Telegram.

But from whatever angle the subject is viewed the publisher of the Fort Worth Star-Telegram ought to feel highly complimented. While $592.25 seems like an excessive valuation to be placed on the yearly issue of any newspaper by one of its subscribers yet that amount is not at all unusual. A single issue sometimes contains information that is worth many times $592.25 to a manufacturer, a retailer or an inventor, who reads it.

Take a cattle dealer who depends upon a daily newspaper for his quotations, as an illustration. If the paper fails to reach him at a time when there is a sharp advance in the market he stands to lose thousands of dollars because of his ignorance. Had the information come to him through the usual channel he might have cleaned up a fortune.

Settle us, O God of Hosts, to shut out cynicism, to sustain the sanity of faith, to suspicion others seldom and to serve our fellows unselfishly.

Check easy criticism, eager scandal spreading and envious belittlement of others' successes.

Pour through our personalities sympathy to the suffering, suggestions for the struggling, sweetening for the soured and sunshine for the sullen.

Brighten our spirits, O Man of Galilee, that we may be real brothers to the burdened, bewildered and blemished all about us—for man's enrichment—Amen.

—CHRISTIAN F. REISNER.

GETTING DOWN TO EARTH

THE first indication of a back-to-normal movement came this week in the newspaper business when in response to the repeated demands of EDITOR & PUBLISHER, two of the leading manufacturers of newsprint announced reductions of from half a cent to a cent a pound on their prices for the second quarter of 1921.

The International Paper Company and the Canadian Export Paper Company are to be commended for their action in announcing the reduction in contract prices so far in advance of the actual time of putting them into effect. The benefits from this will be far-reaching. It will remove uncertainties that threatened to have kept the publishing business in a turmoil of uncertainty for several months.

It is to be hoped that this is only the beginning of a general reaction that will result in business sanity which certainly had no part last winter in arriving at the decision that 6½ cents a pound was a fair price for newsprint for the first quarter of 1921. No better evidence of this is needed than the International's offer to contract for the balance of the year at $110 a ton.

A price of 5½ cents a pound for the next quarter, quoted by the Canadian Export, is a move in the right direction; the 5.70 quotation of the International is encouraging. EDITOR & PUBLISHER is glad that the light of better business relations between newsprint makers and publishers is beginning to penetrate—everything points to newsprint at a fair price, which must include a profit, before the Fall rush of business.

February 19, 1921 Volume 53, No. 38

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rozalie Armistead Higgins. J. W. Ferguson, General Manager J. B. Keeney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

NEWSPAPER INFLUENCE

THAT the influence of the editorial page upon public opinion is not as great now as it was in the days of Greeley, Raymond, Bowles and the elder Bennett is the belief of many representative journalists. To many newspaper readers this admission comes as a surprise because they had been led to believe, from sermons and lectures to which they had listened, that the newspaper editorial was all powerful.

But while it is undoubtedly true that people are not influenced by editorials to the degree they were in the sixties and seventies it is not true that the newspapers, *per se*, are losing their grip upon the public mind. What they now do is to crystalize public opinion. They present the facts upon an important subject honestly and fairly and leave the reader to draw his own conclusions, and form his own opinions.

This change in editorial influence is due to no loss of editorial ability or of public respect. The newspapers of Greeley's day were violently partisan and the editors themselves were professional political leaders who were expected to tell the people what position to take on all party questions and for whom to vote.

The public of today, better educated and better informed, refuses to be led around by the nose. It is, however, influenced by the newspapers just as much as it ever was, but in a different way. It is not the editorial but the news article that moves to action. It is the story telling of thousands of children starving in the devastated countries of Europe, or emphasizing the need of a new hospital that opens people's pocketbooks. An article enumerating a half dozen or more cases in which the police have been derelict in their duty arouses public indignation and forces the police department to bestir itself and do better work.

The newspapers, except a few blindly partisan ones, now print the news impartially. Democrats and Republicans want to know both sides of a political question. It is no unusual thing, as it was in the old days, for a Republican to vote for a Democrat if he is a better man than the nominee of his own party, or vice versa.

Editorials, however, are still indispensible to a newspaper and probably always will be. Readers want to know the truth of men and measures—the facts, if you please—and are just as keenly alert today as ever for intelligent analysis and interpretation of these basic facts. The whole truth is very likely that the newspaper editorial is today the great teacher—perhaps the greatest educational force at work amongst the people.

THE RETURN OF THE BOOK REVIEW

ONE of the outstanding indications of the striving for better things and a more instructive journalisism by the daily newspapers of America is the wide-spread return of the book-review. This has been especially noticeable during the last year.

There was a time when practically every newspaper of standing in the country carried literary criticism as a feature, but for two very good reasons it ceased to attract interest and was dropped or died a natural and convenient death. The two outstanding causes of the noticeable apathy of the public toward book review departments were, in one class of newspapers, the settled policy of touching only upon works of interest to scholars and the fact that reviewers took themselves too seriously; in another class, of making the review columns a boost department for books advertised. In the last class the solicitor of advertising was sometimes the "reviewer" and the importance of each book was judged entirely by the amount of advertising bought for it. It is a debatable question as to which of the two was most responsible for the decline in public interest.

Not enough worthwhile books have been read in America in recent years but if the revival of the book department in the daily newspaper is accepted, and it certainly should be, as a trend from literary trash to constructive thinking, then the book department is back to stay as one of the most important features of the daily press.

We believe that editors and publishers will profit by the blunders that killed this important educational service a few years ago.

Digitized by Google

PERSONAL

E. H. BAKER, president of the Cleveland Plain Dealer Publishing Company, with Mrs. Baker, is planning to spend some time hunting and fishing in Florida. They will leave in a few days and Mr. Baker expects to return home with some triumphs as a fisherman, as he has been well coached by "Viv" Grey, rod and gun editor of the P. D. "Viv" would rather fish and hunt than eat, and contemplates a three weeks' fishing junket in Florida himself during April.

Col. Henry Watterson, editor emeritus of the Louisville Courier-Journal, who is spending the winter at Galveston, Tex., celebrated his eighty-first birthday February 16. "Marse Henry" has regained his strength following a severe illness several weeks ago and entertained friends from Louisville on his anniversary.

Nathan F. Fabenstock, founder and until recently editor of the Versailles (Ohio) Leader, has become the editor of the Minister Post. He recently sold the Leader to a company which combined it with the Policy, of the same place.

E. E. E. McJimsey, editor of the Springfield (Mo.) Republican, recently candidate for the gubernatorial nomination on the Republican primary ticket, declined an appointment to the Missouri governor's staff.

G. W. C. Perry, editor of the Chillicothe Scioto Gazette and president of the Ohio Associated Ohio Dailies, is being urged by his friends for the position of a member of the state board of administration.

Charles McPherson, editor and proprietor of the Daily Graphic of Portage la Prairie, has been appointed minister of public works for Manitoba. He has been in the legislature eight years, representing the constituency of Lakeside. Mr. McPherson served throughout the war with the Canadian forces, rising to the rank of lieut.-colonel.

Kent Cooper, assistant general manager of the Associated Press, accompanied by Mrs. Cooper, returned February 13 on the S. S. France from a three months' trip to South America, England and France.

THE EDITORIAL ROOMS

Bertram R. Brooker, who for four years has been promotion manager of the Winnipeg Free Press, is leaving on March 1 to become manager of Marketing, an advertising and salesmanship paper published in Toronto. Mr. Brooker has been editor of the Retail Merchants Monthly, recently inaugurated by the Free Press, and also had charge of the motor page. He has had both advertising and editorial experience.

Charles Hanson Towne, former editor of McClure's Magazine, has resigned as copy chief of the Thomas F. Logan, Inc., New York Advertising agency. Frank H. Fayant, vice president of the Logan agency, succeeds him as copy chief.

Leroy G. Ballard, of the Topeka Capital staff, and Miss Alma Walden were married recently.

Joseph P. Connolly, for several years reporter with the Bridgeport (Conn.) Telegram, has entered the advertising department of the Post Publishing Company.

Fred H. Strong, city editor of the St. Paul Daily News, was married on Lincoln's Birthday, the bride being Miss Frances Eggleston of St. Paul.

Henry A. S. Ives, formerly on the Capitol run for the St. Paul Dispatch-Pioneer Press, later secretary of the Minnesota state tax commission and afterward a Republican campaign manager in the Middle West, is writing editorials for the Dispatch-Pioneer Press.

Jay R. Vessels, formerly well known newspaper man of Sioux Falls, S. D., but more recently connected with the St. Paul bureau of the Associated Press, has been transferred to Duluth as correspondent.

H. R. Carpenter is correspondent in charge of the new Associated Press bureau at Pierre, S. D. He got his A. P. training in the St. Paul bureau.

George King, a well-known Philadelphia newspaper man who was formerly connected with the Evening Telegraph and the Evening Public Ledger and until recently with the Matos Advertising Agency, has just joined the local editorial staff of the Inquirer. Another addition to the Inquirer staff is John Kremer, Jr., who served in the Navy throughout the war and was the recipient of special honors for distinguished service in action. At present he is studying at the University of Pennsylvania and working at night on the Inquirer.

Frank W. Bauder, former Philadelphia newspaper man and at one time connected with the office of the British Consul General in the same city, is now associate editor of the United States Review, a commercial publication in Philadelphia.

Robert H. Brugere, for two years correspondent of the Associated Press at Fargo, N. D., and for a time at Duluth, has been transferred to the Northwest bureau of that organization at St. Paul.

James D. Foster, formerly of the Chicago office of the Associated Press, now is filling the day Northwest circuit of the A. P. in the St. Paul bureau.

Herbert A. Hoy, the man who cooked President Woodrow Wilson's Christmas dinner in France in 1918, is now a full fledged newspaper man. Hoy has joined the staff of the Worcester (Mass.) Telegram and is correspondent in Paxton.

Lawrence W. Randall has been appointed correspondent in charge of the Associated Press bureau at Phoenix, Ariz., succeeding H. S. Hunter, who has resigned.

Clifton A. Follansbee is Worcester Telegram staff man at Athol while Edward B. Conroy who has been correspondent at North Brookfield has been transferred to Clinton. Archibald Goldsmith, who covered Clinton, has gone to the Bridgeport (Conn.) Post, and Chester K. Grosvenor, who was also in Clinton for a time, has joined the staff of a Baltimore paper.

Ernest H. Eaton, formerly with the Worcester Evening Post, has succeeded William J. Dooling as Telegram staff man in Fitchburg, and Philip H. Sheridan succeeds George H. Jordan as Grafton correspondent. Mr. Jordan was on the staff of the Telegram for 13 years. L. W. Hubbard replaced Harold C. David in Holden and James F. McNamara fills the vacancy in North Brookfield. James D. Fearin has been transferred to Spencer from Rochdale and his place there is taken by Frederic L. Rushton. A change has also been made at South Barre where Humbert S. Cortellesse replaces Thomas M. Casey. T. E. Henneberry and Frank Teagan are covering West Warren and Warren replacing John Keating, Jr., who formerly covered both towns.

Claude C. Waltermire has been appointed Columbus representative of the Ohio Republican Editorial Association, which serves 200 daily and weekly newspapers throughout Ohio. Mr. Waltermire is well known as a political writer, having served as correspondent at the state house for several years.

Earle F. Yetter has been appointed city editor of the Lackawanna (N. Y.) Daily Journal.

FOLKS WORTH KNOWING

JOSEPH A. HANFF, chairman New York Council American Association of Advertising Agencies and president, Hanff - Metzger, Inc., went into the agency business following a general mercantile experience. He was associated with the Allen Advertising Agency, of which organization he became general manager and vice-president. Then he formed Hanff-Metzger, with George P. Metzger, at that time advertising manager of the Columbia Graphophone Company. Hanff-Metzger, Inc., was organized and incorporated in 1913.

JOSEPH A. HANFF

THE BUSINESS OFFICE

Victor E. Graham, advertising manager of the Magazine of Wall Street, has been given an interest in the business and made vice-president of the Ticker Publishing Company, publisher of the Magazine of Wall Street.

C. S. Kelly, of the Kelly-Smith Company, of New York, has returned from an extended trip through the South.

James L. Ewing, director of advertising of the New Orleans Daily States, will arrive in New York February 20 for a stay of a few days.

G. W. Brunson, Chicago manager of Bryant, Griffith & Brunson, newspaper representatives, is spending the week in New York.

Walter Webb, national advertising manager of the Mobile (Ala.) Register and News-Item, has been spending the past week in New York, and was a guest at the Six Point League luncheon February 14.

Miss N. D. Prendergast, former member of the advertising department of Associated Advertising, has resigned to join the advertising staff of the Sabean Magazine, now located in new quarters at 1440 Broadway, New York.

A. Schaefer has resigned as business and advertising manager of the Newark (N. J.) Ledger. He was formerly business manager of the Peoria (Ill.) Journal and Transcript. On account of the continued illness of his daughter he has found it necessary to return to the Middle West.

Henry Martin, of the advertising staff of the Des Moines Capital, will be married February 26 to Miss Mary Anderson, of Chicago.

C. B. Middleton, formerly with Greig & Ward, Inc., Chicago, has joined the promotion department of the Milwaukee Journal.

E. R. Crowe has left the management of Hearst's Magazine, New York, to become associated with the general management of the International Magazine Company.

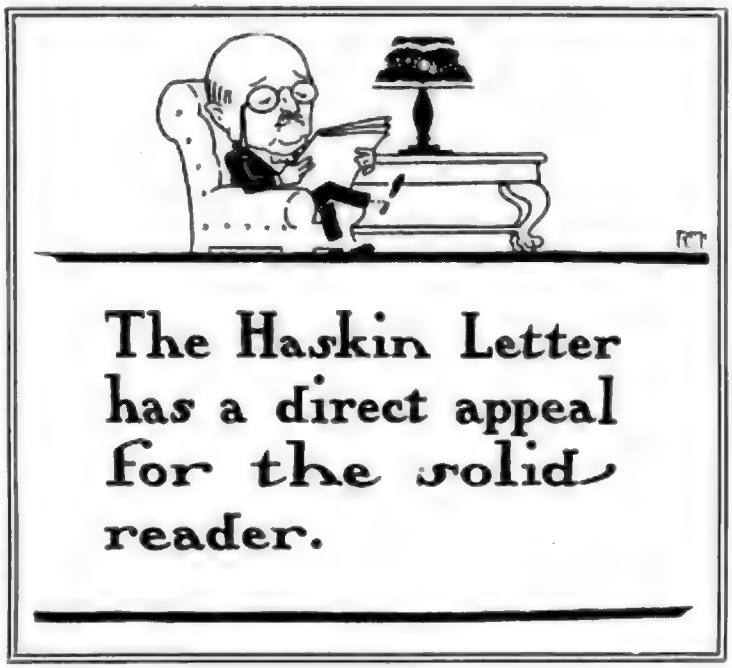
Lawrence A. Weaver, for six years associated with the New York office of the Curtis Publishing Company, representing the Ladies' Home Journal in New York, has become associated with the New York office of Good Housekeeping.

Robert Trinkaus, superintendent of the Buffalo Commercial, has resigned to go West, where he plans to purchase a small community newspaper. He has been succeeded by George Hilbert.

George B. Donnelly, for some time in the advertising department of the Philadelphia Record, is now sales and resident manager of the Automobile Exchange, Philadelphia.

William G. Jones, for several years a member of the advertising staff of the Dallas (Tex.) Dispatch, is now with the Times-Herald of that city.

Edwin M. Neil, formerly advertising manager of the Chemical Color & Oil Daily, New York, and until recently advertising manager of the Amsterdam Development & Sales Co., also of New York, is now associated with the Palm Beach Post, West Palm Beach, Fla.



Digitized by Google

PRINTERS' WAGES RISE IN MANY CITIES

Forty-Four Hour Week Will Become Effective Sporadically Under Scales Negotiated For Next Year

New scales, carrying increases in wages and some of them embodying provision for the 44-hour working week have been arranged by many newspapers in many cities of the United States and Canada during the past six weeks. Those which have been announced by the Typographical Union are:

HASTINGS, Neb.—New scale to run until May 1, $35 per week flat.

CHICKASHA, Okla.—A flat scale of $34, day work; $37 for night.

OIL CITY, Pa.—$39 day work, $42 night work. Contract runs from January 1 to May 1, next. Increase, $6 per week for day work and $9 for night work.

BRIDGEPORT, Neb.—New wage agreement providing for an increase of $10 per week.

MERIDIAN, Miss.—$37.50 for handmen, day, and $40.50 night; machine operators, $40 day, $43 night. Increase, $10 per week. The contract runs to May 1, 1921.

TEXARKANA, Ark.—Increase of $8 a week all around, with time and one-half for overtime.

KEOKUK, Ia.—Newspaper—Foreman and machinist-operators, $36; handmen and operators, $34.

PITTSBURGH, Pa.—Newspaper scale $49, day, and $52, night. Increase of $7 per week.

OSKALOOSA, Ia.—$26 a week for floormen, $29 for machine operators and $32 for foremen, with $2 bonus for all who are receiving over the scale.

NEW YORK, N. Y.—Hebrew-American Union No. 83, an increase of $5 per week. The scale is $60, with a week of 36 hours for day work and twenty-seven hours night work.

WASHINGTON, Pa.—Increase of $4 per week on newspapers and $7 per week in book and job offices, has been signed; $38.50 day, $42 night.

LETHBRIDGE, Alberta.—Flat scale $50 night, $48 day; increase of $8 per week.

PORTSMOUTH, O.—Increase of $5 per week day and $2 night. New scale is $40 day, $43 night.

KIRKSVILLE, Mo.—$25 day and $27 night all around. Increase of $6 for night work and $7 for day work.

CORVALLIS, Ore.—Flat scale of $32 day and $35 night.

GENEVA, N. Y.—Increase of $4 a week; $24 day, $27 night.

CADILLAC, Mich.—$24 per week for day work and $27.36 night.

MORGANTOWN, W. Va.—$40 per week, day, and $42 night.

TAMPA, Fla.—Scale fixed at $44 per week.

TRENTON, N. J.—Newspaper scale—October 8, 1920, to January 1, 1921: $49 night, $46 day; January 1, to September 1, 1921: $51 night, $48 day. Increase since last October, $4.80 per week; in last three years $20.50.

HARRISBURG, Pa.—$38 for hand and floor men and $40 for operators for day work on newspapers, and $40 and $43 for night work. Increase of $18 per week.

CEDAR RAPIDS, Ia.—All journeymen, $40 for day work and $43.50 night, with machinist-operators receiving $2 per week additional, making a basic scale jump in four years from $22 to $40.

WINSTON-SALEM, N. C.—Newspapers have agreed to sign a $42-$45 scale. Increase over last year of $5 day and $6 night.

KENOSHA, Wis.—Flat scale of $40 for day work and $45.72 for night work; eight-hour day and seven-hour night. Increase $5 per week, day, and $10 night.

WINDSOR, Ont.—Newspapers: Until May 1, $46-$48; until September 1, $47-$49; eight hours day, seven and one-half hours night.

WOONSOCKET, R. I.—Newspaper work is $32 per week, day, and $35 night. Increase of $7 per week.

PORT ARTHUR, Ont.—Increase of $8 all around.

CLEARFIELD, Pa.—Increase of $5 a week. Wage will be $35 a week.

GARY, Ind.—$48 day, $51 night. Increase, $6.

HIBBING-VIRGINIA, Minn.—$48 per week day and $51 for night work. Increase $3 per week.

BLUEFIELD, W. Va.—Flat scale of $34 day and $35 night. Increase of $9 and $10 per week.

GLENS FALLS, N. Y.—Flat scale of $33 day and $36 night. Increase $6 per week.

BELLEVILLE, Ill.—Scale for 1921 was fixed at $40.80 per week, day, and $43.20 for night.

NORTH YAKIMA, Wash.—Day, $45; night, $48. Increase $1.20 per week for night newspaper work and $3 per week in the job plants.

KINGSTON, N. Y.—A flat scale provides for $25 per week day work and $27 night. Increase of $3.

OSSINING, N. Y.—Increase of $4 per week for night work and $6 for day work, making the wage $38 flat.

WINNIPEG, Man.—Newspapers have increased wages $5 a week, in accordance with a provision in the contract that the scale should be adjusted in ratio to the fluctuation of figures in the family budget as compiled by the provincial government for each six-month period.

GREENSBORO, N. C.—New scale carrying $45 per week on morning papers, $40 per week on afternoon papers, and $40 per week in the book and job offices, with price and one-half for all overtime.

BARRE, Vt.—A new scale has been signed, newspaper machine operators being increased from $20 per week to $32 and handmen from $18 to $30.

HARTFORD, Conn.—Day: Hand and floor men, $43 day, $49 night; machine operators, $50 day, $56 night. Seven hours, day or night.

MARION, O.—$40 day, $44 night. This is an increase of $14 per week.

DUBUQUE, Ia.—$35 day, and $38 night; an increase of $2.

PAINESVILLE, O.—$36 and $39 on newspapers.

PALO ALTO, Cal.—A flat scale signed to run until May 1 provides for $46 for day work and $49 for machine operators. Increase, $3 per week.

GLOVERSVILLE (Fulton County), N. Y.—$32 for day work and $34 night. Increase of $4 a week.

EDWARDSVILLE, Ill.—Increase of $1.50 per week.

JACKSONVILLE, Ill.—Increase of $5 a week. The scale is $38 day, $41 night.

MINOT, N. D.—The new flat scale is $40 day, $45 night; increase of $5 a week.

KEATS SPEED GOES TO TELEGRAM

Charles M. Lincoln to Devote Entire Time to Herald News Direction

Keats Speed, for a number of years managing editor of the New York Sun and later the New York Herald, will be made news director of the New York Evening Telegram on March 1, according to Park Row rumors, and Charles M. Lincoln, late of the New York World, who joined the Frank A. Munsey forces about the first of the year will take active charge of the news direction of the Herald at the same time.

Efforts to verify this rumor today were unavailing. Mr. Lincoln was listed as publisher of the New York Herald and the New York Sun in data furnished to the EDITOR & PUBLISHER International Year Book on January 22.

Newspapers Should Carry

More National Advertising for the Good of the Merchants in Their Own Localities

Vast potential power lies in the tremendous sums of money spent for advertising in publications of Nation-wide circulation. It takes but a turn of the switch to convert this potential power into an active agent which will benefit **Newspaper, Merchant** and **Manufacturer** alike.

H. S. Baker, Advertising Manager of Chamberlin Johnson DuBose Company of Atlanta, Georgia, tells how you may help turn the switch in a brochure entitled

NATIONAL ADVERTISING AND RETAIL SELLING

Pin a Dollar to Your Letter Head and Send for a Copy

Send it today to

H. S. BAKER

c/o Chamberlin Johnson DuBose Company

91 Whitehall Street - - - ATLANTA, GA.

On the Basis of Facts

The life of our country is built around its Public Utilities. Our social, industrial and Government activities could not exist today without the continued operation of their indispensable services.

That such services may be extended and developed to be of the greatest use to the greatest number, the Federal Government and practically all the states have appointed Public Service Commissioners as permanent tribunals to regulate public utilities with fairness to all concerned.

Facts as to the past and studies as to the future, the Bell Companies find are essential to the proper management and development of their business. This information is open to study by these Commissioners and through them by the public generally.

The solution of the problem of building up and maintaining the public utilities, which is of the greatest importance to the people of this country, is assured whenever all the facts are known and given their due weight.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*

And all directed toward Better Service

Digitized by Google

"BUY NOW," IS AGENCY MESSAGE TO PUBLIC

Western Council of A. A. A. A. Hears that Conditions Are Improving—Armstrong Tells of Relations with Press

(*Special to* EDITOR & PUBLISHER)

CHICAGO.—Optimism was the predominant note in all discussions of the Western Council of the American Association of Advertising Agencies, which met here Tuesday with Collin Armstrong, chairman of the Newspaper Committee of the association, and James O'Shaughnessy, executive secretary, as special guests. The council has jurisdiction over the territory from Pittsburgh to the Pacific Coast, and from many cities came members with encouraging reports on the business outlook.

Mr. O'Shaughnessy, just back from a trip through the South, told the council conditions down there were "not so bad." Most of the discontent, he said, probably was caused by those unwilling to take their share of inventory losses. Referring to prospects for getting a great American merchant marine on a substantial peace-time basis, Mr. O'Shaughnessy said a start toward that end was at hand. He urged everybody to talk optimism. The public should buy now, he said, in order to keep prices low. Declaring that business generally was too timid and slow, he suggested that the advertising agencies should act as a dynamic force back of business.

Mr. Armstrong spoke particularly of the success met with by his committee in its work of bringing about co-operation between newspapers and advertising agencies and keeping the newspapers informed of what the agencies are doing. He outlined the birth of the American Association of Advertising Agencies and referred with enthusiasm to the remarkable spirit of co-operation built up since that time.

The council was much interested in Mr. Armstrong's account of the effective efforts his committee is making to bring about standardization of prices, the use of standard rate cards and the elimination of unfair competition which for many years handicapped the newspapers. He deprecated the efforts of some buyers to get old rates after a newspaper had fixed new rates, saying the agencies should seek a one-price standard thoroughly fixed, in fairness both to newspapers and to advertisers. Mr. Armstrong has given considerable time to traveling over the country, attending meetings of newspaper associations and informing publishers of the efforts of the A. A. A. A. to further the recognition of ethical practices.

W. D. McJunkin, chairman of the outdoor advertising committee of the council, made a report on outdoor display. Jesse F. Matteson, chairman of the association, made a brief talk on internal questions and matters of special interest to the agencies.

Herman O'Groth, chairman of the Western Council, spoke of the unemployment situation and its bearing upon the movement to bring back sane buying. He said if everyone would do his share of sensible buying just now it would aid the manufacturers and go a long way toward stabilizing business conditions generally.

Establishes Western Office

O'Mara & Ormsbee, publishers' representatives, have established an office in San Francisco, in charge of C. E. Greenfield, who has been connected with that organization for some time.

NOTES OF THE AD AGENTS

The Addison Advertising Agency, Chicago, is the new name of the Greig Advertising Agency.

Henry C. Garneau has been made vice-president of the Fisher-Brown Advertising Agency, St. Louis. He formerly was treasurer and advertising manager of the William J. Lemp Brewing Co. He is a graduate of Yale (1895) and St. Louis University. He is a former President of the St. Louis Board of Education.

Everett G. Whitmyre has been appointed head of the retail advertising department of the Campbell-Ewald Advertising Agency, Detroit. Mr. Whitmyre has had 10 years' experience in retail advertising.

Harry Burdick has resigned from the staff of Vanderhoof & Co., Chicago, to become vice-president of the Hoops Advertising Company, in that city. He formerly was associated with Henri, Hurst & McDonald.

William H. Bond has resigned as advertising and merchandising manager of H. R. Mallinson & Co., New York, and will join the O'Connor-Fyffe Advertising Agency. He will handle the Mallinson account for this agency.

John J. Hagan, formerly with Berrien-Durstine, Inc., has been made auditor of Thomas F. Logan, Inc.

The Ross-Gould Company has opened two branch offices in New York and Cleveland. Fay O. Dice has charge of the former and J. W. Chennell, the latter. Both are from the home office in St. Louis.

Herb A. Knight, who for some time has been in the service department of the J. M. Bundscho, Inc., advertising typographer, Chicago, has been made chief of service.

L. Grant Hamilton has just joined the staff of the Akron Advertising Agency, of Akron, Ohio. Since the war he has been in active charge of the advertising of the Federal Motor Truck Company, of Detroit.

J. A. Taylor, for several years advertising and sales manager of the W. S. Quinby Company, Boston, has joined Ruthrauff & Ryan, Inc., New York, in an executive capacity.

The Chappelow Advertising Company, St. Louis, has leased 10,000 square feet of floor space at 1701 Washington avenue, for a term of ten years. The new quarters will be in readiness by the latter part of next month.

CALEXICO

on the border between Mexicali, Mexico, and U. S. It is the gateway to 180,000 acres in Imperial Valley in Mexico as well as having tributary a large section in the U. S.
The combined population of Calexico and Mexicali is over 20,000. Imports of $12,914,000 greater than all southern California ports combined. Leads entire Valley in bank resources and volume of business. Its only newspaper is the

CHRONICLE

evening daily with Associated Press and N. E. A. service, is a cash-in-advance paper and completely covers the richest field in Imperial Valley.

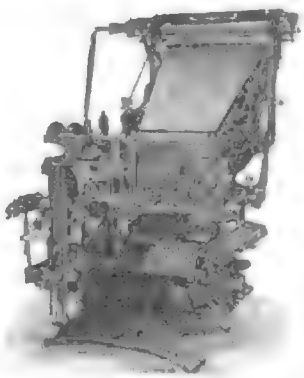
INTERTYPE

"THE BETTER MACHINE"

Critical Publishers and Printers

approach the matter of installing line casting composing machine equipment with a very prominent "SHOW ME"

Intertype Engineers and designers anticipated this—with the result that we are installing Intertypes in busy composing rooms where they must and do make good.



Let us demonstrate the high quality of Intertype construction. Intertypes will produce any typographical conception, economically, without limit. Just write and ask for working demonstration.

BUILDERS OF "THE BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch, Rand-McNally Building, Chicago, Ill. Southern Branch, 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch, 86 Third Street, San Francisco, Cal.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

LACK OF KNOWN SELLING AGENCIES SHOWN BY RECENT SURVEY

RESULTS from a recent survey made under the supervision of Charlie Miller, president of the National Association of Newspaper Executives, among fifty papers scattered over the country show the great weakness of so-called "national" advertising.

This is the first of a series of such investigations which are to be conducted by the newspaper department.

Fifty newspapers were asked the question: "Does the Kahn Tailoring Company have a branch or a selling representative in your city?"

Thirty-seven newspapers wrote back that there was positively no Kahn Tailor Company's branch in their particular cities.

Seven wrote back that there was.

Six did not answer the questionnaire.

The remarkable thing is that the New York World and the Decatur (Ill.) Review said that there was a Kahn branch, while the New York Herald and Decatur (Ill.) Herald said that there was not a branch. It will have to be admitted that if the advertising department of a daily newspaper does not know of the existence of a business representative of such a national advertiser as the Kahn Tailoring Company that not more than one man in ten thousand of the prospective customers will know of the existence of the branch.

When such newspapers as printed below are not aware of any connection of the Kahn Tailoring Company in these large cities, there must be something wrong with their method of distribution and advertising.

Daily newspaper advertising in those cities where the Kahn Tailoring Company has selling representatives would mean actual sales. As it is now, about all their advertising is doing is to create possibly a familiarity with the name and a little dealer prestige.

There may be some justification in an automobile manufacturer using large national publications in order to get to the dealers, but with a product that can be sold to every man in the country and with such a limited selling representation over the country it seems logical that the Kahn Tailoring Company would get much further if they concentrate their advertising in dominant newspapers.

Of course, it can be taken for granted that there are Kahn Tailoring dealers in many of the cities where the newspapers listed them as having no representation. The point is, that whatever representation they have is now known, and that the Kahn Tailoring Company's advertising in the magazines is therefore, wasted as far as actually creating any real sales.

Jason Rogers of the New York Globe has been spending his money in trade paper space for years preaching the fallacy of not tying advertising with the retail stores.

One of the primary lessons in the first grade advertising book is: "Make every advertisement tell what it is and where you can get it."

Here is the list of the newspapers who answered the questionnaire:

No

Washington Times
Miami Herald
San Francisco Bulletin
San Diego Union Tribune
Augusta Herald
Sacramento Bee
Los Angeles Evening Herald
Denver Times
Atlanta Constitution
Bridgeport Post
Jacksonville Times
New York Herald
Rockford (Ill.) Register-Gazette
Norwich Bulletin
Chicago Daily News
Aurora Beacon News
Chicago American
New York Globe
Albany Knickerbocker Press
Chicago Tribune
Hartford Courant
Evanston (Ill.) News
Washington Herald
Akron (Ohio) Press
Stamford (Conn.) Advocate
New Haven Journal-Courier
Wilmington (Del.) Every Evening
Washington Star
Glens Falls Post-Star
Decatur (Ill.) Herald
New Haven Register
Augusta-Chronicle
Washington Post
Jamestown (N. Y.) Journal
Springfield-Illinois State Register
Macon (Ga.) News

Yes

Birmingham Age-Herald
Evansville (Ind.) Journal
Peoria Journal
Binghamton Press
New York World
Crawfordsville Journal
Decatur (Ill.) Review

NEW ORLEANS TIMES-PICAYUNE HAS DEALER PAPER

A LARGE number of retail publications were not entered in the contest of the National Association of Newspaper Executives. Every day or so a new one bobs up at the office of the association in Indianapolis in an anxious letter from the editor of the publication asking why in the world his particular organ was not given consideration. Only those publications which were entered in the contest by the newspapers were given consideration.

Edwin Kemp, editor of the Store, published monthly by the Merchandising Bureau of the New Orleans Times-Picayune, is the latest.

"Do they read it? Well, you just ought to hear the way one of them kicks when he misses his copy," writes Mr. Kemp.

"We try to hit the dealers with news about themselves first, print their pictures and stories of people they know, before we start off on news of our advertisers.

"The Times-Picayune has published the Store since last June, but at rather irregular intervals. From now on it will be a monthly. The press-run of this issue was 16,800. Its editor was drafted from the Times-Picayune's copy desk to get out the little sheet."

A STUDY IN ADVERTISING RATES

Paper.	Present Circulation.	Present Dept. Store Rate	Rate Jan. 1	Date and Amount of Raise Before This.
WASHINGTON TIMES.				
Daily	50,037	10c line	Same	Oct. 1, 1920.
Sunday	43,168	8½c	.....	
SIOUX CITY ARGUS LEADER	17,000	60c inch	70c	Sept. 1, 1920, 10c inch, flat.
MILWAUKEE JOURNAL.				
Daily	107,564	14c line		Feb. 1, 1920, 1c a line.
Sunday	95,074			
CHICAGO TRIBUNE				
Daily	453,884	50c line	Same	July 5, 1920, 10c.
Sunday	734,234	60c	.....	10c.
BALTIMORE NEWS	105,000	11c	13c	July 1, 1920, raised from 10 to 13c.
WILMINGTON EVERY EVENING	14,000	4c line	Same	May 1, raised to 4c.
DENVER POST				
Daily	124,034	20c	Same	May 1, 1920, raised 5c a line.
Week day	117,518			
Sunday	157,919			
OKLAHOMA CITY, OKLAHOMA				
Daily	56,000	1.50 inch	Same	June 15, 1920.
Sunday	66,000	1.80 inch	.....	
WORCESTER, MASS., POST	23,800	7c	7c	Sept. 1, 1920, from 5½ to 7c
CINCINNATI TIMES-STAR	148,046	18c		July 1, 1920, from 15c to 18c.
LITTLE ROCK ARK, DEMOCRAT	22,000	5c		Sept. 1, 1920.
JACKSON, MISS., DAILY TIMES	5,006	3c	3c	Jan. 1, 1920, to 5c.
DES MOINES TRIBUNE & REGISTER				
Sunday	85,000	11c line	Same	Jan. 1, 1920.
Morning	62,000	8½c	.....	
Evening	48,000	7½c	.....	
NEW ORLEANS ITEM		8c	9c	April 1, 1920.
Daily	65,000	10c	11c	
Sunday	85,000			
PHILADELPHIA RECORD				
Daily	110,000	19c line	Same	
Sunday	120,000			
GRAND RAPIDS PRESS	80,384	1.25 inch	1.40	May 1, 1920, 1.09.
NASHVILLE, TENN., BANNER PUB. CO.				
Daily	42,500	1.10 inch	Same	July 20, 2c line.
Sunday	4,500	1.20	.....	
BRIDGEPORT, CONN., TELEGRAM POST				
Daily	53,145	10c line	12c	Sept. 1, from 9c to 10c.
Sunday	20,226			

THE Newspaper Department knows of an advertising manager who has made a remarkable success in a smaller Pennsylvania city. He is looking for a larger opportunity as a Business Manager.

NATIONAL ADVERTISER CO-OPERATION

THE National Association of Newspaper Executives will be able to give the Association of National Advertisers considerable co-operation. This has been offered to Mont H. Wright, the recently elected president of the organization.

One of the officers of the newspaper association has called the attention of the A. N. A. to an incident in which dealer co-operation was made a hundred fold by switching part of the Ever-Sharp pencil's account into the newspapers. He says:

"When the Ever-Sharp pencil account was held almost exclusively to the national publications the newspapers were unable to get but very little local copy from dealers on these pencils. But this year, with Ever-Sharp pencils using more newspaper copy, there is considerable more tie-up of local copy being run from the dealers in newspapers over the country.

"Newspaper advertising managers can increase their national lineage by working in close co-operation with the agencies handling the accounts and the advertisers themselves. This does not mean the selling of actual merchandise, but it does mean the securing of space from local retailers advertising the product.

"Once a retailer has paid some of his own good money to publish a product like Ever-Sharp pencils, or has been induced by the newspapermen to put them in his window, the pencil is in the store to stay and will become a good seller."

TO TAKE UP AT ATLANTA CONVENTION

A STRONG letter on agency contracts has been written by M. E. Foster, publisher of the Houston Chronicle, and chairman of the Committee on Agency Relations of the National Association of Newspaper Executives, saying:

"No publisher should accept a contract from Scott & Bowne which gives them agency commission in the first place. And it is ridiculous to think of allowing them to include a guarantee of editorial endorsement with their contract. Nor should anyone accept a contract from the Sehl Agency for Calumet. I thank you very much for calling this to my attention and we will take it up at the next annual meeting of the Newspaper Department of the A. A. C. W. I do not thing there is anything we could do as a committee, except to submit it to the convention. It should be announced, however, and I am quite sure contracts of that kind will not be accepted by any sound-thinking newspaper."

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

BENEFITS OF AN ASSOCIATION

By F. S. Hoy, Lewiston (Me.) Journal

TO get down to the brass tacks of this topic and show definitely what a membership in the New England Association of Circulation Managers has meant to our paper, I will first enumerate some of the most important changes which have been made during the last few years.

First. The circulation of the paper has steadily increased from a net press run average of 6,300 in 1914 to a net paid of 10,078 for the period ending September 30, 1920, our latest audit bureau statement.

Second. All subscriptions were changed from a credit to a paid-in-advance basis.

Third. Mail and carrier subscription rates have been twice increased.

Fourth. The selling price has been increased from 2 cents to 3 cents per copy.

Fifth. Have eliminated return privilege

Sixth. Have cut white paper waste to a minimum so that during the past year we have bought white news at from 8 cents to 12 cents a pound to supply our reporters and for office needs.

Seventh. Have greatly increased outside circulation by auto delivery routes and early morning carrier service.

Eighth. Have changed from the old expensive galley proof mail list method to the addressograph strip lister system.

Ninth. Have had very good success with newsboys, have established a News Boys Weekly Bulletin, and brought home from the Hartford meeting the nucleus of a team-captain idea which has resulted in a greatly improved carrier delivery service and the biggest increase in weekly subscriptions which the Sun has ever had in such a short time.

For instance, when we were considering changing from the galley proof method because of an acute labor shortage in our composing room the unsatisfactory experience of circulation managers who had used the different kinds of paper stencils kept us away from that expensive experiment and lead us to the addressograph and metal plates.

My membership and the membership of the circulation manager from our competing paper in the N. E. A. C. M. lead us to get together on the paid-in-advance, no return, and increase in rate problems so that when the War Industries Board came along with rulings on these points, our publishers already had them in effect.

The seed for the team-captain idea was planned in my mind at our latest meeting in Hartford. It also illustrates how the fact that the size of your paper does not limit the benefits which you can obtain because this idea came to me from a discussion of the district-manager-graduate-carrier idea which Mr. Wheeler of the Hartford Times has developed and which he explained at our last meeting.

At the time of our Hartford meeting the Sun had been having more than ordinary trouble from carrier boys, poor delivery service. Then too, we had lost a few hundred weekly subscriptions in the city when we changed from 2 cents to 3 cents and these subscriptions seemed to be coming back very slowly. We were not getting even our natural growth.

Upon returning to the office I immediately tackled this problem and put in a young college man as superintendent of carriers. He had had experience delivering papers in Worcester where he had also worked in the circulation department of the Worcester Post. The plan was for him to devote his entire time while on duty to the newsboys, showing them where new subscribers lived, straightening out complaints or helping them with their collections.

Then the idea came of starting up rivalry, getting interest among the boys. Boys like a good game, why not make a game of their newspaper work.

To have a game, you must have teams; teams mean leaders and team leaders are usually captains. That's just what we would do, we would divide our boys into three teams, as near an equal number on a team as possible.

Right away we put the college fellow in charge of Team 1, and then selected two of the best former (Wheeler would call them graduate) Sun carriers we could get and put them in charge of Teams 2 and 3.

Then we set a time for a conference of the business manager, manager of city circulation, head mail clerk, team captains and myself every Saturday forenoon.

We explained the idea to all concerned, offered small prizes in money to the team captains for the best increases in weekly subscribers. We also offered a suit of clothes for the carrier making the best individual gain on all teams and also three prizes for the best individual increases on each team, ten prizes in all, amounting to about $75, the contest to end and the prize winners were announced at the annual Sun newsboys banquet, January 8, 1921.

Next we had a rally of all newsboys in the mail room, assigned them to their teams, introduced their team captains, announced the prizes, stuffed them all with ice cream and fancy cookies and started them out. Ran a little publicity in the paper, kept the News Boys Bulletin sizzling each week with contest news and held similar rallies every two weeks. We saw to it that those carriers who had perfect records, that is no delivery complaints from one rally to another, were called to the front and given an extra dish of ice-cream.

At one of the rallies newsboy letters (an N. E. A. C. M. idea) were read to the newsboys and the entire plan explained, how a letter was to be attached in the upper left hand corner of a Sun every day for a week and they were to be given so many copies to be delivered at houses on their route where the Sun was not taken and call on Saturday forenoon for the subscription order.

The team captains were of course working with their boys all of the time. One of the captains proved himself a real find. He more than won the loyalty of his team. He gave a radium faced Ingersoll of his own accord to the high carrier on his team and in the midst of the contest he persuaded his mother to give a supper to all of his boys. The contest was close but there was no stopping that lunch and they gained 179 weeklies and won first prize for team gain. The other teams gained 154 and 76 making a total gain of 409 in five weeks."

IT'S THIS WAY ABOUT

ILLINOIS

Geographically Illinois is Central. Farmers, stock raisers, merchants from the west go to Illinois, not only to sell, but to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

Everything tends to making Illinois a great commercial state, as well as the meeting ground of people from all parts of the United States.

As a tryout territory Illinois is second to none. The daily newspapers are able and willing to co-operate in opening new sales territory.

This group of Illinois daily newspapers can do wonderful work for you.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.

†Publishers' Statement.

*A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

SUNDAY PAPERS WASTE, WEINTHAL FINDS

African Editor Tells His Readers Big U. S. Dailies Lag Behind British in News Service — Praises Printing Facilities

American newspapers are discussed frankly and without flattery in the account of Leo Weinthal's recent visit to New York, written by himself for his paper, the African World. Under the heading, "The American Press," Mr. Weinthal sets forth the following impressions of metropolitan journalism in the issue of January 22:

"Their great newspapers I found (with few exceptions) a long way behind the British press in organization, style and newsy character. The leading journals in New York apparently are forced to cater for the narrow-minded outlook of the greater majority of their cosmopolitan readers.

"International news is quite of secondary importance. Mr. Lincoln, the distinguished managing editor of the New York Herald of the Munsey press group, told me frankly one afternoon that Africa did not interest their readers, except on very rare occasions and in the briefest form only. Alas! gone are the days of James Gordon Bennett, who financed Henry Stanley on the greatest quest ever initiated to Central Africa. What a task it will be to reawaken the interest in African affairs—and I think it can be done.

"The Sunday editions of the great papers are an exemplary object lesson of how masses of waste paper can be sold to the public at a profit. Compare any of these New York Sunday journals—bulky beyond all reason in their full editions—with such dignified and wonderfully informative British Sunday publications as our London Observer and Sunday Times! Not for a moment can there be a comparison, either in literary merit or international news service, and week after week one was sorely disappointed on this subject.

"Yet, to be fair, it must be stated that the wonderful photographic process supplements present unique features and there are great journals which present many attractive literary features.

"This somewhat general criticism is not meant to assert that the United States press does not contain many fine publications with transcendent features of public and artistic interest, such as technical journals and wonderful magazines: but I have referred mostly to the daily and Sunday journals, which I carefully compared during the five weeks I spent in the United States.

"In conclusion it may be said that, whilst America cannot boast of having even one great national newspaper on the lines of the Times or the Daily Telegraph in London, the American press must, for mechanical production and almost phenomenal record in speedy work in color and pictorial printing on the biggest scale, be admitted to be far ahead of Europe as far as these departments are concerned."

MERGER IN SARATOGA SPRINGS

Saratogian Remains After Purchase of Daily News, Which Is Suspended

(*By Telegraph to* Editor & Publisher.)

Saratoga Springs, N. Y., Feb. 15.—The Saratoga Daily News and the Ballston Spa Daily News have been purchased by John K. Walbridge, publisher of the Daily Saratogian, and merged into the Daily Saratogian, the latter continuing as an afternoon paper, now in its sixty-eighth year. None of the staff of the News has been retained and the personnel of the Saratogian remains unchanged.

John P. Donlon and Allen Eddy of New York, who bought the Saratoga Sun a few weeks ago and changed the name to the News, which was published only a week before it was sold, have returned to newspaper work in New York and Syracuse. The Ballston Spa News was identical with the Saratoga News, differing only in name and being published at the same plant. The Saratogian is now the only newspaper published at Saratoga Springs.

Northwest News Bureau Expands

St. Paul.—The Northwest News Bureau, news gathering organization financed by the Minneapolis and St. Paul members of the Associated Press, has extended its activities to the University of Minnesota. W. F. Keefe, formerly of the state capitol run, is handling the new assignment. The Northwest News Bureau is supervised by the Associated Press and is under direction of M. M. Oppegard, correspondent at St. Paul, where the bureau has its headquarters. Other assignments of the News Bureau include J. C. Hammond at Bismarck, N. D., for the legislative session.

Birthdays in Western New York

Buffalo.—The Fredonia (N. Y.) Censor observed its 100th anniversary January 10. The paper is owned by Frederick C. Bickers. The Buffalo Express observed its 75th anniversary on January 14.

INTERVIEWING ADVENTURES

(*Continued from page* 16)

to newspaper men. I was standing alongside his desk getting something from him one day when Vanderbilt entered through a door in the rear of the big office. I remarked to Depew, "Why, here's Mr. Vanderbilt. I guess I'll get him to talk," and I started for the millionaire railroad man.

Depew rose from his swivel chair and placing a restraining hand across my chest, said:

"Your guess is wrong. I do all the talking for the family. Goodby."

I had a strange experience with poor Joseph McCullagh of the St. Louis Globe Democrat. He "invited" the interview, I had been told. I saw him in his den in St. Louis, exchanges two feet high all around the floor. He was in a swivel chair, at a cluttered-up roll-top desk. He was affable for ten minutes. Then he grabbed a 20-page paper, opened it, turned his back on me and buried his nose in the news. My visit ended. He promised to mail me to New York that first interview. He did. It was with Lincoln.

In my experiences I found that after you get in the presence of a "big" man he will "open up," while the fellow who is just an ordinary cuss will "stall" and try to impress upon you that he is doing your paper a favor by permitting his views to be given publicity. But it's hell sometimes to get through the big fellow's army of office boys and secretaries.

In short interviews I always asked the person seen if he would please write his statement. If the interview would keep a few days I would write it and then submit it to the man interviewed. That prevented "denials" if the story should look "bad" in cold type.

Farm *and* Factory Values

of Wisconsin's industrial efforts mount yearly to above One and One-Half Billion Dollars from agriculture, livestock and manufacturing.

Too many think of Wisconsin as an agricultural state without seeing the market here for goods used by factories, offices and city dwellers.

The eighteen cities having 10,000 or more population, manufactured goods to the value of upwards of $400,000,000, by the last authorized annual figures.

Wisconsin is an active market and can be reached economically only by these daily newspapers.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,915	.035
Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegram	(M&S)	7,927	.035
*Fond du Lac Reporter	(E)	5,325	.03
Green Bay Press-Gazette	(E)	9,716	.04
Kenosha News	(E)	5,262	.025
La Crosse Tribune and Leader-Press	(E&S)	12,085	.05
Madison (Wis.) State Journal	(E&S)	13,371	.05
Milwaukee Journal	(E)	107,564	.20
Milwaukee Journal	(S)	95,074	.20
Milwaukee Sentinel	(M&E)	82,927	.14
Milwaukee Sentinel	(S)	74,606	.14
Racine Journal-News	(E)	8,092	.045
Superior Telegram	(E)	18,091	.05
‡Superior (Wis.) Sunday Times	(S)	10,000	.035

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

FACTS GET RESULTS IN CLASSIFIED

MARKET analysis is a thing that is greatly discussed, and as sales competition becomes keener, we hear more about it. Newspapers vie with one another in an effort to present market facts to national advertisers, maintaining well organized departments for that purpose.

The modern retailer before entering business makes exhaustive investigations, scientifically deciding upon a location and sales methods. Today the manufacturer's product is determined by market surveys. He does not guess—he knows the type of people who will buy his merchandise—he knows why they buy—the appeal that reaches them. He has facts on which to base his sales policy.

A modern sales analysis shows among other things:

1—Size of possible market;
2—Character of market;
3—Competition in market;
4—Buying motives of market, etc.

Could not the principle of the market analysis be applied to a greater extent than it is in the development of classified advertising?

In one city a classified advertising manager recently decided that the automobile owners of his city did not use want-ads enough in disposing of their machines. He therefore, without any investigation, decided to mail to each of the 70,000 motor car owners a letter advising them to use the classified columns of his paper to sell their cars. The cost of the campaign would have been over $3,000. This cost alone prevented this mailing, which would probably have failed to produce profitable results.

Recently the classified manager of another metropolitan newspaper, in order to dig out some facts on which to build a sales policy, made an interesting analysis. The city in which this survey was made contains two developed classified mediums. He started by clipping all the classified advertisements, with the exception of rooms and help wanted, as they appeared in these two papers for a period of time, and pasted them on 3 x 5 cards. These were then made the basis of all calculations.

It was discovered that the advertisers classified into three distinct groups, namely, transient, regular and contract. The number of purely transient advertisers was five times that of either the regular or contract, which were about equal in number, with a slight advantage to the contract.

One of the significant features of the survey was that only 5 per cent of the transient advertisers were duplicated in the two papers. More of the regulars, 8 per cent, went in both papers, while 40 per cent of the contract advertisers used the two publications. This one fact was, no doubt, worth the entire cost of the analysis as it clearly pointed out to the classified manager that no matter how much classified business he had, forty-seven and a half per cent of the transient advertisers did not use his medium, and that one of his sales problems was to get them.

Another fact developed by this investigation was that the number of insertions per advertisement increased as the advertisers became more familiar with advertising. The transient advertiser using paper "A" exclusively puts his advertisement in for 1.56 times. If he uses both papers, he buys an average of 1.78 insertions. The regular advertiser, being better acquainted with the fundamentals, uses 2.07 insertions if he uses one paper, and runs his copy for 2.09 days in each paper when he has advanced to the use of two publications.

The relation of distribution of circulation to classified advertising was greatly emphasized by analyzing the geographical source of the exclusive transient advertisers in each paper. The city was divided into numerous residential districts of different characteristics. The number of exclusive transient advertisers living in each district was determined. This tabulation of these figures, when compared with the circulation statistics, proved that each paper dominated in number of exclusive advertisers in those districts in which it had the largest circulation.

Then one hundred of the exclusive advertisers of each paper were interviewed—first to determine their reading habits, and second their buying habits. In the matter of reading habit it was shown that about 80 of the 200 exclusive advertisers read only the paper in which they advertised, while 97 read both papers, and 23 read neither paper.

Probably of greater value than anything else in this analysis was the determination of the motives that cause people to select a particular medium. The two hundred interviewed gave reasons as follows:

Once advertised with good results	37
Advertised on friend's advice	12
Believed medium used was best	38
Believed paper used had largest circulation	18
Medium used only one known	26
Wanted to reach a particular class of people	8
Preferred a morning, Sunday or evening paper	37
Miscellaneous, unimportant reasons	24

The first three of these reasons are related to results—37 actual results, 12 results secured by friends, and 38 an impression of results. This is a total of 87 influenced by the actual or reputed pulling power of the papers.

The fact that less than 10 per cent were influenced by circulation would indicate that selling campaigns built on number of readers were making an appeal that influenced a comparatively few people. While the display advertiser, particularly those desiring general publicity, value quantity of circulation, the classified advertisers, demanding a comparatively limited number of replies but immediate, definite ones, largely disregards number of readers.

Many newspapers talk about class circulation, and some use that as a successful sales argument, yet these figures tend to show that only 4 per cent buy space in a particular medium for the purpose of a specific class.

The results of this investigation cannot be accepted as conclusive or as determining definite principles, since the number of people interviewed and the number of advertisements analyzed was not sufficiently large. Yet it undoubtedly shows tendencies which would prevail in any city, rather accurately reflects conditions in the city where it was made, but more important than these, it sets an example to other classified advertising managers.

IF IT'S WORTHWHILE

IT'S IN

WEST VIRGINIA

West Virginians----because they are prosperous----are up to the minute and they enjoy the benefits of all the new and worthwhile things that are put on the market.

They understand what it is that a manufacturer is trying to tell them about when he advertises in their daily local newspaper. If he has a worthy product and gets the facts before them through their newspaper, he is pretty close to making a sale.

West Virginia has about 60,000 automobiles and yet you will rarely see a make of car that is not advertised in the West Virginia newspapers.

West Virginians respond so readily to the advertising of worthwhile articles in their local daily newspapers that you, Mr. National Advertiser, cannot afford to stay out of this prosperous state.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	5,071	.025
Charleston			
**Gazette	(M)	13,562	.06
**Gazette	(S)	14,585	.06
**Daily Mail (E&S)		8,996	.04
Clarksburg			
††Exponent	(M)	7,481	.03
**Telegram	(E)	8,116	.035
**Telegram	(S)	9,585	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,065	.03
Huntington			
**Herald-Dispatch	(M)	10,688	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
**Journal	(E)	3,065	.02
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,060	.024
Wheeling			
‡‡Intelligencer	(M)	10,335	.04
‡‡News	(E)	14,166	.06
‡‡News	(S)	14,166	.06

‡‡Government Statements, Oct. 1, 1920.

**A. B. C. Reports, Oct. 1, 1920.

Digitized by Google

WHAT OUR READERS SAY

Wants Permanent Binding

FORT WORTH, TEX., February 12, 1921.

TO EDITOR & PUBLISHER: Just a word relative to the International Year Book. I feel sure that at least 200 of your friends would be willing to pay the cost of a copy of the International Year Book with some permanent binding on it. I noticed one of the letters in a subsequent issue makes this same suggestion. If you have anything like that in mind, you may put me down for a copy, as I would like to have the International Year Book on my desk permanently for the next twelve months. I consider it the most valuable reference for newspapers published in recent years and think it ought to be in some kind of a shape so a fellow who wants to refer to it could have it convenient when he found use for it, which no doubt will be many times during the next twelve months.

A. L. SHUMAN,
Advertising Mgr. & Treas., Fort Worth Star Telegram.

Mr. Pape Was Misquoted

WATERBURY, Conn., Feb. 11, 1921.

TO EDITOR & PUBLISHER: The newsprint question seems to be somewhat too abstruse for a newspaper reporter to cover accurately. The New York Times of February 9 prints a dispatch from Boston stating that I said the manufacturers deceived publishers in 1920 into believing that there was a scarcity of paper. What I said was that the misinformation was circulated as propaganda by the newsprint trade.

The Boston Post's report quotes me as also saying that large manufacturers who are advantageously located can manufacture newsprint at $40 a ton and that this is being done by the New York World. I stated the cost of manufacture in the New York World's mills was 4 cents per lb., or $80 per ton. Will you please note this correction for the purpose of getting the report straight in the minds of your readers who may have seen these two articles.

PUBLISHERS BUYING CORP.,
William J. Pape, President.

Cape Fear Messenger at Wilmington

WILMINGTON, N. C., February 9, 1921.

TO EDITOR & PUBLISHER: We were very much surprised to note in a recent issue of your paper an announcement under a Cape Fear, N. C., date line that a daily paper, The Messenger, was to start at Cape Fear, N. C. Cape Fear, N. C., is not so much as a wide place in the road. The Cape Fear Messenger will be a six day, evening daily, published at and for Wilmington, N. C. We will use the International News Service but will not print news of crimes or criminals, divorce cases, patent medicine advertising or questionable advertising nor scandal or gossip.

NEIGHBORHOOD NEWS, INC.

Norway Next Year

WASHINGTON, D. C., February 4, 1921.

TO EDITOR & PUBLISHER: Your International Year Book number is a very valuable reference book. I am glad to have it among my handbooks and make use of it quite frequently. I hope that next year you shall be able to include Norway, in which I will be glad to help you if you will call upon me.

ARNE KILDAL,
Official representative, Press Department of Norwegian Ministry for Foreign Affairs.

Takes Precedence

TORONTO, Feb. 11, 1921.

TO EDITOR & PUBLISHER: I have just finished a careful perusal of your annual number. So far I have seen no special edition quite so complete, so comprehensive in its scope, so full of useful and readily available information. As a newspaper directory, conveniently classified and indexed, I should think it would take precedence over anything of the kind yet published. Your enterprise in satisfactorily completing such a work is likely to excite the admiring wonder of every one who has any appreciation of the long and laborious preparation involved. I congratulate you upon the successful completion of it.

WILLIAM G. COLGATE,
Norris-Patterson, Ltd.

Forestry Work Praised

PHILADELPHIA, February 5, 1921.

TO EDITOR & PUBLISHER: My best thanks for what you have been doing all along in the interest of forestry. It could not be better.

GIFFORD PINCHOT.

Remarkable Number

WASHINGTON, D. C., February 8, 1921.

TO EDITOR & PUBLISHER: I congratulate you upon your International Year Book number of January 22, which I have read with great interest. It is a remarkable number.

FRED A. EMERY,
Chief, Division Foreign Intelligence, Department of State.

Who Started the Leatherneck?

RICHMOND, VA., February 13, 1921.

TO EDITOR & PUBLISHER: I note on page 18 of your issue of February 12 you carry a story regarding the presentation of a watch to George E. Bounds, advertising manager of the Quantico Leatherneck, Quantico, Va., and that a statement is made in the story which would lead one to infer that Mr. Bounds was the founder of this newspaper, which statement, or inference, would be an error.

The Quantico Leatherneck was started in November, 1917, by one Sergeant Smith, who was post printer at the Marine Barracks, Quantico, Va., at the time. I was a first lieutenant at the officers training school at the same post and held an honorary position on the staff of the Leatherneck with several other officers who were newspaper men in civil life, among whom was Captain Jonas H. Platt, now attached to the publicity department of the Marine Corps in New York.

Sergeant Smith was the Leatherneck. The idea was his and he assumed the work. Hard work it was, too. He started without even the $50 Mr. Bounds is credited with having borrowed from the "Y." There were no funds and nothing but promises from merchants to advertise in the paper. Precious few they were, too, and the rates were pitifully low. But Smith gathered about him a few men who were printers in civil life and the night before the initial issue was to appear, they went down to Fredericksburg and "borrowed" the newspaper plant there. These boys, after a hard day's drill, worked all night long setting type, 8 point, leaded, by hand—and ads. made up and ran the press themselves with the cheering prospect of another hard day's drill ahead of them the next day. But they did it. They got out the entire paper, eight pages, six columns. When morning came, they took their papers, headed for Quantico and got there in time to answer reveille and between that and breakfast set out to sell their papers.

This is the real story of the beginning of the Quantico Leatherneck. Sergeant Smith started it and it was Sergeant Smith's paper until he was sent overseas. There was no one by the name of Bounds on the staff of the paper at the start to my certain knowledge. But while we are at it, let's place the credit where it belongs—with Sergeant Smith.

ANGUS A. AULL.

Trying to Chloroform the Press

REGINA, SASK., CAN., Jan. 29, 1921.

TO EDITOR & PUBLISHER: Something over a year ago a wonderfully bright idea occurred to a man down east. The man in question was the mysterious Mr. Murray, otherwise G. M. Murray, one time manager of the Canadian Manufacturers' Association. The bright idea which flashed on Mr. Murray was very simple, but very big—so big indeed that even Mr. Murray has not so far been able to carry it out to his own satisfaction.

Briefly stated, the Murray idea was just this: to make the newspapers of Canada toe the line which Murray should mark out for them so far as editorial policy was concerned. The means by which this was to be achieved was simplicity itself, viz., the giving or withholding of advertising contracts by the big Canadian national advertisers.

Mr. Murray in due course unfolded his scheme to certain of his friends at Ottawa and to a few of his closest friends among the manufacturers, and to these the scheme, as outlined by Murray, looked very good. Accordingly, without more ado, Mr. Murray opened up a sumptuous suite of offices in the C. P. R. building at Toronto, stuck his name on the door, and "in strictest confidence" announced himself as ready for business—business in his case being the advising of Canadian manufacturers as to what newspapers were editorially "sound" and deserving of patronage and what papers were unsound, and as such should be boycotted.

Right at the start the Morning Leader was blacklisted by Mr. Murray, and he has never since lifted the boycott—his very latest "chart of dailies" listing the Leader as "highly objectionable." To the credit of the majority of the manufacturers, they refused to fall for Mr. Murray's scheme and continued to place their advertising business upon recognized business lines, acting largely upon the advice of expert advertising agencies and without regard to any political bias.

How far 1921 advertising has been affected by the Murray big-stick idea it is as yet too early to determine. At a later date, however, when most of the large national advertisers have completed their schedules for the present year, it will be possible to fairly well determine just how many Canadian business men have accepted the Murray plan and allowed him to revise their advertising schedules for the present year.

Murray's circulars to his subscribers are invariably marked "confidential," whilst some of his documents—such as his "key to chart of dailies"—are marked "in strictest confidence." The following is a copy of a circular sent out by Murray to his "subscribers" last November. The circular is a typical Murray effusion and speaks for itself.

Confidential

TORONTO, Nov. 10, 1920

If it has struck you that my bulletin service of late has been spasmodic or below par, I trust you will hold me guilty of no neglect when I assure you that I have not been idle. It is at this season of the year that most advertisers get busy on their new schedules. In scores of offices, plans are now being prepared for the spending of 1921 advertising appropriations. The chief reason you have not been hearing so regularly from me is that a great deal of my time is now being spent in going over lists of mediums that advertising agents have recommended their clients to use.

The average agent, of course, pays little or no attention to editorial policy; with him all that counts is rates and circulation. If he had his way, many a publication that is doing its best to ruin Canadian industry, would be rewarded by the prospective victims to its folly, with huge chunks of profitable business, tendered on a silver platter. I try to persuade my subscribers to let me look over the schedule their agents are asking them to adopt. When they comply, I give them a brief report upon every publication in the list. Those that are O. K. are marked accordingly; in the case of those that are ob-

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.

New York

The Pittsburg Press

Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives

Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

FIRST

in automobile advertising

For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.

The Indianapolis News

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Use Newspapers on a 3 Year Basis

Nearly every person in Richmond reads The NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Chicago, Ill.
Marbridge Building, B'way at 34th St., New York City
Kelly-Smith Co.
Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Digitized by Google

pectionable, I explain what it is that makes them objectionable. Some are worse than others. Some I recommend be retained, but with a reduction from full to part schedule. Some I recommend dropping altogether, and to replace them I submit where possible the names of meritorious publications of a similar class circulation in the same territory.

In reviewing individual schedules in this way, I am giving practical application to the idea underlying my whole service. Every schedule revised, every subscriber persuaded to follow my advice, is another step towards the attainment of our goal. By getting "A" to play the game, I am increasing the likelihood that "B" and "C" will receive a square deal at the hands of the press; later, by getting "B" and "C" to play the game, I am bettering conditions for "D," "E," "F," and "G." It is when I am busiest with that kind of work that I am making the most real headway. And that is what makes it possible for me to be doing my most effective work for you at the very time that you are hearing the least from me.

The far-reaching possibilities of this work are nicely illustrated in an unsolicited letter just received from an old friend connected with a paper that has been giving us splendid support. Speaking of one contemporary (a low tariff advocate) he says it has noticeably moderated in tone, in an effort to hold all the advertising it can. Speaking of another (a free trade organ) he says that despite many manifestations of wrath, as it last schedule after schedule, it now appears to be tactfully backing away from free trade. "If your work," he continues, "has had one-half the effect in other parts of Canada that it has had here, then your subscribers should be able to see it as I do. Moreover, an opportunity for increasing its effectiveness will come with the new year, when newsprint costs will take a further jump, and the difficulties of the publishing business will grow more acute. Many papers will watch their step, more particularly so because they know through past publicity that you exist and are watching things."

This frank statement of the case should surely suggest to all subscribers the desirability of refraining from entering into any new advertising contracts until they have first submitted their schedules to me for a report. G. M. MURRAY.

Mr. Murray was first given publicity last February by W. A. Lydiatt, of Toronto, who disclosed some details of the Murray scheme in Marketing magazine. The Toronto Globe likewise devoted considerable attention to Murray's brazen attempt to "fix" the Press of Canada. That Mr. Murray is not altogether working "on his own" goes without saying. On behalf of the Manufacturers' Association it has been stated that he is unconnected with that organization, and there is no reason to doubt the correctness of that statement.

Mr. Murray, however, is not without his friends in Ottawa, friends who believe that the Meighen Government and High Protection must be maintained at all costs. With these friends he is in close and constant touch.

In his "Chart of Dailies" Murray reserves column VI for his "Rating for Advertising Purposes (order of preference based solely upon policy pursued)." His ratings are five in number, ranging from "U," which designated newspapers he urges deserve all the advertising that can be given to them, down to "Y," which is the rating of the Morning Leader. The ratings in detail and order of preference are as follows:

U—Specially deserving of support. Sound on practically all points. Alert and capable in defense of business.

V—Deserving of support. Sound on most points, but less alert and less capable than U.

W—Not objectionable. Good points offset bad. Harmless.

X—Unfair. Bad points outbalance good. Objectionable.

Y—Decidedly antagonistic or unfair. Highly objectionable.

In similar manner in his "Chart of Dailies," Murray fixes the "rating" of every Canadian daily newspaper.

It has to be admitted that Mr. Murray has tackled a big job—one of the biggest that any Canadian has ever set out to "put across." The question is can he get away with it? Can he make the newspapers of Canada toe the political line he marks out for them in the hope that he will reward them with advertising contracts?

Will the newspapers of Canada stand for the Murray scheme?

Will the manufacturers stand for the Murray scheme?

Will the Canadian people stand for the Murray scheme?

We believe the answer to all these questions is NO—the most emphatic NO that decent Canadian citizens who are proud of their British traditions of fair play can possibly register.

Meanwhile, whatever fate eventually befalls Mr. Murray's scheme, it is the purpose of the Leader to give the fullest possible publicity to the man who has set out to chloroform the press of Canada. His system will in due course be explained in detail, the past career of the man, his friends (political, business and otherwise), his present mode of life, his political and business affiliations and all the little intricate touches which go to make up the personality of such a man as Mr. Murray will be set forth in the Morning Leader, and, unlike his own circulars, nothing will be told "in strictest confidence," but, on the contrary, openly for the people of Saskatchewan and the rest of Canada to read and ultimately pass judgment upon.

THE LEADER PUBLISHING COMPANY, LTD.

Quite Worthy

MINNEAPOLIS, February 10, 1921.

TO EDITOR & PUBLISHER: I wish to congratulate you on the Year Book edition. It is quite worthy of you.

GERALD PIERCE,
Advertising Manager, Minneapolis Tribune.

INTERNATIONAL YEAR BOOK OF EDITOR & PUBLISHER INTERESTING

The International Year Book Number of EDITOR & PUBLISHER is just off the press. It consists of more than 200 pages of information interesting to newspaper publishers and advertisers. Every daily newspaper in the United States is listed therein, together with the names of the Publisher, Editor and Manager, Advertising and Circulation Managers, Circulation and how distributed, and Advertising Rates. The principal newspapers throughout the world are similarly listed.

Page after page of information of the same interest to publishers and advertisers is carried in this number.

Publisher James W. Brown and his brilliant staff are to be congratulated upon the thoroughness with which they have carried out their aims in this first number of the International Year Book.—*Dry Goods and Apparel.*

Printing Economy in Ontario

TORONTO—A bill has been introduced in the Ontario legislature by J. W. Curry, K.C., M.P.P., to abolish the printing of Part III of the annual voters' list on the ground of economy. Part III contains the names of those entitled to vote at the provincial elections only.

PROMOTION IDEAS

BUFFALO—Buffalo newspapers will be well represented in the American Bowling Congress World's Championship Tournament here beginning Feb. 28. The Courier and Enquirer have entered sixteen teams through a popularity contest. Single teams were entered by the Buffalo Evening News and the Buffalo Express.

ST. PAUL—The Daily News conducted an ice carnival for boy and girl skaters on Lake Como in conjunction with the city Department of Parks and Playgrounds. The programme included races for girls of 16 and under and for boys not over 18, a relay race, etc. Gold and silver medals, skates, a trophy cup for the relay race and other prizes rewarded the victors.

ROCHESTER, N. Y.—What its publishers believe is the largest automobile show section published this year was issued last week by the Rochester Herald in connection with that city's show. Motor and accessory advertising totalled 89,565 lines, a gain of 10,000 lines over last year, in spite of the general falling-off in this line throughout the country. The show itself, run on a purely business basis, with the free list eliminated, set new attendance and sales records, dealers reported to the Herald.

RANGER, TEX.—The Daily Times issued an 88-page special edition last week during the convention of the West Texas Chamber of Commerce with over 12,000 inches of advertising. The Times is a member of the Bagley-Allison group of Texas newspapers.

SUCCESSFUL YEAR IN NEBRASKA

Well Attended Meeting at Lincoln Re-elects Executive Secretary Ole Buck

(By Telegraph to EDITOR & PUBLISHER)

LINCOLN, Neb. Feb. 12.—The Nebraska Press Association closed the most successful business session in its history to-day and the attendance was unusually large and much enthusiasm was evident. Reports of officers showed the most successful year in the 48 years since the association was organized. The report of the executive secretary showed improving business conditions, new business created and a stronger organization.

Recruits for N. E. A.

ST. PAUL.—The Republican Editorial Associations of Indiana and Idaho have voted to affiliate with the National Editorial Association, according to H. C. Hotaling, executive secretary of the latter organization.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

In Vicksburg, Miss.

The Evening Post

leads in quality circulation. It carries more local and national advertising than its competitor and gives real co-operative service to its advertisers.

Use the EVENING POST, and at one cost cover this territory thoroughly.

Represented by

Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer

Cleveland

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The Pittsburg Dispatch

and know you get the "Best Always."

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford Parsons Co.,
Marquette Building, Chicago, Ill.

The Detroit News

Detroit can be completely covered week day or Sunday with one newspaper—The News, which reaches practically every English speaking home in the city.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

BROOKLYN OFFICE

The New York Times has opened a branch office at 300 Washington Street, Brooklyn, near Fulton Street and Myrtle Avenue, for the receipt of subscriptions and advertisements.

The Boston Globe

has just ordered our "Smiles" Comic

The International Syndicate
BALTIMORE

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

MIKE BURKE SPENDS ANOTHER DIME

DON'T allow this picture to mislead you in considering the regular habits of the circulation manager of the Brooklyn Eagle. He is here pictured slipping two nickels in the slot for a copy of Editor & Publisher, but he does not do that every week. He is a live wire, and is a regular subscriber—which proves two things, live wires read Editor & Publisher, and Editor & Publisher is necessary for live wires. Our surmise is that somebody snitched his regular copy—that always happens with things of value if you don't watch them.

NEW HOME FOR BUFFALO EXPRESS

Quits Newspaper Row for Business District—Site Covers City Block

(Special to EDITOR & PUBLISHER)

BUFFALO.—The J. N. Matthews Company has announced purchase of almost an entire city block, on which will be erected a new building to house the Buffalo Express and the printing establishment of the Matthews corporation which owns the Express. The new building will be erected on a site at East Huron and Oak streets, half a mile north of the district in which the newspaper plants of Buffalo center. It is claimed the new site was chosen after careful consideration of the trend of business and movement of the city's center of population.

Erection of a three-story block on a site 140 by 261 feet will be begun in the near future. Removal of buildings now occupying the site, it is said, will soon be begun.

Choosing of this site removes for the first time a daily newspaper office from the railroad station, lake dock and hotel district, but places the Express in an advantageous position to serve a large business and residential district.

The Buffalo Express, a morning and Sunday newspaper, is now published at Washington and Exchange streets. The Matthews company also operates the Matthews-Northrup printing establishment. The new building is so planned that additional stories may be added as needed. No estimate of cost was made public.

Kingston Freeman Staff Dines

KINGSTON, N. Y.—The Daily Freeman staff, organized as the Freeman Social Club, held its annual banquet last week at a local hotel. The club, 46 strong, has members whose service with the paper dates to 1871. Jay E. Klock, editor of the Freeman, and Colin K. Urqhart, of the F. A. Flinn Paper Company, honorary member of the club, relieved each other as toastmasters.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

One Duplex Webb Press. Prints and folds four, six or eight pages, seven columns, 3,500 per hour. Equipped with motor, duplicate rollers, shafting and belting. Being used daily and good condition. The Herald, Carlisle, Pa.

For Sale

Duplex 2-page steam table, with gas heating fixtures, in good condition; Hoe dross furnace, never used; flat 7 column wide casting box in good condition; 35 in. hand cutter in fair condition. Daily Home News, New Brunswick, N. J.

For Sale

Duplex Metropolitan Stereotype press in perfect running order; prints 4, 6, 8, 10, 12, 16, 20 pages, 7 columns, 13 ems; can easily be changed to 8 columns, 12 or 12½ ems; also Duplex stereotype equipment in excellent order; reason for selling, about to get press to print 32 pages. Press can be seen running any afternoon. Daily Home News, New Brunswick, N. J.

For Sale

Duplex double drive flat bed press; prints 4, 6, or 8 pages, 7 columns, 13 ems; can be changed to 8 columns, 12 or 12½ ems; in perfect running order; can be seen running any day. Reason for selling, have stereotype press. Daily Home News, New Brunswick, N. J.

For Sale

We offer the following at extremely low prices for immediate sale:

1- Westinghouse Air Compressor, cap. 30 ft. per minute
1—Trimmer, for small office
1—Jig Saw
1—Drill Press; needs repairs
1—Hoskins Furnace
2—Old Goss Press Plate Cylinders; single width
1—Complete Cast Iron Bed Plate; from Hoe Press
1—Folder for same; first class condition
11—Linotype Metal Pots with Gas Burners
1—Proof Press
1—Monotype Machine Hood
2—Jenney Linotype Electric Motors
15—Wood Cabinet Drawers

Write B. Brewers, Business Manager, The Cleveland Press, Cleveland, Ohio.

For Sale

Lee Feeder, replaced by Electric Pot, fine condition. $40.00. Gazette, Lima, Ohio.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Goss Clipper Press, four or eight page, six, seven or eight columns cutoff 23 inches, with stereo. machinery—at very low price to close estate. Baker Sales Co., 200 Fifth Ave., New York City

For Sale

Double Duplex Steam Table complete with boiler in splendid condition; also extra new boiler, half price. Gazette Printing Company, Janesville, Wisconsin.

For Sale

Semi-auto caster, installed Jan. 1, 1921. Purchase of new press makes it useless. Would cost if purchased today $5,000 without double page equipment. Will sacrifice on the floor for $4,000. Address Chronicle-Telegram, Elyria, Ohio.

For Sale

1 16-page Goss press, printing page cut off 23-9-16 inches; six, seven or eight columns; complete with stereotype outfit. Address News, Wheeling, W. Va.

For Sale

Hoe rotary newspaper press, printing four, six, eight, ten or twelve page papers, six or seven columns, cutoff 22¾ inches, with stereo. machinery, all in good order, immediate delivery. Baker Sales Co., 200 Fifth Ave., New York City.

For Sale

Pacific Coast Daily—with job printing department. Live City 4,000. Doing gross business $30,000 annually at nice profit. This is a rare opportunity. Will take eight to ten thousand cash to swing it. Balance easy. Don't answer unless you have that amount of cash. Address Box C-841, Care EDITOR & PUBLISHER.

Daily Newspaper for Sale

Newspaper in prosperous Middle West town of 46,000 will be sold at attractive price, on terms to right party. Circulation now 6,000. Good territory. Box C-607, Care EDITOR & PUBLISHER.

For Sale

Lee Feeders for Linotypes, guaranteed good as new, $40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted

We have clients for good 16pp. newspaper presses, at the right price. Write full description, with sample papers printed thereon, prices, etc. Baker Sales Co., 200 Fifth Ave., New York City.

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINN.

Digitized by Google

Introductions to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 80 words) FREE.

Advertising Manager-Solicitor
Now employed, 36, married, 12 years' experience, A-1 references, desire to change, where advancement is assured. Address Box C-833, Care Editor & Publisher.

Advertising Copy Writer
With copy, production and managerial experience (agency and industrial) desires connection with service department of New York newspaper. Box C-853, Care Editor & Publisher.

Classified Manager
Young man, 23; several years' experience as assistant classified manager on daily of 119,447; thoroughly experienced in classified promotion; prefer southwestern paper of about 50,000; will not consider paper with "Old Fogy" restrictions. Address Box C-832, Care Editor & Publisher.

Classified Manager
With Metropolitan newspaper experience, would consider any live proposition where the building of classified advertising will be appreciated. Mr. Publisher, if your classified is not what it should be from a financial or volume standpoint, get in touch with me. Address Box C-852, Care Editor & Publisher.

Columnist
Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care Editor & Publisher.

Expert Cost Analyst
Expert cost analyst open for proposition. Ten years present position. Good business manager, financier, creditman, buyer, auditor. Age 34, married. Present income $5,500.00 but would make some concession. Address or wire Box C-848, Care Editor & Publisher.

Editor, City Editor or Editorial Writer
Open to engagement as editor, city editor or editorial writer; Metropolitan and secondary city experience covering 25 years. Virile thinker and writer; master of newspaper English. Know the game all the way through. Politically am an independent liberal. Will not tie up to a hide-bound partisan organ. Possess character, personality—and a sense of humor, thank God. New York, New Jersey or New England preferred. Address Box C-842, Care Editor & Publisher.

Editorial Writer
Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care Editor & Publisher.

New Era or Old?
It's a changed world. Dull newspapers are losing out to "peppy" movies. Girls and boys pass former up. Experienced all-around newspaper man wants job in or near New York where "forward looking" ideas are desired. For instance, let me suggest how politics can be made interesting as love stories—as they must be now—as giddy girls as well as wise matron have vote. Frank Porton, 571 West 130th street, New York.

Editor and Proofreader
Non-union shop (23). Experienced—will travel. H. Weiss, 354 Hancock St., Brooklyn, N. Y.

Wanted a Chance
Stuck in lemon grove, my bootstraps broken, I need help. After 18 years as reporter and editor on great and small dailies, I blindly eased myself into city editorship, etc., on the largest daily in town of 100,000, with a boss who bought into the game. Expect to dig out before April 1. Can show clean and rather unusual record. Not cheap. Box C-847, Care Editor & Publisher.

Special Writer
Experienced special writer seeks new connection where thorough training, ability to write well and broad outlook will be assets—with newspaper feature writer or Sunday editor or with weekly publication or syndicate. Address Box C-843, Care Editor & Publisher.

Circulation Manager
Able and dependable; a capable executive of wide experience, obtained by many years' metropolitan connections, desires to locate with a progressive Republican daily in city of 200,000 or more. Address Box C-829, Care of Editor & Publisher.

General Manager
General management small city daily wanted by all around experienced newspaper man. Can give best of references. Married. Address Box C-822, Care Editor & Publisher.

Business Manager or Advertising Manager
Position wanted as business manager or advertising manager on some live progressive newspaper by a real live wire who knows how to produce results. Fifteen years' experience divided upon four newspapers. At present business manager of medium sized southern newspaper. Correspondence confidential. Address Box C-831, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor
Prefer man who can write some copy. State all first letter, including experience and salary desired. Republican Gazette, Lima, Ohio.

Linotype Operator
A first class linotype operator to work on an upstate (New York) morning newspaper. Steady work, surroundings congenial, and good place to work. Wages from $36.00 to $40.00. Considerable overtime if desired. Address Box C-809, Care Editor & Publisher.

Wanted an Business Manager of Large Southern Daily
Experienced man of agreeable yet aggressive personality. Must know business, circulation, and mechanical ends of newspaper. The man in want is now employed on a paper of size in some live town. To that man we can offer an attractive and permanent proposition. Address Box C-839, Care Editor & Publisher.

Advertising Man
Wanted—Good advertising man, one who can prepare copy and is experienced in handling special features; must also have knowledge of the handling of classified ads. Will pay reasonable salary and commission. Address South, Box C-854, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Financial and Commercial Trade Journal
Similar to the Journal of Commerce is to be established in a State west of the Mississippi River which offers exceptional advantages for such a publication and which has no such journal and has never had one. The field is large and comprehensive with many interests to be served and such a publication would meet with almost immediate success, dependent upon amount of energy put back of installing it. A publisher with a well equipped mechanical plant and advantageously located who has this project in course of consummation desires to hear from interested parties, particularly a competent editor who has had experience on such journals, and advertising man who understands financial and commercial advertising, and a circulation man who understands that branch. Paper will be issued at first as a weekly and more frequent issues will be installed as progress warrants. Absolutely essential that the three principal positions as stated should be filled by men willing to subscribe for stock. Answer in detail giving all qualifications and amount of money available for investment. This is not a promotion but is a strictly business proposition and the publisher desires only men highly qualified and in a position to make substantial investment. Address Box C-838, Care Editor & Publisher.

A Real Opportunity
Well established weekly in rapidly growing Ohio city. Present population 27,000. Gross receipts 1920 over $13,000; gross expenses not over $8,000. Option price, until April 1, $16,500. Terms. J. B. Shale, 103 Park avenue, New York City.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted
As quickly as possible information of a man who represents himself to be J. B. Hemperly, stereotyper and pressman, formerly of New Orleans and of Meadaville, Pa. Write (or telegraph if expedient) to W. L. Taylor, The Dispatch, York, Pa.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 512, 30 Church street, New York City.

To Know the Trend of Fashion
In New York is the desire of almost every woman in the country. A weekly fashion letter will keep your readers posted. Address Box C-834, Care Editor & Publisher.

P. S. Tyler Withdraws from Agency

Portland, Ore.—P. S. Tyler, former president of the Botsford, Constantine & Tyler advertising agency of San Francisco, Portland, Ore., and Seattle, has sold his interest and withdrawn from the firm.

EAST TEXAS "BOOMED" AS PAPER CENTER

Kraft Mill Now Running Said to Be Herald of Newsprint Industry with Cotton Stalks as Base.

(Special to Editor & Publisher)

Dallas, Tex.—The Texas Chamber of Commerce has launched a movement for establishing paper and pulp mills in the various commercial centers of East Texas. It is claimed that sufficient raw fibrous products from which paper may be manufactured are available in East Texas to supply the demands of the entire Southwest. W. R. Clark, manager of the research department of the Chamber of Commerce, who has studied East Texas as the seat of a great pulp products center, announces that several towns of the Texas pine timber belt are ideally located for paper mills.

Communications received by Mr. Clark from various scientific bodies assert that East Texas is an ideal pulp producing area. Among the organizations interested in East Texas as a paper center are the United States Department of the Interior and various technical schools and colleges of the country.

There is at present one paper mill in East Texas, located at Orange and operated in connection with the Miller-Link saw mills. This mill is devoted exclusively to the manufacture of kraft. Several other mills for the manufacture of kraft are being considered for East Texas.

A mill for the manufacture of newsprint paper will soon be established at Mineola to use cotton linters, cotton stalks and other fibrous products, and negotiations are under way for the establishment of the mills for the manufacture of newsprint from linters, of which there is an almost unlimited quantity in Texas.

St. Louis County Papers Merge

St. Louis.—The Clayton Argus will be combined with the St. Louis County Sentinel, which will be owned by a new company composed of Willis Benson, E. L. Corson, Peter C. Bopp and O. E. Morton, manager of the Argus, who will be secretary and general manager. The Argus was owned by William H. Lewis, State Labor Commissioner. It was founded in 1876 and was the oldest newspaper in St. Louis County.

Hotel Penn. Now Prints Daily

Mimeograph has given way to regular printing machinery in the production of the Pennsylvania Register, the daily issued by the Hotel Pennsylvania, New York. The masthead carries the names of two members of the New York League of Advertising Women—Grace Crawley Oakley, editor and in charge of publicity; and Anne Taylor, assistant editor.

Six Editors in Legislature

Norman, Okla.—Six Oklahoma editors will occupy seats in the state legislature as the result of the recent elections. They are: W. A. Hornbeck, Sayre Standard; E. G. Etzold, Temple Tribune; Eli L. Admire, formerly editor of the Oilton Gusher; James C. Nance, Marlow Review; J. B. Campbell, Oklahoma Hornet; John Gelobie, Guthrie Oklahoma State Register.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

FOR SALE—NEWSPAPER EQUIPMENT

8-page Cox Duplex	$2,000 f.o.b.
12-page Cox Duplex	6,000
8-page Goss Comet	4,000 f.o.b.
(Following with Stereotype Equipment)	
16-page Potter	3,630 f.o.b.
16-page Goss	6,500
32-page Goss	12,000
40-page Hoe	12,000 f.o.b.
1 Model 8 Linotype	3,080 f.o.b.
1 Model 5 Linotype	1,870 f.o.b.
1 Ludlow, Complete	2,035 f.o.b.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
18 North 9th St. P. O. Box 1597
Richmond, Virginia

Donnelley Staff on Stage

The staff of the Reuben H. Donnelley Corporation, publishers of the Red Book, on February 6 pulled off a surprise to Mr. Donnelley in the shape of an entertainment at the Selwyn Theatre, that showed what versatile and talented actors they are. The program opened with a very creditable performance by the Red Book Mastodon Minstrels, which was followed by a playlet entitled, "The Second Generation," by Leon J. Bach. Songs, bright dialogue and music by the Reuben H. Donnelley Jazz Band kept the audience in rare good humor throughout the evening. Besides the employees of the company and their friends, there were present as special guests a number of prominent advertising men, including "Pop" W. C. Freeman, John Clyde Oswald and Frank H. Rascovar.

Singer Quits Maine Journalism

Damariscotta, Me.—With the change of ownership in the Lincoln County News, sold by the estate of the late Leon A. Gray to Samuel H. Erskine, formerly of the editorial staff of the Rutland (Vt.) Evening News, who has assumed charge, George W. Singer, its editor, retires from the newspaper business, in which he has been engaged since 1898.

Hamburg Weekly Post Starts

Buffalo.—The Hamburg Post is the newest addition to the weeklies of Erie county. It is published by Milford Wesp, formerly of the Buffalo Times staff.

Digitized by Google

TIPS FOR AD MANAGERS

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Handling advertising for the Electric Vacuum Cleaner Company of Cleveland, Ohio. Sunday rotogravure sections will be used in all of the leading cities of the country.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Handling advertising for the National Bureau of Analysis.

Field Ad Service, State Life Bldg., Indianapolis. Planning campaign of national scope for The Shuler Axle Manufacturing Company of Louisville, Ky. Handling advertising for the American Bearing & Die Casting Corporation of Indianapolis.

Sidener Van-Riper Advertising Company, Merchants Bank Bldg., Indianapolis. Started newspaper campaign in Indiana, later to be extended through the Middle West for "White Line" products. The advertising features "White Line" washing powder, "Wash Day Wonder" laundry tablets and "Cristell," a water softener.

Calkins & Holden, 250 5th avenue, New York. Sending out schedules to newspapers for H. J. Heinz & Co., Pittsburgh.

Jules P. Storm, 120 West 41st street, New York. Sending out 1,000-line contracts to Sunday papers through the West for Park & Tilford products.

E. W. Hellwig & Co., 299 Madison avenue. Sending out schedule to a list of rotogravure newspapers for Corn Products Company.

Acme Advertising Agency, Citizens & Southern Bank Bldg., Atlanta. Making 3,000-line contracts with Southern newspapers for L. F. Christman Company, Jackson, Tenn.

Campbell, Blood & Trump, Penobscot Bldg., Detroit. Making 2,000-line contracts with middle Western newspapers for Ray Battery Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Making 2,500-line contracts for Great Northern Railway Company.

Mates Advertising Company, Bulletin Bldg., Philadelphia. Making yearly contracts with newspapers for the Philadelphia Evening Bulletin.

Nelson Chesman & Co., Chattanooga, Tenn. Making yearly contracts with newspapers for Herb Juice Medicine.

Blaine-Thompson Company, 4th Nat. Bank Bldg., Cincinnati. Making 1,000-line contracts with newspapers for A. Tietig & Son.

J. Walter Thompson Company, 242 Madison avenue, New York. Making 1,000-line yearly contracts with newspapers for Andrew Jergens Company.

Martin V. Kelley, 327 S. LaSalle street, Chicago. Making yearly contracts for Woolson Spice Company.

Lord & Thomas, 5 South Wabash avenue, Chicago. Making 10,000-line yearly contracts with newspapers for California Associated Raisin Company. Making 5,000-line contracts for Pepsodent Company.

Critchfield & Co., Brooks Bldg., Chicago. Making yearly contracts for the American Radiator Company.

Dake Johanet Ad Agency, 207 S. Broadway, Los Angeles. Making 3,000-line contracts for Hills Bros.

Western Ad Company, Merchants' Laclede Bldg., St. Louis. Making yearly contracts with newspapers for Dr. LeGear Medicine Company.

Lyddon & Hanford Company, 200 5th avenue, New York. Making 1,000-line contracts for The International Chemical Company.

Vredenburgh-Kennedy Company, 171 Madison avenue, New York. Making 2,500-line yearly contracts with newspapers for Parker Brochemic Company.

Warfield Advertising Company, Federal Reserve Bank Bldg., Omaha, Neb. Handling advertising for Skinner Manufacturing Company, makers of macaroni products.

Edward D. Kollock Advertising Agency, 203 Devonshire street, Boston. Handling advertising for B. F. Sturdevant Company, Hyde Park, Boston.

Barritt & Co., 220 S. State street, Chicago. Placing advertising for Sidway Mercantile Company, Elkhart, Ind.

George L. Dyer Company, 42 Broadway, New York. Will place advertising for Regal Shoe Company, using newspapers, magazines, trade papers, export publications, direct by mail and signs.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Will place advertising for Cocoa-Cola Company, Atlanta.

Frank Seaman, 470 4th avenue, New York. Will place advertising for Cheney Brothers, 215 4th avenue, New York, manufacturers of "Cheney" silks.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Will make up lists during February and March for Tildesley & Company, 314 N. Clark street, Chicago.

Tuthill Advertising Agency, 1133 Broadway, New York. Will make up lists during April for the Lowe Brothers Company, Dayton, Ohio, using newspapers, magazines, trade and farm papers and direct by mail.

Grandin-Dorrance-Sullivan, Inc., 151 5th avenue, New York. Sending out orders to daily and weekly newspapers in Pennsylvania and other Southeastern states for the Hudson Coal Company of Scranton, Pa. Sending out orders to daily newspapers in Boston, New York, Chicago, St. Louis, San Francisco, Cleveland and Kansas City, for the Stratite Electrical Products Corporation, Yorktown Heights, N. Y. Sending out orders to daily newspapers and trade papers for the Superior Underwear Company, Piqua, Ohio.

Massengale Advertising Agency, Candler Bldg., Atlanta, Ga. Planning campaign for Currie Brothers Company, Inc., makers of Tirometer Heavy Touring Tubes. Newspapers, trade papers and magazines will be used.

Acorn Agency, 132 Nassau street, New York. Placing orders for E. H. Wolfes & Co., German bonds, 212 Broadway, New York.

Associated Advertising Agencies, 1472 Broadway, New York. Placing orders for Grandville Tire Company, 1926 Broadway, New York.

Borrian Company, 19 West 44th street, New York. Again placing orders for Kirarflax Linen Rug Company, Duluth, Minn.

Calkins & Holden, 250 5th avenue, New York. Probably will make up list during March and April for Sherwood & Williams Company, paints, Cleveland, O.

Critchfield & Co., Brooks Bldg., Chicago. Reported to have secured the following accounts: Samson Tractor Company, Janesville, Wis.; Haverford Cycle Company, Philadelphia; Hayes Shock Absorber, Minneapolis, Minn., and the Hewitt Bros. Soap Company, "Bunny" and "Easy Task Soaps," Dayton, O.

Dake Advertising Agency, 121 2nd street, San Francisco. Placing orders with newspapers in twelve Western states for Hills Bros. "Red Can Brand Coffee," San Francisco.

George L. Dyer Company, 42 Broadway, New York. Placed orders for John B. Stetson Company, "Stetson Hats," Montgomery avenue, Philadelphia, Pa.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Reported will make up list during March for Atmore & Son, "Mince Meat and Plum Pudding," 110 Tasker street, Philadelphia.

Gardner Advertising Company, 1627 Locust street, St. Louis. Again placing orders for Certainteed Products Company, roofing, St. Louis, Mo.

Hawley Advertising Company, 95 Madison avenue, New York. Placed a few orders with some New York City newspapers for Defiance Check Writer Corp., Rochester, N. Y. (Stanley A. Douglas & Co., agents, 220 West 42d street, New York.)

Hoyt's Service, Little Bldg., Boston. Again placing orders with newspapers for Frank E. Davis Company, "Davis Canned Lobster," 51 Central Wharf, Gloucester, Mass.

H. B. Humphrey Company, 581 Boylston street, Boston. Reported will make up list during March for George Frost Company, "Boston Garter" and "Velvet Grip" Hose Supporters, 551 Tremont street, Boston, Mass.

Husband & Thomas, 165 East Erie street, Chicago. Placing orders for Portland Cement Association, Chicago.

H. E. James Advertising Agency, 110 West 19th street, New York. Handling advertising for U. S. Industrial Alcohol Company, 27 William street, New York, and Oil Products Company, "Usoline," 50 Union Square, New York.

John S. King Company, Altamont Bldg., Cleveland. Placing orders with newspapers in Ohio and surrounding territory for Wells Process Company, "Blue Devil Cleanser," Youngstown, O.

Lord & Thomas, Mallers Bldg., Chicago. Handling the advertising for Copper Bros. & Zook, Nappanee Dutch Kitchenets, Nappanee, Ind.

Mutual Service Corporation, 140 Cedar street, New York. Handling the account of Lehigh Valley R. R. Company, New York.

Daniel E. Paris, 80 Boylston street, Boston. Making contracts for Waltham Watch Company, Waltham, Mass.

Poch Advertising Agency, 347 5th avenue, New York. Placing orders with Pacific Coast newspapers for Tezor Products Corporation, "Tezor Candy Mints," 225 East 24 street, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Again placing orders for Cluett, Peabody & Co., collars and shirts, 433 River street, Troy, N. Y.

Frank Seaman Company, 470 4th avenue, New York. Placing orders with newspapers in Boston, Philadelphia, New York and Chicago for the present for McClure Company, "McClure's Magazine," New York. Will extend the list later.

Sattler-Warner Company, 225 North Michigan Boulevard, Chicago. Again placing orders for A. Stein & Co., "Paris" and "Hickory" Garters, Congress street and Ravine avenue, Chicago.

Simmonds & Simmonds, 422 South Dearborn street, Chicago. Placing orders for National Kellastone Company, "Kellastone" Imperishable Stucco, 155 East Superior street, Chicago, and J. P. Duffy Company, distributors, Park avenue and 130th street, New York.

Street & Finney, 171 Madison avenue, New York. Again placing orders for Gordon-Pew Fisheries Company, "Gordon's Cod Fish," Gloucester, Mass.

Tuthill Advertising Agency, 1133 Broadway, New York. Handling the account of Vitamon Corporation, health tablets, Times Bldg., New York.

Armand S. Weill Company, 843 Ellicott square, Buffalo, N. Y. Placing orders with Barmon Bros., Buffalo House Dressers, Buffalo, N. Y.

Recognition Changes in Boston

BOSTON—The Boston publishers have voted to transfer recognition from the Proffitt Advertising Agency, Inc., to the Walton Advertising Service, Inc., 357 Westminster street, Providence, R. I., and 220 Devonshire street, Boston, and to transfer recognition from S. A. Conover Company to S. A. Conover Company, Inc., 24 Milk street, Boston.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg., New York — Lytton Bldg., Chicago

1920 Indication of Lineage Increase 1920 vs. 1918 in the BOSTON AMERICAN on Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918 Buy Space in Boston's Greatest Evening Newspaper

IN LOS ANGELES IT IS THE EVENING HERALD

Government Circulation Statement April 1, 1920

134,686

Grows Just Like Los Angeles

MEMBER A. B. C.

World Wide ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy 2969, 8111

Cable Address: SCHOLZEM, NEW YORK

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average daily paid circulation over

30,000 Copies

Double the circulation of any New Haven paper. It covers the field.

OF THE SHAFFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the first ten months of 1920 by 171,069 agate lines.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

OF NEWSPAPERS

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

דער טאג

The National Jewish Daily

Digitized by Google

SUCCESS SURE

IN THE

SOUTH

Last year the Southern States produced enormous crops—the greatest in history. The South increased its crop values over those of last year by a round billion dollars.

The corn crop of the United States last year was valued at a little less than $4,000,000,000 and the Southern States produced approximately 35 per cent of the total value of this crop.

The increase in crop value of the Southern States during the past ten years has been more than 300 per cent.

The South, rich in tradition, rich in natural resources, rich in industries, is now developing faster and progressing more rapidly than any other part of our land.

Send your goods to these people, use these daily papers to tell your story.

SOUTHERN LIST

		Circulation	2,500 lines	10,000 lines
ALABAMA.				
**Birmingham Age-Herald	(M)	22,389	.06	.06
**Birmingham Age-Herald	(S)	24,482	.10	.10
**Birmingham News	(S)	55,663	.15	.15
**Birmingham News	(E)	55,383	.15	.15
**Mobile News-Item	(E)	10,860	.07	.07
**Mobile Register	(M)	22,481	.07	.07
**Mobile Register	(S)	33,718	.085	.085
FLORIDA.				
**Jacksonville Metropolis	(E)	17,860	.05	.05
Florida Times-Union, Jacksonville	(M&S)	28,864	.07 (8c5)	.07 (8c5)
**Palatka Morning Post	(M)	1,450	.0122	.0122
**Pensacola Journal	(M)	4,660	.025	.025
**Pensacola Journal	(S)	6,244	.025	.025
**Pensacola News	(E)	4,190	.03	.03
GEORGIA.				
***Atlanta Constitution	(M)	53,154	.13	.13
***Atlanta Constitution	(S)	80,116	.13	.13
***Atlanta Georgian	(E)	46,187	.12	.12
***Atlanta Sunday American	(S)	106,527	.15	.15
Augusta Chronicle	(M)	8,703	.045	.045
Augusta Chronicle	(S)	8,703	.045	.045
Augusta Herald	(E)	13,816	.05	.05
Augusta Herald	(S)	11,883	.05	.05
***Columbus Ledger	(E&S)	8,078	.04	.04
***Macon Telegraph	(M)	20,856	.06	.06
***Macon Telegraph	(S)	20,690	.06	.06
*Savannah Morning News	(M&S)	20,641	.055	.05
***Savannah Press	(E)	14,192	.05	.05
KENTUCKY.				
Lexington Leader	(E)	14,296	.05	.05
Lexington Leader	(S)	14,536	.05	.05
***Louisville Herald	(M)	49,756	.09	.09
***Louisville Herald	(S)	84,701	.09	.09
LOUISIANA.				
New Orleans Times-Picayune	(M)	73,334	.15	.15
New Orleans Times-Picayune	(S)	81,127	.15	.15
***New Orleans Daily States	(E)	35,555	.10	.10
***New Orleans Daily States	(S)	37,153	.10	.10
New Orleans Item	(E)	63,024	.15	.15
New Orleans Item	(S)	56,990	.15	.15
NORTH CAROLINA.				
Asheville Citizen	(M)	11,912	.04	.04
Asheville Citizen	(S)	10,423	.04	.04
**Charlotte News-Chronicle	(E&S)	10,179	.04	.03
***Charlotte Observer	(M)	20,150	.055	.04
***Charlotte Observer	(S)	21,137	.07	.05
Durham Herald	(M)	6,172	.03	.03
Greensboro Daily News	(M)	17,061	.06	.05
Greensboro Daily News	(S)	22,978	.07	.06
**Raleigh News and Observer	(M)	24,230	.06	.06
**Raleigh News and Observer	(S)	26,300	.06	.06
Wilmington Star	(M)	8,850	.04	.04
**Winston-Salem Journal	(M)	8,727	.04	.04
**Winston-Salem Journal	(S)	9,261	.04	.04
**Winston-Salem Sentinel	(E)	9,474	.04	.04
SOUTH CAROLINA.				
Anderson Mail	(E)	4,325	.025	.025
***Columbia Record	(E)	12,937	.05	.05
***Columbia Record	(S)	13,749	.05	.05
***Columbia State	(M)	21,862	.06	.06
***Columbia State	(S)	22,307	.06	.06
Greenville News	(M&S)	10,896	.045	.04
Greenwood Index Journal	(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan	(E)	3,132	.04	.04
***Spartanburg Herald	(M)	4,744	.04	.04
***Spartanburg Herald	(S)	5,913	.04	.04
TENNESSEE.				
***Chattanooga News	(E)	20,108	.05	.05
Chattanooga Times	(M)	22,661	.07	.07
Chattanooga Times	(S)	23,046	.07	.07
***Knoxville Sentinel	(E)	19,822	.07	.06
***Memphis Commercial Appeal	(M)	63,359	.16	.15
***Memphis Commercial Appeal	(S)	113,841	.19	.18
***Nashville Banner	(E)	41,077	.07	.07
***Nashville Banner	(S)	43,116	.08	.08
***Nashville Tennessean	(M&S)	44,675	.09	.09
VIRGINIA.				
‡Bristol Herald Courier	(M&S)	6,590	.04	.04
Danville Register and Bee	(M&E)	9,950	.04	.04
Newport News Times-Herald	(E)	8,464	.05	.05
Newport News Daily Press	(S&M)	6,349	.05	.05
***Norfolk Virginian Pilot	(M)	32,506	.08	.08
***Norfolk Virginian Pilot	(S)	38,452	.10	.10
***Roanoke Times	(M&S)	23,438	.07	.06
***Roanoke World-News	(E)	10,193	.07	.06
***Richmond News-Leader		45,383	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.
*A. B. C. Auditor's Report, December 31, 1920.

Digitized by Google

A study of advertising experience, as frankly expressed by merchants and retailers all the way across the country, indicates they have found that at least fifty per cent. of their business is the result of advertising.

The stores which advertise do the heavy business of the cities, draw the shopping crowd to shopping centres, while the smaller dealer "who does not advertise" gets only the emergency or chance sale that occasionally comes his way.

The community or neighborhood store which gradually breaks out into effective and purposeful advertising can be made to grow to a large business which will attract other businesses to come to its vicinity and advertise, thus making a new shopping centre.

The big retail shop which occasionally thinks it can get along without advertising or resists a reasonable increase in rates suffers more than the newspaper or newspapers from which it withholds its advertising.

If this attitude were persisted in for a year the trade of that store would shrink fifty per cent., which would make its business unprofitable.

In the fifty per cent. of business created by advertising is all of the merchant's overhead and profit. Without this volume of trade the business would gradually sink to the proportions of a non-advertising community store.

The lesson is obvious.

1st—The community store which advertises may become the big retail shop of the future.

2nd—The large retail shop which thinks it can get along without advertising cannot continue doing a profitable business.

We occasionally see a non-advertising store located between two heavy advertising stores doing a big business, but not within twenty-five or thirty per cent. of what it would be doing if it established the potential good-will that can be created through advertising.

JASON ROGERS

New York, Feb. 16, 1921.

THE NEW YORK GLOBE

Member A. B. C. *170,000 a Day*

LORENZEN & THOMPSON, Inc.
New York Chicago

Digitized by Google

THIS ISSUE—NEWSPRINT COSTS DO NOT JUSTIFY $110 PRICE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 39 NEW YORK, SATURDAY, FEBRUARY 26, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5, For. 10c. Per Copy

January Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of January, 1921.

Books - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 3,146 lines.
Next highest score, 3,059 lines.

Churches - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 5,526 lines.
Next highest score, 737 lines.

Clothing - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 249,488 lines.
Next highest score, 155,134 lines.

Department Stores - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 505,769 lines.
Next highest score, 297,816 lines.

Out of the Loop Stores - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 46,879 lines.
Next highest score, 16,495 lines.

Foodstuffs - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 20,501 lines.
Next highest score, 18,272 lines.

Furniture - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 49,206 lines.
Next highest score, 22,140 lines.

Household Utilities - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 7,185 lines.
Next highest score, 5,251 lines.

Jewelry - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 8,220 lines.
Next highest score, 8,118 lines.

Total Display Advertising - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 1,144,015 lines.
Next highest score, 622,735 lines.

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

***FIRST* in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Digitized by Google

Pennsylvania

Just put your advertising message into the daily newspapers and inspire your salesmen to stir up the distributors.

Pennsylvania daily newspapers permit co-operation with local dealers—a vitally important adjunct to any selling campaign and something unobtainable through other media.

Persistent newspaper advertising promotes and maintains supremacy. It is the constant drop of water that wears away the stone.

It is the constant flow of advertising that promotes and maintains Business Supremacy

Give your newspaper campaign a chance to "make good." "Try advertising by the year" in these Pennsylvania daily newspapers. They get results.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	23,755	.06	.06
Altoona Times Tribune	(M)	15,049	.05	.05
Beaver Falls Tribune	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
Franklin News-Herald	(E)	6,650	.045	.04
*Harrisburg Telegraph	(E)	32,555	.095	.095
Johnstown Democrat	(M)	10,990	.0425	.0425
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Lebanon Daily News	(E)	8,511	.035	.035
New Castle News	(E)	12,349	.0357	.0357
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.30	.30
Philadelphia Record	(S)	117,132	.30	.30
*Pittsburgh Dispatch	(M)	86,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Potteville Republican	(E)	11,357	.055	.045
Scranton Republican	(M)	31,183	.12	.10
Scranton Times	(E)	34,001	.12	.10
Sharon Telegraph	(E)	4,709	.03	.03
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,989	.06	.05
West Chester Daily Local News	(E)	12,264	.03	.03
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05
York Gazette & Daily	(M)	15,014	.045	.045

Government Statements, October 1, 1920.

*A. B. C. Publishers' Statement, October 1, 1920.

Seymour B. Conger

of the

PUBLIC LEDGER

Conger joined the staff of the Public Ledger with the two highest endorsements that a man in his position could have. One was from Melville Stone, President of the Associated Press, whose correspondent in Germany he had been from 1910 to 1917. The other was that of Ambassador Gerard who had seen him at work in Berlin during the years before the United States entered the war. Mr. Gerard, writing of the difficult position of American correspondents in Germany at that time, said: "It is the splendid patriotism under fire of Ackerman and Conger that deserves special mention."

Conger's remarkable dispatches from Poland, Germany and Russia have become a feature of the Public Ledger Foreign News. Last summer he was the first newspaper man to reach Brest-Litovsk and get through to the Public Ledger the story of the battle between the Bolshevists and the Poles.

Through the Ledger Syndicate newspapers may obtain exclusive rights to the Public Ledger Foreign Service including the cables of Mr. Conger and of 28 other foreign staff correspondents.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

City Population 1,823,779

"In Philadelphia nearly everybody reads the Bulletin"

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

First

in the hearts and homes of

Philadelphia

In Philadelphia there are about 390,000 separate dwellings, and the name of The Bulletin is a household word in practically every one of them.

The metropolitan population of Philadelphia is approximately 3,000,000, of which 1,823,779 is within the city limits.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the year 1920,

488,687 copies a day

No prize, premium, voting, coupon, or other artificial methods of stimulating circulation are used by The Bulletin

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, FEBRUARY 26, 1921 No. 39

NEWSPRINT COSTS DO NOT JUSTIFY $110 PRICE

Records Show Ton Can Be Produced at Cost of $70 in East and Far Less on Pacific Coast—Group-Buying Movement Grows Among Publishers to Check Manufacturers' Demands

WHAT does it cost to make a ton of newsprint paper? That question was asked by EDITOR & PUBLISHER on the editorial page of the issue of February 12 and it has been answered.

Cost sheets of the mills whose product is sold through the Canadian Export Paper Company, are herewith presented—Exhibit A—for November, 1919, showing the comparative cost of their operations in the conversion of wood into a ton of mechanical pulp, which constitutes from 70 to 80 per cent of newsprint paper. The cost sheets are photostatic reproductions of the Canadian Export Paper Company's records and represent a period when the price of ground wood was climbing to the heights it reached last year.

Want Guarantee for Rest of Year

Exhibit B, which EDITOR & PUBLISHER presents gives in detail the cost of manufacturing a ton of ground-wood pulp at the Cape Madeleine mill of the St. Maurice Paper Company, a Canadian Export firm, for the period March 16-31, 1920, when the ground-wood market price was near its highest point. The total cost at this mill at this time of making a ton of ground-wood pulp, including the cost of preparing the wood, was $30.99.

Exhibit C is a transcript of a cost sheet of the Pacific Mills, Ltd., at Ocean Falls, B. C., showing that this company a year ago was making paper at a total cost, including depreciation, of $40.83 per ton. Its ground wood cost $17.91 per ton and its sulphite $41.52 per ton.

Additional weight is lent to these figures by the announcement last week of prices for the second quarter by the International Paper Company and the Canadian Export Paper Company and especially the alternative offer of the International Paper Company to contract with its newsprint customers at $110 a ton for the last nine months of 1921, ostensibly to permit its publisher customers to arrange their rates to meet a schedule of paper costs that will stand for the rest of the year.

While that is the reason stated by these companies, in addition to the International's expressed desire to assist in the downward movement of commodity prices, publishers interviewed by EDITOR & PUBLISHER are frankly stating that the International, in their opinion, is seeking to guarantee itself against loss by future declines in the price of newsprint by getting its customers tied to a price of $110 a ton during the era when prices are certain to go below that.

In plain words, the International is "digging in." Its costs, according to frequent statements in the past by International Company officers, which are accepted at face value by competitors of this company, are higher than are those of its Canadian contemporaries, due to its long hauls of raw wood, which in turn are due to its policy in past years of stripping the forest around its mills and making no provision for their restoration until a few years ago.

The peak of its costs, says Vice-President Lyman in announcing the new prices, has not yet been reached, as the mill is now using wood that was harvested when wages were at their height. Nevertheless, he says, the company is willing to cut $20 a ton from the price which it set, and practically thereby fixed for the other important paper companies, of $130 a ton for the first quarter of this year.

At $110 a ton, the accompanying tables show manufacturing costs have very little relation indeed with the selling prices. These prices since the fall of 1919 have represented what the manufacturers believed the traffic will bear; the prices quoted so far for the second quarter are not based on manufacturing costs, but are lower than present rates because the paper manufacturers realize that publishers are expecting them to bear their share of present-day retrenchment, and they believe that they can "put over" their cut of $20 a ton as a genuine effort along this line and prevent action by publishers which will force lower prices for paper than had been considered a few months ago.

CANADIAN EXPORT PAPER COMPANY, LIMITED

COMPARATIVE STATEMENT OF MANUFACTURING COSTS

GROUND WOOD

Month of November 1919.

	PRICE	BLOOD		LAURENTIDE		ST. MAURICE		BROMPTON	
SLUSHING									
Labour (as follows)	2.49	2.20		1.18		1.64		2.61	
Superintendents			.18		.17		.11		.49
Wood Handling		.17			.23		.55		.70
Grinders		.38			.42		.80		.95
Screens		1.23	1.94		.26		.06		-
Inside Labour		.02							
Cleaners					.23		.01		.27
Oilers, etc.		.02							
Outside Labour		.03	.38	-			.11		-
Repairs	1.73		1.23		.32	.94		1.13	
Grindstones	.23		.25		.43	.21		.19	
Power	1.49		1.02		2.36	3.41		.66	
Steam	.33		-		-	.16		.80	
Supplies	.31		.01		.07	.01		.06	
Lubricants	.04		.03		-	.08		.01	
Depreciation	1.00		1.06		.59	1.00		1.05	
Mill Burden	.72	7.78	.26	6.06	1.51	6.44	1.37	8.55	.70	6.16
DECKERING									
Labour	.80		.20		.07		.18		.11	
Machine wires	-		.02		.05		.01		-	
Repairs	.31		.02		.05		.05		-	
Power	.20	See Slushing			-		.02		-	
Supplies	-	.61	-	.28	-	.17	-	.26	-	.11
LAPPING										
Labour			2.80		2.27		1.09		2.33	
Machine Clothing			1.26		1.13		.09	Cr.	.53	
Machine wires			.39		.19		.02		-	
Repairs			1.85		.19		.58		.75	
Power		See	Slushing		.10		.05		.42	
Supplies		"	"	6.70	.03	3.92	.01	1.66	.08	4.56
PRESSING										
Labour		See	Lapping		1.26		.85			
Repairs		"	"		.08		.07			
Power		See	Slushing		-		.04			
Supplies		"	"		.01	1.35	.07	1.67		
SHIPPING										
Labour	.67	.67	.64		.55	.55	1.56	1.56	.08	.08
PILING										
Labour		See	Lapping		-		.12	.12	.75	.75
STATISTICAL										
(1) TONNAGE										
Slushing	4291.5	4456.		6159		8936		1970		
Deckering	4291.5	4212.		5364		2836		946		
Lapping	-	245		815		318		1024		
Pressing	-	-		656		318		-		
Shipping	219.8	150		636		848		1024		
Piling	-			-		183		1149		
(2) % Total Screenings sent to Merchantable Stock		5.91		.02		4.3		9.0		
(3) % Operating Hours to Total Hours		100%		95%		100%		83%		

EXHIBIT A—Here we have a photostat of a page of the Canadian Export Paper Company's Records. This company, ostensibly the selling agent for the product of the five firms named on the sheet, is shown by this chart to be also a compiler and distributor of information on the costs of those companies, an activity which, with its fixed price proposition, would render it liable for prosecution in the United States under the Sherman law. G. F. Steele, manager of the Canadian Export Company, was prior to 1917 manager of the Newsprint Manufacturers' Association in the United States, which disbanded under threat of prosecution for violating the anti-trust statutes.

What the North American paper manufacturers fear is increased development of the production of newsprint abroad, accompanied by improved quality in the paper and stronger guarantees of delivery on time. A poorer finish than the American product possesses, and conditions imposed by paper importers upon delivery in the United States have kept foreign paper from being more widely used during the past six months than it was (and it is credited by some publishers with having been a great factor in breaking the runaway spot market of 1920).

With these conditions corrected, and the paper-buying executive of a group of American newspapers told EDITOR & PUBLISHER that they are being corrected, the lower prices that the foreign exporters quote will appeal more strongly to American consumers, to the disadvantage of the firms which are maintaining prices at $110 a ton. A tariff on newsprint is not likely, it is thought in Washington, despite manufacturers efforts to effect one.

Group Buying Is Feared

Feared by the paper manufacturers almost as much as imported paper is co-operative purchases of paper by United States publishers. This idea made great progress during 1920. The Publishers' Buying Corporation, the National Newsprint Distribution Committee, the Inland Daily Press Association and the Southern Newspaper Publishers' Association demonstrated that it was possible to get newsprint when there wasn't any—if one believed what the paper manufacturers, brokers and propaganda trade papers stated and restated.

Further progress of the co-operative idea is indicated by the Publishers' Buying Corporation's declared intention to stay in the field as a service organization, to supply "formaldehyde" against the poisonous high-price propaganda that the mills and their organs have not ceased to circulate. Development is also shown by the organization of the Oregon Publishers' Syndicate a week or two ago, to gather data and supply the requirements of Oregon daily publishers, and to deal with paper manufacturers as a unit.

Still more ominous from the paper manufacturers' viewpoint is the call that EDITOR & PUBLISHER learns has been sounded for a meeting of 25 of the Pacific Coast daily newspapers in New York during the convention of the American Newspaper Publishers' Association to organize a group-buying organization. The Hearst and the Scripps newspapers on the Coast are said to be the sponsors of this meeting.

Group-buying of paper was endorsed by Iowa publishers at their annual meeting last week and an organization

Digitized by Google

was perfected to handle its members' purchases as a unit.

The idea is growing and it has plenty of opportunity for growth under contract prices of $110 and $114 a ton. Customers of the International and Canadian Export Companies are likely to have to pay those prices during the second quarter of 1921; the Minnesota and Ontario customers, under the contract which they entered into covering a period of 10 years from January 1, 1921, will not get a reduction in price until July 1, according to advices from that company to EDITOR & PUBLISHER this week.

These prices are lower than would have been possible had not publishers combined last year to bring in foreign paper and to end the suicidal competition and bidding-up of prices between publishers for domestic tonnage on the spot market, some of which, it has long been suspected, was tonnage diverted from contracts by delayed deliveries. They are, nevertheless, prices which are based on "all that the traffic would bear" and not upon cost of production plus a reasonable return on the manufacturer's investment.

Additional evidence on the cost of making a ton of newsprint was adduced at the recent hearings in Washington before the House Ways and Means Committee on the question of imposing a tariff on newsprint imports. S. E. Thomason, business manager of the Chicago Tribune, which makes its own paper at its mills at Thorold, Ont., and hauls its wood from limits near the Gulf of St. Lawrence, hundreds of miles away, was questioned and gave answers as follows:

Rep. Longworth—Mr. Thomason, can you tell us approximately what your cost of production is now.

Mr. Thomason—In our own mills?

Rep. Longworth—Yes; of your own newsprint.

Mr. Thomason—Around $64.

Rep. Longworth—A little over 3 cents a pound.

Mr. Thomason—Yes. I will modify that. In the last three months the costs have been closer to $70 in our particular case, because we have been using some of the very high-priced wood we bought in the high market last winter.

Rep. Copley—When you made the statement that your print paper was costing you $70 a ton, did that include interest on your investment, or was that the mere cost of turning out the paper.

Mr. Thomason—That was our complete cost.

Rep. Copley—Including interest on your investment?

Mr. Thomason—Yes, sir.

William J. Pape, president of the Publishers' Buying Corporation, also testifying before the committee, declared that at "$75 a ton, every manufacturer in the United States and Canada that was a regular newsprint manufacturer made more money during 1919 than he had ever made in any previous year. The effect of this high spot market, this unbalanced market, was to raise that contract price of $75 a ton in 1919 to an average of something over $100 a ton in 1920 and to $130 a ton for the first quarter of 1921. * * * This subject has been very thoroughly investigated both in Canada and the United States at several periods since 1911, the latest by the Federal Trade Commission in 1917, and I think you will find there that in 1917, with war costs already here, paper was being made in efficient and some not very efficient mills in the United States at $50 and $60 a ton."

Mr. Pape, in a communication to EDITOR & PUBLISHER last week, said that the New York World was making paper during the present period for $80 a ton in its own mills. The World's mills are in northern New York and in Connecticut and are far from the forests which supply them with pulpwood, making their cost of operation considerably higher than that of mills in Canada, Maine and on the Pacific Slope, which are close to their base of supply. Before the committee, Mr. Pape said that his information from the sales agents of manufacturers led him to believe that the average cost of his informants' mills was $80 a ton.

Times have changed. Early in 1920 newspapers felt justified, whether they were or not on an economic basis, in paying exorbitant prices for paper upon which to print the advertising which was swamping their offices. There is no such flood today and, while there is more than there ever was before, there is not enough advertising at the present time to pay the highest wages ever known to mechanical employees and to pay wartime prices for paper. Wages of newspaper employees are not expected to rise from now on as they have risen in the past few years; in fact, they are more likely to drop slightly from present levels before 1922, with the prices of staple foods and living necessities. Paper prices must come down, too, and soon, if 1921 is not to surpass 1920 in newspaper mortality. Then, many papers found it impossible to meet expenses when revenue was increasing. Few, indeed, can meet higher expenses than those of 1920, when the curve of revenue is dropping, and unprofitable newspapers are poor assets to the community as well as undesirable customers for the seller of newsprint.

There is no shortage of paper now. There may be a shortage, or an image of one created by the manufacturers, later this year if business men the country over succeed in overcoming depression by use of newspaper space, and now is the time to prepare for such a contingency. Sectional groups of publishers, on the lines of those already in existence and covering territory that is not now covered, for the purpose of dealing with the paper situation as the manufacturers deal with it—as a unit—will prevent a recurrence of the spring spot market of 1920 and will make the manufacturers sell their paper at a price which will more closely approximate a decent profit for the paper man and leave the publisher something over operating expenses for the purpose of making a better newspaper.

EXHIBIT "C"—PAPER COSTS AT OCEAN FALLS

Cost of Making a Ton of Pulp Stock

	Ground Wood Pulp	Sulphite Pulp
Wood	$10.60	$21.20
Sulphur	....	1.31
Lime	....	.66
Total	$10.60	$23.17
Conversion		
Labor	$3.50	$6.57
Stones	.27	....
Felts	.14	.27
Wires	.03	.03
Belting	.08	.16
Lubricants	.06	.06
Repairs	.75	1.75
Fuel (sulphite digesters)	....	6.17
Power and Water	1.00	.35
Miscellaneous	.52	1.32
Total	$7.02	$16.68
General Expense		
Taxes and Insurance	$0.16	$0.35
Administration	.70	1.32
Total	$0.86	$1.67
Total per ton	$17.91	$41.52

Cost per Ton of Newsprint

75% Ground Wood Pulp	$13.80
25% Sulphite Pulp	10.71
Conversion	16.32
Total	$40.83

EXHIBIT "B"—COST PER TON OF MAKING GROUND WOOD AT CAPE MADELEINE MILL OF ST. MAURICE, MARCH 16-31, 1920

Front of Sheet

Raw Slush

Stock	Quantity Used	Price	Amount	Cost per Ton
Wood, prepared	Cords 1,607.5	$21.80	$35,043.50	$18.56
Total			$35,043.50	$18.56
Conversion				
*Labor			$2,012.81	$1.07
*Repairs			1,684.73	.89
*Replacements			1,630.62	.86
Lubricants			136.74	.07
Supplies			56.24	.03
Fuel—16 lbs., coal per ton production; 115 lbs. steam per ton production			5,338.89	2.83
Power—2,196,900 Kw. Hrs., 1,164 per ton			137.65	.07
*Sundry local charges			1,266.61	.67
Depreciation			1,888.80	1.00
Total			$14,153.09	$7.49
Administration			1,699.92	.90
Tons produced, 1888.0; total cost			$50,896.51	$26.95

Deckered Slush

Conversion—		
Labor	$236.58	$0.18
*Repairs	88.37	.07
Wires	98.95	.07
Power	28.11	.02
Supplies	3.78	.00
Tons deckered, 1,345.2; total	455.79	$0.34
Total cost of deckered slush		$27.29

Lapped Stock

Conversion—		
*Labor	$1,814.60	$2.94
Power	22.40	.03
*Machine clothing	360.71	.58
*Repairs	431.80	.69
Supplies	43.78	.07
Tons lapped, 625 cost	$2,693.47	$4.31
Deduct cost of lapping and handling screenings, 81.4 tons	499.93	6.14
543.6 tons	2,193.55	4.04
Total cost of lapped stock		$30.99

* See back for details.

Total operating cost	$17,302.25
Daily operating cost	1,235.80
Days mill ran	14
Average daily production	134.9 tons
Date April 5, 1920.	

Back of Sheet

Repairs (Raw Slush)

	Amount	Per Ton
Millwrights	$614.82	$0.33
Machine shop labor	208.38	.11
Material	612.26	.32
Belting	27.01	.01
Grindstones	222.26	.12
Total	$1,684.73	$0.89

Repairs (Deckers)

	Amount	Per Ton
Millwrights	$19.37	$0.02
Machine shop labor	10.85	.01
Material	58.15	.04
Total	$88.37	$0.07

Repairs (Lapped Stock)

	Amount	Per Ton
Millwrights	$194.06	$0.31
Machine shop labor	39.56	.06
Material	198.18	.32
Total	$431.80	$0.69

Replacements

	Amount	Per Ton
Job 1096	$2.63	$0.00
Job 1098	66.22	.03
Job 1100 (1-3)	903.15	.48
Job 1110	658.62	.35
Total	$1,630.62	$0.86

Labor Details (Raw Slush)

	Amount	Per Ton
Superintendents		
Grinder room	$1,185.09	$0.62
Screen room	161.28	.09
Inside	67.60	.04
Outside	145.24	.08
Miscellaneous		
Handling wood	453.60	.24
Total	$2,012.81	$1.07

Labor Details (Lapped Stock)

	Amount	Per Ton
Wet machines	$744.82	$1.19
Hydraulic presses	361.74	.58
Piling	74.43	.12
Shipping	653.70	1.09
599 tons shipped		
Total	$1,834.69	$2.98

Machine Clothing

	Amount	Per Ton
Wires, 2	$64.75	$0.10
Felts, 4	295.96	.48
Total	$360.71	$0.58

Production	Pounds	Tons
No. 1	3,777,625	1,888.8
No. 2		
Total	3,777,625	1,888.8
Screenings	162,815	81.4
Average daily production	269,831	134.9
Per cord used	2,350	
Per grinder	251,842	125.9
Days mill ran, 14		

Grinder Hours

	Hrs.	Min.
Time run	5,015	21
Down for power	6	24
Down repairs		
Too much stock	18	15
Sundays, etc.	720	00
	5,760	00

Sundry Local Charges

Locomotive	$42.63
Boarding house	40.00
Barn and cartage	43.32
General expense	689.80
Insurance	246.84
Yard expense	169.43
Repairs—sundry	8.39
General fire protection	26.20
Total	$1,266.61

Proceeds

	Pounds	Value	Per Ton
Sales	1,030,656	$35,841.85	$69.55
Less freight			
Used mill	2,709,473	$4,189.66	40.00
Total	3,740,129	$90,031.51	
Increase in inventory	37,496	$581.00	$30.99
Proceeds good Stock	3,777,625	$90,612.51	

Screenings

Sales	168,154	$2,312.12	$27.50
Decrease in inventory	5,339	$20.02	$7.50
Proceeds screenings	162,815	$2,292.10	

Total Proceeds

Costs	$92,904.41	$49.10
Profits	54,045.77	28.61
	$38,858.64	$20.58

REFORESTATION IN ONTARIO

Lands and Forests Ministers Urges Government Control Policy

(*Special to* EDITOR & PUBLISHER)

TORONTO.—In an address dealing with the work of his department, Hon. Beniah Bowman, Provincial Minister of Lands and Forests, told the members of the Toronto Board of Trade recently that he would introduce a bill at the present session of the Ontario Legislature to provide for reforestation. He urged the necessity of taking care of the existing timber and expressed the opinion that the exchange rate between Canada and the United States would be very much higher, but for the large exports of pulpwood from Canada across the border.

Asked if his department had been considering the patrol of the forests by aeroplane, as in Quebec, the minister replied that he expected the province would probably take it up. At present, however, only large private corporations were making use of this system. No land was allowed to be used for agricultural purposes unless fifty per cent. thereof was already fit for tillage. It was uncertain how long trees would take to grow large enough for commercial use after reforestation. Even timber experts differed on the question. Some trees planted 12 years ago were now 25 feet high and in from 10 to 20 years might be ready for cutting.

Contracts had been let for brush burning operations, he said, at 5 cents a tie in tie operations and $4 for each 1,000 feet in lumber operations. He intimated that his department intended to put a stop to the waste which has been going on in the past on the provincial timber lands.

Digitized by Google

NEARING FINAL STAGE OF STANDARDS IN MERCHANDISING CO-OPERATION

Approval of Foster Committee's Recommendations by Inland Publishers and Chicago Representatives Puts Matter Up to the A. N. P. A.

ONE of the big questions bound to be brought up at the coming annual convention of the American Newspaper Publishers' Association in April and at the meeting of the A. N. P. A. Bureau of Advertising will be that of newspaper merchandising co-operation. For years ideas and practices of what co-operation a newspaper should render a national advertiser and what the latter ought to expect, were at wide variance. Lately, though, efforts to establish a standard of co-operation have been well under way and last week when the Inland Daily Press Association and the Chicago Newspaper Representatives Association added their endorsement to the Standard of Practice worked out by the standing committee of the National Association of Newspaper Executives, of which Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle, is chairman, it was left only to the A. N. P. A. and its Bureau of Advertising and the Southern Newspaper Publishers Association to approve in order to have the standard finally adopted by the American Association of Advertising Agencies. The question naturally will come before the A. N. P. A. first, as its convention will be held in April, the S. N. P. A. annual convention not being scheduled before July. Approval by the Southern body is considered certain in view of the fact that Chairman Foster is its president. **The standards have been printed several times in Editor & Publisher, the last publication having been on February 12, Page 13.**

The attitude of the American Association of Advertising Agencies towards the proposition has been plainly indicated. The matter was submitted to the executive council of that association at its quarterly meeting a month ago, but it was felt that, as newspaper merchandising co-operation originated with the newspapers and was a part of their selling proposition, it was up to them to set up a standard of practice in the premises. So it may be safely assumed that when all newspaper organizations have adopted the Foster Committee resolution the A. A. A. A. will accept it.

The Foster committee's report was presented to the Inland Association by J. K. Groom, national advertising manager of the Northern Illinois Group Newspapers and chairman of the Inland committee on merchandising co-operation, who incidentally gave a talk on the subject that convinced the Inlanders of the necessity for getting together on the adoption of a standard of practices. Mr. Groom said in part:

"Direct rate cutting is a thing of the past with most publishers. Space buyers know that and their effort for sometime has been to get the same result by indirect methods, which they call co-operation.

"By the way, don't let anybody kid you with the idea you can do something confidentially, and no one will ever know but the space buyer you happen to be dealing with and your self. Those chaps have little 'lunch clubs' where they meet and swap experiences, so if you give a special concession to one of them in Chicago today, it will be known to practically all of them in every city in the land in a fortnight.

"All co-operation asked is along the line of well defined plans to get us to break rates indirectly, if we will not cut them by direct reduction. If our rates are too high we ought to reduce them without further parley. If they are not too high we cannot afford to render a service which costs us money and does not yield us any benefit in proportion to that cost. If we do render such service we are cutting our rates by just that much.

"At that, it is good business to perform a reasonable service along lines that we can render at little or no cost, and which the gaper cannot do for himself. Particularly is such service will enable us to understand our own problems better and perform our functions as advertising purveyors more intelligently. Trade surveys fall under this head.

"Our purpose now is to see if we can fix a place at which to draw the line between proper and improper service, which is mis-named 'co-operation.'

"Get this: There is no co-operation when only one party 'operates.' I can only mention a few of the many things this subject might include. The first is selling goods for prospective advertisers.

"I only know one chap who is more foolish than the publisher who goes out to sell goods and that is the manufacturer who asks him to do it. We are not specialty salesmen, and can kill more territory in a day than the advertiser can revive in a year.

"Yes, I know some get away with it after a fashion, but never to the entire satisfaction of the advertiser or dealer, and we ought not be satisfied ourselves. It can be more easily done with druggists than with other lines, especially, if there is a wholesale druggist in town, for an extra 5 per cent off will be enough to get him to take a gross of anything. But it is not good business, because not a square deal for the advertiser.

"Selling is something the advertiser can do for himself and he ought to; mostly it is asked for by weak firms who may not be able to carry out their advertising contract. Some, indeed, never intend to. Or by some sales manager or advertising agent who has spent the bulk of the appropriation in magazines without results, and turns to the newspapers to pull the 'chestnuts out of the fire' for him or for his magazine. They always bet on newspaper being 'easy marks' enough to fall for it.

"In any case a promised campaign, not carried out, or an inadequate campaign, leaves a bad taste in the mouth of the local dealer, and we better not be parties to such things, if we ever want to develop the home fields to its fullest extent. No publisher can afford to help to help fool any local dealer in his town.

"Next: They send us 'pep letters' telling of the amazing amount of additional business we can get by going out and inducing our local advertisers to tie-up with their national advertising. That seems to me to be an insult to the intelligence of newspaper men, regardless of the fact we do act like darn fools pretty often.

"If you are doing all you ought with your local field you have everybody tied-up for all they will spend in a year, and you don't care a rap what they put into their copy. So why spend any of your time or effort trying to get your local patrons to tie up with a foreign firm who never 'poured any water on your wheels' and does not expect to.

"I'll do what I can to get local advertisers to tie up with national advertisers who use our papers, but nix on the 'bird' who never spends a cent with us and has the nerve to brag about the great sums he spends with magazines.

"Windows: A window is worth money. We charge the local dealer for every inch of space he uses in our papers. It's like begging to ask him to donate a window so you can get a bit of extra advertising. I send a list of dealers' names to the advertiser, and tell him to do his own begging. Of course, I do that as diplomatically as I can.

"Broadsides: Print them and send them out, if the advertiser pays the cost of having the work done, and the postage; otherwise not.

"Letters: We have a total card on which we notify dealers when a campaign starts. But we do not write suggested letters.

"You send out a letter today telling what a superior article 'I. X. L.' soap is, and how the dealer ought to push that in preference to others. Next week you send out another boosting 'A. B. C.' soap, and a couple of weeks later on 'E. Z.' soap. How long do you suppose you could keep that up before you would discredit yourself so you would not have any influence with the dealer? It would not be long before your solicitor could not get any kind of a hearing in any store in town.

"Introducing Salesmen: The best salesmen don't want you around when they are working. If you have a sure enough contract, it's good service to write an introduction telling the dealer just how much advertising will be done, and even give the salesman a start by personally introducing him to a few bell-wethers, assuring them that the advertising promised will be done, but when you go far enough with this service so it runs into money cost, you are cutting rates and that should be tabooed.

"Surveys: This is a service you can hardly go too far with. Where an advertiser or a prospective advertiser asks for it, I'll go the the limit, but I try to look out for the fellow who wants to use it for some illegitimate purpose. Some fellows get data from a large number of papers and then offer it for sale to manufacturers.

"The better we know the trading conditions in our territory the better able we will be to land contracts, so they are worth to us all the cost to get, as well as performing a service for our patron or prospect. Having made a survey for one party, it will be o. k. for any number of inquiries. I have used a milk survey for no less than four applicants within the past thirty days.

"Routing Salesmen: Yes, do that. It's the easiest thing they ask, but is a real help to the stranger salesman. If there's a wholesaler in your town you do not even have to prepare it. The jobber will be glad to furnish you a copy he has prepared and a girl can in one hour make all the copies you will need in a year.

"Now I want to say (parenthetically, as it were), that the things I have said don't do, are things not done by The Chicago Tribune nor The Chicago Examiner in spite of their service. Neither of those papers goes farther in free service than any of us can in our smaller fields. What we cannot afford to do free, they charge for, but on account of the magnitude of their local market, it is an accommodation and an economy for their patrons to have the use of the service department and pay for it.

"Now, what about positions?

"Why should The Chicago Daily News be able to do more in this competitive territory than any of us can do in ours? The News does not guarantee position. Why should we?

"The extra price we get for position, considered as an insurance premium, does not cover the losses from claims for incorrect positions given. They why under the sun should we do it? Besides, there are a lot of papers carrying an extra price for position on rate cards and often fail to enforce it. Why carry the price at all?

"Last June the management of The Northern Illinois Group made a rule to not guarantee position and removed the extra price therefor from our rate cards. Our policy is to keep the make-up man reminded he is to give to the best of his ability, a fair share of the preferred positions to each and all of our advertisers.

"We have had very little trouble and I would like to have every man here get this idea and put it into operation when you get home. Position demand is one of the evils that has been with us for, lo, these many years. It's time it was knocked out. Now is the time to do it, when publishers all over the country are considering it.

"The Newspaper Departmental of the Associated Clubs will discuss it at the Atlanta meeting in June. The Inland has put over many a stunt by just going to it as individuals from mutual understanding rather than agreement. It can put this over and do it easily; let us do it and add another to the many good things to our credit.

"Borders around medicine ads are another rule we put in force with very little trouble. Most of the complaints you have about patent medicine advertising are from well people who thought they were reading news until they get well into the story and find it advertising. Put a border around all ads set in body type simulating reading matter and you will be surprised at how little you will hear in the way of complaint."

WE HAVE WITH US TODAY—

(Copyrighted, Underwood & Underwood)

QUITE frequently visitors to the House of Representatives are heard to inquire, "Who is that handsome man, over there?" Don't waste your time turning to look because it is a two-to-one bet that Herb Walker of the Washington bureau of the United Press has come into view. The photographer caught him in the act of taking some "good dope" away from Representative John J. Esch, of Wisconsin. "Which is Herb?" did we hear you ask. At the left, of course.

New Tonawanda Daily Gets Home

BUFFALO.—Stock of a new daily which is soon to be published in Tonawanda, N. Y., is said to have been practically subscribed. A tentative location has been decided upon in the old post-office building at Tonawanda, it is said.

Clarksburg Exponent Eight Columns

CLARKSBURG, W. Va.—The Exponent on Feb. 26, changed its make-up from seven columns to the page to eight columns of 12 ems.

Digitized by Google

JOINT AD CAMPAIGNS MINNESOTA PLAN

Editors Hear Hotaling Report on Co-operation Between Manufacturer, Sales Outlets and Publisher —Liesch New President

(Special to Editor & Publisher)

St. Paul, Minn.—The topliner of the fifty-fifth annual convention of the Minnesota Editorial Association held here February 18 and 19 was an address by Mrs. Emma J. Harwood, owner and editor of the Roosevelt Reporter, telling how a cultured woman of energy and resource came from the East and made a success of an almost down-and-out newspaper in the then unsettled part of northern Minnesota. It was a gripping "human interest" story.

The editors were welcomed to the city by the mayor, Laurence C. Hodgson, better known as "Larry Ho," the poet-journalist, who later on, as a member and official historian of the association, treated his hearers to a blend of humor and sentiment.

Radical Press Scored

The president, J. R. Landy of the Olivia Times, in his address scored the radical newspapers, "whose practice, aims and purposes have been to breed class prejudices, hatred and discontent and to coin existing prejudices into gold." He lauded the work done for the State Association by H. C. Hotaling, field and executive secretary of the National Editorial Association. Mr. Hotaling, who is treasurer of the State Association, made his report as chairman of the joint advertising committee. He had addressed the Eighth District A. A. C. W. on "Co-operation Between Manufacturer, Jobber and Retailer."

A demonstration of transmission of news by wireless telephone was made under the direction of Dr. C. A. Prosser of the Dunwoody Institute, Minneapolis. News items were received from the Dunwoody station and University of Minnesota through an amplifier installed in the convention hall.

The members accepted an invitation from Rome G. Brown, president and executive manager of the Minneapolis Tribune, to be the guests of that paper when the association meets in Minneapolis next year.

A "scolding message" was read from John Talman, newspaper librarian of the Minnesota Historical Society, which applies to the relations between newspapers and the newspaper departments of historical societies and public libraries everywhere. Mr. Talman chided publishers who ignore oft-repeated requests for missing copies.

Necessity of Files

"Some of you," he wrote, "have often found yourselves in the Twin Cities, far from home, in urgent need to consult an issue of your paper for the last few days, weeks, months or years. This is bound to happen again. What if the very copy you want and 'must have' should be missing because of your own negligence? Wouldn't you kick yourself with all four feet?"

Lawsuits and disputed points in local history always have been and always will be settled and cleared up solely through the testimony of old newspaper files. "Henceforth," concluded the writer, "let us do better team work than ever. It will repay both yourselves and the historical society even more richly than we can realize now. Our interests are mutual."

Former Lieutenant-Governor Frank A. Day of the Fairmont Daily Sentinel reported on an examination of the possibilities of a State-fostered paper plant and urged legislative action toward a survey to insure control by the State of power sites in northern Minnesota.

L. J. Boughner, classified advertising manager of the Chicago Daily News, talked on his specialty as applied to Minnesota newspapers. John Shadbolt, of Duluth, spoke on "A Real Business Builder;" L. E. Potter, president of the Minnesota Farm Bureau Federation, on "The Co-operative Movement," and Alexander Carr, of Fargo, N. D., on "Community Spirit."

Will Wilke of the Grey Eagle (Minn.) Gazette, president of the National Editorial Association, told of the work of that body and discussed the meeting scheduled for Florida next month.

Standardize Legal Printing.

It was decided that each member pledge himself to work for the proposed bill to standardize the measurement of legal notices. The bill provides for a standard form, using the point system as the base, and would on a standard piece of copy provide the same number of folios, the folio to be the base for payment. The publication of legal notices in any language but English is prohibited. The report of the legislative committee on the bill, which was accepted, was made by former Lieutenant-Governor Sam Y. Gordon of the Browns Valley Tribune, State printer.

Walter P. Confarr, of Minneapolis, speaking on "Price Lists for Printers," referred to "the vipers and other reptiles on two legs who have infested this country with venom against Americanism." He advised the use by all printers of the Franklin price list and urged that no printer cut prices just because merchants in his town were conducting sales. "The printer makes only to order," said Mr. Confarr, "and cannot reduce his prices as the merchant does on standardized goods on which he makes a big profit."

The question of creating the office of State field secretary was left to the executive committee after the idea had been generally approved in discussion.

The resolutions express gratitude for the splendid service rendered by Mr. Hotaling to the newspaper publishers of Minnesota in securing newsprint at lower rates, etc., and protest against the proposed removal of the headquarters of the field and executive secretary from St. Paul to Chicago.

The new officers are:

President, Philip Liesch, New Ulm Journal; first vice-president, W. E. Verity, Wadena Pioneer-Journal; second vice-president, J. P. Coughlin, Waseca Herald; third vice-president, Martin J. McGowan, Appleton Press. H. C. Hotaling, Mapleton Enterprise, and John E. Casey, Jordan Independent, were re-elected, respectively, treasurer and secretary.

Joint Advertising Report

There were the usual banquets and entertainments.

In its report the joint advertising committee, which consists of six members divided equally between the Minnesota and Northern Minnesota Editorial Associations, discusses the question from the standpoint of the newspaper publisher, the manufacturer, the jobber and the retailer. Conferences have been held in St. Paul, Minneapolis, Duluth and other points. The committee is well satisfied with the progress made thus far and believes that negotiations now under way will yield further material progress.

"The proposition is a very simple one," says the report. "The manufacturer, wholesaler and jobber must have a certain volume of business, and this volume cannot be brought about if their goods get no further than the shelves of the retailers throughout the country. On the other hand, the local publisher has a medium which will assist to move these goods to the ultimate consumer, but he is blocked to a certain degree through lack of co-operation of the retailer. The way to cut the knot is for the jobber, manufacturer and publisher to work together to assist the retailer, and all three will profit in the end."

A clause in the resolutions in favor of state-owned pulp mills was rejected after a heated debate. It was opposed on the ground that it tended toward government ownership.

Said Howard Folsom of Tayton's Falls: "If we pass this it will be a selfish measure, because we would be on record as favoring any kind of government ownership only when it would be directly profitable to us and repudiating it where it might benefit others."

"Government ownership," said Jens K. Grundahl, editor and manager of the Red Wing Daily Republican, "as a majority of us hold, applies only to public utilities and not to natural resources."

The establishment of a state censorship board for motion pictures was urged.

Harold H. Barker of Elbow Lake, one of Minnesota's world war heroes, was elected a member of the executive committee.

Newspaper Advertising Starts the Wheels

In November, business had a bluish cast. The financial waters were troubled.

Corn and wheat and cotton were tumbling—business was halting and hesitating.

Everywhere you heard the croakers say, "People are not buying."

Then the retailers took the cold plunge. They began to readjust prices and offer inducements.

And they advertised the fact—advertised it in the newspapers of their home cities. They kept at it—and kept at it.

After a bit, buying began to wake up—slowly at first, then in greater volume.

Progressive merchants who know newspaper advertising pulls progressively went at it harder.

Business grew better and better, and by the last part of December many merchants were reporting record-breaking sales, and, taking the country as a whole, business was good.

Newspaper advertising saved the day and made it possible for the merchants to clear their shelves and reorder from the manufacturer—thus loosening the clogged stream of commerce and setting the factory wheels in motion.

Newspaper advertising is the greatest single business force on this continent today.

IN an effort to stimulate business and promote newspaper advertising as the one means to that end the Bureau of Advertising of the American Newspaper Publishers Association has prepared and sent out a series of promotional advertisements. The use of them is optional with the newspapers. That great good will result from their use there can be no doubt. Above we reproduce the advertisement that is offered for release on February 28. Its publication in any newspaper before that date is forbidden.

NOW TOGETHER IN WORCESTER

T. T. Ellis Completes Final Details of His Evening Gazette Purchase

Worcester, Mass.—The Evening Gazette, recently purchased by Theodore T. Ellis, publisher of the Telegram, moves to-day from its quarters on Mechanic street to the Telegram building on Franklin street, where arrangements for taking care of the two papers had been completed. The Gazette building will be rented. Additional equipment has been installed in the mechanical department and the press room to take care of the two papers, the editorial rooms have been re-arranged and the Sunday department has been moved to the fourth floor to give additional space for the reportorial staff in the news room on the second floor.

No drastic changes have been made in the personnel of the papers. Daniel N. Pickering, who has been county editor of the Telegram for a number of years, transfers to the day side and becomes county editor of the Gazette. William J. Larkin of the Gazette staff has resigned and will join the staff of the Worcester Evening Post. Francis P. Murphy, assistant county editor of the Telegram, will have the night side of the county staff for the present.

Dubuque Daily News Suspends

Dubuque, Iowa.—The Daily News suspended publication Sunday. The Times-Journal has purchased its subscription list. The News was launched in August, 1919, entering the daily newspaper field in Dubuque in opposition to two old-established papers. J. H. Wallis, former alderman, is head of the News Publishing Company and served as editor and manager of the publication.

Digitized by Google

EDISON COMPANY DEVELOPED $3,500,000 NEWSPAPER ADVERTISING

Remarkable Results Are Shown in Report on Local Dealer-National Advertiser "Hook-Up" Experiment of One Year —Applicable to Other Businesses

By FRANK LeROY BLANCHARD

A SINGLE manufacturing concern last year developed among its dealers a total of $3,500,000 worth of local newspaper advertising, a record, it is believed, that has never been equalled in the history of business. This accomplishment is so unusual that manufacturers and newspaper publishers everywhere will be interested to know how it was done. It was the outcome of a carefully prepared plan adopted for securing the co-operation of dealers that went into effect February 1, 1920.

William Maxwell, vice-president and general manager of Thomas A. Edison, Inc., West Orange, N. J. manufacturers of the New Edison Phonograph, in 1919 became much disappointed with the result of efforts that had been made to secure the co-operation of dealers in exploiting its products. The company, which is one of the three largest phonograph manufacturers in the United State, distributes its instruments through thirty-six jobbing houses which are so located that they cover the entire country. Although Mr. Maxwell had tried very hard to get the jobbers' salesmen, not only to sell Edison phonographs to the dealers but to show the latter how they could build up their business through advertising, but somehow the salesmen didn't enthuse. They told him that they were salesmen and not advertising men, and therefore it was not their province to do the missionary promoting work he had in mind.

Jobbers' Salesmen Held Key

Mr. Maxwell finally concluded that if he was ever to get hold of the dealers he would first have to win over the jobbers' salesmen. He knew perfectly well that they couldn't be expected to take up the study of advertising in order to be in a position to talk intelligently about it to the 4,200 Edison dealers upon whom they called at regular intervals during the year.

If, however, he could show them how they could, without much effort, interest the dealers in the national advertising the company was doing and encourage them to take advantage of it, and thus largely increase the numbers of phonographs they could sell the dealers, then, perhaps they might be willing, and even anxious to encourage the dealers advertise locally.

After studying the problem for some time Mr. Maxwell evolved the plan described below. The company was then investing $500,000 a year in exploiting its phonograph in the national magazines that had a distinctively home circulation, but was investing no money in the newspapers. This year's schedule calls for an expenditure of over $900,000.

A series of illustrated advertisements large and small that were to be used in the national campaign was prepared and copies of same together with a list of the periodicals in which they must appear were in a handsome leather portfolio and presented to all of the jobbers' salesmen who call upon Edison dealers or prospects. Enclosed also in the portfolio was a description of fifteen advertising propositions from which the salesmen could select one or more that would be likely to appeal to the dealer.

Jobbers' salesmen had told Mr. Maxwell that many of the Edison dealers would advertise locally if some one would write the copy for them. Often the dealers would appeal to the salesmen for assistance in this direction which they could not give because they had had no training in the preparation of advertising matter.

To meet this situation Mr. Maxwell re-organized and enlarged his advertising department, placing at its head, J. B. Gregg, who had been connected with the company in another capacity for several years, but who had an expert knowledge of printing and a fine capacity for organization

Mr. Maxwell notified all Edison dealers through the jobbers that under certain conditions the company's advertising department would prepare for them advertisements of any size they might desire; it would also write, print and mail to their customers or prospects circulars that would bring people to their stores; and would supply them with such other advertising matter as they could use to advantage in their local compaigns.

Mr. Maxwell himself then wrote a pamphlet containing the details fifteen advertising and service propositions that the company asked the jobbers' salesmen to submit to the dealers of prospective dealers. Those that are of special interest to the publishers of newspapers are the following:

Interlocking Advertising. Dealers were asked to pledge themselves to use 2,000 inches of advertising in a complete and scientific campaign to be run in one or more local newspapers for twelve months. The Edison Company agreed to furnish the newspapers direct mats or stereotypes of the advertisements that are to appear during the month, space being left to insert the name and address of the dealer. Each newspaper would furnish a proof of each ad to the dealer for his O. K. before publication in order that he may approve or disapprove of the way the address has been inserted.

The copy furnished will be timely, will often possess a news interest and will be prepared by writers who understand how to make it attractive and productive of business. The estimated cost of this copy service to the company is $60 a year but is furnished the dealer free.

Company Handles All Details

The Edison Company makes all the arrangements with the newspapers for the appearance of the advertisements, checks them up as they are printed to see if they are in proper position, and appear on the days designated in the contract. If insertions are omitted or the ads are out of position the matter is taken up with the publishers and an adjustment is secured.

In other words the company renders the same service to the advertiser that an advertising agency would render, except that it has nothing to do with the payment of bills for space and receives from the publishers no rebates or commissions.

Last year 2,000 Edison dealers signed contracts for the 2,000-inch newspaper advertising campaigns, or a total of 4,000,000 inches for the year, representing a total investment of $3,448,500. These figures show that Mr. Maxwell's proposition regarding newspaper advertising appealed to nearly half the total number of dealers during the first year it was in force. The dealers liked it because it relieved them of all bother incidental to the writing and placing of the advertising and gave them first class advertisements. Moreover the plan gives the smallest dealer a service that he could not afford to buy and places him on the same footing as the big dealer who employs an advertising agent.

Newspaper publishers regard the Edison dealer advertising plan with favor because it often develops advertising contracts where none existed before. Moreover, any business or advertising manager of a newspaper located in a city where Edison dealers are not advertising, with the information contained in this article in hand, can make a canvass of such dealers that will be hard for them to resist.

In order to get the views of Edison phonograph dealers on newspaper advertising, Mr. Gregg, the advertising manager of the company, recently sent out a questionnaire, which brought out some interesting facts.

One of these questions was: "Do you believe in the law of replenishment in connection with newspaper advertising?" In explanation of the question it was shown that just as a farmer must fertilize his fields from year to year if he expects to harvest abundant crops, so the advertiser must fertilize his market with advertising if he would build up a large patronage.

The replies received showed that out of 359 dealers 352 answered "yes." In reply to other questions, 339 out of 370 dealers declared their belief that advertising should be a constant, regular, systematic investment, planned a year ahead like the rent of a store; 196 favored one comparatively large ad per week while 133 preferred the same amount in two smaller ones.

Against Eccentric Display

That the laws of optics rather than eccentric display that disregards those laws should govern the display of advertisements was the opinion of 274 dealers while 26 took the opposite view. Concerning the use of coupons which readers can fill out and send to them for catalogues and other printed matter, 224 dealers favored them and 130 did not.

"Do you agree that the effectiveness of your advertising can be greatly increased by circularizing and canvassing, and that a larger share of its effect ought to be obtained in this way?" was another question asked.

The almost unanimous answer was "yes," 348 voting that way, and only 11 disagreeing.

In order to ascertain what elements the dealers believed should be incorporated in Edison newspaper advertising, Mr. Gregg set down a list of eleven and requested them to indicate their preferences. From the replies it appeared that the following were most favored in the order named: "Realism of the New Edison," "New Recreations," "Sentimental Home Circle Appeal," "General Benefits of Music," "Entertainments," and "Fact that Prices Have Been Reduced."

The Edison Company does not limit its service to dealers to furnishing newspaper advertisements. It prepares and sends to lists of customers and prospects supplied by their letters, folders and circulars designed to supplement the national and local advertising at no expense to the dealer except payment of postage. It prepares a new window display each month which carries out the theme of the newspaper and magazine advertising for that month. For these several displays a charge of $2.50 each is made.

Another advertising feature that has helped sales wonderfully is the tone

THE 1921 NEWSPRINT SITUATION

THE January statistics on production and shipments of newsprint by 44 U. S. and Canadian mills reporting to the News Print Service Bureau show clearly how the "bottom" has dropped out of the newsprint market. Every item listed with the exception of stocks on hand, shows a falling off as compared with January, 1920. Stocks during January, 1921, increased 5,942 tons at United States mill points and 4,001 tons at Canadian points. Total stocks at all reporting mills amounted to 9,943 tons more on January 31 than on December 31. The total of 38,589 tons on hand January 31 amounted to about 6 days' production. Last year at this time there were only 22,735 tons reported on hand.

A study of the figures are well worth while from the newspaper standpoint.

UNITED STATES MILLS

	Days in Mo.	Compa nies Re porting	Production Maximum in Tons Per Mo.	Production Maximum in Tons Per Day	Production Actual in Tons Per Mo.	Production Actual in Tons Per day	Per Cent of Maximum	Shipments Total Tons During Month	Shipments Per Cent of Maximum	Total Stocks on Hand at all Points
1921—January..	26	28	109,538	4,347	104,781	4,030	95.5	98,806	90.2	23,471
1920—January..	27	28	112,806	4,178	109,887	4,086	97.4	108,556	96.2	13,071
Canadian Mills										
1921—January..	25	16	74,125	2,965	71,518	2,861	96.5	67,360	90.9	15,118
1920—January..	26	16	72,232	2,782	72,909	2,807	100.7	71,652	99.0	9,664
United States and Canadian Mills										
1921—January..		44	183,663	7,312	176,291	6,891	96.2	166,166	90.6	38,589
1920—January..		44	185,138	6,960	182,796	6,893	98.7	180,208	97.3	22,735

Note: Maximum figures 1921 represent average production best three months of 1920.
Note: Maximum figures 1920 represent average production best three months of 1919.

In connection with the above figures, the efforts of paper manufacturers to find markets enough to keep their mills running is illustrated by the new bids just made to the United States Government.

Forty of the largest paper manufacturing concerns in the United States submitted proposals today to the joint Committee on Printing for furnishing paper to the Government Printing Office for a period of either three or six months, beginning March 1. The prices quoted show a decided drop from those submitted January 31 last, at which time the joint committee rejected all bids. For instance, the price on about 4,000,000 pounds of writing paper shows a decrease since January 31 of from 3 to 4 cents a pound, book paper is down 1 cent, *while newsprint paper which was quoted at 6.28 cents delivered on January 31, is quoted at 5.48 cents delivered.*

It is estimated that if the committee awards the contracts on the basis of the figures submitted, it will have saved the government $300,000 as a result of its rejection of all bids three weeks ago.

Digitized by Google

concerts given by dealers to arouse interest in the New Edison phonographs and records. Over 5,000 of these concerts, with a total attendance of upwards of 5,000,000, have been held in three years. The newspaper advertising employed to exploit these concerts amounted to 565,296 inches. This is in addition to the regular advertising. Besides these concerts are the more pretentious concerts given in public halls and auditoriums at which high class artists appear, one-half of the expense being borne by the company and one-half by the dealer. In twelve months 624,593 inches of newspaper advertisements were used to exploit them.

For dealers handling the Diamond Amberola a special co-operative newspaper campaign was arranged last year. There were 21 advertisements, totaling 602 inches of space in the series which began to appear September 1 and will be continued to March 1, 1921. The arrangement made with the dealer provided that an allowance of 6% on all instruments purchased was made by jobbers up to two-thirds the cost of the advertising.

Mr. Maxwell estimates that Thomas Edison, Inc., is responsible for more than 5,000,000 inches of newspaper advertising which will appear during 1921.

An advertising feature furnished by the company that is attracting attention among the dealers is a twelve-page magazine printed on a fine quality of paper and illustrated with plenty of half-tone pictures of singers and actresses who appear in the big musical productions and of artists whose songs are reproduced in Edison records. These are mailed to customers and prospects at a cost of two cents each.

From the above outline of the activities of the advertising department of Thomas Edison, Inc., it is quite evident that Mr. Gregg's staff has plenty to do. Five million pieces of printed matter are handled each month. At present 135 persons are engaged in the department.

INTENSIFY ADVERTISING

Jesse Neal Tells Chicagoans Some Things for Deep Thought

CHICAGO.—In his address last week before the Advertising Council of the Chicago Association of Commerce, Jesse H. Neal, of New York, executive secretary of the Associated Business Papers, aroused much interest among the members by an appeal for intensified advertising. Mr. Neal said 94 per cent. of of all corporate business in trade and industry was done by 232,000 concerns with gross annual business amounting to about eighty billions, tremendous buying power thus being centered in the hands of a fraction of one per cent. of the population.

"Are you shooting at the one hundred and five million, or at your particular game?" he asked. "Are you sinking dry holes all over the land or are you putting down a line that you know will pierce the center of rich soil bearing sands? Some one has said this conspicuous waste reaches its zenith when a pretty woman kisses a small boy, but how about the spectacle of beautiful advertising going where there can be no responsive thrill on either side?"

George Creel, chairman of the Committee on Public Information during the war, was the guest of the advertising council at luncheon Monday. He addressed the members, telling them something of the government's advertising experiences and dwelling upon the uses of the moving picture.

STORES COURT RUIN BY CUTTING AD SPACE

St. Paul Advertising Manager Tells Retailers That Copy in Newspapers Is Vital to Prosperity of Their Business

(*Special to* EDITOR & PUBLISHER)

ST. PAUL, Minn.—"It is of paramount importance that newspapers throughout the country and retail interests of the various cities shall work to preserve the cordiality which has characterized their relations for the past generation—the period of time in which retail stores, also newspapers, have grown to their greatest prestige and prosperity," said A. J. McFaul, advertising director of the St. Paul Dispatch-Pioneer Press, in addressing the retail department of the Associated Advertising Clubs of Minnesota at the recent convention here.

Mr. McFaul called the attention of the gathering to the reports of the address made by W. H. Mann, wholesale manager of Marshall Field & Co., at the recent convention in New York of the National Retail Dry Goods Association. Mr. Mann was reported to have said that retail stores had been extremely wasteful of advertising space and that now they should make every effort in combination with each other to reduce their advertising expenditures.

"What logic," asked Mr. McFaul, "dictates such suggested action in view of the fact that it would tend to cripple the very force of publicity which has in large part explained the phenomenal growth of the department store and general retail business in this country as compared with other countries?

"The newspapers of the country as an effective publicity and advertising media cannot be injured without corresponding damage being inflicted upon the retailers who have been employing space in the newspapers and building up a reader-habit which has grown slowly, but surely and tremendously, over an entire lifetime, and it will take another generation to change this habit. Meantime what will happen to the retail interests?

"What happens to an army when its artillery is destroyed—and the newspapers, let me emphasize, have been the artillery of the retail army.

"However, newspapers take a broad viewpoint of this subject and are glad to encourage a more skillful use of advertising space—a use which will prevent waste, as it is to the interests of newspapers, as well as retailers, that advertisers shall be efficient so that they may obtain maximum results and therefore remain permanent advertisers.

"It is conservative to suggest to the retail interests that they continue to expend between 1 per cent and 5 per cent of their net income in newspaper advertising—the 1 per cent for stores of huge volume, and as high as 5 per cent for smaller institutions, which must make more intensive efforts to attract the public to their less elaborately equipped and less prominently located establishments.

"Even in stores of great size the 1 per cent of advertising expenditure is not sufficient for many departments. For instance, yard goods sections ofttimes can make increases in business without expending even 1 per cent for advertising on the basis of a year's business, but women's ready-to-wear, even in the largest stores, requires advertising promotion to the extent of 2½ to 3½ per cent and the proper merchandising of a men's ready-to-wear department many times necessitates an appropriation of 5 per cent for advertising. Even bankers have been trained to regard the latter figure as fairly conservative."

RULES OF SALESMANSHIP APPLY TO ADVERTISING SOLICITATION

"SALESMANSHIP as Applied to Advertising" was the subject of an interesting address delivered before the 23rd Street Y. M. C. A. class in advertising on Wednesday evening, by M. D. Hunton, of Cone, Hunton & Woodman, special newspaper representatives. Mr. Hunton, who has had a long and extensive experience in selling newspaper advertising, illustrated his points by many good stories.

The chief principles of salesmanship, he declared, are four in number—a good address, a thorough knowledge of your own and competitor's goods, combined with general business information, versatility, and a knowledge of human nature. There are two kinds of salesmen of advertising—those who make people want to advertise—who in a sense create it, and as the general advertising agents, and the A. N. P. A. Bureau; and the men who go after it when it has been created—the solicitor for various publications.

After showing how important it is for a salesman to be well groomed, courteous, and have a pleasing address Mr. Hunton went on to say:

"You must visualize your proposition to the buyer. It is necessary to show the aim and character of your medium in order to show the kind of people it reaches. If you can demonstrate an almost undemonstrable proposition by comparing results obtained by one advertiser, with probable results to be obtained by another advertiser, with somewhat similar goods, you have your prospect interested.

"If you can further show that the people who read or see your medium not only want the prospect's goods, but have the money to buy them, you have the prospect half landed. In solicitation comparison is almost inevitable and it has to be dexterously done not to be offensive.

"If you abuse, run down, or underrate your competitor's proposition, you almost invariably arouse sympathy for it. It is a trait of human nature to run to the help of some one who is being attacked. What is called 'knocking' is poor solicitation. In making comparisons don't make 'ordorous' ones as Mrs. Malaprop says.

"The value of general information is always apparent. It is important to know the financial conditions in the different parts of the country, the jobbing houses, freight facilities and particular wants of the people. Last summer an electric fan manufacturer was advertising merrily in San Francisco where it is always cool enough in summer to wear a light overcoat and where strong winds blow, and not using a line of advertising in Sacramento or Los Angeles in which sections there is a lot of hot weather.

"Versatility is valuable in solicitation. To show an advertiser that your medium is good for the sale of steam engines, and 5 minutes later show another advertiser that it is well adapted to sell women's veils, requires a quick-change-brain artist. There is no reason why a medium may not be good for both, but it takes the versatile man to show it.

"I have seen Uneeda Biscuit advertised in the New York Commercial, a financial and commercial paper, and men's suspenders and razors in Vogue, an ultra feminine publication. A solicitor has to call on many kinds of people and versatility is an asset. Since women in large numbers have come in to ornament and elaborate business it is obvious that the solicitor's line of business conversation, or, at least, his manner, must change somewhat in addressing the fair advertising manager, from what it is in pushing facts at some bluff and burly space buyer of the opposite sex who isn't impressed if you don't hammer your fist on the table.

"In no business is a knowledge of human nature more important than in soliciting advertising. It is evident that in soliciting some crusty, busy and nervous bank president it is not wise to dally with jokes or take excursions away from the main subject. On the other hand there is the chap who enjoys the amenities and a short conversation before getting down to the business in hand. One fellow is affected by statistics; another is influenced by generalities.

"So it is well to size up the man and classify him according to your experience with men. One thing the solicitor may be sure of is that the appeal to the pocket book is a sound argument with any prospect. Every argument should be used to show the advertiser how his interest would be served by taking your medium. A good solicitor never asks for an order as a favor."

Portland Press Moves Upstairs

PORTLAND, Me.—The Portland Daily Press, a morning paper, was forced to move up one story to the third floor of the Press Building because of the expansion of the plant of its afternoon competitor, the Evening Express-Advertiser. The publishers of the latter in order to give additional floor space, built a two-story addition which unfortunately extended to the wall of the Press Building, shutting out the light from the composing room and necessitating the change to the story above.

Kennebec Journal a Text Book

AUGUSTA, Me.—The distinction of being a text book for use in the public schools has been accorded the Kennebec Journal. Several Maine towns have subscribed for the Journal for three months so that the pupils may keep track of what the Legislature is doing during its biennial session and thus study the elements of civil government. Extremely full reports are given by the Journal, which is the State's official paper.

No New Printers' Scale in Hartford

HARTFORD, Conn.—The recent announcement of the negotiation of a new I. T. U. scale with Hartford newspapers by EDITOR & PUBLISHER, is stated to be incorrect by Clayton P. Chamberlain vice-president of the Times. "We have been unable thus far to come to any agreement," says Mr. Chamberlain, "and the matter is to come to arbitration within the next 30 days."

'Phone from Key West and Havana

HAVANA, Cuba.—Tests of the recently completed telegraph and telephone cable between Havana and Key West have proved entirely satisfactory, it is declared by officials of the Cuban Telephone and Telegraph Company. Inauguration of the new service is expected in about three weeks.

Digitized by Google

N. Y. AD CLUB BALL SPLENDID SUCCESS

Over 700 Guests Spend Evening of Pleasure at Hotel Astor in N. Y. —American Pulls a "Stunt"— Made an Annual Affair

The Advertising Club of New York entertained at the most brilliant social function in its history on Feb. 21, at the Hotel Astor, with about seven hundred guests present. It was the first affair of its kind the club has ever given, and so successful did it prove that before the close of the evening, Charles C. Green, chairman of the entertainment committee, announced that it would be an annual event henceforth, on the eve of George Washington's Birthday.

The grand ball room of the Astor was transformed into a veritable fairyland for the occasion, and decorated with a wealth of ferns, palms, banners of rich colors and softly shaded lights, making an effective setting for the entertainment, which was called "A Night in the Orient."

The evening's program began with songs, skits and dances by a number of professional entertainers, including Hanford and Pee Wee Myers, Jack Hanly, Edith Baker, Julius Tannen, Harriet Hoctor and Miller and Steiner. This was followed by a musical whimsy "A Night in the Orient," in which the cast was composed of the club members as follows:

Kut-All Gab, Most Wonderful Quince, Frank E. Fehlman
Hus Bus, Guards of the "Hooch," Royal P. Smith, A. H. Van Duzer
Hi Ram Abiff, Royal Secretary, Louis W. Blesser
Fateema, One of the Many, Charles C. Green
Boaz, Oriental Magician, H. Ira Fitch
The Jap Jubelum, Royal Executioner, Albert J. Gibney
President Advertising Club of New York, George W. Hopkins
Outer Guard.....W. J. McIndoe
Aram Cheese, Bandit Chief, George W. Stearns
Beshebara, Poor Jazzarazie Slave Girl, Manning Wakefield

PROLOGUE

(Before curtain) "Le Conteur," C. P. McDonald.
Scene—Room in Palace of Kut-All-Gab, Cairo, Egypt.

MUSICAL NUMBERS—LIESKY ORCHESTRA.

Overture, "A Night in the Orient." (Medley). Thomas J. Hughes
Song, "Fateema".....Hi Ram Abiff
Song, "Japanese Sailor".....The Jap
Song, "Beshebara".....Hi Ram Abiff
Song, "The Royal Executioner."....Jubelum
Dance, "Beshebara".....Beshebara

The libretto was written by Charles C. Green, the lyrics by C. P. McDonald and the music by Thomas J. Hughes, and the little playlet was given a warm ovation. The programs were most artistic, and will be treasured as souvenirs by the guests. At the place of each guest also, was a special edition of the Advertising Club News. It was a most entertaining little sheet, containing cartoons, and "puns" on the members.

Before the last course of the dinner had been served, a special Advertising Club edition of the New York American arrived at the Astor Hotel, containing not only a complete story of the dinner, and the names of all those present, but a picture of the guests, and club members participating in the show.

A delicious course dinner was served, after which dancing was enjoyed until the wee small hours, two orchestras furnishing music continuously. Sixty "Goats" from the Poor Richard Club of Philadelphia, came over in a private car for the occasion, and a number of ad men from Boston, Buffalo, and other nearby cities were present. All sorts and kinds of souvenirs were given away, from rubber tires to boxes of tapioca, and those who did not draw a lucky number were consoled by having a special bag, filled with souvenirs presented to them with their coats, at the close of the evening.

The entertainment committee headed by Charles C. Green, chairman, and composed of C. P. McDonald, John Adams Thayer, Albert J. Gibney, Herman G. Halsted, Arthur Doornbos, H. K. Stroud, George Nowland, H. Rex Fitch, Thomas J. Hughes, Cal J. McCarthy, D. Morris-Jones, Paul Meyer, Louis W. Blesser, Manning Wakefield, Walter S. Donaldson and Sidney R. Clarke were untiring in their efforts and their enthusiasm was responsible for the great success of the affair.

Mr. Green lived for a number of years in Philadelphia, and the clever novelties interspersed by the Poor Richard Club were largely due to his work.

During the evening, Miss Anna Vix dressed in a Turkish costume as "Lady Nicotine," passed around cigars and cigarettes as souvenirs

AD WOMEN MAKE MEN LOOK TO LAURELS

Fourth Annual Banquet in Philadelphia Demonstrates that Male Sex No Longer Monopolizes Pennsylvania Advertising Field

By E. A. Muschamp

PHILADELPHIA.—Up to the evening of Washington's Birthday about ninety-nine out of every hundred people in Philadelphia imagined that every big and successful dinner and entertainment given by the members of the organized advertising profession who constitute the members of the celebrated Poor Richard Club. Readers of EDITOR & PUBLISHER know only too well that the Poor Richardites are famous as promoters of dinners and entertainments.

But what is not generally known is that there is another advertising organization in Philadelphia that is running the Poor Richard Club a close second in this respect. This organization is the Philadelphia Club of Advertising Women, and on Tuesday evening, Washington's Birthday, these advertising women of Philadelphia and their friends, to the number of about five hundred, had their fourth annual dinner-dance in the Rose Garden of the Bellevue-Stratford. And these keen, enterprising advertising women certainly demonstrated beyond any question that they are worthy sisters of the advertising profession.

The dinner was as bright and entertaining an affair as has been held in Philadelphia in a long time. There were noted speakers—two of them being women who are nationally known for their achievements; and there were entertaining, interesting and fun-making features. Miss Mary A. O'Donnell, the president of the club, acted as toastmaster and introduced the speakers, who included Miss Alice M. Robertson, Congresswoman-elect from Oklahoma; Mrs. Maude Wood Park, of Boston, chairman of the National League of Women Voters, and Rowe Stewart, president of the Associated Advertising Clubs of the World.

Interest naturally centered about Miss Robertson, who had never spoken in Philadelphia before, and of whom very little is known in the East, other than the information that came in the election news sent out of Oklahoma last November. She also has the distinction of being the only woman who will sit as a member of the new Congress, which will assemble shortly after President-elect Harding's inauguration, and is the second woman to be elected to the House of Representatives. Miss Robertson speaks in a very quiet manner, but is quite emphatic in expressing her views. She said in part:

"When I first took up politics I discovered that I knew almost nothing about it, and that ninety-nine out of every hundred women knew very little about the subject. But I also learned very quickly that very few men knew anything about politics, either!

"I won my campaign without making any promises to anyone, without binding myself to support any group or faction."

The new Congresswoman also expressed some very frank opinions with respect to women who spend a large part of their time playing bridge. Said she:

"A little bridge once in a while is a very good thing probably and there certainly can be no harm in it or in any other game. But when women play cards for money or prizes six and even seven times a week I cannot see that they are any better than little boys who are reprimanded or punished for shooting crap."

Mrs. Park paid a tribute to the women of the country and particularly to those who had been opposed to suffrage, for the splendid manner in which they accepted and responded to their new duties as citizens. She said also that she had observed that the Congressmen were busier than ever now that they had the opportunity to send seeds to women voters as well as to men voters.

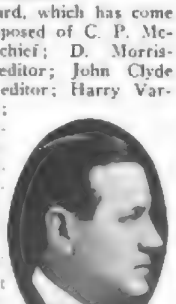
Mr. Stewart in addition to complimenting the women on the general success of the dinner told something about the convention of the Associated Advertising Clubs of the World which will be held in Atlanta next June, and urged the Philadelphia advertising women to send a large delegation of representatives.

AIMING TO GIVE NEW YORK BEST AD CLUB PUBLICATION

THE Advertising Club of New York, having established a reputation as a doer of big things in American advertising clubdom, has decided that it is going to add still another distinction to its many well won laurels—the best publication issued by any organization of its kind. As the first step toward the goal of perfection, the affairs of the Advertising Club News have been placed in the hands of a board and an entirely new editorial and business policy adopted, which so far has developed a new typographical dress, an enlargement of page size from four to five columns, the narrowing of columns from 13 to 12½ ems, more use of illustrations and real club news and constructive discussions on matters of most vital interest to members.

C. P. McDONALD

The editorial board, which has come into power, is composed of C. P. McDonald, editor-in-chief; D. Morris-Jones, managing editor; John Clyde Oswald, associate editor; Harry Varley, associate editor; and Edward Kramer, advertising director — all advertising and publishing men of exceptional ability and attainments.



JOHN C. OSWALD

Mr. McDonald has been for eight years a vice president of the Frank Presbrey Company. He started life in St. Louis, January 28, 1877, his business ability it is related, asserting itself at an early age. At any rate, at nine years he was selling newspapers. Shortly afterwards he moved to Omaha, where he was secretary to Edward Rosewater, publisher of the Omaha Bee during the Trans-Mississippi Exposition and later became a railroad stenographer. He studied law in Chicago and for several years was a court reporter. For ten years before coming to New York, Mr. McDonald was on the editorial staff of and was a feature writer on the Chicago Tribune.

D. Morris-Jones, managing editor, since 1914 has been with the Hanff-Metzger Advertising Agency, New York, but on February 14 will join the organization of Sackheim & Scherman as director of copy and plans. He first took up advertising with the Ireland Advertising Agency, in Philadelphia, and liked it so well that he has stuck ever since and is now one of the most active members of the New York Advertising Club.

Robert R. Updegraff, until this week an associate editor was assistant editor of Advertising & Selling during the first year of its existence and was later in charge of the advertising department of the Mellin's Food Company of Boston. He was advertising manager for four years for Daniel Low & Co., mail order jewelers, and was for three years with the Erickson Company of New York as copy chief and later as account executive. Last September he acquired an interest in the Displays Company, of New York, creators and producers of display materials for national advertisers. In addition to his regular work Mr. Updegraff has been a constant editorial contributor to magazines and trade publications and is the author of "Obvious Adams," "The Sixth Prune," "Old Specification," "Rip Van Winkle Lands an Order," "Wheels in the Air" and the Addison B. Winchester stories.

ROB'T R. UPDEGRAFF

HARRY VARLEY

John Clyde Oswald, publisher of The American Printer, is also an associate editor. He gained his first knowledge of the printing when he conducted a newspaper in his home town of Fort Recovery, Ohio. From there he went to Chicago, where he gained practical experience and then came to New York as representative of The Inland Printer, afterwards becoming editor of The American Bookmaker. In 1897, he purchased that periodical and named it the American Printer and Bookmaker, and in 1900, shortened the name to The American Printer. His

(*Continued on page 22*)

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

THE DOG-WATCH POET

By PAUL D. AUGSBURG

AT one o'clock in the morning, when the rest of the town is sleeping and the rats and mice begin to dart about the local room, Guy F. Lee begins his daily work. He is the man who keeps the "dog-watch" on the Chicago Tribune and—this is incidental—writes verses which thousands of readers chuckle over daily.

After the city edition has been put to bed and the presses down below begin their long, rumbling grind, the editorial room becomes slowly depopulated. One by one the executives depart, and soon Guy is left alone with the rodents and the office boy.

Then it is that he slips a piece of copy paper in the battered old typewriter and begins to compose a bit of philosophic verse.

The phone rings. Over the wire comes the voice of a sleepy police reporter with the story of a west side bomb explosion. Three men have been killed, and another is in the county hospital, dying.

Immediately Guy debarks from Pegasus. He sends the boy to the composing room with the order: "Stand by for a replate." Then, ripping the unfinished poem from the machine, he dashes off the story, writes a head for it, and skips up the winding steel stairs to supervise its insertion in the steel forms.

Back once more, pausing only to call the hospital and find if the dying man has completed his demise, Guy climbs aboard Pegasus to continue his ride. Even before the presses have resumed their rumbling with the news of the explosion, he is galloping up Parnassus. One night he wrote about this phase of his daily stint:

The Squawk of the Late Watch Man

A reader writes to ascertain what moment of the night
It is that robbers reign supreme; when crime is at its height.
Of that I cannot specify. They work while others sleep;
Most all the time of darkness they their faithful vigil keep.
But *this* I know: I'm losing weight in garnering the news.
Our cop reporters, every one, my supper hour choose;
I'd need an octopus' arms in order to succeed
In grabbing off the items and enveloping the feed,
For as I vainly try to cram a bite of vittles down
Some five or six O. Henrys phone me epics of the town!

It is not always the police reporter who breaks into Guy's iambics, however. Sometimes a belated cable will creep over the ocean bed to tell of armies advancing on a Polish front. Or perhaps it is an Associated Press flash from the eastern seaboard to announce the death of a great American statesman. If the president were to die at 4 o'clock tomorrow morning the busy little bee would have nothing on Guy for industry. Such an event would necessitate ripping the stuffing out of Page 1 to insert the new screamer and give position to the lengthy obituary which is always waiting ready on the stone.

The laureate of the Tribune is 42 years old. Twenty of these have been spent in newspaper work in towns from Abiline, Kas., to N'Yawk, N. Y. Before journalisting, he was successively a sign painter, patent medicine peddler, carnival showman, newsboy and restaurant proprietor—the last vocation being plied for a total of five days. Once he ran for probate judge of Barton county, Kan. His opponent won in a walk.

By this time, however, Guy is an institution on the Tribune. He has been with the paper for thirteen years, earning an extra stipend during the past quarter decade with his verses. Guy's first rythmical efforts were—well, awful. Some of the brotherhood used to smirk at his cerebral progeny as they beheld 'em in print.

"If he's a poet, Pope Benedict's an athiest," they would say.

But Guy kept at it, hammering at his typewriter while the rats rustled across the paper-littered floor of the local room and the phone clamored intermittently at his elbow. Now his readers number a hundred thousand and more, and Guy has proved that Kansas did not exhaust its poet crop when it raised Walt Mason.

FROM the frown on the face of Guy F. Lee—here registered—we would be willing to bet that he is listening to the sad story of a district man who is explaining why he was scooped, or the tale is one of a good murder that flivered.

EASY TALK

By Philip R. Dillon

The Anonymous Editorial Superstition

—Now that the PARADOX is in fashion, and the times are such that it is no longer improper to talk about the Queen of Spain's anatomy, shall we take up the anonymous editorial (leader) which is paradoxical? or fraudulent?

Consider the Public that reads the newspaper and, for this investigation, take one of them—a man (or woman), a type. He reads an editorial and tells his neighbor—"The World-Gazette-Herald says thus and so." He is like to use the word "says" in a literal sense, as if expressing a near-physical fact. Abstract and symbolical things are outside his ken, yet may come inside when he relates them intimately to the experience of his senses. To be sure, the World-Gazette-Herald cannot *say* anything, except miraculously. But this man of the Public makes a miracle in order to help his own scheme of logic. If the World-Gazette-Herald be a great daily, he must vision it as a living, prodigiously intelligent being. Following a normal instinct, he sees it *saying* things, as a man multiplied many times in size and intelligence would say them. The anonymous editorial, particularly the scholastic editorial, is to him the message from a Gargantua, or the more learned Pantagruel (though he does not know the names of these descendants of Goliath).

He knows that a Gargantua and a Pantagruel may reason in the human way, even though they be giants. He admits that they may lightsomely, at times, comment on human phenomena. He knows that these giants have settled convictions, which they are in the habit of calling "our policy." This is all well enough, and, in the muddle of human thinking, does no harm, so far as I know, as long as the newspaper giant says giantlike things, which, of course, must be mystifical.

But, when the editorial seriously affirms "our policy" in some concrete issue, where the average man of the Public has the daily experience of his own senses and *knows infallibly* from such experience, he is liable to rise up against the newspaper that tells him something which is contrary to his every-day sensual experience, and denounce the newspaper giant as a fraud, a pygmy dressed up to fool people. One can pretty well lay out the future state of mind of this new-made agnostic.

I have in mind, at this moment, a recent editorial in a great metropolitan daily, discussing the rumor that women of good society are to smoke pipes. The editorial counseled women against the pipe, pointing out that the cigar and cigarette are superior in every way to

(Continued on page 36)

NEW HEAD OF REUTERS IN UNITED STATES

THE appointment of F. Douglas Williams as general manager in the United States of Reuters, Limited, has brought to New York a British journalist as well known to American correspondents here and abroad as to his former colleagues in London and Paris. He succeeds S. Levy Lawson, doyen of the foreign press correspondents stationed in America, who has retired after more than thirty years of active service for Reuters. As a member of Reuters special staff which covered the World Peace Conference, Mr. Williams came into intimate contact with most of the American writers assigned to report this great historical event.

F. DOUGLAS WILLIAMS

With an increased staff in New York and Washington, Reuters service of American news to the United Kingdom, Europe and the Orient has been greatly extended since the close of the war, and its general offices have been moved from 20 Broad street to new and larger quarters at 280 Broadway, New York.

While Mr. Williams is probably the youngest member of the group of foreign press representatives in the United States—he is not yet thirty years of age—his journalistic experience covers a remarkable range. Like many of his colleagues he resigned from Reuters news staff early in the war to go into active military service, subsequently obtaining a commission with the British Artillery. In 1917 he was seriously wounded fighting with the British forces in France and upon his recovery, however, he again rejoined the British forces and was sent to North Russia as captain in the Artillery. Because of his knowledge of German he was appointed liaison officer with the Polish Legion (attached at that time to the British Army); subsequently he was made adjutant at Brigade Headquarters at Kem and finally attached to the headquarters staff of General Marsh as staff captain. He received for his war services the Military Cross, 1914-1915 Star, the British War Medal and the Allied War Medal, and upon his return to England was welcomed back to Reuters staff.

For a time he was Reuters correspondent in Paris. As a member of Reuters' Peace Conference staff, under the direct supervision of Sir Roderick Jones, the managing director, it was Mr. Williams' privilege to telephone from Versailles for distribution by Reuters that peace had been signed.

Inaugurate Annual Dinner

EAST LIVERPOOL, Ohio.—The Review-Tribune's staff held their first annual "family" dinner at the Y. M. C. A. on the evening of February 19.

Digitized by Google

THE SIGNIFICANCE OF THE SLUG–IV

The Slug is a Permanently Live Asset

Following its saving in composition, revision, make-up, lock-up, and pressroom, the Linotype *slug produces its great final saving when the job is off the press. Three minutes' work removes the furniture of a form, and in another two minutes the cuts are removed and the type tossed into the hell-box—a total of five minutes to clean up a job.*

Mergenthaler Linotype Company

Digitized by Google

MUNSEY FINDS UPTOWN SITE FOR TELEGRAM

Old Herald Home to Be Abandoned for Building at 16th Street and 7th Avenue on Expiration of Lease

Frank A. Munsey has leased the six-story building at the southeast corner of 16th street and 7th avenue as a new home for the Evening Telegram. The structure is substantially built and when the necessary alterations are made it will make a model structure for a newspaper plant. The property has a frontage of 75 feet on 7th avenue and 150 feet on 16th street.

Newspaper men, especially in New York City, have been wondering what was going to become of the Evening Telegram when the lease of the Herald site at Broadway and 35th street expires on April 30.

Soon after Mr. Munsey purchased the New York Herald and the Evening Telegram in January, 1920, he moved the Herald downtown to his building at Chambers street and Broadway, where the morning and evening editions of the Sun were being published, but allowed the Telegram to remain in its old quarters. Since then that newspaper has been the only occupant of the Herald building erected by James Gordon Bennett in the early nineties.

At the time when he purchased the Bennett newspapers, Mr. Munsey was given an opportunity to buy the land upon which the Herald building stands, which is owned by the Manice estate, for $3,500,000. Mr. Munsey regarded the price as excessive and declined to buy. In speaking to a representative of the Editor & Publisher at the time Mr. Munsey said:

"The plot is so small that a building thirty-five stories high would have to be erected to make the investment a profitable one. On a 5 per cent basis the ground rent alone would be $175,000 a year. As I did not regard the property as worth anywhere near the price asked for it I decided not to take it over and to move the two newspapers to other quarters when the lease expires."

With the expiration of the thirty year lease of the Herald Building site on April 30, the property reverts to the Manice estate. Should that owner of the reality then or later elect to dismantle the present building for the purpose of erecting one of a type more likely to be economically profitable, the bronze owls, the bronze Minerva, the clock, "Gog and Magog," the several bronze tablets of a commemorative character affixed on the structure's exterior and interior and all other fixtures distinctly associated with the personality of the New York Herald and the Evening Telegram remain in the ownership of Mr. Munsey, the present proprietor of those newspapers, who will see that they receive proper sanctuary.

During the past year Mr. Munsey has been looking about for a new home for the Telegram and has finally leased the property adjoining the Street & Smith publishing plant at the corner of 16th street and 7th avenue. The property which is owned by James L. Van Alen of Newport and London, has been occupied by the British-American Tobacco Company as a cigarette factory.

Two new presses for the Evening Telegram's modern equipment already have been completed. A third—a gigantic octuple machine—is now being built. With the installation of these in the new home will go new stereotyping machinery, re-inforced and improved composing room facilities and equipment and every modern device requisite to make the establishment a model of its kind.

The leasing of the 7th avenue property puts an end to the rumors that had been current for several weeks to the effect that Mr. Munsey intended to bring the Telegram downtown to Chambers street and consolidate it with the Sun. Several months ago Mr. Munsey told the writer that he had no intention of scrapping the Telegram because it had established a constituency of its own and was a paying property. Neither did he intend to move the paper downtown because the mechanical plant at Broadway and Chambers street could not handle it. The Telegram was an uptown institution and would remain in that section of the city.

In its new location the Telegram will be far enough uptown to quickly reach the news distributing centers, and far enough downtown to deliver its several editions promptly in that part of the town. An express station on the Broadway Subway is located at 14th street and 7th avenue. The 6th avenue Elevated railroad station is only three blocks away, and cross town and other surface line cars are near at hand.

When Mr. Munsey took over the Herald and Telegram he had all kinds of trouble in securing enough newsprint to run off the several editions of his group of papers. On one occasion the last roll on hand had been used and the pressmen were in a quandary as to what they were going to do to get out the next edition of the Sun when, just in the nick of time, two truck loads of paper which had been loaned by a New York publisher, arrived.

Circulations had to be cut to the bone. Very late and very early editions were done away with. Small quantities of paper were picked up whenever they could be found in order to help out the situation. On one occasion Mr. Munsey made a contract with a broker for the delivery of 2,000 tons of imported paper on a certain date and to whom he gave an unlimited letter of credit. The paper did not arrive when promised.

A month or more later another broker to whom the first broker had transferred the contract sought to make delivery but when it was discovered that the shipment was not consigned to Mr. Munsey but to another New York publisher, and was neither the paper ordered nor of the specified quality, Mr. Munsey refused to accept it and the bank declined to pay for it. The broker has recently brought suit against the bank for the value of the paper and the case is now before the courts.

Mr. Munsey says he will buy no more foreign newsprint unless the paper has already arrived in this country and has been subjected to the proper test. At present the Munsey papers have an adequate supply of newsprint purchased at a reasonable figure. In fact more paper is being offered than can be used for many months to come.

Mr. Munsey is much pleased with the progress that is being made by both the Herald and Sun. Both circulations and advertising have been materially increased and the outlook for the future is bright.

"I cannot see any probability of an immediate revival of business," said Mr. Munsey to Editor & Publisher. "Indeed, it would be a great misfortune to have such a revival before the process of liquidation is completed. That we have not yet reached that point is apparent to any one. The prices of most commodities are not by any means back to normal. Lumber, leather, building materials, rents and household supplies are still high.

"How, then, is it going to be possible for business to start up again and run at full speed until inflated values are eliminated and business men are content with a reasonable profit on their investment? I cannot see much chance for improvement before next fall.

"I look for a 33⅓ per cent decrease in the volume of all kinds of advertising—bill boards, magazines, newspapers and street cars—this year. Last year there was a perfect orgy of advertising and from that we are bound to have a reaction this year. After awhile we are going to get back on a sound basis and when we do we will be in position to build up a strong business structure."

Boyle in Special Field

Eugene G. Boyle has joined the New York staff of Cone, Lorenzen & Woodman. He has been engaged in advertising and newspaper work for 18 years and during the war was a lieutenant-pilot in the Royal Flying Corps.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET NEW YORK

Our Best Prospects

CONCERNS with strong local selling representation are our best prospects. Brother Newspaper Men, if we are to cash in on the idea of each of us developing at least three new national or semi-national newspaper advertisers from our own or contiguous territory.

Here is H. B. Cook, of Baltimore, doing splendid selling for Krumm's Macaroni, Spaghetti and Noodles, Sheffield Milk, Brer Rabbit Molasses, Ritter's Catsup and Beans, Normanna Sardines, Remmo Soap and Magic Blue. We found Ritter's Beans in 83% of the Baltimore stores, but reported the best seller in only 14. We found Krumm's products in more stores than similar lines, but the percentage of distribution was only 38% at that.

We're going to try and we believe we can show the Krumm and Ritter concerns, both located in nearby Philadelphia, the wisdom of backing up their products with advertising. With such effective merchandising as Mr. Cook has brought to bear we believe their percentage of distribution and sales can be tremendously increased in this territory on a reasonable appropriation, invested in NEWS and AMERICAN space, enjoying more than 185,000 circulation, daily and Sunday, very largely in city and suburbs, but covering the state of Maryland and working portions of adjoining states as well.

Can't we, each of us, pick out the Krumms and the Ritters in nearby cities, concerns who need advertising and are in a splendid position to CASH IN on it, and build them into the great newspaper advertisers they should be?

The Baltimore News

EVENING, DAILY AND SUNDAY

The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

—newspapers cut the h. c. of l.

When John Wanamaker cut his retail prices 20 per cent on all his merchandise in Philadelphia and New York, Newspapers flashed the news across the continent.

Instantly in practically every city retail prices tumbled.

Through the Newspapers Henry Ford announced price reductions in the modest "flivver"—and crash fell the prices of most other cars.

The actions of Wanamaker and Ford, even though potent in themselves, would have been futile possibly, delayed certainly and weakened immeasurably without the daily Newspapers. Through Newspapers the forceful messages were flashed throughout the entire nation, *and the effect was instantaneous!*

Daily Newspapers released the healthful flood of retail liquidation.

What other medium could have accomplished this, or even approached such a result?

Daily Newspapers, equal to any emergency, can actually *sell more merchandise* than any other medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City
New York
Atlanta
San Francisco

Number 54 of a Series.

Publishers are you trimming your business sales to take advantage of current winds? The average advertiser must sell goods. He needs **sales.**

Newspapers are the most active of all sales forces.

E. Katz Special Advertising Agency 15 East 26th Street, New York City

Digitized by Google

RATES PROBLEM EXISTS EVERYWHERE

President Miller of National Association of Newspaper Executives Declares Matter Must Be Brought to Head at Once

Charlie Miller, business manager of the Atlanta Georgian and American, and president of the National Association of Newspaper Executives, spent part of the week in New York. In his swing around the country, Mr. Miller told EDITOR & PUBLISHER, he was more and more impressed with the fact that the most vital problem confronting the publishers today is what newspapers are going to do about their advertising rates when the price of paper comes down.

"Advertising rates cannot go down," said Mr. Miller. "Why, not a rate made in the last year has been high enough to absorb even half of the increased cost of white paper alone. The publisher of every daily newspaper in the country should give this matter serious thought and consideration. In several cities, among them New Haven, Minneapolis, Paterson, Peoria, Grand Rapids and Seattle, the merchants have banded together and agreed to stay out of newspapers until the rates come down." The merchants claim that as the price of paper drops advertising rates should also go down. But the drop in paper has not been sufficient and will never be sufficient, for the price of newspaper advertising to decrease.

"At the convention of American Newspaper Publishers' Association, to be held in New York, in April, the publishers will, as usual, discuss the cost of paper, the cost of labor and press service, but the price of advertising rates has never been a subject to which the A. N. P. A. has paid much attention. The time for this discussion will come at the meeting in Atlanta, Ga., in June, of the National Association of Newspaper Executives. Last year in Indianapolis we had 650 representatives present and this year, in Atlanta, we expect 1,000. Every publisher should see that his newspaper is properly represented.

"I think the answer to the cry of decreasing rates is for the newspaper to give better service. Another reason why advertising rates cannot go down is because of the fact that, while the wages of other classes of labor are going down, newspaper labor costs are going up. At the directors' meeting of the National Association of Newspaper Executives, to be held in Louisville, Ky., March 13 or 20, the exact date not yet having been decided upon, the program will be mapped out and such men as Arthur Brisbane and Frank Munsey will speak to the publishers."

Mr. Miller left New York yesterday for Pittsburgh and other points before returning to Atlanta.

Biggest Year for Intertype

The Intertype Corporation's board of directors reports that for 1920 profits exceeded those of any other previous year. After deducting allowances for depreciation of machinery and equipment and for other contingencies, profits are shown to have been $572,282.52, subject to reserve for taxes of $170,000, leaving net profits of $402,282.57. The three directors, whose terms expired, Wellington E. Bull, George F. Morrison and John W. Herbert, have been re-elected for a further term of three years.

Lyons Editor Receives Degree

WASHINGTON, D. C. — Charles H. Betts, editor of the Lyons (N. Y.) Republican, was awarded the degree of Doctor of Human Letters at the celebration of the 100th anniversary of George Washington University here on February 22. Mr. Betts, who is a member of the New York Assembly, attended the celebration as a representative of Adrian College of Michigan, and was awarded the degree for "conspicuous public service" through his newspaper and other writing.

Betts Bill Hearing March 9

ALBANY, N. Y.—The hearing on the bill to repeal the statute requiring the printing in newspapers of the laws passed by the legislature, scheduled for February 23, was put off until March 9. Assemblyman Charles H. Betts, editor and publisher of the Lyons (N. Y.) Republican, introduced the bill.

Brant Made Editor-in-Chief

IOWA CITY, Ia. — Irving N. Brant, formerly editor of the Iowa City Republican, has signed a ten-year contract as editor-in-chief of the St. Louis Star. His wife, formerly, Miss Hazeldean Toof of Red Oak, is book review editor of the Star.

RECEIVER FOR LESLIE-JUDGE CO.

Famous Old Publishing House Alleged to Be Insolvent

The Leslie-Judge Company, of New York, one of the best-known publishing houses in America, was placed in the hands of a receiver February 23. The receiver, Thomas B. Felder, 14 Wall street, announced that the business would be conducted for thirty days, at the end of which time the order for the receivership would be extended, if it could be shown that the business was profitable. There will be no suspension for the present in the publication of Leslie's Weekly, Judge and Film Fun, a monthly periodical.

The liabilities of the company are estimated by the petitioning creditors at $2,210,000 and its assets at $420,000. The appointment of the receiver was made by Federal Judge Martin T. Manton on a petition in involuntary bankruptcy filed by Saul S. Myers, attorney for the petitioners.

The difficulties of the Leslie-Judge Company are attributed in the petition to its loss of the services of John A. Sleicher, formerly president, due to ill health, as well as to the high cost of labor, print-paper and materials. Mr. Sleicher at the time of the reorganization of the business in 1909 was in active charge of the affairs of the Leslie-Judge Company.

"In 1919," the petition says, "the company lost upwards of $150,000; in 1920 it lost upwards of $300,000, and the month of January, 1921, it lost upwards of $16,000, and the company will not make any money at all for the year 1921, and will probably lose if allowed to continue, a sum approximating the losses of 1920."

Ad Women Hear of China

An address was given by Edward Hall, who represented the Y. M. C. A. in China for seven years, before the New York League of Advertising Women at their weekly luncheon. Mr. Hall stated that the famines which are ravishing China today are due to a succession of droughts which they have had dating back as far as 1916 and from which they have been unable to recover. The League's annual dinner will be held at the Hotel Pennsylvania, March 15.

The Evening Tribune now has 50% more paid circulation in Des Moines than the second evening paper.

Food Manufacturers

are invited to participate in The Des Moines Register and Tribune's Fourth Annual Cooking School----six days starting March 28th.

Not a pure food show----not a money making scheme----but just one of the ways we have of increasing the effectiveness of food advertising appearing in the columns of The Register and Tribune.

Wednesday evening, March 30th, we will entertain the retail and wholesale grocers of Des Moines

Write for Details

DES MOINES REGISTER AND TRIBUNE

MORNING—EVENING—SUNDAY

REPRESENTATIVES

New York
I. A. Klein
Metropolitan Tower

Chicago
John Glass
Peoples Gas Bldg.

San Francisco
Los Angeles & Seattle
W. R. Baranger Co.

Digitized by Google

New York City Morning Newspapers' Advertising Record, 1920

	Agate Lines
*The New York Times .	23,447,395
The World	18,152,009
**The Herald	13,019,976
New York American .	10,870,294
New York Tribune . .	10,197,262

*Millions of lines of advertisements were omitted by The New York Times in 1920 because of lack of space and because of the rigid rules of The Times regarding the character of advertising accepted.

**Including both The Sun and New York Herald for January, 1920, and New York Herald, February to December, 1920.

Digitized by Google

IOWANS TO BUY PAPER CO-OPERATIVELY

Organization Approves Plan at Press Association Convention—Ask Lifting of Ban on Tobacco Copy—Gillespie Named President

(By Telegraph to Editor & Publisher)

Des Moines, Feb. 20.—The sixth annual convention of the Iowa Press Association, held here February 17, 18 and 19, was the most successful and interesting of any yet held, with a larger attendance. Approximately 400 newspaper men and women attended during the three days and the enthusiasm kept up to the end. Thursday was daily newspaper day.

L. J. Boughner, of the Chicago Daily News, president of the Association of Classified Advertising Managers, conducted a program on classified advertising that was of immense value. Thursday evening the daily paper conference continued and again on Friday the daily men met to plan a home legislative program that will permit advertising of cigarettes and tobacco in Iowa.

Judges of newspaper contests reported Saturday morning, giving the Des Moines Register-Tribune silver cup for the best front page make-up to the Carroll Herald. The Ames Tribune silver cup for the best farm news handling was awarded to the Denison Review, and the Sigma Delta Chi cup, for the most noteworthy community service, to the Oakland Acorn.

A comprehensive survey of two newspapers' fields was presented in a remarkable way by C. A. Baumgart of Successful Farming, showing the relation of newspapers to their readers, how the latter look upon advertising, the reading material, stories, features, etc. Nothing like this was ever given in a press convention in the State.

Officers were elected as follows: James C. Gillespie, Lemars Sentinel, president; Senator Ed M. Smith, Winterset Madisonian, vice-president; O. E. Hull, recording secretary; George C. Tucker, treasurer, and E. P. Harrison and T. W. Purcell for directors; G. L. Caswell was later re-elected field secretary by the executive committee on the same terms as last year.

Saturday afternoon the officers were installed and a lively program followed. Curator Edgar R. Harlan, of the State Historical Department, gave another decade of history of early Iowa publishers, and O. J. Benjamin of the Nevada Journal told how to increase foreign advertising. He dwelt strongly on reader confidence, and pointed out that such confidence is essential if advertising is to bring good results.

A meeting of stockholders of the Iowa Press Co-operative Association, Inc., was held at noon Saturday, with over 75 voting. This meeting decided that all print paper for its members should be purchased by the secretary-treasurer and authorized him to make permanent all contracts for them when advisable to do so. President Will Wilke of the N. E. A. was a visitor at this convention.

IOWA DAILIES WANT 48 HOURS

Say Shorter Printers' Week Would Make Costs Prohibitive

(By Telegraph to Editor & Publisher)

Des Moines, Feb. 21.—Opposition to a reduction of hours of employment in the mechanical department was expressed in a resolution adopted by the Iowa Associated Dailies here Friday afternoon. The resolution reads that the "Iowa Associated Daily Newspapers are irrevocably opposed to reducing the hours of employment in the mechanical departments below the present practice of 48 eights a week. To make the reduction to 44 hours would be to increase wages and reduce production at a time when the burdens of publication are already too heavy to be borne."

A session devoted to the development of classified advertising was held Thursday afternoon. Officers of the association are: President, B. M. Conroy, Mason City Globe-Gazette; and secretary, Lee P. Loomis, Muscatine Journal. The Iowa Associated Dailies met as the Daily Section of the State Press Association in annual convention at Des Moines, Thursday, Friday and Saturday.

CITY NEWS STAFF DINES

Second Annual Function of Society Attended by Men and Families

Reporters of the New York City News Association ceased gathering news Feb. 19, long enough to congregate with their wives and lady friends around the festive board at the second annual dinner of the Nycna Society. While they supped and were entertained by former City News reporters now employed on newspapers covered their districts and handled their inside jobs.

William G. Henderson, treasurer of the association, on behalf of the society handed Joseph A. Larkin, assistant night city editor and its president, a gold fountain pen. In his presentation remarks Mr. Henderson characterized President Larkin as a good boss, a good all-round, dependable newspaperman, and everybody's friend. Mr. Larkin presided. There were no speeches with the exception of a few remarks by J. E. Hardenbergh, the "big boss." H. C. Reynolds, city editor of the Evening Mail, was a guest of the society.

Hanson Ends Alabama Coal Strike

Birmingham, Ala., Feb. 22.—Victor H. Hanson, publisher of the Birmingham News, has brought to a successful conclusion his intercession in the Alabama coal strike. Mr. Hanson, at the request of a committee of Birmingham citizens, undertook to represent the people of the state in the controversy and delivered to the governor signed agreements from operators and union officials that they would abide by any decisions arrived at on a basis of settlement determined by the governor.

Merger in Twin Falls

Twin Falls, Ida. — The morning Chronicle and Evening Times have consolidated and hereafter will publish as a morning and afternoon edition.

WHY
Kadel & Herbert
Photo News Service
Is the Best

Subjects carefully selected
Quality not Quantity
Speed when necessary
Good copy
45 leading newspapers now subscribe to our service

Write for details
KADEL & HERBERT
153 East 42d Street
New York

INTERTYPE
"THE BETTER MACHINE"

Put us to the Test

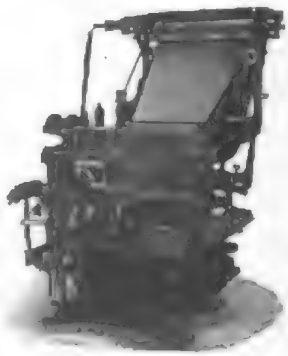
If you must have line casting composing machine equipment—why not get the Best

We started out to manufacture the best line casting composing machine that brains could devise.

Have we succeeded—Over 4,000 Intertypes are in daily use and each giving absolute satisfaction in quality of product and production.

Mr. Publisher and Mr. Printer, it will be to your advantage to study Intertype Standardization. Insist on a working demonstration, model for model—Get the best by all means.

WRITE FOR DESCRIPTIVE LITERATURE



INTERTYPE CORPORATION
BUILDERS OF "THE BETTER MACHINE"
General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

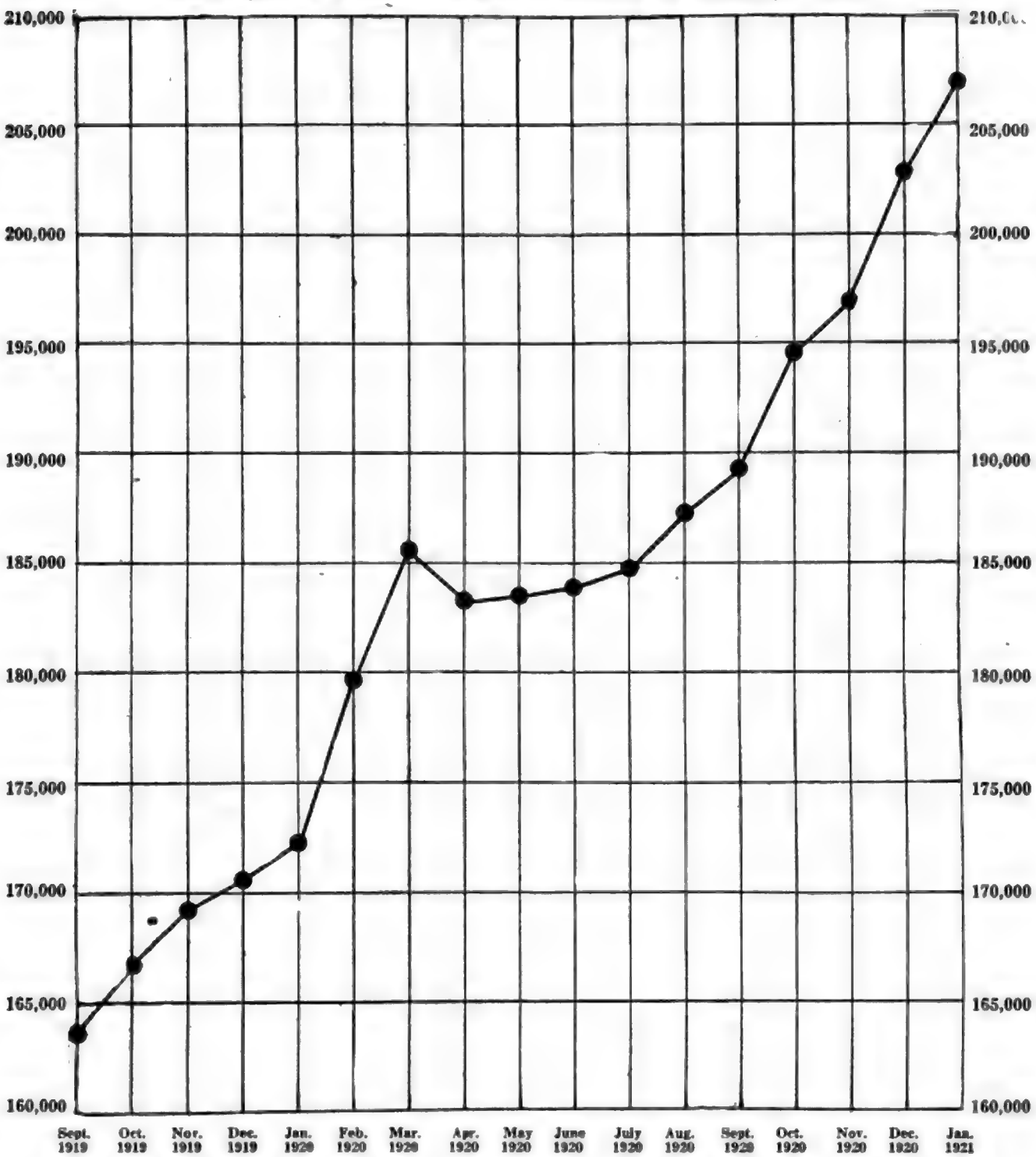
Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Digitized by Google

Growth in Average Net Paid Daily Circulation of **The Baltimore Sun** (Morning and Evening)
In Eighteen Months — September, 1919, to January, 1921



Everything in Baltimore Revolves Around THE SUN

JOHN B. WOODWARD
Times Bldg.,
New York.

Morning **Evening** **Sunday**

GUY S. OSBORN
Tribune Bldg.,
Chicago

Baltimoreans Don't Say "Newspaper"—*They Say "Sunpaper"*

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

I. C. M. A. CHANGE OF DATES

THE International Circulation Managers Association, which usually meets in June each year, has decided to change the dates from June 7-9 to May 10-12. The convention is to be held in Columbus, Ga., and it was deemed advisable by the officers, directors and members of the advisory committee to meet in May on account of the weather conditions existing in the South during the month of June.

The I. C. M. A. now has a membership of over 500, and the most prominent newspapers of the United States and Canada are represented. W. E. Page, chairman of the entertainment committee, who worked so hard at the St. Louis convention to have the members meet in Columbus, has promised some agreeable surprises in the entertainment line for the members, after they are through with the regular business of the convention.

It is expected that a large number of the members, coming from the eastern section of the country, will leave in a body from New York. A boat trip is suggested of which the members will hear more later, through the chairman of the transportation committee, A. E. MacKinnon.

A prominent publisher said of the I. C. M. A.: "This organization actually accomplishes more real work at their convention than any association I ever attended." Most publishers realize this and insist upon their circulation managers not only joining, but attending the conventions.

At the convention held last June in St. Louis, there were over 50 papers read by members, covering practically everything that a circulation manager might want to know in conducting the business of the newspaper he represents. With such a source of valuable information, it is little wonder that the organization is growing at such a rapid rate.

Over 150 new members joined at the St. Louis meeting, and the membership committee is working hard to beat all previous records this year.

Members should make a note of the change of dates—Tuesday, Wednesday and Thursday, May 10, 11, 12; Columbus, Ga.

CHARLIE LEVY—CIRCULATOR

IN a recent issue, the Chicago Tribune pays a handsome tribute to the abilities of "Charlie" Levy of Chicago. Speaking of the extent of his daily order, the Tribune says: "His daily order averages about 75,000 Tribunes, delivered in truckloads at various parts of the loop between 2:20 and 4:00 a.m. to his loading crews. The crews make up the orders and off they go—by surface and L cars and by truck."

Charlie Levy is a distributor who takes care of the supplies of carriers who cover territory north, west and south of Chicago, and one can easily imagine the extent of his organization and effectiveness of a system that is planned to take care of a suburban field running north 45 miles and south and west almost a corresponding distance.

Charlie grew up in the Chicago newspaper delivery atmosphere, and from his earliest working days he exhibited a tendency to organize along lines of fighting time and distance in the delivery of newspapers. Scarcely an individual in the country today commands a better control of a vast output of papers and the facilities for quick and accurate dispatch.

NEWS AND NOTES

JOE K. HUGHES, for a number of years circulation manager of the Pensacola Journal and the Pensacola News, and at one time state circulation

JOSEPH K. HUGHES

manager of the Charleston (S. C.) American, is now circulation manager of the Tuscaloosa (Alabama) News. Mr. Hughes secured his training in his home city of Pensacola, Fla., and in Charleston, S. C. He is a member of the International Circulation Managers' Association and has made a close study of the circulation problems of small town newspapers. During the World War he was with the 19th Anti-Aircraft Battalion.

Richard S. Barrett, director of the New York World's Catskill Bureau, and known to all circulation managers in the East, has been elected president of the Catskill Chamber of Commerce.

SIOUX CITY, Ia.—Prominent men who 30 years ago sold newspapers as newsboys in Sioux City, sold papers on the streets last week to assist in raising money to provide quarters for the Newsboys' Club. Among those who called out "extra" again on one of the busy corners was W. N. McMaster, now governor of South Dakota.

Carl Julian, formerly circulation manager on the Peoria (Ill.) Journal, now serving in the same capacity on the Indiana Daily Times, has been visiting old friends in Peoria. J. H. Ledder, general manager of the Times, accompanied Mr. Julian.

BUFFALO.—A ball given by the Buffalo Newsboys' Benevolent Association gained $2,600. Of the profits $1,900 were used to pay off the balance due on a mortgage on the newsboys' home.

Harry J. Hargrave, formerly of the circulation department of the Topeka Capital, and now with the San Francisco Chronicle, circulation department, spent several weeks visiting old friends in Topeka, Kan., recently.

HARRISBURG, Pa.—Arrangements for the annual meeting of the Inter-State Circulation Managers' Association are being made by J. H. Miller, Jr., and a committee of Pittsburgh circulation men, who promise a merry and profitable time for the members at the Fort Pitt Hotel in that city on March 22. Speakers scheduled for the convention are T. R. Williams, business manager of the Pittsburgh Press, and president of the American Newspaper Publishers' Association; and E. R. Stoll, secretary of the Pittsburgh Publishers' Association. The Inter-State Association, which includes newspapers in Pennsylvania, Maryland, West Virginia and the District of Columbia is officered as follows: President, A. R. Michener, Harrisburg Telegraph; vice-president, C. C. Bauer, Philadelphia Record; and secretary-treasurer, H. C. Carpenter, Lancaster Intelligencer and News-Journal.

ST. PAUL.—The Sunday Pioneer Press is giving the ambitious youngsters who write for the children's page a chance to shine as bardlings. The latest contest is to determine which can write the best poem in honor of President-elect Harding.

New Home for Kuryer Polski

MILWAUKEE.—The Kuryer Polski has purchased a site for a new building on Wisconsin street, to cost about $185,000. The purchase price of the real estate is said to be about $60,000.

New Plant for Carlisle Herald

CARLISLE, Pa.—The Herald is about to move into its new newspaper and job printing plant, in which, it is said, $100,000 worth of new machinery has been installed.

The Atlanta Journal

ATLANTA, GA.

5c Daily — 10c Sunday

Associated Press
United Press

Leased Wire Cable and Financial News

An outstanding newspaper

Advertising in The Journal Sells the Goods

So inseparable are building interests and home interests that when the National Building Show was held recently in Minneapolis, the builders naturally preferred for their advertising the newspaper that is preferred in Minneapolis homes. Here is the record of their preference, amounting to 84% more space used in The Journal than in any other newspaper:

Journal - - 20,930 lines
Tribune - - 11,326 lines
News - - - 7,406 lines

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

1st IN OHIO

5th in America

Newspaper advertising figures for 1920 compiled and published by the Statistical Department of the New York Evening Post and the Chicago Advertising Age and Mail Order Journal show that The Columbus Dispatch for the entire year stood FIFTH in America and FIRST in Ohio in volume of paid advertising published by the leading evening and Sunday morning newspapers. There were only eight newspapers in the world (evening or morning) that exceeded this newspaper in advertising carried.

Here are the five papers (evening and morning) having the greatest record:

Detroit News	28,121,438 Lines
Pittsburg Press	24,776,570 Lines
Washington Star	21,052,990 Lines
Chicago Daily News	20,396,781 Lines
COLUMBUS DISPATCH . .	**19,292,310 Lines**

In its own field (Central Ohio) The Columbus Dispatch in 1920 published 1,472,690 lines more paid advertising than was carried by all the other Columbus papers combined

166 display advertisers doing business in Columbus use but this one evening newspaper

The Columbus Dispatch.

Ohio's Greatest Home Daily

Digitized by Google

DECLARES PRESS CAN'T BE CONTROLLED

J. E. Atkinson, of Toronto Star, Replies to Recent Efforts of Politicians in Canada to Buy Editorial Opinion Through Advertising

(Special to Editor & Publisher)

Toronto, Ont.—In an address before the members of the Kiwanis Club, on February 11, Joseph E. Atkinson, chief executive of the Toronto Daily Star, spoke on "The Influence of the Press." He told of the part played in contemporary life by the modern newspaper, not solely as a business enterprise, but as an agent which discharged a public trust. For himself, he believed in suiting the public taste, but so far as principle was concerned, in giving that which was dictated by one's own conscience.

Democracy, he asserted, was an impossibility without some means of news distribution such as the press. The State depended more and more on the newspaper in the mobilization of public opinion and in the stimulation of public courage. Where press news was involved, its presentation did not mean a demonstration of partisanship as some publishers seemed to think.

Subservience to party, Mr. Atkinson continued, was fortunately on the wane, and newspapers were less disposed than ever to be tied to the interests of any politician. Lately he had heard of an attempt to control the freedom of the press in the discussion of politics, and he felt it to be nothing short of destructive. Those who favored putting the lid on the newspapers were taking a leaf out of Lenine's book. Left to themselves the newspaper publishers, has concluded, should prove of the greatest value in restoring and maintaining public confidence in constitutional government.

THE AGENCY FIELD

St. Elmo Massengale, head of the Atlanta advertising agency of his name, celebrated his birthday, Feb. 16, and besides receiving the congratulations of his friends, had the pleasure of reading a half-column biography of himself on the editorial page of the Atlanta Georgian of that date.

H. W. Doremus; for many years partner in the Doremus & Morse Financial Advertising Agency, has resigned from the Seaman's Church Institute of New York. Unable to go abroad during the war, Mr. Doremus was its executive secretary of the Ways and Means Committee, to secure funds for co-operation in welfare work for and with the seamen in the Port of New York. Mr. Doremus has not made definite plans, but expects to again become associated in the advertising agency field.

The Franklin Advertising Service has moved from the Bulletin Building, Philadelphia, to the De Long Building, at 13th and Chestnut streets.

Emil M. Scholz, formerly publisher of the New York Evening Post, and now president of the World Wide Advertising Corporation, of New York, recently visited New Orleans to open an office for the latter firm. He has appointed Loring Scott, formerly with the Burroughs Adding Machine Company, as New Orleans manager.

H. R. Van Pelt has been appointed Cleveland manager for Hoyt's Service, Inc., advertising agency, succeeding Gail Murphy, who has been appointed sales supervisor for the Middle West of the United Electric Company of Canton. Mr. Van Pelt has been with the Hoyt Agency for a year and prior to that was Detroit manager of the J. Walter Thompson Company.

Technical Advertising Service, of 214 West 34th street, New York, is moving into the Printing Crafts Building.

James Dunnigan, formerly advertising man on the Illinois State Register, Springfield, Ill., has established an advertising agency in Springfield in partnership with Everett Swain.

William J. Healy has severed connections with the Joseph Richards Company, Inc., to accept a position with the advertising department of the Financial World. Mr. Healy was head of the Richards checking department.

R. L. Casey, for many years advertising manager for the Whitehouse Dry Goods Company, has resigned and will establish the Casey Advertising Agency in Beaumont, Tex.

H. B. LeQuatte, business manager of Sheet & Finney, New York, addressed the first annual convention and advertising conference of the Third District Associated Advertising Clubs of the World at Baltimore, February 14.

Sunday Edition in Little Rock

Little Rock, Ark. — The Sunday Arkansas Democrat will make its first appearance Feb. 27, as an edition of the Evening Democrat. It will sell at 5 cents.

N. Y. AD CLUB AFTER NEW LAURELS

(Continued from page 11)

hobby is the life and works of Benjamin Franklin, having written a book, "Benjamin Franklin, Printer."

D. Mossin-Jones

The list of publications to which Harry Varley is a constant contributor, makes his friends wonder that he has the time to be even an associate editor. Mr. Varley, who is an Englishman by birth, came to the United States in 1908 and took a position with the Goodrich Rubber Company. From there he went to the Toledo Scale Company of Toledo, Ohio, and finally came to New York with the George Batten Company. Mr. Varley has written many articles on "Advertising" and for numerous magazines and newspapers.

Edward Kramer, advertising director of the News, started out in life as a salesman for an engraving house and speedily built up a big following on his theory of "personality" and "friendship in business."

Edward Kramer

When the Associated Engravers was formed in New York he was made sales manager, and at the last board meeting he was made president of the company.

Another Harrington Book

"Writing for Print" is the title of a new book on journalistic composition written by Prof. H. F. Harrington, director of courses in journalism at the University of Illinois, to be published by D. C. Heath & Co., New York. The volume, equipped with numerous exercises and assignments, attempts to utilize school publications and local town newspapers as a basis of practical instruction in writing in the high school.

DAILY STORY FOR THE CHILDREN BY Howard R. Garis FEATURING THE FAMOUS

Uncle Wiggily

A STEADY FAVORITE

THE McCLURE NEWSPAPER SYNDICATE 373 Fourth Ave., New York City

21 MONEY CROPS

in the Agricultural South

That shows the versatility and the economic independence of the 13 states covered by the S. N. P. A.

The South raises those crops *to sell*. They are big crops, too, big enough to be sold throughout the country. They keep the Southerner well equipped with real money.

These crops differ from the crops in other sections in this way:

The South is raising its crops from January to January. There are always more crops "coming in" while others are being sold. This means a steady prosperity, with no "off season."

Crops alone would make the South rich. (The wealth in Southern manufactures and Southern minerals is still another thing—a very important thing.)

Cotton	$1,646,828,000	Irish Potatoes	89,186,000
Corn	1,283,806,000	Sorghum	220,000,000
Oats	171,100,000	Rice	95,000,000
Wheat	289,000,000	Peanuts	80,000,000
Barley	2,792,000	Fruits and Nuts	146,000,000
Rye	6,796,000	Beans and Peas	52,000,000
Hay (Tame and Wild)	374,976,000	Vegetables	310,000,000
Tobacco	480,000,000	Broom Corn	7,340,000
Sweet Potatoes	118,750,000		

If you have something to sell, cultivate the Southerner—the buyer who has money and needs the year round.

The Promotion Department of the Newspapers in the S. N. P. A. can show you the way to result advertising.

Southern Newspaper Publishers' Association

Chattanooga, Tenn.

To Newspaper Publishers:

Am offered twenty tons a day practically any sizes of print paper at five cents per pound f. o. b. mill, New York State.

If interested I will put any newspaper in direct touch with mill's representative.

JASON ROGERS
Publisher
NEW YORK GLOBE

New York
February 23, 1921

Digitized by Google

In 1920

The Providence Journal

AND

The Evening Bulletin

PRINTED

OVER NINETEEN MILLION LINES

(19,018,145)

OF ADVERTISING

More Than Six Million Lines Ahead Of Any Other Newspaper in New England

THE REASON FOR THIS SPLENDID SHOWING IS TO BE FOUND IN THE ONE WORD

RESULTS

These Papers are Printed and Circulated in the Most Densely Populated and Most Prosperous Territory in the United States

Represented by

Charles H. Eddy Co.

BOSTON — NEW YORK — CHICAGO

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

Sell The "Classified" Idea

DURING the last year or so in selling classified advertising there has been a desirable tendency to get away from the habit of selling merely so much space. The more modern idea is to sell advertisers and prospects on the value of classified as a service. As one classified manager has aptly said, "If people can be sold on the classified idea, they will buy space without any sales effort on our part."

In considering as a whole the past efforts to develop classified, one is forced to admit that the great majority of the effort has been devoted to selling so much lineage to possible space users.

Promotion copy has said, "If you have a house to sell, use a want-ad."

Salesmen have gone forth and begged advertising prospects by saying, "The way to sell this automobile is go take so many lines in my paper."

Telephone solicitors have called the home and said to the housewife, "Buy an advertisement in the want-ad section of this paper and you will get a maid."

Now the idea which seems to be gaining ground is that the sales promotion or salesperson should define classified advertising to the prospect and explain its service and function. When this is properly done, the assumption is that the prospect without being asked will then say, "I had never realized that classified was such an economic service and so valuable to all of us. Right now I can use it to sell my house. Will you take an advertisement for me?"

Classified advertising can be used profitably several times a year by every person, yet few use it and those that do have not accepted want-ads as the easy natural way to get in touch with persons who can fill their unsatisfied wants. This is more nearly true in the case of employment where many seeking labor now unconsciously use the classified columns to fill vacancies. These very employers however fail to realize the power of the newspapers' classified advertising sections, because they do not use it as they might for other purposes than that of securing workers.

The Wichita Daily Eagle, of which W. C. Pruitt is classified advertising manager, is using promotion matter in an effort to sell the broader aspect of classified. This promotion is in the form of circulars. The following sentences are quoted from two of the recent ones:

"The classifying of small advertisements into the various fields of needs arising with all the people, is the chief value of a classified medium. The readers are its backbone and through education and the use of Eagle classified columns they instinctively become accustomed to consulting the columns whenever a need or desire arises. The small advertisements, commonly known as want-ads, are divided into groups depending upon whether they are wants, sales, trades, rents, services or notices. A well balanced classified medium is in reality a full page or two-page advertisement, made up with hundreds of ads, thus representing such as a big department store with the arrangement of its goods into groupings by departments in order to make it convenient for the customers.

"Like the big department store with many departments under one roof, the departmentized classified pages make a big and attractive showing to its readers.

"The classification headings serve the same purpose as do big department signs hung out in the large stores to guide the patronizing public. These assist the readers to go at once to the advertisements in which they are interested.

"The indexing of advertisements is for the purpose of grouping together all advertisements offering things or services of a similar kind. This indexing alphabetically is a serving of patrons in the same way as do counter and shelf signs in the big stores. They tell you about the varieties offered, without a moment's lost time, etc., etc."

In these circulars Mr. Pruitt takes up two other vital points in classified-proper classification of advertisements and better copy. These points were developed as follows in one of the circulars:

Good Copy is One of the Most Essential Things in Advertising

Points of Importance to cover in Real Estate Advertising:

1—Location of property offered.
2—Business or industrial.
3—Residence or apartment.
4—Lots or sub-divisions.
5—Farms or lands.
6—IF BUILDING PROPERTY:
  (a) Size.
  (b) Condition.
  (c) Fixtures.
  (d) Trade conditions.
  (e) General description.
7—IF RESIDENCE OR APARTMENT:
  (a) Street, then number.
  (b) Size of lot.
  (c) Number of rooms.
  (d) Outbuildings.
  (e) Walks and improvements.
  (f) Shade and lawn.
  (g) General description.
  (h) Price and terms.
8—IF FARM OR LAND:
  (a) Number of acres.
  (b) Kind of soil.
  (c) Amount in cultivation.
  (d) Products raised.
  (e) Market advantages.
  (f) Description of buildings.
  (g) Price and terms.

Why It Pays to Advertise Every Day in the Week

Your office is open 6 days a week, your telephone bill covers every day in the month—why not use it?

Other expenses go on every day in the week—rent, especially.

Every day advertising reaches a new audience each day.

Another example: Take a potato and cut it in six pieces; properly plant in separate hills and see if it won't produce greater returns than planting one whole one.

Again—One ad will not sell a piece of property any more than one grain of wheat demonstrates a farm.

In the second circular the subjects of good copy and increased insertions are promoted, as follows:

OBSERVING THESE SIMPLE RULES WILL INCREASE THE VALUE OF YOUR CLASSIFIED ADVERTISING MANY TIMES

First—Correctly classify your ad.

Second—Consider the reader's time and index your ad properly for convenience.

EXAMPLES TO USE	EXAMPLES NOT TO BE USED
MAID—Wanted: competent, white preferred, must be neat and energetic; no washing or ironing.	WANTED—A competent white maid, must be neat and energetic, no laundry work.
LAWRENCE AVE., S., 712—Sleeping room and sitting room, connected; suitable for two or four men or working girls. Or one large sleeping room.	Sleeping room and sitting room, connected; suitable for two or four men or working girls. Or one large sleeping room. 712 S. Lawrence Ave.
COLLEGE HILL—Large eight room house, all oak floors, breakfast room, tiled bath, shower, hot water heat, cistern, soft water throughout, vacuum cleaner, extra large basement, garage and sixty feet, located on College Hill, $1,600. O. A. WHITE M. 2573 704 Schweiter Bldg.	Large eight room house, all oak floors, breakfast room, tiled bath, shower, hot water heat, cistern, soft water throughout, vacuum cleaner, extra large basement, garage and sixty feet, located on College Hill, $1,600. O. A. WHITE M. 2573 704 Schweiter Bldg.

Third—Describe what you have to offer or want fully and make your ad clear to the reader.

Fourth—Word your ad in the most simple form possible. Do not cause too much mental strain on the reader—the simple worded ads generally receive greater returns.

Fifth—If your need or desire is very urgent or of considerable value, use sufficient words to tell your story truthfully and explanatory; also use sufficient space to make your ad more noticeable, for instance using larger type or white space.

Sixth—Talk to the reader of your ad as you would if he was present; in fact, make your ad read like the *spoken word*.

Seventh—Persistency eventually wins; each additional day the ad is run the results will increase because of the cumulative power of advertising.

CLASSIFIED MISCELLANY

A. P. Slentz of the Indianapolis Star has become a classified advertising manager of the St. Louis Times.

William A. Mayborn, for a number of years classified advertising manager of the Cleveland Press, has become advertising manager of the Cincinnati Post. Mr. Mayborn's successor on the Press is Dwight Israel of the Press circulation department. Mr. Israel has been connected with the advertising departments of the Cincinnati Post and the Des Moines News.

The Providence Journal Company has opened a new "want ad" advertisement department with a frontage on Westminster street and entrance from the street. The want ad counter is less than 10 steps from the sidewalk of the principal business thoroughfare.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.
135 Broadway - New York City
Phone, Rector 9957-8-9

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago | 335 Windsor Station Montreal | 1270 Broadway New York

Digitized by Google

The Newsbox introduces the Tampa Times to tourists.

Are you still selling your paper As Ben Franklin sold his in 1731?

BEN FRANKLIN sold his paper entirely through personal solicitation. He could multiply his sales only as he secured honest, capable assistants. Many desirable points had to go uncovered. But you can put the Newsbox at every important carstop and cover your territory 24 hours a day if desired.

You have progressed in every other department. Are you still depending solely upon Franklin's methods of distribution?

The Newsbox fits into your distribution system without upsetting any part. It serves every reader a clean, dry paper regardless of the weather and always collects in advance.

The Newsbox keeps the name of your paper in full view of the public throughout the day. This stimulates circulation and classified advertising. And it impresses upon the local display advertiser the thoroughness of your distribution.

Accept our 30-day Trial Offer explained at the right. Install five machines. Test them thoroughly on locations of your own choosing. Prove for yourself that the Newsbox is a circulation builder and a money-making investment. You are to be the sole judge, and we will accept your verdict.

Try the Newsbox 30 Days On Your Paper at Our Risk

To make it possible for any circulation manager to know the Newsbox and to put it to a practical test in his own field we make this introductory 30-Day Trial Offer:

The Price of the Newsbox is $40 per unit, complete (no lettering), Orange, N. J. Simply send us your check to cover five machines. We will ship at once. If at the end of 30 days from the receipt of the Newsboxes you are not thoroughly satisfied, write us for shipping instructions and we will refund your money.

You may purchase one Newsbox or a hundred, but the 30-Day Trial Offer applies only to your first order for a battery of five machines. If interested, write for our partial payment plan.

Newsbox Sales Corporation, Candler Bldg., New York City

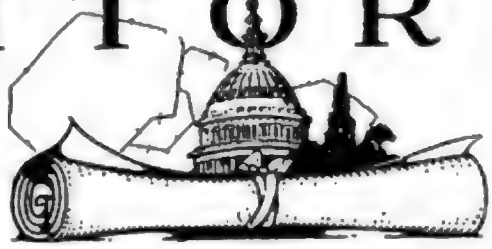
Stays on Duty Until Sold Out

NEWSBOX
TRADE MARK

Serves a Dry Paper On a Wet Day

Digitized by Google

EDITORIAL



NEWSPRINT CONTRACTS

AN unusual danger in the publishing business has developed in England as the result of the signing of longtime contracts for newsprint, according to a statement of Lord Beaverbrook, proprietor of the London Daily Express, and it is one that should be given serious thought in the United States.

Last fall many British newspapers were stampeded into signing long-term contracts for newsprint at prices scaling upward, believing, as did American publishers, that the world shortage of print paper that prevailed while trade channels were being switched would continue for many years. While the readjustment of world trade conditions proved that belief a fallacy, those contracts, which at the time were generally looked upon as a business advantage, have turned out to be a boomerang.

Newspapers of England that signed long-term contracts at the high prices of last fall now find themselves at a business disadvantage with their competitors that stayed in the open market, which may in some cases result in their financial ruin. At present spot market prices, the contract papers are now finding it more difficult each day to meet the unusual margin of difference between the cost of their raw product and that of their uncontracted competitors.

The passing of the London Globe is attributed to this factor in publishing costs and it is rumored that several other forced consolidations are being considered. On good authority it is stated that three London metropolitan newspapers are now on the market at prices that would have been considered astonishing bargains less than one year ago.

"Few outside the inner circle of newspaperdom realize how serious the position is," says the London Mirror. "It has even been described by the Daily Express as 'desperate,' and those who know most are the least inclined to quarrel with the description.

"The plain truth is that the majority of newspapers are being published at a loss, and in many cases the loss is so heavy that the proprietors affected cannot long postpone a decision as to the future of their publications. Even those newspapers with incomes that enable them to meet their obligations promptly are looking ahead with grave concern.

"'It is no longer Fleet street; it is Queer street,' is how a director of one important London daily summed up the situation."

Long-term contracts are a factor in the newsprint situation that has not been discussed to any great extent in the United States, but it is one that will undoubtedly come to the fore eventually. A new question will enter into it here, namely, the legal right to "contract to contract," as some have construed contracts calling for the fixing of prices on future definite dates. Developments in the British newspaper world during the next few months will be watched with interest by American publishers.

POSTAL MATTER IN STORAGE

NO better evidence of the need of a general reorganization of our postal service could be than the letter from Thomas F. Murphy, assistant postmaster of New York City, that was printed in Editor & Publisher last week. He said that no consideration was given to the rapid distribution of such newspapers as Editor & Publisher although their existence is dependent upon the quick dissemination of vital information.

"Forwarded in storage cars," to quote Mr. Murphy, is a fair size-up of the entire postal service as it is operated today. It is not improbable many long over-due and important business letters have been in those same storage cars.

A new administration is preparing to take over the operation of the business affairs of the government and it is not too early to make a demand that the Postal Service be rescued from the blight of Hitchcock and Burleson and operated in the interest of the American people instead of politics.

Efficient operation of the Postal Service is necessary to the success and prosperity of every branch of American business and it is one department from which excuses for failure to function should never be accepted.

We pray, O Creator of men, that sweeping crime, swaying greed and selfish zeal may not sour or stultify our spirits.

Forewarn us against starving our souls in the pursuit of gold or in the pace of seeking pleasure or amidst the pressure of insuring success.

Increase our purpose to safeguard and sustain our inner spiritual selves. So shall we serve and stand as sons of God. For the world's uplift—Amen

CHRISTIAN F. REISNER.

LESLIE-JUDGE CO'S. EMBARRASSMENT

THE announcement of the appointment of a receiver for the Leslie-Judge Company, publisher of Leslie's Weekly, Judge, and Film Fun was received with regret by all who have known John A. Sleicher, for years its chief owner, who was compelled two years ago to retire from its management by ill health.

Mr. Sleicher obtained control of the property in 1902 and succeeded in the intervening years in building up a large and prosperous business. The war gave Leslies its first serious setback. The high cost of labor, paper and other materials together with decreased revenues from advertising and circulation crippled its finances.

Then, just as the long war came to an end, Mr. Sleicher was stricken with an illness that compelled him to give up all participation in the management of the Leslie-Judge Company's affairs. Although he had built up a strong organization it was his brain that directed it. He was its mainspring, and when he retired the loss to the company was irreparable. Others tried to fill his place but without success.

It is the hope of Mr. Sleicher's many friends that he may in the near future so far recover his strength that he will be able once more to direct the affairs of the publications with which he has long been identified.

DR. FRANK CRANE makes a happy suggestion that every newspaper become a pulpit of sanity. The need of the day could not have been put better. Presenting the news in a spirit that inspires trust and promotes public welfare measures up to this requirement. Contempt for individuals and institutions has gone far enough. It is time for sanity and the newspapers must lead the way.

February 26, 1921 Volume 53, No. 39

EDITOR & PUBLISHER

Published Weekly by

The Editor & Publisher Co.

1117 *World Building*, 63 *Park Row, New York.*

James W. Brown, editor; John P. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins.
J. W. Ferguson, General Manager
J. B. Keeney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: P. B. Grundy, 13 Place de la Bourse.
10 cents a copy; $4 a year; foreign $5; Canadian $4 50.

"BILLY" GOODE, FIRST-CLASS CITY EDITOR

ONE of the highest tributes that can be paid to any profession is to have a member of it make good in carrying a great and difficult work, outside of his everyday labors, to a successful conclusion. It is the highest possible compliment that can be paid to a man's past training. For this reason every newspaper man should find something to make him proud of the work being done by Sir William Athelstane Meredith Goode, K.B.E., the uncrowned King of Austria.

He's a Newfoundlander by birth but the United States has first claim for credit for his achievements in that part of Middle Europe where he wields a power that is almost as great as was that of the Hapsburgs themselves, for he is an American-trained newspaper man.

"Billy" Goode, with never a thought for titles or power and right to rule, was a first-class reporter in the United States.

Many newspaper men in this country remember him well as a man of enterprise and daring who knew news and how to get it. The career of "Billy" Goode is one of the unusual stories of the World War. He left his berth as purser in the British mercantile marine to become a trooper in the 4th United States Cavalry; later he became a reporter in San Francisco, finally drifting to New York. In 1896 he joined the Associated Press and when the Spanish-American War started he was assigned to Admiral Sampson's flagship. In 1904 he went to London where his work as a reporter attracted attention and won him the news editorship of the Standard. In 1911 he went to the Daily Mail to fill a similar position.

In 1895 New York reporters responded to the summons of "Billy" Goode, city editor of the Mercury, as marquises, grandees, counts, politicians and even the Prime Minister answer to his call today.

They call him His Excellency, Sir William, but its "Billy" Goode, American-trained newspaper man, who, as head of the Austrian Section of the International Reparations Commission and chief representative of the British Treasury in Austria, is being counted upon to bring back a nation in decay.

In Europe they are betting he will make good—what higher compliment could be paid to the efficiency and unlimited resourcefulness of American journalism?

SOME HOPEFUL BUSINESS SIGNS

IT is a source of satisfaction to learn from publishers' representatives that no more cancellations are being received from national advertisers. Some campaigns that were held up in November and December last have been released and others, it is reported, will soon follow.

These facts indicate that a revival of activity in the world of advertising is not far away. Advertising is the barometer of business. When the volume is large good business follows. The rise always precedes a heavy demand by the general public for merchandise.

While the bottom has not been reached in the general liquidation of business that has been going on for six months, great progress in that direction has been made. It is not at all probable that the prices of many articles of merchandise will ever be back where they were before the war. Marketing conditions have changed, merchants do not place as large orders as formerly and manufacturers are inclined to be more conservative in their production.

It is not to be expected that everything is going to be straightened out to everybody's satisfaction right away, but the fact that business men are beginning to feel more confidence in the situation is a hopeful sign.

The winter is practically over and with it the inactivity that characterizes many lines of business during this season of the year. With the advent of spring will come the quickening of industrial life, an increased demand for all kinds of merchandise, and a freer use of money.

There can be no revival of business without a revival of advertising, and while 1921 may not produce as many lines of publicity as 1919 and 1920 the total will not be far behind the record.

Digitized by Google

PERSONAL

WILLIAM P. BAKER, editor of the Syracuse Post-Standard, was elected a member of the State Board of Regents last week to succeed the late William Nottingham, of Syracuse, at the joint session of the Legislature. Mr. Baker is a graduate of Cornell University and is an instructor in Syracuse University. He has devoted the greater part of his life to newspaper work and has been an editorial writer on the Post-Standard since 1909.

William F. Rogers, advertising manager of the Boston Transcript, is enjoying a week's snowshoe trip in the White Mountains.

R. L. Richardson, former editor of the Winnipeg (Man.) Tribune and member of the House of Commons for Springfield, Man., is seriously ill at his home with heart trouble.

T. J. Brereton, president and an editor of the Chambersburg (Pa.) Valley Spirit, has retired from that paper. His interest has been taken over by William Alexander, who becomes president, and his son, King Alexander, who moves into the secretary-treasurer's office.

Marcy B. Darnall has resigned as postmaster at Key West, Fla., to become president and general manager of the Key West Citizen Publishing Company, of which he has been a stockholder for several years. Mr. Darnall recently made a trip from New York to San Francisco as a lieutenant, naval reserve, on an Eagle boat, and is a veteran of both the army and navy, serving in the Spanish-American and World Wars.

Gardner Cowles, publisher of the Des Moines Register and Tribune, has just left to spend a month in California.

John R. Morris, who has been connected in an editorial capacity with several Missouri newspapers, and who has lately been acting as private secretary to Walter Williams, president of the Press Congress of the World, has been appointed executive secretary of that organization.

H. P. Moore, editor and publisher of The Acton (Ont.) Free Press, formed one of a delegation last week to interview the Provincial Minister of Highways at Toronto, as to the route for the Toronto-Sarnia highway.

William T. Robinson has been busy the past week acknowledging congratulations on the 35th anniversary of his ownership of the Southbridge (Mass.) Herald.

Victor Murdock of the Federal Trade Commission and former editor of the Wichita (Kan.) Eagle, has written a new book "Folks," which is to be issued by the Macmillan Company. It is a series of articles written for the Eagle and sketches of Wichita business men, whom Mr. Murdock knew well during his long editorship of the paper.

A. G. Penny, editor-in-chief of the Quebec (Que.) Chronicle has been awarded the cross of Knight of the Order of David I, by King Nicholas of Montenegro, for services rendered to the Montenegrin cause when Mr. Penny defended Dr. Burnham, head of the Canadian mission in Montenegro.

P. H. Schwabach, president of the board of directors of the Wolf News Bureau of Berlin is in New York on private banking business. He is a guest at the Hotel Plaza.

IN THE EDITORIAL ROOMS

Harry S. Milliken, instructor in charge of the printing department of the Worcester (Mass.) Boy's Trade School received word this week that his son, Kenneth V. Milliken, a student at the University of Arizona, was killed in a fall from a mountain peak while he was climbing near Oatman, Ariz.

George G. Witham, has resigned from the staff of the Worcester Evening Gazette.

Samuel J. T. Coe, who had been city hall reporter on the Argus for 28 years until its discontinuance, has joined the staff of the Knickerbocker Press.

L. R. Swayze, a member of the news staff of the Portland Oregon Journal, and Miss Ethel Walton of Tualatin, Ore., were married recently in Portland.

Miss Jean Easton has become society editor on the Springfield, Illinois, State Register. She was previously engaged in newspaper work in Gillespie, Ill. She succeeds Miss Grace Comstock, who is now writing features for the Peoria Journal.

Kenneth L. Roberts, formerly of the Lowell Courier-Citizen left the copy desk of the Worcester (Mass.) Telegram this week to join the copy desk force of the Utica (N. Y.) Telegram.

Ralph J. Corcoran, formerly Spencer correspondent for the Worcester (Mass.) Telegram, has rejoined the staff succeeding John Fearin, who has resigned. Mr. Corcoran is also secretary of the Spencer Chamber of Commerce.

John R. Colton has joined the writing staff of the Thompson Feature Service, New York.

D. I. McLeod, formerly engaged in newspaper work in London, Ottawa, and Toronto, lately as financial editor of the Toronto News, has joined a new firm of bond brokers in Toronto, known as McLeod, Young, Weir & Co.

A. R. Carman, for the past three years connected with the editorial staff of the Philadelphia Public Ledger, is returning to the Montreal Daily Star. Mr. Carman's vigorous denunciation of politicians who, "played politics on the brink of hell," at the time of the entry of United States into the war attracted wide attention.

Miss Florence Rice, society editor of the Chicago Evening Post, is on her vacation. Her place is being filled by Miss Bernadine Zold.

Leo O. Strecter, formerly with the Milwaukee Wisconsin News, has joined the copy desk force of the Chicago Journal.

Richard Spillane, editor of the Business and Financial Section of the Philadelphia Public Ledger, last Thursday addressed The Poor Richard Club's weekly Co-Club luncheon on "The Evolution and Future of the American Newspaper."

Joseph K. Costello, former Philadelphia newspaper man and until recently chief of the Claims Bureau in the City Solicitor's office, has been appointed secretary of the Joint Bridge Commission which will have charge of the construction of the proposed bridge connecting Philadelphia with Camden. Charles R. Bacon, for many years New Jersey editor of the Philadelphia Record, has been selected as assistant secretary. Mr. Bacon will continue his work with The Record.

E. S. Glavis, who has been in charge of the American Legion page on the Philadelphia Record, is leaving that paper March 1st, to take a position in the Philadelphia Municipal Government.

Sidney Coleman, managing editor of the Wichita (Kan.), Beacon, addressed the Advertising Club last week on the advantage to Wichita of a bureau of the Associated Press.

Kenneth MacGowan, formerly a Philadelphia newspaper man and now dramatic critic on one of the New York evening papers, was a recent speaker on the drama before the members of the Contemporary Club of Philadelphia.

Joe H. Myers, former owner of the Bliss (Okla.) News and recently editor of the Norman Transcript, has become city editor of the Ponca City (Okla.) Daily News. He was at another time connected with the Enid Daily Eagle.

John R. Morris of Columbia, Mo., formerly secretary to Dean Walter Williams of the University of Missouri School of Journalism, and later associated with several Missouri newspapers, has been made executive secretary of the Press Congress of the World.

Terrance F. Cox, for many years connected with the Hutchinson (Kan.) Gazette and a veteran of the Spanish American and Indian wars, has been made a justice of the peace in Hutchinson. During many Indian campaigns newspaperwoman and correspondent for New York newspapers.

Mrs. Ruth Parsons, a Topeka (Kan.) newspaperwoman and correspondent for a number of mid-West newspapers, has coined the word "legislady" for the feminine members of the Kansas lower house.

Clyde Sid Jones, editor of the Polo (Mo.) News-Herald, is back at work after nine weeks' absence due to an operation.

P. A. Kinsley of the Philadelphia Record staff has resumed his old position as book reviewer. For more than a year the Record has been giving very little space to book news.

Hubert M. Harrison, who has been secretary of the Wichita Falls (Tex.) Chamber of Commerce for some time, has been promoted to general manager of that body. He was formerly prominent in Texas newspaper circles.

Joseph Ruffner, Jr., has been appointed managing editor of the Walla Walla (Wash.) Bulletin, succeeding J. H. Gibbons. Mr. Ruffner has recently been with the Seattle Post-Intelligencer. Previously he was on Louisville, Cincinnati, New York and Charlestown (W. Va.) newspapers.

George W. Dixon, who has been publicity director for the Houston (Tex.) Chamber of Commerce and prior to that was a member of the editorial staff of the Houston Post, has resigned. Mr. Dixon will engage in the practice of law in Houston.

First Lieut. Harlan W. Holden, formerly a reporter on the Worcester (Mass.) Telegram staff will be transferred on March 1, from Cristobal, Panama Canal Zone, to Langley Field, Va.

T. N. Pratt, assistant managing editor of the Illinois State Register, Springfield, Ill., has been confined to his home by illness for several days.

William Graham, Associated Press mail editor at Springfield, Ill., has been sent to North Dakota and is succeeded temporarily by Charles Hurd from the Chicago office.

THE BUSINESS OFFICE

Joel Chandler Harris, Jr., manager of the Atlanta office of S. C. Beckwith Special Agency, is in New York for several days on business.

W. E. McClelland, advertising direc-

(Continued on page 38)

FOLKS WORTH KNOWING

WALTER I. ROBINSON, until January 1 an editorial writer for the Cleveland Plain Dealer, has been elected executive secretary of the City Plan Commission, an official municipal organization composed of Mayor W. S. Fitzgerald, directors of the city departments, and five private citizens. Mr. Robinson will have charge of directing extensive plans for beautifying the city.

WALTER I. ROBINSON

He has been engaged in newspaper work for 19 years, having served with the Springfield (Mass.) Republican, Philadelphia Record, Philadelphia Evening Public Ledger, before coming to Cleveland about two years ago. During the last Ohio campaign he toured Ohio with former Mayor Harry L. Davis, elected governor by a big Republican majority. Since coming to Cleveland, Mr. Robinson has made a study of financial problems and has been an advocate of legislation which will make cities pay as they go.

For several years he has written "The Friendly Path," an editorial feature appearing in many newspapers through the Wheeler syndicate.

He will continue this work.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

AN ARTICLE THAT SHOULD BE ANSWERED BY EVERY NEWSPAPER

By H. S. BAKER

MR. BAKER, the advertising director of the Chamberlin-Johnson-DuBose Company of Atlanta, Ga., is a strong advocate of newspaper advertising. This is the second excellent article by Mr. Baker which has appeared on this page. It is suggested that newspaper men have reprints made of this article and mailed to the retail merchants in their respective cities.

A RECENT article which appeared in the Dry Goods Economist, the mercantile trade publication, implying that there was a close working arrangement between editorial and business offices in newspapers over the country should be publicly challenged. The matter is so vital that I believe that every newspaper man in the country should see that this story which is bound to create considerable impression on the minds of the merchants of the country is corrected.

The tenor of the article appeared to me to be that the editorial policy of endeavoring to force price declines had been assumed by newspapers over the country for business office reasons.

The newspaper functions through two distinct departments, the editorial department and the business office. To be wholly efficient both of these departments must of course function in harmony in so far as they actually touch each other, but the interference of either one with the working of the other would, and has, hundreds of times, resulted in disaster.

Primarily, a newspaper's purpose is to disseminate news, and to voice and mould opinion. The advertising is secondary and is effective only in so far as the news of the paper is uncolored by the policies of the business office.

I do not believe any newspaper in the country, maliciously, through the business office, works to the detriment of the merchant or the manufacturer. The editorial policy of many newspapers conformed to and expressed public opinion. Had the newspapers of the country exhibited an attitude of indifference to commodity prices and to conditions they would not have been truly reflecting the state of the public mind and they would patently have been agents of the merchant and the manufacturer in attempting to divert the mind of the public from conditions and in the building of false impressions as to prices and costs.

In doing this the newspaper would have lost its effectiveness as a medium, for after all the thing we purchase from a newspaper is reader confidence, in the paper and in the news, both topical and mercantile which the paper carries.

Such articles as the one referred to have a tendency to narrow the viewpoint of the merchants and manufacturers who read them and to blind them to the fundamental fact that for them, newspaper efficiency lies in the free and untrammeled functioning of the editorial department.

I have talked to a great many business and advertising managers of newspapers and I know that they as business men, deplore some of the things newspapers have said and done in the past year.

But when a medium is dominated by a class or an interest, as a great many of our mediums are, especially in the class field, it loses effectiveness with the reader because the reader knows that such a medium cannot but publish the news from the standpoint of the interest which controls it.

Just at this time when the merchants of the country need every possible medium for increasing the volume of their business, in order to overcome the losses of the deflation period just passed, the writer does not believe that the best interests of the merchant lies in bucking his best medium for transferring the potential energy of advertising into power.

The newspapers face a hard enough year as it is. With the cost of white paper rising and the cost of labor and maintenance already greater than last year, the newspaper, if it is to produce for the merchant as it should produce, must be encouraged rather than discouraged.

While the newspaper is an integral part of the retail merchant's business, and should be an integral part of the manufacturer's business, neither the merchant nor the manufacturer has ever taken the trouble to look into the newspaper situation. Opinions as to the cost of newspaper space are based entirely on the merchant's own views of the matter, and, since the merchant faces a falling market he cannot "see" a rising market for any commodity he purchases.

Such articles as the one published are detrimental not alone to the newspaper, but to the merchant as well. They build up in the merchant a spirit of resentment, a spirit of resistance to conditions which exist and which must be dealt with as they exist. Since the newspaper is an integral part of the merchant's business, he can no more derive complete efficiency through the use of the newspaper while in that frame of mind than he could if he were to feel the same way about certain departments in his store.

I have set out above the same information and arguments which I presented to the Dry Goods Economist in a protest against their article. They answered me in a very fair way and it is interesting to note a part of their reply:

"The editors and reporters seem to have figured about like this: 'this matter of price cuts is one of general interest to our subscribers and the more attention we give it and the more we talk about it, the greater will be the public's reaction towards our paper.' The papers seem to have handled matters which are of profound economic significance the same as they would any other development which they thought would be of interest to their readers, and, in our opinion, this method tended to create a wrong impression.

"At the same time, as above suggested, we do not feel that the newspapers were actuated by any wrong motives. They were simply careless or thoughtless, or they took a wrong view of their responsibilities to the public generally. A very serious example of the wrong view sometimes taken by a newspaper editor was brought to our attention recently in the case of a newspaper in California, which reproduced on its front page a flashlight photograph showing three men who had just been lynched, their ghastly bodies hanging with ropes around their necks.

"We certainly do not favor a newspaper's coloring the news or refusing to print facts which are worthy of dissemination, but we do think that very often the newspapers are misleading because of the prominence they give to facts and to the reiteration of them."

HOLDING THE DANGER SIGNAL ON TOO MUCH CO-OPERATION

IN the fight for business this year there is a noticeable tendency on the part of some newspapers to loosen up on the co-operation they are giving national advertisers.

The functions of a broker and, in a few isolated cases, the actual functions of the jobbers are being assumed by newspapers. It is maintained by those who have been making a very careful analysis of the requests for service that come to newspapers from advertisers, and the results from informative work, that there are certain limits beyond which a newspaper should not go with an advertiser in the way of co-operation.

The newspaper has certain functions. It, first of all, is to be a newspaper. Then it has advertising space to sell. When in an over-anxious desire to force business, it gets clear out of bounds of the publishing business, it is bound not only to offend the people with whom it automatically comes in contact, but it loses cast with those whose favor it is seeking.

These things were very carefully considered by the committee that formulated the Standard of Merchandising Practice. The committee is made up of practical fighting newspaper men. Their judgment is that of practical men. Follow them and you'll be better off.

EXTENDING STORE SERVICE TO THE STORE'S ADVERTISING

ST. PAUL.—C. C. Peterson, of Grand Rapids, Minn., a director of the Minnesota Dry Goods Association, believes in the extension of store service to the advertising columns of local newspapers. Speaking at a session of the merchants' short course in the University of Minnesota, Mr. Peterson said:

"The merchant thinks nothing of giving real and vital service to his customers with free telephones, a rest room, writing room, etc., but ignores the fact that he should also furnish an equal service to his customers in his advertising. Every advertisement should have an editorial on some phase of merchandising. It should tell market conditions, cost of handling goods, why one brand of silk is better than another—anything and everything that would be of value to the people who buy their goods from him.

"The same language should be used in advertising as the merchant speaks over the counter. Inject the personality into the ad. The price should be the smallest part of the ad. Tell what the merchandise is and the price will take care of itself. The retail merchant in small towns cannot be a profiteer, for his people have mail order catalogs, the papers from the larger towns and automobiles in which they can go shopping for a radius of fifty miles or more. Meet mail order competition just as you would meet any other kind of competition. Keep mail order catalogs on your counter, consult them when making up your price lists, order some of the merchandise and display it alongside your own goods; and, mind you, never criticise."

PLUMB GOES TO SYRACUSE

JOHN A. PLUMB, formerly advertising manager of the Worcester (Mass.) Telegram and afterwards a representative of the Worcester Evening Post, has been appointed advertising manager of the Syracuse (N. Y.) Post-Standard. Mr. Plumb was vice-president of the National Association of Newspaper Executives for Massachusetts.

Because of this change Mr. Plumb has sent his resignation in to President Miller, although he continues his individual membership in the organization. Mr. Miller has not yet appointed Mr. Plumb's successor as vice-president for Massachusetts.

PLANS FOR EXHIBITS

PLANS for the newspaper exhibits at the Atlanta Convention of the A. A. C. W. are now being formulated by Charlie Miller, president of the newspaper division, in co-operation with Charles H. Mackintosh of Chicago, chairman of the exhibit committee for the convention.

"We expect to make our exhibits even greater than last year, says Mr. Miller. "The one advantage we see is that it gives us an opportunity to sell the newspapers to the advertising agency men and manufacturers as the most logical national advertising medium."

Digitized by Google

Norman Hapgood

New Washington Correspondent *of* Universal Service

Distinguished Magazine Eaitor Now at the Capital Front

THE eyes of America and the world focus on Washington.

EVENTS now happening and those to come with the new Administration will form the BIG NEWS of 1921.

TO tell the truth about them, fearlessly and accurately, and to interpret them from an absolutely independent and unbiased viewpoint, Universal searched for a political writer of international reputation.

THERE was a man equally well-known to newspaper and magazine readers on both sides of the Atlantic—an eminent publicist and penetrating analyst, whose forceful commentary on national and international politics, diplomacy, and finance, challenged the attention of all Americans, Democrats and Republicans alike.

THAT man was Norman Hapgood, former editor of Colliers' Weekly and Harper's Weekly and at one time U. S. Minister to Denmark, who enjoys the friendship and confidence of statesmen and diplomats because of his fairness to both sides in any controversy.

AND so Universal Service takes pleasure in announcing his appointment and the beginning of his daily articles on the *Biggest News* in Washington.

Hapgood Articles are supplied as part of Universal Leased Wires. For morning and afternoon papers.

UNIVERSAL SERVICE :: World Building, New York

Digitized by Google

WHAT OUR READERS SAY

Why Vigilance Committees?

INDIANAPOLIS, Feb. 11, 1921.

To EDITOR & PUBLISHER: I enclose copy of letter written to H. J. Kenner, Secretary of the Vigilance Committee of the Associated Advertising Clubs.

Some of the matters touched upon may serve to illustrate the methods of the Vigilance Committee, and are of considerable moment to many newspaper publishers who are already sufficiently harassed under present conditions, even without the aggravation which this Vigilance Committee continually inspires.

Whether this Vigilance Committee is merely a harmless effusion or an unmitigated nuisance in the advertising and publishing world, is a question that really needs some attention, and I shall be glad if the enclosed letter will throw any light on the subject.

JACK HARDING,
Vice-President, Russel M. Seeds Co.

* * *

Feb. 10, 1921.

Mr. H. J. Kenner,
Secretary, Vigilance Committee,
Associated Advertising Clubs,
110 West 40th Street,
New York City, N. Y.

Dear Sir: You are correct in understanding that we handle the advertising of the Milks Emulsion Company. And we will continue to do so.

The ad reprinting a news-story from the Altoona Times-Tribune of March 26, 1920, is still being used, and will continue to be so long as desired.

Your whole procedure in this matter is an excellent indication that the Advertising Clubs of the World might be doing something really constructive for advertising and for business in general, if they would take their so-called Vigilance Committee by the scruff of the trousers and heave it into some abandoned cistern.

The facts are these: A woman wrote the Milks Emulsion Company from Altoona that her boy was at the point of death, and as a last resort, after the doctors had given up the boy, she tried Milks Emulsion. The boy regained his appetite, started to eat, started gaining strength and weight, and thus reached the point where he spent his time in school and in outdoor play, instead of in bed with doctors pronouncing him hopeless.

Unwilling to use this letter without investigation, the Milks Emulsion Company sent it to the Altoona Times-Tribune, asking them what they knew of the case, if anything. Instead of merely replying, the paper sent a reporter to the house, and as a result, wrote a strong news-story describing the boy's recovery, which was printed in the Times-Tribune March 26, 1920. The Milks Emulsion Company had no knowledge of this news article until after it had appeared in print, and had no part whatever in its publication. Under our suggestion, this news article was later etched exactly as run, and then used in advertising—a not uncommon practice in all kinds of advertising.

In using it, no claim whatever was made for Milks Emulsion, but the product was offered to others with a simple statement that if it failed to produce satisfying results for any user, the full purchase price would be refunded. I see nothing unfair, untruthful or even slightly misleading in that whole proposition.

The facts were there in Altoona for you to investigate. The Times-Tribune will probably show you the news article and vouch for it as such. The doctors, parents and neighbors are there, either to vouch for the facts or deny them.

Did you investigate to find out whether the advertiser was telling the truth, before going out all over the country, using the money of advertisers to brand another advertiser as a fraud? You did not.

Instead, you strove to have newspapers kill the advertising. You also wrote letters to the leading business men of Terre Haute, Ind., trying to brandish the advertiser in his own home. And the fact that you received replies indicating that you were wrong and that both the product and its maker stood very high in Terre Haute, never discouraged you for a moment.

The fact seems perfectly plain that you are working hand in glove with the American Medical Association, trying to kill all medicine advertising. Failing in most of their efforts to have laws passed stopping the sale of home remedies, putting the druggists to the trouble of registering every sale of asperin, laxatives, cough remedies, and everything else, these doctor-politicians find their most efficient ally in you.

I will say this for you—you have made life miserable for most of the newspaper publishers. Some of them have been weak enough to establish "segregated pages" for medicine advertising, so as to avoid the chronic complaint of advertising managers who abuse their privilege by using their employer's name in their protest against being placed on the same page with any medicinal ad. The instinctivity of these complaints and of the similar "conditions" which some advertisers and a few agencies place in their orders, is best evidenced by the fact that no newspaper with enough spine to manage its own business ever lost a nickel by so doing. But you have succeeded in "getting the goat" of some of the thoughtless. Even they, some day, will probably realize that with medicine advertising killed, you would still further infringe upon their right to think.

Your reference to the bulletin of the Bureau of Chemistry, against the Milks Emulsion Company is well calculated to deceive the uninformed, but nobody else. You yourself must know that the mere fact that an advertiser chooses to submit to the arbitrary decisions of this bureau, rather than suspend his business for a year and fight them, does not prove that he is a fraud, nor that he is guilty of even the slightest misconduct. The Bureau of Chemistry was originally designed to protect the public against adulteration of food and drugs. Since then it has changed to such extent that (as shown in the Coca-Cola case) it is wholly controlled by physicians, all members of the American Medical Association and all chiefly concerned with enforcing their notions of what medicines, if any, the public should be permitted to use without a prescription. (Of course, it isn't the respected, hard-working, studious physician who is engaged in this work of feathering his nest by political means, but the agitators who earn their salt in legislative lobbies and political jobs, rather than in sick-rooms.)

For instance, the Milks Emulsion Company, prior to September, 1919, had been operating with a package and label which had been approved by the Bureau of Chemistry four years previously. Then without informing the manufacturer that his package had ceased to meet their approval, these doctor-politicians filed suits against him in all parts of the country. A mere request to change the package would have sufficed. One suit would have tested any real point involved. Instead, in the name of your government and mine, these politico-medicos filed suits from Maine to California, making defense as difficult and expensive as possible. The advertiser then went to Washington, found what changes were wanted and made them. Meanwhile, his goods had been seized in all parts of the country, his sale had been stopped, and he had to employ attorneys everywhere to close up the suits. Then he had to call in all his goods and replace them. The loss of business and the court expense cost the Milks Emulsion Company not one cent less than $150,000, which was quite evidently the only effect intended.

And as a result of it all, what? The advertiser is again proceeding with a package which has the verbal, but not the written, approval of the Bureau of Chemistry, thus leaving the bureau free to repeat its tactics at any time. The product has been used for over 20 years for "stomach trouble" and endorsed in thousands of letters, but the advertiser may not put those letters in his package because they are from "laymen" and laymen are not competent to know whether they had "stomach trouble" or not. Of course, most of them say that their physicians told them they had it, but that is "unofficial." Vainly the manufacturer produces the U. S. Pharmacopoeia to prove that the ingredients are endorsed for certain purposes by this recognized standard. The answer is a wave of the hand and a bland assurance that the U. S. Pharmacopoeia is the work of "mere chemists," and none but physicians really know the value of ingredients. Meanwhile, the advertiser is without literature in his package because four of the learned medical politicians of the bureau can't agree on the wording.

Bear in mind that there is no law defining the therapeutic values of drugs. The Bureau of Chemistry has never been empowered to decide whether quinine is good for a cold, or is not. It is exercising that authority without legal warrant, merely because few people care to indulge in the expensive luxury of a contest—although most of those who have appealed to the courts have won.

In short, the Bureau of Chemistry is an excellent illustration of that species of government by personal whim and caprice, instead of by law, which has grown alarmingly in the past few busy years, and pestered business of all kinds with bureaucratic tyranny. And when the various officials of a bureau cannot make their whims agree, it is increasingly hard for a manufacturer to steer his course through the troubled seas of executive anarchy. Glory be, there are other days coming.

Meanwhile, even after a manufacturer makes his peace with these bureau gentlemen, they vent their spleen against him in "government bulletins" and recite the fact that he changed a few words on his package as proof conclusive that he was a fraud. Whereupon, the Journal of the American Medical Association loudly quotes from the "bulletins of the United States Government," and last but not least, the Vigilance Committee of the Associated Advertising Clubs takes up the cudgels to help kill an advertiser.

Usually, the advertiser's only offense is that he advertises. We all recall a certain liquid antiseptic which was the ruling favorite among doctors just a few years ago. They commend it no longer. The product is unchanged. The only difference is that it has ceased to be "ethical"—it is now advertised in newspapers—quietly, modestly advertised, but nevertheless advertised. Before long the Vigilance Committee may be helping to kill it, and the newspaper publishers may support your effort, if they lose their minds.

Now, we handle a variety of accounts, including two medicinal accounts. So long as drugs and medicines are standard articles of trade, along with food, dry-goods, and hardware, we know of only one test to apply, and that is the merit of the article and the honesty of its sales policy. We have never intentionally been connected with a fraud of any kind, and, having a fairly active conscience, do not need to lean upon the superhuman wisdom and rectitude which the Vigilance Committee admits it possesses. We truly admire the perfect balance and the strength of wing which enables you to soar aloft, and the hawk-like vision and infallibility of judgment with which you detect fraud in advertising and swoop blatantly down upon it, without even stopping to investigate the facts. But for ourselves, we are inclined to feel that agencies, like publishers, must form their own conclusions as to what is and what is not truthful and upright in the advertising they handle. It pains us to think that our experience may be less than that which you so modestly confess, but we'll struggle along somehow on our own.

Since you ask our views, permit us to give you one more:

If the automobile industry brought forth a Vigilance Committee, which ever and anon broke forth in print warning the public, before buying a car, to examine carefully its brakes and steering knuckles, because some makers were careless and dishonest, would the industry benefit? Would buyers be given more confidence in all cars? If so, then certain advertising clubs have done well to announce their "Vigilance Committee," which assumes to possess enough intimate knowledge of all earthly things to determine, in a most careless, off-hand manner, what is and what is not truthful in advertising. It's a rather big job, because truth is a rather complex subject. Human conceptions of truth are ever changing—it can't be weighed like a pound of sugar. Then, too, there is the chance that if the weighing is hastily, carelessly done by zealous theorists, on a salary basis, the damage to advertising and to business in general may be infinitely greater than any imagined benefit.

Is it safe to classify advertisers into groups, such as pianos, hardware, toilet articles, medicines and foods, and then assume that all in one group are pure and all in another are crooks? Wouldn't it be better, in the interest of advertising, to allow publishers quietly to weed out the frauds in all lines, quietly to decide what they will or will not publish, as they have been doing? Might it not even be better for the Associated Advertising Clubs, while in no sense belittling the value of truth, to put more stress on the value of advertising?

Business and advertising have grown, hand in hand, for several years that even I can recall, and the ideal of truth, the constant striving for a more perfect honesty, has been a recognized part of that growth. And most of that growth was attained long before the Advertising Clubs proclaimed "Truth" as though it were some new and strange discovery in advertising, or paid a salary to a Vigilance Committee to defame advertisers. I wonder whether the few real crooks against whom you have issued proud and pompous pamphlets, and who were or would have been quietly, effectively handled by the publishers in the natural course of events, are sufficient to justify your existence. And then I wonder who is to repair the damage to the business man whom you injure unjustly.

JACK HARDING,
Vice-President, Russel M. Seeds Co.

In Explanation

NEW YORK, Feb. 15, 1921.

To EDITOR & PUBLISHER: In line with our telephone conversation concerning the letter forwarded to you by the Russel M. Seeds Advertising Agency and your request for the privilege of printing in connection with that letter, copy of our reply thereto, I am enclosing copy of the reply with the clear understanding, as stated by telephone, that this letter will be printed in connection with the correspondence if it is used.

It is not the policy of the National Vigilance Committee to give any publicity whatever to correspondence of this type pending an investigation, and realizing the damage which may result, not only to Milks Emulsion, but perhaps to the Russel M. Seeds Agency as well, through making public, the facts set out in this correspondence, we suggest that you wire the agency stating that you are publishing both their letter and our reply thereto, copy of which they should have by this time, so that, in the event Mr. Harding is acting on his own initiative, the agency may be forewarned of any possible consequences which may result and have the opportunity of placing their approval or disapproval upon his statements.

The aim of this committee is to do constructive work rather than destructive work, and this applies of Milks Emulsion. We have not as yet condemned this product nor reached any conclusions concerning it, nor are we judging its merits by any comparison with other package remedies, and it might be well to state that this association has no policy toward package remedies as such. We apply the same rule to them which we apply to industrial enterprises of whatever nature.

The statement that we have ever asked any publication to throw out any piece of copy is without foundation. The truth of the matter is that many publications now refusing package remedy advertising adopted that policy before this committee was formed, on the broad theory that many of them were so rotten, deceptive, and fraudulent that they could not determine which were good and which were bad. This committee has never followed that policy, but in each case we have judged the remedy on its merits, and from an advertising standpoint only.

Many newspapers are going further in the matter of throwing out medical copy that this committee has ever suggested, and they are, undoubtedly, taking this position very largely through the influence of confidence destroying copy submitted in connection with detestable, deceptive and fraudulent nostrums which they are unwilling to pass on to the observation of their readers.

In our opinion the most destructive influence now at work as far as clean reliable package remedies are concerned finds its source in those individuals who have no regard either for advertising as a business, reader confidence as a publication asset or afflicted individuals made susceptible through their suffering.

By sending on to you voluntarily a copy of his letter to us Mr. Harding makes perfectly clear what appears obvious on re-reading his letter and that is that it was prepared originally for publication but, of course, we did not assume that to be the fact upon its receipt or in the writing of our reply.

Again let us say that in passing on to you for publication our reply to this letter, we are violating our established rule, but feel justified in doing so that the public may not be further deceived and misled, either as to the work of this committee, or its action in reference to the product known as Milks Emulsion.

ASSOCIATED ADVERTISING CLUBS,
RICHARD H. LEE,
Counsel National Vigilance Committee.

Lee's Letter to Harding

NEW YORK, Feb. 14, 1921.

Mr. Jack Harding, Vice-Pres.,
Russel M. Seeds Co.,
Indianapolis, Ind.

DEAR MR. HARDING: Your letter under date of February 10, directed to our Mr. Kenner, has been referred to the writer.

We note your comment on the work we are doing, which reminds me of an item I read in the paper a day or so ago concerning a man about to be hanged in Cook County, Illinois, who expressed the opinion that capital punishment was barbarous.

Never having met you, I am naturally at a loss to know just what kind of a man occupies the position of vice-president of the Russel M. Seeds Company, and, frankly, how any man who would so loosely spread clear libel through the mails, involving individuals not connected with the topic under discussion, could even occupy a position as office boy in a first class, well meaning advertising agency is beyond me.

Your letter shows so conclusively a complete lack of any conception of advertising, as a business, that one is forced to wonder how you ever happened to be entrusted with the maintenance and protection of the good name of some of your clients whose high ideals are known to the writer personally.

It is, of course, rather incongruous to point out errors in a letter which is an error *per se*, but you skip along so glibly through misstatements of fact that we are forced to wonder if the real facts were of any interest to you while writing your letter.

In the first place, we have not as yet condemned the Milks Emulsion Company. What we are trying to find out is whether or not the product should be condemned and who, if anyone, should be condemned along with the product.

We note your statement that the facts were in Altoona for our investigation, and we might remark that we realize that and are now investigating them. In fact, we wrote Altoona before writing you. They, however, do not seem to have your personal interest in the matter and have, apparently, delayed their answer until they could give us something worth while.

You say we "have strove to have newspapers kill the advertising." Our files do not indicate any such endeavor on our part, and again we are forced to assume that you are dealing with suspicion rather than knowledge.

As to our "working hand in glove with the American Medical Association," far be it from us to attempt to disillusion you, or to even ask what you mean by "hand in glove," but to make our position perfectly clear, I might say that reliable information from the American Medical Association is just as welcome in this office as reliable information from any other source.

Of course, I cannot overlook your mention of Asperin in the same paragraph, and though it may hurt your feelings I must class you with the other individuals who in their correspondence with this office constantly try to mix their products with products as clean as Aspirin.

As to your statement that we "are driving medical accounts from the newspapers," that is a guess, and a very bad one, for, quite to the contrary, we have no quarrel with clean products and when we investigate them they do not suspect us or drop us into any "abandoned cistern."

We note your reference to the automotive industry, and while it may put a dent in the value of your expressed opinion, you may be interested in knowing that they have done the very thing which you feared might be done. The point in the matter is you do not understand enough about the thing concerning which you write to write intelligently on the subject.

We, of course, have no desire to rush to the defense of the Bureau of Chemistry. In the first place, they do not need it, but we do feel that there is an obligation on every decent self-respecting citizen to protect legitimate governmental agencies from attacks such as yours. It is so simple and easy, though somewhat old-fashioned for individuals inclined to such things to make scurrilous remarks about people in the high places dealing with high ideals that we think they should be handled on their merits and the practice discouraged.

Now, in conclusion, Mr. Harding, your letter must be handled on its merits; either it is true and must stand, or it is false and must be discredited. We are going to handle the matter. We are going to handle it as we think best. We do not care to work in the dark in a matter of this sort, nor to take any advantage of any expression for which passion or prejudice may be given as an excuse. To that end we desire to give you this opportunity to read again your letter to which this replies and then tell us whether or not you mean what you say in that letter and desire to stand by your statements.

Very truly yours,
ASSOCIATED ADVERTISING CLUBS,
RICHARD H. LEE,
Counsel National Vigilance Committee.

Mr. Harding Adds a Word

EDITORIAL NOTE.—After receiving Mr. Lee's reply to Mr. Harding EDITOR & PUBLISHER wired Mr. Harding and asked if he had any objection to publication of all the correspondence between himself and Mr. Lee, including the letter printed above. Following is his telegram to us, dated February 17:

To EDITOR & PUBLISHER: No objection to publishing letters, but please add these facts.

(*Continued on page 32*)

Digitized by Google

"OHIO FIRST"

Ohio daily newspapers give both quantity of circulation and quality of circulation ---a winning combination.

"Ohio First" newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

These Ohio daily newspapers go into the homes every day. They tell the home news---political news---church news---and business news.

They tell the people where to spend money and where to save money while spending it.

The list of Ohio daily newspapers here presented can help you a whole lot---they can give you local market knowledge and can do great work for the national advertiser.

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.065	.065
Akron Times	(E)	23,586	.06	.06
Athens Messenger	(E)	8,808	.03	.03
Bellaire Daily Leader	(E)	3,842	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, 5c.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,465	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Ironsonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,466	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,765	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,480	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.

*A. B. C. Publisher's Statement, October 1st, 1920.

Digitized by Google

OUR LETTER BOX

WE have letters and requests for information at the offices of EDITOR & PUBLISHER for the following persons and firms, they will be forwarded upon request:

Hubert Katterman (formerly of the Associated Press, New York City).
The Fashion Camera Studio.
Syndicate handling "Keeping Up With the Joneses."
Syndicate handling "Briggs."
Syndicate handling "Petey Dink."
Syndicate handling "Us Boys."
George Tyrone (formerly of the Referee, Sydney, Australia).

WHAT OUR READERS SAY

(Continued from page 30)

Vigilance Committee wrote me January 27, roasting advertisers. They wrote Altoona paper January 18 quoting government bulletin and criticising advertiser. Weeks before even that attempt to investigate they had been peddling quotations from government bulletin criticising severely. JACK HARDING.

Business in Great Britain

CHICAGO, Ill., February 21, 1921.

TO EDITOR & PUBLISHER: In a letter from Charles F. Higham of London he sends us the following good news which I think your readers might be interested in.

"During the last 30 days we have had more new accounts than we have had in 16 months. Business is getting quite good and there is nothing to complain of. Of course, when we make money we have to give the bulk of it back to the Government, but we don't mind that—the main thing is to get the Government out of debt."

This, I think, is contrary to the belief in this country regarding business in Great Britain and for that reason I think it would be a good idea to give the news to your readers, because every boost like this helps. If they have good business in Great Britain we are going to share in it, because as you know when business was not good in Great Britain we received our share of poor business also.

What we all must know is that the world must all be successful in order for each individual nation to be successful and we cannot feel that we can paddle our own canoe unless the other nations go. We are a part now of a world-wide commerce and in order to make our own business successful we must take an interest and see that every other nation's business is successful too.

WILLIAM H. RANKIN,
President, William H. Rankin Company.

Educating the Public in Advertising

SPOKANE, Wash., February 19, 1921.

TO EDITOR & PUBLISHER: It is gratifying to note that such papers as the New York American and other Hearst publications are taking a definite interest in educating the public to the advantages to be gained by faithfully reading the advertisements appearing in the newspapers.

The Spokesman-Review has devoted considerable attention to this subject, but has thought it more consistent to use display space than to use its editorial columns for the purpose.

For nearly a year past a full page has appeared in every Sunday issue of the paper with a generous amount of smaller advertisements on week days. Our theory is that we could not consistently sell advertising space unless we ourselves believe in its merits, and if we do so believe, then it seems only logical that we should use the same kind of space under the same general conditions as is used by those who buy from us.

In other words, we are so thoroughly sold to the value of our own space that we believe we can successfully use it to sell the idea of the value to the public of constantly reading advertising.

Our local merchants tell us the pulling power of advertisements in The Spokesman-Review has increased very materially since we inaugurated the campaign, and the increased volume of space they are using would seem to indicate their belief in the statement.

Our local Advertising Club thought the matter of sufficient interest to devote nearly a full page to its publicity. We are enclosing copy of one of the Ad Club's bulletins showing a reproduction of one of these pages with comments on the same.

A full page illustration has been used in practically every case, and we believe this method of handling the subject has been very effective.

We do not wish to be understood, however, as disapproving the method used by the Hearst publications, and trust it is only a beginning of what will develop into a wide spread movement along this line.

Knowing your interest in everything pertaining to the building up of the newspaper business, we thought you might be interested in the foregoing.

THE SPOKESMAN-REVIEW,
A. O. Loomis, Adv. Mgr.

Pocatello Tribune Is Idaho Paper

POCATELLO, Idaho, Jan. 31, 1921.

TO EDITOR & PUBLISHER: We beg to call your attention to a couple of errors occurring in your issue of January 22. In your list of executives of newspaper, on page 16, you omit mention of the Pocatello Tribune, in the Idaho division, but on the other hand print the Pocatello News, which passed out a month of more ago.

On the opposite page, however, you have, under the Illinois division, the Pocatello Tribune, our own paper, and corrections should be made in the executive staff to conform to our schedule, and the whole placed under the Idaho column, where it belongs.

Please make these corrections, as well as revise the staff of the Tribune, as follows:

"Pocatello; Tribune; Tribune Co., Ltd.; Charles G. Sumner, editor; G. N. Ifft, city editor; William Wallin, general manager; Bert Stoker, business manager; F. J. McGrath, advertising manager; E. E. Ivory, circulation manager."

F. J. McGRATH,
Advertising Manager.

Lived Up to Promises

SOUTH BEND, Ind., Feb. 3, 1921.

TO EDITOR & PUBLISHER: Permit me to extend to you and your staff my most sincere congratulations on the January 22 issue of EDITOR & PUBLISHER. Your advance announcement that it would contain a large amount of matter of interest and value to publishers, advertisers and agencies was certainly lived up to the exact letter. The idea of an international year book is an excellent one in that it brings to reader, advertiser and agency much they desire to know and keep on file. You and your staff have given a service which should meet with universal appreciation.

F. A. MILLER,
Editor South Bend Tribune.

Enormous Reference Value

MILWAUKEE, Feb. 2, 1921.

TO EDITOR & PUBLISHER: Please accept my congratulations on your International number. I regard it as superior to anything that you have ever done. It seems to me that every one who receives it will want to file it permanently. It has enormous value for reference purposes.

W. L. HALSTEAD.

Wishes It Was the Other Fellow

DELAND, Fla., Jan. 31, 1921.

TO EDITOR & PUBLISHER: In looking over your list of executives of the newspapers of the United States, I find that our publication has been left out. In amassing this quantity of information for this excellent issue, mistakes are impossible to keep out, only I wish it had been the other fellow.

CLAYTON C. CODRINGTON,
Assistant Manager, DeLand News.

• • •

EDITORIAL NOTE: The News is published by the News Publishing Company, Inc., and its personnel is given as Business Manager, Chris O. Codrington; Assistant Manager, Clayton C. Codrington. Correction should be made in subscribers' lists accordingly.

Why There Was a Paper Shortage

PROVIDENCE, R. I., Feb. 14, 1921.

TO EDITOR & PUBLISHER: WOW! Now we know where the paper goes to.

JOHN R. RATHOM,
Editor and Gen. Manager, Providence Journal and Bulletin.

• • •

EDITORIAL NOTE: By the stroke of a pen EDITOR & PUBLISHER succeeded in disposing of 55,000,000 tons of paper, and roused the risibilities of the Providence Journal's genial editor. The deed was done in the Washington dispatch in the February 12 issue stating that the Joint Committee on Printing had rejected bids on paper to be used in the Government printing office during the coming year. Of course, the amount should have been stated as 55,000,000 pounds, but then there would have been no joke.

Chisholm Press Gallery Head

(*By Telegraph to* EDITOR & PUBLISHER)

OTTAWA, Ont., Feb. 21.—At the annual meeting of the Parliamentary Press Gallery the following officers were elected: President, H. E. M. Chisholm, Manitoba Free Press and Toronto Star; vice-president, Thomas H. Blacklock, Montreal Gazette; secretary, W. J. Jeffers, Toronto Globe; executive, Ernest Bilodeau, retiring president, and M. G. O'Leary, Ottawa Journal; Claude Melanson, Lapresse, Montreal; Omer Langlois, Le Soleil, Quebec; Charles Bishop, Ottawa; M. J. Shea, Canadian Press, Ltd.

Georgia Dailies Name "Specials"

Frost, Landis & Kohn, special representatives, have been named to represent in the national advertising field the Moultrie (Ga.) Observer, Tifton (Ga.) Gazette, Valdosta (Ga.) Times and Waycross (Ga.) Journal-Herald.

IOWA

EXPLAINING THE 400,000 AUTOMOBILES

Iowa is gaining in wealth faster than in population. That is why its 2,404,021 people have over 400,000 automobiles or nearly as many as there are families.

During 1919 Iowans spent $30,000,000 for gasolene for their machines alone and $11,792,000 for gasolene for tractors and farm utility gas engines.

It is a pretty good thought to give the weight of your advertising to the territory that can buy the best, and where newspapers are read at home for the advertising as well as the telegraphic news.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,371	.035
Burlington Hawk-Eye (S)	12,510	.035
*Cedar Rapids Gazette (E)	17,567	.055
Council Bluffs Nonpareil (E&S)	14,998	.05
Davenport Democrat & Leader (E)	15,363	.06
Davenport Democrat & Leader (S)	16,959	.06
*Davenport Times (E)	23,626	.07
Des Moines Capital (E)	53,880	.14
Des Moines Sunday Capital (S)	37,935	.14
Des Moines Register and Tribune (M&E)	109,523	.20
Des Moines Sunday Register (S)	82,046	.20
†Iowa City Press-Citizen (E)	7,397	.035
*Mason City Globe Gazette (E)	9,516	.035
Muscatine Journal (E)	8,057	.035
Ottumwa Courier (E)	12,056	.05
Sioux City Journal (M&E)	52,808	.11
Sioux City Journal (S)	32,226	.11
*Waterloo Evening Courier (E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by

WOMEN WRITERS HONOR WASHINGTON

PHILADELPHIA.—Members of the Women Writers' Club of Philadelphia, and guests to the number of about one hundred, celebrated Washington's Birthday with a banquet and unique entertainment Tuesday evening at the Arcadia Cafe. The big feature of the fun-making that followed the dinner was a skit given by some of the members entitled "A Scene From the Life of Washington—which has never been published." Just what this scene was the women writers refused to divulge and as "no reporters" were permitted to be present the details referred to must remain a dark secret. However, some light may be thrown on the "mystery" by the list of characters in the skit.

The part of "George Washington himself" was taken by Miss Mary Diehl; Miss Agnes Repplier 2nd, appeared as "Martha Washington," "the heretofore unpublished" Washington twins, "Aphrodite" and "Ananias" (is it possible that the latter refers in any way to the well-known Cherry Tree incident?) were portrayed by Mrs. William Reed McGill and Miss Julia Blankenburg, respectively; Mrs. Clyde Hambright appeared as the "Sentry" and "Washington's Standing Army" consisted of Miss Margaret Lukes, Miss Clara Zillessen and Miss Rebekah Elliot.

The scene pictured by the skit was supposed to have taken place at Valley Forge and the whole stunt contributed no end of fun to the affair. Another feature of the entertainment given by the members of the club was a "Pathetic" dance which rumor has it introduced a decided new and novel note in the art of dancing! There were also a number of tableaux of scenes from several of the well-known professional shows which have appeared in Philadelphia this season.

In addition to the program given by the members of the club, the entertainment included musical numbers by Miss Elizabeth Hood Latta, Miss Mary Barrett, Miss Agnes Clune Quinlen, Miss Ruth Barber, Mrs. Guy Stewart McCabe and Miss Robert Geddes.

The Women Writers' Club was organized seven years ago, has about sixty members, and is composed of women who write for the Philadelphia newspapers, the general magazines and others who are engaged in advertising work. Mrs. William Reed McGill who presided at Tuesday night's dinner, is president. Mrs. Henry Skerrett and Miss Myra Hedges are the vice-presidents, Mrs. George D. Myers is the treasurer and Miss Rebekah Elliot is secretary. The board of managers is composed of Miss Agnes Repplier, 2nd., Miss Mary Diehl, Mrs. William Kreighoff, Miss Mary Scholl, Miss Julia Blankenburg and Miss Clara Zillessen.

Mrs. McGill received the members and guests and was assisted by the following members of the entertainment and dinner committee: Miss Mary Scholl, Mrs. Clyde Hambright, Mrs. Julia Blankenburg, Miss Mary Diehl, Miss Clara Zillessen, and Miss Agnes Repplier, 2nd.

Sphinx Will Replace Oscar's Cup

Oscar of the Waldorf—does any American newspaper man confess to having never heard of him?—has been robbed of a possession highly prized by him. The cup given to him several years ago by members of the Sphinx Club in appreciation of his services over a score of years, was carried off by thieves and Oscar was desolate. Four hundred names of his friends, members of the Sphinx, were engraved on the silver mug and it could never be replaced! But it will be. The Sphinx Club, lacking a few of the four hundred whose names decorated the original remembrance, but still all friends of the Waldorf wizard, has arranged to secure a new loving cup, which will be properly engraved and presented to Oscar on the twenty-fifth anniversary night of the club, Mar. 8, when the silver jubilee will be celebrated with the assistance of Chicago's leading advertising men.

New N. E. A. Chicago Manager

CHICAGO.—Burton Rascoe, a Chicago newspaper man recently with the Tribune, has been made Chicago representative of the Newspaper Enterprise Association with headquarters in the Evening Post Building. Mr. Rascoe succeeds Russ Simonton, who has gone to Seattle.

Meeting of A. B. C. Directors

CHICAGO.—Stanley Clague, managing director of the Audit Bureau of Circulation, has returned from New York where on February 18 he presided over the monthly meeting of the A. B. C. directors. Mr. Clague said the meeting was devoted to regular business and nothing of general interest was taken up.

Another Peterborough Casualty

PETERBOROUGH, Ont. — Another newspaper casualty was recorded here this week in the passing of the Weekly Chronicle after a short and uneventful career. The paper was first established a little over a year ago under the direction of T. Tooms, a carpenter and Labor member for West Peterborough in the Ontario Legislature. A couple of weeks ago Mr. Tooms withdrew and the paper was continued under the management of a couple of job printers. It is about nine months since the Daily Review ceased publication after an existence extending over 40 years in the weekly and daily field. The Peterborough Daily and Weekly Examiner is now the sole survivor of the local newspaper field.

News-Scimitar Sale Denied

(*By Telegraph to* EDITOR & PUBLISHER.)

MEMPHIS, Tenn.—Rumors to the effect that negotiations for the sale of the News-Scimitar are under way, with the name of William R. Hearst mentioned as one of the principals, are declared to be without foundation by the News-Scimitar's management. "There is no truth to the Hearst rumor. The News-Scimitar is not for sale," was the statement given EDITOR & PUBLISHER's representative.

Painters, Not Printers

GADSDEN, Ala.—An error whereby the word "painters" was rendered "printers" was responsible for press dispatches under date of February 10, that Gadsden union printers had voluntarily reduced their wages from 75 cents an hour to 65 cents.

Building in Plymouth

PLYMOUTH, Ill.—Samuel E. Boys, publisher of the Republican, is about to begin construction of a new home to cost between $20,000 and $30,000. It will be two stories high on a site 44 by 78 feet.

INDIANA

products, including automobiles, agricultural implements, machinery of all kinds, kitchen cabinets, furniture, pianos, phonographs, steel, iron and food products, are all merchandised throughout the entire globe. Never have the manufacturers of this state been so energetic in thus reaching out for foreign trade than since the armistice was signed.

All this means that the people of Indiana are assured of steady work, high wages and profitable business for everyone.

Indiana people are intensely interested in Indiana, Indiana products, Indiana business and Indiana newspapers.

National advertisers may obtain profitable results by cooperating with Indiana merchants in Indiana daily newspapers in reaching Indiana people.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.02
Decatur Democrat	(E)	3,044	.025
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
*Lafayette Journal-Courier	(M&E)	17,721	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M) 10,264	16,894	.05
South Bend News-Times	(E) 6,630		
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.

Digitized by Google

TIPS FOR AD MANAGERS

Frank Seaman, 470 4th avenue, New York. Making yearly contracts for Studebaker Corporation.

Martin V. Kelley, 327 South LaSalle street, Chicago. Making 1,000-line yearly contracts with newspapers for Chicago, Rock Island & Pacific Railroad.

Massengale Ad Agency, Candler Bldg., Atlanta. Making 500-line yearly contracts for Re-Cu-Ma Medicine Company.

Scott & Bowne, Inc., Bloomfield, N. J., renewing contracts direct.

Procter & Collier Company, Commercial Tribune Bldg., Cincinnati. Making 1,256-line yearly contracts for the Proctor & Gamble Company.

Dunlop-Ward Ad Company, Union Natl. Bank Bldg., Cleveland. Making 1,000-line yearly contracts for the Grant Motor Car Company.

George W. Ford Company, Austell Bldg., Atlanta. Making yearly contracts for William C. Geraty Company.

Mateo Advertising Company, Bulletin Bldg., Philadelphia. Making contracts for Bumstead's Worm Syrup.

Capehart-Carey Corporation, Times Bldg., New York. Making contracts for Veenolak.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Using Southern and Southwestern farm papers for Carolina Metal Products Company's advertising. Planning spring campaign in Southern farm papers, to run six months, for Virginia Can Company's home canning outfits. Planning three months' spring campaign in Southern and Western farm publications for F. S. Royster Guano Company (Royster Fertilizer).

Collin Armstrong, 1457 Broadway, New York. Placing orders with co-operation of local agent for New York Life Insurance Company, 346 Broadway, New York.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Again placing orders for Hendee Manufacturing Company, "Indian Motor Cycle," Springfield, Mass.

George Batten Company, Fourth Avenue Bldg., New York. Again placing orders for Norris Candy Company, Atlanta, Ga. Reported to be asking newspapers for information on grocers. It is believed to be for Merrell-Soule Company, "Klim Brand Powder Milk," Syracuse, N. Y.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Placing orders for Portland Cement Association, Chicago.

Botting-Thompson-Madden Company, Globe Bldg., St. Paul. Will start a campaign for Home Comfort Company, bread, St. Paul. Placing orders with Wisconsin and Minnesota newspapers for LaCrosse Clothing Company, "Bear Brand Overalls," LaCrosse, Wis.

Bromfield & Co., 45 West 34th street, New York. Placing orders for W. Atlee Burpee & Co., seeds, 475 North 5th street, Philadelphia.

Calkins & Holden, 250 5th avenue, New York. Reported to be placing copy with newspapers on contracts for H. J. Heinz Company, "Baked Beans," Pittsburgh.

Campbell, Blood & Trump Agency, Penobscot Bldg., Detroit. Placing orders for International Corn Products Company, "Tip Top Popcorn," Detroit.

Wendell P. Colton Company, 165 Broadway, New York. Reported will place orders with newspapers in cities with population of 20,000 or over for Durham Duplex Razor Company, Jersey City, N. J.

Doremus & Co., 44 Broad street, New York. Reported to be making up list for Endicott-Johnson Company, shoes, Endicott, N.Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing orders with newspapers for Berger Manufacturing Company, "Berlo" filing cabinets, Canton, Ohio.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders for Weingarten Bros., "W. B." corsets, 1328 Broadway, New York.

Hanff-Metzger, 95 Madison avenue, New York. Again placing orders for Famous Players-Lasky Corporation, "Paramount Pictures," 485 5th avenue, New York.

Hoyt's Service, 116 West 32d street, New York. Again placing orders with New England and New York newspapers for Philips & Clark Stove Company, Geneva, N. Y.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing orders for Electric Vacuum Cleaner Company, Premier Electric Vacuum Cleaner, Cleveland, O.

Lord & Thomas, Mallers Building, Chicago. Again placing orders for California Associated Raisin Company, Fresno, Cal.

MacMartin Advertising Agency, Security Bldg., Minneapolis. Reported will next month start a newspaper campaign in the Northwest for B. F. Nelson Manufacturing Company, roofing, Minneapolis.

Frank Presbrey Company, 456 4th avenue, New York. Reported to be placing orders for Equitable Life Assurance Society of United States, 120 Broadway, New York.

William H. Rankin Company, 104 South Michingan avenue, Chicago. Handling the advertising for J. Hungerford Smith Company, grape juice, 420 North Goodman street, Rochester, N. Y.

R. H. Sayre Advertising Agency, 208 6th street, Pittsburgh. Placing orders with Southern newspapers for Hein Candy Company, Pittsburgh.

Spafford Company, 25 Arch street, Boston. Placing orders with newspapers in cities where they have stores for Emerson Shoe Company, Rockland, Mass.

Louis V. Urmy, 41 Park Row, New York. Placing orders for Ed Pinaud Parfumerie, 84 5th avenue, New York.

Williams & Cunnyngham, 111 5th avenue, New York. Sending out second instructions to newspapers for American Tobacco Company, "Lucky Strike Cigarettes," 111 5th avenue, New York.

NEWS OF THE CLUBS AND ASSOCIATIONS

ST. PAUL, Minn.—The Finch Merchants' Advertising Club, with a membership of nearly 500 country merchants of the Northwest, has just held its first annual convention here. C. E. Laurence, advertising manager of Finch, Van Slyck & McConville, St. Paul wholesale dry goods house, and former secretary of the Town Criers' Club, is president. Views on advertising in connection with the selling of merchandise in rural communities were exchanged and every-day problems encountered by the merchant discussed. Among the speakers were Dean George W. Dowrie of the School of Commerce, University of Minnesota; Fred Mann of Devils Lake, N. D.; C. C. Peterson of Grand Rapids, Minn., well-known for his forceful advertising and selling methods; and Ed. Barr, editor of the Farmer.

BUFFALO.—The Retail Merchants' Association of Buffalo, has asked the Buffalo Chamber of Commerce to take steps to suppress the publication of "untruthful, misleading or deceptive advertising." It is probable the request will be the subject of action by the chamber's board of directors.

WICHITA, Kan.—Three rooms in a downtown office building have been secured by the Press Club for headquarters. Two of the rooms will be used for recreation, including billiard tables, while the third will be used for a reading room. A library will be built up gradually, it being the intention of the club to set aside a portion of its funds every year to purchase books. Two hundred newspaper men and women, mostly active in newspaper work, are members of the club.

The Lafayette (Ind.) Journal-Courier has been elected to active membership in the American Newspaper Publishers' Association.

CHICAGO.—The Press Club held its annual inaugural ball Saturday evening at the Hotel Morrison with a large attendance and a dazzling display of fancy costumes. One of the features of the affair was the appearance of the entire company of "Satires of 1921," playing at the Olympic Theatre, to participate in the ball and entertain the merrymakers. The dancers celebrated the election last month of President Clyde A. Morrison and other officers.

PROVIDENCE, R. I.—Walter B. Norton was elected president of the Rhode Island Press Club at the thirty-fifth annual meeting February 22. He succeeds J. B. S. Brazeau. The other officers elected are: Vice-presidents, George M. Danielson, Roy L. Swain, E. O. Hustedt; corresponding secretary, E. F. Sibley; recording secretary, E. A. Noyes; treasurer, T. S. Hammond; auditor, F. A. Chapman. Walter B. Frost and Edwin A. Noyes were appointed delegates to the annual convention of the National Editorial Association to be held at St. Augustine, Fla., in March.

Houston Bars Bunting Ads

HOUSTON, Tex.—Mayor A. E. Amerman of Houston has put the ban on advertising bunting suspended across the business streets, and declares that hereafter all permits for such advertising displays will be refused. The reason assigned by Mayor Amerman for his stand is that Houston is no longer a village, but has grown to be a city, and hence must put aside village ways and take on the airs of a city.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

Business is good in

WAYCROSS, GA.

the metropolis of South Georgia, and the gateway to Florida.

A live, progressive and growing city, with a number of diversified industries.

It is the trading center for a rich farming and live-stock territory.

The JOURNAL HERALD, with a circulation of over 3,100, covers this prosperous section thoroughly.

Represented by

Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

1920 Indication of Lineage Increase 1918

1920 vs. 1918 in the

BOSTON AMERICAN

on

Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

Buy Space in Boston's Greatest Evening Newspaper

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

The Detroit News

During 1920 THE SUNDAY NEWS published 1,838,936 agate lines of advertising, leading its only Sunday competitor by 97,000 agate lines.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

Digitized by Google

LOW FARES TO HONOLULU

Press Congress Delegates Get Preferential Travel and Hotel Rates

COLUMBIA, Mo. — Definite assurance that delegates to the 1921 meeting of the Press Congress of the World will receive the benefits of a twenty per cent. reduction in hotel rates in Honolulu has been received here by Water Williams, dean of the School of Journalism of the University of Missouri, and president of the Congress. The Press Congress sessions will be held in Honolulu from Oct. 4 to 14, inclusive.

Preferential rates on steamship lines between San Francisco and Honolulu will, in all probability, be secured for the delegates. All persons who hold cards of membership in the Congress will be entitled to the special rates.

A committee of editors and publishers of Hawaii has charge of this phase of the congress preparations. Fifty Hawaiian journalists, comprising the general committee, met in Honolulu, Feb. 5, and outlined a series of entertainments that will keep the delegates busily occupied during their visit. According to the present plans, the business sessions of the congress will be held in Honolulu, but the remaining time will be divided between entertainments in the capital city and excursions to as many of the island's points of scenic and historical interest as time will permit. Additional tours not only in Hawaii, but in the Far East are to be arranged for those who wish to travel further. Among them is a visit to the Philippines, following the Honolulu meeting.

The invitation to visit the Philippines came from the Philippine Government through Manuel Quezon, president of the Philippine Senate, and Sergio Osmena, speaker of the Philippine House of Representatives. It was presented by Jaime. C. de Veyra, resident Philippine Commissioner at Washington.

JANUARY LOSS, 5,736,088 LINES

Eight Cities of 23 Listed Made Gain—31 Papers Beat Last Year

Net loss of 5,736,088 lines of advertising is shown by the New York Evening Post's Statistical Bureau's tabulation for January, 1921, and January, 1920, comparing the records of 109 newspapers in 23 cities. Eight cities show a gain, as do 31 newspapers. The total lineage for January, 1921, was 86,760,706 lines against 92,496,794 lines in the same month last year. The cities in which the 1921 total exceeded that of 1920 were Philadelphia, Los Angeles, Baltimore, Washington, St. Louis, San Francisco, New Orleans and Louisville. Part of the excess is accounted for by the fact that January, 1921, had five Sundays against four last year. The figures by cities follow:

	1921.	1920	
New York	12,735,328	14,344,249	1,609,121*
Birmingham	1,745,576	1,754,634	9,058*
Chicago	5,576,178	6,495,483	919,305*
Philadelphia	6,700,027	6,452,318	250,709†
Los Angeles	6,879,726	6,465,406	414,260†
Baltimore	4,073,846	4,008,413	65,433†
Boston	4,100,617	4,810,914	710,297*
Detroit	3,675,910	4,664,646	988,736*
Cleveland	3,912,375	4,628,400	716,025*
Washington	3,682,639	3,585,110	97,529†
Buffalo	2,966,809	3,465,190	498,381*
St. Louis	3,256,140	3,213,140	43,000†
Indianapolis	2,764,718	2,972,802	208,084*
Minneapolis	2,251,560	2,682,302	430,742*
St. Paul	1,755,656	2,055,648	299,992*
Milwaukee	2,537,312	2,601,392	64,080*
S. Francisco	3,419,122	3,373,440	45,682†
New Orleans	2,624,440	2,589,996	34,444†
Cincinnati	2,782,800	2,870,700	87,900*
Louisville	2,328,358	2,247,412	80,946†
Houston	1,968,568	2,021,236	52,668*
Columbus	2,828,170	2,935,070	106,900*
Providence	2,192,031	2,258,833	66,802*
Totals	86,760,706	92,496,794	5,736,088*

* Loss.
† Gain.

A. P. Executives Met in N. Y.

The executive committee of the Associated Press met Feb. 22. Those present were President Frank B. Noyes of the Washington Star, Adolph S. Ochs of the New York Times, W. L. McLean of the Philadelphia Bulletin, Charles Hopkins Clark of the Hartford Courant, and John R. Rathom of the Providence Journal. Col. Charles A. Rook of the Pittsburgh Dispatch, was ill and unable to attend, and Victor F. Lawson of the Chicago Daily News was detained in Chicago by business. Also present at the meeting were Melville E. Stone, general manager; Frederick Roy Martin, acting general manager; Kent Cooper, assistant general manager; Jackson S. Elliott, general superintendent; Milton Garges, chief of traffic department, and J. R. Youatt, treasurer.

Obituary

FRANC MANGUM, former Georgian newspaper man, is dead at Denver, Colo., following an operation for appendicitis.

JAMES W. BREEN, former Pittsburgh newspaper man and Civil War veteran, died last week in that city. He was 80 years old.

MRS. ELIZA V. HIPPLER, mother of Samuel W. Hippler, editor of the Buffalo Sunday Times; and William G. Hippler, city editor of the Buffalo Commercial and president of the Press Club of Buffalo, died after a short illness at the age of 73 years.

WILLIAM MARK O'BEIRNE, editor of the Stratford (Ont.) Beacon, since 1891 and a past president of the Canadian Press Association, died at Stratford, February 18 after a lengthy illness. Mr. O'Beirne was editor of the Napanee (Ont.) Express, 1881-1885; representative of the Toronto Globe in Montreal, 1885-1888; and editor of the Woodstock (Ont.) Standard, 1889-1891. He was president of the Daily Section of the Canadian Press Association, 1907-1908, and when the Dominion Association was reorganized in 1914-1915, he was its first president. A paralytic stroke, in 1915, compelled his retirement from office.

GEORGE P. BARRETT, dean of the printing trade in Fredericton (N. B.), is dead, aged 88. He had spent his whole business life in Fredericton in connection with the publication of the New Brunswick Royal Gazette. Fifteen years ago he was presented with an Imperial Service Medal in recognition of his long public service.

THOMAS H. LEONARD, veteran employee and foreman of the McKeesport (Pa.) Daily News composing room, died of paralysis February 18, aged 57 years.

DR. JOHN SUMPTER KING, a prominent Canadian physician and also distinguished as a writer, died on February 14, in Toronto, aged 78 years. He served for three years on the editorial staff of the Toronto Globe under the late Hon. George Brown, the founder of the paper. During this time he was Canadian correspondent to the Chicago Tribune, and also correspondent to a number of Canadian papers.

"Ed" Brewster Gone

CHICAGO.—Callers at the Daily News building will miss "Ed." Brewster, who for nearly twenty years had a cheery "good morning" for all comers. "Ed." once a successful painting contractor, went to work for the Daily News when business was flat a long time ago, and became head janitor. In recent years he had been day elevator man. He died February 21, at the age of 65 years after a brief illness from pneumonia.

Few Papers—(If any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

FIRST in buying power
American Association of Advertising Agencies creates newspaper in Indianapolis Radius with highest buying power in country. You can cover this market through
THE INDIANAPOLIS NEWS
Use Newspapers on a 1 Year Basis
for 50 years a Newspaper.
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Nearly every person in Richmond reads The NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building, B'way at 34th St., New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY AND THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Only
דער טאג
The National Jewish Daily

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

FIRST IN 1000 NEWSPAPERS
A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.
Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Mount Vernon, N. Y. DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

World Wide ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2969, 5111
Cable Address: SCHOLZEM, NEW YORK

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Digitized by Google

(Continued from page 12)

EASY TALK

the pipe. The editorial was as obviously serious as an appeal for Prohibition by Dr. Wilbur Crafts.

Now, one can readily conceive that Pantagruel might make a profound argument in purpose to prove that women should not smoke pipes in preference to cigars and cigarettes; but the initiates *know* in advance that Pantagruel is a huge joke, while a large number of the outsiders who have not heard of Rabelais, but who do know from sensual experience about pipes, cigars and cigarettes, will question the intelligence of the giant and suspect that his great size is the result of pumping, as a balloon.

When Pantagruel becomes truly serious about pipes-and-women, or about many other matters of taste which are discusssed seriously in newspaper editorials, we have a paradox. To the average newspaper reader, the paradox is a joke, or an irritating fraud.

In short, one may ask definitely—Has the World-Gazette-Herald an editorial "policy" opposing pipes and favoring cigars and cigarettes?

This editorial of the pipes is not unique. It is but a single one of many illustrations, from many newspapers, any one of which might point out the absurdity of the anonymous editorial.

I hold that the anonymous editorial is no more fitting in these times than many other superstitions which have silently died. American journalism, moving without discipline to envelop what has been the magazine field, must more and more emphasize the personality of writers. Signed articles of news, fiction and *belles lettres*, are fast growing common; only the editorial writer remains submerged in an old superstition. No wonder he is (with some exceptions) apathetic, having small stimulant of responsibility to the Public.

Instead of trying to be a miraculous oracle, seeking to produce the illusion of a multiplied brain and achieving only the character of Pantagruel for the editorial page, why not have the editorials signed and make the point of view understandably human? Or if, after an "editorial conference," the majority opinion is to be handed down in the manner of the U. S. Supreme Court, then let the man who *writes* that opinion be given credit, as is the custom of the Supreme Court; as was the custom when a certain committee of five was appointed to "prepare" a certain well-known Declaration, of an editorial kind, and one Thomas Jefferson was picked to do the writing and was given full credit.

Professors Change for Summer

NORMAN, Okla.—Prof. H. H. Herbert, director of the school of journalism at the University of Oklahoma here, will have charge of the summer school courses of journalism at the University of Kansas during the summer of 1921. Prof. Herbert will take the place of Prof. L. N. Flint, of the Kansas school, who will have charge of a similar school at the University of Wisconsin.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Cox Duplex Webb Press. Prints and folds four, six or eight pages, seven columns, 3,500 per hour. Equipped with motor, duplicate rollers, shafting and belting. Being used daily and good condition. The Herald, Carlisle, Pa.

For Sale

3 16-page Goss press, printing page cut off 23-9-16 inches; six, seven or eight columns; complete with stereotype outfit. Address News, Wheeling, W. Va.

For Sale

Pacific Coast Daily—with job printing department. Live City 4,000. Doing gross business $30,000 annually at nice profit. This is a rare opportunity. Will take eight to ten thousand cash to swing it. Balance easy. Don't answer unless you have that amount in cash. Address Box C-841, Care EDITOR & PUBLISHER.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Press Wanted

Stereotype press to print up to 32 pages inclusive. State name of manufacturer; model, number, width and length of columns; page and speed capacity; condition, description of stereotype equipment; delivery date and cash price. Address Box C-863, Care EDITOR & PUBLISHER.

For Sale

Matrix Roller suitable for wet mats for sale. Goss make. Has large upper cylinder, suitable for rolling wet mats once if desired, or twice or three times. This roller will be suitable for a paper that either needs two rollers or a spare machine, against emergencies. Price $500.00 with silent chain drive ready for motor. Morning Ledger, Newark, N. J.

For Sale

HOE PRESS AND EQUIPMENT

AT A BARGAIN

Hoe Quintuple (Forty-page) Press, including Kohler drive; stereotype outfit, chases; also extra armature for press motor. In good condition. Can be seen in operation. Immediate delivery. Also one No. 1 Linotype, one No. 3 Linotype; form trucks, etc.

THE NEWS-JOURNAL CO.
WILMINGTON, DEL.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour. 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

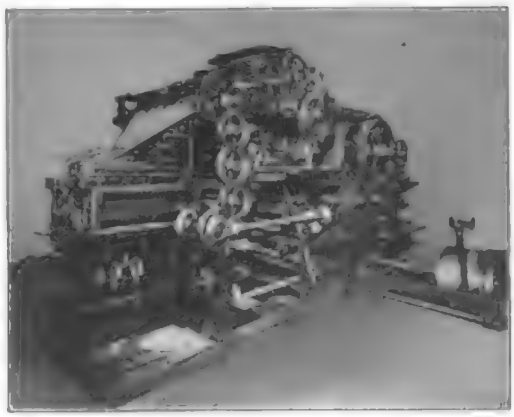
Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINN.



Hoe Rotary Newspaper Press

Printing six or seven column papers. Cut-off 22¾ inches; speed 20,000 four or six page papers; 10,000 eight, ten or twelve page papers. Outfit with stereotype machinery all in good operative condition. Immediate delivery.

Baker Sales Company, 200 Fifth Avenue, New York City

Digitized by Google

Classified Advertisements

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

General Manager
Capable all-around newspaper man of pleasing and aggressive personality; one who understands advertising, circulation, business and mechanical detail, desires general management of paper demanding careful and economical development; best of references. Address C-867, Care of Editor & Publisher.

Advertising Manager
Trained and experienced Advertising Manager desires connection with live publisher who would appreciate loyalty, conscientious work and results. 18 years' experience in advertising and business departments of mediums of 10,000 to 65,000 circulation. Exceptional record and references. Now employed. Address Box C-866, Care Editor & Publisher.

Business Manager or Advertising Manager
Position wanted as business manager or advertising manager on some live progressive newspaper by a real live wire who knows how to produce results. Fifteen years' experience divided upon four newspapers. At present business manager of medium sized southern newspaper. Correspondence confidential. Address Box C-851, Care Editor & Publisher.

Editor and Proofreader
Non-union shop (23). Experienced—will travel. H. Weiss, 354 Hancock St., Brooklyn, N. Y.

Editorial Writer
Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care Editor & Publisher.

Columnist
Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care Editor & Publisher.

Composing Room Foreman
Now employed on midwest daily desires change; efficient executive, familiar with cost system; competent makeup; union; middle west preferred. Write or wire D. S. Calvert, Omaha, Nebr.

Reporter
Reporter wants position with Daily, Morning or Evening, in city of about 75,000. Graduate of school of journalism, and now with evening paper in small city. Can furnish best of references. Available May 1. Address Box C-862, Care Editor & Publisher.

Special Writer
Experienced special writer seeks new connection where thorough training, ability to write well and broad outlook will be assets—with newspaper as feature writer or Sunday editor or with weekly publication or syndicate. Address Box C-843, Care Editor & Publisher.

Sports Editor-Reporter
Youngster with pep, fight, determination and ability seeks connection as sports editor-reporter. Now employed but need room to expand. Plenty references. Nothing under $35 per week considered. Write Box C-855, Care Editor & Publisher.

Scientific Circulation Director
desires change and would like to connect with large Southern or Western newspaper with 50,000 to 100,000 circulation. Prefer paper with Morning, Evening and Sunday editions. Expert on office management, distribution, service and all kinds of promotion. 13 years of result producing experience. With present employers six years and have increased circulation 80 per cent. Married man with family. Desire change to get into larger field. Member I. C. M. A. also founder and ex-president of one of the largest sectional circulation managers' associations in the United States. Production records gladly submitted. References: Present employers or leading members of I. C. M. A. and sectional organizations. Address Box C-858, Care Editor & Publisher.

Wanted a Chance
Stuck in lemon grove, my bootstraps broken, I need help. After 18 years as reporter and editor on great and small dailies, I blindly eased myself into city editorship, etc., on the largest daily in town of 100,000, with a boss who bought into the game. Expect to dig out before April 1. Can show clean and rather unusual record. Not cheap. Box C-847, Care Editor & Publisher.

Wanted
Position at special news or editorial writing. Seven years' desk and reporting experience. Have specialties. Age 30; college degree. Address Box C-857, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Desk Man Wanted
Massachusetts Evening Newspaper outside of Boston, edited with Metropolitan standards requires a competent copy reader at once. Ability to edit copy intelligently and thoroughly is as essential as the knack of putting the news in heads with a snap. A young man who can develop executive ability sought. Write Box C-856, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Man
Wanted—Good advertising man, one who can prepare copy and is experienced in handling special features; must also have knowledge of the handling of classified ads. Will pay reasonable salary and commission. Address South, Box C-854, Care Editor & Publisher.

Confidential Secretary
Confidential Secretary for large American establishment in Tokyo, Japan. Young man must be well educated, of good habits and preferably with some knowledge of journalism and the publication business. Moderate salary, sufficient for comfortable living for single man. Reply in detail giving full particulars. Address all replies by mail to World Wide Advertising Corporation, 1 West 34th Street, New York.

Editorial Writer
Young, college education, to join staff progressive midwestern daily which leads in state. Expanding opportunity for man who proves himself. Address Box C-859, Care Editor & Publisher.

Linotype Operator
A first class linotype operator to work on an upstate (New York) morning newspaper. Steady work, surroundings congenial, and good place to work. Wages from $36.00 to $40.00. Considerable overtime if desired. Address Box C-809, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity
Party owning controlling interest in well known publication plans to merge it into daily in city of over fifty thousand. Wants to get in touch with experienced man with fifteen to twenty-five thousand to join him in this project. Paper is out of debt and present owner is worth in holdings in other publications about seventy-five thousand dollars. Address Box C-860, Care Editor & Publisher.

Business Opportunity
Party with new apartment house in live city in middle west wants to trade same for Duplex press and linotypes. Address Box C-861, Care Editor & Publisher.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations, Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 512, 30 Church street, New York City.

TO CONSIDER COPYRIGHT BILL

Canadian Writers Will Meet in Montreal March 11 and 12

(*Special to* Editor & Publisher)

Montreal, Que.—A convention of Canadian writers is to be held here March 11-12, for the purpose of obtaining a definite expression of opinion on the subject of the new copyright bill from the persons most concerned in its construction. Most of the preliminary work is at present being carried on in the offices of Professor Bernard K. Sandwill, of McGill University, who is well known as a journalist and as editor of the Canadian Bookman.

Assisting him in the work of preparation is a committee consisting of Professor Stephen Leacock; J. Murray Gibbon, J. J. Harpell, trade paper and magazine publisher, and F. W. Wallace.

High Court to Rule on Legal Daily

Buffalo.—The Court of Appeals has fixed February 28 to hear arguments of the Buffalo Commercial against the Buffalo city council in the action to prevent awarding of a city printing contract to the Legal Daily. The Commercial claims the Legal Daily is not a newspaper and that publication in it of city notices is illegal.

COUNTRY PRESS NEEDS COLLEGE MEN

Head of Canadian Weekly Newspapers Points Out that Opportunities Are Boundless for Educated Men Who Can Express Views

(*Special to* Editor & Publisher)

Toronto, Ont.—"The Influence of the Weekly Newspaper and Its Place as a Nation Builder," was the subject of an address delivered by W. Rupert Davies, editor and publisher of the Renfrew (Ont.) Mercury and president of the Canadian Weekly Newspapers Association, before the members of Pi Delta Epsilon, journalistic fraternity, in Hart House, University of Toronto, last week.

Mr. Davies in his remarks stressed the importance of the country newspaper to its community, an importance which he thought was even relatively greater than that of the average daily newspaper. Particularly was this true in Canada where the weekly papers greatly outnumbered the dailies, both in circulation and in influence. He pleaded for a wider and more intelligent consideration of the weekly press, not merely because of what it is doing, but also for the attractions it offers to the university trained man. The need for men who could write, he said, is great in an age when country publishers who give editorial expression to their views are the exception rather than the rule.

An interesting discussion followed the address, during which brief comments were made by E. Roy Sayles, president of the Canadian Press Association; W. A. Craick, editor of Industrial Canada, and F. C. Mears, day editor of the Toronto Globe. William G. Colgate, of Norris-Patterson, Limited, president of the chapter, acted as toastmaster.

Bourjaily City Hall Editor

Cleveland.—Another member of the Plain Dealer staff has got a city job. He is M. J. Bourjaily, city hall man, who will become publicity director for the city administration, headed by Mayor W. S. Fitzgerald. The position also carries with it the editorship of the official bulletin of the city council. This work has been done by the council's clerk. The new job will pay $4,000 a year. Mr. Bourjaily has been writing for the P. D. on city finances.

Strike on Boston City Printing

Boston—An attempt by a special committee of the city council to arrange a compromise of the city printing strike failed when Mayor Peters reiterated to the committee that he will enter no compromise and will take the men back only if they are willing to take the proposed $4 a week raise as of April 1. The men originally wanted the $4 raise to be retroactive to September 10 and later said they were willing that it be effective as of February 1.

Hudson Out of Bolivia

Topeka, Kan.—Donald Hudson, son of Paul Hudson, editor of the Mexico City Herald, who was held by the Bolivian government, has been released and is now back in the United States, according to word received here. Hudson, a former U. S. aviator, went to Bolivia to take charge of the aviation department of the Bolivian army. When the government was overturned in a revolution, he was held.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

FOR SALE—NEWSPAPER EQUIPMENT

8-page Cox Duplex	$2,000 f.o.b.
12-page Cox Duplex	6,000
8-page Goss Comet	4,000 f.o.b.
(Following with Stereotype Equipment)	
16-page Potter	3,610 f.o.b.
16-page Goss	6,500
32-page Goss	12,000
40-page Hoe	12,000 f.o.b.
1 Model 8 Linotype	3,080 f.o.b.
1 Model 5 Linotype	1,870 f.o.b.
1 Ludlow, Complete	2,035 f.o.b.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1997
Richmond, Virginia

TRADE PAPERS TO HAVE SCHOOL

N. Y. Business Publishers' Association Will Establish It Immediately

The recommendation that a school of industrial journalism be established by the New York Business Publishers' Association, made by H. M. Swetland, president of the United Publishers' Corporation, was adopted by a unanimous vote at a meeting held February 17. The school was characterized as the greatest thing the association has ever attempted. Judging from the enthusiasm manifested, it is assured of the hearty support of all members of the association.

Mr. Swetland presented an outline for the inauguration and operation of the school for the first year, after which such changes as suggested themselves will be made. In part, Mr. Swetland said: "The committee believes that the school should have a faculty composed of at least seven men—one man as chairman, and two men from each of these departments, editorial, business and service. These men should function through a head master who will have charge of the entire work. The instructors are to prepare the literature for the use of their particular departments. This will be passed on by the headmaster.

Iowa Press Citizen Sold

Iowa City, Ia.—Merritt C. Speidel of Piqua, Ohio, has purchased the controlling interest in the Iowa City Press-Citizen. Associated with Mr. Spiedel will be F. Wade of New York. Mr. Speidel recently sold his paper at Piqua.

Digitized by Google

PERSONAL

(Continued from page 27)

tor of the Rocky Mountain News and Times, Denver, Colo., is spending a few days in New York on business.

E. I. Bacon, business manager of the Philadelphia Inquirer, is on a trip to Florida.

W. R. B. D'Esterre, advertising manager of the Winnipeg Free Press, has been on a tour of eastern Canadian cities. He reports prospects good for increased business in spring.

R. G. Wheeler, formerly with the Tulsa (Okla.) Tribune, has been appointed advertising manager of the Sapulpa (Okla.) American.

Arthur Booth, formerly with the advertising firm of Botsford, Constantine & Tyler, of Portland, Ore., has been appointed Pacific Coast representative of the New York Journal, Chicago Herald and Examiner and Boston American, with headquarters in Portland.

Russell E. Smith, manager of the merchandise and data service department of the Indianapolis Star, has broken into fiction. Several stories from his typewriter have appeared recently in the Bookman, Telling Tales, Youth's Companion, Boys' Magazine, Classmate, Extension Magazine, and others, and he is preparing a book on merchandising and newspaper co-operation.

WITH THE AD FOLKS

W. A. McDermid has resigned from Parfumerie Lournay, Inc., New York.

Richard B. G. Gardner and William Menkel are new assistants to John Sullivan, secretary-treasurer of the Association of National Advertisers, in New York. Mr. Gardner recently was advertising manager of the Vick Chemical Company and is also well known in the national advertising field through previous connection with Eaton, Crane & Pike and as manager of the Publishers' Co-operative Company, New York. Mr. Menkel was a captain in aviation during the war and spent 18 years with the American Review of Reviews, latterly as an assistant editor.

W. P. Frye, advertising manager for the M. S. Wright Company of Worcester, Mass., has resigned. Mr. Frye was formerly advertising manager for the Royal Worcester Corset Company, but joined the staff of the Wright Company in August. Mr. Frye has not announced his future plans.

W. D. Scruggs, who has been advertising manager for the Graham-Jarrell Dry Goods Company, Waco, Tex., has become advertising manager for the Whitehouse Dry Goods Company in Beaumont, succeeding R. L. Casey.

George E. Newland, for a number of years advertising manager of the Rosenthal Dry Goods Company, Beaumont, Tex., has become advertising manager for The Fashion, a large dry goods house in Beaumont. Mr. Newland is president of the Beaumont Ad Club. Dwight Loeb of Port Arthur, Tex., will succeed Mr. Newland.

E. D. Reed, former director of advertising for the F. F. Dalley Corporation, Hamilton, Ont., has been appointed sales and advertising manager of the Andrew Motherwell Company of Glasgow, Scotland and Dundas, Ont. Mr. Reed will be stationed at the Dundas branch of the company.

George F. Harris, general manager of sales of the Falcon Steel Company, Niles, Ohio, will take charge of that company's advertising.

O. S. Barrett has resigned as advertising director of the Studebaker Corporation, South Bend, Ind.

Thomas T. Cook, publicity manager of the Bell Telephone Company in Baltimore since 1918, and in the employ of that company for more than a decade, has joined J. M. Daiger, advertising agent, Baltimore.

JOLLY NIGHT IN PITTSBURGH

40th Anniversary Banquet of Press Club a Notable Affair

(*Special to* Editor & Publisher)

Pittsburgh, Pa. — Col. Theodore Roosevelt and Miss Alice Robertson, Congresswoman-elect from Oklahoma, were the principal speakers at the Press Club banquet at the William Penn Hotel, Friday evening, Feb. 18. The event marked the fortieth anniversary of the club's existence. The affair was attended by almost 1,000 persons, representative of the city's business, professional and civic life, and of newspaperdom. A message from President-elect Harding, who is a life member of the club, was read. Each guest received a copy of "The Flaming Torch," the official organ of the club, gotten out by the local staffs of Pittsburgh newspapers.

The speeches were sent by wireless phone to points 1,200 miles distant. A transmitter, concealed in a bank of flowers, was connected with the wireless telephone station of the Westinghouse Electric and Manufacturing Company's plant at East Pittsburgh. The test was the first formal one attempted by the East Pittsburgh station and it was worked on the reverse when music furnished by the company band and singers at the Westinghouse station wirelessed back to the banquet hall.

President Pardons Finnish Editor

Portland, Ore.—W. M. Reivo, one of the publishers of the Toveri, a Finnish newspaper at Astoria, has been pardoned by President Wilson from serving the remainder of a two-year sentence at the Federal prison at McNeil's Island. Reivo was convicted in March, 1920, for printing and publishing false reports calculated to bring disrepute on the American army.

Wilmington Star Editor Resigns

Wilmington, N. C.—Charles N. Feidelman has resigned as editor and manager of the Wilmington Star, and has resumed newspaper work in his old home in Savannah, Ga. Pryor H. Battle has been made general manager and Thomas R. White has been designated as editor with general supervision over the news department.

Wells Starts Washington Weekly

Centralia, Wash.—J. E. Wells, a former member of the staff of a Centralia paper, has commenced publication at Toledo, Wash., of the Cowlitz Valley News. Toledo has been without a newspaper for several months, the Farmer-Labor party having purchased the plant of the late Toledo Messenger and moved it to Centralia.

Say Potter is Deceiving Public

Detroit, Mich.—The police of this city are of the opinion that M. Henry Potter, editor of Facts, a Philadelphia sheet, who was recently reported to have mysteriously disappeared while on a visit here, is deceiving the public. They have abandoned their hunt. Facts recently began an attack on Henry Ford, and Potter is supposed to have come to Detroit in an attempt to interview the automobile manufacturer. His associate in the business management of Facts is J. Aaron Lazar, who several years ago was instrumental in issuing some sensational fake "extras" in New York and other cities that drew official attention from the police.

Pagosa Journal Plant Burned

Pagosa Springs, Colo.—The plant of the Pagosa Journal was destroyed in a fire which swept the business section of this town last week, doing $250,000 damage.

NEW HAVEN REGISTER
largest circulation in Connecticut's largest city. Average daily paid circulation over
30,000 Copies
Double the circulation of any New Haven paper. It covers the field.

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.
ASBURY PARK PRESS
thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.
Standard Rate Card Member A. B. C.
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
Dominates the Metropolis of the West
MEMBER A. B. C.

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report
for 6 Months ending Sept. 30, 1920
34,222
Its sales promotion department is at the service of advertisers. And it really promotes.
Arthur Capper
Member A. B. C. Publisher.

Perth Amboy
NEW JERSEY
One of the leading industrial centers of the East. Fully covered by the
Evening News
F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

The
TRAVELOG BOY
A new CIRCULATION BUILDING FEATURE
Begins February 28th
The International Syndicate
BALTIMORE

OF THE SHAFFER GROUP
The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the first ten months of 1920, with a total of 822,321 agate lines exceeding its nearest evening competitor by 101,087 agate lines.
THE CHICAGO EVENING POST
Chicago's Class Newspaper
OF NEWSPAPERS

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper,
The Pittsburg Dispatch
the same year in and year out?
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford Parsons Co., Marquette Building, Chicago, Ill.

The PLAIN DEALERS MARKET
is all of N. Ohio
The Plain Dealer
Cleveland

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Digitized by Google

NEW ENGLAND

IS GREATLY FAVORED

Here are people of all classes and occupations, for the most part thrifty and well paid; living close together—yet with plenty of room—than occurs in any other similar area.

The zones of wholesale distribution are clearly defined, so that each of them can be worked alone and results determined rather than approximated. That is why many big selling ideas of this generation, founded upon newspaper advertising, have their "premiers" in New England and their spread over the United States.

Every section of New England can be worked in detail and advertised in a Daily Newspaper that is read at home.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,808	.0275	.0175
Boston Sunday Advertiser	(S)	397,414	.55	.55
Boston American	(E)	301,508	.50	.50
Boston Globe	(M&E)	285,188	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	360,461	.55	.55
*Boston Transcript	(E)	33,211	.20	.20
*Fall River Herald	(E)	10,898	.035	.035
Fitchburg Sentinel	(E)	8,817	.05	.035
*Haverhill Gazette	(E)	14,567	.055	.04
Lynn Item	(E)	18,196	.055	.04
*Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,938	.07	.07
Salem News	(E)	19,867	.09	.07
Worcester Telegram-Gazette	(M&E)	67,804	.24	.21
*Worcester Telegram	(S)	40,031	.15	.15

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,308	.0425‡	.035
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,053	.09	.07
*Portland Telegram	(S)	22,136	.08	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	25,564	.062	.06
Portsmouth Times	(E)	4,066	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,155	.03367	.02828
**Pawtucket Times	(E)	23,404	.06	.06
Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	56,416	.135	.135
*Providence Journal	(M)	31,585	.06	.06
*Providence Journal	(S)	48,224	.12	.12
*Providence Tribune	(E)	24,833	.10	.09
Westerly Sun	(E)	4,529	.028	.028
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,830	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian and Newport Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,838	.145	.14
*Bridgeport Post	(S)	19,858	.055	.05
*Hartford Courant	(M&S)	29,393	.07-.08‡	.07-.08
*Hartford Times	(E)	36,044	.14	.14
New Haven Register	(E&S)	29,861	.09	.05
*New London Day	(E)	10,468	.05	.045
Norwich Bulletin	(M)	10,755	.07	.06
*Norwalk Hour	(E)	3,829	.025	.025
*Stamford Advocate	(E)	7,705	.0375	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	12,301	.05	.04

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Rate on 3,000 lines.
**A. B. C. Auditor's Report, Oct. 1, 1920.

Digitized by Google

New York Advertising Situation

Figures Showing the Use of Advertising Space During the Year 1920 by Retail Stores

EVENING NEWSPAPERS—

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus	11,200	189,600	166,415	—	171,940	130	—	539,294
Altman	200,135	202,755	195,184	200,841	191,959	194,019	196,376	1,381,269
Arnold, Constable	—	—	71,605	123,563	90,133	—	99,499	384,800
Best	132,338	33,759	119,902	94,280	124,454	—	—	504,733
Bloomingdale	255,749	248,979	67,260	46,988	4,144	—	735	623,755
Bonwit Teller	113,046	110,162	105,466	29,208	101,712	—	27,139	486,733
Gidding	—	—	17,303	11,874	49,134	306	27,822	106,439
Gimbel	649,587	351,366	*468,989	494,509	429,959	52,716	—	3,447,126
Hearn	460,349	430,168	239,379	298,116	263,858	94,762	14,070	1,800,702
Loeser	8,651	190,856	37,254	60,774	160,242	13,616	390	471,783
Lord & Taylor	459,980	—	*236,453	76,153	389,196	—	47,539	1,209,321
McCreery	453,837	—	*325,357	410,864	399,766	17,993	49,662	1,657,079
Macy	585,529	83,447	*506,415	571,757	—	41,771	539,094	2,328,013
Oppenheim, Collins	150,324	152,252	81,590	131,312	111,484	—	19,680	646,642
Franklin Simon	116,660	115,634	108,710	50,843	110,646	—	43,419	545,912
Stanley & MacGibbons	10,612	634	43,156	8,257	20,774	—	—	83,433
Stern	269,172	—	*192,517	178,339	398,696	3,855	121,179	1,163,758
Stewart	—	87,506	87,516	—	91,539	1,776	—	268,337
Wanamaker	428,899	345,142	*434,418	—	410,725	192,197	162,644	1,974,025
Total	4,305,977	2,542,260	3,504,889	2,787,678	3,520,361	613,141	1,348,848	18,623,154

*Space restricted by Globe to contract allotments on account of paper shortage.

MORNING NEWSPAPERS (6 Days)—

	World	American	Times	Herald	Tribune	Total
Abraham & Straus	840	84	4,164	900	5,865	11,853
Altman	103,241	76,321	108,972	68,809	75,907	433,250
Arnold, Constable	—	2,555	—	2,581	82,328	87,464
Best	46,233	3,820	46,661	20,223	45,738	162,675
Bloomingdale	2,357	948	14,107	678	577	18,667
Bonwit Teller	788	1,645	18,959	15,142	18,269	54,803
Gidding	16,948	13,054	62,430	55,120	53,783	201,335
Gimbel	125,481	36,350	169,861	1,120	104,925	437,737
Hearn	14,666	14,229	13,910	13,485	12,320	68,610
Loeser	—	—	—	—	—	—
Lord & Taylor	85,145	—	143,834	42,336	42,906	314,221
McCreery	55,046	—	123,942	51,433	52,692	283,113
Macy	115,335	86,631	195,196	104,896	15,177	517,235
Oppenheim, Collins	17,163	—	17,156	—	—	34,319
Franklin Simon	70,208	—	162,750	142,598	106,972	482,528
Stanley & MacGibbons	300	455	2,990	—	—	3,745
Stern	58,227	810	86,593	24,179	13,761	183,570
Stew rt	840	—	12,258	433	—	13,531
Wanamaker	16,120	7,940	140,757	259,816	390,766	815,399
Total	728,938	244,842	1,324,540	803,749	1,021,984	4,124,055

SUNDAY NEWSPAPERS—

	World	American	Times	Herald	Tribune	Total
Abraham & Straus	43,609	116,480	81,696	86,700	94,221	422,706
Altman	66,332	66,134	71,581	72,530	72,209	348,786
Arnold, Constable	7,130	71,591	—	81,475	666	168,862
Best	48,070	1,067	86,516	46,997	184	182,834
Bloomingdale	121,300	125,847	97,777	2,596	—	347,520
Bonwit Teller	11,012	—	107,924	87,351	91,120	297,407
Gidding	17,684	18,844	27,452	36,046	30,259	130,285
Gimbel	293,939	206,577	282,834	2,400	153,297	939,047
Hearn	163,168	149,850	147,696	157,339	149,816	767,869
Loeser	52,263	111,105	51,336	64,772	93,668	373,144
Lord & Taylor	138,395	—	152,767	105,050	109,783	505,995
McCreery	168,955	—	172,594	153,726	143,600	638,875
Macy	144,072	127,070	125,955	147,524	28,895	573,516
Oppenheim, Collins	56,876	—	58,923	—	—	115,799
Franklin Simon	45,992	—	181,225	142,217	170,157	539,591
Stanley & MacGibbons	1,250	2,090	7,332	360	—	11,032
Stern	97,609	10,539	105,836	95,061	63,160	372,205
Stewart	5,395	—	82,658	62,217	—	150,270
Wanamaker	—	—	—	—	—	—
Total	1,483,051	1,007,194	1,842,102	1,352,361	1,201,035	6,885,743

It will be noted that these merchants used over four times as much space in the Evening Newspapers as in the Morning Papers.

MEMBER A. B. C.

THE NEW YORK GLOBE

170,000 A DAY

JASON ROGERS, Publisher.

LORENZEN & THOMPSON, Inc.

New York Chicago

Digitized by Google

THIS ISSUE, Two Sections, 76 Pages: PRESIDENT HARDING—WE ALL WISH YOU WELL
SPACE-BUYERS' SURVEY OF NEW YORK CITY

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.
[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]
Vol. 53. No. 40 NEW YORK, SATURDAY, MARCH 5, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per Copy

This tabloid pictorial daily newspaper, founded by The Chicago Tribune, and first issued on June 26, 1919, has had the most phenomenal growth in the history of journalism. The present circulation exceeds 360,000 copies.

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Less than two years old, the Daily News has already reached:

1. **A larger total circulation than any other daily newspaper published in New York, with the sole exception of the Evening Journal.**

2. **Third place in circulation among all the daily morning newspapers in the United States.**

512 Fifth Avenue, New York
Tribune Building, Chicago

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Digitized by Google

NEW YORK STATE

Supreme Not Alone in Business and Commerce, but as a Producer from the Soil

It is estimated that there are 1,524,000 cows in New York State, and in 1919 the milk produced by them was valued at $220,000,000. There are also estimated to be 1,500,000 other cattle. In a recent year the creameries of the State made 42,986,900 pounds of butter and over 112,500,000 pounds of cheese were manufactured.

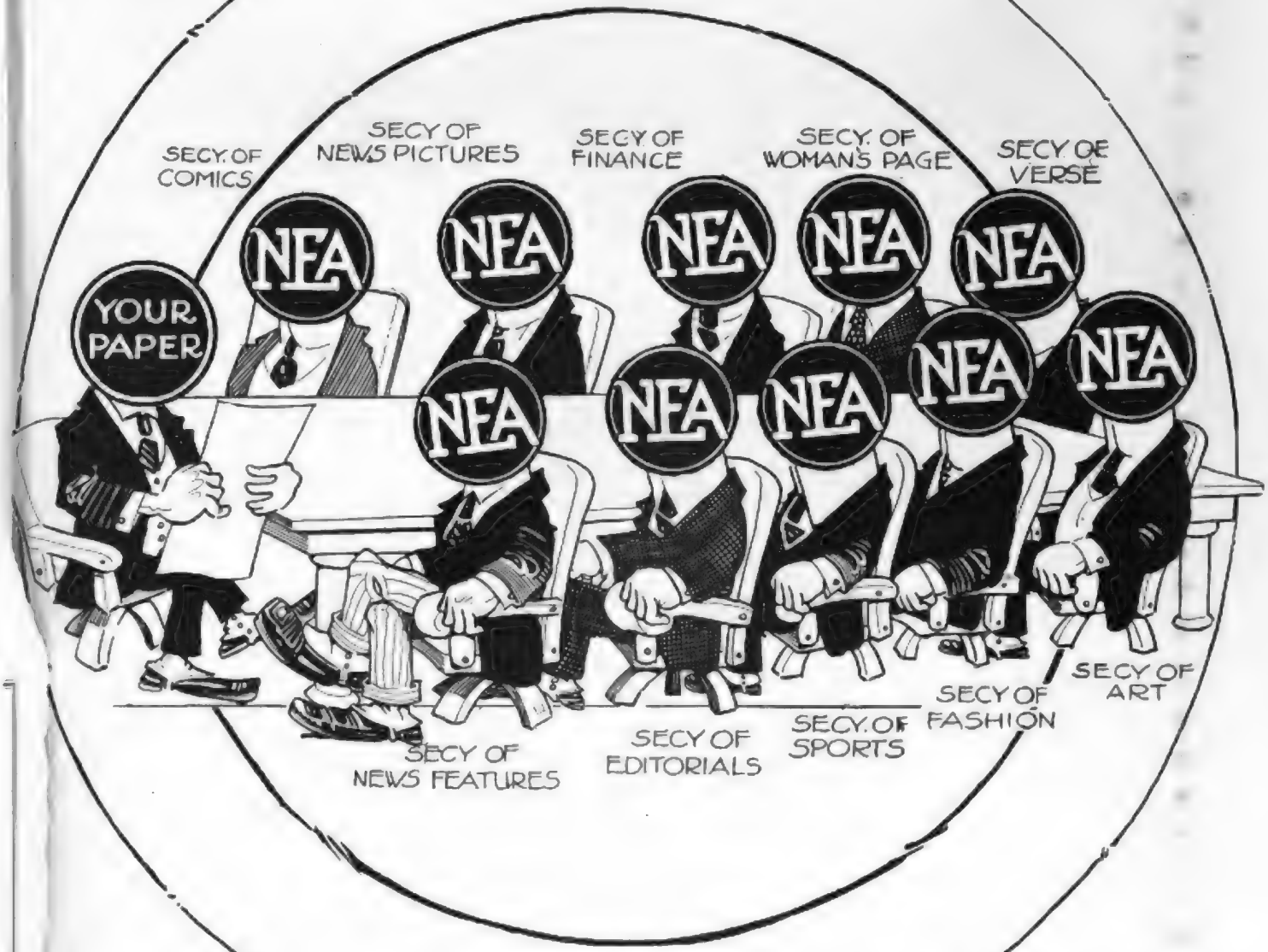
A territory that **produces** can **consume** equally well.

Use this list of daily newspapers to cover this territory for you. They can sell your merchandise. Results count. These papers get results for their advertisers.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,788	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	8,950	.04	.035
*Brooklyn Daily Eagle	(E)	80,882	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
Brooklyn Standard Union	(E)	61,564	.20	.20
Brooklyn Standard Union	(S)	43,153	.20	.20
*Buffalo Courier and Enquirer	(M&E)	88,843	.22	.18
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,766	.18	.14
Buffalo Evening News	(E)	95,501	.21	.21
Buffalo Evening Times	(E)	71,180	.15	.15
Buffalo Sunday Times	(S)	72,238	.15	.15
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,196	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
***Gloversville Leader-Republican	(E)	5,910	.03	.03
Gloversville Morning Herald	(M)	6,062	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,552	.035	.035
*Jamestown Morning Post	(M)	5,934	.05	.03
*Middletown Times-Press	(E)	5,661	.04	.03
**Mount Vernon Daily Argus	(E)	6,500	.04	.04
Newburgh News and Journal	(E)	10,636	.05	.05
New York American	(M)	291,640	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	36,875	.32	.25
*The New York Herald	(M)	203,666	.50	.45
*The New York Herald	(S)	207,062	.50	.45
*The Sun, New York	(E)	190,508	.50	.45
†New York Times	(M)	330,000	.85	.6305
†New York Times	(S)	500,000	.75	.7275
*New York Tribune	(M)	125,919	.40	.36
*New York Tribune	(S)	127,836	.40	.36
***New York World	(M)	337,228	.60	.58
***New York World	(S)	990,966	.60	.58
***New York World	(E)	350,488	.60	.58
***Niagara Falls Gazette	(E)	12,720	.05	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,383	.08	.08
Rochester Times-Union	(E)	62,804	.20	.16
Schenectady Union-Star	(E)	13,417	.06	.05
*Staten Island Daily Advance	(E)	8,968	.04	.03
*Syracuse Journal	(E)	42,216	.09	.09
***Troy Record	(M&E)	22,312	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.

How about *Your* Cabinet?



WRITE OR WIRE
The Newspaper Enterprise Association
A SERVICE—NOT A SYNDICATE
Cleveland, O.

Digitized by Google

"In Philadelphia nearly everybody reads the Bulletin"

Tell it to Philadelphia

Philadelphia, "the city of homes," has a population of nearly 2,000,000, housed in 390,000 separate dwellings.

It's a wonderfully concentrated market for advertised articles for home consumption.

The most successful types of "national" advertisements are those which tell Bulletin readers where they can buy the goods advertised.

Just to say "At all druggists," or "Ask your grocer" is not nearly so effective as telling the reader the name of the dealer who carries the goods in stock.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody reads"---

The Bulletin

The net paid daily average circulation of The Bulletin for January was

497,102 copies

No prize, premium, voting, coupon, or other artificial methods of stimulating circulation are used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MARCH 5, 1921 No. 40

PRESIDENT HARDING—WE ALL WISH YOU WELL

Editors of All Political Faiths Join Editor & Publisher in Extending Greetings and Pledging Fairness, Justice and Co-operation to First Journalist to Occupy the White House

PRESIDENT HARDING: May you be as bold as Cheltenham, as square as Gothic, as broad as DeVinne, as upstanding as Miehle. May you not seek the Century Oldstyle and may all your forms lift without the aid of a "Dutchman."

IRVING BRANT,
Chief Editorial Writer St. Louis Star (Independent).

★ ★ ★

PROUD of the distinction conferred upon one of their profession, newspaper men of South Dakota join with me in cordial greeting to their fellow journalist, President Harding, now so worthily elevated to the preferred position at "the top of column." His "make-ready" justifies us in the belief that the "press run" will be without mishap and the "impression" good to the end. Newspaper men everywhere owe it to themselves to prove worthy the honor and confidence the nation has reposed in one of us. We are firm in the conviction that he will clearly exemplify to the world those ideals of truth and just account which we cherish.

J. H. M'KEEVER,
Editor Aberdeen American and News (Progressive Republican).

★ ★ ★

PRESIDENT HARDING has established two new precedents. First, he is the only man who has ever been a member of the United States Senate to be elected to the Presidency. Second, he is the only man ever been elected President who has been an editor of a newspaper. I hope he will establish a third new precedent in that he will be the first President of the United States who will lead us and lead the world in a constructive program for peace and harmony among all nations, providing for the settlement of all disputes between nations by arbitration or through an international court, so that we may do away forever with war as a means of settling such controversies. JOHN C. SHAFFER,
Editor Shaffer Newspapers (Independent).

★ ★ ★

THE best wishes of every loyal newspaper editor go out to Warren G. Harding, not because he is an editor, but because he is our President at a time heavy with trying problems. The fact that he is a fellow editor only makes it the more pleasant privilege to extend our felicitations.

GEN. CHARLES H. TAYLOR,
Editor Boston Globe (Independent).

★ ★ ★

THE newspaper profession has been signally honored by the election to the Presidency of a practical newspaper man. His fellow publishers, regardless of party, will lend President Harding their support in helping him solve difficulties which face our country. We take pride in a publisher-President and assure him we are for America first and party last. E. K. GAYLORD,
Editor Daily Oklahoman and Oklahoma City Times (Democrat).

PRESIDENT HARDING: The fates have decreed that to you should be given the greatest opportunities that have ever been opened to an American editor. We are proud of you; we honor the position you have been chosen to fill. The journalism of America pledges to you fair, unbiassed and true to the best traditions of the profession in which you were a fellow worker, wholehearted support for the fulfillment of the highest ideals of America.

JAMES WRIGHT BROWN,
Editor of EDITOR & PUBLISHER (*Journalistic*).

WITH the inauguration of Warren G. Harding as President of the United States, the highest honor ever accorded journalism in this country has been paid to a resident of our own city of Marion. The Marion Tribune joins with the Editor & Publisher in extending to President Harding heartiest greeting and good wishes and to the publishing fraternity of the country heartiest congratulations for the high honor that has come to one of its members.

THOMAS BROOKS FLETCHER,
Editor Marion (Ohio) Tribune (Ind. Democratic).

FOR the first time in the history of our country the newspaper profession has seen one of its own inaugurated as President of the United States. All newspaper men may well have a just pride in the fact that in this trying period, the country has turned to their profession for its chief executive. In Warren Harding, the newspaper profession has a thorough-going representative. In his great office all newspaper men will certainly wish for him the fullest measure of success, and in so far as they can, except for conscientious differences of opinion, they will, we feel sure, give Warren G. Harding the best there is in them in the way of good will and support.

FRANK A. MUNSEY,
(Independent-Republican).

★ ★ ★

IN common with the almost unanimous opinion of the people of the United States, the Hartford Courant rejoices that Editor Harding is to be our next President. It has faith in his character and his ability and believes that his newspaper experience will be very helpful in dealing with the great problems left for him to solve.

HARTFORD COURANT (Republican).

★ ★ ★

A BIT of gossip from its correspondent at Washington, D.C., gave the Seattle Post-Intelligencer opportunity to be the first newspaper in the country to mention Warren G. Harding as a Presidential possibility. This was a day or so after the death of Colonel Theodore Roosevelt. Claiming no gift of prophecy, it is still with a peculiar sense of gratification that this newspaper joins with all others of the nation in welcoming to the high post of honor and responsibility the competent newspaper man who this week becomes President of the United States. Speaking for the far Northwest, let us say that we are with him in the great work that he has to do and will be with him until it is done.

JAMES A. WOOD,
Editor Seattle Post-Intelligencer (Republican).

★ ★ ★

THE Atlanta Constitution is glad to join with other American newspapers through EDITOR & PUBLISHER, in conveying to President Harding the assurance that regardless of political affiliation he will receive our zealous support in his endeavor to solve the many vital problems of the nation on a patriotic rather than on a partisan basis. The hour has struck when patriotism rather than partisan bitterness must be the keynote to the solution of the many difficulties confronting the country. However great the problems, they can be better solved by dependence upon the response of the patriotic impulse of the people rather than by an appeal to their political prejudice or passion. No American journalist ever had such an opportunity as confronts Warren G. Harding. Let us hope that after more than one

Digitized by Google

hundred years his administration may be characterized as America's second "Era of Peace."

CLARK HOWELL,
Editor Atlanta Constitution (Democratic).

★ ★ ★

THE Memphis Commercial Appeal salutes the editor-President. The finest traditions of American journalism, we are confident, will be his guide during his term of office. Mr. Harding has grave questions before him. All Americans of good will should give him earnest support. He is not our choice, but he is our President.

C. P. J. MOONEY,
Editor Memphis Commercial-Appeal (Democratic).

★ ★ ★

THE Patriot, Democratic organ of New Hampshire for 112 years, admires Warren G. Harding for the way he forgot politics in the Marion Star, always supporting Marion's home candidate for State office, whoever he might be, regardless of political belief. Congratulations to him now and may God bless him.

EDWARD J. GALLAGHER,
Publisher Concord (N. H.) Patriot (Democratic).

★ ★ ★

PRESIDENT HARDING: Confronted as you are with the most difficult problems a President has been compelled to face, you will require the united support of all loyal Americans. Please be assured of full co-operation by the Houston Post.

ROY G. WATSON,
President-Publisher Houston (Tex.) Post (Independent Democratic).

★ ★ ★

MR. PRESIDENT: The Chicago Tribune and the Daily News of New York felicitate you. In accordance with the best tradition of our profession we intend to praise you when we believe you are right, to blame you when we believe you are wrong, never to lie about you on purpose, and even in our fault-finding if we ever come to it, to remember that you are the first magistrate and entitled to the respect and consideration of all Americans.

ROBERT R. McCORMICK, and
JOSEPH M. PATTERSON,
Editors Chicago Tribune and New York Daily News (Independent Republican).

★ ★ ★

IRRESPECTIVE of party lines, journalists of America necessarily sense the honor bestowed upon their profession in the election of a newspaper publisher to the Presidency. Some of us may have to carry some arrows in our quiver and let them fly at our brother editor in the White House should occasion arise, but he has had to engage in the same sport himself and will know how it is. Warren G. Harding will enter the White House with the good will of his fellow workers on American newspapers and for the sake of himself, the craft and national good, they will extend him their best wishes.

WALLACE T. HUGHES,
Vice President and Associate Publisher Louisville Courier-Journal and Louisville Times Companies (Democratic).

★ ★ ★

NOT having supported President Harding in either the campaign or at the polls, we none the less rejoice that the profession is represented by such a fine old-fashioned American, who is as modest as he is courageous and patriotic. May he ever enjoy health and happiness in this greatest adventure that an editor ever embarked upon. Let's all pull for him.

JAMES KERNEY,
Editor Trenton (N. J.) Times (Independent).

★ ★ ★

I TAKE pleasure in joining with Editor & Publisher in greeting Mr. Harding. Reserving, of course, the right to object, as they say in Congress, All newspapermen, regardless of politics, will wish him success in handling the tremendous problems that face him.

STANLEY M. REYNOLDS,
Editor Baltimore Evening Sun (Independent Democratic).

★ ★ ★

NEWSPAPERMEN of the South, regardless of party beliefs and activities, gladly extend greetings to a newspaper man on his inauguration as President. We hope for Warren G. Harding a successful administration and sincerely trust that he and his Cabinet may be able to solve the many vital problems now confronting this nation. May this country be blessed with peace and prosperity and may our citizenship be united in helping to bring this about should be the hope and prayer of every patriotic newspaper man.

MARCELLUS E. FOSTER,
Editor Houston (Tex.) Chronicle (Independent)

★ ★ ★

AN editor who could solve the white paper problem in 1919-20 has no occasion to worry over the responsibilities of the Presidency, or the admonitions of his fellow editors. Long may he circulate.

THE KANSAS CITY STAR (Independent).

★ ★ ★

THE Richmond Times-Dispatch, proud of its support of James M. Cox, journalist, joins with the press of the nation in wishing Warren G. Harding, journalist, the first member of the journalistic profession chosen to the Presidency, a successful administration that will make for national prosperity and reflect credit on our calling so signally honored.

JOHN T. BURKE,
Editor Richmond Times-Dispatch (Democratic).

★ ★ ★

JOURNALISM is honored by the election to the Presidency of one who, having made a success in his own profession, now achieves the highest political ambition an American could have. It is a privilege to send Warren Harding our greetings as fellow newspaper men, and I cordially join in doing so. May he do so well in the White House that in years to come the nation in other crises will again turn with confidence to the editorial sanctum for leadership.

HENRY L. STODDARD,
Editor New York Evening Mail (Independent).

★ ★ ★

NOT only is Warren G. Harding, President, a journalist, but likewise his competitor, James M. Cox. That, however, cut no figure in the nomination of either man. Nor was any honor to journalism intended. Mr. Harding owes his nomination largely to Col. George Harvey, another journalist. The journalist should not become a candidate for office. Disinterestedness is the soul of journalism. The journalist should be content with the opportunity afforded by his craft for personal display and public carefulness. Nevertheless, I join Editor & Publisher heartily in congratulating the new President and in assuring him of the sympathy and confidence of patriotic men.

HENRY WATTERSON,
Galveston, Tex.

★ ★ ★

THE Nashville Banner in common with all American newspapers is glad to congratulate the first fellow of the craft to become President and hopes his administration will be in all respects successful.

RICHARD H. YANCEY,
Editor Nashville Banner (Independent).

★ ★ ★

WARREN G. HARDING'S experience as an editor and publisher gives him many qualifications for the office of President. He has been closer to the people than has any President of recent years. He is the first real editor to be President. The press is to be congratulated. He is a strong man physically and an able man mentally. The universal esteem in which he is held in Marion, where he lives and worked, testifies to his genuine manhood.

LAFAYETTE YOUNG,
Editor Des Moines (Ia.) Capital (Republican).

★ ★ ★

EVERY good citizen is hopeful of greatest success to the Harding administration and this, of course, includes the journalistic profession, of which Mr. Harding is a member. He goes into office with the best wishes of all of us. He should feel assured newspaper men everywhere, especially, wish to support him in his efforts to solve the great problems of this country.

ROBERT P. SCRIPPS,
Editorial Director Scripps' Newspapers (Independent).

★ ★ ★

MR. HARDING: An editor-President is an inspiration to American journalism, an honor to a profession which you have long graced and which you cannot cease to love. The editors of this country will not forget that you are one of them and in the solution of the vast problems that confront you, you will have their sympathy and their help.

E. LANSING RAY,
President and Editor St. Louis Globe-Democrat (Republican).

★ ★ ★

AS neighbor and friend, we extend to President Harding a hand of fellowship, a greeting of good will and a hope that mind to mind, the solution of the country's problems may be made easy to the end that the welfare of this great nation will best be served.

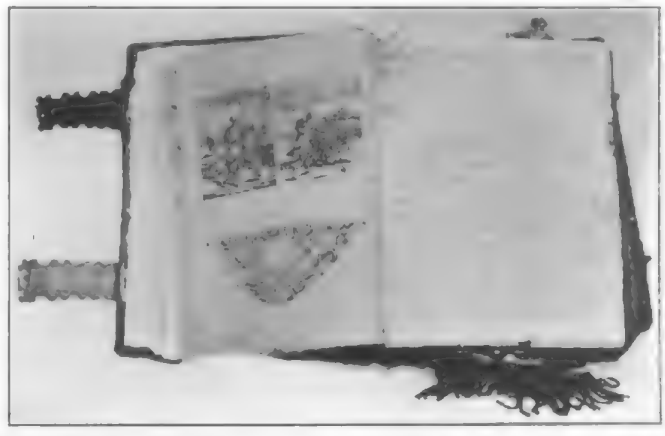
ARTHUR C. JOHNSON,
Editor Columbus (Ohio) Evening Dispatch (Independent).

★ ★ ★

PERMIT me to join Editor & Publisher in conveying to President Harding my best wishes for the success

(Continued on Page 28)

OATH ADMINISTERED ON FAMOUS BIBLE



WARREN G. HARDING, editor of the Marion (Ohio) Star, took his oath of office as 29th President of the United States, yesterday, on the same Bible used by George Washington in 1792. It is considered by Masons as one of the priceless relics in possession of the order in this country and was taken to Washington for use in this week's inauguration by a committee of New York Masons on a special car.

The Bible was opened at precisely the same page as when it was used in the historic ceremony on April 30, 1789, on the steps of the Federal Building now called the Subtreasury. That is the page containing the last of the Forty-ninth Chapter of Genesis and the beginning of the Fiftieth Chapter of the same book, shown in the above photograph taken for Editor & Publisher.

According to Masonic records, Washington kept his hand on this page while he took the oath, kissed this page, and then, perhaps in nervousness, turned over the page, where the Book of Exodus begins. The upper corner of this page is creased a little as if it had been turned down as a marker either during or after that historic ceremony.

The Bible was "Printed by Mark Baskett, Printer to the King's Most Excellent Majesty, London, 1747."

The Bible, in excellent state of preservation, is slightly smaller than the usual family size Bible and also smaller than the book usually used in Masonic ritual work. It is now used only in conferring the degree of Master Mason in St. John's, but the lodge is considering omitting even this use and bringing the relic out only on special occasions.

Digitized by Google

WARM WELCOME AWAITS THE N. E. A. IN LAND OF SUNSHINE AND FLOWERS

Problems Vital to Smaller Newspapers of Nation to be Considered At Annual Convention—Will be Guests of Florida for Whole Month

(*Special to* EDITOR & PUBLISHER)

PENSACOLA, Fla., March 4.—This city is all primed for the reception of the members of the National Editorial Association of the United States, who are to be the guests of the people of Florida for nearly the entire month of March. The first session of the N. E. A. convention is scheduled to open here on the morning of March 7. Indications are that the meeting will be the best attended and most important ever held by the representatives of the smaller newspapers of the Nation.

WILL WILKE
President N. E. A.

Arrangements for entertaining the visiting editors are in charge of the Florida Press Association and the business men of the state. Approximately $100,000 has been raised to cover expenses. George E. Hosmer of Bradentown is secretary of the entertainment committee.

The editors are gathering from every corner of the nation today in Birmingham. They are to be the guests of that Alabama city tomorrow and on Sunday the city authorities and business men of Montgomery, Ala., will play the part of hosts.

The N. E. A. party is due here early Monday morning and will be officially welcomed to Florida by Governor Cary A. Hardee and by President Gilbert Leach of the State Press Association at a great civic banquet. The program thereafter will be:

Three Days in St. Augustine

On the 8th the visitors will breakfast at DeFuniak Springs and will lunch at Marianna, reaching Tallahassee in time for the evening banquet at the capitol.

The 9th will be spent at Jacksonville, and the 10th, 11th and 12th will be put in at St. Augustine, when the business sessions will be held.

Sunday night, the 13th, the special train provided by the state association will leave for Gainesville for breakfast. On the night of the 14th the party will go to Lake County, where Leesburg, Traverse, Mt. Dora and Eustis will be visited, thence to Lakeland for an evening banquet.

Arriving at Bradentown the morning of the 16th, the visitors will be taken by autos through the truck farms and citrus groves of Manatee County and will visit the cities of Palmetto, Manatee and Sarasota. At 3 P. M. the party will leave by boat for St. Petersburg, where the banquet is scheduled for the 16th. Clearwater, Oldsmar and Tarpon Springs will be visited March 17.

Tampa will be reached in the evening and the party will remain there the 18th. The special train will be at Bartow for breakfast on the 19th. At or near Bartow one of the world's greatest phosphate mines will be inspected and a day spent visiting the "Scenic Highlands" in Polk and De Soto counties, where some of the finest grape fruit and orange groves on earth will be seen. From this section, which includes Winter Haven, Lake Wales and Avon Park, the tourists will go to Kissimee and Orlando on March 20 and 21; Sanford, DeLand, and Daytona on the 22d and 23d; Palm Beach, Fort Lauderdale on the 24th, and Miami on March 25, the latter town being the journey's end. Thence those who desire to may make the trip to Cuba or Bimini.

The official program of the National Editorial Association's 36th annual convention lists as speakers: Senator Charles L. McNary of Oregon, Dean Walter Williams, president of the World Press Congress and dean of the Missouri School of Journalism; William J. Pape and Jason Rogers of the Publishers' Buying Corporation; Col. W. E. Haskell of the International Paper Company and numerous others of distinction in newspaper affairs. The detailed program follows:

PENSACOLA

Monday, March 7

Opening Session 10 o'clock

Invocation.
Address of Welcome—Hon. Carey A. Hardee, Governor of Florida.
Address of Welcome—Hon. Gilbert Leach, President Florida Press Association.
Response—Joe Mitchell Chapple, National Magazine, Boston.
President's Address—Will Wilke, Grey Eagle, Minn.
Appointment of Committees.

Afternoon

12:30—Luncheon.
1:45—Tour of City, Ship Building Plants, etc.

Evening, 7.30 o'clock

Banquet—Guests of City of Pensacola.

ST. AUGUSTINE

Thursday, March 10

Morning Session, 9 o'clock

Address of Welcome—Mayor of St. Augustine.
Response—Mrs. H. C. Hotaling, Mapleton, Minn.
"Greetings from the Newspaper Man in the White House"—Hon. Warren G. Harding, President of the United States.
"The Story of a Country Printer, or The Origin of the Franklin Price List"—Frederick W. Smith, department of costs and statistics, Ports Publishing Company, Salt Lake City, Utah.
"The College Trained Journalist—Is He Making Good?"—Professor Eric W. Allen, Dean School of Journalism, University of Oregon, Portland.
"Colored Supplements"—W. G. Sutlive, managing editor, Savannah (Ga.) Press.

Afternoon, 2 o'clock

"Woman's Broadened Work in Journalism in Citizenship—Duties in the Home"—Mrs. George Hosmer, Bradentown, Florida.
"Agriculture and the Press"—F. W. Murphy, ex-President Minnesota Agricultural Society, Wheaton, Minn.
"Influence of the Editorial Page"—Hon. C. J. Mooney, Editor, Memphis (Tenn.) Commercial-Appeal.
"Going After Advertising"—Paul T. Harber, Editor, Commerce (Ga.) Observer.

Evening, 7.30 o'clock

Water Sports Carnival.

Friday, March 11

Morning Session, 9 o'clock

Paper Problems.
"Congressional Disclosures in the Print Paper Situation"—Senator Charles L. McNary, Chairman Senate Investigation Committee.
"Wood Pulp Substitutes, or The Manufacture of Paper from Saw Grass"—Gilbert Leach, Editor, Leesburg (Fla.) Commercial.
"Saving the Small Newspaper from Extinction"—President W. J. Pape, Publishers Buying Corporation, Waterbury, Conn.

Afternoon, 2 o'clock

"Co-Operative Paper Mills"—Jason Rogers, Publisher, New York Globe.
Report Standardization Committee—F. E. Evans, Chairman, Belleville (Ill.) Advocate.
Report Executive Secretary—H. C. Hotaling, St. Paul, Minn.
General Business.
4:30—Visit to Historic Spots of St. Augustine.

Evening, 7.30 o'clock

"Paper in the Making—Some Sidelights on Production, Consumption and Future Supplies" (Illustrated)—W. E. Haskell, vice-president, International Paper Company, New York.
"Zone Postal Problems"—Wright A. Patterson, Editor-in-Chief Publishers Auxiliary, Chicago.
"Lights in the Distance—What of the Future?"—Charles Brough, ex-Governor of Arkansas.

Saturday, March 12

Morning Session, 9 o'clock

"Handicaps in Securing Foreign Advertising Why Co-Operation is Necessary"—S. C. Thies, New York.
"International Window Breaking"—Walter Williams, President World's Press Congress, Dean Missouri School of Journalism, Columbia, Mo.
Report Legislative Committee—Past President George Hosmer, Bradentown, Fla.
Report of Committee on Resolutions.
Election of Officers.
Selection of Next Place of Meeting.

Afternoon, 1 o'clock

Sightseeing guests of City of St. Augustine.

Evening, 7.30 o'clock

Banquet tendered by City of St. Augustine.

New Advertising Firm in Chicago

The firm of Marsh & Marsh has been formed to engage in advertising and sales promotion work in Chicago. H. V. Marsh was formerly production manager of the J. Roland Kay Company, and later director of the Crafton Studios of Chicago. H. T. Marsh, his associate, has been in the printing industry for a number of years.

Bayard Jones Made Ad Manager

BRIDGEPORT, CONN.—Bayard Jones has been made export advertising manager of Remington Arms Company, Inc. Mr. Jones recently returned from a trip around the world in the company's interests.

NATIONAL EDITORIAL ITINERARY

March 5.	Birmingham, Ala.	
March 6.	Montgomery, Ala.	
	Florida	
March 7.	Pensacola	
March 8.	Pensacola	
	DeFuniak Springs	
	Marianna	
	Quincy	
	Tallahassee	
March 9.	Jacksonville.	
March 10.	St. Augustine	
March 11.	St. Augustine	
March 12.	St. Augustine	
March 13.	St. Augustine	
	Hastings	
March 14.	Gainesville	
	Leesburg	
March 15.	Lake County	
	Lakeland	
March 16.	Bradentown	
	Palmetto	
	Manatee	
	St. Petersburg	
March 17.	Clearwater	
	Oldsmar	
	Tarpon Springs	
March 18.	Tampa	
March 19.	Bartow	
	Polk County	
March 20.	Polk County	
	Orlando	
March 21.	Orange County	
March 22.	Sanford	
	DeLand	
	Daytona	
March 23.	Daytona	
	New Smyrna	
March 24.	Palm Beach	
	Ft. Lauderdale	
March 25.	Miami	

COLONEL McRAE BACK IN HARNESS

After 13 Years in Retirement E. W. Scripps' Partner Takes Up Reins as Business Director of Pacific Coast Dailies for One Year

(*Special to* EDITOR & PUBLISHER)

SAN DIEGO, Cal., Feb. 28.—Following the recent election of Roy W. Howard as chairman of the board of all the Scripps-McRae newspaper companies, east of the Rocky Mountains, as successor to the late James G. Scripps, Col. Milton A. McRae today agreed to accept the chairmanship of the Pacific Coast companies for a period of one year.

COL. MILTON A. MCRAE

Col. McRae, who retired from active newspaper work nearly fifteen years ago, has been the father confessor and business godfather of most of the present Scripps-McRae business executives, by whom his return to active service, even for a single year, was received with enthusiasm. The Colonel's office today was banked with flowers and swamped with notes and wires of congratulation.

Both Col. McRae and Mr. Howard will confine their efforts entirely to business and financial matters, the entire responsibility for the editorial policies of all the Scripps-McRae newspapers, both east and west, being vested in Robert P. Scripps, the last surviving son of E. W. Scripps and the personal representative of his father.

The newspapers which will be operated under the business direction of Col. McRae are: Seattle Star, Spokane Press, Tacoma Times, Portland News, Sacramento Star, San Francisco News, Los Angeles Record and San Diego Sun.

Paper Mill Unions Ask Raise

Paper mill labor unions have asked the manufacturers for an increase in wages—paper makers one of 5 per cent and all other working divisions one of 10 per cent. The proposition was placed before representatives of the manufacturers at a joint meeting held at the Murray Hill Hotel, New York, February 24. No action was taken. Other conferences will be held and it is probable that no decision will be arrived at before April.

To Honor E. L. Moses

BUFFALO.—Friends of the late Eaton L. Moses, Jamestown (N. Y.) newspaper man and historian, will place a bust of him in the Eagles' temple of that city.

Digitized by Google

EDITOR LEADER IN LEGISLATIVE DRIVE AGAINST SESSION LAWS GRAFT

New York State Newspapers Divided on Bill Sponsored by C. H. Betts, of Lyons Republican, to End Old Customs and Political "Pap"

By ARTHUR T. ROBB, Jr.

PUBLIC printing—long looked upon as a nuisance and a burden upon taxpayers by far-sighted legislators and editors, and by others of the latter class eagerly sought after as "honest graft," comes before what might be called a "super grand jury" at the State House in Albany, N. Y., next Wednesday. Charles H. Betts, editor of the Lyons Republican and representative of Wayne County in the Assembly, and distinguished as a writer on topics governmental, recently introduced a bill in the Assembly to eliminate the publication in newspapers of the laws enacted by the legislature, and representatives of the press and the public will present their arguments for or against its enactment before the Committee on Public Printing, of which Mr. Betts is chairman, on the afternoon of March 9.

Nation-wide interest attaches to the subject and to the arguments which will be set forth at this hearing. What is done in New York may suggest similar action in other states, possibly at the instance of an editor or editors, who find little opportunity for public service in printing unread and unreadable columns of enacted statutes. Mr. Betts outlined his ideas on the subject in general in an interview with EDITOR & PUBLISHER in Albany a few days ago. His bill, which is in conformity with Governor Miller's message to the legislature commanding economy during his administration, is likely to be amended and will pass the legislature, Mr. Betts believes, in amended form.

Disputes over a period of almost eighty years have marked the history of state printing in New York, according to Mr. Betts, who has made a close study of this aspect of state government.

"In 1845," he said, "the first statute governing the printing of the session laws was enacted by the legislature. It empowered the Board of Supervisors of each county to designate the newspapers within the county which would be given the privilege of publishing the laws enacted by the legislature at each session. Expenses of publication were defrayed from the county funds, raised by direct, local taxation.

Lightening Taxes?

"That continued for quite a while. There were continual fights between the county officers and the newspapers over the patronage involved and the expense of paying the newspapers. That cost and the continued squabbling could not last, however, and the law of 1845 was repealed in 1892.

"Its place on the statute books was taken by a new law, enacted in 1892, which still permitted the supervisors to name the favored papers, two in each county, one Democratic and one Republican, to receive the printing of the session laws. That looks a good deal like the old law, doesn't it? The difference came in the disbursement of payment for the advertising. Instead of coming from the county funds direct, the payments for public printing in newspapers came from the state treasury under the new law, thus relieving the county taxpayers of the direct burden, though not lightening their taxes by a penny in the long run.

"This law provided also that the papers with the largest circulation be preferred in the award of the printing, but this requirement has not been followed, the Democrats naming their paper in each county and the Republicans naming theirs. The result has been a rotation of the printing among the papers in each county and awards to two papers each year with the understanding that other papers of the same political faith were to be given a part of the 'pap' by the editor who received the award.

"Many evils have arisen from this condition, not only to the interests of the citizens whose pocketbooks bear the brunt of state expense, but to the newspaper business itself. Newspapers were started, have been started time and time again, simply for the purpose of printing the session laws, concurrent resolutions, etc. They got an award from the county board, or secured a part of the printing by arrangement with other editors, became established and made a living for their owners despite an utter incapacity for the newspaper business on the part of the latter.

Demoralize Conditions

"These 'editors' know nothing, as a rule, about the cost of job printing or advertising, upon which a country publisher must depend for his livelihood, they underbid men who know their business and the cost of making their product, they produce inferior work and in general demoralize publishing conditions wherever they are located.

"From an editorial point of view, their influence has been just as bad. Their political opinion is for sale to the party that has the disposal of the session laws printing and is subject to change just as soon as they have collected the state's money in payment for that printing. They are grafters, editorial prostitutes, and any editor who takes money from the public treasury and does not render in return some service to the public, educational or otherwise, cannot stand up as a self-respecting leader of thought in his community. He cannot point out derelictions by public officials, for he is no better than the most corrupt public official. He has sold his opinion and his manhood.

Half a Million Wasted

"What does it cost? In round numbers the session laws in 1920 cost the state for their publication in newspapers about $500,000, and the concurrent resolutions cost about $700,000. The money expended for the printing of the session laws can be regarded as largely wasted. Originally the idea was that their publication gave the citizens of the state an opportunity to read in their home newspapers the laws that their representatives had enacted at the session just before the publication. That was the theory.

"The fact is that the laws are supplied to the newspapers without any index, with no summary or explanation at the head of each law, no statement of how the old statutes are changed by those re-

(Continued on Page 24)

Cornell Returns to Houston

R. H. Cornell, who has been in charge of display advertising for the New York Morning World, has resigned to go to the Houston (Texas) Chronicle as assistant to the publisher, Marcellus L. Foster. Mr. Cornell was the honor guest at a dinner given at the Hofbrau February 28, when about thirty of his friends entertained in his honor. Among those present were Howard Davis, F. Porter Caruthers, Steve Berger, George H. Larke, Hal Fink, George Auer, Ernest Birmingham, and George B. McClellan. Following Mr. Cornell's resignation, W. G. Woodward was put in charge of display advertising for the Morning World.

Ad Club To Give Dances

The Advertising Club of New York will entertain at a series of four "get-together" dances, on March 7, March 28, April 11 and April 25.

I. P. Mills Work Five-Day Week

LIVERMORE FALLS, Me.—The International Paper Company's mills at Chisholm, Riley and Livermore Falls have adopted the five-day working week. Market depression was assigned as the cause in the company's announcement.

WHY NEWSPAPERS STAND SUPREME

PROVIDENCE, R. I.—William A. Thompson, director of the Bureau of Advertising of the American newspaper Publishers' Association, in an address before the Town Criers of Providence, R. I., recently, proclaimed newspaper advertising as "the cheapest, most effective and simplest medium of advertising." He predicted that the great volume of national newspaper advertising in 1920 would be increased this year, conditions being markedly in favor of such a growth. He declared the amount of advertising last year in the newspapers was approximately $700,000,000, about $200,000,000 of which was used by national advertisers.

In the course of his address Mr. Thomson said: "You will find the leading local advertiser everywhere the leading merchant. He knows what he wants. The national advertiser takes a leaf from the local advertiser's book. He wishes to reach the people of all communities where he wishes to do business. He knows that everybody, everywhere, every day reads the newspapers.

"Advertising rates in the newspapers have not begun to advance in anything like the proportion of the increase in cost of materials used in newspaper making. The expenses in many instances have increased from 50 to 200 per cent.

"Newspaper advertising offers the national advertiser an opportunity to apply his advertising. The newspaper is with the consumer every day like the weather. After the advertiser has studied his markets he is going into the simplest and most effective form of advertising there is, the newspaper. I don't mean that the newspapers are perfect. I believe that they have a good deal to learn. They will have to become more conversant with the problems of the national advertiser, and they can well furnish the latter the fullest sort of market analysis. Agencies will have to give more thought to good advertising copy. Newspaper advertising has reached its point of supremacy in the national field, has won its success, because it is in line with modern economic demands and common sense."

"In my opinion," Mr. Thomson stated, "the automobile industry is coming to realize that the automobile is no longer a specialty of a luxury, but is coming to a commodity basis. The cost of selling must be cut down."

WOULD REQUIRE OHIO FINANCE STATEMENTS

Buckeye Press Association Members to Work for New Legislation—A. D. Robinson of Ravenna Republican Elected President

(By Telegraph to EDITOR & PUBLISHER)

COLUMBUS, Ohio.—The Buckeye Press Association, meeting here February 24 and 25, recommended the enactment of a law requiring publication of financial statements of townships, schools and village officials. The matter was placed in charge of the legislative committee, of which G. W. C. Perry of Chillicothe is chairman. James F. Gaskins, editor of the Sabino News-Record, presided.

Officers elected for the coming year are: President, A. D. Robinson, Ravenna Republican; first vice-president, S. B. McConnell, Cadiz Republican; second vice president, A. E. Huls, Logan Republican; third vice-president, George R. Kinder, Rockford Press; fourth vice-president, H. C. Ramsdell, Sycamore Leader; fifth vice-president, C. B. Unger, Eaton; corresponding secretary, E. Benjamin Yale, Waynesfield; recording secretary, Miss Eloiz Thrall, Carey; treasurer, W. R. Conaway, Cardington. Each vice-president is chairman of his district. The executive committee was instructed to investigate possibilities of a summer outing on the Ohio River.

Students Present Program

During the program addresses were made by J. H. Larimore, publicity man of the State Farm Bureau Federation, "Linotype Stunts;" A. E. Huls, Logan Republican, "If I Were a County Editor;" J. R. Alexander, Zanesville; Rupert Beethan, speaker of the Ohio House, and Lieut.-Gov. Clarence J. Brown; "Newsprint Situation," D. E. Burry, Whittaker Paper Company; "Paper-Making," W. A. Legg, of Howard Paper Company, Urbana; "Future of the Printing Industry," Harry Hillman, editor of the Inland Printer; "Censoring the Censor Board," Maude Murry Miller, Member of the Ohio Censor Board; "Government-Trained Apprentices," Karl Buhl, Cedarville Herald.

Students in the Ohio State University department of journalism presented a program February 25 during the session on the campus. Under the direction of Professors J. S. Myers and O. C. Hooper of the department, a tour of the printing plant of the University Daily Lantern preceded the discussion of newspaper problems by the students.

Accounting Systems Lacking

On the basis of replies received to a questionnaire mailed to 200 weekly editors, Harold W. Wetherholt discussed "Making Advertising Pay." Results of the canvass, which concerned itself with an attempt to determine the cause of the weakness of so many weeklies, showed that few publishers employ the cost accounting system and that only a few of the weeklies are successful financially when not run in conjunction with a job printing shop. The value of newsiness in stories, of cut service for advertisers and of changing the ads semi-monthly was emphasized.

F. C. Dean of the agricultural extension service discussed "Farm News in the Weekly." Other speakers and their subjects were: Margaret A. Bambach on "The News Field of the Weekly;" Ruth Busby on "Newswriting, Headlining and Makeup;" Maurice A. Schapiro on "The Value of the Editorial;" and Charles S. Nelson on "Correspondence, Its Gathering and Editing."

Digitized by Google

EMPIRE PRESS UNION'S SCHOLARSHIPS FOR YOUNG BRITISH JOURNALISTS

Travel Over British Empire in Interests of Unity Planned—London Press Rejoices at Lifting of Excess Profits Tax on Business

By HERBERT C. RIDOUT,

London Editor, EDITOR & PUBLISHER

ONE of the many subjects discussed at the Imperial Press Conference in Canada last August is now taking concrete form and in its operation promises, in itself, to justify that convention by its far-reaching results. It is no less than the institution of a scheme of travel scholarships for young journalists.

A powerful committee of the Empire Press Union has the arrangements in hand, its members comprising Robert Donald, the Yorkshire newspaper proprietor, Sir Sidney Lee, Miss M. F. Billington (the Daily Telegraph), J. P. Collins (the Cape Times, etc.), Taylor Derbyshire (Australian Press Association), Miss A. E. Evans (New Zealand Associated Press), R. K. Long (The Times), J. A. Spender (Westminster Gazette), George Springfield (president of the Institute of Journalists), and Miss E. L. C. Watson (New Zealand Press Agency).

The scheme was originated at the Imperial Press Conference and is intended to enable young journalists of proved capacity to secure by travel a comprehensive and accurate knowledge of the political and industrial conditions and possibilities of the Overseas Dominions of the British Empire.

120-Year-Old London Globe a Victim of High Costs

BRITISH journalistic traditions have suffered a severe blow in the cessation of the London Globe as a separate entity. It has just been amalgamated with another evening paper, the Pall Mall Gazette. The Globe has been in existence since 1803, but latterly had passed through a very trying period owing to the very high costs of production. The new proprietor is the Hon. Morton Weir, son of Lord Inverforth, who acquired the greater portion of Sir Henry Dalziel's interest in the Pall Mall Gazette about three months ago.

The story of the Globe, for many years printed on a pink paper, is one of unusual incident. It was first published in 1803 because the book publishers of that day were dissatisfied with positions alotted to their announcements in the Morning Post, and a prominent London book publisher, John Murray, was associated in its production. In 1892 it was one of the first London dailies to adopt the linotype.

One of its institutions, maintained until the early days of the war, was a system of riders on horseback to bring the Parliamentary reports from the House of Commons to the office, in relays every few minutes while the House was sitting. In 1915 the paper was suppressed for a fortnight in consequence of its articles declaring, in defiance of official contradiction, that Lord Kitchener had tendered his resignation. From that period, under various proprietors, the Globe shrank in size until it became a victim to the high prevailing costs.

Excess Profits Duty Removal Will Improve Conditions

THE undertaking by the British Chancellor of the Exchequer that the harmful excess profits duty is to be withdrawn has created a new wave of confidence that will go far to improve general business conditions in Great Britain. E. P. D. was a war tax of such magnitude that it crippled enterprise, and operated unfairly in its incidence.

Because advertising expenditure was permitted to rank as a business expense and therefore reduced the amount of E. P. D. payable, it resulted in a certain amount of additional advertising, but this was rendered of little value by reason of the fact that the same duty in another direction had the effect of limiting enterprise and its consequent higher production and maintained high prices. The abolition of the tax will now divert expenditure into those channels that secure better and cheaper production methods and in natural sequence a gradual decline in prices, when advertising will once more take its place as an economic factor.

London Dailies' Price Quandary

ACCORDING to the official organ of the Newspaper Society, the prices of the London penny dailies were to advance on January 24 to three-halfpence (six cents). We are well into February and no such step has been taken. That it was justified seems beyond doubt. The Daily Express says that the position is so serious that three metropolitan newspapers are offered for sale. (One, the Globe, has passed over.)

The trouble is, continues the Express, that in order to ensure their supplies of newsprint, newspapers were obliged in 1919 and 1920 to undertake long-term contracts for paper at prices averaging £15 a ton more than the figure at which newsprint can be obtained in the open market to-day. In other words, they are paying 50 per cent more than they would be paying if they were not saddled with contracts.

The prices of the dailies, it is understood, would have been duly raised, as mentioned, but for the fact that one very powerful group (which shall be nameless) will not fall into line, and unless and until it does, any price advance by other journals would be fraught with danger to those concerned.

New Dailies in Illinois

SPRINGFIELD, Ill.—A number of changes have been announced by Central Illinois weeklies in the past few days. Harry L. Frier, publisher of the Benton Republican, has announced that he will launch the Daily Republican March 15. L. O. Trigg, publisher of the Eldorado Journal, is preparing to start a daily in that city. The weekly edition of the Saline County Register which was established at Harrisburg in 1869 has been suspended. After suspension of publication for over two years the plant of the Clay County Advocate has been sold by J. C. Sanders to William T. Carder who has resumed publication of the paper.

McCone Charges in Book Form

BUFFALO.—"The Closed Shop Press," a summary of addresses on this subject made before business, industrial and civic organizations throughout the country, is the title of a volume now being distributed by E. J. McCone, general manager of the Buffalo Commercial. In this book, Mr. McCone reiterates his charges that with a half-dozen exceptions, and as many more "milder exceptions," the press of the nation is dominated and censored by chapels of the International Typographical Union.

Associated Press Notes

Donald McKay, who has been correspondent at Sioux Falls, S. D., has been transferred to Des Moines, as mail editor. He has been succeeded by William H. Graham, who was state mail editor at Springfield, Ill. Frank Butzow succeeds Mr. Graham. The Marshfield (Wis.) Daily News, afternoon paper, has become a member of the Associated Press. E. P. Powell, A. P. correspondent at Manila, P. I., has discovered a new mailing tube. Recently he forwarded two membership certificates in a section of bamboo.

Memorial To George Brown

TORONTO, Ont.—William Houston, M., A., has presented to the Public Reference Library, Toronto, what is said to be the most lifelike portrait in Canada of the late Hon. George Brown, founder of the Toronto Globe.

PULITZER STUDENTS PRINT ONE PAGE TO SEE WHAT THEIR DAILY LOOKS LIKE

A NEWSPAPER in New York just for a day. That is what the students of the Columbia School of Journalism did on Thursday, February 24, to demonstrate that they could put out a real newspaper in New York City under real working conditions.

Not only did they write and edit it, but they made it up as well and had the first page printed to show how the "Columbia Journalist" would look in type. Expense kept them from having the other pages printed, but they were ready and could have gone to press on time.

For weeks regular New York city assignments have been given to students in the class under Prof. C. P. Cooper, formerly of the New York Times. Another section worked on copy reading and head writing and a dummy paper was made up.

"Do you think it would be possible to put out a newspaper?" an owner of one of the New York job printing plants who was visiting the school asked.

"Why not?" was the answer.

"If you can really do it, I'll print the front page just to show you how it looks," he offered.

The demonstration was made under actual working conditions. Copy from the Associated Press, the United Press and the City News was used. Early on the Thursday morning students were sent to various parts of the city to cover real assignments. About fifty students worked as editors, make-up men, and news writers. Women students helped as well as the men. The paper went to press on time, although some of the copy traveled fifteen miles, from downtown to Morningside Heights and back, before it went into type.

The first page of the paper can well be compared with that of many of the New York evening newspapers of that date. While the students scored no beats they claim that they were not "lifted" on a single story of importance during the day.

"BOB" SMALL DIRECTS CONSOLIDATED

Friend of Presidents and Politicians of All Parties Will Assume Editorial Charge of Press Association Monday

By Harden Colfax

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, March 4.—Robert T. Small, one of the best known reporters in America who returned here this week with President Harding from St. Augustine, Florida, becomes editorial director of the Consolidated Press Association on Monday, March 7th.

ROBERT T. SMALL

"Bob" Small, as he is familiarly known to presidents, cabinet officers, and the newspaper world generally, has been covering the activities of the President-elect since December, writing daily dispatches. He will write an analysis of political developments from the national capital.

During his stay in Marion and St. Augustine, Mr. Small added many new acquaintances to an already long list that has been developed through Democratic and Republican administrations. During the campaign, he traveled with Governor Cox. Prior to that, he accompanied President Wilson, President Taft, President Roosevelt. Mr. Small is equally at home at Republican and Democratic gatherings. His writings have a fine sense of balance and a background which carries conviction to his readers.

Small Acquaintance

No newspaper man ever enjoyed closer friendship with a Republican President than Small did with Mr. Taft. For two and a half years of his administration Mr. Taft never left Washington without asking if "Bob" Small was on board. Mr. Small was a member of Mr. Taft's "bridge whist cabinet," which led to an interesting incident at St. Louis in 1909 when Taft was starting on a five-day trip down the Mississippi to New Orleans. No one, but a few cabinet members were to be included in the President's immediate party aboard the lighthouse tender on which Mr. Taft was to travel. The newspaper men and others were aboard a separate steamer as were several score of congressmen and senators and members of a waterway association. The President's boat had cast off from the levee when Mr. Taft discovered "Bob" Small was not aboard the craft. The whole get-away program was halted, boats pulled alongside and Small was taken aboard bag and baggage. While Small was with him, Mr. Taft never let his stenographers give out a statement until Small had seen it.

Later when Small was head of the Public Ledger Bureau at Washington and Mr. Taft was writing editorials from Washington he always referred to himself as being "on 'Bob' Small's staff" and freely consulted with "Bob" Small as to what he should write and how he should write it.

In Mr. Taft's administration, Mr. Small often knew news and published it before Mr. Taft's private secretary had knowledge of the fact. This was notably true when Charles Dwyer Norton was secretary to Mr. Taft. Mr. Small published the statement that Mr. Taft was sending Senator Murray Crane to Minneapolis to consult with Secretary Bal-

Digitized by Google

linger as to whether the latter would resign and end the senatorial fight in Washington. Norton formally denied the story before he had seen Mr. Taft. Then he went to the President to "complain" of Mr. Small but was met with that chuckling which made Taft famous. Norton hated to get "scooped" as secretary, but the truth of the matter was that numerous times he did get scooped and no one enjoyed his discomfiture more than did Mr. Taft.

But "Bob" Small has been trained not alone in national politics but practically every branch of newspaper work. During fourteen years of service with the Associated Press, Mr. Small covered assignments in nearly every part of the world. On the executive side of newspaper work he has served for four years as superintendent of the Southern Division of the Associated Press.

It was Mr. Small who met William Jennings Bryan on his return to this country in 1906 and in this same year covered the first gubernatorial campaign of Charles Evans Hughes. Mr. Small covered the Thaw trial for the A. P., in 1907, and the Haywood-Moyer-Pettibone trials in Boise, Idaho, the same year. He wrote the vivid description of the departure of the American battleship fleet on its trip around the world in 1907 and his story was of such striking merit that the Associated Press broke a life-long precedent and sent a note on its wires telling editors that Small was the author of the classic they were inquiring about.

Mr. Small was the first to write of the split in the Republican party in 1912 and covered the first convention of the Progressives. With the exception of 1916, when he was on the European battle-front, Mr. Small covered the political conventions of every party during the last sixteen years. He succeeded Frederick Palmer in 1916 as the official American correspondent at the British front in France, where he was stationed with Sir Philip Gibbs, Sir Perceval Gibbons and others. Small wrote some of the most brilliant accounts of the later Somme offensives and the operations at Vimy Ridge and Arras.

Mr. Small met General Pershing in 1917 when he arrived in France and covered the American expeditionary forces until his return to America in 1918, when he became head of the Washington bureau of the Philadelphia Public Ledger. He joined the Consolidated Press last December.

Baker Leaves St. Louis Star

ST. LOUIS.—John R. Baker, for the past three years manager of the Bureau of Merchandising and Promotion of the St. Louis Star, and formerly with the Minneapolis Journal, has resigned from the Star to become publicity director and assistant to the president of Skouras Brothers' Enterprises, which control a circuit of eight motion picture theatres in St. Louis.

"On to Atlanta" Committee

The Advertising Club of New York has appointed an "On To Atlanta" committee to arrange for attendance of members at the annual A. A. C. W. convention in Atlanta. Fred P. Motz is chairman of the committee which is composed of W. G. Bryan, Harry D. Reynolds, Manning Wakefield and Harvey G. Wood.

Staff Banquet in Urbana

URBANA, Ohio.—The first annual banquet and entertainment of the Urbana Daily Citizen staff was held a few days ago, with the officials of the Gaumer Publishing Company, publishers of the Citizen, as hosts.

SUNDAY EDITION FOR WISCONSIN NEWS

Hearst Milwaukee Paper Will Use Chicago Herald-Examiner as Nucleus for Eight-Section Issue, with A. P. Service

MILWAUKEE, Wis., March 1. — The Wisconsin News announced Tuesday that beginning next Sunday it will publish a Sunday issue, as stated in EDITOR & PUBLISHER several weeks ago. The News is an afternoon newspaper, owned by William Randolph Hearst, and the Chicago Sunday Herald-Examiner will be used as the nucleus of the new paper. The name will be "The Sunday Wisconsin News and The Sunday Chicago Herald-Examiner," and the paper will be a combination of the feature and telegraph news sections of the Herald-Examiner and Milwaukee and Wisconsin News to be supplied by the News.

The combined newspapers will be furnished to Wisconsin residents who have been taking the Sunday Herald-Examiner, which has a large circulation in Wisconsin. The price will be 10 cents.

By combining the Herald-Examiner with the News, the new paper will have the benefit of a Saturday night Associated Press service which it otherwise would not have. The International and Universal news services, both Hearst services, also will be at the disposal of the editors.

The new paper also will have such Hearst features as the American Weekly Magazine in colors, the Hearst comic section in colors, the city life section and Arthur Brisbane's illustrated Sunday editorial. There will be eight sections in the paper.

Issue Two New Papers

MINNEAPOLIS.—The Hennepin Publishing Company, a Minnesota corporation organized January 1, with C. H. Hubbell of Robbinsdale as president, has bought out newspapers in Osseo, Robbinsdale, Hopkins and St. Louis Park, and plans to issue in their stead two county papers, the Herald-Review and the Hennepin County News. Other officers of the corporation are: D. C. Martin, St. Louis Park, vice-president, and J. N. Goslin, secretary.

Authors' League Dines

The Authors' League held a dinner in New York, Saturday night, calling it the "first dinner of the Fellowship, a new activity of the league, partly social in purpose, partly educational." Gelett Burgess introduced the speakers, who were Dr. A. A. Brill, Cosmo Hamilton, and other members. They spoke informally.

Ontario Weekly Has Big Fire Loss

OTTAWA, Ont.—The office and plant of the Winchester (Ont.) Weekly Press was completely destroyed by fire recently. The equipment and stock is almost a total loss, and J. H. Ross, the owner, has not yet arranged to resume publication.

LOW EFFICIENCY OF WORKMEN

WHILE Frank A. Arnold, manager of the export department of Frank Seaman, Inc., was abroad last year he had a talk with a large shoe manufacturer on the labor situation. In telling about the interview at the Advertising Club of New York, on Wednesday, he said that the manufacturer spoke upon the low efficiency of many of his workmen.

"Before the war a man who operated a certain machine handled 300 pairs of shoes a day," said the shoe man, "later on when we had to hire women to take the places of the men who had gone to the front, a young woman who worked the same machine handled 600 pairs in the same time.

"Believing that even that output did not represent the capacity of the machine I asked the girl to see how many pairs she could put through in a day, working at top speed. The girl asked if I was not satisfied with what she was already doing and I replied 'perfectly,' but that I wanted to know what the limit of production of herself and the machine was. This allayed any anxiety she might have felt about her position, and she readily consented to see what she could do. The next day she handled 1,000 pairs before lunch!"

This, the manufacturer said, showed by comparison how inefficient the men machine operators were. The war, instead of keying the men up to better service after their return home, have made them less efficient than formerly. Unless some way was found to get the men to do a better day's work manufacturers of all kinds would be unable long to continue to pay the high wages that now prevail.

Holland, Mr. Arnold stated, is a fine field for advertising. The people are more prosperous than those of any other country in Central Europe. They have plenty of money and are therefore good prospects as purchasers of all kinds of merchandise. France, on the other hand, offers the poorest field for advertising effort. During the war the government took over or suppressed the newspapers of that country. The scarcity of paper cut the editions down to a few copies. In many publications no advertisements were printed. Even now, two years after the war, paper is still scarce. Moreover, the publishers do not handle the advertising that appears in their papers. They sell their advertising space to contractors from whom the public must buy it. Hence a merchant who wants to advertise does not go to the publication office but to the contractor or broker who controls the space.

In speaking of the big advertising exhibition held in London while he was there Mr. Arnold said it was the greatest ever held in any country. The immense buildings of the "White City" where the international exhibition had been held the year before were used for the several divisions of publicity. One was devoted to bill-posting, where entire campaigns were displayed on boardings erected for the purpose. Another was devoted to window displays arranged just as they are shown in store windows. A third building contained office appliances, methods for securing greater efficiency in various departments of mechanical production, washing machines, etc. While a fourth was devoted to advertising agencies. Here the leading agencies had offices presided over not by subordinates but in many cases by the principals themselves. The price of admission was a shilling but on Royalty Day it was five shillings. The crowd was just as great at five shillings as it was at one shilling. King George and the Queen, accompanied by many of the members of his court, attended the exhibition and gave it the hall mark of his approval. This was the first time that advertising received royal endorsement.

LEE SYNDICATE BUYS MADISON DEMOCRAT

Merged February 27 with State Journal, in Which O. D. Brandenburg Gets an Interest—Democrat Printing Company Continues

(*Special to* EDITOR & PUBLISHER)

MADISON, Wis.—The Madison Democrat has been purchased by the Wisconsin State Journal, afternoon daily and was issued for the last time February 27. O. D. Brandenburg, editor of the Democrat for thirty years and president of the Democrat Printing Company, said: "I sold the paper, the least profitable and least important part of our plant, in order that its equipment, its linotypes and precious floor space might be devoted to our general printing business, which has greatly outgrown existing facilities and room."

Only the subscription list, good-will and a duplex tubular press were sold; but the State Journal acquires the morning membership in the Associated Press. It long has especially wanted the Sunday morning report. It also automatically gains membership in the Wisconsin Daily League.

This leaves the Milwaukee Sentinel as the state's only morning paper. The Democrat was established May 21, 1868, but one of the papers of which it was an evolution, The Wisconsin Democrat was founded in 1846, two years before Wisconsin became a state.

Mr. Brandenburg who was for several years prior to 1890 managing editor of the State Journal and has since held the Democrat's editorship, continues as president of The Democrat Printing Company, but acquires stock in the State Journal and becomes a director. His son, Frederick S. Brandenburg, is secretary-treasurer and general manager of the Democrat Printing Company. The Democrat, under Mr. Brandenburg's editorship, has been conspicuously independent. The State Journal belongs to the Lee syndicate, headed by E. P. Adler, with other papers at Davenport, Muscatine, Ottawa and in Iowa, La Crosse, in Wisconsin, and Hannibal in Missouri.

Short Course at Minnesota University

MINNEAPOLIS.—Problems of Minnesota editors will be the subject of discussion for three days at the University of Minnesota, May 5, 6 and 7. Invitations to all Minnesota newspaper publishers to attend the editor's short course have just been issued by W. P. Kirkwood, University Farm publisher. The three days of discussion will close with a banquet. Among the speakers already arranged for are Prof. Bristow Adams, head of the news service of the department of agriculture, Cornell University; Lotus D. Coffman, president of the University of Minnesota, and Bishop G. G. Bennett of the Episcopal Diocese of Duluth. Contests in which prizes will be awarded for the best front page make-up of a newspaper and for the best country weekly farm page.

Wine for Scribes—It's in Russia

WASHINGTON, D. C.—David R. Francis, former publisher of the St. Louis Republic, made a present of 200 bottles of wine to a group of newspaper men when he went to the White House March 2 to resign for the fifth time as Ambassador to Russia. Mr. Francis has drawn no pay since April, 1919, but has been deterred from resigning lest his action be misconstrued. The only condition attached by Mr. Francis to his gift of wine was that the recipients should go to Petrograd to collect it.

Digitized by Google

CAN AN ADJUSTABLE PRICE CONTRACT BE BROKEN WITHOUT DAMAGES?

Frank A. Munsey Has Never Sued Paper Firm Which Ended Agreement During High Spot Market—Court Decisions Against Recovery

By FRANK LE ROY BLANCHARD

IF an adjustable contract for paper is cancelled by either a manufacturer or a publisher, when no provision for such cancellation is made in the contract, can damages be recovered by the injured party? This question has suggested itself in connection with the experience of Frank A. Munsey with the Remington Power & Paper Company, of Watertown, N. Y.

On October 6, 1919, the Sun Printing & Publishing Company of New York signed a contract with the Remington Company for the purchase of 16,000 tons of newsprint paper, to be delivered at the rate of 1,000 tons a month, the agreed price for September, October, November and December, 1919, being 4 cents f. o. b. at the mill. The clause providing for the price to be paid during 1920 read as follows:

"For the balance of the period of this agreement the price of the paper and length of the terms for which such price shall apply shall be agreed upon by and between the parties hereto fifteen days prior to the expiration of each period for which the price and length of term thereof has been previously agreed upon, said price in no event to be higher than the contract price of newsprint charged by the Canadian Export Paper Company to the large consumers, the seller to receive the benefit of any differential in the freight rates.

Said Contract Was Illegal

The Remington Power & Paper Company made deliveries during October, November and December, and then notified the Sun Printing & Publishing Company that it would make no further deliveries on the ground that the contract was illegal. This action on the part of the Remington Company caused Mr. Munsey's newspapers a lot of trouble, as there was a serious shortage of paper at the time and prices ranged from 5 to 7 cents under contract, and spot paper around 9 cents. Mr. Munsey was compelled to go into the open market and buy a supply at any old price.

Mr. Munsey thought it rather queer that the Remington Power & Paper Company should break a contract, the terms of which were perfectly satisfactory to its president at the time it was signed. When a contract is broken the aggrieved party can usually bring suit for damages resulting from the act. Up to the present time no such suit has been instituted by Mr. Munsey, although he sustained a considerable loss through the refusal of the Remington Company to carry out the terms of the contract. Lawyers who have examined the instrument say he would be unable to recover substantial damages because of its indefiniteness as regards price.

The Disabling Clause

The clause of the contract that apparently stands in the way of recovery, and which is quoted above, clearly contemplates a future agreement as to price. The only limitation in this respect is the stipulation that the future price should be no higher than the price fixed by the Canadian Export Paper Company. According to a decision of the Appellate Division of the Supreme Court, this indefiniteness as to price would prevent the plaintiff from securing substantial damages.

Then there exists a further difficulty in connection with enforcing the contract arising from the same clause which provides that the price of all paper deliverable after December, 1919, is to be "agreed upon" by the parties, but also "the length of term" for which such price should apply. Accordingly, even if the price at any given time subsequent to December, 1919, should be deemed to be that charged by the Canadian Export Company to its large customers, at that time, the question would still be left open and could only be closed by argument between the parties as to the length of the period over which the price should govern.

The decision of the Appellate Court that seems to apply to the contract between the Sun Printing & Publishing Company and the Remington Power & Paper Company is that given in the suit of the United Press vs. the New York Press Company, Ltd., in 1892, to recover damages for breach of contract. Under the provisions of the contract the New York Press agreed to receive the news report furnished by the United Press and to pay therefor "a sum not exceeding $300 during each and every week that same news report is received by the New York Press Publishing Company until the first day of January, in the year 1900, it being understood and agreed that said news report continues to be fully equal in quality and quantity to its present average standard."

It was also further provided that the New York Press "shall have the right the receive the said news report without interruption from and after the first day of January, in the year 1900, and the first party (the U.P.) shall continue to deliver the same, if required, to the party of the second part (the New York Press) at a price that shall be fair and equitable to both the parties hereto, provided that such price shall not be more than other daily morning newspapers shall be required to pay to the first party for the same news report."

A few days before January 1, 1894, the New York Press notified the United Press to cease delivering its service on the ground that it had become necessary to make a reduction in the cost of its news. Shortly afterward the U. P. brought action for the recovery of damages, fixing the same at $93,000, upon the basis of $300 a week from January 1, 1894, to January 1, 1900. The court found for the plaintiff but awarded only six cents damages on the ground that there was a technical breach of contract for which only nominal damages could be given.

Too Indefinite, Ruled High Bench

When the case came before the Appellate Court on appeal the question the court had to decide was whether the contract was so indefinite, by reason of its failure to state the price to be paid by the defendant, as to preclude a recovery of substantial damages for its breach. In affirming the judgment of the lower court the Appellate justices ruled that the phrase "not exceeding $300 during each and every week that said news report is received," is so indefinite as to the price to be paid as to preclude a recovery of substantial damages for its breach in refusing to receive the service, and the fact that the sum specified has been paid for a period of time is not an acknowledgement of an obligation to pay that amount during the whole of the contemplated life of the contract.

As the contracts made by the International and other paper companies often contain clauses providing for a future readjustment of price it would appear from the above decision that they can be broken by either party and that substantial damages cannot be obtained through an appeal to the courts by the injured party.

During the war the government required all paper contracts to contain clauses providing for the future readjustment of prices.

WE HAVE WITH US TODAY—

Copyright Underwood & Underwood

Newspaper men made Uncle Joe Cannon's black stogies famous, likewise J. Ham Lewis's pink whiskers. No wonder public men pause when reporters hail them—it may be their turn next. We don't know what A. O. Hayward (left), persistent news-hound of the International News Service, is after, but from general appearances we would say he succeeded in worrying it out of Representative Finis Garrett (right) of Tennessee.

Editors Plan Cleveland's Birthday

CLEVELAND.—Cleveland will celebrate its 125th birthday during the week beginning June 22, and Mayor W. S. Fitz-Gerald has appointed a committee of 50 well-known Clevelanders to arrange for the festivities. The press is represented by Charles T. Henderson, editor of Town Topics; Benjamin Karr, editorial writer for the Cleveland News; Charles A. Otis, owner of Finance and Industry, a weekly financial publication; William R. Rose, associate editor of the Plain Dealer; Victor H. Morgan, editor of the Cleveland Press; and others.

Glass Trade Magazine

The Glass Industry is the name of a new monthly trade publication dealing with all phases of that industry. L. J. Krom is president; W. S. Cooper, vice-president, and G. W. Cooper, secretary-treasurer, of the publication company, which is located at 19 Liberty street, New York City.

To Advertise Florida Bees

GAINESVILLE, Fla.—Plans are on foot for advertising to dispose of the product of Florida's bee industry, which has just concluded a census preparatory to entering the business on a larger scale.

Digitized by Google

IMPORTED 14,206 TONS OF GERMAN NEWSPRINT

December Paper Figures Show 23,111 Tons From Europe—January U. S. Production Below Month Last Year —Spot Price Drops Quickly

WASHINGTON, D. C.—German newsprint entered this country in December, 1920, to the amount of 14,206 tons, the Federal Trade Commission reported this week in its review of the January newsprint market. No German tonnage had been imported the previous December. Sweden landed 5,268 tons here in the same month, Finland 2,797 tons and Norway 840 tons, a total of 23,111 tons of North European newsprint, which coupled with 58,275 tons of Canadian print, ran the December, 1920, total of imports up to 81,789 tons against 52,127 tons the previous December.

It was this influx of foreign tonnage, coupled with that which arrived in November, totalling 8,451 tons, delivered upon orders placed by large publishers and group-buying organizations, which is credited with having caused the November-December panic in the spot newsprint market, as noted in EDITOR & PUBLISHER at the time.

Production 5% Off

Production by United States mills, the commission reports, was lower for January, 1921, than for January, 1920, the decrease amounting to about 5 per cent for newsprint of all kinds and about 1 per cent for standard newsprint. The average, or normal production of total print and standard news based upon the total combined production for the years 1918, 1919 and 1920, amounted to 102,925 tons of total print and 101,650 tons of standard news for a period corresponding to January. The actual production amounted to 123,830 tons of total print and 113,764 tons of standard news, an increase in the production of total newsprint of 10 per cent over the average for the three-year period and an increase in the case of standard news of 12 per cent over the average. The increase for January, 1921, over January, 1919, amounted to seven per cent for both kinds of newsprint, and the increase over January, 1918, amounted to 17 per cent for both classes.

Mill stocks of both total newsprint and standard news increased during January, 1921. Stocks of total print rose from 24,763 tons on December 31, to 32,417 tons on January 21, and standard news stocks increased from 19,573 tons to 27,109 tons in the same period. These are the highest totals for the month since January, 1918. Mills reporting totalled 85 for total print and 67 for standard news.

Imports and Exports

Import and export statistics, gathered by the commission from Department of Commerce reports for December, 1920, and December, 1919, are as follows:

	Dec., 1920 Net Tons	Dec., 1919 Net Tons
Imports of Newsprint (total)	81,789	52,127
From Canada	58,275	50,417
From Germany	14,206	....
From Sweden	5,268	....
From Finland	2,797	....
From Norway	840	....
Exports of Newsprint (total)	3,324	3,584
To Argentina	1,377	50
To Cuba	1,104	1,005
To Uruguay	152	20
To Philippine Islands	130	80
To other countries	561	2,449
Imports of Ground Wood Pulp (total)	22,299	23,696
Imports of Chemical Wood Pulp (total)	53,008	51,189
Unbleached Sulphite	23,218	29,589
Bleached Sulphite	13,240	5,980
Unbleached Sulphate	15,952	14,967
Exports of Domestic Wood Pulp	2,379	3,567

Little activity in the spot market during January is shown by the commission's report on jobbers' tonnage. Stocks of rolls in the hands of jobbers at the end of the month were 133 tons less than their stocks at the beginning of the month. Stocks of sheets were 111 tons less at the end of January than at the beginning. The net decrease in the total stocks of newsprint in the hands of jobbers at the end of January amounted to 244 tons.

Commitments to sell roll news were 7,902 tons greater than commitments to buy. Commitments to sell sheet news were 606 tons less than commitments to buy. Total commitments to sell both rolls and sheets were 7,296 tons greater than commitments to buy.

Publishers' stocks increased 10,210 tons during the month, to 201,952 tons on hand and 34,905 tons in transit. The average daily tonnage used during January was 535 tons less than the average used in December, 1920. Publishers' stocks and transit tonnage represented slightly less than 53 days' supply at the existing rate of consumption. Eighty-two publishing concerns held about 72 per cent of the tonnage on hand at the end of the month.

The domestic consumption of standard newsprint by metropolitan dailies using between half and three-fourths of a million tons annually, for January, 1921, compared with January, 1920, shows that the consumption for the month of January for both years was approximately the same, and increased slightly more than 23 per cent for January, 1921, over January, 1919.

The weighted average price of contract deliveries from domestic mills to publishers during January, 1921, f.o.b. mill in carload lots for standard roll news was $6.076 per hundredweight. The price for December, based on the same data, was $5.069.

The weighted average contract prices based on deliveries from Canadian mills of about 23,000 tons of standard roll news in carloads, f.o.b. mill, in January, 1921, was $6.385 per hundredweight. The December price, based on similar data, was $5.770.

Averaged, the North American contract price for January, 1921, was $6.2305 per hundredweight, an increase of $0.811 per hundredweight, or $16.22 a ton over the average North American price for December, 1920.

The weighted average market price for January of standard roll news in carload lots f.o.b. mill, based upon domestic purchases totalling about 5,000 tons was $6.945 per hundredweight, which compared with an average spot price for December, 1920, of $7.854.

New Maine Weekly

BUCKSPORT, Me.—Bucksport has a new weekly paper, the Bucksport Enterprise, published by W. A. Smith.

NEW ENGLAND LEADS IN REFORESTING

BOSTON.—New England leads the nation in reforestation activity with Massachusetts leading New England, Col. William W. B. Greeley, chief of the United States Forest Service, guest of the Boston City Club last week, told New Englanders in three addresses on the imperative necessity of reforestation, one before the Boston City Club, the second before the Massachusetts House of Representatives and the third at the dinner of the Society for the Protection of New Hampshire Forests at the Twentieth Century Club.

One of the foremost aims of those interested in forestry must be to build up among the people of the United States a conception of the vital, fundamental value and necessity of forest building and preservation, stated Col. Greeley. In our former abundant timber he found the cardinal reason for our high standards of living, and contrasted them with scenes of economic decadence in France, where wood is a luxury and the sight of a new building, outside the devastated areas, extremely rare. He pleaded earnestly for a campaign of education, attributing the recent $1,000,000 appropriation in the face of a general demand for economy to the shock of the discovery that our timber is disappearing so fast as to add greatly to the cost of living.

Speaker Young, in introducing Forester Greeley to the House, said:

"The General Court of 1920 took the first step in a farsighted policy of reforestation in order that Massachusetts in future years may, so far as possible, provide for her homes and industries through her own forest resources. Problems connected with forestry are now before us for consideration.

"It is therefore fitting that we welcome today a high public official of the Federal Government who has under his care the forest domain of the United States. A graduate of the University of California and the Yale Forest School, he has for 17 years been in the forest service of the United States. During the war he commanded the 10th army forest engineers, a regiment of more than 10,000 men, who cut the French forests and thereby supplied the vast wood material necessary for the French, British and American armies in France during the war.

"He now has charge of 50,000,000 acres of national forests, a territory vastly greater than that of the entire New England states."

Col. Greeley congratulated the House on recent Massachusetts legislation for the acquirement and planting of 100,000 acres of denuded lands, also the action in New York, which now has 2,000,000 acres of state forests, and Pennsylvania 1,000,000 acres, but pointed out that "over 80,000,000 acres in the United States 1,000,000 acres in your own state, have been reduced practically to absolute idleness, and this area is being increased by 10,000,000 acres or more annually, as destructive logging and forest fires go on. Idle forest land represents just as greatly loss to the economic stability of this country as idle farms or idle factories."

Contrary to widespread impressions, Col. Greeley predicted that, although Europe uses only a third to a half as much wood as we, "the older our states grow the more timber will they require, in one form or another, if social and industrial progress is to keep pace with age." He instanced that 13,000,000 boxes, each box using 5½ board feet of timber, are required annually to ship Florida's citrus crop, and 40,000,000 boxes will be needed in a decade.

Col. Greeley took up the housing problem and showed how the eastern states, which formerly had lumber to export, now must import from 60 to 90 per cent. of what they need, transporting some of it 3,000 miles. He showed that the remedy for the vanishing forests can be found only in action by the nation and by the states. Conservation of watersheds, of water supply, of sources of navigable streams and of water power is imperative, and he pleaded for wide and general education on the subject.

"I. P." 1920 EARNINGS $17,000,000

Unofficial Estimates, Allowing Heavy Returns, See $40 Return on Common Stock—Expected to Wipe Out $8,500,000 Indebtedness

While the annual report of International Paper Company is not expected to be published until the latter part of March, unofficial estimates of the 1920 figures place net earnings after allowance for taxes at approximately $17,000,000, says the New York Wall Street Journal on March 1. It is claimed that ordinary depreciation will be carried at $2,000,000 and charge-off for depreciation of inventory will amount to $5,000,000, making a total deduction of $7,000,000 from net. On the basis of estimated earnings, deducting approximately $500,000 for bond interest and $1,500,000 for dividends on the preferred stock would leave in the neighborhood of $8,000,000 available for the common stock.

This would be equivalent to $40 a share on the 198,039 shares of common stock outstanding. This compares with net, after taxes and interest, available for the common stock of $2,621,494, equal to $13 a share for the 1919 fiscal year.

Inventories at the close of 1919 amounted to $23,713,000. The company then was borrowing heavily from banks and notes payable were carried at $8,500,000 against nothing the previous year. At that time it was thought that it would be necessary to fund the indebtedness to banks by a note issue. After negotiations had started, it was decided that this would not be needed. It is believed that the 1920 annual report will show the $8,500,000 indebtedness to the banks was practically wiped out.

NO PAY FOR 10 HOURS' WORK

Paper Company Sued by Farmers Who Hauled Wood in Ottawa District

(Special to EDITOR & PUBLISHER)

OTTAWA, Ont.—An action recently instituted in the local courts against the Riordon Pulp & Paper Company has excited employees engaged in lumbering and paper-making in this district. According to the allegations, a man must work from 4 a. m. until 7.30 p. m. to earn $4 for himself and a team of horses in the Riordon Company's logging camps, and out of this amount pay $2 for board for himself and horses. The charges are contained in a claim filed by eight former employees of the camp. The plaintiffs are farmers, who engaged to work for the Riordon people for $4 per day, this amount to include horses supplied by each man. On starting to work, according to the allegations, they were told of the hours of labor, but refused to work after 2 p. m. on the ground that ten hours is the maximum a man can be compelled to work in Quebec. When pay-day came they were paid for only half a day, and this $2 was held by the company for "keep" of the men and horses. Labor circles are preparing to support the plaintiffs.

Accuse Edwardson of Libel

CHICAGO.—Grand Jury investigation of public statements concerning Chief Justice Charles A. McDonald's work in handling the White Sox baseball scandal resulted March 2 in the voting of a true bill against Leonard G. Edwardson, Chicago correspondent for the New York Sun and the New York Herald. It was learned tonight that the writer is charged with criminal libel and that the jury expects to continue its investigations into the liability of the newspapers.

Digitized by Google

MOVIES HIT HARDER THAN NEWSPAPERS SPILLANE TELLS POOR RICHARDS

Press Is Not Trusted, He Says, Because It Presents News Inaccurately, Poorly Dressed and at Excess Length—Young Men Not Trained

By EDWARD A. MUSCHAMP

PHILADELPHIA—Some very frank straight-from-the-shoulder statements regarding American newspapers were made by Richard Spillane, editor of the business news section of the Public Ledger, last week in his talk before the members of The Poor Richard Club at the club's regular Thursday Luncheon. The subject of Mr. Spillane's talk was "The Evolution and the Future of the American Newspaper."

RICHARD SPILLANE

He spoke first of the Boston News-Letter, the first newspaper published in the United States, which, he said, had a circulation of something over 100 copies and consumed no more paper than a good, husky boy could carry into the printing shop where it was published. Today, the daily newspapers published in the English language in the United States have a combined daily circulation of approximately 27,740,000 copies and during 1920 it cost about $230,000,000 to produce these daily newspapers, facts which show the newspaper publishing business today to be one of the country's major industries.

"It is a far cry from the Boston News-Letter to the modern daily newspaper of America," said Mr. Spillane. "Curiously enough there was an advertisement in the first issue of the News-Letter and it was an advertisement for advertising.

"To-day the average newspaper is made up of about fifty per cent advertising and about fifty per cent straight reading matter, and I don't know which is the better.

"To speak very frankly, I am not a very keen admirer of the newspaper of to-day. We are groping around trying to solve our problem. But we do not know our public. We often assume that we know what the public wants but as a matter of fact we do not know.

"Something is wrong somewhere. Why, the movies hit harder than the newspapers do.

"For one thing, I do not think we put the news up in the right way. We are often windy and verbose. We don't pack our news in the right kind of packages. Nor do we dress our news in that accuracy and charm that puts it over rightly.

"The newspapers of London, Manchester, Liverpool, and Paris are smaller than our American newspapers, but they are read more carefully. They are better written; they are more accurate, and they can be depended upon. I am sorry that I cannot say the same of most of our American newspapers.

"Another thing, we have developed is what I might call 'headline hounds.' And also, our newspapers are of such size that no ordinary man can encompass everything and attend to his business.

"We do not train our young men to do newspaper work intelligently. Let me tell you a story. Perhaps some of you may not know it, but I am a doctor, so to speak. I have a medical degree for which I paid ten dollars and I secured that degree from a man who was afterwards put out of business and sent to jail. Now I am no better qualified to practice medicine than many of the young men who go to work on newspapers are qualified to practice journalism.

"The American people do not take their newspapers seriously and they never will until we make them better, and smaller, and far more accurate. Young men planning to enter the newspaper profession should be thoroughly trained and we are not doing that. Not one in a thousand young men who go into the newspaper business is fitted, at the beginning, to go out into the street and do reporting. I would like to see a real school for training reporters. The only 'school' that I ever knew that approximated real training was that of 'Boss' Clark of the New York Sun—the hardest taskmaster that the newspaper world has ever known.

"A good reporter ought to be able to write a column story on just what he can see walking through and around Independence Square, or the City Hall, or any similar place or institution. He ought to be able to write a good story on just what is to be seen any day on any street in the ebb and flow of the human tide. A good reporter should have the eye of a camera, an appreciation of the complexities of life, sympathy for all human beings, and he should be in love with his business.

"A newspaper reporter should be a great preacher—as great as any preacher in a pulpit. The newspaper man who puts an untruth wilfully into a newspaper should be cast out. I love and revere my profession and I would like to see it greater and more useful and a better American institution."

Mr. Spillane said, to speak frankly, that while he wanted it distinctly understood that it was all wrong to put inaccurate statements in newspapers, he admitted that he had done that very thing at times in the past, but that he was now trying to do penance for his earlier sins.

He told some interesting reminiscences of Joseph Pulitzer, Frank A. Munsey, and the late James Gordon Bennett, whom he characterized as an "the absentee landlord." He called attention to the present-day tendency toward the consolidation of newspapers, the surprisingly high mortality of publications during the last two years, citing the fact that there are today only two morning newspapers in Chicago, one in St. Louis, and one in Cleveland, adding that two seems to be the limit for the number of morning newspapers in practically all the large American cities.

In connection with calling attention to the great asset that an Associated Press membership has become, he said:

"Recently there has been some exploitation of the Associated Press memberships and there are publishers who have tried, through obtaining this privilege, to choke off newspapers in rival cities. Down in Texas not so long ago, by this means, a publisher attempted to make the people of a nearby town dependent on the newspapers of this particular publisher's city for their morning news. If Senator Bailey and some others hadn't gotten after the Associated Press in this matter there would have been a great newspaper scandal in this country.

"An Associated Press membership has become so much of a power today that it is almost a peril and I think it would be well if the Associated Press had a good, stout competitor."

Touching on the subject of rewards and the lack of rewards in the newspaper field, Mr. Spillane said that he had been told by a New York newspaper editor that a certain comic artist had made a contract for newspaper work that would net him $450,000 in three years, while from another source he had learned that one of the other popular comic artists received an income of more than $200,000 per year. And then Mr. Spillane said:

"Why, these sums are more than we pay the President of the United States! I wonder if it is a measure of the intellectual capacity of the American people that a rough-neck cartoonist should be able to command such a princely sum? If it is, it is all wrong and shows that we in the newspaper business don't know our own business."

SOUTHERN COUNCIL AMERICAN ASSOCIATION OF ADVERTISING AGENCIES IN SESSION AT JACKSONVILLE

Digitized by Google

CITY MARKET IS KEY TO SALES SUCCESS

The One Way to Reach It Is Through the Daily Newspaper—Frank Carroll of Indianapolis News Gives an Undisputable Argument

"The day of putting over a national campaign with a few periodical publications is past. The day of the inefficient medium, be it newspaper, billboard or magazine, is past. Just as the employer has weeded out the time wasters, the clock watchers, the malcontents and the other four-flushers of business, so is the advertiser up-rooting the medium that can not pay its way."

This was the statement made by Frank T. Carroll, advertising manager of the Indianapolis News, before the Third District of the Associated Advertising Clubs of the World convention held at Baltimore February 15.

"Let us see," he continued, "what the manufacturer who wants to break into print today is up against in the 30 leading jobbing centers of the country. The average druggist has over 5,000 items in stock, the average grocer one thousand and the hardware dealer between six thousand and ten thousand items.

Pushing the Product

"How, then, is the dealer going to push your product? Long profit won't move your product today. Dealers are being educated to the value of turnover. You have to show them quick sales. Portfolios of page magazine ads will not turn the trick with the intensive competition which is faced today. Time was when a double-page spread in a magazine of national distribution would build a dealer organization almost over night, yet witness the disasterous experience of an automobile tire manufacturer recently.

"Why is it that the executives of a business seem to lose common sense when they gather around the conference table to discuss advertising? Why do they think of advertising and marketing as something entirely out of the realm of ordinary living? Isn't it because they have caught the patter about magazine pays in color, and millions of circulation, and consumer acceptance and prestige and portfolios? And yet there are thousands of manufacturers who are rated by the bankers as good business men who are buying 'consumer acceptance' for a new patented anti-freeze jitney radiator preparation in territories where it never freezes and who are creating foolish and impotent consumer demand for articles in other territories where they have never sold a dollar's worth of goods.

False Lure of Color

"To the manufacturer who has money to spend for advertising there is a tremendous lure to the pretty pictures nationally known vanity of publicity. National advertising can point to leaders in most every city such as Campbell's Soup, Ivory Soap, Colgate's Toothpaste, etc. But the manufacturer who would break into an already overcrowded market forgets that these lines were entrenched in public favor before the present era of intensive competition; that these commodities have created natural monopolies which can not be combatted with the same method of sales and advertising by which they were established.

"You can't sew thistles and pluck figs. That is not exactly the way the Bible says it, but it means that you can't advertise in Washington and expect to create a demand in Baltimore. Neither can you advertise in Washington and sell your goods there if the dealer hasn't them on his shelves. When you do this you are merely making it easy for competition to come into your market and cash in on your copy. The consumer will ask for an advertised article four or five times, but rarely the sixth time. Thereafter your advertising falls upon waste places of that consumer's mind.

"During the past six months the Merchandising Department of the Indianapolis News has made over one hundred careful surveys of the sale and distribution of various commodities on general sale in Indianapolis. Take coffee, for instance, what do you suppose are the leading brands? If there are any of our magazine friends here I can hear them saying, 'Why, of course, Yuban, Barmington Hall, or G. Washington.' Well, there are 94 different brands on the market and there are only four with worthwhile distribution. Not one is a nationally advertised brand, but all are locally newspaper advertised. Yuban has practically no distribution in a city of 325,000 people in the center of a market of 750,000 people, but neither has the other exclusive national advertisers.

"In the drug line 265 different brands of toilet soap are sold. The average number of brands carried is 31, largest number of down-town chain stores 81, smallest number 9. The three leaders are locally advertised in newspapers.

"And so on down the line in flour, cooking utensils, toothpaste, cigars, syrup and molasses, evaporated milk, cornflakes, pancake flour, laundry soap, etc. If any of you gentlemen are interested in facts, not theories, I have a mass of interesting data with me on all these lines.

"Now what does this mass of data and these investigations show? Well, for one thing, dealers are overloaded with competing brands. Think of a drug store carrying 81 brands of toilet soap—so many that the clerks could not remember them all and the proprietor knew not the selling price of half of them.

"Here is the experience of a Chicago retail cigar store. They carried 158 brands of 10c. cigars. They found that eleven of their cigars had 91 per cent of sales. They threw out the 147 slow sellers concentrated on the remaining eleven and increased their 10c. cigar business 3 per cent.

"That's what business in the cities is coming to today. The trend is inevitable. The manufacturer who is prepared to seize the city market through newspaper advertising will win. Slowly but surely the advertiser depending upon national advertising is drifting out of the city markets. The new national advertiser will never get standing room under present conditions."

HAYS NAMES SMITH AS AIDE

Judson Welliver Appointed to White House Secretarial Staff

(By Telegraph to EDITOR & PUBLISHER*)*

WASHINGTON, D. C., March 4.—Announcement was made here today that Courtland Smith, president of the American Press Association, will be first assistant to Postmaster-General Will Hays.

Judson Welliver, former Washington correspondent for the New York Globe, has been appointed a member of the White House secretarial staff.

McAneny Leaves N. Y. Times

George McAneny has resigned as executive manager of the New York Times. He will engage in other business and devote a substantial part of his time to civic and social work.

Western A. A. A. A. to Meet March 8

CHICAGO.—The Western Council of the American Association of Advertising Agencies will hold its monthly luncheon meeting, March 8, at the Chicago Athletic Club. Speakers will be Professor Horace Secrist, D. L. Brown of the Goodyear Tire & Rubber Company and F. W. Thurnau.

BANQUET RECALLS OLD BATTLEFIELD DAYS

TORONTO, Ont.—A highly enjoyable "get-together" banquet was held at the King Edward Hotel last week by the members of the composing, stereotype and art departments of the Evening Telegram. The evening served to recall the gathering held last year in honor of the men connected with the paper who had returned from the front.

J. P. Doyle presided. Among the principal guests were: Sir Robert Falconer, president of the University of Toronto; Rev. Dr. Salem G. Bland; D. A. Carey, representing the American Federation of Labor; C. H. J. Snider, managing editor of the Telegram; A. T. Chadwick, representing the John Ross Robertson estate, publishers of the Telegram; F. Lynett and Ed Vitek.

The menu, which was extremely appropriate by reason of its technical allusions, was made up as follows:

—Soup—
Hot Lead Bullion Broth — Au Toe Plate White Paper Stew

—Fish—
Fried Mats a la Graphite
Salt Water Zincoes with Lime Sauce
Fresh Caught Sterreos with Red Blanket Dressing

—Hot Meats—
Stuffed Forms and Mashed Editorials
Broiled Slugs with Fricassed Letterpress
Roasted Linotypers and Hot Cartoons

—Cold Meats—
Strict Column Rules, Garnished with Red Tape
Prime Cold Cuts of Re-Deviled Editors

—Drinks—
Hot Nitric — Collodion Cocktail

—Sweets—
Late Ads — Pied Type

—Pickles—
Hynds' Inebriated Type, Minions, etc

—Fruits—
Permanganates — Hydro Quinons
Repeat Orders until "You're Fed Up"

During the evening letters were read from the editorial staff conveying fraternal greetings and felicitations. There was also warm applause when the chairman, after alluding to the manner in which they stood by one another in sickness and adversity, said that one of their number had had a sum of $1,000 subscribed to his benefit, and another $1,000 would be raised if necessary.

The speeches and toasts were interspersed with a capital musical and miscellaneous program. George Tait recited with feeling an item of his own composition, entitled "The 'Daily' Composing Room," as follows:

"The 'Daily' Composing Room"

"Oh a wonderful place is the Composing Room
Where the 'linos' they ripple a merry tune,
Where 'mats' toboggan down hill to a line, and return again to the 'roof.'
And if too hot or too cold slugs are no good for a proof.
Where the 'bank' is piled with 'shining metal' quite high,
And 'matter' is 'killed' that may never 'die,'
Where 'pie' that's fresh made, no one will eat,
And type will not fall, though quite 'off its feet.'
Where men, who 'lockup,' are not policemen at all.
And 'dead-horses' are spiked on a file on the wall.
Where lunches are brought by the 'devil' each day
And if he forgets one there's the devil to pay;
Where men not religious 'Chapel' meetings attend.
And when they mark '30' on you, that is the end."

It was decided to make the banquet an annual event.

N. U. J. STATES DEMANDS FOR BRITISH WRITERS

Minimum Scales for Provincial Dailies and Weeklies Presented—London Section Rejects Proprietors' Offer and Talks of Strike

By Herbert C. Ridout

London Editor, EDITOR & PUBLISHER

THE British National Union of Journalism is certainly a fighting body and merit all admiration for the determined stand it is taking upon the claims for improved wages and working conditions. Its activities are constant and it would appear that no stone is left unturned to make settlement easy provided only that the demands are not whittled down to unrecognizable limits.

In one direction, the Executive of the Union has been meeting the Newspaper Society, representing the English country morning, evening and weekly papers and Scottish dailies.

The Newspaper Society had made an offer to the Union of advances of which the following are typical examples:

	Present Rates.	Increased to
Minimum for Weeklies Per Week....	£4. 0.0	£4. 7.6
In towns where a Daily Newspaper is published	4. 5.0	4.13.6
Minimum for Daily Papers: In towns where the population is under 100,000..	4.13.6	5. 3.0
In towns of over 100,000 and under 250,000	4.18.6	5. 8.6
In towns of over 250,000	5. 4.0	5.15.0

After consideration, however, the Executive of the Union stated that it could not accept the proposed advances as adequate, and could not recommend them for acceptance. It was agreed by the society that such advances if accepted, should be made retroactive from January 24 and the executive agreed to call branch meetings for their consideration and to report in a fortnight. The decision is now awaited.

In the London district matters have advanced another stage, the Parliamentary and Central London branches of the N. U. J. meeting to discuss the London Newspaper Proprietors Association's offer. No details of this proposal are available, but it is quite distinct from that referred to in connection with the Institute of Journalists scheme recently mentioned. The meeting passed a resolution informing the N. P. A. that "its offer is totally unsatisfactory, inadequate and inequitable, and cannot be accepted."

A further motion, however, carried with only six voices against it, declared "that this meeting instructs the Executive Council, in the event of failure to reach a satisfactory settlement in conjunction with the Printing and Kindred Trades Federation, to take a ballot of members on the advisability of withdrawing their labor."

This means that the union is in deadly earnest and although Lord Northcliffe has, on this occasion, made no sign, there is no reason to suppose that he has departed from his position of resentment of the union's apparent former desire for control of grading. Meantime, some of the provincial branches of the N.U. J. are experiencing entire sympathy with their London confreres, the South Wales section, for one instance, offering their moral and financial support to the London members if they should come out on strike.

Digitized by Google

STORE COMBINES TO DEPRESS AD RATE WILL MAKE PUBLIC SUSPECT PRICES

Conspiracy to Cut Newspapers' Revenue Unthinkable as One to Underpay Star Salesmen—Red Ink Balances Face Newspapers Unless Rates Rise Materially

By WALTER G. BRYAN

THE recent article in EDITOR & PUBLISHER with regard to differences between newspapers and department stores about advertising rates, was as illuminating as it was interesting.

It is indeed unfortunate that such a situation should have arisen in New Haven or in any other city because it stands to reason that if newspapers could afford to concede this point, which they cannot, since it affects both principle and profit—or rather, lack of profit—they by their own acts would weaken themselves and consequently be less desirable as advertising mediums to the merchants or to any other advertisers.

With a lead pencil, a piece of paper, and the right point of view, any merchant can prove to his own satisfaction in five minutes that no other form of advertising is so effective or economical as newspaper advertising.

On the other hand, if the New Haven newspapers have any fears that circulation is built for their competitors by free distribution, if indeed this is being done, then they can console themselves with the thought that a newspaper which is distributed for nothing is usually appraised at that value. When the free distribution is stopped there is little chance that such circulation will ever be paid for in the future.

Now that the New Haven situation has been brought into the spotlight through publicity, the department stores may well pause and ponder as to what will be the attitude of the people—always the court of last appeal—because the judgment of the public is, in the final analysis, pretty accurate and it is also very keen.

Public May See Prices Kept Up

It would be unfortunate for the New Haven department stores if the people began to think seriously about this matter because they would naturally decide that if department stores can combine to keep rates *down*, then these same department stores can combine to keep prices *up*.

Such thinking can have no other outcome than to throw the sympathy of the public towards the newspapers and cast a shadow of suspicion upon the department stores.

Truth of the matter is, newspapers, while representing the public, have nevertheless always been fair to business, and the constructive service rendered in the past should not be forgotten in this year of Grace, 1921!—when newspapers of necessity, must increase their advertising rates.

Andrew Connolly, advertising manager of the Joseph Horne Dry Goods Company, Pittsburgh, was quoted in the newspapers last week as having delivered an address before the National Retail Dry Goods Association on "Making Ourselves Less Dependent on the Newspapers."

The present year is one which requires some very straight thinking and very vigorous action on the part of newspapers as well as department stores. With this thought in mind any frank discussion which leads to a better understanding will prove mutually profitable.

In the address which immediately preceded the one made by Mr. Connolly it was pointed out that large profits have been made by many of the department stores during the past four years. In speaking of the newspapers, Mr. Connolly himself said:

"Advertising rates have been low, extremely low in the past, and as a result advertising has been used carelessly."

As to how carelessly department store advertising has been prepared, I am not in a position to judge. But I do know that Mr. Connolly's statement that "advertising rates have been low, extremely low," is absolutely correct.

In other words, while the department stores were making a good percentage of profit during the past few years, the newspapers have had an unusually hard time of it, despite the tremendous volume of business carried.

During the past two years white paper, which at its present cost represents 50 per cent or more of the total expense of a newspaper, has advanced over 200 per cent. And labor, another important item in the production of newspapers, has advanced practically 100 per cent. In fact, all materials that enter the production of newspapers have increased in like proportions.

Can't Cancel Paper Contracts

Yet, in the past year, advertising rates have only shown an average increase throughout the country of about 40 per cent and circulation rates have shown an increase of only about 10 per cent.

Unfortunately, most newspapers have made white paper contracts for the present year. As cancellations are unknown, even though there is a considerable softening in the white paper market, newspapers have small chance of relief from white paper cost, labor and other expense during the present year.

In the circumstances, 50 per cent of the newspapers of this country stand good to go broke during the year 1921, unless they make material increases in both their advertising and circulation rates. Facing as they do the extremity of having their balances at the end of the year made up entirely in red ink it is safe to predict that even the optimistic publisher, who ordinarily gives far more consideration to the service he can render his community than he does to the rightful reward due himself, will, of necessity, be forced to do this year what he should have done last year or the year before, namely, establish advertising and circulation rates in keeping with his increased expenses. In practically every business in America, except the publishing business, the sixth largest industry in this country, selling price has kept pace with operating cost.

No Newspaper Survey

This fact should be known to Mr. Connolly and to all department stores. It is particularly pertinent in connection with his statement that "the newspaper publishers have been surveying the situation, and as they find the merchant growing more and more dependent upon their wares, have jacked up their prices."

Unfortunately, the publishers of the country have not, until now, been "surveying the situation," otherwise they would have increased their advertising rates and also their circulation rates more than 100 per cent during the past year. Having failed to do this, they now face the necessity of increase.

It is safe to say that no newspaper or no combination of newspapers has ever at any time jacked up its rates because of the feeling that others were dependent upon it. The newspapers have been very considerate on this point—in fact too considerate for their own financial good. Eventually newspapers may learn that it is advantageous to get together with their competitors and talk things over just as the merchants now do.

I have made a careful study of newspapers for the past 17 years. I have also made a careful study of merchandising—advertising. I know that the present situation is one which calls for a thorough understanding between newspapers, merchants and manufacturers. With lower profits merchants and manufacturers face the absolute necessity of increased stock turns. This is possible only through the unstinted use of newspapers.

The newspapers have always given generously of their space, their time—and even their money—to promote business conditions. At present the newspapers of the country are conducting a national editorial advertising campaign, not only to improve buying with local merchants but with national manufacturers as well. The newspapers realize that their work is to stabilize and revitalize business conditions. They never stopped to argue that if conditions became worse, merchants and manufacturers dependent upon them must of necessity pay any rate demanded in order to save themselves.

On the other hand, with no hope of reward other than that which comes from work well done, they are throwing the entire editorial force of their newspapers back of a campaign to establish normal business conditions at the earliest possible moment. Today one such campaign with which I am familiar is appearing in newspapers reaching more than five million homes where necessities and luxuries are bought for practically five million people. Before this campaign is completed the newspapers of the country will have devoted more than a million dollars' worth of their space to stabilizing business conditions, which is only another way of saying that they will have made business better for merchants and manufacturers.

I think if this, and other situations which newspapers constantly confront and overcome, were more generally known, merchants, instead of getting together and talking about concerted action to stop newspapers from raising their rates, as suggested by Mr. Connolly, would rather get together with the idea of seeing what they could do to help newspapers put their rates—both advertising and circulation—on a basis which would absolutely insure their greater growth and consequently greater protection to merchants in time of prosperity as well as in time of stress.

Few department store owners would consider a combination against their best salesmen because it became necessary to pay them slightly more to meet the increased cost of living. Fewer still, I believe, will give any serious consideration to handicapping their super-salesmen—the newspapers—and especially now when sales—more sales—are so vitally essential.

Facing as they do, the inevitable increase in cost of production this year over 1920 most newspapers will very sensibly increase their advertising rates in 1921. In this they should have the co-operation of merchants and manufacturers, especially when it is recognized that in the past they have been enjoying "very low advertising rates."

COUNTY FAIR COPY IN NEWSPAPERS

SOME practical suggestions regarding the advertising of a county fair in newspapers were given by George A. Starring, director of news service and advertising of the South Dakota Farm Bureau Federation, in an address to county agents and secretaries who have county fairs on their hands.

He said that the average amount spent in newspaper advertising by the several county fairs in South Dakota was $220, although some spent as high as $700. By far the most efficient publicity that can be obtained is through advertising in the county newspapers.

The advertisements should appear for two or three weeks before the opening date of the fair, the largest ad being used in the last issue. Interest must be sustained through the series by the use of attractive copy, the last ad being the strongest.

Concerning the news stories relative to the fair Mr. Starring advised that they should begin to appear in the weekly newspapers six weeks before the fair opens. The news items should not be too long. Those running from two to five inches were usually more welcome by editors than those of greater length. Several short articles are better than one long one.

A good piece of advice given by Mr. Starring was that the writer should not try to present too many difficult subjects in a single article. Publicity is much more effective if all the early items cover the educational features of the fair without introducing the sensational or amusement attractions until a short time before the fair begins.

In some counties the secretaries have been able to secure the co-operation of local merchants who agree to display the fair dates and other brief information in connection with their local newspaper advertising. A Minnesota newspaper prints a supplement containing the list of premiums offered for the various classes of exhibits, the type being the same as that from which the official list is printed, thus saving the cost of composition and enabling the editor to send them to subscribers at a cost of one cent a copy.

One county fair secretary writes articles for the weekly papers on sundry subjects of more or less direct interest to the fair. For instance, he writes items on the increase of Herfords in the county since the fair the year before; how John Jones carried away a large number of premiums at the last fair; how Bill Smith since that time has bought some pure bred Herfords which he expects to exhibit at the coming fair in competition with the stock which carried off premiums the previous year.

The county weeklies are of inestimable value in reaching the people who would be interested in the fair. The most of the editors regard the county fair as a most important educational institution and so give it their heartiest support. The advertising they receive does not begin to pay for the work they do in its behalf.

Plan New Michigan Daily

MARYSVILLE, Mich.—The News Company has been formed to conduct a daily newspaper. Marysville is a town that has grown about the big Wills-Lee automobile plants. The incorporators are Norman T. Farr, former financial editor of the Detroit Journal; Howard S. Hempstead and William R. Pierce.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

SINCLAIR USED HOAX TO GET ATTENTION 12 YEARS AGO, LEE DECLARES

DR. JAMES MELVIN LEE, director of the Department of Journalism in New York University, paid his respects to Upton Sinclair's "Brass Check" in an address delivered at the public forum in the Brownsville Labor Lyceum on Sunday. He began by quoting from an article written by Sinclair which appeared in the Independent May 14, 1909, in defense of his famous hoax "The Journal of Arthur Sterling."

"I knew," he wrote, "that the hoax would cost me my reputation and the respect of all decent people, but that did not matter, for I have not been favored with the acquaintance of many decent people and am obliged to bear what the world thinks of me. Besides I would have cheerfully robbed a bank or sandbagged a millionaire, had my task been possible in no other way. My only desire was to raise a sensation, first to sell my book, of course, and, second, to give me a standing ground from which to begin the agitation of my cause."

After reading this Dr. Lee continued:

"Now there you have a self-confession on the part of the author that he has deceived you. He seems to take a certain amount of pride in that fact. Now I submit, purely as a matter of logic, that a man who has deceived you must come forward with very positive proofs if he wishes further statements of his to be accepted."

Dr. Lee said that the trouble with many of Sinclair's statements was that they lacked proof. He took up a charge made by George Creel that American newspapers were under the control of department stores in every city in the United States large enough to have a department store. After an elaborate discussion of this theory, he challenged his audience and the public generally to produce evidence of a single case in which a New York newspaper had suppressed an item of news at the behest of an advertiser. He said that he had endeavored to run down various charges of this nature, but that on investigation they had invariably proved to be false.

"The charge that certain Philadelphia newspapers have suppressed news in order not to offend certain department stores is true," he said. "There is no doubt about that, and those newspapers will suffer for decades to come from the loss of prestige involved in sacrificing themselves to advertisers."

Such suppression, he said, had not only been cowardice and bad ethics, but bad policy both for the newspapers and the department stores. He said that the stories, because of their suppression from print, had been repeated by word of mouth against the advertisers and against the newspapers until they had attained a vast circulation and had lived on long after they would normally have been forgotten.

"But I would like," he continued, "to have you show me one case where the department stores of New York City have ever kept a single line out of the New York papers. I would like to have you show me one case."

Dr. Lee took up a number of Mr. Sinclair's criticisms of the Associated Press, especially the suppression of a Sinclair statement offered to the news service during the Colorado strike. Dr. Lee said that reasons for refusing this telegram included the fact that the Associated Press excluded opinions from its service; that the statement was false; that it was libelous and that it was offered by Sinclair for self-advertising purposes. He said that the night manager of the Associated Press, who refused the telegram, was a former city editor of the New York Call.

FAIR PLAY

IN a spirit of fairness The World desires to correct a variation between the body of an article published yesterday on the pro-German meeting in Madison Square Garden Monday night and the headline that the article carried.

One of the subordinate clauses of the head read: "Jeer Cohalan." The story itself reads as follows (Justice Cohalan is talking):

"'This talk that we hear now all over the country about the extraordinary debt that America owes to France was not talked of so much in 1870 or 1871, if you will read the columns of the New York Times or the columns of The New York World or some of those other papers'——

"Here hisses, boos and jeers interrupted him, and he admonished:

"'Don't do that. Don't give such evidence that you appreciate the fact that the owner of the New York Times was born in Germany. Leave that aside.' (Adolph S. Ochs, proprietor of the New York Times, was born in Cincinnati.)"

From this it will be seen that the boos and jeers were directed not against the speaker, as the headline says, but against The World and the Times, mention of which seemed to evoke disapproval.

Neither Justice Cohalan nor any one else requested this correction, which is made merely in the interest of accuracy and fair play.—NEW YORK WORLD, March 2.

EASY TALK

By Philip R. Dillon

Definition of Journalistic Style:— The phrase "journalistic style" is uttered often nowadays by American professional literary critics, who seem to be a growing tribe, much given to Log Rolling. When these essayistics speak or write "journalistic," one does not mistake their intent; they speak contemptuously. There is, unquestionably, a thing that the British call "journalese," meaning a sort of common newspaper writing. But the British do not make "journalese" and "journalistic style" the same thing.

Many times, upon request, I have ventured to offer some fundamental things to young people who were not confident of their ability to write a news article in prose. I shall here repeat a little of the lesson, asking the indulgence of those who have advanced to maturity.

An event, or series of events, may be related in two styles, viz., from the bottom up, or from the top down.

The prose Cumulative Style is that used by the novelists and prose dramatists. The story begins softly, and crescendoes up to the big thing at or near the end.

The Journalistic Style begins with the climax, the big smash. The first question a reporter should ask is: "What is the most important single thing here, the thing that the public wants to know first of all?" When he finds that, let him write it as the beginning of his story. Then he will ask what is the next most important thing, and he will write that second. And so on down to the least important, which he will write last.

The best example of a journalistic style opening in all literature is the first verse in the Bible—"In the beginning God created the heaven and the earth."

I merely indicate the *principles* upon which the two styles are constructed. Of course, there are many other things joining into the art of both journalist and novelist, and these are so delicate, and the two styles merge so into each other, that strict rules, such as might be set down by scholastics and pedants, serve only as prison-like fetters.

Within the Journalistic Style, and almost wholly enveloped by it, is what is called the Narrative Style. To my thinking, the finest piece of journalistic writing in literature is the narrative of the trial and execution of Jesus, written by Mark—an article of 2,100 words. Here, in some degree, the cumulative is merged with the journalistic.

I regard Moses as a great journalist. His five books of the Bible are all in journalistic style. Herodotus, Zenophon, Livy and Plutarch were star journalists. Julius Caesar was a great war correspondent.

The prose Cumulative Style was developed from the poetry dramatists of Greece, from Sophocles, Eschylus, Euripides and Aristophanes. The earliest popular novel was "The Golden Ass," written by Apuleius, a Roman, in the second century.

The Journalistic Style comes out of the first instinct of man. It seeks to make all things clear. It avoids mystery. The Cumulative Style, in principle, is unnatural; it seeks to create mystery.

All great historians are essentially journalists.

While the Cumulative Style may be considered a reaction to the Journalistic Style, there was a prior reaction which some call the Contemplative or Philosophic Style, as illustrated by Plato, Aristotle, Herbert Spencer. The Critical Style of the literary critics is an offshoot of this Contemplative Style.

Most of the great prose books of the world were written in Journalistic Style.

Let no newspaper man be hurt because a professional literary critic flings at his work, in contempt, the word "journalistic."

And let us all be thankful that Chesterton is now telling Americans about "The Ignorance of the Educated."

HARDING EDITORIAL PRECEPTS

The policies of Marion (Ohio) Star are of sound growth and are second nature to the staff. Managing Editor Von Fleet has been with the paper for 30 years and others have been there longer. They are thoroughly trained in Harding ways, and the creed of the Star needed not to be written out for them, and never was written until it was deemed by others; then members of the staff reduced to words the Harding editorial precepts, as follows:

"REMEMBER there are two sides to every question. Get both. Be truthful. Get the facts. Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half-wrong.

"Be decent, be fair, be generous; never vindictive.

"Boost; don't knock. There's good in everybody. Bring out the good. Never needlessly hurt the feelings of anybody.

"In reporting political gatherings give the facts. Tell the story as it is; not as you would like to have it. Treat all parties alike. If there is any politics to be played we will handle it in our editorial columns.

"Treat all religious matters reverently. If it can possibly be avoided never bring ignominy to an innocent woman or child in telling of the misdeeds or misfortune of a relative.

"Don't wait to be asked, but do it without the asking.

"And, above all, be clean. Never let a dirty word or a suggestive story get into type. I want this paper so conducted that it can go into any home without destroying the innocence of any child."

DANIELS WILL KEEP HIS CABINET CHAIR

WASHINGTON, D. C.—Secretary of the Navy Daniels will continue to occupy the chair that he has used at Cabinet meetings and the desk that has been his in the Navy Department for the past eight years. They will return with him to private life and will be the seat of direction for the Raleigh News and Observer, which after March 4 will again receive the attention of the fighting Secretary. The furniture, valued at $146.13 by Government appraisers, has been purchased by the North Carolina delegation in Congress and presented to Mr. Daniels.

Press Club Host to President

WASHINGTON, D. C.—The National Press Club will give a "hobby party" at Keith's Theater, March 7, in honor of President and Mrs. Harding.

Digitized by Google

ROBERT C. BENCHLEY

Robert C. Benchley

Associate Editor of "Life" and one of the foremost humorists of America has been engaged by

The Consolidated Press Association

to write a humorous interpretation of the world's news for the leased wire service furnished to Sunday morning newspapers.

Mr. Benchley was Chairman of The "Harvard Lampoon" in his college days, and became Associate Editor of the New York Tribune Sunday Magazine in 1916. He was later managing Editor of "Vanity Fair," and lately has been writing "Books and other Things" for The New York World.

The list of contributors to the wire service of the Consolidated Press for Sunday Papers is growing. It now includes:

Foreign
Former Premier Viviani of France, Maximilian Harden of Germany and Arthur Henderson of Great Britain as well as William Bird, the distinguished European correspondent.

National Affairs
Robert T. Small and Elizabeth King Stokes

Business and Financial
Harden Colfax and Stuart P. West

Sports
Walter Camp and Lawrence Perry

Woman's World
Clara Savage

Humor in the News
Robert C. Benchley

For Rates and Details Apply To ROBERT B. McCLEAN, Business Manager

CONSOLIDATED PRESS ASSOCIATION

Executive Offices: Commercial Bank Building, Washington, D. C.

Horace Epes, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Jay Jerome Williams, Eastern Superintendent
Eleventh Floor, World Building, New York

Digitized by Google

CANADIAN REPORTERS MOURN "TAY PAY"

Editor of Debates and Chief of Reporting Staff at Canadian House of Commons Was Friend of Newspaper Men

OTTAWA, Ont.—The death occurred here, on February 24, of a former newspaperman known and beloved throughout Canada, in the person of Thomas P. Owens, editor of debates and chief of the reporting staff of the House of Commons. He was taken seriously ill shortly before the opening of Parliament—an event that he had not missed in his newspaper and official career of nearly forty years—and did not rally.

The late "Tay Pay" Owens (as he was affectionately known to a legion of friends) probably knew and was known by more public men than any other Canadian. As a newspaperman, official reporter, associate editor, and finally editor of debates in the House, he was brought into almost daily contact with those occupying "the seats of the mighty" in Canadian affairs—and many of these owed him great debts of gratitude in consequence of his kindly editing of discourses that more often than not were considerably less "finished" when delivered than when they appeared in the official reports of the sessions of Parliament.

He was born in Ireland, in 1864, and was a "cub" on the staffs of such influential Irish papers as the Dublin Freeman, the Cork Examiner and other Irish newspapers during days when Parnell was "uncrowned king." He came to Canada about 37 years ago, and joined the Montreal Gazette, for which he covered the Quebec legislature, and afterwards the House of Commons. He distinguished himself as a very capable correspondent at a time when there was no such a thing as official, stenographic reports, and when the Hansard staff was organized, he was chosen as an official reporter. Here, he proved himself one of the best short-hand reporters in Canada, and this resulted in his gradual promotion to the topmost rung of the ladder.

IN M. R. JENNING'S MEMORY

Legislature and Friends Pay Last Respects to Canadian Editor

EDMONTON, Alta.—As a mark of respect to the late Milton R. Jennings, editor and manager of the Edmonton (Alta.) Journal, the legislature of Alberta adjourned so that the cabinet and members might attend the funeral. Representatives were also present from the corporation of the city of Edmonton, the Rotary and Kiwanis Clubs and similar organizations. The staff of the Journal marched in a body in the funeral procession. Friends of the late Mr. Jennings have organized a movement to provide a lasting memorial in the form of a stained glass window to be placed in Christ Church, Edmonton.

Roby Robinson Dies in Atlanta

ATLANTA, Ga.—Roby Robinson, vice-president of the Atlanta Constitution Company, and for some years president of the Atlanta Newspaper Publishers' Association, died in Atlanta February 25, aged 49. An attack of pneumonia, following an operation, caused death. Mr. Robinson was prominent in business and civic circles of the city, and when the Constitution company was reorganized some years ago he served as business manager of the paper for some time.

Obituary

REV. CHARLES PARKHURST, D.D., for 31 years editor of Zion's Herald, the official organ of Methodism in New England, died this week. Mr. Pankhurst, a notable character, under his leadership his publication becoming one of the most influential religious papers in the country in the Methodist denomination. He wielded a trenchant pen and was ranked among the foremost religious editors of the country.

S. R. LYONS, formerly editor of the Marion (Ia.) Clipper, is dead in Sterling, Kan. He was editing a paper in Kansas at the time of his death.

BEN B. MILLIKEN died at his home at Jesup, Ga., February 26 at the age of 78 years. For the past thirty-five years he has been editor of the Jesup Sentinel.

FREDERICK A. ANDERSON, aged 62, a veteran Associated Press telegrapher, died March 1 in Toledo, Ohio. For the last sixteen years he had gone to and from his work in a wheel chair on account of paralysis.

FRED W. COOK, aged 62, for many years editor and publisher of the Niles (Mich.) Daily Star, died February 28.

JOSEPH M. STODDARD, one-time editor of Collier's Weekly and Lippincott's Magazine, and one of the best-known among the older literary men in the country, died on February 25 at Elkins Park, near Philadelphia, aged 75 years. Mr. Stoddard numbered among his intimate friends Sir Gilbert Parker, Sir Conan Doyle, Julian Hawthorne, Gertrude Atherton, the late Amelia A. Barr, and the late John Habberton, author of "Helen's Babies." He served in the Civil War, later became associated with the publishing house of J. B. Lippincott Company and worked for many years on an American edition of the Encyclopedia Britannica. It was Mr. Stoddard, who, while managing editor of Lippincott's Magazine, introduced the idea of printing a complete article in each number of a periodical—two of the most notable novels receiving their first publication in this form being Rudyard Kipling's "The Light That Failed" and Amelie Rives' "The Quick and the Dead."

HARVEY MICHAEL, former sporting editor of the Des Moines Capital and at one time feature writer on the Ottumwa Courier, is dead in Los Angeles according to word received here.

GEORGE F. SMITH, owner of the Keosauqua (Ia.) State Line Democrat, which he established in 1876, is dead after a brief illness.

GEORGE L. HARRIS, for many years associated with the Northampton (Mass.) Hampshire County Gazette, died last week of heart disease.

JOHN KARL AIKENS, former member of the editorial staff of the Ottawa (Ont.) Citizen, succumbed to heart trouble February 22.

LYON COBB, son of Calvin Cobb, publisher of the Boise (Idaho) Statesman, died in Chicago after a month's illness. He was in the lumber business.

FRANK J. URQUHART, editor and part owner of the Newark (N. J.) Sunday Call, and noted as a historian of New Jersey affairs, died February 25 in Newark after a long illness.

JOHN HABBERTON, for many years an editorial writer on the New York Herald, and known as the author of "Helen's Babies," of which more than 250,000 copies were sold in this country after its publication in 1876, died in Glen Ridge, N. J., aged 78.

CHARLES ZAHRADKA, of Minneapolis, father of C. J. Zahradka, who covers the state house for the Associated Press in St. Paul, died February 25, after a lingering illness. He was 83 years old.

H. A. WILLIAMS, until recently editor and publisher of the Willamina (Ore.) Times, died recently, aged 54. He began his newspaper career in North Dakota in 1895.

WILLIAM MCKEE, aged 57 years, inspector of branch agencies for the St. Louis Globe-Democrat, died in St. Louis, from Bright's disease. He was a brother of Charles McKee, late president of the Globe-Democrat.

W. J. BALLARD, aged 42 years, advertising manager of the James F. Ballard Patent Medicine Company, St. Louis, died there. He was the son of James F. Ballard, president of the company.

BUFFALO, Kan.—R. C. Ferguson and H. D. Perry have purchased the Buffalo Reflex from Phil Bennett.

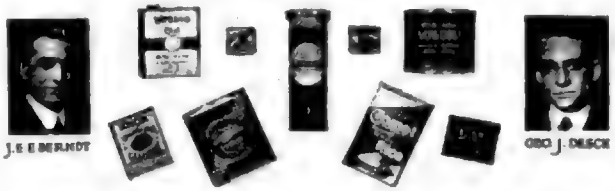
Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK



Are You Co-operating?

CO-OPERATION is as much the life of business as is a healthy competition. Among us newspaper men it is indispensable if we expect to reach the point where the newspapers will be universally used as the great national advertising media.

How much co-operation, therefore, have you given, up to the present time, to the suggestion that each of us develop at least three national or semi-national advertisers this year? For example, here are the principal products represented in Baltimore by Berndt & Co.—Temtor Syrup, Temtor Preserves, Flash, Snowdrift, Knox Gelatine, Wesson Oil and Comet Rice. Of these the Temtor products stand out, in that their excellent selling is substantially supported by advertising equally as good. Applied to the others of Mr. Berndt's line this policy would realize an immeasurable increase in distribution and sales, making for a tremendous dealer and consumer preference in each case.

What newspaper then is going to try to convince the New Orleans manufacturer of Wesson Oil and Snowdrift, or the Flash manufacturer in Boston, or Knox Gelatine manufacturer in Johnstown, N. Y., that first class selling representation can only accomplish its maximum when backed by advertising equally as productive, the newspaper of course being the logical medium for such campaigns?

We ourselves are leaving no stone unturned to line up manufacturers in Baltimore, and especially in nearby towns, enumerating the advantages they would enjoy by supporting their selling through systematic advertising and nationalizing through newspapers as their distribution broadens to national proportions, working in Baltimore through the NEWS and the AMERICAN which have an intensified circulation of over 135,000 daily and Sunday, reaching almost every home in the city and suburbs, going into every nook and corner of Maryland and adjoining parts of neighboring states as well.

The Baltimore News
EVENING, DAILY AND SUNDAY

The Baltimore American
MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

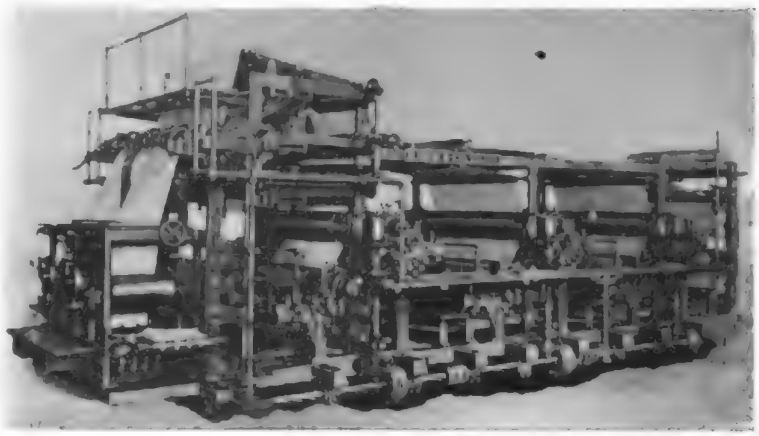
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

HOE PRESSES Mean ECONOMY

Both of Operation and of Up-Keep, which is the most important consideration in the purchase of Printing Machinery for any Newspaper Office.



Hoe SUPERSPEED Sextuple Press

A new Low-Type Unit Press, built in various designs to meet the needs of Purchasers. Floor cut away to show Independent Drive of Printing Sections.

Actual Running-Speed Capacity:

80,000 papers per hour of 4 to 12 pages
40,000 papers per hour of 14 to 24 pages
20,000 papers per hour of 28 to 48 pages

Our New-Design *Superspeed* Presses, embodying Patented Ink Pumps, Solid Steel Cylinders, Independently-Driven Printing Sections and other New Features, constitute the *Best Investment* from the viewpoint of Speed, Net Output and Ease in Running as well as Economy of Operation.

R. HOE & COMPANY
504-520 GRAND STREET, NEW YORK

7 Water St., BOSTON, MASS.
109-112 Borough Rd., LONDON, S.E.I., ENG.
827 Tribune Bldg., CHICAGO, ILL.

Digitized by Google

WHAT OUR READERS SAY

Give the Writer a Chance

DETROIT, Mich.

EDITOR & PUBLISHER: I am one of a great many men who have ceased to write articles for trade publications. The reason, in a nutshell, is the practice of payment upon publication rather than upon acceptance. I will express my personal reasons why I believe this practice is pernicious, both from the standpoint of publisher and writer.

Let us take the writer's case first. Class publications cover practically every known field of merchandising, manufacturing, commerce, etc. In all of these fields are men, with the ability to express, in writing, information which is valuable to their contemporaries. In many instances there are, or were, investigators who make a livelihood from their writings. In other instances, as in my case, men like to write, although they do not rely on it for sustenance.

These writers send their wares to trade publications "subject to your usual rates." Then they wait patiently to hear of acceptance or rejection. Often the manuscript is in the hands of a publisher a month before it is read—I know this to be true because I was editor of a class publication once myself. At reading it is accepted or rejected. If accepted it is pigeon holed for a period ranging from a few weeks to many months.

Finally, however, it breaks into print. Then the publisher counts the words, or lines, or inches—whatever his payment policy is—and puts through an order for a check to the writer. This check goes forward on the first or tenth or fifteenth of the month following publication. I have known of many instances where even the checking " space was delayed for a month so that the writer did not get paid until the second month after publication. At this writing I have three stories in the hands of class publications, all accepted. I will probably forget about them and be pleasantly surprised sometime during the spring or summer of 1921 when a check comes in. Recently I received a check for an article which was accepted in April, 1920.

I am trying to recall a single precedent for this procedure in any other line of business. The first thing which comes to my mind is the fifteen tons of coal in my cellar. I ordered the coal last June, it was put in my cellar in July and it was paid for in July. Again I think of the automobile manufacturer who buys and has delivered five hundred frames for five hundred cars. He pays for those frames on the tenth of the month after delivery, although the five-hundredth car may not leave the final inspector for a year. Any number of similar instances come to my mind, but I cannot find a par for the "pay on publication policy."

The writer sells his article or story when it is accepted. His money for value received is due him at that time, just like the coal merchant's or the frame manufacturer's.

Although this policy is not universal, I believe it prevails in the majority of trade publication organizations. It does not exist in national magazines, and I believe the reason is that those magazines are dependent upon the efforts of professional writers, and these writers will not work if the publication is going to earn interest on the money which they rightly own.

This brings up another important consideration. Trade publications are, in a large measure, dependent upon a staff. There are many which contain the writings of the paper's staff to the exclusion of everything else. This does not make up a good paper. Take, for contrary examples, the newspapers of today. The writing in these newspapers is a composite of literature drains from all over the world. There is this wire service and that wire service, syndicate service and special correspondence added to the work of the local staff.

Class publications are in a great measure as broad as their staff. Although members of this staff may investigate until their individual heads are cramped with knowledge, there is the touch of the individual, over and over again, which does not permit of the broadest possible viewpoint.

I am quite convinced that good writers would furnish good material to class publications if they paid when the money was due. As it stands now the best writers are men who earn their living by writing, and these men are merchandisers who sell their goods to the greatest advantage for themselves.

Now let us get at it from the publisher's standpoint. I believe the average standard of class publications would be improved by payment upon acceptance, for the following reasons:

Writers know how publications pay. If they have an article which is applicable to the editorial policy of a paper which pays on publication they will, quite naturally, send it to that publication. Then, again, if they MUST write for a publication which pays upon issuance they will favor the one which is most liable to issue first, for instance a weekly in preference to a monthly.

Therefore, I believe that the publication is quite justly discriminated against by the writer with the result that there is an ill apportioning of good stuff.

I would like to hear the publishers' argument? I repeat that I have been an editor myself, and I have also done considerable free-lance writing. I have had the pleasure of receiving checks from national magazines within two weeks of the time I submitted my story, and I have grumbled over the needless delay of payment from class publications. Individually, my literary demise will cause no furor in the ranks of class publication editors, but I have talked with a great many writers who feel the same way I do about it. I believe the policy is keeping good stuff out of print.

WALLACE BLOOD,
Campbell, Blood & Trump, Advertising.

Apologies to Mr. Ruffner

WALLA WALLA, Wash., Feb. 24, 1921.

TO EDITOR & PUBLISHER: I am sure that had you investigated the facts that out of justice to me you would not have published the enclosed article clipped from your issue of February 19. I should like very much to know the source of information.

In your next issue will you be good enough to state that the case never even came to trial but was dismissed on the motion of the prosecuting attorney. There was never any attempt to keep the car, as I turned it over to the dealer when I found it was impossible to make the payments and the dealer took advantage of a legal technicality to enforce collection of an exorbitant sum. The car was taken to another part of the state on a business trip and while I did not have the written consent of the dealer, as was specified in the conditional bill of sale, I did have his verbal consent. I might add further that I absolutely have not a penny in obligation outstanding against me in The Dalles.

I ask this statement as I am pretty well known and thought of in the northwest and have many friends in the east as well.

JOSEPH RUFFNER,
Managing Editor, Walla Walla Bulletin.

Hawaii Is Part of U. S. A.

HONOLULU, Feb. 17, 1921.

TO EDITOR & PUBLISHER: I have just been going over the International Year Book of your journal issued on January 22, 1921. Having reached page 110, I am at last moved to write and ask you a question.

What is your definition of the United States? Please do not feel that I ask this question in any captious mood, but I think you have made a great mistake in eliminating the newspapers of Hawaii from the list of the newspapers in the United States. I have been looking for something regarding our newspapers, and I find at the top of the page Mexico, then comes Porto Rico, finally "Newspapers of Hawaii," then "Newspapers of the Philippine Islands."

I am confident that if you and your editorial board will take sufficient time to properly survey the situation you will see the justice of the daily newspapers in Honolulu and Hilo being numbered with the newspapers of the United States.

Hawaii is a territory of the United States. It certainly is not in the class with Mexico and never has been properly classed with Porto Rico and the Philippines, although we are sometimes called a possession. If we were grouped with Alaska, there might be some possible excuse.

I am sure you will agree with me when you go over the situation carefully.

HONOLULU STAR BULLETIN, LTD.,
W. R. Farrington, General Business Manager.

No Times in Jackson

JACKSON, Miss., Feb. 22, 1921.

TO EDITOR & PUBLISHER: See your issue dated February 19, page 34. You have a table, caption being "A Study in Advertising Rates." In this table you recite Jackson (Miss.) Daily Times, present circulation 3006. Present department store rate 3 cents, etc. You evidently intended to say Jackson (Miss.) Daily News. There is no such paper published in Jackson, Miss., as Daily Times.

Yours very truly,
JACKSON DAILY NEWS,
W. G. Johnson, Manager.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

"Why Take Sinclair Seriously?"

SAWTELLE, Cal., Feb. 21, 1921.

TO EDITOR & PUBLISHER: Here is a kick from one of your subscribers. I read EDITOR & PUBLISHER every week—I enjoy the reading of it and I get much of value from it for my business. I publish a country weekly paper, and not being in the "Big League" perhaps should be silent—read and say nothing.

Here is the kick or protest: Why should EDITOR & PUBLISHER give so much valuable space to Upton Sinclair? Of course Mr. Sinclair takes himself very seriously, but is that a reason for EDITOR & PUBLISHER to take him seriously? If Mr. Sinclair knew of the many laughs he gets from his ravings he would perhaps consider entering the comic sections of the newspapers.

If you will read Mr. Sinclair's stuff you will notice that the personal pronoun predominates. He has a large vision of his own importance. But this vision is not held by very many others. So why take him or his writings seriously? There will always be disgruntled, peevish Upton Sinclairs as long as the world stands. And there will always be enough of the opposite type to offset the harm that the Sinclairs try to do.

Mr. Sinclair's withdrawal from journalism did not seriously help or harm the reading public. Neither did it cause city editors to get down on editorial knees and beg him to return. So why take him seriously? The buzzing of a mosquito is not a thing to be taken seriously. But if the mosquito bites one, that is another matter. And Mr. Sinclair has not bitten anyone yet.

ART YEAGER,
Publisher The Sawtelle Tribune.

A New Book Review Style

SOUTH BEND, Ind., Feb. 22, 1921

TO EDITOR & PUBLISHER: I have read with much interest your editorial in EDITOR & PUBLISHER of February 19 entitled "The Return of the Book Review." I agree thoroughly with what you say and would like to point out another defect in the average book review. That defect is in the method of book treatment which is too frequently dry and stilted and therefore lacks interest to the usual newspaper reader.

I enclose some clippings from The South Bend Tribune to indicate to you how we cover book reviews. I believe we have hit upon a style that is entirely new; at least I have never seen it used by any newspaper. It is snappy, familiar, gets close to the people and has created great interest among Tribune readers. Of course, a newspaper to adopt this review style must have some one of good education, of discrimination, of common sense and who is also an entertaining writer.

F. A. MILLER,
Editor, South Bend Tribune.

EDITORIAL NOTE: Space will not permit lengthy reproduction of the clippings referred to, but an idea of their style may be gained from the following extract from a recent issue of the News-Times' "Reading Lamp" department:

Scribner's, of course, for Roosevelt. Col. Theodore Roosevelt's sister, Mrs. Robinson, begins a series of papers in the February number. Models of daily life in Egypt 4,000 years ago are described and illustrated with photographs in the same magazine. Another exceptional article is "Mental Contagion and Popular Crazes" by Dr. James Hendrie Lloyd.

Will Produce Niemeyer's Play

ST. LOUIS.—"The Khedive," a musical comedy in two acts by H. H. Niemeyer, feature editor of the Post-Dispatch, will be given by the Snoopers, an organization made up of members of the City Club of St. Louis, early in March. The scenes are laid in St. Louis, Cairo and a houseboat on the Nile.

Using the Club in Tulsa

TULSA, Okla.—Local motion picture theatres have cancelled all advertising in the Tulsa Tribune because the Tribune has criticised unfavorably films showing in the Tulsa theatres.

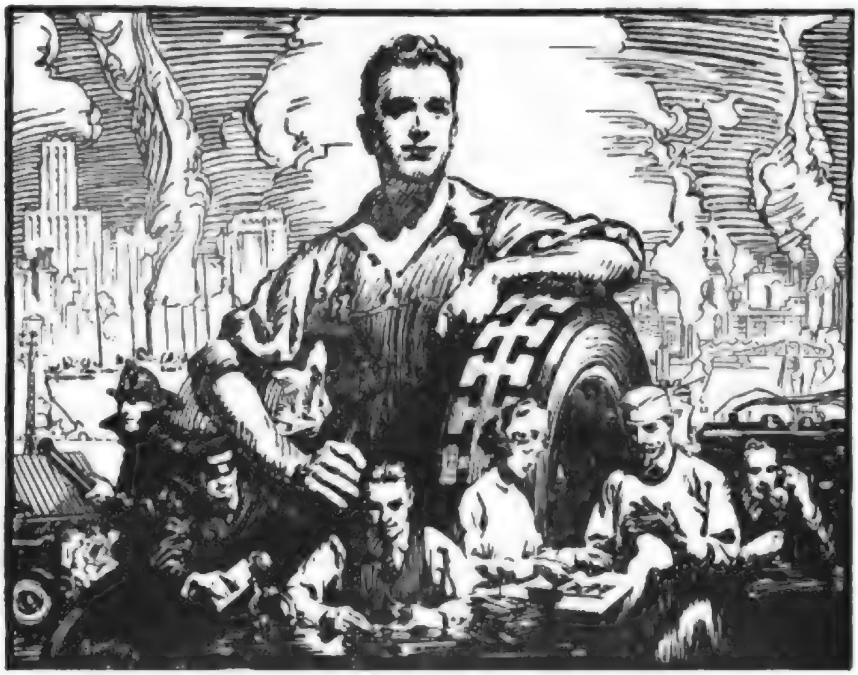
Brooklyn adds a small city to its population every year. Now over two million, it is growing faster than ever.

And so also is the Standard Union growing—selling each weekday over 10,000 copies more than a year ago.

R. J. R. Huntsman

Digitized by Google

FIFTIETH ANNIVERSARY OF GOODRICH



"Best in the Long Run" is more than a phrase—it is a principle inseparably connected with the name of Goodrich. It typifies the ideal of service that governs the manufacture of every Goodrich product.

THE REAL MEANING OF "BEST IN THE LONG RUN"

THE MOTTO of Goodrich, from the very first day the company started—fifty years ago—was, "Let us make goods destined for service." The thought of service dominated the work of the organization, for it was rightly realized that only upon the service the products of the company rendered to their users could an enduring concern be built.

Eventually this principle was crystallized into the five words which are now so well and widely known as the Goodrich slogan—"Best in the Long Run." It is almost as old as the history of tires for it grew out of the performance of Goodrich Tires on bicycles. And it grew into the dependability of Goodrich rubber products of all kinds.

It is not just a catch phrase. It is a plain statement of fact. It is really a mirroring of the confidence placed in Goodrich products by their users. In five words it expresses the ideals, the policies, the principles of the institution. It means the "long run" of good faith and good will—the steady building up of confidence in the minds of customers—which is the greatest asset a manufacturer can have.

Quality and service—that is how Goodrich translates this slogan into terms of longest average wear, utmost dependability and known value in all that it produces. It must be "Best in the Long Run."

THE B. F. GOODRICH COMPANY · AKRON, OHIO

MAKERS OF THE SILVERTOWN CORD TIRE

Digitized by Google

MICHIGAN PRESS WANTS JOURNALISM SCHOOL

Editors Call Upon University Regents to Create Separate Faculty—Now Has Course with 250 Students and One Professor

(Special to Editor & Publisher)

DETROIT.—Twenty-two editors and publishers of Michigan, representative of the daily press, met here Friday and adopted resolutions calling upon the state board of regents to consider the amplification of the school of journalism of the University of Michigan. The expressed wish that the university give journalism a separate standing by the creation of a school of journalism.

They asked permission to send representatives to confer with the regents to obtain the creation of such a school. The resolution addressed to the Board of Regents of the university says:

"We, the undersigned representatives of the press of Michigan, having discussed with President Burton, Dean John R. Effinger, Prof. F. N. Scott and Prof. John L. Brumm the general subject of the teaching of journalism in the university curriculum, its relation to the public opinion of the state and to the newspaper business in general, respectfully request your honorable body seriously to consider the matter of amplification of the teaching of journalism at the university. We would invite your attention in particular to two aspects of this matter: First, the desirability of developing these courses into a department of the College of Literature, Science and the Arts; second, the possible elevation of the department into a School of Journalism at Michigan, co-ordinate with the Law School, the Medical School, etc.

"To this end we pledge the hearty co-operation of the newspaper interests of the state, as represented by us, believing that heretofore there has possibly not been the mutual interest between school and publishers that might tend toward healthy development of journalistic work in the university, or toward the greatest possible usefulness of these courses to the publishing interests of Michigan, or to the public at large.

"Desiring always to co-operate with your board and the administrative officers of the university in a way that will insure harmony in our plans at all times, we would respectfully suggest the presentation of the subject before your board by representatives of Michigan publishers at such time as you may wish. Much is to be said as to procedure and possibilities that may better be left to such time as the publishers and your board can take the subject up together.

"We believe that ultimately a school of journalism can be built up which will exert as profound and wholesome an influence upon that profession as the existing schools of Law and Medicine, and other professional schools, exert within their respective fields; and, believing that the time is opportune for action directed toward that end, and with the assurance that we will do our part, as far as may be, in developing and maintaining such a department, or school, we await the suggestion of your distinguished body as to our further activity."

The representatives of the press were: E. J. Ottaway, Port Huron Times-Herald and president of the University Press Club of Michigan; George G. Booth, Detroit News; Roy N. Marshall, Concrete, Detroit; Griffith Ogden Ellis, American Boy, Detroit; A. E. Richardson, Lansing State Journal; Stuart Perry, Adrian Telegram; James Schermerhorn, Detroit Daily Times; Rep. Pat H. O'Brien, Iron River-Stambaugh Reporter, Iron River; H. A. Thompson, Williamston Enterprise and the American Oddfellow, and president of the Michigan Press & Printers' Federation; W. H. Gustin, Bay City Times-Tribune; A. D. Gallery, Tuscola County Advertiser, Caro; C. M. Greenway, Booth Publishing Company; Albert L. Miller, Battle Creek Enquirer & News; E. J. Weil, Port Huron Times-Herald; Harry Nimmo, Detroit Saturday Night; J. E. Campbell, Owosso Argus-Press; Lucien Kellogg, Business, Detroit; Grove Patterson, Detroit Journal; R. H. Booth, Booth Publishing Company; Lee A. White, Detroit News; Charles Hughes, D. A. C. News, Detroit, and Edmund W. Booth, Grand Rapids Press.

During the course of the meeting, it was shown that the University of Michigan, although a pioneer in the teaching of journalism, has lagged in its development of this branch of its work until it is outstripped by many colleges and universities throughout the country, in spite of the fact that but few other institutions have a greater number of students enrolled in the journalistic courses they offer. Prof. John L. Brumm told the newspapermen that about 250 students are enrolled in his classes this year. This, he explained, was a larger number than one instructor could care for efficiently, a fact which resulted in lack of breadth and thoroughness in the course.

Bateman Back with Dallas News

DALLAS, TEX.—After an excursion for the past three years as a member of the official family of the Southwestern Bell Telephone Company, in the capacity of publicity manager for Texas, Talbot O. Bateman has returned to newspaper work in charge of the Dallas News' Sunday magazine section. Bateman has been identified with Texas newspapers for more than twenty years.

T. O. BATEMAN

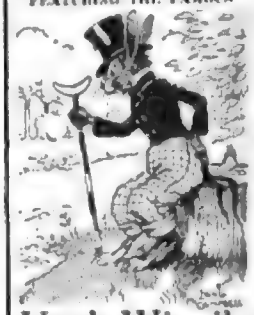
Trenholm Buys Jersey Newspapers

BOONTON, N. J.—Thomas H. Trenholm, owner of the Mountain Lake (N. J.) News, has purchased the Boonton Times and the Boonton Press.

Clark Edits Bankers' Journal

James E. Clark has been appointed editor of the official journal of the American Bankers' Association, which will be enlarged in scope and contents. In addition to interpreting the banks of America to the general public, it is planned to supply comprehensive and authoritative data on domestic and foreign commerce of value to bankers and business men alike. Mr. Clark, who did newspaper work for 15 years, was associated with the New York Liberty Loan publicity organization.

DAILY STORY FOR THE CHILDREN BY Howard R. Garis FEATURING THE FAMOUS



Uncle Wiggily

A STEADY FAVORITE

THE McCLURE NEWSPAPER SYNDICATE 373 Fourth Ave., New York City

MORE department store advertising is published in the six issues a week of The Indianapolis News than in the 13 issues of all other Indianapolis newspapers combined.

The News carried nearly five million lines of department store copy last year without salesmen or sliding scale rates which would force volume.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
First National Bank Bldg.

:: :: USE NEWSPAPERS ON A THREE-YEAR BASIS :: ::

Digitized by Google

The Blind Sower

Your advertising appropriation should bear fruit a hundredfold.

It stands to reason, therefore, that the less you sow on the rocks and along the wayside the more returns you are sure to get.

Scientific space buying is the seed that falls on good ground of reputable publications.

Audit Bureau Circulation Reports, carefully studied, enable you to forecast where the good ground lies. Read pages two, three and four as well as page one, and you'll be surprised how far you can go in forming a correct estimate of merchandising possibilities throughout the United States and Canada.

Net paid Circulation is what you go after first; but you must know, in addition, how that circulation was obtained, the kind and character of people who read the publication and what it is worth to them.

You can dig out all this information in a very few minutes from A. B. C. reports, and every time you get additional, authentic information about a newspaper or a periodical you prevent advertising dollars from being thrown on the rocks, or along the wayside.

More scientific selection of space is a solution of many of the problems confronting advertisers right now.

Audit Bureau of Circulations

202 South State Street Chicago · 347 Fifth Avenue New York

Digitized by Google

EDITOR LEADS DRIVE ON PUBLIC PRINTING

(Continued from Page 8)

cently enacted. They are useless to the layman in law and in form that they are published, they are not read. There is no legitimate public demand for them. They are of no interest to lawyers, who make use of the official code, properly indexed and related with previously existing law. They are useless and no newspaper man or legislator can present any reason related to the public benefit, for continuance of their publication. That is the fact, and wasn't it Huxley who defined tragedy as 'theory busted by a fact?'"

"What are you proposing to do about the printing of the concurrent resolutions?" the interviewer asked.

"That comes under a different classification," was Mr. Betts' reply. "Where the session laws relate to what is past, accomplished, the concurrent resolutions have to do with matters that must still be acted upon by the voters and their representatives. Concurrent resolutions embody proposed amendments to the state constitution, which must be passed by two legislatures, the second of which must have a different Senate than that which first passed the resolution. This has to be done before the proposed change is submitted to the voters for ratification at a general election.

"Their publication, therefore, has a distinct educational value. They are in the nature of election notices on important changes in the constitution. They must be voted upon, which is not the case with the session laws and they are discussed by the editors whose task it is to counsel the voters, and the bill now before the Assembly does not intend to discontinue their publication. What we do intend to do, however, is to end the days of the statute which requires the commissioners of elections to print and mail to each voter a copy of concurrent resolutions to be voted upon. This is a large expense and an unnecessary expense and serves no public need.

"This bill was introduced by me last year, but was not acted upon. This time I hope for better results. The hearing next week will be well attended by those newspaper men who want to continue their delving into the public purse, and those of us who see nothing good in the practice, will probably be, as usual, unorganized. I do, expect, however, that we will get the bill through in a modified form."

Some of the modifications Mr. Betts referred to are contained in an amendment proposed by the Newburgh Daily News, which is circularizing the newspapers of New York State to secure its support. They do not affect the main purpose of Mr. Betts' bill, F. H. Keefe, treasurer and general manager of the Daily News, informs Editor & Publisher, the purpose of the amendment being to guarantee a reasonable rate on public advertising to all newspapers carrying it in their columns.

"We, as newspaper publishers, believe that our stock in trade is advertising space and copies of our paper," declared Mr. Keefe, "and should be disposed of as any other commodity at a regulated price, be the purchaser a storekeeper, a national advertiser, or the State of New York."

The circular, which has gone out over Mr. Keefe's signature, reads in part as follows:

"We are opposed to the bill, not that we care particularly about publishing the session laws, although we are one of the two papers in Orange County designated for their publication in 1921, but, because of the ridiculous rate (30 cents per folio) which it provides as the price for publishing the concurrent resolutions and other notices in the counties in which there are no first or second class cities. Why does the state compel newspapers to accept its advertising on a basis of population of the cities in its various counties, when all other users of space, both local and national, base the rate on known or proven circulation of the individual newspaper. Advertisers have long since left the woods of doubt and now insist upon publications demonstrating to their satisfaction what they give them for their money.

"It seems to us this is a good time to bring about a remedy for a wrong of years' standing. We, therefore, believe action should be taken to correct the gross inequality in present methods of charging for legal notices. These rates penalize publishers with live newspapers and substantial circulation published in counties where no first class cities happen to be located. For example, a paper with less than 2,500 circulation, if located in a county such as Albany, by the provisions of the proposed bill, receive 8 cents per agate line ($1.12 per folio), while another newspaper with 10,000 to 15,000 circulation unfortunate enough (as in our case) to be published in a county where there is no first or second class city, must be content with 30 cents per folio. A net loss of 82 cents in money per inch of space the newspaper furnishes, but whose cost of production and the influence it wields in its respective community are many times greater."

A footnote to the letter reads: "We have received assurance from Assemblyman Betts that the proposed amendment would probably be incorporated in his original bill by the Printing Committee prior to the postponed public hearing, now scheduled for March 9."

Quotations from circulation and advertising rate statistics published recently by Editor & Publisher are used by Mr. Keefe to strengthen his contention that the rates in Mr. Betts' original bill are inadequate in some cases and excessive in others. The schedule compiled by Mr. Keefe is embodied in the following amendment at the end of Assemblyman Betts' bill:

"said publication has been regularly made as provided in this section, at the fixed rate of *two cents per agate line of a column width not less than twelve and one-half ems (provided that in computing such charge per line, the line shall average at least six words) for each insertion in newspapers having less than 2,500 circulation; three cents per agate line when the circulation of such newspapers is more than 2,500 and less than 5,000; four cents per agate line for such newspapers having more than 5,000 and less than 7,500; five cents per agate line for more than 7,500 and less than 10,000; and one cent per agate line in addition to the five cents for the initial 10,000 circulation, for each additional 5,000 circulation possessed by such newspapers. Audit Bureau of Circulation or Post Office statements to be the basis of circulation rating.*

"In reckoning line charges, allowance shall be made for date-lines, paragraph endings, titles, signature, and similar short lines as full lines, where the same are set to conform to the usual rules of composition.

"The terms 'official advertising' and 'official advertisements' as used in this act shall be construed to include all matter required by law to be published.

"Copy of Post Office statement or A. B.C. audit are to be filed with the Secretary of State by every newspaper designated to publish state notices, except those unable to do so. These will be considered as entitled to two cents per agate line, until they have established to the satisfaction of the Secretary of State sufficient circulation to entitle them to a higher rate.

"All acts and parts of acts inconsistent herewith are hereby repealed and this act shall take effect immediately."

The matter set in italics is Mr. Keefe's change.

Lectures at Medill School

Chicago.—Fifteen specialists in various important departments of journalism have agreed to deliver lectures to the students of the Joseph Medill School of Journalism of Northwestern University. These lectures will be in addition to the regular course and, as they are expected to be of no little interest to the public generally, tentative arrangements have been made for a large hall so that both students and outsiders may be accommodated in comfort. The first lecture of the series was given February 24 by Oscar E. Hewitt, special writer on the staff of the Chicago Tribune, the subject being "The City Hall and its Reportorial Pitfalls." On March 3, Fred Pasley, chief re-write man of the Chicago Tribune, told about "The Rewrite Man."

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

FIRST

The New York Times is accorded the preference over every other New York morning newspaper in advertising under these classifications:

Dry Goods	*Financial*
Books and Magazines	*Building Material*
Schools and Colleges	*Jewelry*
Foodstuffs	*Women's Specialty Shops*
Hotels and Restaurants	*Boots and Shoes*
Men's Furnishings	*Railroads*
Automobiles	*Steamship and Travel*
Furniture	
Real Estate	

thus showing its supremacy in the home, the library and the counting house. It is preferred by the largest and most successful advertisers in New York City.

In 1920 The Times published 23,447,395 agate lines of advertisements. It is a preferred medium for classified announcements, printing a larger volume of high-class want advertisements than any other newspaper in the United States. The New York Times has no rival in extent of circulation, being distributed in 5,000 cities and towns of the United States. The net paid sales of the Sunday edition are in excess of 500,000 copies.

The Times goes into more first-class homes and reaches more of the thousands who demand the best wares than any other New York newspaper. In advertising volume and gain during the year 1920 it led all other New York newspapers.

The New York Times

"All the News That's Fit to Print"

Digitized by Google

NEW KIND OF PRESS ASSOCIATION

Club Organized in Boston by Newspaper Men and Officials Who Have Figured in Big Stories

BOSTON.—Unique in the newspaper field is a new Boston organization called the Story Club, which held its first banquet and get-together at the Hotel Lenox last February 26, a gathering that brought together dignitaries of five States, together with newspapermen who have "covered" stories with which these officials were connected.

The Story Club is composed of newspaper writers who have been assigned to cover criminal cases, either at the time a crime is committed or when the person charged is standing trial for the offence. Governor Cox of Massachusetts and attorney-generals, district attorneys, justices and judges, medical examiners, sheriffs and other court officials representing Massachusetts, New Hampshire, Vermont, Maine and Rhode Island gathered, just to gambol and frolic with those newspapermen with whom they have been thrown into contact.

Entertainments and "stunts" galore kept the evening free from ponderous speech making and, aside from the greetings of one state to another, speeches were taboo. Shortly after the frivolities got under way at 9 P. M. it was made evident throughout the large banquet hall of the Lenox that the real object of the gathering was a show of appreciation on the part of newspaper men for courtesies and favors extended to them by officials throughout all New England. And before the evening was half spent it was likewise obvious that everyone to whom the editors and reporters felt they owed debts, reciprocated with the feeling that all debts had been paid in full.

Few gatherings in the Hub have been featured with such a galaxy of dignitaries as the initial get-together of the Story Club, the guests including close to a round hundred such notables as Chief Justice Kivel of the Superior Court of New Hampshire, Judge Charles J. Dunn of the Supreme Court of Maine.

Specials Merge

Johansen & Treybal, Inc., foreign language newspaper advertising representatives, New York, have taken over the business of G. H. Berg, advertising representative at New York of Scandanavian publications. Mr. Berg has been made a vice-president of Johansen & Treybal, Inc.

Collier with Paul Block

Charles E. Collier has joined the staff of the Western office of Paul Block, Inc., at Chicago. Mr. Collier was for five years a member of the advertising staff of the Butterick Publishing Company.

Succeeds R. W. Knox

Miss Z. Dailey has been appointed manager of advertising and sales promotion by the Hudson Motor Car Company of New York to succeed R. W. Knox, who recently resigned as advertising and sales promotion manager.

Eichelberger Becomes Ad Manager

SYRACUSE.—Homer M. Eichelberger became advertising manager of the Syracuse Washing Machine Corporation, Syracuse, N. Y., on March 1.

MONTREAL DAILY FOR VETERANS

Herald Reorganized with Farmer Soldiers as Directors

(*Special to* EDITOR & PUBLISHER)

MONTREAL.—A decided innovation in newspaper publishing, at least insofar as Canada is concerned, came into effect with the announcement on February 25 of a change of ownership and management of the Montreal Herald and the Herald Press Limited.

The new organization distinctly military in flavor will be recruited as far as possible from ex-members of the Canadian Expeditionary Force. Those on the advisory board are: Col. J. M. Almond, Brig.-Gen. W. O. H. Dodds, Lieut.-Col. R. H. Webb, Lieut.-Col. Paul Hanson, president of the Great War Veterans Association; Major J. F. Buckley, D. S. O., president of the Army and Navy Veterans, and manager of the Canadian Red Cross Society; Major Cyrus MacMillan, professor of English at McGill University and associate editor of The Veteran magazine, Lieut. A. C. Morton will act as managing director of the new company.

Barkdull to Leave Kelley

TOLEDO.—L. H. Barkdull has resigned as space buyer of the Martin V. Kelley Company, Toledo, effective March 10. Mr. Barkdull has been space buyer for this agency for the last six years.

Perry Herald Widens Page

PERRY, N. Y.—The Perry Herald, owned by Guy Comfort, has changed from a six- to a seven-column newspaper.

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company
Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

BUFFALO—

Gateway to an Inland Empire; foot of navigation on the Great Lakes.

Eighth in tonnage among the Ports of the World.

Seventeen grain elevators, nine ore docks.

Grain receipts alone at the port of Buffalo, total nearly 100,000,000 bushels yearly.

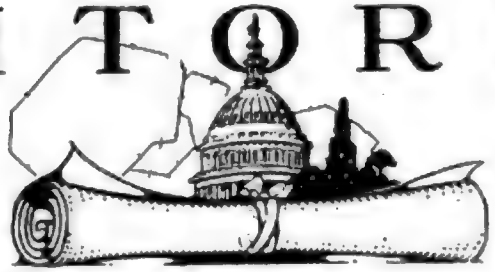
Anybody who knows anything about Buffalo knows

THE EXPRESS

is its leading newspaper

Digitized by Google

EDITORIAL



AN EDITOR IN THE WHITE HOUSE

PRESIDENT Warren G. Harding, first newspaper man to be elevated to the first position in this Republic, enters upon his new and difficult duties secure in the good-will of the newspapers of all political faiths, and the people. Republican and Democratic editors have joined EDITOR & PUBLISHER in wishing him success in solving the critical problems of the nation that are incident to readjustment.

Partisanship is forgotten when the best interests of America are at stake and it is doubtful if so many newspapers of all political faiths have ever before in a spirit of kindness joined in a pledge of justice, fairness and well wishes for the success of a new administration in meeting its obligations to the voters.

The newspaper men of the country have a right to be proud of the fact that one of their number has been chosen to shape the course of the nation in one of the most trying periods of our history. They wish him well, and that in his official acts he will reflect credit on the nation and the profession and business which, jointly, he honored by choosing it for his life work.

President Harding's career as a country editor has given him an insight into human nature such as only those can possibly have who touch elbows with all classes of people and know the lights and shadows of their daily lives. In public office he has acquired a knowledge of affairs that will be of valuable assistance to him in deciding important matters of state. It can truly be said that he knows men and politics.

Not easily excited or stampeded and with such an understanding as has been acquired during his years of editorship, President Harding will undoubtedly meet his new duties in a manner that will fully justify the great trust that has been placed in him.

Good-will and confidence go hand in hand; the second is evident when the first is expressed, and EDITOR & PUBLISHER, speaking with and for journalism in America, knows that the traditions and ideals of the nation are in safe keeping—the good-will of the nation and confidence in the editor-President who has assumed the helm is uppermost in the public mind North, East, West and South.

ADVERTISING THAT PAYS

EACH day brings new believers in the truth that newspapers are the one great national advertising media. Many that scoffed when EDITOR & PUBLISHER first began to drive home that fact are today aligned with those who have known for many years that the great home buying power of the nation can be reached only through the daily press.

It has never been denied that the newspaper is the one media that is a recognized home necessity—not a luxury bought because of an extravagant or rich appeal to the eye; not a whim to meet some flightful fancy, but a staple dependable educational agent necessary to intelligent consideration of the everyday happenings affecting the lives of all persons. Many of America's most successful business institutions have prospered solely because of their knowledge of the confidence placed in the daily press of the land by the buying public, considered as a whole.

Each new user of newspaper space is an added testimonial to the soundness of EDITOR & PUBLISHER'S expressed beliefs. The first day of this month a new account came to the newspapers, the Parker Pen Company, confirmed magazine advertiser for 15 years, turned to the newspaper media to make their national appeal. They have selected 80 newspapers for the initial campaign. The copy is 56 lines to run consistently throughout the year, the first insertion was scheduled for March 1.

Business everywhere is coming to realize the part newspaper advertising plays in business success; present day business demands the moving of goods, that is the only way to normal prosperity. Newspapers are the one media through which a direct contact can be established with the consuming public and it does not matter whether the product is sealing wax or construction steel. The greatest day in the history of the newspaper business in America is just dawning.

I AM not afraid of people thinking. It is action without thinking I am afraid of. I do not care how much they think, and I do not care very much on what lines they think, because once you think the right thing will come in the end. Do not be afraid of people thinking; it is only those who have things that will not bear thinking about that you have to fear. It is only those who have vested interests that are indefensible, that are corrupt, that are oppressive, that are wrong, that are unjust—they, and they alone, need fear thinking.—Premier Lloyd George.

KEEP TELLING IT

NO better reason for persistency in advertising could be advanced than the statement of Samuel Merwin, the novelist, when he remarks in one of his recent books that "most people can't appreciate a good thing unless they are told it is good."

There are many firms that can testify as to the truth of this statement, notably the once heavy advertisers like the makers of Pear's soap who after a half a century of persistent talking on the goodness of their product decided to quit advertising and do business on their well-established reputation, only to find, at tremendous cost, that it couldn't be done.

The way to create sales demand is to keep the story of what you are offering persistently in a place where prospective customers will always see it; impress it upon their minds until its name and worth become a part of their regular thoughts. At the same time it should be remembered that every day adds new minds which are susceptible to advertising appeal and after the first victory they must be kept if success is to be permanent.

POLITICAL "pap" is going on trial in New York state next week. It had to come sooner or later. Selling on favoritism instead of merit was a journey on evil ways that was certain to end in a trial of some kind. Assemblyman Charles H. Betts, publisher of the Lyons Republican, is given full credit for the present efforts to bring this old practice out in the open, that public opinion may pass judgment on it.

March 5, 1921 Volume 53, No. 40

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 *World Building, 63 Park Row, New York.*

James W. Brown, editor; John F. Redmond, managing editor, Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins. J. W. Ferguson, General Manager J. B. Keerney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; $4 a year, foreign $5; Canadian $4.50.

A WELCOME COME-BACK

NEWS that Col. Milton A. McRae has consented to go back into harness for a period of one year after 15 years' retirement will be welcomed not only by the younger heads of the great Scripps organization to whom he has been a business godfather but by newspaper men of the United States generally.

Col. McRae's name has probably been associated with more newspaper enterprises and experiments in this country than any other man in the last half century of rapid development, with the exception of E. W. Scripps. A Detroiter by birth, he early in life dropped the study of medicine to enter the employ of the News. He was vice-president of the old United Press when Charles A Dana was its president. In 1903 he startled the American newspaper world by purchasing the Toledo Times, morning, and the Toledo News and Toledo Bee, evenings, and consolidating the three under the name of the News-Bee. No single activity has made him better known to the newspaper world than his part in organizing what is now the American Newspaper Publishers Association. He is the last survivor of the group of four which called the first meeting of the A. N. P. A. in Detroit.

Although Col. McRae retired from active business direction of the many newspapers in which he is interested in when he reached the age of 50, thirteen years ago, he has never lost his contact and deep interest in the properties that he helped to build and for that reason it will be easy for him to take up the business direction of the Scripps Pacific Coast group of eight dailies. He returns with the stipulation that it shall be for one year only and that year will probably mark a closer welding of all the Scripps properties from coast to coast. This is clearly indicated by the passing of editorial direction of all Scripps newspapers to the general editorial supervision of Robert P. Scripps, last surviving son of E. W. Scripps, the veteran newspaper man and founder of the organization.

The calling of the partner whom E. W. Scripps has always fondly referred to as "the human dynamo" back to the service clearly indicates big plans for the future.

A VICIOUS BILL

ASSEMBLYMAN RAYHER has introduced a criminal libel bill in the New York Legislature that strikes at the very heart of free speech. While his intentions may be the highest the enactment of this measure would take away from every citizen every right of open discussion of issues that vitally affect the home, industrial and religious life of America.

Under this bill full protection from exposure or even discussion could be claimed by every class, sect or order that had as its motive a desire to undermine individuals or the government.

In drawing a bill to protect one class Assemblyman Rayher has brought forth a measure that is the last word in efforts for the suppression of free speech, of which we have had an over-production in the last few years. This bill should be killed, but not until after an open discussion, for one of our great present day needs is a rekindling of the desire for free speech—a fundamental that is the bed-rock on which American ideals are built.

AMERICAN newspapers have never been as anxious to purchase good features, both editorial and pictorial, as they are today. That is clearly indicated by the numerous requests for information on this subject that reach EDITOR & PUBLISHER.

THE newspaper is the only publication that goes regularly into thousands of American homes and it is but natural that readers should demand that it furnish them entertainment as well as information.

NEWSPRINT salesmen are again out hustling for business, which is a pretty good indication that there is plenty of print paper for everybody, and at a fair price.

Digitized by Google

PERSONAL

E. LANSING RAY, president and editor of the St. Louis Globe-Democrat, has been appointed a member of the Board of Curators of the University of Missouri by Governor Hyde. He succeeds former Governor, David R. Francis.

Albert Howell, Jr., president of the Atlanta Constitution Company, narrowly escaped death when a hydro-aeroplane in which he was making a trip with a party of friends from Miami to Palm Beach, Fla., became disabled and was forced to descend to the water several miles out. The machine was battered about on the waves for several hours before it was observed by a passing fishing smack and the occupants rescued.

A. G. Penny, editor-in-chief of the Quebec Chronicle, has been decorated with the Cross of Knight of the Order of Daniel I, by King Nicholas of Montenegro, in recognition of his services in defending Dr. Burnham, head of the Canadian mission in that country.

Keats Speed, managing editor of the New York Evening Telegram and until recently managing editor of the New York Herald, was the guest of honor at a dinner given by the editorial board of the New York Herald at the New York Press Club, February 26.

W. H. Jeffries, advertising manager of the Birmingham (Ala.) Age-Herald, is in New York on business and is staying at the Manhattan Square Hotel.

Col. Robert Ewing, publisher of the New Orleans Item, is spending a few days in New York and is at the Hotel Astor.

Dr. John B. Howe, chief editorial writer on the Syracuse (N. Y.) Herald, gave a lecture on "Newspaper Duty and Service" at the State College for Teachers Friday afternoon, which was largely attended by the public. Dr. Howe has been associated with Rochester and Utica papers and for his work on the Syracuse Herald was honored with a degree by Syracuse University.

Charles W. Ellis, editor of the Lackawanna (N. Y.) Journal, is taking a vacation from editorial duties and putting his energies into Lackawanna politics. He is now fighting to elect a railroad yard conductor as mayor of the city against the wishes of local interests. Mr. Ellis is gaining his health after a breakdown that has kept him out of action since January 31, and informs EDITOR & PUBLISHER that "you won't have to use turned rule yet."

Capt. Roland F. Andrews, editor of the Worcester (Mass.) Telegram, recently addressed the members of the Laymen's League of the First Congregational Church of Westboro, Mass., on "What Ails the Newspapers." The meeting was followed by a dinner.

M. Douglas Flattery, chief owner of the Boston Record, is the subject of a bust just completed by Boris Lovett-Lorsky, former lieutenant of cavalry in the Russian imperial army, and a sculptor who has scored signal successes in both New York and Boston.

Joseph Pulitzer, Jr., of the St. Louis Post-Dispatch, has been named as a member of the Advisory Board of the Pulitzer School of Journalism by the trustees of Columbia University, New York.

James Taylor Petty, formerly Sunday editor of the New York Herald, has been appointed managing editor of the Richmond (Va.) Times Dispatch. John T. Burke becomes managing editor of the Evening Dispatch and editorial director of both newspapers.

IN THE EDITORIAL ROOMS

EDGAR MARCH, until recently city hall man for the Ottawa (Ont.) Journal, has joined the staff of the Canadian Press Parliamentary bureau.

Alfred W. McCann, pure food expert, of the New York Globe, will address the Advertising Club of New York at the weekly luncheon March 9.

Tom Lapp has left the Ottawa (Ont.) Journal local staff to become associate editor of the Veteran, official organ of the Great War Veterans' Association of Canada.

Earl B. Searcy, Springfield newspaper man and member of the state legislature, has written a book for limited publication, "Looking Back," army life forming the basis for the story.

H. T. Craven, one of the editorial writers on the Philadelphia Evening Ledger is spending his vacation in Central America, including an extended tour through Guatemala.

J. A. Mesenfelder, financial editor of the Des Moines (Iowa) Register and Tribune, and instructor in the Drake University school of journalism, has resigned to become advertising manager of the Mosenfelder and Kohn department store in Rock Island, Ill.

George Akerson of the Minneapolis Tribune, Charles Cheney of the Minneapolis Journal, and Rex Large of the Minnesota Daily Star have been in North Dakota on special assignments in connection with developments in the financial situation in that State. Akerson "broke" the first story on efforts of the state officials to float $6,000,000 bonds with Minneapolis and Chicago bankers.

L. F. Curtis, for eleven years in the New York office of the Associated Press doing local, cable, political, financial and foreign news work, has been named as successor to the late Wilmer Stuart, head of the market and election department. He will also continue for the present as news editor of the Eastern Division. Mr. Curtis, before entering the service, was employed on the Philadelphia North American, Philadelphia Ledger, Atlantic City Sentinel, Chicago Record-Herald, Cleveland Leader, and the New York Times. He was one of the American correspondents who accompanied President Wilson in 1919 to the Paris peace conference.

T. M. Byrne of the New York Globe, formerly of the Philadelphia Public Ledger, Des Moines News, St. Joseph Gazette and the Associated Press, has gone to Norfolk, Va., to become city editor of the Virginian-Pilot.

Malcolm Mollan, until recently with the Fox Film corporation in New York, has joined the copy desk of the Worcester (Mass.) Telegram.

D. Murray Travis who has been an editor on the Brockton (Mass.) Enterprise becomes county editor of the Worcester (Mass.) Telegram. He succeeds Daniel N. Pickering, for many years county editor of the Telegram, who has joined the Worcester (Mass.) Evening Gazette copy desk.

Miss Winifred G. Carling of Oxford, Mass., has joined the woman's department of the Worcester (Mass.) Telegram.

Francis McDermott, formerly of the Brockton (Mass.) Times, has resigned as police reporter on the Worcester Telegram.

Alexander N. Lapointe for 19 years a make-up editor on the Worcester Telegram, returned to his home this week from his second term of service in Europe for the Y. M. C. A. He visited Belgium, France, Italy, Switzerland, Germany and Dalmatia in the immigration service of the International committee of the Y. M. C. A.

Erland Richter, poet, author and associate editor of Svea, a Swedish newspaper, has left Worcester, Mass., and will sail from New York for Sweden. Mr. Richter has resigned his editorial position.

Roger Batchelder of the magazine staff of the New York Evening World, is the proud father of a seven-and-a-half-pound son, who has been named Austin Winslow. Mr. and Mrs. Batchelder live at Larchmont, New York.

Joseph W. McGurk, who has been the sports cartoonist on the Philadelphia Record for a number of years and who has also done special illustrations for the Sunday Magazine Section, joined the sports staff of the New York American March 1. Jerry Doyle, who has also been a member of the Record art staff for several years, will succeed Mr. McGurk as sports cartoonist.

Jay E. House, colyumist of the Philadelphia Public Ledger, was a recent speaker before the Philadelphia Book Sellers' Association.

M. J. Lafferty, of the Philadelphia Record local staff, has been assigned to day police work at City Hall.

Cullen Cain of the Philadelphia Public Ledger sporting department has joined the other Philadelphia sport writers at Lake Charles, La., where Connie Mack's Athletics are having their Spring training.

Ray E. Machen, a member of the local staff of the Philadelphia North American this week won one of the $100 prizes given by the Evening Public Ledger in its limerick contest. A short time ago J. E. Parker, another member of the North American local staff, won a similar prize and before that Kent Packard, a former Philadelphia newspaper man, also carried off the limerick honors and a hundred-dollar prize.

Mrs. Nathan B. Heath, widow of a former well-known Philadelphia newspaper man, recently left Philadelphia for Peking, China, where she will make her home with her daughter, Dr. Frances J. Heath, a medical missionary and instructor in the Woman's Union Medical College. Nathan B. Heath was state editor of the Record for many years.

Albert W. Plummer and Tamar Lane,

(*Continued on page 30*)

FOLKS WORTH KNOWING

CHARLES R. LONG, president of the Pennsylvania Associated Dailies, was born November 4, 1872, in Pittsfield, Ill., of Scotch-Irish ancestry. He located in Chester, Pa., in 1890, studied civil engineering under private tuition for two years and in August, 1892, entered the employ of the Chester Times. In 1899 Mr. Long, with the owner of the Times, bought the Trenton (N. J.) Times and built that paper up in two years from 1,500 circulation to 11,000 daily. He sold out that paper in 1901. Mr. Long was taken into partnership by the owners of the Chester Times in 1909. In 1915 he bought the Passaic (N. J.) Herald and sold it to local interests in 1918. Early in January, 1920, Mr. Long and his associate, Frank C. Wallace, bought the stock of Governor William C. Sproul in the Chester Times, the Governor retaining a share of stock to qualify as the President of the corporation at the request of Messrs. Long and Wallace.

CHARLES R. LONG.

In November, 1919, Mr. Long was first elected president of Associated Dailies of Pennsylvania. Under his presidency new blood has been infused into the organization and it is now in a flourishing condition, with a membership of almost 100 dailies, including the Pittsburgh papers and several of the big Philadelphia dailies. Mr. Long was re-elected president of Associated Dailies at the annual meeting last month. He is a member of the Union League of Philadelphia, a director of the Pennsylvania Club, Chester Club, Chester National Bank, Chester Hospital and the Spring Haven Country Club. The only secret society he is identified with is the Masons.

Digitized by Google

PRESIDENT HARDING---WE ALL WISH YOU WELL

(Continued from page 6)

of his administration. The welfare of the country is in his keeping, and may he remember that not even this country can live unto itself alone, but must perform its part as a member of the family of nations.

ROBERT LINCOLN O'BRIEN,
Editor Boston Herald (Independent Republican).

★ ★ ★

THE good sense that has marked the course of the President since the day of his nomination is characteristic of the well grounded journalist. The born editor often makes a good administrator because he knows the relation of things. American newspapers look forward four years with hope and confidence.

WILL OWEN JONES,
Managing Editor Nebraska State Journal, Lincoln (Independent Republican).

★ ★ ★

IF Benjamin Franklin had been younger, he probably would have been the second President. If Horace Greeley had run on the right ticket he would have been the nineteenth. So newspaper men have been compelled to wait 134 years to see one of their craft in the White House. March 4, 1921, was a proud day to the newspaper profession, and we are all sure Brother Harding will prove a credit to it.

OGDEN REID,
Editor New York Tribune (Independent Republican).

★ ★ ★

I EARNESTLY hope that under Mr. Harding's administration the best interest of the nation, of its interests, especially its moral and spiritual interests, may be substantially advanced.

R. W. HAYWOOD,
Editor Raleigh (N. C.) News and Observer (Democratic).

★ ★ ★

MR. HARDING'S brethren of the press congratulate him both upon his honorable preferment and upon his opportunity, as the first newspaperman to attain the Presidency, to demonstrate in that high station the civic value of the journalistic training, traditions and ideals. From his fellow newspaper men he deserves a square deal always, with hearty support in every rightly directed endeavor to serve America's welfare and humanity's cause.

D. D. MOORE,
Editor New Orleans Times-Picayune (Independent Democratic).

THE Springfield Republican joins in wishing President Harding the fullest measure of success in meeting the problems and in discharging the responsibilities of his great office. The Republican's comments upon the new administration will always be based upon the effort to achieve a generous understanding of the administration's purposes and to be helpful to it in the highest service of the people.

RICHARD HOOKER,
Editor Springfield (Mass.) Republican (Independent).

★ ★ ★

IN President Harding it falls to a journalist to chart the course of America in a supreme test and in a great opportunity for constructive leadership. With greetings to Mr. Harding, the Oregon Daily Journal stands pledged to sustain him in his every effort to strengthen and perfect our national institutions.

B. F. IRVINE,
Editor Oregon Journal, Portland (Independent Democratic).

★ ★ ★

CORDIAL greetings and good wishes from the heart of the Industrial South to the new President. The Birmingham Age-Herald, always an upbuilder, assures him of its co-operation in finding proper solution of the great problems before the nation.

E. W. BARRETT,
Editor Birmingham Age-Herald (Democratic).

★ ★ ★

EVERY editor in the United States feels proud that one of their profession is to preside over the destinies of the nation during the coming eight years and the most of them will do their level best to assist him in satisfactorily solving the weighty problems left to his administration for solution.

JOHN P. YOUNG,
Editor San Francisco Chronicle (Independent).

★ ★ ★

THE newspaper makers of America are proud of their first colleague to reach the White House and, regardless of party, assure him of their heartiest good wishes for a successful administration.

CHARLES A. ROOK,
Editor Pittsburgh Dispatch (Independent Republican).

★ ★ ★

THE Wichita Eagle extends to Warren G. Harding its best wishes for his success in the great task he is undertaking. We are proud of a newspaper publisher and editor who has fought his way up from the devilship to the Presidency, and we will have a sort of craft pride, in addition to our patriotic pride, in his making good on the biggest assignment of the age. M. M. MURDOCK,
Publisher Wichita (Kan.) Eagle (Independent).

★ ★ ★

THE newspaper profession of Ohio appreciates the honor of supplying a President of the United States. He was a successful editor and a successful senator. That he can and will be a great President is the belief and wish of every newspaper man in the State. In that belief and wish this paper gladly joins.

THE OHIO STATE JOURNAL,
Columbus (Republican)

★ ★ ★

WYOMING, the first State to help turn the tide to Warren G. Harding in the National Convention at Chicago last June, sends greeting to the first editor-President. I believe he will bring to the great task a mind and character highly trained by his newspaper career. W. C. DEMING,
Editor Wyoming State Tribune and Leader, Cheyenne (Republican).

★ ★ ★

TO Warren G. Harding: The Salt Lake Tribune extends professional greetings to you as an editor who has reached the highest pinnacle of human greatness. We believe you will succeed in solving the many problems now confronting the nations and we wish you God-speed.

E. H. HOLDEN,
Managing Editor Salt Lake Tribune (Republican).

★ ★ ★

THE newspaper men of America, regardless of partisan leanings, will bid God-speed to their fellow worker who stands today at the threshold of a mighty task. Those who know Mr. Harding best will fear for him least. He has firm faith in the Divine Power, great courage and a passionate love of country. JOHN R. RATHOM.
Editor Providence Journal (Independent).

★ ★ ★

THE Buffalo Express heartily congratulates Warren G. Harding on his inauguration as President of the United States. May the example of the first of American Newspaper men, Benjamin Franklin, inspire him in establishing a normalcy of common sense in the Government.

THE BUFFALO EXPRESS,
(Independent Republican)

BLOCK BUYS MEMPHIS PAPER

Secures Controlling Interest in News-Scimitar from S. E. Ragland

(*Special to* Editor & Publisher)

MEMPHIS, Tenn.—Paul Block, special representative, and interested in newspapers in several cities, this week purchased a controlling interest in the Memphis News-Scimitar. Mr. Block has represented this paper for many years and has owned an interest in it for a considerable period. He recently purchased the Duluth (Minn.) Herald in association with M. F. Hanson of Philadelphia. Bernard L. Cohn has been appointed president of the News-Scimitar Company, succeeding Sam E. Ragland, whose interest Mr. Block purchased, and J. M. Hertel and S. C. Dobbs were elected directors.

The promotion of Mr. Cohn to successive positions has been fast. He became identified with the News-Scimitar after he had left Columbia University and became a reporter on a New York newspaper. His first elevation was from the reportorial ranks to Sunday editor. He entered the business office as an advertising salesman, was made advertising manager and later business manager.

The News-Scimitar has the Associated Press and the International News Service reports.

George Morris is vice-president and editor, William W. Worten, secretary, and Fred C. Storey, treasurer. Mr. Morris has been editor of the News-Scimitar for several years. Mr. Ragland, former president, is at the head of the Central State National Bank of Memphis. Mr. Hertel formerly was advertising manager and has been a stockholder for some time. He is now in Detroit. Mr. Dobbs, another member of the directorate, formerly was president of the Coca-Cola Company of America and of the Associated Advertising Clubs of America.

It was said at the office of Paul Block, Inc., that Mr. Block was out of town, but that there was no change in his relations with the News-Scimitar, in view of the fact that he had been a stockholder and national advertising representative of the paper for 13 years.

New York Reporter Dead

William Lucas, member of the New York Morning Telegraph staff, died of pneumonia, March 2

CURTIS AGENCY PLAN LEGAL

U. S. Appellate Judge Overrules Decision of Federal Trade Commission

(*Special to* Editor & Publisher)

PHILADELPHIA.—An order issued by the Federal Trade Commission on July 21, 1919, restraining the Curtis Publishing Company from forbidding its district distributing agents and newsdealers and schoolboy salesmen from handling the magazines and periodicals of competitors, was set aside March 2 by the United States Circuit Court of Appeals, in a fifty-five-page opinion written by Judge Joseph Buffington.

The Curtis Publishing Company was cited by the trade commission for engaging in unfair competition, and after many hearings the commission held that the Curtis Company was engaging in an unfair trade practice and issued an injunction against it.

On the appeal of the Curtis Company to the United States Circuit Court of Appeals for the Third Circuit, the decision of that court holds that the distributing agencies which competitors of the Curtis Company sought to use in the distribution of their publication were built up solely through the efforts of the Curtis Company, costing it nearly $1,500,000 a year to maintain, none of which expense was borne by any other publication, and that the testimony adduced before the commission does not sustain the charges, of unfair competition or of an endeavor to monopolize.

In the distribution of its publications the Curtis Company employs 1,500 district distributing agents, who wholesale the Curtis publications to about 35,000 schoolboy salesmen.

Complaint was made to the Trade Commission by the Pictorial Review Company and the injunction was issued. Judge Buffington holds in his opinion that the Curtis Company did nothing unlawful in restricting the district agents to the handling of its publications exclusively, and remarks that the vast organization of district agents and boy salesmen was the natural outgrowth of the commercial and fair development of the business.

Machinery Firms Return to 48 Hours

Employes of the Mergenthaler Linotype Company and the Intertype Corporation have returned to a 48-hour week, at the same wage previously paid for 44 hours. The change, which was made this week, has been well received in both factories, it is stated. The short week was put in force about eighteen months ago.

Digitized by Google

UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

HEMSTREET OBLIGES AGAIN

CHARLES HEMSTREET, whose "Nooks and Corners of Old New York" and "When Old New York Was Young," endeared him to the old residents of the city who like to recall its early days and visit places of historic interest, has ventured into the field of fiction in his last volume: "The Don Quixote of America," Dodd Mead & Co., publishers.

The story deals with John Eagle, short, fat and round faced, in contrast with Cervante's hero who was tall and exceedingly thin, whose great ambition was to found a city, in a wilderness, although he had not the slightest idea of the work that it would entail. He has lived all his life in the outskirts of a small village and spends his spare time in figuring and in laying out the city of his dreams.

Wherever he goes he carries an axe with which he is prepared to hew his way through the wilderness which he expects to penetrate when he finally gets ready for his great undertaking.

The villagers regard him as the most wonderful man in the town and listen with eager ears while he explains from an elaborate map he has prepared, the plans for the city he is to create. He has no funds for undertaking his great work but he leaves home accompanied by a single follower, firm in the expectation that when he has found a proper site that somehow he will be able himself to build a great city in a distant wilderness. His adventures in the far West and on the Pacific Coast are interestingly described.

While Mr. Hemstreet writes entertainingly we must confess that we prefer him in historical narrative rather than in creative fiction.

ALL ABOUT NEWS PRINT

COL. WILLIAM E. HASKELL has combined his editorial skill with the art of an expert typographer in producing "News Print, The Origin of Paper Making and the Manufacturing of News Print" for the International Paper Company, of which he is vice-president. Covered with a black and gold trimmed reproduction of the bark of the spruce tree, the foliage of which is delicately impressed upon the opening fly-leaves, the book is printed on heavy coated stock, copiously illustrated with the finest photographs and well-executed pencil drawings, half-tones of which are printed in a blue ink. Chapter headings are also done in blue, as are the bold and artistic initial letters.

Editorially, Col. Haskell has briefly presented the story of paper from the early days of the Chinese Empire to modern times and in succeeding chapters has described in simple language the processes whereby spruce trees are made into paper for the press. Interesting statistics regarding the International Paper Company's properties in North America and its part in the present development of the industry are also given.

WILL WILKE HUNTS WOLVES

N. E. A. President Guest of Secretary Schlosser in South Dakota

(*Special to* EDITOR & PUBLISHER)

ST. PAUL.—Will Wilke, president of the National Editorial Association, who publishes the Gray Eagle (Minn.), Tribune, was "orator of the day" on Washington's Birthday at Wessington Springs, S. D., and participated in the wolf hunt which the people of that section of South Dakota engage in every year.

"If George Washington had any more excitement in celebrating his birthday anniversary than I did February 22, he was going some," Mr. Wilke declares. "I was visiting with George Schlosser of Wessington Springs, secretary of the National Editorial Association, arranging details of the Florida trip, when I was invited to join in a big wolf hunt with about 400 natives, not including t dogs. The hunt covered an area sev miles square. It proved to be goo ground for the sport, and if any wolv got away from that horde of hunters I bet they are still going a forty-mile ga into Minnesota. They would find t Twin Cities more attractive than We sington Springs—and maybe they'd fi some of their own kind, too."

Representative Champ Clark

WASHINGTON, D. C.—Representati Champ Clark of Bowling Green, Ky roted Democratic leader who died he March 1, was father-in-law of James Thomson, publisher of the New Orlea Item. He was christened James Bea champ Clark, but shortened this t Champ Clark early in life. His fir labors were those of a farm hand, cler in a general store and an employee of country newspaper.

The Morning Record
Meriden, Connecticut

Has BOTH Quantity Circulation and—QUALITY Circulation.

23 per cent more net paid circulation within 10 miles of Meriden City Hall than any other local paper—

90 per cent of The Record's circulation goes into the homes, and—

The uniformly high character of The Record's News, Editorials and Features assures it getting into the Best Homes.

ALL EASTERN advertising handled DIRECT.

Gilman Nicoll & Ruthman, Western advertising representatives, Tribune Building, Chicago.

INTERTYPE
"THE BETTER MACHINE"

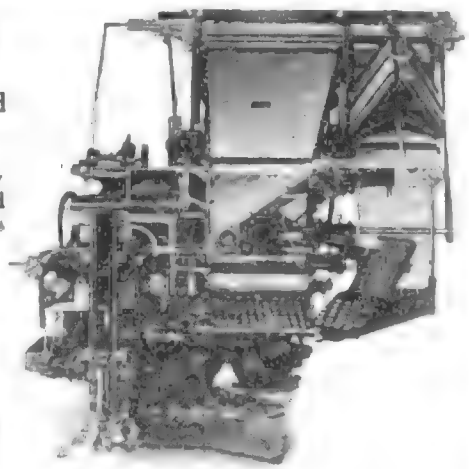
Publishers and Printers

who are still setting their display composition such as Department Store Ads and general Display work by hand are losing money.

Get this— The Model D-s.m. is a complete Text and Display composing machine designed to meet the nip and tuck routine of busy composing rooms where time is money.

Under the control of **one Operator-typographer** the Model D-s.m. stands in a class by itself, a class that merits your investigation.

No such achievement for mechanical typography was ever approached.



MODEL D-s.m.
Six Magazines

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch, Rand-McNally Building, Chicago, Ill. Southern Branch, 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch, 86 Third Street, San Francisco, Cal.

Digitized by Google

PERSONALS

(Continued from page 27)

a former Boston newspaper photographer, and Tamar Lane, movie editor of a Boston newspaper, are the writers of "The Isle of Destiny," a five-reel photo drama, which recently opened in New York.

Frederic H. Britton has joined the staff of editorial writers on the St. Louis Globe-Democrat. For the last ten years he has been on the St. Louis Post-Dispatch and previously was on the Detroit Free-Press.

John D. Wells, managing editor of the Buffalo Evening Times, entertained members of the Times' staff at his home at an evening dinner.

Alexander B. Watson, Buffalo Courier reporter, came home after 40 months in the first line trenches in France, with the Canadian army, seeking new conquests. He added to his fame when Samuel Rzesezewski, the boy chess wonder who is touring America, played in Buffalo. After a four-hour battle Watson had the youthful wizard hopelessly defeated and the lad's parents forced him to give up the battle. Watson, who has seldom participated in public play, is one of few Americans to be able to as much as draw with the boy. A return match is being arranged.

Jack D. McCartney, who for the past 13 years has been managing editor of the Rome (Ga.) Tribune-Herald, has joined the staff of the Central of Georgia Railway as publicity manager, with headquarters at Savannah. Mr. McCartney was formerly editor and publisher of the Thomasville (Ga.) Times-Enterprise.

M. B. Walker, formerly of the Hamilton (Ont.) Herald, and S. I. Macklin, formerly of the Ottawa (Ont.) Citizen, have joined the staff of the Ottawa Journal.

Frank W. Bright, former managing editor of the Detroit Times, is now assistant city editor of the Detroit News.

Lee Smits, former managing editor of the Seattle Star and a well-known Michigan newspaper man, has joined the Detroit Times as special writer.

Clarence W. Higgins, editorial writer for the St. Paul Dispatch-Pioneer Press, has resigned to join the Monrovia (Cal.) Daily News.

Wilbur Webster Judd, musical and dramatic critic of the Minneapolis Tribune, has left that paper.

Harry T. Black, editor of the St. Paul Dispatch-Pioneer Press, is passing a few weeks in California.

Dale Wilson and Richard Bennett of the city staff of the Minneapolis Tribune have resigned. Mr. Wilson goes to the Kansas City Star.

"Brad" Hennessy, former managing editor of the Fort Worth (Tex.) Record, who is recovering from serious illness at the home of his brother Joseph E. in St. Paul, expects soon to return to Indianapolis and resume work as writer on sociological topics.

A. O. Royse has resigned as editorial writer for the St. Paul Dispatch-Pioneer Press to enter the automobile business in Indianapolis.

THE BUSINESS OFFICE

H. A. ANTRIM, formerly with the York office of the Philadelphia Public Ledger, has become associated with W. W. Chew in representing the San Francisco Examiner, Los Angeles Examiner and Boston Sunday Advertiser. He will continue to cover New England for these papers.

Charles J. Moos, former advertising manager of the St. Paul Daily Volkszeitung, has been decided upon as the next postmaster of that city. Mr. Moos was campaign manager for Frank B. Kellogg when that gentleman was elected United States Senator in 1916.

"Dick" Whitney, formerly of the display advertising staff of the St. Paul Dispatch-Pioneer Press, has returned to those papers and will handle local calls and do editorial work on special editions. This is a part of the duties laid down by Luther Weaver when he resigned as head of the merchandising service department.

Miss Helen Cutter, representative of Hemstreet's Clipping Service, New York, uses a novel business card made of wood in connection with her sales work. It has served to draw a lot of favorable attention to both herself and Hemstreets.

Harrison W. Smith, who has located here for several months associated with the Fairmont, (W. Va.) Times, has gone to Parkersburg, as manager of the News.

John E. Hogan, cashier of the Chicago Evening Post, announced to his staff this week the arrival of a fine baby daughter at his home.

Macdonald Potts has resigned as business manager of the Portland Oregon Journal, with which he had been associated since its establishment in 1902. The Journal mechanical department presented him with a handsome smoking set upon his departure.

John Bassett, director and Ottawa business representative of the Montreal Gazette, entertained Sir Ernest Shackleton, Antarctic explorer, on his recent visit to Ottawa.

George Edward Fitz has resigned from the American Optical Company, Southbridge, Mass., to join the advertising staff of the Webster (Mass.) Times.

Stephen Power, manager of the Uxbridge (Mass.) Co-operative Grocery Store, has resigned, to go with the Woonsocket (R. I.) Evening Call.

J. H. Ford, advertising manager of the Buffalo Commercial, has resigned.

F. Guy Davis, western manager of the American Newspaper Publishers' Association Bureau of Advertising told the members of the Advertising Club of St. Louis last Tuesday that the daily newspaper has come to a position of unquestioned leadership in the field of national advertising and the general movement in that direction has been almost without exception.

WITH THE AD FOLKS

MISS JULIA SHIPLEY CARROLL, of the staff of the Drygoodsman and vice-president of the Women's Advertising Club of St. Louis, assisted the retail merchants of Columbia, Mo., to stage a fashion show. While there she spoke before the students of the School of Journalism of the University of Missouri.

Ben Baker has been named as the new display and advertising manager of the Wolk-Teitlebaum Company, Clarksburg, W. Va. For the past 18 months Mr. Baker has been managing the Hub.

E. A. Samuelson, former advertising manager of the Cassidy Southwestern Commission Company, Kansas City, has been appointed advertising manager of the Automobile Instruction Institute of America of that city.

Earl W. Jackson, assistant manager of

WEST VIRGINIA

DAILY NEWSPAPERS

go into the homes of West Virginians, and are read from the first page to the last page.

West Virginians understand what an advertiser is trying to tell them about his product, because they believe in their local daily newspaper, and if you get the facts before them, it is pretty close to making sales.

Concentrate a selling and advertising campaign in **West Virginia** and become convinced that this is a logical, economical and effective manner of merchandising goods.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	6,071	.025
Charleston			
**Gazette	(M)	13,562	.05
**Gazette	(S)	14,585	.05
‡Daily Mail (E&S)		13,590	.04
Clarksburg			
‡‡Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,585	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,065	.03
Huntington			
**Herald-Dispatch	(M)	10,666	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
‡Journal	(E)	4,800	.03
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,050	.024
Wheeling			
‡‡Intelligencer	(M)	10,338	.04
‡‡News	(E)	14,166	.06
‡‡News	(S)	14,166	.06

‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

Digitized by Google

the Lee Broom & Duster Company, Lincoln, Neb., will take charge of the sales and advertising work of this company, with which he has been connected for the last three years.

Justin R. Waddell, formerly advertising manager of the Firestone Tire & Rubber Company, Akron, Ohio., is now with the National Aniline Chemical Company, New York, in its sales research and publicity department.

Fred Wellman has resigned as advertising manager of the National Motor Car & Vehicle Corporation to become sales manager of the National Motor Sales Company of Chicago, distributor of "National" cars.

John H. Dunham has resigned from Williams & Cunnyngham, Chicago, advertising agency, and is starting an agency of his own in that city.

Henry Schott, vice-president of Montgomery Ward & Co., in charge of advertising and sales for five years, has resigned. Mr. Schott after years of newspaper editorial work, twelve years of which were spent with the Kansas City Star, went into advertising agency work, later went with Montgomery Ward & Co., as advertising manager and has since become vice-president. Mr. Schott is a director in the Audit Bureau of Circulations. It is understood Mr. Schott will rest before he considers several offers in the advertising field. Mr. Schott's resignation takes effect about the middle of March.

Charles F. Higham, the London advertising expert, writes his friends in the United States, that he expects to attend the Atlanta Convention of the Associated Advertising Clubs of the World in June. Mr. Higham, and Mr. Crawford, another prominent advertising agent, representing Great Britain at the Indianapolis Convention last summer.

Sydney R. Clarke, who has been secretary of the Advertising Club of New York since January 1, 1920, has resigned to take a position with T. F. Moore & Co., window advertising displays, New York. Mr. Clarke will not assume his new duties until after the annual election of the Club early in May. The board of directors has not yet selected Mr. Clarke's successor.

August Wolf, formerly publicity director for the Spokane (Wash.), Chamber of Commerce, and afterward supervisor of correspondence at the home office of the Western Union Life Insurance Company, has been appointed editor of the Sales Builder, published by the North Ridge Company at Freeport, Ill. Before locating in the Pacific Northwest, Mr. Wolf was successively city editor of the Gazette and the Herald in Montreal, and was a member of the editorial staff of the Worcester (Mass.) Telegram.

Howard B. Scholes is now manager of the advertising organization department of the North Ridge Brush Company, Freeport, Ill., succeeding John J. Commons, who has become advertising manager and sales director of the Samson Auto Insurance Company, at Freeport.

ELECTED TO SIGMA DELTA CHI

Eleven Ohio Newspaper Men Admitted To Membership, February 24

COLUMBUS, Ohio.—The Ohio State University chapter of Sigma Delta Chi, professional journalistic fraternity, has elected eleven of Columbus' well-known newspapermen by admitting them to associate membership February 24.

Those initiated are James W. Faulkner, political correspondent of the Cincinnati Enquirer; Arthur C. Johnson, managing editor of the Dispatch; Robert O. Ryder, editor, and A. E. McKee, editorial writer, respectively, of the Journal; E. E. Cook, editor-in-chief of the Citizen; C. C. Lyon, of the Scripps-McRae League; William A. Ireland, Harry Keys and Harry J. Westerman, cartoonists of the Dispatch, Citizen and Journal, respectively; H. E. Cherrington, Dispatch dramatic critic; and Robert F. Wolfe, owner of the Dispatch and Journal.

Plans to hold the first annual gridiron dinner were discussed at the banquet celebrating the initiation of the associates, who offered their aid for the project. Undergraduates who were received into active membership at the same time are Walter Chamblin, Carrol Burtanger, Harlan Venrick and Nelson Budd.

World Men Cited for Contempt

Four New York World reporters and editors were called this week before Justice McAvoy in the Supreme Court in New York to show cause why they should not be committed for contempt. The men cited are R. P. Smith, night city editor, James W. Barrett, acting city editor, William P. Beazell, and Robert O. Scallan, reporters, and the proceeding grew out of an article written by Mr. Scallan and printed in the World last week concerning building materials men recently indicted as a result of the World's disclosures and a legislative committee's investigation into dishonesty in building circles. The justice and the special deputy attorney general complained that the article was a reflection on their official conduct. The trial on the contempt order was set for Monday.

Newspaper Credit Men Meet

The Credit Manager's Association of New York City Publications met February 24 at the New York Tribune office. It was decided that at each meeting, the credit man for each paper should bring fifteen names of advertisers appearing on his books, rated "cash with order." By this method, the association will have at the end of a year, over a thousand names which are "poor credit." These names will be compiled each month and sent to each paper represented in the organization. At this meeting, A. J. Glidden of the New York Evening Post was elected secretary. Arnold Sanchez, chairman, presided.

K. S. Fenwick with Armstrong

Kenneth S. Fenwick, recently with Murray Howe & Co., Inc., New York, as account executive, has joined Collin Armstrong, Inc., advertising agency, also of that city.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9057-8-9

ILLINOIS

is a mighty good territory to cultivate.

Four hundred million dollars' worth of meat products are produced annually in **Illinois.** This looks like big money, but it is only twenty per cent of the

$2,000,000,000

worth of manufactured products which take revenue into that State every year.

Illinois daily newspapers stand second to none in influence and pulling power.

This group of Illinois daily newspapers can do wonderful work for you.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.

†Publishers' Statement.

*A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

HOW MUCH SHOULD A RETAILER SPEND FOR NEWSPAPER ADVERTISING SPACE?

THIS is the standard cost of retailing different lines of merchandise in America as fixed by analyses of typical stores in Canada and the United States. The figures were compiled from reports of The Harvard Research School, System Magazine, Richey Data Service, and other sources by the National Association of Newspaper Executives.

Department Stores

Rent	5.25%
Salaries	9.65%
*Advertising	4.67%
Heat and Light	.54%
Delivery	1.02%
Supplies	.38%
Insurance and Taxes	1.08%
General Expenses	4.15%
Depreciation and Shrinkage	1.11%
Bad Debts	.21%
Total	28.05%

*Specialty store advertising costs can safely go as high as 5.50%.

Grocery Stores

Rent	3.07%
Salaries	8.46%
Advertising	1.83%
Heat and Light	.39%
Delivery	2.53%
Supplies	.37%
Insurance and Taxes	.58%
General Expenses	.45%
Depreciation and Shrinkage	.76%
Bad Debts	.47%
Total	18.91%

Drug Stores

Rent	4.02%
Salaries	10.95%
Advertising	2.76%
Heat and Light	.69%
Delivery	.51%
Supplies	.36%
Insurance and Taxes	1.21%
General Expenses	4.49%
Depreciation and Shrinkage	.47%
Bad Debts	.19%
Total	25.65%

Men's Clothing Stores

Rent	3.04%
Salaries	9.49%
Advertising	3.16%
Heat and Light	.62%
Delivery	.65%
Supplies	.43%
Insurance and Taxes	1.07%
General Expenses	2.11%
Depreciation and Shrinkage	2.16%
Bad Debts	.34%
Total	23.27%

Furniture Stores

Rent	5.04%
Salaries	9.73%
Advertising	3.72%
Heat and Light	.92%
Delivery	.94%
Supplies	.41%
Insurance and Taxes	1.57%
General Expenses	1.10%
Depreciation and Shrinkage	2.14%
Bad Debts	1.94%
Total	27.51%

Hardware Stores

Rent	3.41%
Salaries	10.11%
Advertising	3.12%
Heat and Light	.43%
Delivery	.91%
Supplies	.60%
Insurance and Taxes	.99%
General Expenses	2.01%
Depreciation and Shrinkage	.52%
Bad Debts	.51%
Total	20.41%

Shoe Stores

Rent	3.21%
Salaries	10.51%
Advertising	2.65%
Heat and Light	1.10%
Delivery	.46%
Supplies	.50%
Insurance and Taxes	1.03%
General Expenses	4.36%
Depreciation and Shrinkage	.50%
Bad Debts	.10%
Total	24.22%

Jewelry Stores

Rent	4.98%
Salaries	10.96%
Advertising	2.85%
Heat and Light	.61%
Delivery	.09%
Supplies	.89%
Insurance and Taxes	1.12%
General Expenses	3.95%
Depreciation and Shrinkage	.95%
Bad Debts	.21%
Total	26.81%

Reprints of these figures are being made by the National Association of Newspaper Executives and will be mailed to members within the next week.

REPRINTS SENT TO MEMBERS

REPRINTS of an editorial and article on the value of Bank Advertising from a recent issue of EDITOR & PUBLISHER was sent to all members by the National Association of Newspaper Executives. A letter from Nathan O. Fullmer, advertising manager of The Deseret News, Salt Lake City, Utah, is an indication of how this mailing was received.

Mr. Fullmer writes, "It is good constructive dope and we can get good out of it."

THE PERSONAL CORNER

HARRY GIOVANNOLI, the recently unacquainted vice-president of the N. A. of N. E. for Kentucky, editor and manager of the Lexington (Ky.) Leader, began his career as a newspaper man as a printer's devil on a country newspaper and has worked in every position known to the craft. With the exception of a few years devoted to an excursion into official life in Washington, he has remained in the newspaper field as a printer, reporter and correspondent, editor and publisher. He succeeded the late Sam J. Roberts as editor and manager of The Lexington Leader after that property was bought by a syndicate of local capitalists. In seven years he has seen The Leader grow from a small afternoon daily of about 7,000 circulation to a valuable newspaper property.

HARRY GIOVANNOLI

BAKING POWDER "TONG WAR" COMES TO TRUCE

NEWSPAPER advertising managers should be interested in the recent report of the vigilance committee of the A. A. C. W. to the effect that the war declared between competing baking powder advertisers has been called off.

This fight came pretty close to home to advertising managers, because of including in the Calumet Baking Powder contract a phrase in which the newspaper agreed to refrain from carrying any advertisement or editorial matter which might not help along the Calumet particular line of baking powder.

Although newspapers do not seek purposely to be harmful to any business, whether it is an advertiser or not, yet at the same time it cannot afford to have an advertiser tell them what it can or cannot run in its news columns.

MEETING AT LOUISVILLE

A MEETING of the vice-presidents and directors of the National Association of Newspaper Executives has been called by President Charlie Miller for March 20, at Louisville. Letters have been sent to all the officers urging a 100 per cent attendance. Convention plans as well as pre-convention activities will be discussed.

USING STANDARD TO ADVANTAGE

BERT N. GARSTIN, business manager of the Louisville Courier-Journal and the Louisville Times, has had reprints of the Standard of Merchandising Practice adopted by the National Association of Newspaper Executives, hung on the walls of practically every Louisville jobber and broker.

CANADIAN PAPER HAS STRONG RETAIL DEALER PUBLICATION

By L. J. Moore
of the Toronto Globe

I HAVE been reading with interest the references contained in "The Round Table" to various dealer co-operating publications issued by daily newspapers. Our inspiration and plan of publishing came from The Philadelphia Retail Public Ledger and we acknowledge assistance accorded to us by Mansfield House. While we have not attempted the elaborate plans of Mr. House, we have modified them to suit our own needs and have added to them perhaps, as suited our circumstances.

The Retail Merchants Globe was inaugurated primarily as a dealer co-operator, and it exists to perform that function still. At the same time, it is notable that the paper is entered as second class matter in the Canadian post office and has a paid in advance subscription list of over 2,000 at 50 cents a year, or four and a fraction cents a copy.

While it still performs its mission of advertising to the retailer the products advertised in The Globe, it has built up a nice little paid advertising patronage at rates running from six to ten cents an agate line and in space amounting to from 2,000 to 2,500 lines per issue.

The paid subscription list got started in this way. Immediately after the inauguration of the paper, we commenced to receive letters from merchants asking us to be sure that they got every issue. So insistent did these demands become that we frankly told the merchants of Ontario that those who paid the subscription price would get the paper regularly every month, while we would not guarantee the free list every month.

The advertising got started in a similar way. We told our advertisers that we could not give them service in The Retail Merchants Globe every month throughout the year, and some of them insisted upon having it at a price, so a rate card was drawn up and you will notice that among our advertisers are some who regularly use the daily papers as well as others who are interested in reaching only the retail merchants, and therefore, do not use the dailies.

I am enclosing a folder which gives a good deal of information about The Retail Merchants Globe, in case you may be interested. This folder is nearly a year old, but the information is good to-day. The letters from readers, advertising agencies and general advertisers will still be interesting perhaps.

You will notice that a part of the registered name of The Retail Merchants Globe is "The First Paper of its kind in Canada." The Winnipeg Free Press is covering the middle west of Canada with a similar publication, modeled on lines similar to our own.

NO MORE COMMISSIONS DIRECT

WRITING about allowing commissions to anybody who demands them, and giving commissions only to reputable advertising agencies, M. E. Foster, publisher of the Houston Chronicle, says:

"Big advertising agencies have developed business for us year by year. Newspapers in general should recognize that commissions should be paid only to these agencies that are developing business and that are interested in getting more and more accounts." By following this rule, we would pretty soon have all national advertising on a good clean basis. The Houston Chronicle will not give commissions direct to any advertiser either old or new. It will not recognize any camouflage agencies.

"It may be interesting to know that the Houston Chronicle put a rule in effect some time ago, to now decline to give commissions direct to any advertiser whether old or new. As a result of this we have lost S. S. S., Peruna, Dr. Pierce, Scott & Bowne, Vick's Vaporub and Walter Baker.

"We did a national advertising business last year of $300,000. Of this amount probably $50,000 did not come through agencies. I figure that of the $50,000 direct, not more than $10,000 came from advertisers who demanded commissions. I can see no reason why those few should get something that we deny others. Big advertising agencies have developed business year by year. The old line direct advertisers who demand commissions have been gradually deteriorating. The Peruna firm, for example, that raised the biggest kick when we put our rule in effect, spent with us last year only $165."

Digitized by Google

LAST CALL BY SPHINX CLUB

25th Anniversary Dinner, March 8, Promises to Surpass Records

Many men of prominence will gather in the Grand Ball Room of the Waldorf-Astoria Hotel March 8 in celebration of the 25th Anniversary Night of the Sphinx Club. Among the guests will be the presidents of the various organizations affiliated with advertising in the East.

President R. F. R. Huntsman's last word is:

"This is an evening when every member of the Sphinx Club who is within reaching distance of the Waldorf-Astoria should be present to honor his club and its guests. In many respects this is the most important dinner which the Sphinx Club has ever planned.

"It is most desirable that each member who intends to be present shall notify Mr. Barrett at once of his intention. It is to be hoped that each member will entertain many of his friends on this evening."

Life Passes 2,000th Issue

On the occasion of the 2000th issue of Life, Louis Evan Shipman, playwright, entertained at a dinner for Charles Dana Gibson, at the Players' Club in New York, March 1. A number of well-known playwrights and newspaper men were present.

Pan American Advertising Association

The Pan-American Advertising Association of New York entertained at a dinner February 28, at the Hotel Astor, with Secretary of State Bainbridge Colby as the honor guest. Mr. Colby discussed the needs of the United States for a better understanding of the Latin-American trade habits and of the advisability of a greater familiarity of the Spanish language. Other speakers were President James Carson, Dr. Enrique Gil, Herbert S. Houston, and Rowe Stewart, president of the Associated Advertising Clubs of the World. About two hundred and fifty guests were present.

Clothiers Favor Newspapers

TORONTO, Ont.—The general consensus of opinion as expressed by the delegates to the convention of the Retail Clothiers Association, held here last week, was that newspaper advertising is productive of the most profitable results. The suppression of fake advertising, it was thought, had done not a little toward bringing about this most desirable condition. William Findlay, business manager of the Toronto Globe, was a speaker.

Creston Daily Papers Merge

CRESTON, Iowa.—DeWitt G. Sowers and W. A. Rosenberry, publishers of the Creston Advertiser-Gazette, an evening newspaper, have purchased the interests of Dr. Frank Sampson in the Creston Plaindealer, a morning publication. The consideration was not made public.

Toronto World Creditors Meet

TORONTO.—Creditors of the Toronto World, Ltd., met March 3 in the offices of G. T. Clarkson, assignee, to hear a report on the position of the paper and to consider what steps should be taken to dispose of the assets.

GOSS

The name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
High Speed "Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
High Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

THE GOSS
Rotary Magazine Printing and Folding Machine
Specially designed for Catalogue and Magazine Work.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

WISCONSIN

has more silos than any other state—a distinct mark of progressive farmers

has the largest breeding center of pure bred stock of any state in the Union

is by far the greatest producer of cheese in the United States

is the great leader in packing peas with 40 per cent of the entire output of the country

leads all other states in the production of butter

is not the greatest state in the Union, but it includes about the highest percentage of steady, home-owning, industrious and well-to-do citizens.

National advertisers, if you have a national distribution you *must* use the Wisconsin daily newspapers, for of all the people of the country, Wisconsin people are most loyal to their home newspaper.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,815	.035
Beloit News	(E)	7,814	.046
Eau Claire Leader-Telegram	(M&S)	7,967	.036
*Fond du Lac Reporter	(E)	5,328	.03
Green Bay Press-Gazette	(E)	9,716	.04
Kenosha News	(E)	5,262	.025
La Crosse Tribune and Leader-Press	(E&S)	12,085	.05
Madison (Wis.) State Journal	(E&S)	13,371	.05
Milwaukee Journal	(E)	107,584	.20
Milwaukee Journal	(S)	96,074	.20
Milwaukee Sentinel	(M&E)	82,927	.14
Milwaukee Sentinel	(S)	74,006	.14
Racine Journal-News	(E)	8,092	.045
Superior Telegram	(E)	18,091	.05
‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

SAVING DISPUTES WITH AGENTS

THE advertising agencies specializing in classified advertising, must by the very nature of their business, have all copy flow through their organizations quickly and in a systematic machine-like method if they are to make a profit. Therefore in handling hundreds of advertisements each week for large lists of papers, numerous mistakes in estimating the size and cost of advertisements occur. No doubt these errors appear in only a small percentage of the copy sent out, yet the total number of errors is large and to adjust them has meant a loss of time and money to both agencies and newspapers.

Harry Gwaltney, classified advertising manager of the Milwaukee Journal, has devised a new method of taking care of this kind of copy which he reports as eliminating much trouble in his office and at the same time satisfactory to the agencies. He explains it as follows:

"Due to the impossibility of correctly estimating the number of lines in several classified advertisements, we have adopted a new rule for handling agency one-time copy.

"The one-time orders received from the agency are sent to our composing room in the same form as received, with our classification number indicated on the copy. These advertisements are set to type and three proofs pulled, from one of these proofs we make our regular cash copy order counting an exact number of lines as set. This eliminates estimates.

"A copy of this proof is then sent to the agency showing the exact charge and any over-payment, or asking payment for shortage.

"The third proof is filed with the original copy received from the agency. This service is new, but we have found it very satisfactory and a big time-saver, in addition to doing away with estimating agency copy."

JANUARY RECORD

THE accompanying figures giving the classified advertising lineage and number of advertisements printed in fifteen cities during the month of January, show a total loss of 28 per cent in lines but only a 13 per cent loss in number of advertisements. Los Angeles, which printed the greatest lineage, is one of two cities to show a gain in the number of advertisements printed. The other one is Kansas City.

Help Wanted continues to be the cause of the greatest losses with each of the fifteen cities reporting large losses in this classification.

AN APPRECIATION

"THE publication of the classified figures each month in EDITOR & PUBLISHER, showing conditions in all parts of the country, is a valuable service not only to classified advertising men but for advertisers generally. The space buyer in all lines will have a keen interest in following these figures as an index to the conditions in the various cities and throughout the country."—R. G. SHYROCK, Classified Advertising Manager Kansas City Star.

NUMBER OF AGATE LINES OF CLASSIFIED PUBLISHED IN JANUARY

	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automobiles	Gain	For Sale	Gain
Albany	82,166	*22,778	11,718	*6,293	10,978	3,139	7,837	1,948	19,710	44	9,768	3,212
Baltimore	1,095,216	*53,829	126,470	.....	99,580	.....	260,210	*664	146,270	*1,570	75,725	.....
Hartford	167,804	*81,690	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Birmingham	104,160	*46,578	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Columbus	490,810	*102,590	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Indianapolis	385,279	*156,102	39,935	*105,529	32,625	12,791	76,943	*21,087	85,895	*8,979	47,850	*538
Chicago	840,293	*730,059	193,620	*675,252	108,386	38,756	166,077	*27,479	118,123	*9,084	104,284	*34,124
Milwaukee	284,564	*147,354	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kansas City	459,317	*92,097	52,524	.....	79,987	.....	82,452	.....	43,023	.....	81,134	.....
Minneapolis	161,766	*55,818	26,530	*18,648	8,078	3,052	27,776	*12,208	15,694	1,428	.....	.....
Omaha	288,372	*152,740	35,546	*45,871	41,522	11,837	76,958	*92,162	20,853	*7,791	26,978	*8,596
Lincoln	122,374	*39,522	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Los Angeles	511,174	*54,008	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Portland	388,146	*29,558	26,950	*13,230	23,534	3,556	117,404	*3,066	48,132	*12,152	51,394	10,528
St. Louis	297,920	*29,960	.....	.....	42,000	*3,640	.....	.....	.....	.....	.....	.....

NUMBER OF CLASSIFIED ADVERTISEMENTS PUBLISHED IN JANUARY

	Total	Gain	Help Wanted	Gain	Rentals	Gain	Real Estate	Gain	Automobiles	Gain	For Sale	Gain
Albany	13,031	*1,678	1,953	*620	1,996	790	1,425	519	2,190	317	2,442	985
Baltimore	90,579	.....	21,757	.....	27,793	.....	40,393	.....	14,328	.....	13,240	.....
Hartford	24,862	*8,235	3,900	*4,832	5,084	1,117	2,822	*3,269	5,029	297	4,052	772
Birmingham	14,318	*1,826	1,853	*83	2,776	190	1,530	*2,097	1,276	*516	2,657	*47
Columbus	48,299	*3,516	5,318	*4,543	7,626	2,994	11,032	*2,048	6,429	*497	9,014	*364
Indianapolis	60,863	*17,638	7,866	*11,768	9,088	3,922	9,648	*2,565	10,388	*1,360	9,319	*535
Chicago	154,143	*67,436	34,447	*67,356	27,315	8,909	27,360	*2,665	18,228	*580	18,217	*1,619
Milwaukee	50,502	*15,939	11,027	*18,945	8,737	4,393	6,389	231	6,449	1,566	9,942	*89
Kansas City	101,276	475	11,665	*16,073	23,932	12,337	13,392	*669	8,399	*129	15,766	125
Minneapolis	25,465	*2,842	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Omaha	41,096	*14,138	5,204	*6,513	8,075	2,763	8,138	*5,292	2,775	*1,507	4,681	*2,030
Lincoln	19,549	*3,033	1,839	*1,764	4,103	2,278	2,571	*3,041	1,106	*809	3,660	*62
Los Angeles	240,047	5,252	19,581	.....	32,470	.....	60,546	.....	34,761	.....	47,662	.....
Portland	52,427	.....	4,503	.....	6,496	.....	10,805	.....	5,080	.....	8,382	.....
St. Louis	95,973	*13,411	16,807	*24,108	14,868	6,549	13,668	536	14,245	2,059	21,649	566

* Loss.

The rental classifications in practically every city are showing gains in both lineage and advertisements, indicating that the housing problem is gradually being solved.

In this table, the Baltimore figures include the morning and evening edition of the Sun and the Evening News and its morning edition. In both cases the advertisement are sold and run through the two editions.

Perth Amboy
NEW JERSEY
One of the leading industrial centers of the East. Fully covered by the
Evening News
F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services
Speed—Reliability—Quality
International News Service
10th floor, World Building, New York

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

1920 Indication of Lineage Increase 1920 vs. 1918 in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918 Buy Space in Boston's Greatest Evening Newspaper

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

OF THE SHAFFER GROUP
The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper.
THE INDIANAPOLIS STAR
Largest Morning and Sunday Circulation in Indiana
OF NEWSPAPERS

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Famous Wits of History
A short magazine page feature twice a week.
NEWSPAPER FEATURE SERVICE
241 W. 58th ST., NEW YORK

IN NEW ORLEANS IT'S—
THE NEW ORLEANS ITEM

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

INTER-STATE PROGRAM

THE following program is announced for the fourth annual convention of the Inter-State Circulation Managers' Association, to be held March 22 at the Fort Pitt Hotel, Pittsburgh.

Address of Welcome—Elmer R. Stoll, secretary Pittsburgh Publishers' Association.

Reading and Discussion of Papers

"Building R. F. D. Circulation," W. P. Wilson, Washington Observer.

"Making the Newsboy the Circulation Manager's Biggest Asset," Fred I. Cook, Scranton Republican.

"Value of News Features in Circulation Building," John L. Farley, Philadelphia North American.

"How Best to Obtain Departmental Co-operation in Newspaper Offices," Robert L. McLean, Philadelphia Bulletin.

"How to Secure and Hold Competent and Efficient Carrier and Country Agents," J. H. Zerbey, Jr., Pottsville Republican.

"The Daily Short Story and It's Value to Circulation Building," M. C. Beck, Johnstown Leader.

Address—Thomas R. Williams, President A. N. P. A.

Luncheon—Guests of the Publishers of the Pittsburgh Newspapers.

Tuesday Afternoon, 2 o'clock Round Table Talks

The independent or carrier-owned versus the office-controlled or salaried carrier system, which is better?

Is the City Solicitor a relic of the past?

Premiums and contests: Which of the two are better for permanent results?

What is the best feature used by your paper from an increased circulation viewpoint?

The control of newsboys and the getting of permanent increases on street sales. Value of training boys in "news-crying," selling points, behavior and "gingering" of the newsboy in circulation building.

Officers of the association are: President, A. R. Michener, Harrisburg (Pa.) Telegraph; vice-president, C. C. Bauer, Philadelphia (Pa.) Record; secretary-treasurer, Henry C. Carpenter, Lancaster (Pa.) Intelligencer and News Journal.

Directors: Fred I. Cook, Scranton (Pa.) Republican; Henry C. Carpenter, Lancaster (Pa.) Intelligencer; A. J. Finley, Atlantic City (N. J.) Gazette-Review; J. H. Miller, Jr., Pittsburgh (Pa.) Gazette-Times.

CARRIERS AS SOLICITORS

SPLENDID results from training carriers to be their own newspaper solicitors is reported by W. D. Parsons, circulation manager of the Minneapolis Daily Star, who outlines his plan as follows:

"The Star commenced publication in August, 1920, with about 200 carriers and a force of eight district men, whose main 'job' was to teach the carriers to 'think about new business.' For the first three months there were from three to four solicitors used to assist the district men to show and train the carriers to 'do the promoting.' Since November 15, no regular solicitors have been employed.

"During the three months' period ending February 15, the carrier force which had increased to a total of 300 boys, produced more than 5,000 new orders which showed a net gain in home circulation of approximately 3,000 daily. The total cost, including all prizes, special cash offers and other attractive inducements to the carriers during this time, had been less than $600, a sum insufficient to keep two good solicitors on the pay-roll for the same length of time.

"This economical means of building home circulation, saved during this trial period of three months approximately $2,000, when compared with what the cost would have been had solicitors been employed to secure the same amount of new business. In addition to the financial gain, this program has perfected an organization of district men and carriers of which any circulation manager would be proud."

NEWS AND NOTES

GREENVILLE, S. C.—Five hundred new subscribers in 45 days is the record stated by Dan R. Schroder, city circulation manager of the Greenville News as the result of a recent campaign, the conduct of which he describes as follows:

"I put on a small contest among 18 city carriers for three prizes, a gold watch, a gold watch chain and knife, and a nickel watch. Of course, I paid the usual commissions on all new business and the contest furnished an incentive for the carriers to get out an hustle the people into subscribing. I ran the contest on a joint basis, giving an extra bonus for clubs of 3 and 6 new ones, and also gave points for all carriers that were not late in arriving at the office and on collections and deliveries.

"I found that giving points on deliveries to be the best ever, for out of the entire city during the contest I did not average over four kicks a day."

ST. PAUL.—The Daily News will award a prize of $10 to the high school whose pupils make the highest general average in the annual Ramsey county spelling contest, scheduled for March 12. "Prize Winner" buttons are given to successful contestants belonging to the Daily News Children's Club and "Honor Member" buttons go to youngsters who have won three or more prizes on the children's page. Motion pictures of the 230 young people who took part in the Daily News skating carnival, February 19, are being shown in one of the principal theatres of St. Paul.

ST. PAUL.—The children's page of the Sunday Pioneer Press has a contest pending to determine who can write the best little essay with every word beginning with the letter S.

A. W. Jeffers, of the business office staff of the Philadelphia Record, has been made Circulation Manager, succeeding Charles C. Bauer, who resigned recently.

DOLLAR DAYS

WHEN H. B. Barth, secretary of the East Liverpool Chamber of Commerce and also secretary of the Retail Merchants' Association, announced the date for the first 1921 "Dollar Day," General Manager T. S. Brush of the Morning Tribune decided he had something the people would buy for One Dollar.

Four months' trial subscription was the Dollar Day offer of the Tribune. Merchants were offering bargains, and the Tribune fell in line with its advertisers who were running double truck ads. offering this and that item for One Dollar. Close to 300 new "starts" came into the office of the Tribune on "Dollar Day." There came dollar bills, checks for $1 and money orders for $1.

On the day following, about 50 more starts came in by mail, these being posted on "Dollar Day," and therefore entitled to the benefit of the offer. Every start was put on the mail list immediately, and the Tribune was in the hand of the new subscriber the day after the subscription was received.

Call Sues Burleson for $500,000

WASHINGTON—A suit for $500,000 damages was filed March 3, in the Supreme Court of the District of Columbia by the New York Call against Albert Burleson who retired as Postmaster-General, yesterday. The Call alleges that Mr. Burleson as Postmaster-General, by cancelling the second class mailing privileges of the Call, "misused and abused" his powers and "unlawfully-wilfully, negligently, maliciously and in violation of the laws of the United States and without legal warrant or power violated the rights and privileges of the publishers of the Call."

Few Papers—(If any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages. Tuesday, Music Page.

Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York — Lytton Bldg. Chicago

"SCOOP was the BEST comic we ever published" is how one Editor starts off his order.

The International Syndicate BALTIMORE

Business is good in WAYCROSS, GA.

the metropolis of South Georgia, and the gateway to Florida.

A live, progressive and growing city, with a number of diversified industries.

It is the trading center for a rich farming and live-stock territory.

The JOURNAL HERALD, with a circulation of over 3,100, covers this prosperous section thoroughly.

Represented by

Frost, Landis & Kohn

CHICAGO NEW YORK ATLANTA

The PLAIN DEALER MARKET is all of N. Ohio

The Plain Dealer

Cleveland

FIRST in national advertising

The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Use Newspapers on 3 Year Basis

Known Throughout the World

Why are advertisements coming from England, France, Italy, Norway and South America published in

The Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

Marysville Democrat

DO YOU LIKE PEACHES?

The best quality of Del Monte Peaches are grown within a mile of Marysville. The growers are paid high prices for their products, netting many over $1,000 per acre this year.

These growers buy quality merchandise and the majority of them READ THE DEMOCRAT

The four banks of Marysville have over $13,000,000 in deposits.
Marysville population, with suburbs, 9,000.
Trading population over 30,000

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card Member A. B. C.

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Digitized by Google

LONG BEACH TELEGRAM KEEPS PACE WITH FASTEST GROWING CITY IN U. S.

LONG BEACH, Cal.—Publishing a daily newspaper in "the fastest-growing city of the United States" has its advantages, of course, but it is also a business attended by perplexities. In such a community a newspaper faces the problem of almost constant enlargement. Long Beach is that kind of a place, having grown from a sheep pasture to a city and suburbs with a population of almost 70,000 souls within three decades. And the Daily Telegram, owned by Frank C. Roberts and J. J. Penny, furnishes a worthy illustration of how a newspaper can progress to meet requirements imposed by such conditions.

The Telegram, back in 1908, a little less than two years old, printed an eight-page paper and told its 900 readers that it had just installed a second linotype. Today the paper never runs less than 20 pages and sometimes as high as 28 and the ninth linotype was installed a few weeks ago, shortly after the Telegram moves into its new brick building, the first to be erected by a newspaper in Long Beach. Here it will soon be equipped with a new 32-page press.

The Telegram's building is 140 feet long. The press-room and space for carrier boys to receive their papers occupy the basement. The front portion of the main floor is taken up by the business office, private offices for Manager Penny and the cashier. The rear part of the first story is raised four feet above the front and is tenanted by the display advertising department, the editorial department, telegraph room and the circulation manager's staff. "Parking space" for the carriers' bicycles is provided between the rear entrance and the alley.

Mr. Roberts, the editor, has his private office in the front of the upper story. Back of it is the composing room, ad alley, and stereotyping department, connected with the press-room by a small elevator for plates. Large windows light both the editorial department and the composing room, which is also equipped with skylights.

For Boston Italians

BOSTON.—Last Saturday saw the first issue of the Italian News of Boston, founded by a group of young men, including P. A. Santosuosso, editor, who was for several years a member of the Boston Post staff. Others in the enterprise are Joseph A. Di Pesa, formerly on the reportorial staff of the Journal, American and Traveler, and Joseph L. Porcella, an attorney and a graduate of Boston University. The News is published in English once a week.

"Won't Sell Worcester Post"—Fahey

WORCESTER, Mass.—Rumors that the Evening Post had been sold this week brought indignant denials from John H. Fahey of Boston, the publisher. Mr. Fahey, when told that it was reported he was contemplating the sale of the Post and intended to become interested in a Manchester (N. H.) paper, declared that he had no intention of severing his connection with his Worcester paper and knew nothing about the reported Manchester deal.

Albany Publishers Re-incorporate

ALBANY, N. Y.—The Press Company, publishers of the Knickerbocker Press, has re-incorporated with a capital stock of $200,000, divided into 2,000 shares at a par value of $100 each. The directors are Edward S. Clark and Stephen C. Clerk, of Cooperstown, N. Y.; Walter C. Flanders of 149 Broadway, New York; Lynn J. Arnold, Jr., and Arthur D. Hecox of Albany. Lynn J. Arnold, Jr., now president of the company, succeeds his father, Judge Lynn J. Arnold, who died several months ago and Arthur D. Hecox, business manager and secretary, is a new director.

New Home in Mason City

MASON CITY.—The Globe-Gazette on Feb 15, printed its first edition in its new home. With the change to the new building, a three-story structure, came an abandonment of a sixteen-page press. In its new quarters the Globe-Gazette has a sextuple press with forty-eight pages' capacity and color deck besides.

Quick Work in Jonesboro Fire

JONESBORO, Ark.—Although its plant was badly damaged by fire on February 13, the Daily Tribune did not miss a single edition. The Daily Sun owners offered the use of its equipment to the Tribune owners, which was accepted until February 22, when the press and linotypes were put in running order again. Harry Lee Williams, editor of the Tribune, suffered the loss of many treasured keepsakes, including the Certificate of Distinguished Merit which he won in EDITOR & PUBLISHER'S Fourth Liberty Loan Contest in 1918.

Baltimore Has Big Opportunities

BALTIMORE, Md.—"This city in the next 50 years has, I believe, promise to become perhaps the most beautiful city in this country if only its government will obtain proper technical advice and guidance, and at the same time enact rational laws and building restrictions." Thomas Hastings, famous landscape artist and city planner of New York, made this assertion in an address this week before the Baltimore Press Club. "Baltimore in 1970," was his subject.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Press Wanted

Stereotype press to print up to 32 pages inclusive. State name of manufacturer; model; number, width and length of columns; page and speed capacity; condition, description of stereotype equipment; delivery date and cash price. Address Box C-863, Care EDITOR & PUBLISHER.

Wanted

Wanted equipment new daily paper in middle West. Discontinued or consolidation outfits particularly interesting. 300 news, 250 ad galleys, hand press, self-inking proof press, 2 Miller saws, 20 linotype molders, machinist bench and tools, 6 ten feet make-up tables, 10 brass-top turtles, 50 eight-column chases, 2 steel-head alley cabinets, 1 correction bank, 1 news dump bank, 6 lead and slug cutters, 2 matering machines, 2 Keystone metal trucks, 2 linotype pig casters and pots, 2 sets Rouse blocks, 10 steel ad frames, 1 steel ad dump, 2 galley racks, 2 eight-feet ad and storage cabinets, Lanston casters, mats, storage cabinets, etc. Address or wire Box C-868, Care EDITOR & PUBLISHER.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: :: MINN.

For Sale

HOE PRESS AND EQUIPMENT
AT A BARGAIN

Hoe Quintuple (Forty-page) Press, including Kohler drive; stereotype outfit, chases; also extra armature for press motor. In good condition. Can be seen in operation. Immediate delivery. Also one No. 1 Linotype, one No. 3 Linotype; form trucks, etc.

THE NEWS-JOURNAL CO.
WILMINGTON, DEL.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Business Manager, Assistant to Publisher; young man, 25, desires connection with newspaper in any of the above capacities; thoroughly experienced in newspaper work from copy boy to advertising manager and assistant business manager. Can write and sell finished copy to advertisers, knows methods of securing foreign advertising; purchasing paper and other newspaper necessities; run business economically as well as efficiently. Competent to take burden off the shoulders of publisher who has other cares. Willing to go anywhere, at a salary of $3,600 and percentage of gross revenue. Address Box C-754, Care of EDITOR & PUBLISHER.

Advertising Manager
Advertising manager, layout man and copywriter; broad experience; quick to utilize the essentials of advertising and selling for the promotion of business; qualified to plan and executive as manager advertising or ad copy service department; available for permanent position with congenial environment, where a clear headed, reliable worker can pull off his coat and buckle into it. Box C-887, Care EDITOR & PUBLISHER.

Advertising Manager
Advertising manager, solicitor, now employed on small Iowa daily desires to make change; capable of drawing copy and getting the business if it is there to get; have had 14 years' newspaper experience in different departments and would make a good man on small daily; married, age 37; desire permanent position only; can come on reasonably short notice. Address Box C-880, Care EDITOR & PUBLISHER.

Business Manager
Experienced business manager and advertising man, exceptionally well qualified to systemize and handle foreign advertising, seeks an opening in Texas, Arizona, New Mexico or Southern California; thoroughly competent to take full charge of publication, handling all ends; can satisfy interested parties by reference to present employers as well as former employers; would require 30 days or more to make change; health is excellent. Address Box C-886, Care EDITOR & PUBLISHER.

Business Manager
Wanted, April 1, position as business manager or general manager of daily paper; thoroughly trained and successful record as administrator of progressive dailies; can furnish highest references as to character and ability. Address Box C-888, Care EDITOR & PUBLISHER.

Cartoonist and Commercial Artist
Cartoonist and commercial artist of varied experience; formerly cartoonist with large movie concern; desires position in eastern city or in New York; political cartoons, comic strips, lettering, etc.; I have excellent references; let me make samples for approval. Address Box C-884, Care EDITOR & PUBLISHER.

Circulation Manager
Understands handling solicitors, carrier boys, agencies; I am a capable man who has had several years' experience in cities 25,000 and under and can furnish the highest references; I am married; age 38; I have also had some experience as an advertising manager; willing to start at $45 per week and can come on short notice. Address Box C-883, Care EDITOR & PUBLISHER.

Circulation Manager
Wanted position Circulation Manager; have had several years' experience; can furnish you the best of references; one who is not afraid to get out and work. Member of I. C. M. A. Address Box C-876, Care EDITOR & PUBLISHER.

Composing Room Foreman
Now employed on midwest daily desires change; efficient executive, familiar with cost system; competent makeup; union; middle west preferred. Write or wire D. S. Calvert, Omaha, Nebr.

Construction or Destruction
Lincoln and Roosevelt were radicals. Wilson's "League of Nations" is radical. Positive reconstruction is imperative. It's either that or Bolshevism. All-around newspaper man wants job where ideas on radical construction are welcome. Frank Pueton, 571 W. 130th Street, New York.

Expert Cost Analyst
Open for proposition; ten years present position; good business manager, financier, credit man, buyer, auditor; age 34, married; present income $5,000, but would make some concession. Address or wire Box C-879, Care EDITOR & PUBLISHER.

Office Manager and Organizer
28 years old, with ten years' experience in business offices of daily newspapers without one day of unemployment, desires change; has proven ability to handle people tactfully and firmly as well as to properly organize large offices or departments so as to secure maximum co-operation and eliminate friction and lost motion; am employed in the above capacity at present on paper with over 230,000 circulation at a salary of more than $4,000; splendid reason for change; action is entirely voluntary; general knowledge of newspaper accounting systems; have sold all classes of advertising; am no "easy mark." Address Box C-877, Care EDITOR & PUBLISHER.

SITUATIONS WANTED

Managing Editor
Ten years' experience; all desks, including Metropolitan paper, wants connection with live evening paper, city of 75,000 or more; best references. Box C-890, Care EDITOR & PUBLISHER.

Reporter
First-class reporter or desk man; ten years' experience; seeks opening small town evening paper; available now. Box C-891, Care EDITOR & PUBLISHER.

Reporter
Reporter wants position with Daily, Morning or Evening, in city of about 75,000. Graduate of school of journalism, and now with evening paper in small city. Can furnish best of references. Available May 1. Address Box C-862, Care EDITOR & PUBLISHER.

Scientific Circulation Director
desires change and would like to connect with large Southern or Western newspaper with 50,000 to 100,000 circulation. Prefer paper with Morning, Evening and Sunday editions. Expert on office management, distribution, service and all kinds of promotion. 13 years of result producing experience. With present employers six years and have increased circulation 80 per cent. Married man with family. Desire change to get into larger field. Member I. C. M. A. also founder and ex-president of one of the largest sectional circulation managers' associations in the United States. Production records gladly submitted. References: Present employers or leading members of I. C. M. A. and sectional organizations. Address Box C-858, Care EDITOR & PUBLISHER.

Some Place in the Southwest
is an opening for a capable, healthy, energetic newspaperman who will be at liberty to accept a position after May 1. Qualified by experience to handle any news room or editorial desk, any assignment reporting; can furnish highest references from previous and present employers; any correspondence will be treated confidentially. Address Box C-885, Care EDITOR & PUBLISHER.

Wanted a Chance
Stuck in lemon grove, my bootstraps broken, I need help. After 18 years as reporter and editor on great and small dailies, I blindly eased myself into city editorship, etc., on the largest daily in town of 100,000, with a boss who bought into the game. Expect to dig out before April 1. Can show clean and rather unusual record. Not cheap. Box C-847, Care EDITOR & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor
Experienced, capable and a live wire; chance to develop into manager; give all in first letter. Address Box C-870, Care EDITOR & PUBLISHER.

Desk Man Wanted
Massachusetts Evening Newspaper outside of Boston, edited with Metropolitan standards requires a competent copy reader at once. Ability to edit copy intelligently and thoroughly is as essential as the knack of putting the news in heads with a snap. A young man who can develop executive ability sought. Write Box C-856, Care EDITOR & PUBLISHER.

Managing Editor
One who has had wide experience in editorial department of live, progressive newspaper; well educated, understands technique and capable of directing others. Tell all about yourself in first letter and salary expected. Permanent position to right man. Address Box C-871, Care EDITOR & PUBLISHER.

Non-Union Assistant Pressman Wanted
on Southern afternoon daily; 17,000 circulation. Address Box C 874, Care EDITOR & PUBLISHER.

Wanted
High class newspaperman of personality and initiative, experienced in small daily work, to handle all local news in six thousand town, thereby acquainted himself with people and conditions to eventually qualify as city editor of afternoon paper; must be good mixer who achieves results diplomatically, know news and be able to get it together quickly and readably; permanent place with future to right man in substantial California city of delightful climate. Address with particulars as to experience, ability, salary expected, when available, Box C-875, Care EDITOR & PUBLISHER.

Wanted
Assistant editorial writer, morning Republican paper; circulation in excess of 20,000; city population 77,000; published in center of strongly white Republican section; a good opportunity; give references, experience, samples of work, salary expected, age, full details, etc. Address The Journal and Tribune, Knoxville, Tenn.

Wanted
Copy reader and assistant to telegraph editor; permanent job; must have had newspaper experience. In applying give references and work done. The Saratogian, Saratoga Springs, N. Y.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Will Invest
Will invest in and take over management of going newspaper (or editor ready to quit; experienced, capable, conscientious. Box C-873, Care EDITOR & PUBLISHER.

Wanted to Lease
I want to lease, with options, weekly or small daily in middle Atlantic States. Address Box C-878, Care EDITOR & PUBLISHER.

Wanted
Newspaper netting at least $5,000 yearly; will purchase outright or buy controlling interest. Box C-872, Care EDITOR & PUBLISHER.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

Would Bar "Shocking" Papers

OTTAWA, Ont.—A growing sentiment against certain United States publications is finding expression through the adoption by many influential public associations and clubs of resolutions asking the Government to impose a duty heavy enough to prohibit their importation. Those specifically mentioned in resolutions adopted here are the Hearst publications, Snappy Stories, Live Stories, La Parisienne and others. The majority of the resolutions suggest that the duty be fixed at 15 cents per pound.

Says Press Best Aid to College

PHILADELPHIA.—Speaking before the local members of the alumnae of Wellesley College last week, W. Hancock Payne, head of the Payne Advertising Agency, said that the newspapers would be the greatest single factor in insuring success in the Wellesley campaign to raise a foundation fund of $2,700,000. He added that newspapers were the greatest educational force in America and that they were invariably the friends of any good cause as they were invariably the enemies of any bad cause.

Changes on Pelham Weekly

PELHAM, N. Y.—Merle McAllister, who has been editor of the Sun for the past two years, has resigned, as have Frank H. Brooks, who has been doing special editorial work, and J. H. Riseley III, reporter. The Sun has just been awarded first prize for the best inside make-up and third prize for a front-page in a contest among 214 weeklies of New York State conducted by the State College of Agriculture.

May Cut Printers Wages

New York employing printers, at a conference with representatives of the labor unions February 24, stated their intention of endeavoring to reduce wages of printers 25 per cent on April 1.

Georgia Raising Rest of Ad Fund

ATLANTA, Ga.—Members of the campaign committee of the Advertise Georgia enterprise gathered at Macon, Ga., February 26, to lay plans for a campaign to raise the remainder of the $300,000 the state will invest in national advertising the next three years. It is expected that the advertising campaign will get under way this fall, according to F. Roger Miller, of Macon, chairman of the campaign committee. More than $100,000 has already been subscribed by the various counties of the state.

Daily Mail Fined 200 Pounds

LONDON, Eng.—A fine of £200 and costs was assessed against the editor of the Daily Mail by the Kings Bench on a conviction of contempt of a court martial. The Daily Mail in reporting the court martial stated that a sentence of two years' imprisonment had been passed upon the defendant before the sentence was promulgated. Upon the Daily Mail's plea that the Kings Bench division had no jurisdiction to attach for contempt of a court martial, the justices ruled that it had the power to protect a court martial from contempt.

Detroit Ad Men Lower Bars

DETROIT.—The Adcraft Club observed a "Joygloom Meeting" February 21. The members booed a few "acting glooms" out of their presence, in an ingeniously arranged program. Then, when everyone was cheerful, Verne Tucker and C. V. Burnett, Detroit advertising men, took charge of the program. A revised constitution was adopted, letting down on membership restrictions and erasing the clause which requires members to be advertising men.

Chambersburg Paper Names "Special"

CHAMBERSBURG, Pa.—The Valley Spirit has appointed Carpenter & Co., New York, Chicago and Kansas City to represent it in the national advertising field.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

PRESSES FOR SALE

24-page *High Speed Straightline Goss*. New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.
16-page *Straightline Goss*. 7 or 8 cols. Type length 21½ in. Complete stereotype equipment, including motors.
Standard make Presses from 8 to 40 page capacity.
Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 1; and a Ludlow Casting machine with complete outfit.
Immediate Deliveries
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1587
Richmond, Virginia

Digitized by Google

TIPS FOR AD MANAGERS

Philip Kobbe Company, 208 5th avenue, New York. Handling advertising for Castlebridge, Inc., an interior designing and decorating organization.

Simmonds & Simmonds, 422 South Dearborn street, Chicago. Using newspapers and magazines extensively for the Ilg Electric Ventilating Company, Chicago, manufacturer of electrical equipment.

Grandin-Dorrance-Sullivan, Inc., 151 5th avenue, New York. Sending out orders for a large newspaper campaign which began in Boston dailies this month for the Boston Hygienic Institute, advertising a new beverage. It will be followed by a general campaign in New England and New York State newspapers.

W. S. Hill Company, Vandergrift Bldg., Pittsburgh. Making yearly contract with newspapers for Thompson Medical Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Renewing contracts for the Coca Cola Company of Atlanta, Ga.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts with newspapers for The Wahl Company, Chicago, Ill.

Dake Ad Agency, 121 2nd street, San Francisco. Making 3,000-line contracts with newspapers for Hill Bros., tea and coffee.

Vanderhoof & Co., 167 East Ontario street, Chicago. Making 1,500-line contracts with western newspapers for Lloyd Manufacturing Company.

Wood, Putnam & Wood Company, Fidelity Bldg., Baltimore. Sending out schedules to Southern newspapers for McCormack & Company, Bee brand insect powder.

Federal Advertising Agency, 6 East 39th street, New York. Making 4,200-line contracts with Mississippi newspapers for Purity Oats Company.

Dorland Agency, 9 East 40th street, New York. Handling advertising for I. Lewis Cigar Company.

The Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Handling advertising for G.H.P. Cigar Company, Inc. ("El Producto").

Evans & Barnhill, 10 East 43rd street, New York. Making 6,000-line yearly contracts for Roernthal Bros.

Chappelow Ad Company, International Life Bldg., St. Louis. Making yearly contracts with newspapers for Harris Polk Hat Company.

Gundlach Advertising Company, 122 South Michigan avenue, Chicago. Placing copy with Milwaukee newspapers, farm papers and mail order publications for the Harsh & Chapline Company, shoe manufacturers, Milwaukee.

George Batten Company, 381 4th avenue, New York. Placing orders with some Canadian newspapers for the Florence Manufacturing Co., Prophylactic brushes, Florence, Mass.

Capehart-Carey Corporation, Times Bldg., New York. Placing orders with some Pennsylvania newspapers for Lee & J. J. Shubert, theatrical producers, New York City.

J. H. Cross, 214 South 12th street, Philadelphia. Reported will make up newspaper list in April for Genuine Haarlem Oil Co., 116 Beekman street, New York.

Dorland Advertising Agency, 9 East 40th street, New York. Reported to be placing orders with newspapers in selected sections for I. Lewis Cigar Manufacturing Company, "John Ruskin" and "Mella" cigars.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with newspapers that have rotogravure sections for Strouse-Baer Co., "Jack Tar Togs," 1270 Broadway, New York.

Richard A. Foley Advertising Agency, Termant Bldg., Philadelphia. Asking information from newspapers for a baking powder account.

H. H. Good Advertising Agency, 45 Murray street, New York. Resuming newspaper advertising for Carter Medicine Company, "Carter's Little Liver Pills," 45 Murray street, New York City.

Williams & Saylor, Inc., 450 4th avenue, New York. Reported to have secured the following accounts: Prince George Hotel, New York; George Howe, real estate, New York; Atlas Motor Car Co., York, Pa.; Gray & Wilmerding, New York; Delafield Estate, New York; and Frutchey Silk Company, New York.

Technical Advertising Service, 214 West 34th street, New York. Handling the accounts of the A. W. Wheaton Brass Works, Newark, N. J., and the Quality Fertilizer Works, Stamford, Conn.

Crosby-Chicago Advertising Agency, 63 East Adams street, Chicago. Planning national campaign for the National Lumber Manufacturers' Association, 332 South Michigan avenue, Chicago, Ill.

Fulton & Cunningham, Free Press Bldg., Detroit. Making 5,000-line contracts for Nash Motors.

Theodore F. MacManus, 44 Hancock avenue, East, Detroit. Renewing contracts for Maxwell Chalmers.

Nelson Chesman & Co., First Natl. Bank Bldg., Chattanooga. Sending out 28-line orders to run 156 times for Cumberland Chemical Company of Nashville, Tenn. Making 4,000-line contracts for Newbro Manufacturing Company of Atlanta, Ga.

J. D. Bates Advertising Agency, 292 Main street, Springfield. Sending out 336-line orders for Hendee Manufacturing Company, Springfield, Mass.

Doremus & Co., 44 Broad street, New York. Planning a newspaper campaign through Ohio for Endicott-Johnson Company.

George Batten Company, 381 4th avenue, New York. Planning newspaper campaign in Canada for Society Brand.

Barton, Durstine & Osborn Company, 25 West 45th street, New York. Handling advertising for McElwain Shoe Company.

Street & Finney, 171 Madison avenue, New York. Handling advertising for Herbert B. Lederer Company, New York, "Edelweiss Organdies."

Lyon Advertising Service, Times Bldg., New York. Handling advertising for Robert E. Miller, "U Put On" rubber heels, 11 Broadway, New York.

H. K. McCann Company, Cleveland. Placing orders with newspapers in selected sections for Cleveland Tractor Company, "Elettrac Tractor," Cleveland, 225 West 57th street, New York.

Harry C. Michaels, 113 Lexington avenue, New York. Placing copy with newspapers generally for Devoe & Raynolds Co., paints, 101 Fulton street, New York.

Frank Seaman Company, 470 4th avenue, New York. Placing orders with newspapers in selected sections for E. I. duPont de Nemours Company, paints and varnishes, Wilmington, Del.

Schoch Advertising Agency, 9 Clinton street, Newark, N. J. Placing orders with newspapers in various sections for Kilve, Germicide, Newark, N. J.

Stroud-Brown Company, 303 5th avenue, New York. Placing a tryout campaign with some New York City newspapers for Cope-Walton, "Blix-Snap" hand cleansers, 626 4th avenue, Brooklyn, N. Y.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing a few orders with newspapers in selected sections for U. S. Gutta Percha Paint Company, "Rice Mill White," Providence, R. I.

Wales Advertising Company, 141 West 36th street, New York. Again placing orders with newspapers in various sections for Crown Corset Company, "Rengo Belt Corsets," 170 5th avenue, New York.

Record Earnings for Smith

MONTREAL, Que.—The annual statement of the Howard Smith Paper Mills, Limited, Montreal (for the twelve months to December 31, 1920, shows earnings of the enterprise at a record level. Net profits are $1,089,898, compared with $704,261 in 1919. After payment of all charges and preferred stock dividends, there remains applicable to increased common stock outstanding $3,891,898, equivalent to 30 per cent on the average of the year.

Dafoe Quits Press Gallery

OTTAWA, Ont.—Members of the Parliamentary Press Gallery recently said good-by to one of the oldest and most popular members of the Gallery, Wallace Dafoe, until lately superintendent of the Canadian Press Parliamentary Bureau. He is quitting newspaper work in order to take up fruit farming in British Columbia.

L. H. Brownholtz Makes Change

CHICAGO—L. H. Brownholtz, formerly of the Thomas M. Bowers advertising agency of Chicago, has become associated with the local office of O'Mara & Ormsbee, publishers' representatives.

Farm Paper Changes Name

TULSA, Okla.—The name of the Interstate Farmer, published here, has been changed to the Tulsa Farm Press and the publication is being changed from a monthly to a weekly. Richard Elam is publisher.

Sixteen Advertising Graduates

DETROIT.—Sixteen men were graduated from the 17 weeks' advertising course of the Detroit Institute of Technology Jan. 31. This was the highest number on record.

Terrell Sunday Paper Suspends

TERRELL, Tex.—The Transcript has suspended its Sunday morning issue. The Daily Tribune of that city will continue its Sunday issue as heretofore.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
The Home Paper of Southern California
MEMBER A. B. C.

The Detroit News

In 1920, THE SUNDAY NEWS published more Rotogravure—the highest class of advertising—than its only Sunday competitor by 92,134 agate lines.

Nearly every person in Richmond reads
The
NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building, B'way at 34th St., New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

FIRST IN 1000 NEWSPAPERS
A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.
Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Don A. Carroll, Tribune Bldg., New York, N. Y.

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy { 2900 8111
Cable Address:
SCHOLZEM, NEW YORK

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Digitized by Google

BUYING POWER OF SOUTH

ON SOLID BASIS

Over four billion dollars is deposited in Southern banks, and producing 44 per cent of the entire crop value of the United States, the South tells a story of agricultural expansion.

While the increase in value of the cotton crop has been considerable, the great increase in diversified farming in the South has been responsible for the vast proportion of such a large production in crop value.

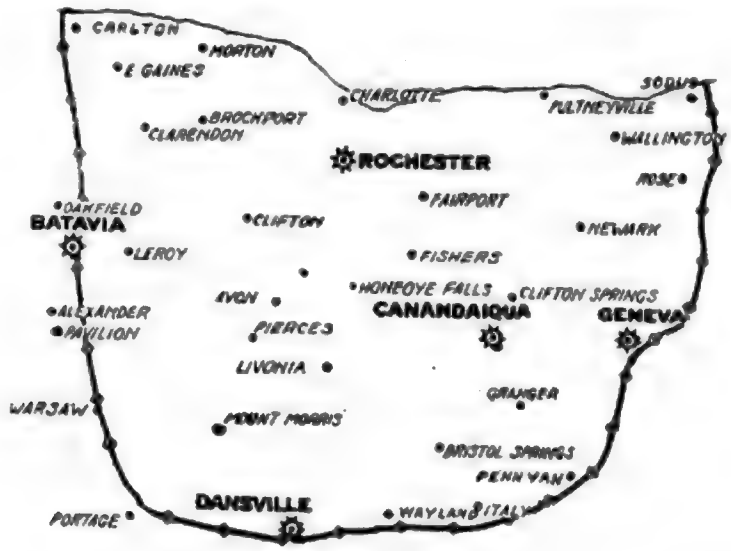
The South is prosperous and its buying power is on a sound basis. Advertise in this list of great Southern dailies.

SOUTHERN LIST

		Circulation	2,500 lines	10,000 lines
ALABAMA.				
**Birmingham Age-Herald	(M)	22,350	.06	.06
**Birmingham Age-Herald	(S)	24,462	.10	.10
**Birmingham News	(S)	55,663	.15	.15
**Birmingham News	(E)	55,383	.15	.15
**Mobile News-Item	(E)	10,860	.07	.07
**Mobile Register	(M)	22,451	.07	.07
**Mobile Register	(S)	33,718	.065	.065
FLORIDA.				
**Jacksonville Metropolis	(E)	17,860	.05	.05
Florida Times-Union, Jacksonville	(M&S)	28,886	.07 (8c S)	.07 (8c S)
**Palatka Morning Post	(M)	1,450	.0122	.0122
**Pensacola Journal	(M)	4,060	.025	.025
**Pensacola Journal	(S)	6,246	.025	.025
**Pensacola News	(E)	4,190	.03	.03
GEORGIA.				
***Atlanta Constitution	(M)	53,154	.13	.13
***Atlanta Constitution	(S)	60,116	.13	.13
***Atlanta Georgian	(E)	46,187	.12	.12
***Atlanta Sunday American	(S)	105,527	.15	.15
Augusta Chronicle	(M)	8,703	.045	.045
Augusta Chronicle	(S)	8,703	.045	.045
Augusta Herald	(E)	13,816	.05	.05
Augusta Herald	(S)	11,883	.05	.05
***Columbus Ledger	(E&S)	8,078	.04	.04
***Macon Telegraph	(M)	20,656	.06	.06
***Macon Telegraph	(S)	20,660	.06	.06
*Savannah Morning News	(M&S)	20,641	.056	.05
***Savannah Press	(E)	14,192	.05	.05
KENTUCKY.				
Lexington Leader	(E)	14,296	.05	.05
Lexington Leader	(S)	14,536	.05	.05
***Louisville Herald	(M)	49,756	.09	.09
***Louisville Herald	(S)	54,701	.09	.09
LOUISIANA.				
New Orleans Times-Picayune	(M)	73,334	.15	.15
New Orleans Times-Picayune	(S)	91,127	.15	.15
***New Orleans Daily States	(E)	38,585	.10	.10
***New Orleans Daily States	(S)	37,183	.10	.10
New Orleans Item	(E)	63,024	.15	.15
New Orleans Item	(S)	68,990	.15	.15
NORTH CAROLINA.				
Asheville Citizen	(M)	11,912	.04	.04
Asheville Citizen	(S)	10,423	.04	.04
**Charlotte News-Chronicle	(E&S)	10,179	.04	.03
***Charlotte Observer	(M)	20,189	.055	.04
***Charlotte Observer	(S)	21,137	.07	.06
Durham Herald	(M)	6,172	.03	.03
Greensboro Daily News	(M)	17,081	.06	.05
Greensboro Daily News	(S)	22,978	.07	.06
**Raleigh News and Observer	(M)	24,230	.06	.06
**Raleigh News and Observer	(S)	26,309	.06	.06
Wilmington Star	(M)	6,850	.04	.04
**Winston-Salem Journal	(M)	8,727	.04	.04
**Winston-Salem Journal	(S)	9,361	.04	.04
**Winston-Salem Sentinel	(E)	9,474	.04	.04
SOUTH CAROLINA.				
Anderson Mail	(E)	4,325	.025	.025
***Columbia Record	(E)	12,937	.05	.05
***Columbia Record	(S)	13,740	.05	.05
***Columbia State	(M)	21,862	.06	.06
***Columbia State	(S)	22,307	.06	.06
Greenville News	(M&S)	10,890	.045	.04
Greenwood Index Journal	(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan	(E)	3,132	.04	.04
***Spartanburg Herald	(M)	4,744	.04	.04
***Spartanburg Herald	(S)	5,913	.04	.04
TENNESSEE.				
***Chattanooga News	(E)	20,106	.05	.05
Chattanooga Times	(M)	22,661	.07	.07
Chattanooga Times	(S)	23,046	.07	.07
***Knoxville Sentinel	(E)	19,822	.07	.06
***Memphis Commercial Appeal	(M)	83,350	.16	.15
***Memphis Commercial Appeal	(S)	113,841	.19	.18
***Nashville Banner	(E)	41,077	.07	.07
***Nashville Banner	(S)	43,116	.06	.06
***Nashville Tennessean	(ME&S)	44,675	.09	.09
VIRGINIA.				
‡Bristol Herald Courier	(M&S)	6,500	.04	.04
Danville Register and Bee	(M&E)	9,950	.04	.04
Newport News Times-Herald	(E)	8,464	.05	.05
Newport News Daily Press	(S&M)	9,349	.05	.05
***Norfolk Virginian Pilot	(M)	32,596	.06	.06
***Norfolk Virginian Pilot	(S)	38,452	.10	.10
***Roanoke Times	(M&S)	23,438	.07	.06
***Roanoke World-News	(E)	10,193	.07	.06
***Richmond News-Leader		46,383	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C. Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.
*A. B. C. Auditor's Report, December 31, 1920.

Digitized by Google



To Secure Maximum Distribution In This 40-Mile Trading Radius

You'll need the Advertising and Merchandising Service of the

Rochester Times-Union

First in its Field

We offer you the largest circulation in this Trading Territory.
We offer you Merchandising Co-operation to the fullest extent.
Here are a few of the many advertisers for whom we have accomplished very definite results:

Carnation Milk
Borden's Evaporated Milk
Whip Easy
Lipton's Tea
Faust Instant Coffee
Climax Baking Powder
O'Sullivan's Heels
Pillsbury's Flour
Lee Union-Alls
American Beauty Irons
Colgate's Ribbon Dental Cream
Aunt Jemima Pancake Flour
Ward's Orange Crush
Bond Bread
Bayer-Tablets of Aspirin
Ward's Bread
Touraine Chocolates
Armour's Corn Flakes
Wildroot
Runkel Cocoa
Gillette Razors
Hood Rubber Co.
Blackstone Cigars

May we be of Service to You?

ROCHESTER TIMES-UNION

Circulation (A. B. C.) 64,018

J. P. McKinney & Son, Representative, 334 Fifth Avenue, New York,
122 South Michigan Avenue, Chicago

Digitized by Google

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1921

Copyright, 1921, by the Editor & Publisher Company

Space-Buyers' Chart and Market Survey of the CITY OF NEW YORK

Second Section — NEW YORK, SATURDAY, MARCH 5, 1921 — Pages I to XXXVI

NEW YORK CITY—METROPOLIS OF MANKIND

Leader in Finance, Industry, Commerce, Trade and the Arts is the Central Point of the Buying Power of the World—New York Interest Means World Interest

IN considering the New York metropolitan market the advertiser should always bear in mind that his appeal is more than local—even more than national in its possibilities because of the relation of the city through the daily activities of its citizens is world wide.

New York, the cosmopolis of civilization, has never been so well described as by William Joseph Showalter who did it all in a very few words—"New York—the metropolis of mankind."

New York is a state within a state and a nation within a nation—in population it outranks any one of half the nations of the world. In fields of finance, industry, trade and all the arts, to each of which it is a world center, New York City in many ways means America. The ramifications of the activities of its people engender final response from every corner of the earth and every stratum of society and sphere of human endeavor.

There is no better indication of the buying power of a city than its automobiles and for that reason a comparison of motor ownership between New York State, one of the richest in the nation, and New York City is interesting.

Figures of the automobile growth in New York State during 1920, reveals the interesting fact that more cars were registered in that year than during the 1919 period. On February 1 last, at the close of the fiscal automobile bureau year, there was a total of 682,894 motor vehicles in use throughout the State, representing a gain of 111,232 vehicles over the preceding year. The increase in 1919 over 1918 was 157,984, so that the latest automobile census apparently indicates that the maximum possibility for motor use in the Empire State has not yet been reached. Trucks showed a larger proportionate increase than passenger vehicles, the registry being 125,394, an annual growth of 28,048, or 29 per cent, while passenger vehicles increased by 17 per cent, being 77,664 vehicles, the total numbering 524,257.

Nearly one-third of all the cars in this State were registered by New York City owners, being 215,782 cars, of which 149,922 were passenger vehicles and 52,128 motor trucks.

Of the total State registry, passenger cars represent 524,257. The growth in omnibuses last year was 3,957 and in trailers, 684. Dealers now number 3,560, or 879 more than a year ago, a 33 per cent increase. Chauffeurs gained 35,179, bringing the total for the year to 216,811, of which 131,394 were licensed in New York City.

A comparison in the registration figures for the State as a whole and New York City presents some interesting features. Besides its big increase in commercial cars, out of the 26,529 omnibuses in the State, 11,618 are from New York and 1,011 of the total of 3,154 trailers. Out of the 879 new dealers last year, 283 came from the greater city, while 1,126 of the 1,531 more motorcycles registered last year are owned in New York City.

The following gives the comparative registration, increase in cars and chauffeurs for New York State and New York City:

NEW YORK STATE.

	1919.	1920.	Increase.
Passenger	446,593	524,257	77,664
Omnibus	22,572	26,529	3,957
Trucks	97,346	125,394	28,048
Trailers	2,470	3,154	684
Dealers	2,681	3,560	879
Total cars	571,662	682,894	111,232
Chauffeurs	181,632	216,811	35,179
Motorcycles	28,561	30,092	1,531

NEW YORK CITY.

Passenger	126,750	149,922	23,172
Omnibus	9,136	11,618	2,482
Trucks	41,057	52,128	11,071
Trailers	678	1,011	333
Dealers	820	1,103	333
Total cars	178,441	215,782	37,341
Chauffeurs	107,824	131,394	23,570
Motorcycles	8,277	9,403	1,126

The Automobile Bureau in the Secretary of State's office collected about $9,000,000 last year, and to this sum New York City's contribution was $3,696,616.08.

Passenger vehicles increased 18 per cent during the year, or 23,172 in number, while the commercial vehicles advanced by 27 per cent, or 11,071 in number over the preceding year.

The site of the Ritz Hotel in Piccadilly is London's busiest corner; in New York more vehicles pass Columbus Circle than any other spot. On the average day more than 28,000 pass the Ritz, while nearly 40,000 turn by Columbus Circle.

Figures mean a

(*Continued on page IV*)

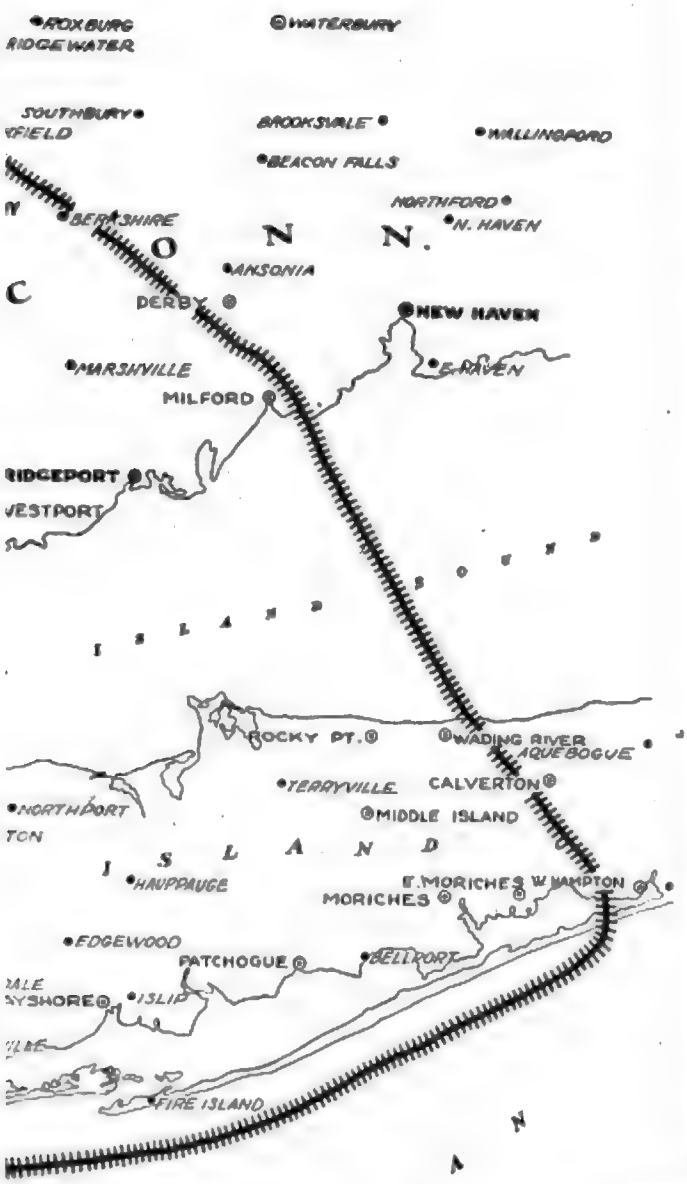
Photo by U. S. Army Air Service

The point of the rich little island that juts out toward the sea to welcome the trade of the world. Inward bound from the ports of the seven seas New York awes and overwhelms by her visible wealth that bespeaks a buying power that has not yet been sounded to its depth.

Detail Maps of New York's Principal Retail Trading Areas Pages I, II, III, XXXIV, XXXV and XXXVI.

Digitized by Google

Digitized by Google



TRADING AREAS
of
NEW YORK CITY

IN attempting to outline the trading areas of New York City, great care and study was necessary before arriving at a final decision regarding the boundary lines.

Working with the metropolitan area as defined by the Bureau of Census, Department of Commerce, as a foundation, it was necessary for our representatives to become familiar with the transportation facilities, character of inhabitants, size of cities and towns, character of stores that might tend to lessen the attractiveness of advertisements published by New York City houses, distributing facilities of the larger New York stores and many other details, before arriving at the trading areas as indicated on accompanying map. For the information of national advertisers and agents, EDITOR & PUBLISHER wishes to assure them that these areas were carefully checked by impartial sales managers, advertising managers, shipping clerks and others who could have no selfish motive.

These trading area boundaries were not arrived at hastily or in a general sense. In addition to the investigation on the part of EDITOR & PUBLISHER'S representatives, as outlined above, the first and tentative maps were arranged through co-operation with the advertising managers of several of the largest department stores. These areas were rearranged from time to time as special information pertaining to shipping facilities and buying characteristics of the people were noted, or transportation facilities were improved, so that there were possibilities of opening up new fields for the distribution of New York manufactured or New York sold products.

The accompanying map affords the space buyer and national advertiser an opportunity to compare the areas, distances and other details with any standard map of this territory. The larger and more important cities have been indicated by larger type and stars—those of lesser importance with a circled dot or period.

The daily trading area indicated by a double-dot-and-dash line is the territory from which the retailers of New York City proper secure the bulk of their support.

The heavier line indicates the boundaries of an area from which the New York retail centers attract a once-a-week business. Transportation facilities are such that people living in this second area are able and more inclined to make a weekly trip for shopping and business purposes.

Throughout this same area the larger stores and a great many wholesale houses maintain a once-a-week delivery system by motor truck, in addition to the very excellent shipping facilities afforded by the numerous railroads which make New York City their terminus.

It is quite impossible on a map of this size to indicate a third and possibly equally as important area; that which is known as the periodical trading zone.

In a great many localities, such as the metropolitan areas of cities ranking within ten of the largest in the United States, it is quite possible to indicate a periodical trading zone. In the case of New York City, however, such a map would include nearly all the territory east of the Mississippi. And a fourth or seasonable shopping zone would include points as far west as the Pacific Coast, and as far east as the principal cities of Europe. Such periodical trade, as might be derived from extended territory indicated in the latter classes, has practically no bearing on the retail trade of New York City. Therefore, we have restricted the map to such an area as may be considered the vital territory from which any advertising campaign in New York City must reap its profits.

New York Daily English Language Newspapers

New York American ..... (m-s)	N. Y. Post ..... (e)	Citizen (Brooklyn) ..... (e-s)
Call ..... (m-s)	N. Y. Sun ..... (e)	Eagle (Brooklyn) ..... (e-s)
Globe & Commercial Advertiser ..... (e)	N. Y. Telegram ..... (e-s)	Standard Union (Brooklyn) ..... (e-s)
N. Y. Herald ..... (m-s)	N. Y. Telegraph ..... (e-s)	Times (Brooklyn) ..... (e-s)
Daily News ..... (m)	N. Y. Times ..... (m-s)	Journal (Flushing) ..... (e)
N. Y. Journal ..... (e)	N. Y. Tribune ..... (m-s)	Times (Flushing) ..... (e)
N. Y. Mail ..... (e)	N. Y. World ..... (m-e-s)	Long Island Farmer (Jamaica) ..... (e)
North Side News ..... (e-s)	Staten Island Advance ..... (e)	Star (Long Island City) ..... (e)

New York Daily Foreign Language Newspapers

Al-Hoda (Arabic) ..... (e)	Giornale Italiano (Italian) ..... (m-s)	Narodni List (Croatian) ..... (e-s)
Amerikai Magyar Nepsava (Hungarian) ..... (m)	Glas Naroda (Slovenian) ..... (m-s)	National Herald (Greek) ..... (m-s)
Araldo Italiano (Italian) ..... (m)	Staats-Herald und Abendblatt (German) ..... (m-e-s)	Nowy Swiat (Polish) ..... (m-s)
Ash-Shaab (Arabic) ..... (m)	Hlas Lidu (Bohemian) ..... (m)	La Prensa (Spanish) ..... (m)
Atlantis (Greek) ..... (e)	Jewish Daily Forward (Yiddish) ..... (e-s)	Progresso Italo-Americano (Italian) ..... (m-s)
Bollettino Della Sera (Italian) ..... (e)	Jewish Daily News (Yiddish) ..... (e-s)	Russkoye Slovo (Russian) ..... (m-s)
Courrier des Etats Unis (French) ..... (m-s)	Jewish Morning Journal (Yiddish) ..... (m-s)	Russky Golos (Russian) ..... (m-s)
Day-Wacheit (Yiddish) ..... (e-s)	Jewish Times (Yiddish) ..... (e-s)	Serbian Daily (Serbian) ..... (e)
Dennik (Slovak) ..... (e)	Jugoslovenski Svijet (Croatian) ..... (m)	Slovak v Amerike (Slovak) ..... (m)
Eagle (Arabic) ..... (m)	Listy (Bohemian) ..... (m)	Telegrapo (Italian) ..... (e)
Elore (Hungarian) ..... (m-s)	Mersat-ul-Gharb (Arabic) ..... (m)	Telegram Codzienny (Polish) ..... (m-s)
		Ukranian Daily (Ukranian) ..... (m)

New York Daily Business Newspapers

American Metal Market ..... (e)	Law Journal ..... (m)	
The Bond Buyer ..... (m)	Marine Record ..... (m)	
Bond News ..... (e)	Metal Reporter ..... (m)	
Chemical, Color & Oil Daily ..... (m)	News Record ..... (m)	
New York Commercial ..... (m)	Reporter ..... (m)	
Financial America ..... (m-e)	Wall Street Journal ..... (m-e)	
Garment News ..... (m)	Wids Daily ..... (m)	
Journal of Commerce ..... (m)	Women's Wear ..... (e)	

Sectional Newspapers

Home News (Harlem) ..... (W-S)	
Home News (Bronx) ..... (Tues-Thurs-S)	
Chat (Brooklyn) ..... (Sat)	
Coney Island Times (Brooklyn) ..... (Wed)	
Ridgewood Times (Brooklyn) ..... (Fri)	

Photo by Paul Thompson

France's gift to America, which marks the entrance to this country's greatest harbor, is an everlasting inspiration to men and women who strive to achieve through their own efforts. It is symbolic of the spirit of America

NEW YORK THE METROPOLIS OF MANKIND

(Continued from page 1)

great deal in considering New York—for instance the annual food bill is $645,000,000.

The population of the city's five boroughs as counted in the Federal Census of 1920 was 5,459,004.

The City of New York contains five complete counties, each of which has the same boundaries as a borough. These counties are New York, which is coterminus with the Borough of Manhattan; The Bronx; which is equivalent to the Borough of The Bronx; Kings, which is identical with the Borough of Brooklyn; Queens, which has the same boundaries as the Borough of Queens; and Richmond, which is identical with the Borough of Richmond.

There are 197,046.6 acres in New York City, including land and water. The Federal Census gives the land area of the city as 183,555 acres and the acreage of the boroughs as follows: Manhattan, 14,038; Brooklyn, 44,911; The Bronx, 26,889; Queens, 67,142; Richmond, 30,575.

The Metropolitan District of New York, which consists of the New York and the urban population of the territory within ten miles of the city's limits, contains 616,927.6 acres. The entire territory within ten miles of the city's limits, added to the city itself, has an area of 875,515.2 acres.

According to the Federal Census, New York's Russian-born population is equal to that of Odessa before the Revolution; its Italian-born population is as large as that of the cities of Trieste and Venice combined; its German-born population is larger than that of the city of Bremen; and it contained one million residents of Jewish birth. Practically every race on the face of the earth has its representatives in the city.

Frequently likened to a continuous World's Fair, New York offers the sightseer kaleidoscopic opportunities. Its great beaches, its tall buildings, its imposing edifices housing as many as 22,000 tenants under one roof, its magnificent specimens of all types of architecture, its great avenues and streets are but a few of its wonders. Its parks, vast and expansive, comprise varied forms of scenery, including grassy plains, rolling and almost mountainous country, lakes and streams, and bits of verdure along the Sound and Hudson.

Along the city's 520 miles of water frontage are many vast stretches of good bathing beaches, and yacht and boat clubs. The visitor to New York may leave the heart of the city and take a dip in the ocean, after no more than half an hour's travel.

For the motorist New York has some thousands of miles of broad smooth thoroughfares, and within a day's trip by automobile, over splendid roads, are thousands of lovely vistas.

The city's stores are full of temptations to shoppers. In them are gathered the cream of the world's merchandise. Not only are there many department stores, but there are also thousands of specialty shops the like of which is not to be found elsewhere.

More than 500 conventions are held in New York City each year. Business, fraternal and scientific and other organizations find it greatly to their advantage to hold their sessions in the Metropolis, for here there is every facility for the accommodation of their meetings and the delegates. Usually conventions in New York attract a larger attendance than if held elsewhere. This may be ascribed to the magnitude of attractions and diversions, but it is also due to New York's supremacy as a market, and in the arts and sciences. Many trade expositions are held in the city. At these fairs, enormous quantities of goods are sold for delivery in all parts of the world.

New York, it has been said, and truthfully so, belongs to the whole country. It is a friendly place, for its thousands of citizens have been recruited from every corner of the world.

New York City is rich in parks and public improvements, among which are some wonderful engineering achievements.

The five boroughs are liberally sprinkled with breathing spaces, large and small; the museums contain fine collections, and the collections of living animals, plants and fishes boast many rare and beautiful specimens.

The commercial supremacy of New York City is largely attributable to the fact that it is situated at the port of New York, with its magnificent inland harbor located at the confluence of the Hudson River and Long Island Sound.

The port of New York has 771 miles of direct waterfront, of which 578 miles serve New York City. A larger part of the New York City waterfront is publicly owned and is being intensively developed by the city authorities.

Just prior to the World War there were approximately 100 steamship lines sailing from the port of New York, engaged in foreign trade throughout the world, and, as the nation's port, over 50% of the foreign commerce of the United States passes through the port of New York.

Fourteen lines operate between New York harbor and points located upon Long Island Sound, serving those points proper and, via the Long Island ports, the New England territory.

Six lines operate in the coastwise trade between New York harbor and Atlantic and Gulf ports, and from no other port in the United States is the coastwise trade so adequately served. Eight steamboat lines, operating on the Hudson River, serve New York City.

There are at present two regular canal lines operating between New York City and Buffalo through the New York State Barge Canal. These lines have through working arrangements with lake packet lines running between Buffalo and Cleveland, Detroit, Chicago and Duluth. There are many canal boats engaged in the handling of cargo-lots between New York and Buffalo and way points on the New York State Barge Canal. The New York State Barge Canal is likewise available as a means of transportation for reaching Lake Champlain and Canada.

The lines operating via water routes, both in foreign and domestic commerce, with the business they originate or control, afford, through the Port of New York, the "melting pot" for the distribution of that commerce, and no other

(Continued on page XX)

Photo by Paul Thompson

Forty-second street and Broadway. Here is massed buying power in which every want of the world is represented. This picture was taken as the theaters in that district were discharging their audiences.

Photo by Paul Thompson

Man-made cliffs of livelihood and habitation in their nightly glory as viewed from the sky. Every light stands for light and power—the light of enterprise and daring and the power to satisfy every desire.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 1

NEW YORK CITY

Population

1900 Census	3,437,202
1910 Census	4,766,883
1915 Census (State)	5,253,885
1920	5,620,048
1920 Census (Metropolitan District)	8,312,451

Population of Metropolitan District as given by Department of Commerce, Bureau of Census, for 1920.

		1900	1910	State Census 1915	1920
N. Y. City	Bronx	200,507	430,980	649,726	732,016
	Brooklyn	1,166,582	1,634,351	1,825,534	2,018,356
	Manhattan	1,850,093	2,331,542	2,295,761	2,284,103
	Queens	152,999	284,041	389,233	469,042
	Richmond	67,021	85,969	93,631	116,531

		1900	1910	1920
Outside of N. Y. City	Nassau Co., N. Y.	.....	83,930	.....
	Westchester Co., N. Y.	184,257	283,055	344,086
	Rockland Co., N. Y.	38,298	46,873	45,548
	Bergen Co., N. J.	78,441	138,002	210,688
	Essex Co., N. J.	359,053	512,886	651,807
	Hudson Co., N. J.	386,048	537,231	629,124
	Middlesex Co., N. J.	79,762	114,426	162,334
	Passaic Co., N. J.	155,202	215,902	259,148
	Union Co., N. J.	99,353	140,197	199,832
	Monmouth Co., N. J.	82,057	94,734	104,906

NOTE:—As defined by the census of 1910 the Metropolitan District includes in addition to the central city: 15 cities, 41 boroughs, 2 villages, 17 towns and 17 townships.

Chart Showing

Population of New York City by Boroughs

The above chart clearly shows the division of the population in New York City. Manhattan and Brooklyn together have 77% of the total population. Queens Borough, with only 8% of the population, is as large in square miles as Brooklyn and Manhattan combined and could house as many people as Manhattan does at the present time.

"BREAKING INTO NEW YORK"

A Story of Successful Experience of Much Suggestive Value to the Manufacturer with Goods to Sell and Afraid to Undertake the Plunge Into the Greatest Market on Earth

By JASON ROGERS

Publisher of THE NEW YORK GLOBE

REGARDLESS of general opinion to the contrary the great New York market can be more easily and profitably entered than probably any of the other communities pretending to possess a material part of the purchasing power and progressiveness of the great city and surroundings with 10,000,000 people with practically limitless money to spend for necessities and luxuries.

By this I do not mean that anyone can come in and quickly dominate the situation without the expenditure of large sums of money. What I do mean is that anyone with real goods for which popular demand can be created to be sold at attractive prices, can secure larger sales for less money per sale than can be obtained anywhere else on earth.

In order to prove my case I must stick to facts, to experiences coming directly before me in connection with the various successful campaigns put over by the New York Globe. Of necessity my story will be a Globe office story.

What I say regarding the things done by The Globe could probably in part, at least, be duplicated by several of the other worth-while newspapers and may be far surpassed by one or two others did they but intelligently throw their great power and influence behind their effort as we have done.

Let us not deal with formalities so common in newspaper and advertising arguments. Let us go through with facts regarding a dozen or more widely diversified experiences, merely to indicate unlimited opportunities in other directions.

From the standpoint of the so-called national advertiser New York may seem the most difficult and expensive market to reach of any he has to tackle. In talks with many national advertisers I think I am safe in saying that an average of their opinion would place the cost of a real introductory campaign at from $30,000 to $100,000.

Not long ago in talking with one of the brightest advertising managers of a specialty with national distribution, he told me, "Why, Rogers, we don't sell enough in New York to load a shotgun." I asked him why, and he said, "Because the directors have never felt strong enough to give me $100,000 to do it with."

There is where we are. When I show you how the New York Globe can do the trick for 10 or 20 per cent. of that sum, according to the goods to be sold, and prove it by valid, unsolicited testimonials from those who have bought and paid for the use of the service and secured the results, you will understand that I am going to try and convey a real worth-while message to you.

The Globe in New York, as many of you know, is but a moderately sized paper as circulations go. We have only 170,000 a day, compared with five others ranging in the 300,000 class, and one with more than twice that total.

The point I want to make here is that if The Globe single-handed can produce such results with its comparatively small, well conditioned and intensive army, what truly marvelous results could be developed if other newspapers would but apply the same principles!

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 2

NEW YORK CITY

Population---(Continued)

Native White	60%	English Reading	90.5%
Negroes	2%	Factory Workers	13%
Foreign Born	38%	Families	1,768,606
Students	55,867	Summer Residents	10%

These percentages are estimated for the entire Metropolitan District.

Population is the primary measure of development, and of mercantile and industrial capacity. Population determines size of markets and of business opportunity in general. Since 1900 New York City's increase has been at the rate of 100,000 per year. New York thus adds annually to the local market a total as great as the population of many large cities.

In the City of New York the figures for birth and parentage show a very large foreign born parentage, and an almost equally large population of native born but having foreign born parents. New York City has 40% foreign born and 38% foreign parents, and only 19% native parents. The countries furnishing the largest foreign population are in order named for New York City: Russia, Italy, Germany, Ireland and Austria.

The population of the city is almost entirely white, there being only a negligible number of Orientals and 1.9% negroes.

NEW YORK CITY POPULATION (1910), SHOWING PERSONS OVER 15 YEARS OF AGE, BY AGE, SEX AND BIRTH.

New York City

	Male	Female		Male	Female
Total	1,697,045	1,702,064	Native white, native parents	286,961	296,365
15 to 24 years	467,287	522,197	Native white, for. or mixed par.	457,466	499,433
25 to 44 years	831,254	782,461	Foreign born white	913,046	864,927
45 years and over	393,308	395,800	Negro	34,269	40,792
Age unknown	5,196	1,606			

Showing Population of all Boroughs of Persons over 15 years of age, by age, sex and birth.

Manhattan

	Male	Female		Male	Female
Total	856,870	854,365	Native white, native parents	118,625	119,791
15 to 24 years	237,948	271,627	Native white, for. or mixed par.	194,708	218,977
25 to 44 years	425,814	394,824	Foreign born white	516,087	496,009
45 years and over	188,392	186,723	Negro	23,495	27,348
Age unknown	4,716	1,191			

Bronx

	Male	Female		Male	Female
Total	150,922	149,655	Native white, native parents	25,949	26,194
15 to 24 years	40,918	44,813	Native white, for. or mixed par.	49,715	54,772
25 to 44 years	74,429	70,115	Foreign born white	75,628	66,981
45 years and over	35,354	34,587	Negro	1,436	1,700
Age unknown	221	140			

Brooklyn

	Male	Female		Male	Female
Total	559,306	575,314	Native white, native parents	111,312	120,288
15 to 24 years	152,885	170,608	Native white, for. or mixed par.	169,200	188,460
25 to 44 years	270,330	261,119	Foreign born white	269,965	256,520
45 years and over	135,893	143,355	Negro	7,869	9,950
Age unknown	198	232			

Queens

	Male	Female		Male	Female
Total	98,806	94,326	Native white, native parents	22,069	21,849
15 to 24 years	27,552	27,538	Native white, for. or mixed par.	34,876	36,040
25 to 44 years	46,530	43,440	Foreign born white	40,644	35,100
45 years and over	24,684	23,316	Negro	1,079	1,336
Age unknown	40	32			

Richmond

	Male	Female		Male	Female
Total	31,141	28,404	Native white, native parents	9,006	8,443
15 to 24 years	7,984	7,611	Native white, for. or mixed par.	8,967	9,184
25 to 44 years	14,151	12,963	Foreign born white	12,722	10,317
45 years and over	8,985	7,819	Negro	390	458
Age unknown	21	11			

The number of persons per dwelling for New York as a whole is 15.6, and for Manhattan 32. The average number of persons per family in the City and Manhattan is 4.7.

The commuters from Long Island and New Jersey alone are 500,000 a day. The total transit visitors or commuters to New York City is estimated in round figures at 650,000 per day.

The percentage of summer residents for the Metropolitan District naturally is greater because of the many very attractive country and seashore resorts of Long Island and New Jersey.

"BREAKING INTO NEW YORK"

I don't say this in any spirit of boastfulness, but rather in the hope that, by putting it that way, other publishers will see the advantage of closer and more effective co-operation both among themselves and, in assisting, to make advertising more productive of results than any one has ever dreamed of.

Our first real experience in developing the species of reader interest and reader confidence, which, in my opinion, has made our later successes a possibility, dates back to 1912 when a young man named Kobler started trying to see me. He called repeatedly for six or eight weeks before I finally consented to see him.

To be perfectly frank he did not appeal to me as I passed him in the outer office as worth any time to be devoted to him for consideration. His repeated calls finally wore on my nerves, and I decided to see him and get rid of him once for all.

He came into my office and stated that he "wanted to go to Paris," to organize a department of "Original Paris Fashions." I told him that I had no objection to his going to Paris, but that I took no interest in the development of Paris fashions. After a talk he agreed to go to Paris at his own expense if I would but promise to consider his proposition when he returned.

That brief talk was the starting point of the wonderful things that were developed in direct selling plans by A. J. Kobler, now with the Hearst organization, then merely an unknown man of limited advertising experience, but brilliant imagination and willingness to work.

Kobler went to Paris and established relations with Worth, Paquin, Driscoll, and other great designers and came back loaded for bear. He proposed to publish a daily fashion article, illustrated with drawings by Kelly, showing their new and wonderful designs.

I, like many other newspaper men, thought the matter would be above the heads of the people, but was willing to try it "at your own price," as Kobler put it. He started at $50 a week, if I remember correctly, but is now one of the highest paid men in the advertising business. We commenced to publish the stuff and Kobler commenced to get advertising from specialty shops we had never had in The Globe.

That fall we got out the first of our famous fashion numbers which surpassed anything previously attempted by a daily newspaper for beauty of make-up, for fashion news merit, and gathered a mass of advertising which were read with as much interest as the reading matter.

Unlike nearly all previous special numbers, The Globe's spring and fall fashion numbers were limited to the representation of advertising from regular advertisers and as part of definite, well conceived and carried out selling campaigns, and produced handsome results for every one concerned.

Each succeeding number since then up to the war period was more successful than the one ahead of it and practically every advertiser who has started in one of the numbers repeated as often as we got them out with swelling volume of copy in the regular daily issues of The Globe.

Through the fashion numbers, daily fashion service, fashion shows, and other fashion stunts, The Globe interested its women readers in its fashion service and thus fertilized its constituency in a way no other newspaper had as successfully done, which made advertising in its columns universally productive of results.

Going parallel with this reader stimulation we, by systematic work secured the substantial interest of a large part of the 14,000 or 15,000 dressmakers of New York, and specialty shops and big retail stores all over the country. This produced an ideal market place for the man with a fabric or women's wear article he desired to put out.

The big retail shops in New York recognized the importance and hold The Globe had secured on so large a part of the buying public in New York by constantly increasing the volume of their advertising in its columns, until The Globe carried more of this business than any other newspaper until print paper shortage compelled us to limit its volume.

Growing out of this development, or rather incidental to it, we have put over some campaigns worthy of note and which should be of interest to any one wishing to break into New York.

Let us consider just a few high spots.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 3

NEW YORK CITY

Location

New York City is located in the extreme southeastern corner of New York State, being situated around the mouth of the Hudson River.

New York City consists of the extreme southeastern corner of the mainland of New York State, together with two islands in New York Harbor and a portion of the extreme end of Long Island.

New York is the terminus of nine great railroad systems: New York Central R. R., New York, New Haven & Hartford R. R., Pennsylvania R. R., Baltimore & Ohio R. R., Central R. R. of New Jersey, Erie R. R., Lackawanna R. R., Lehigh Valley R. R., Long Island R. R., New York, Ontario & Western R. R., and West Shore R. R. These lines extend to and connect with lines extending to all parts of the United States.

Within the Metropolitan District, the Pennsylvania R. R. has twelve freight terminals, the Lehigh Valley twelve, New York Central eighteen, Lackawanna eight, Baltimore & Ohio six, Erie fourteen, Central R. R. of New Jersey seven, West Shore and New York, Ontario and Western fourteen each. The New York, New Haven & Hartford has eight freight terminals, the Staten Island Rapid Transit Railway twelve, and Long Island R. R. nine.

Together with the above terminals there are thirteen terminal companies which accept freight for every railroad entering New York. These companies are known as auxiliary or contract terminals.

Three terminals of the State Barge Canal are located in the Borough of Queens. These terminals place all of the advantages of the $150,000,000 deeper and wider State Barge Canal at the disposal of the shippers of New York City, and materially reduce the cost of transportation of raw materials and manufactured products.

There are fifteen electric surface railway companies serving New York City; two elevated companies, two subway companies, two motor bus companies and the Hudson Tubes connecting Newark, N. J., and intervening points with New York City. The lines of these companies extend far out into the suburbs and connect with many other railway systems that feed New York City territory. Within Metropolitan New York there are twenty-one railroad passenger terminals.

City Classed As

New York City is the largest and most important city, not only in the United States, or in the Western Hemisphere, but in the entire world. It is the greatest financial and industrial center in the United States. New York is the world's greatest port. It is the chief center of trade between the United States and Europe, and also one of the principal distributing points for domestic trade.

The manufacturing industries of the City are especially aided by the fact that New York is the largest single market in the country for manufactured products. The volume of products made and distributed in New York is in great part responsible for making it the financial center of the American continent.

In New York City there is a market for the highest grade of art products or art works which does not exist to a similar degree in any other city of the country. It is the foremost art, musical, dramatic and literary center of America, although this fact is too often overshadowed by its financial and commercial prominence.

Schools

		STUDENTS
PUBLIC SCHOOLS		
Manhattan	150	273,039
Bronx	88	109,811
Brooklyn	178	295,621
Queens	96	68,027
Richmond	34	17,156
HIGH SCHOOLS		
Manhattan	6	25,791
Bronx	3	9,601
Brooklyn	9	26,402
Queens	4	7,516
Richmond	1	1,287

Colleges

Brooklyn

Adelphi
Brooklyn College
Brooklyn Law School
St. Francis College and Academy
St. Johns College
St. Josephs Day College

Manhattan and Bronx

Barnard College
College City of New York
Columbia University
Fordham University
New York University
Manhattan College
Hunter College
Teachers College

According to the Superintendent of Catholic Schools, 178 elementary schools in the Archdiocese opened with a registration of more than 90,000 pupils in the fall of 1920. This includes 119 schools in the Boroughs of Manhattan, Bronx, Richmond and Yonkers. In Manhattan there are 72 schools, in the Bronx 11 and in Richmond 8. The total number of pupils registered in the three boroughs are more than 75,000.

In the Brooklyn Diocese, comprising the Boroughs of Brooklyn and Queens, 113 schools opened with an enrollment of more than 60,000 pupils. These, added to those in the New York Archdiocese, made a total of 291 schools in Greater New York with a total registration of more than 136,000 pupils.

In the City of New York there are 18 girls' preparatory schools of all sizes, the most widely known are Barnard School, Mount St. Vincent and Hunter.

Thirty boys' preparatory schools are located here. Among the best known are Cason Military Academy, Horace Mann School, Berkeley-Irving and Columbia Grammar School. There are 77 preparatory schools altogether, including boys, girls and co-educational.

y JASON ROGERS, Publisher of the New York Globe

Take the Gossard Corset as an example.

Here was a concern which in 1914 was doing a corset business of $4,000,000 a year, of which only $100,000 was in New York—a mere crumb of the business they were entitled to. They had a good corset, as every one in a position to know tells me.

They had tried for years to "Break into New York" without success. They had spent large sums of money trying to get some of the important stores to take on the line. They were willing to spend a lot of money to break into society, as it were, but could not decide upon a plan to put it over.

Along in the fall of 1914 our Mr. Kobler had the good fortune to meet Mr. Feldman, then the advertising manager of the Gossard Corset Company, and told him that he thought he could show him how to "Break into New York." He unfolded a plan which won the approval of Mr. Feldman and his house, and got busy with him preparing the copy.

With the copy in hand and introduced by Mr. Kobler, starting with pages and running down to half pages and quarters, the Gossard people called on the leading big shops which had learned that advertising in The Globe produced results, and got seven or eight of the leaders to put in a stock.

Through the proved power and influence of The Globe the Gossard concern secured orders from those whom they had not been able previously to get to. The advertising did the rest. The stores sold the goods, the people liked them, the Gossard had 'Broken into New York."

Here is a letter from Mr. Gossard, which proves better than any words of mine his complete satisfaction:

The H. W. Gossard Co.,
Chicago. August 23, 1916.

This New York Globe, New York,
Attention Mr. A. J. Kobler, Advertising Director.

Gentlemen: It is a pleasure to recognize demonstrated merit and give it due credit.

Since we began using The Globe last fall we have received much valuable co-operation, and our present 50,000-line contract with you is the result. Indeed, within that period most of the best stores in New York City have arranged to supply our merchandise to the women of New York.

The tremendous increase in our eastern business has made it necessary for us to open a warehouse, with general offices, for the transaction of our New York City business and eastern trade.

With my best wishes for the continued success of your good newspaper, I am, Yours very truly,
(Signed) H. W. GOSSARD.

A 50,000-line campaign from a corset house in a single newspaper is a whale of a contract. Thus for a comparatively small sum, I think it was about $12,500, The Globe was able to give Mr. Gossard a market and distribution which he probably could not have secured for ten times the amount and perhaps months or years of waiting by the ordinary route.

If you want further details of verification I cordially invite you to write to Mr. Gossard or Mr. Feldman, whom I am pleased to count as loyal boosters of the sort of service The Globe renders and will render to any manufacturer with the courage and willingness to let us help him "Break into New York."

Having very briefly disposed of the Gossard experience let me show you how we helped another sort of advertiser firmly and solidly on to his feet. I refer to "Worth," a specialty shop on Thirty-fourth Street, just east of Sixth Avenue.

During the fall of 1914 our Mr. Kobler got wind that a Mr. Solomon was going to open a shop on Thirty-fourth Street. He immediately got in touch with him and told him that he thought he could help him "Break into New York." Kobler also got in touch with Sigmund Kahn, who was to be the advertising agent, and shaped up a campaign.

From the very start the campaign was a success, and Mr. Solomon's business grew to a volume that required more floor space to take care of the traffic. His advertising increased and the resulting new business continued to grow. He advertised in no other New York newspaper for over a year. His ads were all about the same size, 150 lines by two or three.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 4

NEW YORK CITY

Schools—(Continued)

Four well known law schools, including Columbia Law School, Fordham Law School, Brooklyn Law School of St. Lawrence University and New York University Law School are also located in New York.

There are 13 medical schools, all large and well known; the most prominent are the College of Pharmacy, Cornell University Medical College, New York Post Graduate Medical School, University and Bellevue Hospital Medical College, Long Island College Hospital.

There are 49 business colleges, including New York University School of Commerce, Pace Institute of Accountancy.

There are 33 music schools, including National Conservatory of Music, New York College of Music, Brooklyn Conservatory of Music.

Fifteen technical schools, including the Pratt Institute and Polytechnic Institute of Brooklyn.

The New York School of Journalism, Union Theological Seminary, Savage School for Physical Education, New York School of Fine and Applied Arts and New York Institute for the Instruction of the Deaf and Dumb are other prominent and well known special schools of education.

Churches

Brooklyn

Baptist	52	Methodist, Primitive	2
Christian	2	Methodist Protestant	2
Christian Science	5	Pentecostal	3
Congregational	32	Presbyterian	43
Disciples of Christ	4	Presbyterian United	4
Evangelical Association	6	Protestant Episcopal	59
Evangelical Synod of N. A.	1	Reformed Church of America	23
Friends	2	Reformed Church of United States	4
Jewish	57	Reformed Episcopal	3
Lutheran	67	Seventh Day Adventist	4
Methodist Episcopal	47	Swedenborgian	2
Methodist Episcopal, African	3	Unitarian	3
Methodist Episcopal, W. Zion	4	Universalist	3
Methodist, Free	2	Miscellaneous	21
		Roman Catholic	120

Churches—(Continued)

Manhattan and Bronx

Baptist	56	Jewish	90
Calvinistic Methodist	1	Lutheran	52
Christian Science	13	Methodist Episcopal	54
Congregational	11	Methodist Episcopal, African	5
Catholic Apostolic	2	Methodist Episcopal, Zion	2
Disciples of Christ	3	Moravian	2
Evangelical Association	2	Presbyterian	61
Protestant Episcopal	91	Presbyterian, Reformed	2
Reformed Church of America	24	Presbyterian, United	3
Reformed Church in the U. S.	2	Seventh Day Adventist	5
Reformed Episcopal	1	Unitarian	3
German Evangelical Synod of N. A.	2	Universalist	1
Friends	2	Miscellaneous	22
		Roman Catholic	150

Queens

Baptist	10	Methodist Episcopal, African	4
Christian Science	5	Methodist Protestant	1
Congregationalist	8	Presbyterian	20
Disciples of Christ	2	Protestant Episcopal	31
Evangelical	4	Reformed	18
Jewish	4	Reformed Episcopal	1
Lutheran	32	Miscellaneous	6
Methodist Episcopal	21	Roman Catholic	44

Richmond

Baptist	6	Moravian	5
Christian Science	1	Presbyterian	2
Disciples of Christ	1	Protestant Episcopal	12
Evangelical Union	1	Reformed	4
Lutheran	5	Unitarian	1
Methodist Episcopal	11	Miscellaneous	1
Methodist Episcopal, African	2	Roman Catholic	19

"BREAKING INTO NEW YORK"

I think he was particularly fortunate in the selection of the type used for the same—"Worth," and more particularly for his good sense in buying plenty of white space so as to make the advertisement stick up regardless of how it was placed on any page of the newspaper.

The "Worth" advertising is the best sort of a demonstration of an ad which cannot be buried. It shines like a bright diamond from any printed page no matter where placed and, of course, attracts attention, which is what advertising is primarily designed to do.

The "Worth" business has grown until today it occupies all the front on the street that he could get and as much of the second floor of the building as he can secure. In 1915 he took on other newspapers at our suggestion, and the business continues to grow, and my prediction is that in the course of a few years, the "Worth" concern will become one of our big retail specialty shops.

Here is a letter from Mr. Solomon, dated February 4, 1915, a short time after the advertising started, and another of October 10, 1916, one year and ten months from the start:

WORTH
Importers and Designers
45 West 34th Street

New York, Feb. 4, 1915.

Mr. A. J. Kobler,
New York Globe, New York City.

Dear Sir: I wish to thank you for the very nice way you are treating us. You are one of those rare chaps in the advertising game that do considerably more than you promise, and I am grateful to yourself and your paper. To you, for persuading me to enter an advertising campaign with you, and your paper for the excellent results achieved.

Should you require a service from me I shall be very happy to reciprocate.

Yours very truly,
(Signed) LOUIS R. SOLOMON,
President and Treasurer.

WORTH
Importers and Designers
45 West 34th Street

New York, Oct. 31, 1916.

Mr. Jason Rogers,
Publisher, New York Globe.

Dear Mr. Rogers: It is now some time since we began advertising.

We used the New York Globe almost exclusively for the first nine months and received such excellent results that it encouraged us to spread out in our advertising and also to greatly enlarge our place of business.

We made up our minds at the beginning of our advertising career not to quote comparative prices in women's apparel. Styles change so rapidly that values merely exist for the time being, and to quote earlier figures and compare them with later prices would unintentionally deceive the reader. When the style changes the value of a garment is materially decreased.

You will note that we use only simple language in describing the articles which we advertise. All the things I have mentioned, together with the excellent medium that your paper has proven to be, undoubtedly contributed greatly to the success of our advertising and I am glad of this opportunity to extend my thanks for your kind co-operation. Yours very truly,

"WORTH,"
(Signed) Louis R. Solomon,
President.

Results of this kind don't simply just grow, like Topsy. The Worth advertising was a kind that inspired confidence. Its display was neat and attractive. The store gave genuine service and real values, and success has been the result.

In the food line the feats performed by The Globe I think stand unique in the records of the newspaper business. Commencing in December, 1912, we started our Pure Food Campaign under the direction of Alfred W. McCann absolutely without regard to advertising and purely as a newspaper stunt, the same as would be a campaign against loan sharks or other malefactors.

In a few weeks McCann was inundated with invitations to speak before women's clubs, and we commenced to hear complaints from advertisers affected by his crusading, but balancing

Digitized by Google

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 5

NEW YORK CITY

Theatres

	Motion Pictures	Opera Air	Motion Pictures and Vaudeville	Vaudeville	Burlesque	Production	Concerts
Manhattan	170	22	31	5	7	56	6
Brooklyn	244	83	18	10	4	6	..
Bronx	48	29	5	1	1	2	..
Queens	49	43	4	..	..	..	2
Richmond	13	2	1	..	..	..	1
Total	524	179	59	16	12	64	9

There are eight houses with theatre licenses now playing motion pictures.

The average seating capacity of all the motion picture theatres is 905. The average of vaudeville houses is 1,507, burlesque, 1,394; productions, 1,305. The average seating capacity of all classes of theatres is 705, and the total seating capacity of all classes of theatres is 670,499.

The largest motion picture theatre in the world is the Capitol, seating 5,300 people comfortably. It was two years under construction and cost $5,000,000. The Hippodrome seats 5,200 people and has the honor of having the largest stage. The Strand, Rialto and Rivoli theatres, devoted to motion pictures exclusively, seat 3,500, 1,980 and 2,250 respectively.

At the present time there are four vaudeville houses under construction in New York City and they will seat about 3,500 apiece. There are also eight theatres now being built that are to be used for productions which will open during the next year.

The home of Grand Opera is the Metropolitan Opera House. More recently The Manhattan Opera House, the Lexington Avenue Theatre and the Century are also used for Grand Opera at times.

The most widely known carnival, exhibition, circus and sport arena is the famous Madison Square Garden.

The Metropolitan Museum of Art is the recognized leader of all museums devoted to Art, while the Museum of Natural History has no equal in any country. Carnegie Hall and Aeolian Hall are two of the most famous auditoriums devoted to classical concerts.

Suburban and Farm Residents

The Metropolitan District of New York City includes Nassau County, Westchester County, Rockland County in New York State and Bergen County, Essex County, Hudson County, Middlesex County, Passaic County, Union County and Monmouth County in New Jersey.

New York State Section of Metropolitan District

The principal *cities* and *towns in the metropolitan district are:*

	Population		
NASSAU COUNTY	**1900**	**1910**	**1920**
Town of Hempstead	....	44,297	....
Town of North Hempstead	....	17,831	....
Town of Oyster Bay	....	21,802	....
WESTCHESTER COUNTY	**1900**	**1910**	**1920**
Town of Eastchester	3,040	6,422	9,372
Town of Mamaroneck	3,849	5,602	7,801
Town of Pelham	1,571	2,998	5,195
City of Mount Vernon	21,228	30,919	42,726
City of New Rochelle	14,720	28,867	36,213
City of Yonkers	47,931	79,803	100,176
Peekskill	10,358	15,245	15,868
Ossining	7,939	11,480	10,739
Tarrytown	4,770	5,600	5,807
Port Chester	7,440	12,809	16,573
White Plains	7,499	15,949	21,031
ROCKLAND COUNTY	**1900**	**1910**	**1920**
Town of Haverstraw	9,874	9,335	9,027
Nyack	4,275	4,619	4,444
Spring Valley	....	2,353	4,428
Suffern	1,619	2,663	3,154

By JASON ROGERS, Publisher of the New York Globe

one thing with the other we decided that it was better policy to please the women and the reader than to forego the benefits that would be derived from such a campaign by listening to the whining of the weak sisters among our advertisers.

Owing to the fact that if we had solicited advertising from food makers during the early months of the food campaign we might have been characterized as blackmailers and crooks, we did not solicit a single line of business until April, 1914, sixteen months after the campaign had started, when we launched our Pure Food Directory as a method of answering upwards of 50,000 letters previously received by McCann, asking what foods were good and where they could be bought.

The response to this advertising in the Food Directory was to me, who had been in the business for over thirty years, a complete revelation. Many products which were comparatively unknown immediately sprang into big sellers. It was like letting loose the water of a large lake through a mill-race. Our readers simply flooded the stores, asking for the articles which were admitted to the Directory after examination by Mr. McCann.

Take Wheatsworth Biscuit as an example. Here was a product selling in very small quantities owing to the difficulties of its manufacturer, with limited capital, getting any sort of co-operation from the jobbers and dealers.

F. H. Bennett who had several years' experience as traveling salesman and in other capacities for one of the largest concerns doing business with the grocery trade all over the country decided that there was not the sort of future he desired with the large corporation and that he would start in business for himself.

He raised a small amount of money to equip a modest little factory and started making and selling ordinary cheap crackers. He built up a fair business, but after nearly four years of it decided that, if he was ever going to establish such a business as he wanted, he must specialize and get up a line of meritorious goods for which he could create a demand.

In January, 1914, he brought out a real whole wheat biscuit which he named "Wheatsworth" and started to introduce it on the market by the usual jobber, dealer, and consumer route. He first consulted the jobbers, who forced him to name a price far below the line of safety before they would deign to take on the goods or undertake to fill the orders of the trade.

The manufacturer stood the gaff, as most other manufacturers do, and started supplying a limited quantity of the goods to the jobber, who calmly placed them in stock until such time as the dealers demanded supplies. The jobber did nothing to stimulate the sale of the goods. One jobber sold fifty dozen in January, 150 dozen in February, 200 dozen in March, and seventy dozen in April, and the manufacturer very naturally was discouraged.

Carefully watching the food market, the manufacturer discovered that he was up against a system which would apparently force him to give up this wonderfully valuable article of food, and in desperation and as a final test decided to advertise it in The Globe's "Pure Food Directory" after Mr. McCann had examined the product and approved of it.

"Wheatsworth" Biscuit, being found strictly as represented, was admitted to the "Pure Food Directory" and was announced to Globe readers as a certified food on April 18th. In less than three months it developed into one of the successes of the present-day local food world. Globe readers, everywhere demanding it, produced a direct consumer demand which quickly compelled well over two thousand grocers to carry it in stock.

"Wheatsworth" Biscuit was given no other publicity than that of The Globe. It was not handled by jobbers in the ordinary way, but was sold direct to grocers. It allows a liberal margin of profit to the dealer, pays a fair profit to the manufacturer and permits him to pay fair wages and buy the best grade of raw material on the market.

From a standing start, "Wheatsworth" Biscuit has been developed to a volume of business which is compelling its manufacturers to plan a new and much larger factory. They are working their force to the limit and have dropped several ordinary cracker lines that the facilities of the plant may be devoted to meeting the demand for "Wheatsworth."

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 6

NEW YORK CITY

Suburban and Farm Residents—(Continued)

Population—New Jersey Section of Metropolitan District

BERGEN COUNTY	1900	1910	1920
Alpine Borough	....	377	350
Bergenfields	729	1,991	3,667
Bogota	337	1,125	3,906
Carlstadt	2,547	3,807	4,472
Cliffside Park	968	3,394	5,709
Closter	....	1,483	1,840
Cresskill	486	550	942
Delford	746	1,005	1,286
Demarest	....	560	654
Dumont	643	1,783	2,537
East Rutherford	2,640	4,275	5,463
Edgewater	1,006	2,655	3,530
City of Englewood	6,253	9,924	11,617
Englewood Cliffs Borough	218	410	594
Fairview	1,003	2,441	4,882
Fort Lee	....	4,472	5,761
Town of Hackensack	9,443	14,050	17,667
Harrington Park Borough	....	337	627
Hasbrouck Heights Borough	1,255	2,155	2,895
Haworth Borough	....	588	748
Leonia	804	1,486	2,979
Little Ferry	1,240	2,541	2,715
Lodi Borough	1,917	4,138	8,175
Moonachie	....	638	1,194
North Arlington Borough	290	437	1,767
Norwood Borough	....	564	820
Old Tappan Borough	269	305	404
Overpeck Township	1,987	4,512	8,570
Palisades Park Borough	644	1,411	2,633
Riverside Borough	561	736	1,077
Rutherford Borough	4,411	7,045	9,497
Teaneck	768	2,082	4,192
Tenafly Borough	1,746	2,756	5,650
Wallington Borough	1,812	3,448	5,715
Woodridge	582	1,043	1,923
Garfield (City)	3,504	10,213	19,381
Midland Park Borough	1,348	2,001	2,243
Oakland	....	568	497
Ramsey	....	1,667	2,090
Ridgewood Township	2,685	5,416	7,580
Westwood	828	1,870	2,597

ESSEX COUNTY	1900	1910	1920
Belleville	5,907	9,891	15,660
Town of Bloomfield	9,668	15,070	22,019
City of East Orange	21,506	34,371	50,710
Glen Ridge Borough	1,960	3,260	4,620
Town of Irvington	5,255	11,877	25,480
Town of Montclair	13,962	21,550	28,810
City of Newark	246,070	347,469	414,216
Town of Nutley	....	6,009	9,421
City of Orange	24,141	29,630	33,268
South Orange Village	4,608	6,014	7,274
West Orange	6,889	10,980	15,573
Verona Borough	....	1,675	3,039
Caldwell Borough	1,367	2,236	3,993
Millburn	2,837	3,720	4,633

HUDSON COUNTY	1900	1910	1920
City of Bayonne	32,722	55,545	76,754
East Newark Borough	2,500	3,163	3,057
Town of Guttenberg	3,825	5,647	6,726
Town of Harrison	10,596	14,498	15,721
City of Hoboken	59,364	70,324	68,166
Jersey City	206,433	267,779	298,079
Town of Kearny	10,896	18,659	26,726
North Bergen Township	9,213	15,662	23,344
Secaucus Borough	1,626	4,740	5,423
Town of Union	15,187	21,023	20,651
Weehawken Township	5,325	11,228	14,485
Town of West Hoboken	23,094	35,403	40,068
Town of West New York	5,267	13,560	29,926

MIDDLESEX COUNTY	1900	1910	1920
City of Perth Amboy	17,699	32,121	41,707
Roosevelt Borough	....	5,786	11,047
Woodbridge Township	7,631	8,948	13,423
South Amboy	6,349	7,007	7,897
New Brunswick	20,006	23,388	32,779
Dunellon	1,239	1,990	3,394
Metuchen	1,786	2,138	3,334
Sayreville	4,155	5,783	7,181
Milltown	561	1,584	2,573
South River	2,792	4,772	6,596
Jamesburg	1,063	2,075	2,671
Spotswood	....	623	704

"BREAKING INTO NEW YORK

This story of "Wheatsworth" Biscuit is a simple statement of fact without any exaggeration or coloring, as F. H. Bennett will gladly prove to any one entitled to the information. To say that F. H. Bennett Biscuit Co. were more than satisfied with the results would be putting it very mildly. This experience is the same as that of other manufacturers of pure and honest foods which are of quality entitling them to listing in The Globe's "Pure Food Directory" and to certification by Mr. McCann.

Here is a letter from Wheatsworth dated February 25, 1921, after nearly seven consecutive years' use of The Globe's Pure Food Directory and the general use of large copy elsewhere in the Globe:

Mr. Jason Rogers, Publisher, February 25, 1921.
New York Globe,
73 Dey Street,
New York City.

Dear Mr. Rogers:

What do we think of The New York Globe as a medium for advertising food products?

Well, Mr. Rogers, to do justice to the question would take several pages.

We believe that through your "Pure Food Directory," and the work of Mr. Alfred McCann, you are giving the manufacturer of honest food products a more valuable and more resultful service than any other newspaper in the country.

Further than that, we believe that your program with regard to foods which you have followed during the past eight or ten years, is the only kind of a program that represents service of real and enduring value to the food advertiser.

I believe The Globe should be made the very basis and foundation of any plan for developing the New York market for any good food product.

Mr. F. H. Bennett, our Treasurer and General Manager, concurs heartily in this opinion, and suggests adding that our viewpoint is that of a manufacturer who has successfully sold his products in this market for over ten years, using The Globe and its service continuously and extensively for the past eight years.

Yours very truly.
F. H. BENNETT BISCUIT COMPANY,
(Signed) FRANK A. HARTWELL,
Sales and Advertising Manager.

FAH:MT.

Now let us skip to the "Normanna campaign," in which we achieved truly wonderful results for an unknown product.

The Tokstad-Burger Co., during April, 1914, started advertising their "Normanna Kippered Herring" in The Globe's Pure Food Directory, and without any additional advertising secured a very thorough distribution among the grocers in New York and vicinity.

Under date of June 1, Mr. I. Tokstad wrote The Globe as follows:

> "When you started your Pure Food Directory we were glad to be admitted with our NORMANNA products because your idea struck us as the acme of constructive salesmanship. The result, however, surpassed our fondest anticipations.
>
> "The NORMANNA boneless kippered herring, only conceived by us as an idea in January, this year, and packed in Norway under our supervision during February and March, consequently unknown, seemed to leap into the limelight as soon as appearing in your certified directory, and the inquiries came from all over the metropolitan territory by mail, by telephone, and even in the form of numerous personal calls."

Instead of appropriating anywhere from $25,000 to $100,000 for breaking into the New York market in the old way, these young Norwegians, appreciating the sincerity of Mr. McCann and The Globe, and recognizing the confidence the readers of the paper had in its recommendations, applied for a listing in its Pure Food Directory, and after due examination made their appeal to Globe readers.

Immediately the readers of The Globe commenced to ask their grocers to procure Normanna Kippered Herring for them and the product was established as a big seller. The immense consumer demand created by recommendation and endorsement of Mr. McCann and The Globe, was all that was required to do the trick.

Under date of February 24, 1921, Mr. Tokstad sent the following, which is self-explanatory:

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 7

NEW YORK CITY

Suburban and Farm Residents—(Continued)

Population New Jersey Section of Metropolitan District (Continued)

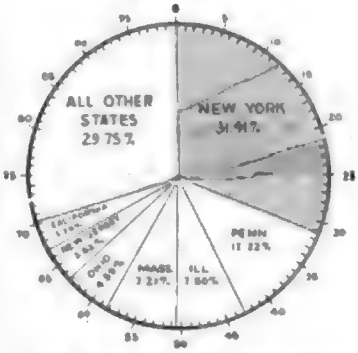
Passaic	1900	1910	1920
Little Falls Township	2,908	3,750	3,310
City of Passaic	27,777	54,773	63,824
City of Paterson	105,171	125,600	135,866
Haledon		2,560	3,435
Hawthorne	2,096	3,400	5,135
Pompton Lake	847	1,060	2,008
Union County	**1900**	**1910**	**1920**
Clark Township	374	469	794
Cranford	2,854	3,641	5,986
City of Elizabeth	52,130	73,409	95,682
Garwood Borough		1,118	1,959
Kenilworth Borough		779	1,312
Linden Township	619	1,988	6,602
Rahway	7,935	9,337	11,042
Roselle Borough	1,652	2,725	5,737
Roselle Park Borough		3,138	5,438
Union Township	4,315	3,419	3,962
Plainfield	15,369	20,550	27,700
Summit	5,302	7,500	10,174
Westfield		6,420	9,026

Monmouth County	1900	1910	1920
Asbury Park	4,148	10,150	12,400
Bradley Beach Borough	982	1,807	2,307
Eatontown	3,021	2,076	2,682
Freehold	2,934	3,233	4,768
Keyport	3,413	3,554	4,415
Long Branch	8,872	13,298	13,521
Manasquan	1,500	1,582	1,705
Matawan	1,511	1,646	1,910

Although farming and dairying districts are seldom thought of when visualizing New York City, it is well for national advertisers to bear in mind that within the New Jersey sections, Westchester and Rockland County districts and Long Island areas, there are many important farms and dairies. New York is a mighty market for garden products, eggs and fowl. One finds a ready market for any implement from farm tractor to garden hose in the Metropolitan area, in spite of the mental picture of skyscrapers and apartment houses so often accompanying the thought of marketing a product in New York through advertising in New York City newspapers.

CHART SHOWING PERCENTAGE OF

Personal Income Tax Paid by Each State



New York State paid the largest personal income tax, $354,263,417 on a total net income of $2,719,713,784 or 31.41 per cent of the whole, while Pennsylvania was next with a tax of $137,781,370 representing 12.22 per cent. Illinois was third with a total tax of $84,560,642 or 7.50 per cent, followed by Massachusetts, Ohio, New Jersey and California in order named.

By JASON ROGERS, Publisher of the New York Globe

Jason Rogers, Esq., Publisher, February 24, 1921.
"The Globe,"
New York City.

Dear Sir: I recall with great pleasure the wonderful assistance given us by "The Globe" a few years ago in the introduction of our Normanna Sardines and Kippered Herrings to the New York public.

Due to the confidence of the consumer and the trade in "The Globe's" recommendation of a quality product, we accomplished in short order what it would otherwise have taken us a long time to do.

You know how the war hit me and my importing business. Fortunately, I have gotten the ball rolling again, and "The Globe" has again rendered me valuable assistance.

What prompts me to write you is your statement in "The Globe" of February 12th that the Pure Food Directory will be developed to much larger and broader proportions. I hope to profit by it, along with other manufacturers of quality products. Anybody can advertise that his product is the finest in the world, but who believes it unless the statement is backed up by an authority of indisputable integrity?

With best wishes for you and your paper,

(Signed) I. Tokstad, President THE TOKSTAD CO., Inc.

Mr. Ingvar Tokstad, the president of the Tokstad-Burger Co., came to New York in 1909 with a capital of $20. For a year and a half he and his brother, T. V. Tokstad, simply took orders for foreign packers on a commission basis. In 1910 E. Vierhaus joined the brothers, and they conceived and put into operation their plan to pack and market only the best grade goods under the "Normanna" brand.

Their goods are bought and packed in Norway under the personal supervision of another brother, Rangvald Tokstad. The goods and factories are under constant personal inspection. Their business is based strictly on the quality of the goods.

Other manufacturers of clean and wholesome food products, who for years have hesitated to incur the heavy expense necessary to introduce a new product on the New York market have done so and are doing so by the most economical method—through The Globe.

The Globe occupies a unique position as a medium through which food manufacturers can get into direct touch with a large part of the consumers in the greatest food market in the world. The Globe's Pure Food Directory was started to serve the urgent necessities of thousands of its readers who were asking which foods were right and proper to eat.

The Globe can serve honest, wholesome foods for listing in its directory for the information and use of its readers. The Globe's standard is higher than the law's and its readers know it.

These, of course, came from New York concerns, but let me record one or two cases from out of town, which I think may be more interesting apropos of the title, "Breaking Into New York."

Here is a letter from Messrs. Ammon & Person, Jersey City. This letter shows an intelligent appreciation of that discriminating attention which The Globe pays to articles of merit as they affect the consumer and dealer alike. Let the letter talk for itself:

The Globe, February 26, 1921.
New York.

Attention Food Department.

Gentlemen: There are times when writing letters gives you pleasure and we assure you this letter, which we hope will express our appreciation of the many services rendered by your Department during the past year, gives us keen delight.

Your merchandising service is somewhat different to that furnished us by several other papers but we can honestly say it is very effective. The dealer seems to have faith in The Globe and we found him most responsive to the appeal of our sales force, especially after you had covered your dealer mailing list with well written copy concerning our product.

It may be interesting to you to know that during the first year of our First Prize campaign, when we used The Globe exclusively, we were able to put our goods in 60% of the best grocery stores in greater New York.

With kindest regards, we remain,

Yours very truly,
AMMON & PERSON.
(Signed) Wm. O'Connor.

WOC:OB.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 8

NEW YORK CITY

Principal Industries

	Metropolitan District	Municipal District
Number of Establishments	36,410	29,621
Persons Engaged	1,031,815	732,621
Proprietors and Firm Members	37,239	31,411
Salaried Employees	152,473	116,100
Wage Earners (average number)	842,103	585,279
Capital Invested	$2,619,380,720	$1,626,104,314
Salaries and Wages (Total)	711,085,669	510,710,621
Salaries	206,194,596	153,213,001
Wages	504,891,073	357,497,611
Cost of Materials	1,984,842,079	1,229,154,605
Value of Products	3,428,223,150	2,292,831,693
Value Added by Manufacturer	1,143,381,071	1,063,676,988

New York is the greatest industrial city in the world. It is estimated that approximately 8 per cent of the total population of the country lives within 50 miles of the retail trading center of the city, that 12 per cent lives within 100 miles and 16 per cent within 150 miles. New York City produces nearly one-tenth of all manufactured goods made in the United States, while one-seventh of the total manufactured goods in the United States is produced in the New York Industrial district.

The output of New York's factories is equal to the combined production of Pittsburgh, Cleveland, Cincinnati, St. Louis, Detroit, Boston, Milwaukee and Buffalo. Its nearest rival, Chicago, produces only a little more than half of the total amount of goods manufactured in New York City. New York City manufactures considerably over half of all the clothing worn by the men and women of the United States.

New York turns out approximately one-fourth of all printed matter produced in the United States. It produces over 85 per cent of all the artificial flowers, feathers and plumes manufactured in the United States, and two-thirds or more of the fur goods, millinery, lace goods, fountain pens and tobacco pipes; also about half of all the men's furnishings, hair goods and printing inks.

The jewelry plants of this city produce over one-fourth of the country's total production. In addition to the above important industries, the city ranks second in the production of hosiery, knit goods and silk goods; third in importance in automobile manufacturing, slaughtering and meat packing; fourth in the manufacture of hats; and fifth in the manufacture of boots and shoes.

According to the most recent census figures, the forty-two chief lines of industry in Metropolitan New York are as follows:

	Value of Products	Number of Establishments
1. Clothing	$546,682,000	6,229
2. Printing and Publishing	230,961,000	3,647
3. Smelting and Refining Copper	207,752,000	5
4. Textiles	179,209,000	1,003
5. Slaughtering and Meat Packing	148,621,000	263
6. Foundry and Machine Shop Products	128,194,000	2,612
7. Petroleum Refining	113,770,000	10
8. Tobacco Manufactures	103,564,000	2,006
9. Bread and Other Bakery Products	97,632,000	3,391
10. Millinery and Lace Goods, not elsewhere specified	78,032,000	1,488
11. Electrical Machinery, apparatus and supplies	54,166,000	226
12. Gas, illuminating and heating	54,166,000	35
13. Paint and Varnish	42,076,000	159
14. Chemicals	39,989,000	81
15. Copper, Tin and Sheet Iron Products	38,004,000	636
16. Patent Medicines, Compounds and Druggists' Preparations	37,820,000	597

"BREAKING INTO NEW YORK"

Then we will take another—a product which, up to its advertising in The Globe had a very limited sale in New York. This letter from Mr. Henderson, of the Kellogg Toasted Corn Flake Co., is written by a man of vision and of wide and successful experience in the marketing of foods:

KELLOGG TOASTED CORN FLAKE CO.
100 Hudson Street,
New York Globe, New York, February 28, 1921.
New York. Food Department.

Dear Sirs: During the early part of 1914, the writer introduced the first cooked Bran that had been offered to the trade and consuming public of Greater New York. Our first advertising copy was run in The New York Globe, and for several weeks following, we confined our newspaper advertising to this paper. The results were most gratifying and in a most surprisingly short time, we not only had a 60% store distribution, but had demands coming from consumers in all parts of the Metropolitan District.

Our appropriation for this product was a limited one and I felt then, as I do today, that if it had not been for the wonderful pulling power of The New York Globe, my efforts in placing this product would have failed, and when my mind goes back covering the initial work done on cooked Bran, I never fail to recognize the help I received from this paper.

If any manufacturer has a new product he wishes to place on this Greater New York market, or even an old one that needs a helping hand, and if either article measures up to the McCann standard, I do not believe any New York newspaper will give him the same returns as The Globe.

Yours very truly,
(Signed) E. D. HENDERSON.

I could go on and cite many more specific cases to show the wonderful selling power of a newspaper like The Globe which is available for any advertiser with courage to put his goods before the consumer in the greatest market on earth.

At a time when the most ordinary kinds of edible fish were selling for from 30 to 40 cents a pound, our Mr. McCann discovered that certain jobbers in fish were destroying 500,000 pounds a week by consigning them to the fertilizer plants.

McCann discovered that the jobbers in fish were paying those who caught the fish from ½ to ¾ of a cent a pound.

He figured that he could pay the producers of the fish 2½ cents a pound and sell the fish to the consumer for 5 cents.

We secured the services of a trawler and went into the experiment. We brought in hundreds of thousands of pounds of fish and sold it through a chain of butcher and grocery stores at 5 cents and later 6 cents a pound.

Of course we encountered the desperate opposition of the fish trust, who sought to damage our boat and do everything else they could to impede our work.

Incidental to campaign, we made fish a seven-day food for New Yorkers, instead of a Friday only food, and increased the maximum consumption from 1,600,000 pounds to nearly 6,000,000 pounds a week.

On other occasions we have disposed of 400,000 pounds of honey, millions of pounds of New Zealand lamb, thousands of barrels of apples, etc., etc., to a public which recognizes the sincerity of our purpose to serve it.

The Globe is an unusual newspaper. It has a very individual following which has absolute confidence in its good faith and which admires its progressiveness and liberality on all matters.

I may be pardoned at this point for digressing a bit from my subject just long enough to briefly show the constituency represented in the building up of the circulation of a newspaper like The Globe, and the kind of New Yorkers who may be reached through it.

First, we have over 30,000 readers who buy it every day to read its page of school news in the home edition. These are school teachers, principals and others interested in educational matters. The Globe is their semi-official newspaper.

Second, we have probably 50,000 readers who buy it every day to read Alfred W. McCann's food articles for the well-being of their families.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 9

NEW YORK CITY

Principal Industries—(Continued)

	Value of Products	Number of Establishments
17. Coffee and Spice, roasting and grinding	$32,742,000	107
18. Confectionery	32,110,000	244
19. Jewelry	31,800,000	685
20. Boots and Shoes, including cut stock and findings	31,559,000	227
21. Men's Furnishings Goods	31,376,000	319
22. Lumber and Timber Products	29,949,000	418
23. Fur Goods	29,251,000	838
24. Musical Instruments, Pianos, Organs and Materials	27,747,000	142
25. Furniture and Refrigerators	27,719,000	548
26. Leather, tanned, curried and finished	26,051,000	92
27. Food Preparations, not elsewhere specified	22,421,000	236
28. Leather Goods, not elsewhere specified	22,308,000	544
29. Boxes, fancy and paper	18,233,000	260
30. Artificial Flowers and Feathers and Plumes	16,467,000	372
31. Shipbuilding, including boat building	16,237,000	106
32. Brass, Bronze and Copper Products	14,243,000	202
33. Paper Goods, not elsewhere specified	13,657,000	100
34. Automobiles, including bodies and parts	13,442,000	183
35. Hats, Fur Felt	13,016,000	70
36. Rubber Goods, not elsewhere specified	11,727,000	56
37. Gas, Electric Fixtures, Lamps and Reflectors	11,682,000	176
38. Marble and Stone Work	11,803,000	346
39. Hats and Caps, other than felt, straw and wool	$10,999,000	289
40. Belting and Hose, woven and rubber	10,907,000	10
41. Cars and general shop-construction and repairs by steam R. R. Co.'s	10,594,000	27
42. Fancy articles, not elsewhere specified	10,281,000	300
All other industries	729,997,000	

Regarding the five boroughs as cities industrially.

	Value of Mfg. Products	No. of Factories	Average Number of Employees
Manhattan	$1,519,143,429	21,807	385,901
Brooklyn	515,302,755	6,096	140,831
Queens	164,789,000	975	31,630
Bronx	58,708,792	1,271	19,387
Richmond	34,887,000	192	7,479

Ranking the fifteen leading manufacturing cities according to the official U. S. Census (1914) and showing how the boroughs would rank if individual cities.

	Rank	Value of Mfg. Products	No. of Factories	Average Number of Employees
New York City	1	$2,292,831,693	29,621	585,279
Manhattan	—	**1,519,143,429**	**21,807**	**385,901**
Chicago	2	1,483,498,411	10,115	313,710
Philadelphia	3	784,499,633	8,454	251,286

y JASON ROGERS, Publisher of the New York Globe

Third, we have thousands of other daily readers who swear allegiance to Dr. Crane, Fontaine Fox, Walt Mason and other distinctly high-grade features exclusively controlled in New York by The Globe.

Fourth, The Globe is one of the very few newspapers in the country which can seriously claim that its editorial page is a material factor in circulation. It is read by thinking people of progressive and liberal inclination and throughout the war won recognition for intelligent interpretation and loyalty surpassing any other in the country.

We in The Globe office think we know New York. To us it is like a country village is to the man raised in one. We know its by-ways, its people, its merchants, and know what they want.

We don't make any foolish pretense that we will do things which we cannot, but we know what we can do in certain circumstances, and will not knowingly promise anything which we do not believe we can do.

Our experience in doing unusual and extraordinary things has given us definite and exact data to work upon. We have the following of a great army of consumers and of thousands of storekeepers.

Under proper direction we can produce large immediate consumer demand and help any one with goods to sell to get them on the shelves of sufficient outlets to make an advertising campaign effective.

Thousands of grocers and storekeepers co-operate with us and have confidence in our ability to move the goods from their shelves because they have seen us do it, not once, but many times during a series of years.

Enough is enough! We have taken absolutely unknown articles, unknown to our public, and, on the strength of very little advertising, given them a distribution which they could not duplicate short of an expenditure of from thirty to fifty thousand dollars in preliminary investigations and work among dealers in advance of advertising campaigns. Dr. Green of the Postum Cereal Company once told me that it was a shame we had no machinery to charge a food manufacturer for the service we really rendered him. He put it—we could do more good for a good manufacturer for a thousand dollars in advertising in The Globe than he could secure by spending from thirty to fifty thousand dollars in the ordinary way.

Another slant along the line which I think will be interesting to advertising men and I am through. I want to refer to our attempt to advertise through The Globe certified used automobiles. We selected an expert mechanic to examine each car before we accepted the advertising. We charged the dealer the regular automobile rate for the space used, and I want to frankly confess to you that the advertising of the certified used cars was so effective that it has been a dead loss to The Globe. In other words, we were never able to secure enough advertising from a dealer in connection with any car advertised to pay the cost of inspection, identification, etc.

We experimented on the basis of demanding a certain definite amount of space at a rate which in our experience would cover the cost of certification and of the advertising, but finally had to abandon the experiment because we were too effective in selling the cars.

Perhaps all of you know of the immense but highly irresponsible and crooked sales put over in connection with used cars by hundreds if not thousands of unscrupulous dealers. The Globe does not care for this advertising, and, so far as I know, never accepts or prints it. Our certified used car department was a device of my suggestion for the protection of the reader and for the better service of the man willing to submit to the rigid regulations we adopted.

I've had my say. I've honestly given experience which may or may not be valuable to the man seeking the New York market. I hope I have made my point clear—that any worth-while newspaper that has any substantial hold on the confidence of its readers can render more highly important and effective service to the man who wants to break into New York than he can get, without the expenditure of many times as many dollars, in other ways.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 10

NEW YORK CITY

Principal Industries—(Continued)

	Rank	Value of Mfg. Products	No. of Factories	Average No. of Employees
Brooklyn		**$515,302,755**	**6,096**	**140,831**
Detroit	4	400,347,912	2,036	99,603
St. Louis	5	360,479,868	2,787	85,058
Cleveland	6	352,418,052	2,345	103,317
Boston	7	284,802,479	3,138	78,894
Buffalo	8	247,516,476	2,225	54,416
Pittsburgh	9	246,694,018	1,741	69,620
Milwaukee	10	223,555,142	1,728	61,839
Baltimore	11	215,171,530	2,502	73,769
Cincinnati	12	210,860,386	2,135	59,861
Newark	13	210,601,047	2,275	63,084
Minneapolis	14	187,854,159	1,349	28,295
Queens Borough	—	**164,789,000**	**975**	**31,630**
Jersey City	15	164,528,608	770	31,021

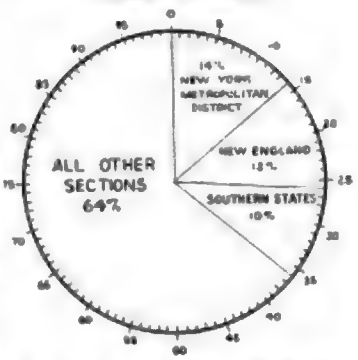
According to an enumeration by the State Industrial Commission as of June 30, 1919, there are in Manhattan 32,323 factories including bakeries and canneries. Brooklyn, 10,496. Bronx, 1,801. Queens, 1,962. Richmond, 305.

The following tables are a summary of statistics of manufacturing industries for each of the five boroughs of New York City:

MANHATTAN

Number of Establishments	21,087	Salaries and Wages, Total	$351,790,062
Persons Engaged	496,453	Salaries	112,573,351
Proprietors and Firm Members	22,970	Wages	239,216,711
Salaried Employees	14,717	Cost of Materials	748,536,093
Wage Earners (Average Number)	385,902	Value of Products	1,519,143,429
Capital Invested	$886,161,947	Value Added by Manufacture	758,515,914

CHART SHOWING
The Vastness of the New York Industrial District



The value of the nations manufactured products during 1914 was $24,246,435,000. Of this total, the New York Metropolitan District produced one-seventh, or $3,428,223,150, surpassing the value of the products of the humming factory centers of New England by 2 per cent and those of the Southern States by 4 per cent.

Bronx

Number of Establishments	1,271
Persons Engaged	23,920
Proprietors and Firm Members	1,167
Salaried Employees	797
Wage Earners (Average Number)	19,387
Capital Invested	$65,245,498

"BREAKING INTO NEW YORK"

STATISTICAL COMPARISON

	NEW YORK STATE	NEW ENGLAND Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.	EASTERN STATES New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.	SOUTHERN STATES Virginia, W. Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, Kentucky, Tennessee.
Bank Clearings (year Sept. 30, 1919)	**$174,524,000,000**	**$14,781,000,000**	**$202,480,000,000**	**$8,247,000,000**
***Individual Deposits (all banks) Nov., 1919**	**$8,623,856,000**	**$3,781,888,000**	**$13,228,248,000**	**$3,257,761,000**
***No. Depositors in National Banks**	**1,495,220**	**1,100,212**	**5,040,210**	**4,087,377**
Liberty and Victory Loan Subscriptions	**$7,659,948,400**	**$2,221,316,700**	**$9,656,091,150**	**$2,194,732,250**
†Value Manufactured Products, 1914	**$3,814,661,000**	**$2,926,676,000**	**$8,516,406,000**	**$2,621,437,000**
†Value Crop and Live Stock, 1919	**$813,179,000**	**$528,641,000**	**$1,904,915,000**	**$8,030,599,000**
†Number of Farms, 1919	**215,000**	**189,000**	**527,000**	**3,054,000**
†Farm Acreage, 1918	**7,998,800**	**4,632,000**	**19,854,000**	**99,335,400**
No. Personal Income Tax Returns, 1917	**489,089**	**279,689**	**1,050,943**	**414,065**
Net Income Shown on Returns, 1917	**$2,439,736,148**	**$1,010,575,000**	**$4,313,278,222**	**$1,155,246,360**
Tax Paid, Income Tax, 1917	**$249,579,422**	**$68,860,803**	**$378,131,268**	**$45,206,823**
Number of Families, 1910	**2,046,845**	**1,463,942**	**4,626,789**	**5,420,740**
Number of Illiterates, 1910	**386,085**	**262,405**	**937,384**	**3,149,575**
Number of Automobiles, 1919	**535,000**	**482,000**	**1,379,000**	**1,234,000**
Expenditures for Better Roads, 1918	**$21,152,057**	**$22,838,909**	**$49,308,307**	**$51,234,714**
Expenditures Public Schools, 1915	**$69,761,125**	**$49,084,000**	**$166,853,734**	**$86,997,890**
No. Morning Newspapers	**44**	**32**	**104**	**111**
No. Evening Newspapers	**111**	**121**	**298**	**291**
Average Circulation Daily Newspapers	**4,677,393**	**2,945,059**	**8,646,981**	**2,964,583**

* Report Comptroller of the Currency.
† Department of Agriculture.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 11

NEW YORK CITY

Principal Industries—(Continued)

Bronx *(Continued)*

Salaries and Wages Total	$16,893,872
Salaries	4,257,285
Wages	12,636,587
Cost of Materials	26,318,488
Value of Products	58,708,792
Value added by Manufacture	30,721,765

Richmond

No. of Establishments	192
Persons Engaged	8,666
Proprietors and Firm Members	161
Salaried Employees	211
Wage Earners (Average No.)	7,479
Capital Invested	$37,949,958
Salaries and Wages Total	6,444,827
Salaries	1,760,124
Wages	4,684,703
Cost of Materials	22,754,855
Value of Products	34,887,236
Value added by Manufacture	11,374,480

Queens

No. of Establishments	975
Persons Engaged	37,201
Proprietors and Firm Members	845

Queens *(Continued)*

Salaried Employees	967
Wage Earners (Average No.)	31,630
Capital Invested	$187,989,531
Salaries and Wages, Total	25,749,812
Salaries	6,700,257
Wages	19,049,555
Cost of Materials	112,433,754
Value of Products	164,789,481
Value added by Manufacture	46,030,792

Brooklyn

No. of Establishments	6,096
Persons Engaged	166,740
Proprietors and Firm Members	6,267
Salaried Employees	4,310
Wage Earners (Average No.)	140,881
Capital Invested	$448,757,380
Salaries and Wages, Total	109,832,039
Salaries	27,921,984
Wages	81,910,055
Cost of Materials	287,610,620
Value of Products	515,302,755
Value added by Manufacture	217,034,037

By JASON ROGERS, Publisher of the New York Globe

OF THE UNITED STATES

	MIDDLE WEST STATES Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri.	WESTERN STATES North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, New Mexico, Oklahoma.	PACIFIC STATES Washington, Oregon, California, Idaho, Utah, Nevada, Arizona.	TOTAL UNITED STATES
Bank Clearings (year Sept. 30, 1919)	$56,172,000,000	$3,835,000,000	$9,720,000,000	$321,461,000,000
Individual Deposits (all banks) Nov., 1919.	$8,257,692,000	$2,120,619,000	$2,324,300,000	$32,970,508,000
No. Depositors in National Banks	5,305,771	2,090,661	1,497,080	18,232,194
Liberty and Victory Loan Subscriptions ...	$8,394,208,750	—	$1,534,390,850	$24,000,739,700
Value Manufactured Products, 1914	$7,894,317,000	$933,965,000	$1,263,538,000	$24,246,435,000
Value Crop and Live Stock, 1919	$8,716,580,000	$4,419,096,000	$1,760,558,000	$24,355,289,000
Number of Farms, 1919	1,868,000	881,000	298,000	6,717,000
Farm Acreage, 1918	114,242,000	97,781,000	15,976,320	354,821,770
No. Personal Income Tax Returns, 1917 ..	1,063,494	343,442	321,562	3,465,195
Net Income Shown on Returns, 1917	$2,926,988,762	$851,689,934	$805,443,777	$11,063,222,160
Total Income Tax, 1917	$127,384,455	$24,812,822	$29,984,482	$674,380,653
Number of Families, 1910	5,894,599	1,526,501	1,192,798	20,255,555
Number of Illiterates, 1910	625,628	181,443	100,521	5,256,956
Number of Automobiles, 1919	2,672,000	998,000	837,000	7,602,000
Expenditures for Better Roads, 1918	$89,911,848	$27,712,542	$44,516,150	$286,098,113
Expenditures Public Schools, 1915	$209,876,000	$65,951,398	$63,968,131	$645,730,935
No. Morning Newspapers	108	61	84	503
No. Evening Newspapers	585	194	170	1,648
Average Circulation Daily Newspapers	9,435,095	1,232,680	2,152,403	27,975,127

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 12

NEW YORK CITY

Port of New York

The Port of New York includes Upper and Lower New York Bay, larger than any other and its area is capable of development.

The shore front is capable of a development that would enable it with ease to accommodate the entire foreign commerce of the United States.

Industries located within the Port employ more people and produce a greater quantity of varied products, of a greater value than is true of any equal area to be found anywhere else in the world.

In wealth the Port of New York is unsurpassed.

Approximately one half of the foreign commerce of the United States is handled through this Port.

The Port of New York includes Upper and Lower New York Bay, the North and East Rivers, and all the waters embraced within, adjacent to, and opposite the shores of New York, which includes the New Jersey shore.

It has a direct waterfront, measured along the shore line, of 771 miles, of which 578 miles serve New York City (divided among the several boroughs as follows: Manhattan 43 miles, Bronx 80 miles, Brooklyn 201 miles, Queens 197 miles, Richmond 57 miles), and 193 miles serve New Jersey. It has a waterfront measured around piers and shore line of 986 miles, of which 746 miles serve New York City and 240 miles New Jersey. Improved waterfront measured along shore line is 290 miles, of which 227 miles serve New York City and 63 miles New Jersey.

Number of miles of waterfront in Port of New York publicly owned, measured along shore line, is 127 miles—measured around piers and shore line 159 miles.

The Port has 695 piers located within New York City divided as follows: United States Government, 22; State of New York, 8; City of New York, 255; private, 410.

Over 200 ocean steamship lines, agents and agencies at New York operate to foreign ports.

6 Coastwise lines operate to South Atlantic and Gulf Ports.
14 Coastwise lines operate to New England Ports.
2 Barge lines operate to Philadelphia and Baltimore.
8 Boat lines operate to Hudson River Points.
2 Canal lines operate to Buffalo, N. Y., via New York State Barge Canal.

Majority of these lines have through rates and working arrangements to all parts of the United States.

34 steamship lines operate to West Indies, Central America and Caribbean Sea.
47 steamship lines operate to South American points.
97 steamship lines operate to Northern and Western Europe.
68 steamship lines operate to points in the Mediterranean Sea.
16 steamship lines operate to the east and west coasts of Africa.
29 steamship lines operate to Asiatic and Australian ports.

The Port of New York is served by thirteen rail lines, and through the medium of these lines access to and from all parts of the United States is made possible. These railroads have 155 piers and stations, and 9 terminals jointly used by nearly all of the rail carriers for the receipt and delivery of freight. The majority of the traffic handled by the rail carriers serving the Port is landed on the New Jersey side. It is then lightered or floated to the New York side under the free lighterage system, limits of which extend along the North River from the Battery to 135th Street; East River and Harlem River; Battery to 125th Street; Harlem River (including Harlem River side of Ward's and Randall's Islands), Pot Cove, Astoria (to and including 69th Street), South Brooklyn, points in Newtown Creek, points in Dutch Kills Creek, and points in Wallabout Canal, Gowanus Canal, south of Hamilton Avenue Bridge. New York Bay—points on north and east shores of Staten Island between Bridge Creek (Arlington) and Clifton, both inclusive and including Shooter Island.

The World

THE WORLD PLAN

Advertising must be made to pay.

The problems of copy and media are well in hand. Concentration upon one over-powering selling argument in copy, concentration upon media covering chosen markets seem to constitute the present day "best practice."

(1) But too large a percentage of the average appropriation sells competitors' products—the result of poor distribution.

(2) Too large a proportion of the sales made (in theory) by advertising are never completed.

Too much repetition is necessary to induce the public to demand an article. The freight rate becomes higher than the traffic will bear.

Accordingly we must (1) make it easier to get adequate distribution before advertising is released, and (2) we must overcome the inertia of readers of advertisements.

There is only one way to accomplish this. We must secure dealer co-operation; encourage the retailer to believe promises of advertising; induce him to display and say a friendly word for merchandise that is locally and adequately advertised.

The Evening World

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 13

NEW YORK CITY

Port of New York—(Continued)

In 1919 the total tonnage entering at and clearing from Custom Districts in foreign trade showed New York leading all other ports. The Cleveland district showed the next largest total tonnage (lake tonnage).

		Total Vessels	Total Tonnage
New York City	Entered	4,628	13,610,098
New York City	Cleared	4,558	14,030,827
Ohio (Cleveland)	Entered	3,504	3,104,446
Ohio (Cleveland)	Cleared	4,138	4,607,966
New Orleans	Entered	1,556	3,101,010
New Orleans	Cleared	1,636	3,414,419
Philadelphia	Entered	1,083	2,733,108
Philadelphia	Cleared	1,222	3,270,186
Washington	Entered	4,395	2,618,070
Washington	Cleared	4,358	2,766,023

The value of products exported through the Port of New York in 1919 amounted to almost the value of all products exported from the entire country during the year.

The table showing the value of domestic exports for 1919 by Custom Districts shows the value of New York domestic exports far ahead of those of any other port.

Atlantic Coast

Custom District	Total Value of Domestic Exports
Georgia	$ 258,682,003
Maine and New Hampshire	47,667,238
Maryland	352,774,932
Massachusetts	331,414,469
New York	3,339,957,993
North Carolina	32,284,668
Philadelphia	518,336,473
Porto Rico	10,887,823
Rhode Island	426,741
South Carolina	21,407,596
Virginia	174,649,593

Gulf Coast

Custom District	Total Value of Domestic Exports
Florida	$ 72,784,197
Galveston	464,739,145
Mobile	74,056,495
New Orleans	556,252,545
Sabine	57,438,472

Mexican Border

Arizona	$ 13,723,755
El Paso	7,750,239
San Antonio	35,779,544

Pacific Coast

Alaska	$ 1,527,021
Hawaii	4,229,082
Oregon	44,458,227
San Francisco	235,718,131
Southern California	15,680,530
Washington	290,373,134

Northern Border

Buffalo	$ 186,676,857
Chicago	6,523,832
Dakota	79,920,508
Duluth and Superior	16,520,189
Michigan	292,402,263
Montana and Idaho	7,187,708
Ohio	30,923,562
Rochester	7,935,920
St. Lawrence	92,317,772
Vermont	65,378,965
Wisconsin	999,934
Total	$7,749,815,556

The World

The World's Method of Procedure Is

(1) To study the local market, both consumer and dealer.

(2) To investigate market possibilities for the prospective advertiser.

(3) To educate the dealer to better merchandising methods and to a belief in the profits in advertised merchandise. This is the object of our monthly trade paper, The World Retailer.

(4) To encourage adequate merchandising by supplying sectional maps and route lists and an "Introduction to the Dealer" for the use of the salesmen of the manufacturer who will sign a non-cancellable and adequate advertising contract.

(5) To discourage requests for service that is clearly not within the province of the newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage.

The sales forces of a dozen advertisers are using The World Plan simultaneously. We shall be glad to go into detail with any one interested, upon request.

Try advertising in newspapers by the year.

The New York World's Merchandising Department

Mallers Building, Chicago **Pulitzer Building, New York** **Ford Building, Detroit**

The Evening World

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 14

NEW YORK CITY

Port of New York ---(Continued)

The value of such exports from the New York Customs District is in fact more than equal to those from the Ports of Philadelphia, New Orleans, Baltimore, Detroit, Seattle, San Francisco, and Boston. The value of domestic exports from the New York City District for 1918 was $2,580,081,523; for 1919 $3,339,957,993.

The value of the products imported through the Port of New York in 1919 amounted to almost half of the value of all products imported into the United States during 1919. The combined imports of the Seattle and San Francisco Customs Districts amounted to less than half of the imports of the New York Customs District.

The table shows the comparison between the Customs Districts as to imports.

ATLANTIC COAST

Customs Districts	Total Value of Imports
Connecticut	$ 7,749,737
Georgia	15,397,170
Maine and New Hampshire	24,025,683
Maryland	38,900,438
Massachusetts	299,364,999
New York	2,064,654,016
North Carolina	7,500,980
Philadelphia	153,819,044
Porto Rico	5,261,052
Rhode Island	5,456,800
South Carolina	2,618,869
Virginia	4,865,288

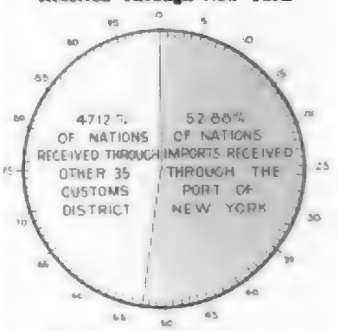
GULF COAST

Customs Districts	Total Value of Imports
Florida	$ 15,275,615
Galveston	17,704,906
Mobile	5,347,275
New Orleans	177,286,076
Sabine	4,684,508

MEXICAN BORDER

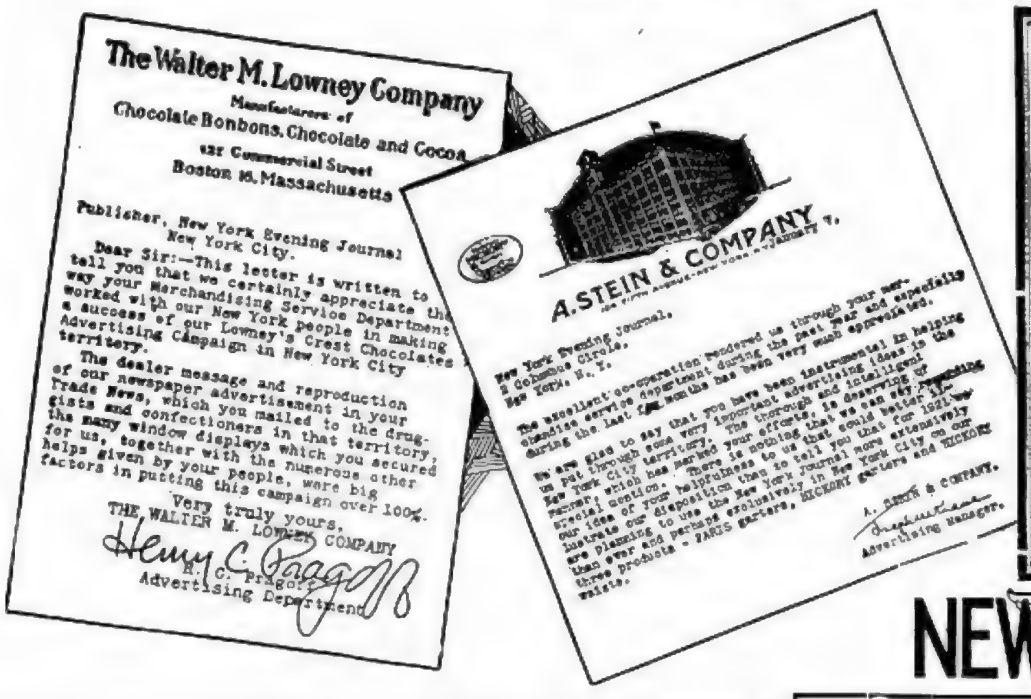
Arizona	18,148,798
El Paso	2,699,307
San Antonio	14,346,501

CHART SHOWING
Percentage of Nation's Imports Received Through New York



The Port of New York receiving 52.88% of the entire imports to the United States is indeed remarkable. This is one reason why New York is the greatest distributing center in the world.

The Largest and Best Merch
Offered to New York Ev



The Walter M. Lowney Company
Manufacturers of
Chocolate Bonbons, Chocolate and Cocoa
121 Commercial Street
Boston 16, Massachusetts

Publisher, New York Evening Journal
New York City.

Dear Sir:—This letter is written to tell you that we certainly appreciate the way your Merchandising Service Department worked with our New York people in making a success of our Lowney's Crest Chocolates Advertising Campaign in New York City territory.

The dealer message and reproduction of our newspaper advertisement in your Trade News, which you mailed to the druggists and confectioners in that territory; the many window displays which you secured for us, together with the numerous other helps given by your people, were big factors in putting this campaign over 100%.

Very truly yours,
THE WALTER M. LOWNEY COMPANY
H. C. Pragoff
Advertising Department

A. STEIN & COMPANY

New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

The excellent co-operation tendered us through your specialties service department during the past year and especially during the last few months has been very much appreciated.

We are glad to say that you have been instrumental in helping us put through some very important advertising ideas in the New York City territory. The thorough and intelligent manner in which your efforts is deserving of special mention. The thorough and intelligent manner in which your efforts is deserving of special mention. Our idea of your helpfulness to us that could better illustrate our disposition than to tell you that for 1921 we are planning to use the New York Journal more extensively than ever and perhaps exclusively in New York City on our three products - PARIS garters, RICKEY garters and RICKEY belts.

A. STEIN & COMPANY.
Advertising Manager.

Read These

They are from som
manufacturers wh
Evening Journal M
They tell the whol
What we did for t
progressive firm
richest market in

NEW

10 Millio
45 Thou

Write us for full d
Journal Merchand

NEW YORK E
2 Columbus C
Western Advertising Office

NEW YORK

The largest daily circulation i

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 15

NEW YORK CITY

Port of New York—(Continued)

Customs Districts	Total Value of Imports
PACIFIC COAST	
Alaska	$ 1,449,362
Hawaii	8,980,704
Oregon	3,151,964
San Francisco	238,027,061
Southern California	15,609,610
Washington	195,918,779
NORTHERN BORDER	
Buffalo	96,738,440
Chicago	45,803,716
Dakota	58,324,721
Duluth and Superior	17,082,846
Michigan	74,895,600
Montana and Idaho	5,001,491
Ohio	19,860,229
Rochester	4,582,080
St. Lawrence	151,616,685
Vermont	51,223,122
Wisconsin	4,367,381
INTERIOR	
Colorado	320,601
Indiana	1,163,129
Iowa	100,676
Kentucky	487,555
Minnesota	6,172,194
Omaha	2,277,164
Pittsburgh	3,245,325
St. Louis	12,349,123
Tennessee	172,010
Utah and Nevada	336,302
Total	$3,904,364,932

THE imports and exports of domestic and foreign merchandise of the Port of New York showing the first seven months of 1919 compared with the first seven months of 1920.

	Imports	Exports
1919	$ 982,192,334	$2,158,919,020
1920	1,966,346,187	2,049,926,095

During the calendar year ending December 21, 1919, the Port of New York received 52.88 per cent of the nation's imports, and shipped out 43.64 per cent of its exports, both combined constituting 48.26 per cent of the country's total imports and exports of merchandise. The total value of the imports and exports of the Port of New York in the calendar year that ended December 31, 1919, was $11,654,180,488.

It would be hard to over estimate the influence upon the growth of New York City of the great stream of immigrants constantly flowing here. In 1914, the year preceding the war, and therefore the last normal year, there were admitted through the Port of New York 878,052 immigrants and into the United States 1,218,480. More than two-thirds of the total number of immigrants that reached the United States in that year entered at the Port of New York. Other years show similar percentages.

Brooklyn Navy Yard is located within the Port itself and is adjacent to many other large shipbuilding and repair yards within the Port.

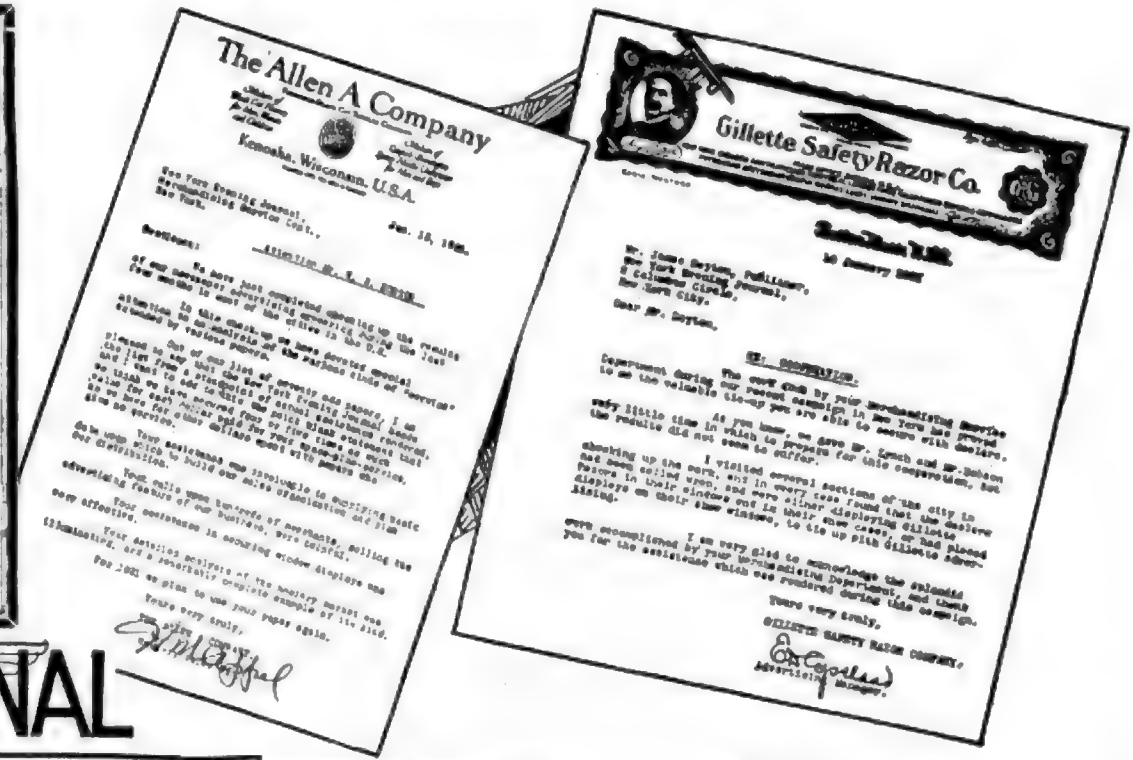
ndising Service in the World

ning Journal Advertisers

our Letters

the representative
e used New York
ndising Service.
y.
we can do for any
ning to win the
rica—
ORK
nsumers
Retailers
of what New York
Service is.

NG JOURNAL
lew York City.
ent Building, Chicago, Ill.



JOURNAL

erica—and at 3 cents a copy

Digitized by Google

Photo by Paul Thompson

Where the currents of the world trade cross—the waterfront of New York City. Here are handled a majority of the shipments from overseas intended for inland America; the markets of the whole world draw on this market to meet their needs.

New York the Metropolis of Mankind
(Continued from page IV)

port approaches the Port of New York in its facilities for assembling and distributing water-borne commerce.

The Port of New York is served by thirteen lines of railroad, the mileage of the railroad systems with terminals on New York harbor exceeding 39,700 miles.

The total of the city budget for New York for 1919 was $248,025,434.88, of which 20.43 per cent went to pay interest on the city debt. The city has upwards of 60,000 employees on its payroll. The assessed value of its real property in 1919 was $8,339,638,851, and the assessed value of its personal property in the same year was $251,414,875.

The city has 10,884 men in its Police Department, which costs $20,146,892 a year, 5,970 men in its Fire Department, which costs $9,119,285 a year, and six other departments are upon a similar scale.

New York is among the healthiest municipalities in the world. Its death rate compares favorably with the death rates of other large cities in this or other countries.

The register in the public schools of New York City contains 908,467 names, the register in the high and training schools contains 68,378 names, and there are 21,853 teachers and principals. The school system is under the direction of a Board of Education of seven members appointed by the Mayor, and a Superintendent of Schools appointed by the Board. The appropriation made by the budget of 1919 for the general school fund was $37,875,922.27, and for the special school fund $45,121,-163.26. The educational system includes day and night schools, vocational schools, special schools and training schools, in addition to the regular kindergarten, elementary grammar and high school branches.

Columbia University is the largest college within the city limits. It includes Barnard College for women and the usual Law School, Medical School, College of Teachers, and similar branches.

New York University, supported by the city, is organized in a similar manner.

In addition, the city contains the following higher institutions of learning:

The College of the City of New York.
Fordham University.
The College of Mt. St. Vincent.
Hunter College.
Manhattan College.
Adelphi College
Brooklyn College.
St. Francis College.
St. John's College.
St. Joseph's College.

The city contains a large number of technical schools, business schools, medical schools, and art schools, headed by the Famous Art Student League, music schools, and other educational institutions. There are many private and parochial schools in the city. The enrollment in the parochial schools is approximately 150,000. About 175,000 pupils attend the private schools.

New York City has 45 state banks and 59 savings banks. There are 48 national banks in the city. The transactions of the New York Stock Exchange during the fiscal year of 1918-1919 amounted to approximately $191,000,000,000, and the number of shares sold was 3,352,116,939.

New York also has a second stock exchange known as the Consolidated, and a "curb market" where transactions in unlisted securities are conducted in the open air along the curb in Broad Street. It has a Produce Exchange, a Cotton Exchange, a Coffee and Sugar Exchange, a Fruit Exchange, and other similar exchanges. It has eleven life insurance companies, of which four have outstanding policies running into the hundred millions, and two dozen or more fire and marine insurance companies.

The financial importance of New York City was reflected by the subscriptions for the various war loans, in which chiefly New York City purchased $1,-186,788,600 of the First Liberty Loan, $1,550,453,450 of the Second Loan, $1,114,933,500 of the Third Loan, $2,044,-778,600 of the Fourth Loan, and $1,762,-684,900 of the Fifth Loan, in each case largely exceeding its quota.

Practically all of the great corporations in the country maintain offices in New York City.

New York has always given much attention to the protection of the health of its citizens. This work is in charge of the Health Department, headed by a Health Commissioner. Among his duties he supervises a bacteriological laboratory and antitoxin laboratory, the protection of milk and food supplies of the city through inspection, the care of tuberculosis patients and the enforcement of a system of child hygiene. There are ninety-three hospitals in the city. A large number of them are conducted by private associations, but they are open to the public, and if a patient is too poor to pay for treatment the cost is defrayed by the city.

There are approximately 8,000 physicians in the city and there are ten medical schools, two of which are for post-graduate instruction only.

To conventions and tourists New York offers attractions in endless variety. More than 1,500 hotels house daily an average of 250,000 transient visitors. They range in size from the ordinary hostelry of 250 or 300 rooms, up to giant hotels such as the Pennsylvania and Commodore which have respectively 2,200 and 2,000 rooms. The wealthy stranger who seeks luxury may have his wishes gratified, while the wayfarer who has little to spend may be made comfortable without too great inroads upon his pocketbook.

New York is the headquarters and the producing center of the theatrical business in the United States. Some sixty theatres present high class attractions during the winter season. A dozen or more remain open throughout the summer. Unique among them are the Hippodrome, the largest of the country's playhouses, in which an audience of 5,600 is entertained twice daily, and the Little Theatre, a bijou place of amusement which seats but 299 persons.

Hundreds of "movie theatres" are scattered all over the city. They range from the neighborhood places which seat but a few hundred, the dignified and ornate Capital, Strand, Rialto and Rivoli, in each of which nearly 4,000 persons may watch the portrayal on the silver screen.

Two major league baseball teams, eleven race tracks, and dozens of athletic fields provide a wealth of outdoor sports.

The tunnels beneath the streets and under the rivers, the huge bridges which span the East River, and the stupendous water supply system which brings millions of gallons each day from the Croton watershed and from the Catskills, ninety miles away, are marvels of engineering art.

Central Park, in the heart of the Borough of Manhattan, is two miles and a half long and contains 843 acres. It is beautifully improved, with automobile roads, bridle paths and foot paths. It contains two good sized lakes, with boats. Prospect Park, in Brooklyn, is similar in character. It contains 526 acres and is assessed at $30,766,000.

The Metropolitan Museum of Art has one of the world's great collections of paintings, statuary, furniture, glass, textiles, musical instruments and antiques. The Brooklyn Institute of Arts and Sciences has a similar, though smaller collection, and there are some fine Spanish paintings in the building of the Hispanic Society in upper Manhattan.

The American Museum of Natural History contains wonderful collections of animals, birds, reptiles, insects, fossil remains, and similar natural history specimens. Like the other museums of

(Continued on page XXX)

Photo by Paul Thompson

The Imperator reaches port; eleven tugs lead her up the harbor, which is always alive with ships coming and going and keeping alive the commerce of the entire world. That is why it is possible to talk to the world by talking to New York.

Eastern Newspaper Union Photo

The Avenue—the great show place of America. Fifth Avenue is credited with setting the styles of each passing season. On this important street great merchants from every part of the world place their wares for review.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 16

NEW YORK CITY

Banks

Savings Banks	59	Resources—3 Bronx	$	39,869,081.40
		22 Brooklyn		502,781,461.55
		28 Manhattan		1,274,336,969.43
		4 Queens		36,570,969.72
		2 Richmond		12,651,553.21
		Total		$1,876,210,035.31
State Banks	45	Resources		$1,129,146,100.00
Trust Companies	28	Resources—Brooklyn		172,435,294.00
		Resources—Manhattan		2,802,608,930.00
		Total		$2,975,044,224.00
National	48	Resources		$4,719,455,600.00
Saving & Loan Associations:				
Bronx	4	Resources		728,422.00
Brooklyn	27	Resources		7,031,825.00
Manhattan	32	Resources		12,935,740.00
Richmond	14	Resources		6,891,701.00
Queens	8	Resources		1,115,036.00
	85			$28,702,724.00
Private Bankers	69	Total Resources		$ 23,782,213.00
Safe Deposit Companies	38	Total Resources		9,487,248.49
Investment Companies	18	Total Resources		91,905,425.19

There are two other banking institutions in New York, namely, Land Banks (1) resources $467,662.57 and Credit Unions (35) with resources of $548,140.89

The Clearing House transactions for the year of 1919 were:

Exchanges	$214,703,444,468.43
Balances	20,950,477,482.92
Total transactions	$235,653,921,951.35

For the year of 1920:

Exchanges	$252,338,249,466.28
Balances	25,216,212,383.55
	$277,554,461,851.83

The Clearing House Association is now composed of 25 National Banks, 13 State Banks, 14 Trust Companies, Federal Reserve Bank of New York; the Assistant Treasurer of U. S. at New York and the Clearing House Collection Department also make exchanges at the Clearing House, making 55 Clearing Institutions.

There are 12 Banks and Trust Companies in the city and vicinity not members of the Association which make their exchanges through banks that are members in accord with constitutional provisions.

New York has a very high valuation per capita, being exceeded, however, by San Francisco, Los Angeles and Boston. New York City values are indicated as four times those of Chicago, five times those of Philadelphia and seven times those of Boston.

An equally interesting figure with the total wealth and property value, in judging business strength, is that of incomes.

Incomes indicate more directly than wealth the strength for immediate business activity and purchasing power. In the report for income taxation in the United States for 1918 New York State is shown to pay 31% of the total personal income tax of the United States.

New York City contains more than one half of the total population of the State and as the wealth is concentrated in the city one can readily perceive the enormous purchasing power within New York City. The next highest State paid only 12% of the whole and by the best estimation New York City alone exceeds any other State in the Union.

These figures show the State as a whole, as detail statistics are not available. The number of people claiming New York State as a residence and making returns of personal incomes were 559,753. Their net incomes aggregate $2,719,713,784. The normal taxes in the incomes reported from New York State amounted to $107,625,964, and the sur taxes to $246,637,453.

The total assessed real property valuation for New York is $8,428,322,753.00 divided as follows:

Manhattan	$5,115,811,621	Bronx	$726,129,198
Brooklyn	1,865,123,952	Queens	604,827,476
Richmond	100,495,455		

The total assessed personal property valuation (1919) is $362,412,789 divided as follows:

Manhattan	$291,286,700	Bronx	$12,674,400
Brooklyn	44,907,205	Queens	10,934,300
Richmond	2,610,175		

The total assessed real property valuation (1920) for New York is $8,626,122,557 divided as follows:

Manhattan	$5,186,771,887	Bronx	$753,308,264
Brooklyn	1,937,811,205	Queens	636,409,159
Richmond	111,821,192		

The total assessed personal property valuation (1920) is $296,506,185, divided as follows:

Manhattan	$227,063,350	Bronx	$17,211,200
Brooklyn	41,192,900	Queens	8,792,100
Richmond	2,246,635		

NEW YORK COMMERCIAL

The National Daily *A. B. C.* Business Newspaper

Features

Acceptances	Groceries
Automobiles	Grain
Banks	Hemp, etc.
Banking	Hides
Bonds	Hay
Building Materials	Importers
Chemicals	Inward Manifests
Cotton	Iron
Coal	Lumber
Coffee	Leather
Drugs	Live Stock
Dye Stuffs	Marine Insurance
Editorial	Millfeed
Exporters	Motor Trucks
Foreign Trade	Metals
Foreign Exchange	Naval Stores
Financial	Oils
Fruits	Pharmaceuticals

BUSINESS executives today are keenly interested in the vital facts of industry, finance and commerce. They scrutinize closely Market Reports, Financial News, Proposed Legislation, Labor Conditions—in fact, all sources of information—for reliable data upon which to build sound business policies.

For more than 125 years the NEW YORK COMMERCIAL has served many of the leaders of industry in this important requirement It has gained, and holds, its enviable title of *The National Business Newspaper* by interpreting the business news of the country along sane and constructive lines.

The NEW YORK COMMERCIAL covers completely and accurately eighteen markets every business morning. More than 17,000 quotations, together with comprehensive market reports, make it a most inclusive and reliable source of business information.

Intimate daily contact with business facts and figures has given us a thorough realization of the importance of *circulation facts and figures.* **Consequently the circulation of the COMMERCIAL is A. B. C.**

ESTABLISHED 1795 -:- 126TH YEAR

Features

Flour	Produce
Provisions	Textiles
Packers	Textile Machinery
Paints	Tea
Railroads	Transportation
Shipping	Tractors
Steel	Theatres
Stocks	Unlisted Securities
Silk	Wool
Straw	

If you contemplate coming into the New York markets, do not forget that the Commercial will prove a vital factor in a publicity campaign in any of these lines.

Russell R. Whitman, President, 38 Park Row, New York City

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 17

NEW YORK CITY

Residential Features and Building Facts

A majority of the residents of New York City live in apartment houses. There are many sections of the city where large expensive apartments predominate. There are also poorer sections where there are only cheap apartment houses and tenements.

However, contrary to common opinion, there are many one- and two-family houses in New York City. An investigation showed that there are 167,359 one-family dwellings compared with 107,178 apartment buildings; also that there are 85,467 two-family houses within the five boroughs.

The following table will show the number of dwellings and the classification of same in New York City:

Classification	A	B	C	D	E	F
Manhattan	23,592	2,602	40,423	2,299	796	84,694
Bronx	13,412	8,669	10,924	75	79	39,700
Brooklyn	67,948	53,879	48,750	285	174	193,400
Queens	44,869	17,853	6,527	209	107	83,065
Richmond	17,538	2,464	354	65	32	23,945

(A) One-family dwellings.
(B) Two-family dwellings.
(C) Apartment buildings without elevators.
(D) Hotels and elevator apartment houses.
(E) Office buildings.
(F) Total number of all sorts of buildings.

In Manhattan the largest number of tenements are located between Fourteenth Street and Fortieth Street. The largest number of better class of apartments are between Fortieth Street and One Hundred Fifty-fifth Street. The largest and most expensive elevator apartment buildings are located on Riverside Drive, West End Avenue, Central Park West, and Broadway between Sixty-sixth Street and One Hundred Twentieth Street. There are also many scattered on streets adjoining those already mentioned.

Fifth Avenue is famous for the many large and luxurious residences owned by millionaires.

Brooklyn has the largest number of buildings in New York City, in fact more than twice as many as any other borough. It is New York's chief residential district having more new law apartment houses than all the rest of New York put together, and of course, far more single residences, two- and three-family detached houses. Brooklyn has 37 parks comprising 1,037 acres, 6 children's playgrounds and 20 locations where are grouped tennis courts, wading pools, baseball diamonds, etc.

Chart Showing Prospective Buyers in New York City

compared with three other large localities

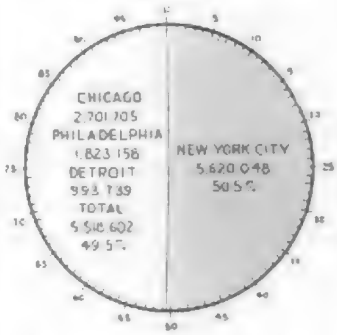
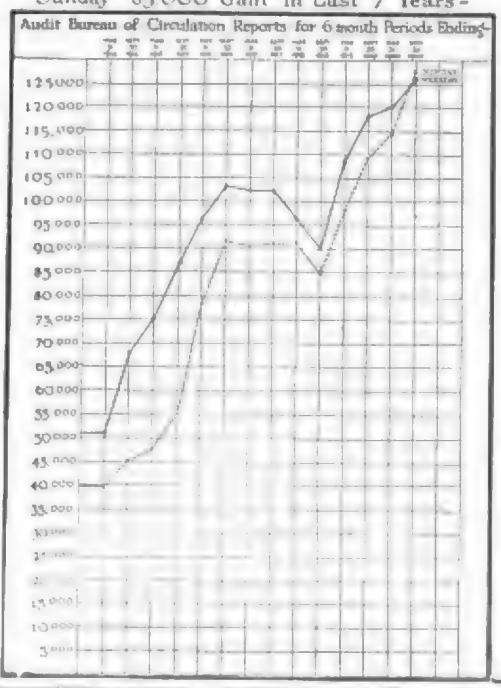


Chart of population of New York City showing the number of prospective purchasers as compared with the next three largest cities in the United States. It is interesting to note that New York contains more people than Chicago, Philadelphia and Detroit combined.

A City of More Than

Circulation Trend of New York Tribune.
Weekday 75,000 Gain in Last 7 Years -
Sunday 85,000 Gain in Last 7 Years -



WITHIN the City of New York there is another City, a City populated by the readers of The Tribune—

A paper with a clean, vigorous, healthy-minded method of handling the news naturally attracts clean, vigorous, healthy-minded people.

It is a matter of natural selection. Prosperous, wholesome-minded people of taste and culture find in The Tribune the information they want presented in the way they like it.

Known Quality of Circulation

Those who live in the circulation zone of New York Newspapers know from their own observation, in the better residential sections, at Clubs and Hotels, that The Tribune is always among the most read newspapers.

Besides the Law of Natural Selection and Personal Observation the circulation of a newspaper can be determined by direct tests

Every test, every canvass, every investigation made of The Tribune Circulation has demonstrated that "the Better the Neighborhood the Bigger The Tribune Circulation."

New York

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 18

NEW YORK CITY

Residential Features and Building Facts—(Continued)

The majority of the apartment buildings in the Bronx are located in the section opposite the northeastern part of Manhattan Island. The one-family dwellings in this borough also exceed the apartments by about 3,000 buildings, or in other words, the one-family houses are thirty-three and one-third per cent. of the total of all classification of buildings.

Queens Borough consists of many small residential communities. Ward two consisting of Forest Hills, Winfield, Corona, and other small communities contains most of the apartment buildings. In the Woodside, Elmhurst and Corona sections, hundreds of houses of the two-family type, tenements and small cottages, suitable for the thrifty, industrial workers are under construction. Ward four, known as the township of Jamaica and including the communities of Hillside, Jamaica, Rosedale, Richmond Hill, Woodhaven, Kew Gardens, Laurelton, Bellaire and others, have over 19,000 one-family dwellings or nearly three times as many as any other section of Queens. Practically all of Queens is rapidly being built up with attractive detached homes at a moderate cost.

The Borough of Richmond is almost wholly comprised of one- and two-family detached houses. Only two and a half per cent. of all dwellings in Richmond are apartments, or 619 of 20,261 dwellings.

Special Information

More than one-half of the population of the State is now contained in New York City.

New York City is the commercial and manufacturing capital of the United States.

The exports of New York City have a value greater than the combined exports of Asia, Africa and Australia, and our imports exceed in value those of South America, Africa and Australia together. One out of every seven persons in New York is employed in manufacture.

The factories have an annual output of nearly two and one-half billions of dollars.

Interesting statistics of the City and Port of New York:

Area	326.9 square miles.
Total mileage of paved streets	2,226

THIS CHART SHOWS

The Five Boroughs of New York City In Relation to Land Area

Queens, the largest borough in area, contains only 8% of the population of New York City, while Manhattan, the smallest borough, contains 41%. This shows that New York still has plenty of room to grow. The Borough of Queens could be populated by all New York City and still have room, if the density of population were the same as Manhattan.

126,000 Homes—*Without Slums*

Proven Responsiveness

Tribune Readers are quick to respond to advertising in The Tribune.

Time after time this responsiveness has been demonstrated. For instance:

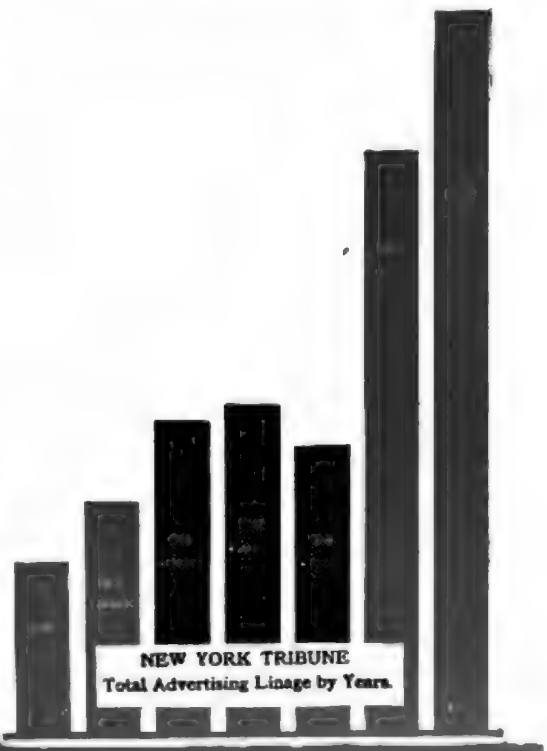
—12,024 men and women in the year 1920 asked the advice of our Investment Department on investing their surplus funds ranging from $100 to $150,000.

—last Spring more than 7,000 Tribune Readers sent in Planks for a Political Platform.

—over 4,600 Tribune Readers contributed a total of over $70,000 to send more than 9,000 boys and girls to the country for a two-weeks' vacation. This is an average contribution of over $15.00 each.

You can reach some Tribune Readers through other Newspapers, but you can only reach *all* Tribune Readers through the New York Tribune.

Tribune



EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 19

NEW YORK CITY

Special Information—(Continued)

Assessed valuation by boroughs:

Queens	$ 636,409,159
Bronx	753,308,264
Brooklyn	1,937,811,205
Richmond	111,821,192
Manhattan	5,186,771,887
Shipping arrivals	4,628
Total tonnage of the Port (tons entered)	13,610,098
Total tonnage of the Port (tons cleared)	14,030,827
Number of telephones in use	731,794
Area of city parks (acres)	7,819

The total number of Pennsylvania Railroad passengers arriving and leaving New York City during 1919 was 40,800,000, which was made up as follows:

10,200,000 to and from Pennsylvania Station.
22,440,000 to and from Newark, Harrison and Manhattan Transfer.
4,420,000 to and from steam trains and Jersey City.
2,040,000 to and from Cortland Street Ferry.
1,700,000 Desbrosses Street Ferry.

In 1914 the New York City metropolitan district had 36,410 manufacturing establishments, which gave employment to an average of 1,031,815 persons during the year, 842,103 being wage-earners, and paid out $711,085,669 in salaries and wages. The manufacturing establishments of New York City constitute over four-fifths of all in the district and give employment to nearly seven-tenths of the wage-earners.

The per cent of increase in average number of wage-earners in period 1904-1914 was 25.9.

New York State has a total of 571,662 motor vehicles, or a car to every 16 persons. Of the total registration for last year 177,441 of the cars came from New York City. Of the total 126,750 were pleasure, 91,631 were registered omnibuses, 41,057 commercial, 678 trailers, while dealers in New York City numbered 820.

The total amount paid by New York City motorists, chauffeurs and motor cyclists last year to Mr. Hugo's office was $2,481,345.25.

The following comparative figures tell the story of last year's registration at a glance.

	Passenger	Commercial	Total
Brooklyn	43,126	13,570	56,696
Queens	16,030	4,621	20,651
Manhattan	54,070	28,590	82,660
Bronx	9,418	3,624	13,042

The Bush Terminal, located in Brooklyn, which is regarded as one of the leading institutions of its kind in the commercial world, offers facilities for modern manufacturing sites, export and import steamship piers, and rail and coastwise terminals. It covers an area of 200 acres, by a chain of immense loft buildings of modern reinforced concrete construction. The Bush Terminal houses approximately 300 manufacturing concerns with 30,000 employees. Its facilities include seven of the largest piers in the world. There are 200 brick warehouses for the receipt and storage of ocean-borne freight. The tracks of every trunk line reaching New York run into the Bush Terminal, and all are connected with a private railroad.

The Only Paper in America With

A MILLION CIRCULATION

The Sunday

CHARACTER QUALITY ENTERPRISE ACCURACY

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

MORE families read the Sunday New York American than there are in all Boston, Philadelphia, Baltimore, Washington and Pittsburgh combined.

THEIR annual expenditures (Government figures) exceed one billion seven hundred million dollars, more than 32 million dollars every week in the year.

IN addition to great size the circulation of the New York American is distinguished by insistence on the best—regardless of cost.

More than a million readers (half a million more than buy any other New York Sunday newspaper) prefer the Sunday New York American to all other Sunday newspapers selling in the local territory at 5 cents a copy.

On weekdays more than 300,000 people pay 50% more for the Morning New York American than the selling price of any other New York morning newspaper.

1,108,111

Net Paid Circulation Last Sunday at 10 Cents a Copy

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 20

NEW YORK CITY

Facts and Figures on New York City Food Consumption

The magnitude of New York City as a food consuming center, not to mention its vastness as a supply depot has often been guessed at.

The Health Department of New York City gives the following schedule as an estimate based on a dietary of 44 ounces of food per day per individual, as over four and one-half billion pounds:

Character	Amount pounds
Meat (Beef, Pork, Veal, etc.)	684,315,000
Fish	57,031,250
Poultry	114,062,500
Butter	114,062,500
Vegetables	684,315,000
Milk	1,368,630,000
Bread	456,250,600
Coffee	57,031,250
Tea	28,515,625
Fruit (Nuts)	228,125,000
Sugar (including candy)	142,578,125
Pastry	114,062,500
Salt	57,031,250
Eggs	142,578,125
Cheese	57,031,250
Fats	57,031,250
Canned Goods	171,093,750
Total	4,533,744,375

From another source it has been estimated that it cost $645,000,000 a year to feed the inhabitants of New York City. The amount probably exceeds this by several millions on account of the mounting cost of living.

A study of food conditions in 1917 by the Department of Health showed a valuable tabulation of food products coming into New York each week:

Dairy Products (Other than Milk)	760 carloads
Milk	2,000 "
Meat	660 "
Live Stock	518 "
Poultry	215 "
Grain and Flour	2,160 "
Fruits	750 "
Vegetables	1,636 "
Groceries	324 "
Canned Goods	206 "
Sea Food	32 "
	9,261 weekly
	or 1,323 daily

The average of 1,323 cars of food products is received at 127 terminals in Metropolitan New York. These products are redistributed over an area having a radius of 30 to 40 miles which embraces a population of over 10 million.

The stupendous task of distributing the vast amount of food engages 60,000 distributors, who employ 400,000 persons. Within this area live over 10,000,000 people composed of 28 nationalities to whom nearly 10,000 cars of products a week must be distributed. Of these 28 nationalities, eight numbering over 100,000 each and 15 over 25,000 each, populate this district.

These people have various habits, customs and modes of living. Quite often one nationality will not eat what another will, which is not customary to such an extent in any other center in the world. It has been aptly said that New York is not an American city, but a city in America composed of 28 little nations.

Other figures obtained from various sources showed that New York City consumes 40,000,000 eggs a week, or over 2,080,000,000 a year; also 2,400,000 pounds of butter a week.

A Million Circulation With a

MERCHANDISING SERVICE

to Make Certain of 100 Per Cent Return

CHARACTER QUALITY ENTERPRISE ACCURACY

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A. C. Gilbert Co.

WE have been big users of newspaper space for a great many years, in New York and other cities, but never before has any newspaper extended to us the support in a merchandising way that you have.

The broadside that you sent out carried our message to the Greater New York dealers more effectively than any piece of literature we previously sent out. The displays in the three New York American windows were watched very carefully by us, and attracted the attention of dealers, as well as the general public. We are very enthusiastic about the New York American for its Merchandising Service Department.

Yours very truly,
J. E. McCRADY,
General Sales Manager.

Bunte Brothers

YOU will be interested in knowing the success achieved through your remarkable broadside which accomplished real things in the sales of Bunte's Cough Drops in the New York territory.

The average sales of our men tripled immediately after the broadside was sent out.

I am informed by our Window Trim Department that 100% of the dealers who signed and returned post cards requesting window displays immediately permitted us to trim their windows.

Let me again thank you for your three master Merchandising Windows, which are in the busiest sections of New York.

Yours very truly,
W. H. GODFREY,
New York Sales Manager.

The Pompeian

WE want to thank you for the results you have obtained from your telephone campaign. Every indication is that you have more than done your part and that the results will be forthcoming if we can put ours over properly.

The manner in which you handled this work shows real evidence that you desired to give nothing but accurate returns and the final results obtained are certainly extremely satisfactory. It is a pleasure indeed to be able to thank you for such efficient handling of such a tedious and difficult proposition.

Appreciatively yours,
JESS H. WILSON,
Sales Manager.

1,108,111

Net Paid Circulation Last Sunday at 10 Cents a Copy

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 21

NEW YORK CITY

Facts About Brooklyn

POPULATION

1900 Census	1,166,582
1910 Census	1,634,351
1920 Census	2,018,356

Native white	73%	English reading	94%
Negroes	1%	Industrial worker	15%
Foreign born	26%	Families	404,072
Students	3,724		

Brooklyn population, 1910, showing persons over 15 years of age, by age, sex and birth.

	Male	Female
Total	559,306	575,314
15 to 24 years	152,885	170,608
25 to 44 years	270,330	261,119
45 years and over	135,893	143,355
Age unknown	198	232
Native white, native parents	111,312	120,288
Native white, foreign or mixed parents	169,200	188,460
Foreign born, white	269,965	256,520
Negro	7,869	9,950

CITY CLASSED AS

Brooklyn classed as a city would be residential. It is known as a city of homes.

BANKS

Savings	22	Resources	$502,781,461.55
Savings and Loan	27	Resources	7,031,825.00
Trust Companies	—	Resources	172,435,294.00

There are 669,666 depositors in the savings institutions of Brooklyn. The average amount of each account is $393.80.

For other banking figures see page 21.

There are 85,000 people in Brooklyn and Long Island with incomes of $10,000 and over. This is a greater number than any other district in the United States; and there are more people in this district who pay income taxes than there are in any other district.

There are 1,624 residents of Brooklyn who pay taxes on incomes of $20,000 a year and over.

Over $20,000	505 taxpayers	Over $200,000	21 taxpayers
" 25,000	254 "	" 250,000	9 "
" 30,000	336 "	" 300,000	10 "
" 40,000	151 "	" 400,000	5 "
" 50,000	176 "	" 500,000	13 "
" 75,000	99 "		
" 100,000	95 "	Total	1,624
" 150,000	40 "		

These figures include only Brooklyn residents who file their returns in Brooklyn. Many file them in Manhattan, where their business is located. Furthermore, many millionaires reside in towns on Long Island and they also pay their taxes in New York City (Manhattan).

SCHOOLS

Public Grade	178	Pupils	295,621
High	9	"	26,402
Parochial	113	"	60,000
Colleges	6	"	3,724

THEATRES

	Motion Pictures	Open Air	Motion Pictures and Vaudeville	Vaudeville	Burlesque	Production
Brooklyn	244	83	18	10	4	6

CHURCHES

Baptist	52	Methodist, Protestant	2
Christian	2	Pentecostal	3
Christian Science	5	Presbyterian	43
Congregational	32	Presbyterian, United	4
Disciples of Christ	4	Protestant Episcopal	59
Evangelical Association	7	Reformed Church of America	23
Evangelical Synod of N. A.	1	Reformed Church of U. S.	6
Friends	2	Reformed Episcopal	3
Jewish	57	Seventh Day Adventist	11
Lutheran	67	Swedenborgian	2
Methodist Episcopal	47	Unitarian	5
Methodist Episcopal, African	3	Universalist	3
Methodist Episcopal, W. Zion	4	Miscellaneous	21
Methodist, Free	2	Roman Catholic	120
Methodist, Primitive	2		

Trading Area

Brooklyn trading population is hard to figure. There are now nearly three million people living in Brooklyn and Queens alone and when you consider that Brooklyn's trading area takes in all of Long Island and that people from Staten Island, Manhattan and parts of New Jersey come to Brooklyn to trade one can readily see the vast possibilities of Brooklyn as a market.

You don't have to "break into" Brooklyn. Here the gates are ever open, youthful enthusiasm welcomes the stranger and opportunity cries out for some one to embrace her.

THE BROOKLYN DAILY EAGLE

O'Mara & Ormsbee
Special Representatives
New York, Chicago, San Francisco

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 22

NEW YORK CITY

Principal Industries

No. of Est.	6,096	Salaries and Wages, Total	$109,832,039
Persons engaged	166,740	Salaries	27,921,984
Proprietor and Firm Members	6,267	Wages	81,910,055
Salaried Employees	4,110	Cost of Materials	287,610,620
Wage Earners	140,881	Value of Products	515,302,755
Capital Invested	$448,757,380	Value added by Manufacture	217,034,037

Brooklyn, regarded as a city, is fourth in the United States industrially. The first three being New York, Chicago, and Philadelphia.

The Chamber of Commerce in 1918 made an industrial survey and the tabulation showed there were 8,281 factories employing a total of 185,625 persons. Of this total, 2,725 employ 10 or more employees, 278 employ more than 100 employees and 39 employ more than 500 each.

The first 50 manufacturing plants in Brooklyn employ 51,260 persons.

Total number of factories and employees—Classified by Industrial Groups 1918-19.

Grouped by Products Manufactured	Factories with Over 10 Employees		Factories with Under 10 Employees		Grand Total	
	No. Factories	No. Employees	No. Factories	No. Employees	No. Factories	No. Employees
Machinery, Hardware and Metal Products	556	49,962	790	3,006	1,346	52,968
Clothing	949	36,669	1,414	4,314	2,363	40,983
Boots and Shoes, Furs and Rubber Products	231	14,798	346	1,077	577	15,875
Foods, Tobacco, etc.	208	17,348	1,437	3,975	1,645	21,323
Paper, Paper Goods, Publishing	132	13,638	218	643	350	14,281
Wood Products	186	9,871	414	1,472	600	11,343
Paints, Oils and Chemicals	133	9,916	166	678	299	10,594
Textiles	179	9,676	268	1,080	447	10,756
Glass and Clay Products	63	2,157	127	432	190	2,589
Total	2,637	164,035	5,180	16,677	7,817	180,712

The chief commodities manufactured in Brooklyn are machinery and metal products, clothing, boots and shoes, printing and publishing, paper goods, wood products, glass, stone and clay products, paints, oils, chemicals, textiles, fur and rubber goods.

Brooklyn has over 2,000 different industries and turns out over a billion dollars worth of goods each year.

Brooklyn ranks second to Manhattan in the United States in the production of manufactured clothing. In 1918 there were 2,363 clothing factories employing 40,983 persons.

Brooklyn has 2,500 clothing factories employing 41,000 workmen. Brooklyn, next to Manhattan, produces more clothing than any other American city.

Brooklyn has increased the number of shoe factories in the borough in two years from 240, employing 9,400 skilled workers, to 300 plants, employing 12,000 persons. Of these 300 plants, five of them employ each more than 500 people. Brooklyn is first in the country in the production of women's and children's shoes.

In the volume of manufactured goods and industrial production of the latest reliable figures obtainable are those of 1914 issued by the Bureau of Census. These show Brooklyn as the fourth ranking city in industrial production among the cities of the United States.

City	No. of Factories	No. of Employees	Value of Products
Manhattan	21,087	385,902	$1,519,143,429
Chicago	10,115	387,319	1,483,498,411
Philadelphia	8,454	294,643	784,449,633
Brooklyn	**6,096**	**140,881**	**515,302,755**
Boston	3,138	96,913	284,802,479
Baltimore	2,502	87,453	215,171,530

Retail District

The main shopping center in Brooklyn extends for one mile from Borough Hall on two parallel streets, Fulton and Livingston Streets, also a large section known as Broadway, and extending about two miles and has many stores of the cheaper grade than those on Fulton and Livingston Streets.

In Flatbush, which is a large residential section, a very thriving business center exists on Flatbush Avenue, where many small but prosperous stores of every description are located.

In South Brooklyn the retail section extends about a mile on Fifth Avenue and cross streets.

The Bedford district has a busy section on Nostrand Avenue and extends one mile with stores of every description.

In Williamsburgh, a district and busy retail section is located on Broadway and cross streets and extends about four miles.

Greenpoint, another and separate section in Brooklyn, has a retail section extending a mile on Manhattan Avenue.

Residential Features

Brooklyn covers an area of over 80 square miles—greater by 25 square miles than the combined areas of Manhattan and Bronx Boroughs.

Brooklyn has the largest number of buildings in Greater New York, in fact more than twice as many as any other borough. Namely: 67,590 one-family houses, 52,938 two-family houses, 48,980 apartment buildings.

The total valuation of new buildings and alteration plans filed in Brooklyn Tax Bureau in 1919 was $99,813,663.00. Plans were filed in 1919 for a total of 5,010 buildings to house 8,264 families at a cost of $33,818,950.00. Over 3,700 plans filed with the Brooklyn Builders' Bureau since January, 1919, cost $32,146,305.

Special Information

Brooklyn has 300 oil, paint and chemical factories, employing over 10,000 workmen. Brooklyn has over 1,350 factories which build everything in the metal line, from heavy machinery to delicate nautical and scientific instruments, making employment for over 53,000 citizens.

Brooklyn has 350 plants employing 11,000 workmen in the paper box, publishing and allied industries; 1,600 factories engaged in the food and tobacco industries, employing 21,000.

Read the facts about Brooklyn and get a thrill.

THE BROOKLYN DAILY EAGLE

O'Mara & Ormsbee
Special Representatives
New York, Chicago, San Francisco

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 23

NEW YORK CITY

Brooklyn "Special Information" (Continued)

Every Saturday night the factory pay envelope handed out to Brooklynites contains over $4,000,000.

Over $212,000,000 yearly makes the cash register in nearly 13,000 stores ring long and merrily.

Brooklyn has 256 miles of piers. Ships sail to every port in the world. Brooklyn builds every possible kind of boat and ship.

It is estimated that more than one-half of the foreign commerce of the Port of New York is carried on from Brooklyn docks. These steamship lines, with a fleet of 700 steamships sailing to all parts of the globe, have their home port in Brooklyn.

Features of the Bronx

Population

1900 Census	200,507
1910 Census	430,980
1920 Census	732,016

Native White	68%	English Reading	84.3%
Negroes	less than 1%	Industrial Workers	14%
Foreign Born	about 31.4%	Families	146,479
Students	13,670		

Bronx population, 1910, showing persons over 15 years of age, sex, and birth:

	Male	Female
Total	150,922	149,655
15 to 24 years	40,918	44,813
25 to 44 years	74,429	70,115
45 years and over	35,354	34,587
Age unknown	221	140
Native white, native parents	25,949	26,194
Native white, Foreign or mixed parents	49,715	54,772
Foreign born, white	73,628	66,981
Negro	1,436	1,700

City Classed as

The Bronx, if classed as a city, would rank sixth in the United States. It is essentially a residential section.

Location

Bronx is located north of the Harlem River, being the only part of the city of New York attached to the mainland. As to railroad freight facilities every trunk line entering New York has a terminal in the Bronx.

Schools

		Students
Public Schools	58	109,811
High Schools	3	9,601
Parochial Schools	11	8,610
Colleges	2	13,670

Fordham University
New York University

Banks

There are 15 banks or branches of other banks in the Bronx. A comparison of their annual statements reflects the growth of the Bronx. See Page 21 for banking figures.

Theatres

The Bronx has 48 theaters devoted to motion pictures exclusively, 5 to vaudeville and motion pictures, 1 to high-class vaudeville (Keiths), 1 burlesque and 2 to productions.

Churches

Baptist	13	Presbyterian	18
Christian Science	2	Protestant Episcopal	23
Congregational	6	Reformed	9
Evangelical Lutheran	22	Roman Catholic	40
Jewish	29	Moravian	1
Methodist	22	Seventh Day Adventist	3

THE HOME NEWS PLAN

FOR TESTING THE BIG METROPOLITAN MARKET

The Metropolitan District means the five city boroughs of Greater New York, plus the rich, populous and wide-spread adjacent territory situated in the State outside the city line and in New Jersey and Connecticut. This nearby territory, with a population equal to that of the city must be included in any advertising campaign designed to cover the city proper and must receive its share of attention from the sales department as well as the advertising department unless the advertiser is to waste that considerable percentage of the circulation of the New York daily newspapers going into the Metropolitan District outside the city limits.

The Metropolitan District contains a greater aggregation of money-getting and money-spending people than is to be found in any area of equal extent on this continent. It has a population estimated at twelve millions, or nearly one-eighth of the entire population of this country.

It is head and shoulders above all others. It comes first, not merely on account of its pre-eminent merchandise-consuming capacity, but also because of its strategic importance. It is the American manufacturers' best starting place because the long arms of the great metropolis extend everywhere throughout this country. That is why we have the axiom: New York publicity is national publicity.

An advertising campaign adequately covering the Metropolitan District needs many worth-while newspapers published in and out of the city proper. It involves an expenditure of $100,000 to $150,000 for the first year's campaign, including the cost of placing goods in the hands of dealers.

This means a big outlay of money. Prudence whispers, "Why not MAKE SURE by a campaign in some representative and important section before taking on the Metropolitan District as a whole?"

THE BOROUGH OF THE BRONX
IS THE IDEAL TESTING GROUND

—but don't take opinions; consider FACTS.

Fact 1: The Bronx is the fastest growing section of the great city and of the entire Metropolitan District. The census of 1900 gave it a population of 200,507. The recent census gives it 732,016, the tremendous gain of 265%. All the other boroughs have to take off their hats to the Bronx. A prosperous community is the right place for advertising.

Fact 2: The Bronx is more than anything else a residential section. The best proof of this statement is found in the fact that the borough contains over 200 churches or other places of worship and not even one hotel. It is popular as a place of residence because it has the lowest death rate of all the five city boroughs and because of its unequalled transportation facilities throughout the borough and between it and Manhattan.

Fact 3: The most important of them all.—The Bronx is thoroughly covered by one newspaper—The Bronx Home News. It is the only one of the five boroughs of the city of which this may be said. THIS MEANS ECONOMY OF TIME, EFFORT AND MONEY.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 24

NEW YORK CITY

Features of the Bronx—(Continued)

Principal Industries

No. of establishments	1,271
Persons engaged	23,729
Proprietors and firm members	1,167
Salaried employees	797
Wage earners (average number)	19,387
Capital invested	$65,245,498
Salaries and wages total	16,893,872
Salaries	4,257,285
Wages	12,636,587
Cost of materials	26,318,488
Value of products	58,708,792
Value added by manufacture	30,721,765

The chief commodities that are manufactured in the Bronx are clothing, sheet iron work, foundry and machine shop products, lumber products, marble and stone work, lace goods, pianos and organs, structural ironwork.

From a survey taken by the Chamber of Commerce in 1916 the following table gives the most important Bronx Industries and gives some idea of the vast industrial resources of the Bronx.

Industries	No. of Factories	Employees
Pianos, organs, musical instruments	63	5,048
Castings, forgings, etc.	62	4,238
Printing, paper goods	54	2,210
Stone, clay, glass, etc.	60	1,725
Textiles, embroideries	581	5,345
Food products	520	4,822

In 1918 there were 2,250 factories employing 74,000, and payrolls total $81,000,000.

Retail Sections

The Bronx has four distinct retail shopping centers. The most important is at 149th street and Third avenue and the immediate vicinity extending only a few blocks on same side streets and from 139th street to 163d street on Third avenue. This is often referred to as the "Hub of the Bronx," because all surface cars either converge at this point or transfer to this section. The subway system, with its dual routes, also meet and diverge from this point. There are many specialty stores, several department stores, theatres, banks, etc., in this retail section.

Tremont avenue from Prospect avenue to Boston Post road is another general shopping section from the northern end of the Bronx.

Westchester avenue from 150th street and Third avenue to Southern Boulevard is a center of specialty shops of lingerie, millinery, shoes, furnishings, etc.

Fordham road from University avenue to Webster avenue is similar to the Westchester avenue section, only on a larger scale with department stores, etc.

Retidential Features

The Bronx has 13,412 one-family houses, 6,600 two-family houses, 10,984 apartment buildings, 39,700 of all sorts of buildings.

It has within its borders nearly a dozen high class department stores, while its business districts contain modern establishments with complete lines of standard articles, so that there is no need of any resident of the Bronx to leave the borough in order to make purchases of any kind.

The building quotation from 1901 to 1918 amounted to $400,000,000.

Assessment Rolls	1919	1918
Total Real Estate	$681,649,011	$644,420,521
Real Estate	51,283,250	49,610,750
Special Franchises	28,676,711	32,097,927
	$731,608,972	$726,129,196

Special Information

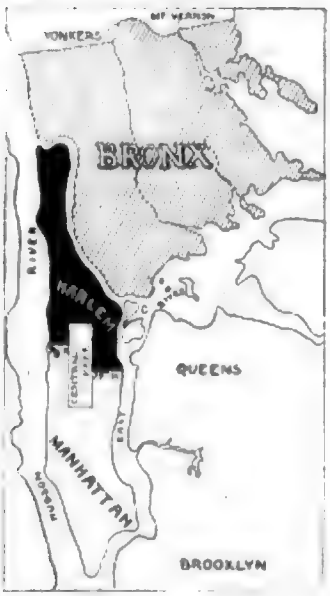
The Bronx is bordered on three sides by navigable waterways, which, with their estuaries and feeders, give over 80 miles of waterfront.

Manufacturers and shippers in the Bronx have facilities unequalled by those of any other port of the Greater City for the reception and shipment of raw materials and finished products by boat or rail. Every trunk line railroad entering the City of New York has a freight terminal in the Bronx.

The Bronx is a community of homes having an area of 41 square miles, with 445 miles of street, upwards of 200 churches and other places of worship, 200 places of amusement, 31 railroad stations and 61 subway and "L" stations.

The Bronx contains 4,172 acres of parks and parkways, which exceed those of the four other Boroughs of the city combined by 500 acres. The largest park in the City of New York, Pelham Bay Parkway, is located in the Bronx.

The density of population in 1917 was 28 per acre; in 1919 it had increased to 32 per acre.



More light is thrown on the Bronx situation by the following additional facts: The Bronx has more than 5,000 retail stores, among which are:

1,023 Groceries,	144 Exclusive Cigar and Tobacco Stores,
279 Drug Stores,	136 Furniture Stores,
422 Dry Goods & Dept. Stores,	55 Sporting Goods Stores,
743 Meat Markets,	190 Garages,
319 Delicatessen Stores,	144 Hardware Stores,
352 Clothing Stores,	86 Paint and Oil Stores,
362 Shoe Stores,	77 Phonograph and Music Stores,
57 Hat Stores,	162 Candy and Ice Cream Stores.
120 Millinery Stores,	
677 Cigar, Tobacco and Stationery Stores,	

The Bronx is the most northerly of the five Boroughs of the city of New York. It is the only Borough forming a part of the mainland. It is separated from Manhattan by the Harlem River and the Harlem Ship Canal. This isolation is accentuated by the fact that the Borough has its own distinct and separate County government, as well as a distinct and separate Borough government. The result is that the Bronx may be described as a city in itself with its own special political, social and commercial interests.

THE BRONX HOME NEWS
Circulation 100,000, Invites the Test

It covers the Borough like a blanket and goes nowhere else. The Home News is to the people of the Bronx what all the other city newspapers combined are to the city as a whole. It is delivered by our carrier system direct to the homes of its readers, with the exception of a considerable sale on the newsstands. It is never hawked in the streets.

It is more than anything else a FAMILY newspaper with all that that means to the experienced advertiser. Its WOMAN'S PAGE is one of the best to be found anywhere. Advertising in THE HOME NEWS reaches its readers in association with locality news, the most interesting of all news. It is surrounded by the home atmosphere.

THE HOME NEWS has no political, sectarian or financial entanglements. It is free at all times to serve the interests of its public. That it has done so acceptably is proved by a more intensive circulation than that of any other newspaper published on this continent.

All the Bronx merchants know THE HOME NEWS. All the larger merchants and a great many of the smaller ones, advertise in it. They know that goods properly advertised in THE HOME NEWS sell themselves. A trade-mark owner who approaches them with a meritorious article backed by HOME NEWS advertising travels fast along the line of least resistance. His way to 100,000 Bronx homes, or half a million persons, is made quick and easy.

For advertising rates and other needed information address:

BRONX HOME NEWS

Published three times a week:
Sunday, Tuesday and Thursday
371-377 E. 148th St., N. Y.

The same interests also publish the Harlem Home News, circulation 100,000, twice a week, Wednesdays and Sundays. This paper circulates in the north section of Manhattan, immediately adjoining the territory covered by the Bronx Home News.

Photo by Paul Thompson

The New York Stock Exchange. Here beats the financial pulse of the Nation. Its actions and reactions are felt around the world.

center for the population of the so-called New York Metropolitan District, which included not only the five boroughs of Greater New York, but adjacent cities in New York State and northern New Jersey, with a population of more than seven and a half million. This city is not only the Mecca of shoppers for the entire northeastern section of the country, but it is the chief buying center for large purchases by the higher classes of people within a radius of 150 to 200 miles. The importance of this retail center can be seen from the fact that approximately 8 per cent of the total population of the country resides within fifty miles of New York, 12 per cent within 100 miles, 16 per cent within 150 miles, and 22 per cent within 200 miles.

New York City is the greatest industrial center of the country and produces, according to the latest census, about 10 per cent of the country's total output, judging from the value of product. However, the New York industrial district comprises adjacent cities not included geographically in New York. This territory is known as the New York Metropolitan Industrial District. The census of 1914 showed that, in this district, there were 36,422 establishments, employing over one million people, and producing a product valued at $3,435,582,000. Judging from the value of production this district produces about 15 per cent of all articles manufactured in the entire country.

Of the twenty-eight important lines of industry which show a tendency to concentrate in a limited number of cities, New York City is the greatest center for twelve, second in importance for three, third city for two, and fourth and sixth in importance for two others.

Due to the fact that New York is located in one of the oldest settled sections of the country and is developed further than any other section of the country, there are remaining few undeveloped natural resources. In the city itself, outside of the Boroughs of Richmond and Queens, there is little land which is not covered by buildings of some type, or that will not be developed in the near future. Most of this land is now either meadow land held for industrial expansion or land intensively cultivated by market gardeners.

The opportunity for capital lies not in the development of natural resources, but in investment in businesses which are attracted to this district by the fact that it is the leading industrial center of the country, the leading financial center of the country and possibly of the world, the greatest port of the world, and the greatest wholesale and retail center of the country and a metropolis of mankind.

There are many large and small commercial organizations in New York City. The largest is the Merchants' Association of New York, 233 Broadway, which has a membership of nearly 6,000 individuals, firms and corporations.

The Chamber of Commerce of the State of New York was chartered before the Revolutionary War and is the oldest commercial organization in the country. It occupies its own building at 65 Liberty Street. Each of the boroughs outside of Manhattan maintains one or more commercial organizations.

New York the Metropolis of Mankind

(Continued from page XX)

the city, it is a private foundation, to the support of which the city contributes a share. Under its auspices the Peary expedition was sent to the North Pole, and similar expeditions for exploration are constantly being sent out to all parts of the world.

The New York Public Library, which was established by combining the Astor, Lenox and Tilden Libraries, founded respectively by John Jacob Astor, James Lenox and Samuel J. Tilden, is housed in a beautiful library building in Bryant Park at Fifth Avenue and Forty-second Street. This is the center of the system of "Carnegie" branch libraries, the cost of which was met by a gift of $5,200,000, which Andrew Carnegie made for the purpose. There are fifty of these branch library buildings in the five boroughs of the city. The Brooklyn Public Library is a separate foundation, maintaining branches in the Borough of Brooklyn. The Queens Borough Public Library is a similar, though smaller institution.

Copyrighted by Fairchild Aerial Corp.

You have heard of Bronx—here is a section of it from the air. The shaded avenues and broad parkways may surprise you but they are not unusual. They are common in every part of the Greater City.

Photo by Paul Thompson

New York is not all brick, marble and stone. There are numerous green plots, beautiful shade trees and school buildings, flooded with sunlight from four sides, that are unequaled in any other part of the world. Here we have one of the city's modern high schools.

All these libraries maintain special departments which are supplemented by dozens of special libraries maintained by organizations and associations such as The American Geographical Society, The American Museum of Natural History, The American Numismatic Society, The American Society of Mechanical Engineers, The Bar Association, Columbia University, Cooper Union, The Hispanic Society, The Academy of Medicine, The Historical Society, The Genealogical Society, The Biographical Society and the like.

Due to the location of New York for a transportation standpoint, the city is a national wholesale center. It is by far the most important wholesale market for the entire northeastern section of the country, and its immediate subsidiary territory includes the wealthiest, most highly developed, and most congested sections of the country. It has been well said that it reaches out into every part of the world

As a retail market, it is the buying

Photo by Paul Thompson

There are numerous exchanges in New York where stock and commodities are dealth in, but none are so picturesque as the Curb Market. Many believe it to be merely an expression, but it is not, and every business day, rain, snow or hail, this crowd gathers in Broad Street and talks with fingers to men in nearby windows in a language that comprehends fortunes.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 25

NEW YORK CITY

Trading Area

In order to secure accurate information in regard to the trading areas of New York City, representatives of Editor & Publisher, called on the advertising managers of three of the largest department stores in the city. After several days of study of reports received from sales, delivery and mailing departments a daily and weekly trading area zone was drawn. A very careful check was placed on all reports. This formed the basis of map shown on pages 2 and 3 of this supplement.

From the Parcel Post departments of these stores we found that one-third of all parcels mailed were delivered within fifty miles of New York City and over two-thirds within one hundred and fifty miles. To be exact, over a period of six months, seventy and one-half per cent of all parcels were within the first and second parcel post zones.

The two areas shown on the map represent the daily trading zone and the weekly trading zone. The daily zone is the territory from which retail establishments receive their daily support. The weekly zone is the territory where buyers are accustomed to travel to the city, for business and pleasure, at least once a week and often on the same day each week.

The daily zone boundary line extends on the east on Long Island to Long Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glen Cove. Northeast the furthermost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes Ossining, Scarboro and Tarrytown on the east bank of the Hudson River; Mount Kisco, Briarcliffe, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcola, Ridgewood, Park Ridge, and Pompton Lake, all in New Jersey.

To the west it reaches its furthermost point at Morristown. Some of the large towns in this district are Newark, Orange, Rutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy in New Jersey and Totteaville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the Island and includes Manorville and Wading River. In Connecticut it extends to about half-way between Milford and New Haven, within this zone is Bridgeport, Milford, South Norwalk, and Norwalk. This zone swings northwest, including Danbury, Brookfield, and Newtown. The furthermost point north is Chelsea, on the Hudson River, which is about midway between Beacon and Poughkeepsie.

Many of the largest stores in New York City draw weekly trade from points as far north as Albany and Troy, but this can hardly be applied to the smaller stores or specialty shops.

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stanhope, Lebanon and Clinton, all in New Jersey.

On the southwest the weekly zone extends as far as Trenton and, swinging in a half circle south and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como, Ocean Grove, Asbury Park and Long Beach.

Wholesalers

Grocers	1,131	Jewelers	329
Meats	439	Men's Furnishings	102
Fruits	497	Millinery	444
Dry Goods	996	Stationery	210
Druggists	115	Hats and Caps	426
Confectionery	324	Bakers	185
Clothing	1,120	Fish	216
Tobacco	66	Boots and Shoes	249
Hardware	229	Cloaks and Suits	361

Note

The facts and figures tabulated in all parts of Editor & Publisher's Space Buyers Chart of New York was secured from the following sources: Industrial Bureau, The Merchants Association of New York; Grant E. Scott, Brooklyn Chamber of Commerce; Queensborough Chamber of Commerce; Office of the State Board of Education; Office of the State Bank Commissioner; Bureau of Foreign and Domestic Commerce; New York Clearing House; Department of Health, New York City; Bureau of Licenses, New York City; Department of Taxes and Assessments; Department of Commerce, Bureau of the Census. Alexander R. Smith, Authority on Port of New York; Treasury Department, Office of Commissioner of Internal Revenue; Department of Commerce, Census of Manufacturers, 1914.

First

In the great New York Metropolitan center, with a population exceeding 7,600,000, The New York Times is read by the largest group of intelligent, prosperous and discriminating persons ever assembled by any newspaper.

The purchasing power of this group is unrivalled and advertisers in The Times have found that their announcements usually exceed in profitable results those from any other newspaper in the same territory.

In 1920 The New York Times published 23,447,395 agate lines of advertising—more than any other New York newspaper. The value of its space was indicated by the demand on its advertising columns, which in 1920 was so great that although 32 pages were issued nearly every day, many columns of advertising were omitted daily.

The New York Times is accorded preference over every other New York morning newspaper in advertising under these classifications:

Dry Goods
Publishers
Foodstuffs
Men's Furnishings
Automobiles
Department Stores
Schools and Colleges
Hotels and Restaurants
Women's Specialty Shops
Railroads and Steamships
Building Material
Furniture
Real Estate
Financial
Jewelry
Boots and Shoes

showing its supremacy in the home, the library, in educational circles, the counting house and among persons who have the means and leisure for travel and recreation, as well as among the ambitious who crowd the work-a-day world. It is preferred by the largest and most successful advertisers in New York City.

The Times exercises careful censorship over its advertising columns with a view to excluding all that is questionable or misleading.

The New York Times

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 26

NEW YORK CITY

Retail Sections

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments, will reveal to any manufacturer or distributor of nationally advertised products that the retail possibilites are in no way confined to these eighty centers.

The following are the principal retail shopping districts of Manhattan:

Broadway,	at Cortlandt St.	and Vicinity	Broadway,	at 116th St.	and Vicinity
Broadway,	" 6th St.	" "	Broadway,	" 125th St.	" "
Broadway,	" 14th St.	" "	Broadway,	" 145th St.	" "
Seventh Ave.	" 14th St.	" "	Broadway,	" 181st St.	" "
Seventh Ave.	" 23rd St.	" "	207th St., from 10 Ave. to Broadway		
Broadway,	" 23rd St.	" "	Eighth Ave.	at 125th St.	and Vicinity
Third Ave.	" 23rd St.	" "	Lenox Ave.	" 145th St.	" "
Broadway,	" 34th St.	" "	Lenox Ave.	" 135th St.	" "
Third Ave.	" 34th St.	" "	Lenox Ave.	" 125th St.	" "
Broadway,	" 42nd St.	" "	Lenox Ave.	" 116th St.	" "
Third Ave.	" 42nd St.	" "	Third Ave.	" 125th St.	" "
Broadway,	" 59th St.	" "	Third Ave.	" 116th St.	" "
Third Ave.	" 59th St.	" "	Third Ave.	" 110th St.	" "
Broadway,	" 66th St.	" "	Third Ave.	" 96th St.	" "
Broadway,	" 72nd St.	" "	Third Ave.	" 86th St.	" "
Broadway,	" 79th St.	" "	Third Ave.	" 72th St.	" "
Broadway,	" 86th St.	" "	Third Ave.	" 68th St.	" "
Broadway,	" 103rd St.	" "	Fifth Ave. from 23rd St to 59th St.		
Broadway,	" 110th St.	" "	E. Broadway and Division St.		

Retail Districts of Bronx (see page 29)
Retail Districts of Brooklyn (see page 27)
Retail Districts of Staten Island (see page 33)

Queens Borough Retail Section

Woodhaven, at Jamaica Avenue. Richmond Hill, at Jamaica Avenue. Richmond Hill, at 101st Avenue; from 95th Street to 108th Street. Jamaica, at Jamaica Avenue. *Note: Jamaica Avenue is almost a continuous shopping street from Elderts Lane in Woodhaven, through Woodhaven, Richmond Hill, Jamaica and beyond to Hartord Avenue.*
Whitestone, at 150th Street from 16th Road to 11th Avenue, and 14th Avenue from 148th Street to 152nd Street.
College Point, at 122nd Street from 15th Avenue to 26th Avenue and 15th Avenue from 118th Street to 125th Street.
Flushing, at Main Street and Sanford Avenue, 36th Avenue from Collins Avenue to Leavit Street.
Corona, at Jackson Avenue from 26th Street to 52nd Street and 36th Avenue.
Astoria, at Fulton Avenue, beginning at East River, continued as Main Street to Astoria Avenue, from Mills Street to 16th Avenue.
Long Island City, at Vernon Avenue from Borden Avenue to Mott Avenue, and Jackson Avenue from Borden Avenue to Barn Street.
Ridgewood, at Metropolitan Avenue from Newtown Creek to Collins Avenue, Grand Street from Newtown Creek to Broad Street.
Far Rockaway, at Rockaway Boulevard from 25th Street to Mott Avenue, and Mott Avenue from Regina Boulevard to 20th Street.

Retail Outlets for Nationally Advertised Products

Automobile Makes	Manhattan	Bronx	Brooklyn and Queens	Richmond
of Passenger Cars	121			
Makes of Trucks	116			
Makes of Tires	187			
Bakers	1737	468	1728	25
Cigar Stores	1596	677	1008	72
Cloaks and Suits	1365	352	585	15
Clothiers	1164	285	582	14
Confectioner	2285	1087	2082	147
Delicatessen	1128	458	1183	25
Dressmakers	2148	709	2385	20
Druggists	1073	300	987	60
Dry Goods	2926	422	1254	95
Dept. Stores	102	14	35	7
Electrical Supplies	1167	322	504	26
Florists	713	317	375	10
Furniture	1356	136	678	19

	Manhattan	Bronx	Brooklyn and Queens	Richmond
Furriers	1056	324	432	3
Fruit	2266	753	1846	31
Grocers	6424	1328	6357	388
Hardware	353	144	369	28
Hats and Caps	446	57	150	14
Jewelers	1386	368	693	11
Ladies' Tailor	936	468	684	10
Meat Markets	3261	799	2998	83
Men's Furnishings	994	494	684	14
Merchant Tailors	1520	345	936	20
Millinery	830	120	459	12
Opticians	624	240	321	11
Photographers	852	295	426	8
Pianos	294	87	126	6
Restaurants	4696	750	1353	308
Shoe Dealers	1574	362	1151	101
Stationers	588	186	252	24

79,219 HOMES

GET

The Day

THE WARMEST

דער טאג

די וואוכנשריפט

EVERY DAY

The Only Medium to Reach the Jewish Better Class

As an Influential Factor

THE DAY leads all Jewish Publications. It enjoys real reader confidence. And the readers of THE DAY set the example which is followed by the rest of the Jewish public.

As an Advertising Medium

THE DAY is strongest in its field. It is especially desirable for introducing products in Jewish homes never known there before. Our Merchandising Department co-operates with the advertiser and sells his goods.

Is there anything you want to know about the Jewish Market? Call on

THE DAY

183 EAST BROADWAY MEMBER A. B. C. NEW YORK CITY

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 27

NEW YORK CITY

Features of Staten Island

Population

1920 Census	115,960
Chamber of Commerce, City	115,960
Chamber of Commerce, City and Suburban	115,960

Native Whites 64%
Negroes 4%
Foreign Born 32%

English Reading..... 90%
Families 21,690
Summer Residents.. 10,000
Industrial Workers.. 20%

City Classed as

Residential and Industrial Suburb of New York City.

Banks

Savings	2	Resources	$12,651,553.21
National	5	Resources	7,473,400.00
Savings and Loan	14	Resources	6,891,701.00

Schools

Public Grade	34	Pupils	17,155
High	1	Pupils	1,287
Parochial	8	Pupils	3,600

There are several high-grade private schools located on Staten Island.

Theatres

There are eight first class moving picture houses, one large stock company, one large vaudeville house; average attendance daily is 10,000.

Churches

Baptist 4, Lutheran 5, Moravian 5, Methodist Episcopal 11, Protestant Episcopal 12, Reformed 4, Roman Catholic 19, and seven other denominations.

Location

Staten Island occupies the center of New York Bay with miles of waterfront available for sea-going vessels and directly connected with trunk line railroads. Steam cars and trolley lines skirt the northern and eastern shore, while inland sections are conveniently reached by trolley and the southern end by a direct steam road from St. George to Tottenville.

Principal Industries

Shipbuilding is the largest, 10 big yards and 4 smaller yards. Largest plaster mills in the world, largest dental supply factory and some of the largest plants in the country for the manufacture of linoleum, soaps, linseed oil, varnish, paints, white lead, colors, bricks, lumber, marine hardware, fabricated rubber, paper, flour, handkerchiefs, pajamas, knit underwear, etc.

Special Information

There are 170 industrial plants, employing 35,000 persons, covering every branch of manufacture located on Staten Island. It has a vast waterfront of 57 miles, bordering for much of its distance on existing channels deep enough to accommodate ocean-going steamers.

In 1919 the State Island Division of Municipal Ferries carried 19,579,271 passengers, an average of 53,943 per day. In addition there were carried 566,962 vehicles.

Suburban and Farm Residents

Staten Island is composed of a series of towns and villages, they are St. George, New Brighton, Sailors Snug Harbor, Concord, Livingston, West New Brighton, Port Richmond, Mariners Harbor, Grantville, New Dorp, Richmond, Tottenville, Tompkinsville, Stapleton, Fort Wadsworth, Castleton Corners, Prince's Bay and several other centers. There are many large produce farms scattered in the outlying section. All use up-to-date equipment and are prosperous. The produce is sold in the Manhattan markets.

Wholesale Houses

Retail trade supplied by wholesalers from New York City.

Retail Section

Very scattered. The principal shopping streets in the principal towns are Castleton Ave. (West Brighton), Richmond Ave. (Port Richmond), Bay and Broad Sts. (Stapleton), Main St. (Tottenville), Beach St. (New Dorp).

Residential Features

Many show places, but majority are detached houses with garages (4,000 to 15,000), scattered over large area.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	20	Delicatessen	30	Furriers	3
Auto. (Truck)	12	Dressmakers	20	Garages	22
Auto. (Tires) Agcys.	26	Druggists	40	Grocers	188
Auto. (Parts) Agcys.	24	Dry Goods	95	Hardware	31
Bakers	25	Department Stores	7	Hats and Caps	14
Cigar Stores	72	Electrical	26	Jewelry	14
Cloaks and Suits	15	Florists	10	Ladies' Tailors	10
Clothiers	14	Fruits	19	Meat Markets	83
Confectioners	110	Furniture	15	Men's Furnishings	14
Merchant Tailors	20				
Milliners	12				
Opticians	11				
Photographers	8				
Pianos	6				
Restaurants	308				
Shoe Dealers	101				
Sporting Goods	5				
Stationers	24				

Trading Area

The trading area is the Island itself with its numerous neighborhood stores. Five-minute ferries connect Bayonne, Elizabethport and Perth Amboy, N. J. Manhattan and Brooklyn department stores have extensive delivery services on Staten Island.

NOTE.—*Sources from which facts and figures were secured: Louis W. Kaufman, Assistant Secretary Chamber of Commerce, bank reports, schools, stores and other reliable sources.*

Newspapers The Daily Advance (Eve.)

It costs "less" to reach the markets of Greater New York thru the advertising columns of

The Daily Advance
THE HOME NEWSPAPER OF STATEN ISLAND

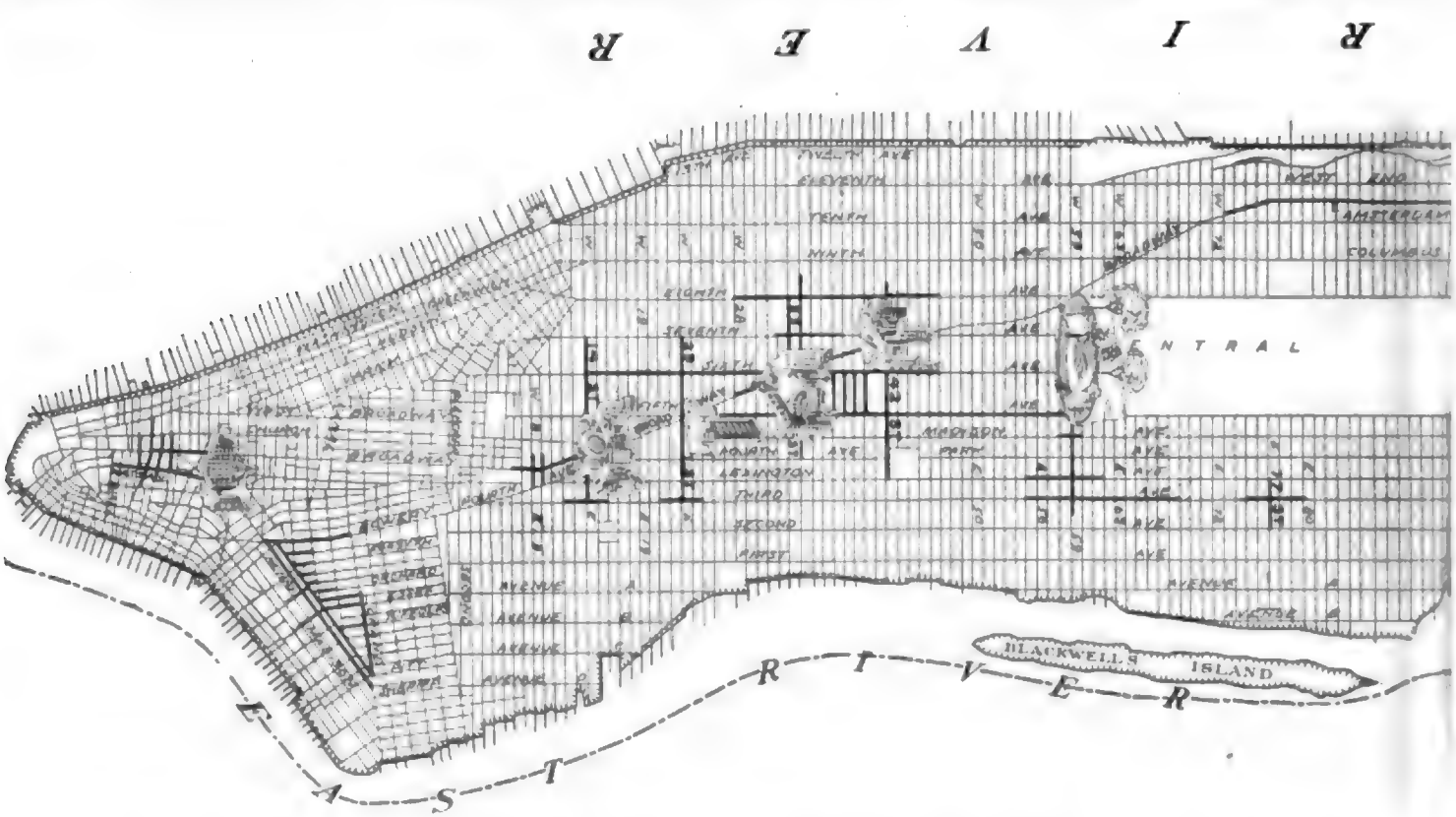
Manufacturers are finding the columns of THE DAILY ADVANCE the most economical, expeditious and effective method of introducing their products in a metropolitan market.

THE DAILY ADVANCE, through its intimate appeal, assures dealer distribution, dealer co-operation, and consumer demand at a minimum cost. Every copy goes into a home and its readers represent a substantial buying-power in the metropolitan markets.

An intensive campaign in THE DAILY ADVANCE requires a comparatively small appropriation, to establish your product in Greater New York. Let us help you solve your merchandising problem! Write for particulars.

The Daily Advance
STATEN ISLAND, N. Y. C.
(MEMBER OF A. B. C.)

Visualizing America's Greatest Retail Distributing



WHILE it is a generally accepted fact that New York City presents one of the most gigantic merchandising problems for the National Advertiser, it is quite as evident that distributing or marketing opportunities are equally as great.

The possibilities of sales promotion in New York City are unrivalled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. This shortsightedness, due to lack of investigation on the part of the manufacturer has led many advertising campaigns in the metropolitan district direct to a premature death. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space. However, the accompanying maps of the Boroughs of Manhattan and Bronx on these two pages and the Boroughs of Queens and Brooklyn on the last page of this supplement will serve to convey some idea of the widespread retail sales areas of New York City.

The following brief reference to eighty shopping centers or neighborhoods will serve as a rough word-sketch of the possibilities of retailing in this giant market.

In the Borough of Manhattan

Broadway, Manhattan, which is undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.

The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal retail shopping districts, as briefly outlined here, we merely refer to the "heart" of a district. The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.

If the national advertiser and space buyer will bear this thought in mind when referring to the following list and the accompanying maps, they will readily appreciate the necessity of a more minute study of retail trade conditions through the aid of the merchandising departments of the leading New York City dailies.

It is only possible in a survey of this nature to refer to the "high spots" and deal with the subject in general. Each line of merchandise calls for careful analysis of the retail trade conditions, but the accompanying reference to the retail centers combined with a study of the EDITOR & PUBLISHER'S Space Buyers' Chart will assist any national advertiser to visualize this wonderful market.

The following are the principal retail sales centers in the Borough of Manhattan: Broadway at Cortlandt St.; Broadway at Canal St.; Broadway at 6th to 10th Sts.; Broadway at 14th St.; Seventh Avenue at 14th St.; Seventh Avenue at 23rd St.; Broadway at 23rd St.; Third Avenue at 23rd St.; Broadway at 34th St.; Third Avenue at 34th St.; Broadway at 42nd St.; Third Avenue at 42nd St.; Broadway at 59th St.; Third Avenue at 59th St.; Broadway at 66th St.; Broadway at 72nd St.; Broadway at 79th St.; Broadway at 86th St.; Broadway at 103rd St.; Broadway at 110th St.; Broadway at 116th St.; Broadway at 125th St.; Broadway at 135th St.; Broadway at 145th St.; Broadway at 157th St.; Broadway at 168th St.; Broadway at 181st St.; 207th St. from Tenth Avenue to Broadway; Eighth Avenue and 125th St.; Lenox Avenue at 145th St.; Lenox Avenue at 135th St.; Lenox Avenue at 125th St.; Lenox Avenue at 116th St.; Third Avenue at 125th St.; Third Avenue at 116th St.; Third Avenue at 110th St.; Third Avenue at 96th St.; Third Avenue at 86th St.; Third Avenue at 77th St.; Third Avenue at 68th St.

Of course the most widely known retail section is the famous Fifth Avenue shopping district which extends from 23rd St. to 59th St.

A brief outline of New York City's retail sections would not be complete without reference to the great East Side, where congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of housing facilities, and the famous East Side "push-cart merchant" has become a close rival to the shopkeeper.

Shopping Center of Bronx

In the Borough of the Bronx, there are many neighboring sections which afford wide distribution for nationally advertised products; especially in the food line.

The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Avenue and 139th St.; Third Avenue at 149th St.; Prospect Avenue at 160th St.; Southern Boulevard at 163rd St.; Tremont Avenue at Prospect Avenue to Boston Post Road, and Jerome Avenue to Third Avenue on Fordham Avenue.

Six Centers of Brooklyn

In South Brooklyn the principal shopping district is on Fifth Avenue for many blocks. In Brooklyn proper, the "Borough Hall Section" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Avenue and adjoining streets. In the Williamsburg section, Broadway is the main avenue of retail trade. Stores and shops of every description from complete department stores to the smallest specialty shops are found along this highway of trade extending from the Williamsburg Bridge plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flushing Avenue, and Broadway and Lexington Avenue. In the Greenpoint Section, Manhattan Avenue is the main channel of retail trade.

Shopping Districts of Queens

As this borough has grown from the gradual uniting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica, Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Avenue is almost a continuous shopping street from Elderts Lane in Woodhaven—through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Avenue.

In Whitestone there are two sections—150th St. from Sixteenth Road to Eleventh Avenue—Fourteenth Avenue from 148th St. to 152nd St.

In College Point the retail districts are at 122nd St. from Fifteenth Avenue to Twenty-Sixth Avenue; and Fifteenth Avenue from 118th St. to 125th St.

In Corona the shopping district is at Jackson Avenue from 26th St. to 32nd St.

In Astoria, the main channel of retail trade is along Fulton Avenue, Main Street and Astoria Avenue.

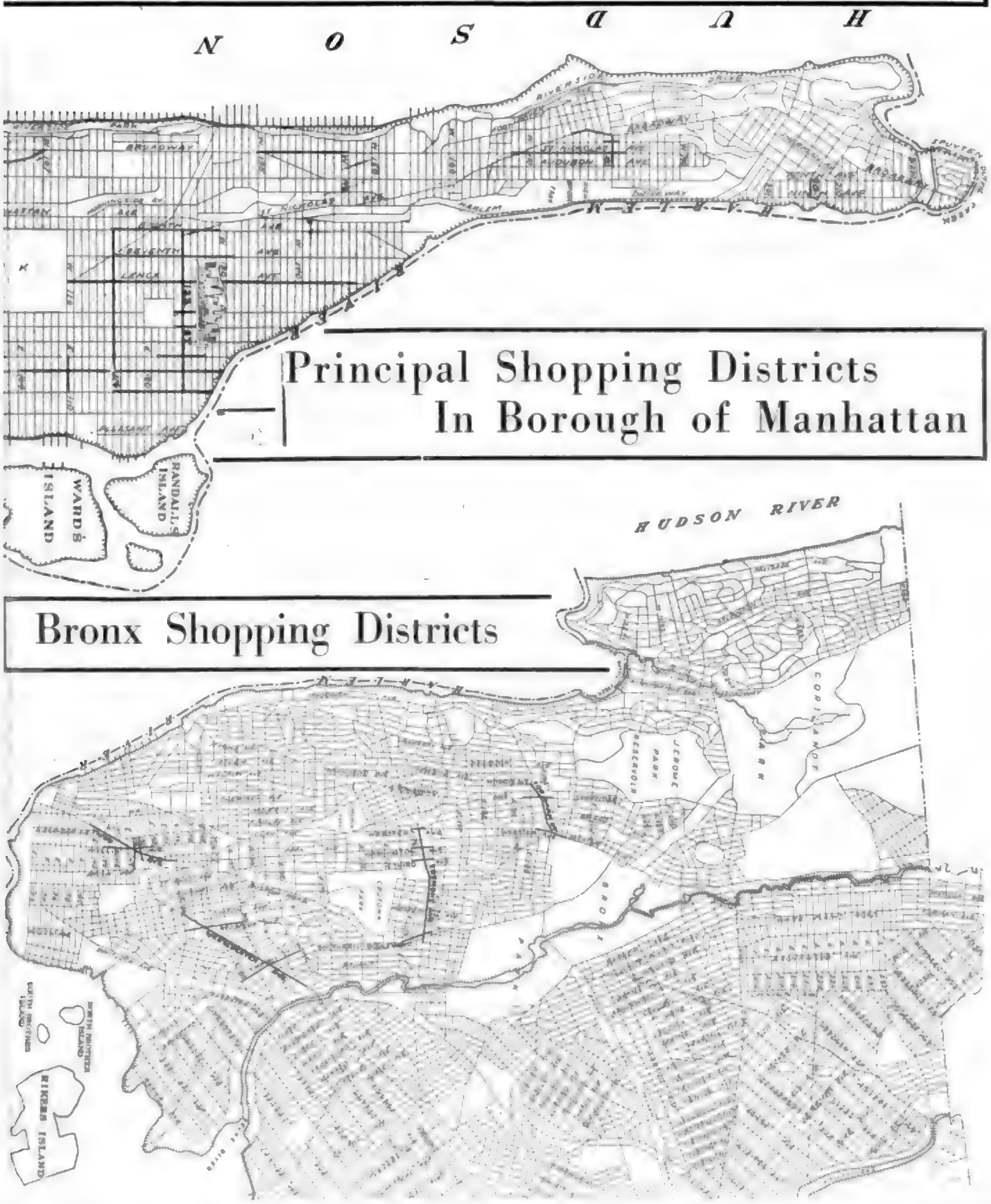
Richmond Borough

In Richmond Borough (Staten Island) there are at least eight retail centers which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact the buying characteristics and sales possibilities of each community warrants individual study on the part of the distributor of merchandise.

The above mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. On the accompanying maps we have endeavored to indicate with heavier lines the principal retail sections for the purpose of conveying a general idea of the market's magnitude. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Nothing to rival these can be found in any other trading community in America. Careful analysis of the market on the part of national advertisers warrants close study of EDITOR & PUBLISHER'S Space Buyers Chart, together with the accumulation of data from New York City newspapers which are in a position to furnish valuable information through their merchandising departments.

Digitized by Google

enter For Nationally Advertised Products



Principal Shopping Districts In Borough of Manhattan

Bronx Shopping Districts

Digitized by Google

Principal Retail Shopping Districts in the Boroughs of Queens and Brooklyn

Digitized by Google

THIS ISSUE: TRANS-PACIFIC NEWS COMMUNICATION ESSENTIAL

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 41 NEW YORK, SATURDAY, MARCH 12, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per C

OBJECTIVE

ADVERTISING for the sake of advertising produces advertising—just that, nothing more.

Advertising for the sake of merchandising produces business—if it is handled the right way.

In the past few years some advertisers forgot that. They made appropriations, O. K'd copy, selected media and plunged in. They called it advertising. It was—but it was not merchandising.

For they made advertising the end. And in merchandising it is not an end. It is the means to an end. The real objective of an advertising campaign must always be—

To sell goods.

But before you can successfully sell your goods, you must consider your market. Is it a productive market—great enough to yield big returns, compact enough to be easily covered? Is it an "easy" market—adaptable, accessible, responsive? Can reader interest be aroused—dealer co-operation secured—and above all else *can your market be delivered at a low cost?*

Those are the vital points on which every advertiser must be satisfied before he starts his campaign today.

Apply them to the Chicago market. In each case the answer is a definite, positive yes! For in Chicago—a rich, responsive, well-defined market of nearly 3,000,000—the buying majority can actually be covered through the one evening paper that is read by nearly every worthwhile Chicago family.

The Chicago Daily News is bought daily by over 400,000 persons — is read by over 1,200,000—and 94% *of its circulation is concentrated directly in Chicago and suburbs.*

There is the all-important fact for you to remember when the *Chicago market* is your objective. Once you have it firmly planted in your mind there never will be any question about the paper to be used in Chicago. It will always be—as in the case of every successful merchandising campaign that has the Chicago market as its objective—

THE DAILY NEWS

First in Chicago

Digitized by Google

Pennsylvania

THE KEYSTONE STATE

received its name through the geographical and historical relation to the original thirteen states; in these later years the Commonwealth of Pennsylvania has proved itself the keystone in industry, manufacturing and agriculture.

To many who think of Pennsylvania as an industrial commonwealth solely, the statement that she has 202,256 farms representing an investment of more than $2,250,000,000 may seem an exaggeration, but it is true.

The total estimated value of mine field crops in 1919 was almost four hundred millions of dollars.

Last year Pennsylvania stood first in production of buckwheat and potatoes, in addition the farms maintained a dairy herd estimated at 917,306 head and valued at $88,777,000.

Prosperity is permanently planted in Pennsylvania.

Pennsylvania people buy merchandise from Pennsylvania merchants and national advertising campaigns run in Pennsylvania daily newspapers pay handsomely.

Get after this territory, Mr. Advertiser. It is mighty worth while.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	23,755	.06	.06
Beaver Falls Tribune-Times	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
*Erie Times	(E)	28,962	.08	.08
*Harrisburg Telegraph	(E)	32,558	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.30	.30
Philadelphia Record	(S)	117,132	.30	.30
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pittstown Gazette	(E)	3,847	.025	.025
*Pottsville Republican	(E)	11,273	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
Sharon Telegraph	(E)	4,709	.03	.03
*Sharon Herald	(E)	4,821	.02	.02
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
Wilkes-Barre Times-Leader	(E)	18,037	.08	.08

Government Statements, October 1, 1920.
*A. B. C. Publishers' Statement, October 1, 1920.

ALL OVER NEW YORK

Thousands of Private Detectives Kept Busy in Varied Lines. Counter-Blackmail Plots Uncovered Kept From the Public—Industrial Work Profitable

By RAYMOND G. CARROLL

Raymond G. Carroll

Irvin S. Cobb says: "Carroll among reporters is what Elihu Root is among corporation lawyers."

Raymond Carroll's first job was carrying papers---his second, copy-boy under Sam Blythe on the Buffalo Express. Following the scent of printer's ink, he rode the rods of freight trains and worked on newspapers all over the United States.

He has covered big stories in Mexico, South America, Egypt, Europe.

The Public Ledger sent him to France with the first American troops, and he revolutionized war reporting by cabling day by day, not the doings of generals, but the experiences and heroic acts of individual men---giving actual names, dates and eye-witness accounts.

Now from New York he writes to the Public Ledger a daily news letter out of his vast acquaintance with the important people who pass through the metropolis.

□

Through the Ledger Syndicate newspapers may obtain exclusive city rights to Mr. Carroll's letters.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

Are you selling your brands of

FOOD PRODUCTS

to the families of

PHILADELPHIA?

Philadelphia, "the city of homes," (with a population of 2,000,000) is said to be the most distinctly "home-making" city in the United States.

Within its city limits there are 390,000 separate dwellings, and its suburban zone is also closely built with the homes of Philadelphia's workers.

Knowing food advertisers concentrate in The Bulletin; it goes daily into practically every home in and around Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody reads"—

The Bulletin

The net paid daily average circulation of The Bulletin for January was

497,102 copies

Examine copies of The Philadelphia Bul etin and note the volume of Food advertising printed each day

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MARCH 12, 1921 No. 41

TRANS-PACIFIC NEWS COMMUNICATION ESSENTIAL

Navy Radio Is Necessary Factor in Upholding American Interests in Far East—Propaganda of Other Nations Is Being Met—Present Arrangement Has Brought Understanding

By V. S. McCLATCHY

EDITORIAL NOTE.—Mr. McClatchy is publisher of the Sacramento (Cal.) Bee and a student of the Orient and its affairs. He is an authority on Trans-Pacific news communication.

TWO years ago facilities for news communication and control of news throughout the Far East were entirely in the hands of the British and the Japanese. So much so that even our own Philippines received no news of the United States and the world (aside from mail advices, one month or more old), and sent out no news of happenings or sentiment in the Islands, which did not go through British or Japanese news agencies and censors.

Some time before then, while we were in the big war, the result of this condition, permitting vicious propaganda, destructive of all American interest and deliberately designed to create ill will between us and the nations of the Far East, was so manifest that President Wilson, under the extraordinary powers conferred upon him, and through the publicity committee, provided for the sending by Navy Wireless of the so-called "Com-Pub" daily report and its distribution in the Far East. It was offered to and used by the English language newspapers in the Philippines, Japan and China, and some of it, notably the Wilson manifestos, published in the vernacular press.

After cessation of hostilities and during the Paris Peace Conference this report was supplemented by a wireless report sent from Lyons in France, and received for distribution at Peking, Shanghai, Vladivostock and Manila. In China, for the purpose of reaching all parts of that nation and to offset active Japanese propaganda, a digest of the two reports was made in Shanghai by representatives of our publicity committee, translated into Chinese and distributed by mail to over two hundred Chinese newspapers which eagerly used it. These measures undoubtedly preserved American prestige in the Far East in 1918.

A Dangerous Situation

With the close of the war, an end was put to the extraordinary powers of the President in news distribution, as well as in other matters. So that two years ago the news situation in the Far East was back practically to conditions which existed before we went to war. How serious those conditions were is explained at length in articles written by me after my return from China, Japan and the Philippines in April, 1919, and later reprinted under the title "The Germany of Asia", and recounted in published hearings of several Congressional Committees, held in the Fall of 1919.

It will suffice for purposes of this article to say that the foreign control of news sources and distribution in that part of the world was being deliberately used, and with telling effect, to misrepresent American policy and acts and sentiment, to conceal from us the real trend of events in China and Japan, to cause a breach between the Philippines and the United States, and to foster disunion in China in order that Japan might have an excuse for stepping in.

All agreed that the situation could be met adequately only by full knowledge, on each side of the Pacific, of events and sentiment on the other side.

How to secure the necessary interchange of reliable news was the problem. The single American cable was congested, a message taking from ten to twelve days for delivery. The same was true of the Canadian cable. The rate—seventy-five cents per word—was prohibitive for news purposes. Wireless facilities had not yet been turned back to private control, and relief could not be looked for in that quarter under private operation because telegraph and telephone and wireless lines, when busy, regard news as undesirable business, using rush hours and demanding a low rate.

The Remedy Proposed

The solution which I suggested to the State Department and the Navy Department and the two committees of Congress having charge of radio legislation—the Senate Naval Committee and the House Committee on Merchant Marine and Fisheries—(see hearings before those Committees in September and October, 1919)—was this:

To grant authority to the Navy Department to use its radio facilities for news transmission across the Pacific at a word rate so low (I suggested a maximum of six cents) that responsible American news associations would be enabled to inaugurate and maintain self-supporting daily west-bound and east-bound news services, the report to be entirely independent, and free from government control or censorship.

It was evident that if control of wireless was turned back to private corporations without some provision for news service, the private companies would not encourage the interchange of news by granting a rate and facilities which would ensure success. It was equally evident that it would be unwise for the Government itself to edit and distribute a news report, as it had been compelled to do during the War, since such a government report would be a constant source of embarassment to the Administration, and of criticism on the part of all, would fail to cover much valuable news and could not inspire general confidence.

The proposed plan contemplated, therefore, that the Navy Radio Department act as a common carrier in acting and transmitting news from responsible news agencies and newspapers at a rate which, while low enough to ensure continuation of comprehensive service, was still high enough to cover operating cost to the Government. And this policy was to be inaugurated in using what would be, under improved facilities in transmission, idle time of Government stations and operators. Such use was fully justified because the vital interests of the nation demanded free news communication between the United States and the Far East, and because such free communication could not be secured at this time under any other plan.

PEACE and prosperity through understanding between the peoples of the Far East and the United States is only possible through the unhampered flow of news, says V. S. McClatchy.

Congress and Departments Approve

This presentation of facts and the national interests involved won cordial endorsement of the plan from the two Congressional Committees, in the face of a very clearly defined opposition in Congress to extend the jurisdiction of the Navy into the field of public utilities or to interfere with return of all commercial business to the private radio companies.

So unequivocal was the approval of the plan indicated informally by the Congressional Committees and so pressing the necessity, that the director of communications of the Navy felt justified, in advance of Congressional action or even of a report from the committees, in issuing an order operative January 1, 1920, announcing that limited facilities for news transmission by Navy wireless would be furnished between San Francisco and Manila, and way-points (Honolulu and Guam) at a maximum of six cents per word. It was not until June 5, 1920, that President Wilson signed senate Joint Resolution No. 170 (Public Resolution No. 48), giving authority for such use of Navy facilities for two years.

A Trans-Pacific News Service

The Associated Press, which had assisted the Navy in maintaining meagre communication with Manila after government appropriations ceased, was the first to take advantage of the new order, commencing, in January, 1920, a daily service to the English language and vernacular newspapers of Manila, with drop at Honolulu. Lack of sufficient operators and high class equipment, the presence of unfavorable static conditions, and the necessity for taking over cable business for months while the cable was out of commission, interfered materially at times with an entirely satisfactory receipt in Manila of the theoretical report of 500 words.

Those conditions, however, steadily improved and the service became gradually more certain and dependable. In time other news organizations and individual newspapers availed themselves of the facilities. At present the regular west-bound reports include: The Associated Press, 1,000 words; the United Press (for the Japan Advertiser), 400 words, and a service for Nippon Dempo Agency of Tokyo of 400 words (the latter two relayed by cable from Guam).

Individual American newspapers are also receiving occasional specials from their correspondents in the Far East; and the Navy Department has given notice that it is now prepared to receive and transmit eastward from Cavit to San Francisco a limited daily news re-

Digitized by Google

port of the Far East, which can be gradually increased in volume as facilities permit.

At present the Associated Press report, as received in the Philippines, is broadcasted by the Navy station at Cavite and caught by the United States' receiving stations in Peking and Shanghai, and by our warships wherever located on the Far Eastern Station. It is also caught and used in various ways by other stations not under American control. The report is thus obtained for publication by newspapers in China and Vladivostok, while Kokusai, the Japanese news agency, has it relayed by cable from Guam for use in Japan.

So marked has been the success attending this experiment on the Pacific, in the face of difficulties, that a similar service has been inaugurated on the Atlantic, serving Porto Rico and keeping the units of our Navy everywhere in daily touch with the latest happenings of the World. An effort has been made recently in Congress to have the Navy handle purely commercial messages on the Atlantic wherever privately controlled facilities are not adequate.

Under the present authorization a certain amount of commercial business is thus handled on the Pacific, where there is no parelleling private line.

Multiplying Transmission Capacity

The Navy Department is installing high power machinery and control stations (for distant sending), and automatic tape-sending and dictagraph-receiving machines (for speed) throughout the Pacific District, with the expectation that all stations will be thoroughly equipped therewith by June.

When that is accomplished, there will be practically unlimited facilities for news and little or no trouble from delay, due to static or other conditions. With the high power machines, communication will be direct between Cavite (for Manila) and Pearl Harbor (for Honolulu) without relay at Guam. San Francisco has already received direct from Cavite.

The high speed equipment will give a theoretical speed of 100 words a minute, although at present, in practice, the maximum speed is assumed to be 80 words and the actual operating speed 60 words. Under the present conditions of hand operation, 20 words a minute is excellent average speed; so that the capacity of the stations for handling messages, after the improved machinery has been everywhere installed, will be three to four times as great as at present.

Wireless Contact with China

In China, while our Government has in its compounds at Peking and Shanghai wireless receiving stations, there have been complications as to the construction or operation, for other than United States Government purposes of sending stations. These complications are created largely by protests from the Governments of Great Britain, Belgium and Japan, which claim for themselves or their nationals certain exclusive grants from the Chinese Government (secured under pressure) for the collection and distribution of news and commercial messages.

The Chinese Government doubtless would welcome the installation of American wireless stations, since she would be assured, thereby, direct communication with the world, through her greatest friend, America, and the sending and receiving of truthful and uncensored news. But, in the face of pressure from the other governments named, she must at least make a show of protest.

China recently made contracts with the American Federal Wireless Company to erect certain wireless stations in China for outside and inside communication, but Great Britain (and perhaps Japan as well) demanded that the contracts be canceled because of exclusive privileges claimed. The United States, at this writing, has interfered on behalf of the American corporations; and it is probable that China will carry out the contract, regardless of British, or other, protests. When these stations are erected—they are to be high power—there can be direct news communication between China and this country by wireless.

Communication with Japan

In Japan the government will not permit the installation or operation of wireless stations by foreign governments or foreign companies for commercial business.

She has, however, favorably considered the proposition to permit an exchange of news reports between Japan and the United States, under which the correspondent in Japan of an American newspaper could file a report with one of the Japanese wireless stations and have it transmitted to his paper, while our Navy station at San Francisco would similarly receive and transmit to Japan a story filed for a Japanese newspaper.

At present the Japanese operators are apparently not qualified to receive reports in English, since Kokusai has the Associated Press report relayed by cable from Guam, instead of catching it from the air.

This statement of facts indicates the possibilities that lie in an extension of the present plan for use of Navy radio facilities for interchange of news reports with all parts of the world. There is no better, no more certain way to put a stop of vicious propaganda, to defeat the ends of war agitators and promote world peace, than to secure an intimate knowledge on the part of all peoples, of happenings and sentiment throughout the world. And that knowledge can most easily be spread by utilization of idle time of Navy facilities and operators for transmission of reliable and uncensored news reports.

A Censorship Complication

There is only one difficulty in the present arrangement. Congress evidently intended that the radio department of the Navy should act as a common carrier in the handling of these news reports, since their chief value lies in them being free from Government control or censorship.

The Navy Department, however, has not gotten away from war policy and feels that it is responsible for the transmission of anything in these reports that might hurt the sensibilities of a friendly nation. Because of this policy and, in line with general orders, a few items have been held up by the naval officers in charge of the sending stations.

It is evident that the value of the service will be seriously injured if this policy continues, for the more important the news, the more likely it is to be viewed with distrust by the officer held responsible for its transmission. The absurdity of that situation is apparent when it is stated that the same item, if offered to a privately-owned cable or wireless line, would go without question.

Efforts are now being made to solve this difficulty by securing the adoption of a policy on the part of the War Department relieving these Navy-transmitted news reports from any censorship which would not be exercised over the same reports if sent by cable or privately owned wireless.

The resolution of Congress contemplates trial of the present plan for two years—that is, until June, 1922—and this question of censorship is apparently the only one which may interfere with authorization by Congress for permanent use of Navy wireless for news transmission under the present general plan.

In all other respects the plan promises to prove entirely successful.

NEW DAILY IN PARIS

Le Cablogramme Will Fill Place of London Financial News' Old Edition

(Special to Editor & Publisher)

PARIS.—Another daily has just been added to the list given in EDITOR & PUBLISHER'S International Year Book. The new-comer is called Le Cablogramme and is published from fine offices in the Place de la Bourse.

It will in many ways take the place of the continental edition of the London Financial News, which was suspended on August 4, 1914, when all its staff was mobilized. It has a special wire with the Financial News' office in London and special telephone services from Brussels, Frankfort, Berlin and all provincial stock markets.

PRESIDENT HARDING, WE WISH YOU WELL

PEOPLE of all classes and creeds accept the formal induction into office of the new President as the constitutional consummation of the public will as expressed November 2. The responsibilities of this office are many, and its problems are grave. It goes without saying that the transcendent wish of the new Executive is to promote the welfare of the country. Warren G. Harding is now President of the United States of America. He is our President, and if emergency should arise he will claim the support of all patriotic citizens. The News extends to him its felicitations, and indulges the hope that his term will be tranquil and his labors fruitful of happiness and prosperity for the nation.

JAMES M. COX,
Publisher Dayton and Springfield (O.) News (Democratic).

★ ★ ★

THE Boston Post pledges to President Harding its active co-operation in all efforts for the public welfare. He will have the vigilant support of the American press regardless of party affiliations but full of pardonable pride that a representative of their craft should lead the republic at this crisis.

EDWIN A. GROZIER,
Editor Boston Post (Independent Democratic).

★ ★ ★

THE occasion of the inauguration of a newspaper editor and publisher into the highest office within the gift of the American people calls for congratulations from the profession which is so signally honored by your belonging to it. Permit me, on behalf of the American Newspaper Publishers' Association to offer heartiest felicitations and best wishes for a happy administration which will not only accomplish notable things for the advancement and welfare of our own country, but make a splendid contribution to world history.

T. R. WILLIAMS,
President American Newspaper Publishers' Association

PARIS PRESS PROTESTS HIGH RATE FROM U. S.

New York-London 8-Cent Radio Charge Gives Unfair Advantage to British, Editors Say—Want Direct News From America

(Special to Editor & Publisher)

PARIS.—French newspapers are asking why it costs ten cents a word to send a wireless press message from New York to Paris and only five cents to send a similar message to London. This is really a double discrimination, from their point of view, because exchange between England and the United States is only 20 per cent below normal, while the franc has declined to far below half its normal value.

The result is that not a single French newspaper is taking any appreciable amount of cable or wireless "specials" from the United States, while practically all the big English dailies are receiving columns of American news from their New York and Washington correspondents every day.

The way France—and indeed the whole European continent—gets its American news is by arrangement with different London papers. This, outside the meager bulletins of the Havas and other agencies, and dispatches sent to European editions of American papers, is the only telegraphic news from America that reaches the continent of Europe.

Editors of big newspapers in Paris—some of which have enormous circulations covering the whole of France—express themselves as thoroughly dissatisfied with this state of affairs. The service they get through London is fairly complete, but being written primarily for English readers, it does not always give all the news that interests France.

Moreover, as one editor (who did not wish his name used because he has relations at the present time with an English newspaper) expressed it:

"Suppose an acute controversy develops between England and the United States, threatening the friendship of the two nations. Naturally France would want to hear both sides, fairly and completely, for it might involve our taking sides. If all our American news comes through British sources, can we ever be sure that we are getting the American case? Will not the British correspondents in America naturally write with a pro-British prejudice?"

It is pointed out that the French government, which controls all telegraphic communication here, whether wireless or cable, has for many months continued accepting press messages to America at the pre-war rate, in spite of the fact that it has had to pay the cable companies an advance due to depreciated exchange. The result is a loss of hundreds of thousands of francs monthly. Unable to stand the loss longer, the government proposes shortly to increase the cable rate from 50 centimes to 1 franc a word, but the wireless, which is government-owned, will continue to accept press messages to New York at 50 centimes, or less than four cents. Government officials believe the maintenance of cheap rates to America is well worth-while from the point of view of getting the French side of things "over" in the American press.

Annual Party of Advertising Women

The New York League of Advertising Women will give its annual dinner and dance March 15 at the Hotel Pennsylvania.

Digitized by Google

PRESIDENT STRIVES FOR WORKING AGREEMENT WITH PRESS

Dealings With White House Correspondents So Far Have Been Highly Satisfactory—Vital Need For Restricting Conferences With Executive

By ROBERT T. BARRY

(Washington Correspondent of Editor & Publisher)

WASHINGTON, March 9.— The cynics insist it is just a new broom, but those who know Warren Harding contend there is nothing of pretense in his unprecedented conduct as President in his dealings with newspapermen.

It should not be hard for newspapermen generally to appreciate the novelty of the midnight-interview on the southportico of the White House, but the even greater innovation of a president discussing a Cabinet meeting with the corps may lack something in impressiveness due to unfamiliarity with the mechanics of news-gathering in the capital.

Mr. Harding seems to have developed a marked degree, a happy faculty for regarding the persistence of the Washington correspondents in the light of what he, as publisher of the Marion Star, might expect one of his men. To that he adds a very keen appreciation of the fact that the newspapermen represent the public in Washington.

The President has been more than cordial in his relations with the corps. He has done unusual things and all but the few chronic kickers are hailing him and are determined to work with him for solution of the manifold problems ahead. The great majority of the correspondents have laid aside axes and fine tooth-combs and are ready to do their share toward making permanent the program of mutual helpfulness thus established by Mr. Harding.

The President came into office without a flare of trumpets to herald his devotion to the cause of full publicity on all affairs of government. He had been decent to the men who were with him at Marion all summer, in Texas and Panama and Florida, and he just kept on being that after he had handed his hat to a White House valet.

We all heard for months and months that Mr. Harding would visit the press shack at Marion or roam through the correspondents' cars on his campaign train until he became president, but that he would be like all other politicians from chief executive to chief of police once he had gained the office. There were a few misunderstandings at Marion during the days of the "best minds" conferences. Mr. Harding failed to see the correspondents for a ten-day period and some of them felt aggrieved. He was different in Florida, once he was free of the storm and strife of job hunting and wire pulling and could be more nearly his real self. His relations with the "news hounds" were fine. He saw them daily and "Bob" Small and Sam Williamson were his companions on the golf course at St. Augustine.

In all fairness to the new President attention must be called to the fact that he announced his Cabinet selections in a far more satisfactory manner than any of his predecessors, and in almost every instance he did so because he wanted to give the "fellows" a story.

Since he entered the White House, the President has sought on several occasions to reach a working understanding with the correspondents. He has outlined to them some of his troubles and he has voiced a generous estimate of their probelms. He has asked for fair play. He has promised a square deal. There can be no reason in the world that this relationship should be terminated by the newspapermen, except that they permit carlessness to take charge.

Freedom of speech by the President in discussing important national questions should not and will not be abused by the accredited representatives of newspapers and press associations, but there are no ironclad guarantees that the supineness of the Standing Committee will prevent "tipsters" for financial and commercial interests doing so. It is the old, old problem again. It presses forward ever and anon. Some day perhaps when Harding and 1921 shall have passed into history, newspapers of the country will force their representatives in Washington to take the necessary steps to apply more rigidly restrictions to membership in the galleries and attendance at confidential conferences.

It may be put down here that if the cordial relations now existing with the new president are shattered it will be due to abuse of privilege by some one who enjoyed a questionable right to that privilege. Will any newspaperman in America contend seriously that the corps of Washington correspondents should not be just as cautious about admitting men to a confidential conference between the President of the United States and newspapermen as to a debate over free seeds in the House? Yet, it has been contended here time and again that the Standing Committee *had no authority to act in any matter not related to the press galleries of Congress.* A sort of voluntary and unofficial supervision has been exercised at the White House thus far, giving the laugh to the silly position of some interpreters of the Committee laws, but no one has yet explained why there should not be official control by a single Committee of newspapermen over all such activities in Washington.

A One-page Congressional Record

WASHINGTON, D. C.—The Congressional Record outdid itself for brevity March 9. It consisted of one page, printed on both sides and devoted mainly to editorials and letters inserted by Senators during Wednesday's ten-minute session.

HARDING'S INAUGURAL A FAILURE

—Take It from Jim Preston

Nobody Wanted to Mob Him and Not a Nerve Jumped When He Cuddled Up in His Little Bed

(By Telegraph to Editor & Publisher)

WASHINGTON, D. C., March 10.—From Jim Preston's standpoint the Harding inaugural was the most unsuccessful in the nation's history. There were so few formalities that the generalissimo of the press arrangements had little or nothing to do. He was so idle he never knew what to do with his hands. He yawned repeatedly and almost wept over recollections of the Wilson, Taft, Roosevelt, and Lincoln ceremonies where he had a thousand things to do every moment.

It is true the agile guardian of the sacred rights and privileges of the press galleries of Congress had a half hundred scatter-brained photographers and movie camera men clamoring for space and special courtesies, but what of that? They seemed to talk like they worked. All believed they had to chatter as well as "click, click" in unison. Preston fairly revelled in the uproar around his desk. It was his one real joy in all the festivities.

Then there was the inevitable clamor for more tickets than were provided for some papers. All the correspondents in Washington wanted to be on hand and all but two wanted to sit in the front row of the Senate gallery. Those two were generous and retiring because their respective papers had asked for four seats each down in front for other men.

Since Coolidge was featured in the Senate show, one section of the first row was reserved for the Boston correspondents. The enterprising young man who had a paper or two in Texas and another who corresponds for a clothing house organ in New York had the choice seats. Two Boston men whose names are by-words with readers in the Hub managed to find standing room behind a bevy of chattering women writers whose only function was to obtain descriptions of Mrs. Harding's gown and

NEW BEAUTY (?) WAS ADDED EVEN TO THE WHITE HOUSE GROUNDS

Photo by Underwood & Underwood

THROUGHOUT the country there is a deep-rooted opinion that Washington correspondents, and especially those on the White House and Embassy runs, have nothing to do but drink tea and chat about golf scores and once in a great while write little pieces for the paper. We gathered this from what a police reporter once told us in Butte, but you will notice that George B. Christian, Secretary to the President (center with his hand in his money pocket and no hat) looks as if it took real work to get him on the lawn for a picture with the White House press clan. Now turn to the next page and meet, face to face, the man who does the inaugural thinking for all the news-hounds.

Digitized by Google

hat. That was, of course, a task too difficult for performance a little later in the afternoon.

But the saddest blow of all to Jim Preston was in the arrangements for the press in front of the inaugural stand. There were no seats to be allotted, no press section of half the necessary size, very few visiting publishers demanding special facilities. The correspondents and women writers were herded into an enclosure of such amplitude that all the guests of Senators and Representatives and diplomats and politicians were accommodated in the same enclosure and still there was room.

They didn't even have a parade for "Jim" to fret over inadequate facilities for the press in the reviewing stand. There was a drive up the avenue but only two press cars were permitted and they were filled through personal arrangements by newspapermen. Some correspondents grumbled because they were not permitted to ride in an open machine to hear the cheers of the mob, but some of them managed to get into "movies" with the President that afternoon and were pacified.

But Jim Preston went home early, unhappy because he was not physically exhausted, distrustful of the tendencies of Democracies because he had been worried by less than a thousand men, mentally distressed because some radical newcomers in the press gallery indicate a disposition toward self-reliance instead of observing the honored custom of throwing themselves on his tender mercies.

SENATE O. K.'s PRESS CONGRESS

Authorizes State Department to Invite Foreign Delegates to Honolulu

WASHINGTON, D. C.—Approval by the United States Senate of plans to hold the convention of the Press Congress of the World in Honolulu, Hawaii, next October, was expressed on March 5th by the adoption of the following resolution introduced by Senator Selden P. Spencer of Missouri:

Whereas, The Senate has learned with gratification of the holding of sessions of a Press Congress of the World in Honolulu, Hawaiian Islands, October 4 to 14, 1921, the Congress having been organized at the Panama-Pacific Exposition at San Francisco in 1915 with the sole purpose of bringing together representatives of the world's journalism for acquaintanceship and conference in the interests of journalism:

"Therefore, Be it Resolved, That the Department of State be, and it is hereby, requested to extend through foreign governments an invitation to the press of the world to be represented by delegates. Provided: That nothing herein contained shall be construed to create any pecuniary obligation on the part of the Government of the United States.

NEW ASSOCIATION FORMED

U. S. Business Representatives of Foreign Publishers Elect Chivers President

At a meeting of a provisional committee, in New York, March 9th, the Foreign Newspaper Publishers Representatives Association was organized, with A. B. Chivers, formerly business manager of the New York Globe and now associated with S. S. Koppe, Times Building, New York, as temporary president.

The association is to compose a group of men who represent foreign newspapers and periodicals published outside of the United States. It will shortly hold its first regular meeting at which time the by-laws will be acted upon. The purpose of the association is to pass upon the standing and credits of advertising agencies placing business in newspapers and periodicals outside of the United States and it will function in various other ways. Representatives of foreign newspapers and periodicals eligible for membership should communicate with A. B. Chivers, Room 407, Times Building, New York.

ELEVEN PRINTERS ON STRIKE

Bridgeport Employes Try to Jack Up Scale Before 44-Hour Week Starts

(*Special to* EDITOR & PUBLISHER)

BRIDGEPORT, Conn.—Printers are endeavoring to force a new scale upon employers. Receiving $38 for a 48-hour week, their demand is $40 for a 48-hour week until May 1, when a new demand for $40 for a 44-hour week will be made. Eleven men from four shops are on strike because the demand was refused. President G. B. Fayette, of Bridgeport Typographical Union No. 252, says 168 men are affiliated with the union here. The original intention of the printers was to ask a $12 raise.

Shops where men are out, according to the union officials, include Warner Brothers Manufacturing Company, Union Metallic Cartridge Company, Standard Print Shop and Cutting & Worthen. The Columbia Graphophone Company has discharged its printers and is dismantling its printing department, it is reported.

Newspapers are not affected now, due to an arbitration agreement, but preliminaries to arbitration on the new scale demanded have been commenced.

Pressmen are reported to be agitating a program to seek a comparative increase with the printers.

Paper Mill Cuts Force Again

MADISON, Me.—Sixty men in the sulphite department of the Great Northern Paper Company have been laid off indefinitely. More were laid off last week, but part of them are employed in other departments, no reduction having been made in the paper making and ground wood sections.

Strike Stops Newspapers

OKMULGEE, Okla.—Publication of the Times, a morning paper, and the Democrat, evening, was suspended today because of a strike by printers due to failure of union officials and their publishers to reach an agreement over new contracts for next year's wage scale.

POTTER AND BOYLE LEAVE POST

Latter Joins Evening World—Luther Fernald Succeeds Him

The resignation of Z. L. Potter, business manager, and J. Mora Boyle, advertising manager, of the New York Evening Post, were announced this week.

Mr. Boyle will become display advertising manager of the Evening World on March 15. Luther D. Fernald, lately treasurer and business manager of the Christian Herald, will assume charge of the Post's advertising department. Mr. Potter has not stated his plans, nor has any successor been named for him.

J. M. Boyle Joins Evening World

J. Mora Boyle, at present advertising manager of the New York Evening Post, will become display advertising manager of the Evening World on March 15. Mr. Boyle has made an exceptional record as an evening newspaper advertising executive on both the Evening Post and the Evening Telegram and is one of the most popular men in the field. Hal Fink, formerly advertising manager of the Evening World, will have charge of all display advertising for all editions.

AIDING AVIATION IN ECUADOR

El Telegrafo Celebrates 37th Birthday by Sending Plane Over Andes

A recent flight over the peaks of the Andes Mountains of Ecuador by an airplane sent out by El Telegrafo of Guayaquil is chronicled in copies of that paper for February 17, which have just reached EDITOR & PUBLISHER. The airplane, El Telegrafo I, flew from Guayaquil, a seaport, inland to Cuenca and then followed the line of the Andes through Riobamba, Quito, Ibarra and Tulcan, where the flight terminated. Tulcan is 2,977 meters above sea level and the other points are between that altitude and that of 2,225 meters, which is the level of Ibarra. El Telegrafo's object in sponsoring the flight was the advancement of Ecuadorean aviation and the demonstration of possibilities of speedy communication in a country where topographical conditions hamper the development of land travel facilities.

In the same issue are printed congratulations from governmental officials and contemporary newspapers of Ecuador and other countries upon El Telegrafo's 37th birthday.

HERE we have a picture of the saddest man in Washington. Doesn't he look it? For the first time since—did we hear you say Lincoln—Jim Preston went through an inauguration without even raising a fighting threat.

CROSS-ATLANTIC QUITS

British and American Companies Now Being Liquidated

The Cross-Atlantic Newspaper Service has suspended. The English company is in process of liquidation. Final action on the American company is awaiting word from London. The two companies were organized nearly two years ago by W. Orton Tewson. Recently Albert J. Norton and William A. Read of the American banking firm of Norton & Read made arrangements to finance the companies. Mr. Read became chairman of the Board of the English company and Mr. Norton of the American.

Frank Parker Stockbridge was made managing director of the American company, but Mr. Tewson retained the same position with the English company. Differences of opinion regarding management arose between these interests and it was finally decided by the English company's shareholders that the only possible action was to liquidate. The directors and officers representing the Tewson interests in the American company have resigned.

In Canada the Cross-Atlantic was represented by the Dominion News Bureau of Montreal, which, it is understood, will continue a foreign service to its clients and is arranging with Mr. Tewson to become its foreign representative.

To Sell Manitoba Pulp Lands

(*By Telegraph to* EDITOR & PUBLISHER)

WINNIPEG, Man., March 9.—An order-in-council has been signed providing for the offering for sale of a large pulpwood area covering Dominion school lands in Manitoba, east of Winnipeg Lake. The total available area is about 720 square miles. It is required that the purchaser engage with the minister of the interior to erect within the limits a pulp and paper mill costing, with equipment and machinery, not less than $1,000,000, and operate the mill to produce a daily output of not less than one hundred tons of pulp. At least fifty per cent of this pulp must be manufactured into paper at the same plant.

Printers' Strike in Binghamton

BINGHAMTON, N. Y.—For the first time in its history, Binghamton was without newspapers March 9 as the result of a printers' strike. At 6 o'clock Tuesday evening the Binghamton Typographical Union by a vote of 125 to 3 voted to strike for an increase in the wage schedule, from $38 and $41 to $45 and $50 a week with a seven-hour day. The employers' offer of a renewal of the present working agreement or of arbitration of the differences was declined by the union. An effort will be made to continue the publication of both papers as speedily as possible.

Stand by 44-Hour Week Plans

MONTREAL, Que.—Adoption of the forty-four-hour week in all commercial printing shops in the United States and Canada, effective on May 1, is demanded in a resolution adopted here at the Printers' Industrial Conference, March 9.

Cigars on J. F. Barbour

CHICAGO.—Justin F. Barbour, president of Barbour's Advertising Rate Sheets, Inc., treated his friends Tuesday. The occasion marked the addition of Richard Clayton Barbour, a lusty boy, to his family circle.

Digitized by Google

NEWSPRINT PRICE GOING STILL LOWER N. E. A. MEMBERS ASSURED

Newspaper Editors in Florida as Guests of State—Convention Sessions Held in Pensacola and St. Augustine—Valuable Discussions

By FRANK LEROY BLANCHARD
(By Telegraph to Editor & Publisher)

ST. AUGUSTINE, Fla., March 11.—That the price of newsprint is to drop still lower than it is today, even though it may not reach the levels of 1915, was the assurance given the members of the National Editorial Association, in convention here today, by Col. W. E. Haskell, vice-president of the International Paper Company. Col. Haskell advised publishers of small papers that by purchasing co-operatively with their neighbors under contract form the mill nearest them, they can be assured of price, supply and service on the same basis as the biggest metropolitan newspaper publisher. Col. Haskell's actual statement follows:

"In spite of the present high peak of manufacturing costs, the price of labor, of pulpwood, and of other commodities used in manufacturing paper, must inevitably fall in common with the general deflation which is necessary to bring all industry and living to a normal basis.

Pool Requirements

This will mean a gradual lowering in the price of newsprint, although you cannot expect that it will ever reach the levels of 1915 which gave such meagre p ofit to the industry that there was neither money nor encouragement to build up capacity to meet such an emergency as we all experienced in 1919.

"Although it is possible that during the present period of readjustment many of you will be able to purchase spot paper and job lots at prices lower than the current contract rates, I desire most earnestly to advise you whereever it is possible, to pool your requirements with neighboring publishers and to purchase collectively under contract from your nearest paper mill. By doing this, you will be able to secure an assured supply at as low a price as the largest metropolitan publisher and will be sure of getting uniform quality and service."

"Our president, Mr. Dodge, has advocated this collective purchasing in carload lots by neighboring publishers ever since he has been connected with the industry. But, unfortunately, publishers were too busy with other matters to give the advice serious consideration until an emergency arose and a supply was not available.

Denies "I. P." Profiteered

"I believe that all the publishers of the country are now firmly convinced that paper manufacturers are entitled to a reasonable profit that will enable them to maintain their plants to their highest efficiency and to expand production to meet the natural increase of demand which has grown from 3 pounds per capita in 1880 to approximately 40 pounds per capita in 1920, and that a friendlier relationship with the manufacturer will be more productive of a reasonable and stable market level than blind animosity which refuses to accept facts and feeds itself on suspicion."

An emphatic denial that his company had profiteered and a statement that it had done its level best to look after the interests of, and be fair to, not only its own customers, but others who were in dire straits during the past year, were entered by Col. Haskell, an unprecedented advertising year and panicky hoarding of paper by some publishers caused the trouble, he said. "That hoarding still continued as late as December, 1920, is evidenced by the Federal Trade Commission's report of 236,857 tons of paper in the hands of publishers at the end of that month, as against 162,954 tons for December, 1919," said Col. Haskell.

To-day marked the close of the third day of the convention. The first session was held in Pensacola, Monday, and the second in this city yesterday. The close will come tomorrow, with the adoption of resolutions on 1921 policies and the election of officers. The entire party has been invited to spend the rest of the month in Florida as the guests of the State business men and the State Press Association.

The N. E. A. members gathered from all parts of the country in Birmingham, Ala., last Saturday. They were entertained by the business men of that city for one day. Sunday was spent as the guests of the City of Montgomery. The reply in behalf of the N. E. A. to the welcome of Montgomery was made by Frank Leroy Blanchard, of Editor & Publisher. Overnight the party moved on to Pensacola, Fla., where the first session of the convention took place Monday.

Warmly Received Everywhere

Since then the editors have been taken on a special train to DeFuniak Springs, Mariana, Quincy, Tallahasse and Jacksonville. At each place they have been warmly received and given every opportunity to see and enjoy the scenic climatic agricultural and industrial wonders of the "Land of Sunshine and Flowers." To say that every one has been deeply impressed is putting it lightly indeed. But their hosts say that what has already been seen is nothing to be compared with what the future program holds. So everyone is already anxious to move on again just as soon as tomorrow's business is over. It seems hard to conceive, though, how St. Augustine's reception can be surpassed.

The business programs have been filled with interesting and constructive discussions and advice. Col. Haskell's assurance of better newsprint conditions, though, has been most impressive.

President Wilke in his annual address, after discussing private business conditions, went on to speak of the work being done by the National Editorial Association's field secretary to enlarge its membership and to promote the adoption of a reliable and accurate system of cost production. Continuing Mr. Wilke said:

Field Secretaries Recommended

"It has been the purpose of the officers of the National Editorial Association to assist whenever possible the work of field secretaries of state and district associations, affiliated or not with the National Editorial Association and to some extent this policy has been carried out during the period since the last annual meeting. Representatives of the association have attended state and group meetings of organized newspaper publishers advocating the adoption of the field secretary plan for local development and business assistance where none was employed. Much good in a general way has prevailed from closer contact gained by attendance at those meetings enlarging the influence of the National Editorial Association.

"It is to be hoped that by the continued growth of membership the National Editorial Association will be able to adopt a plan of district meetings and to so district its activities as to permit of the appointment or selection, with compensation, of assistant field secretaries. The holding of district gatherings or meetings of business sessions among members will make certain the discussion of business problems of importance, and will insure a closer relation among publishers."

In reviewing the work of the year President Wilke complimented the executive secretary, H. C. Hotaling and the corresponding secretary, George Schlosser for the efficient manner in which they discharged their duties during the first year. Mr. Hotaling has been able to assist members in securing a supply of paper when there was a dearth of paper in the market. Had it not been for his aid some of the publishers would have been compelled to suspend their issues.

Opposed to 44-Hour Week

Under present conditions advertisers cannot expect any decrease in advertising rates. Some work is being done by publishers to secure a standardization of rates for legal notices.

The tendency to make the printers' week one of forty-four hours is being opposed by publishers and the opposition to a lessening of a forty-eight hour week should be supported if the industry is to continue as efficient for production as will be expected when compared with other industrial problems, Mr. Wilke said.

"Organization seems to be the one thing that will bring the printers together and get them to give their own consent to the making of a reasonable profit," according to Frederick W. Smith, of the Porte Publishing Company, of Salt Lake City, compiler of the Franklin List System, speaking at the opening session in Pensacola, Monday.

"In most lines of industry the producer is content with nothing less than a 50 per cent profit on his product and in the great majority of all industries 100 per cent profit on production cost is the basis on which their work is figured," said Mr. Smith.

"This is a long way from being true in the printing business and it may be many years before the printing industry takes its proper place in the ranks of industrial America.

Fine Financial Report

"The National Editorial Association is doing a great work along this line. The various State Press Associations are also doing a great work, but the covering of the newspaper field alone is not enough as there are very many independent job printing concerns and all of these should be taken into the fold either directly or through subsidiary organizations. Until the time comes when practically every printing plant in the country is a member of some organization and all are willing to work together for the good of the industry, there will be a comparatively small amount of profit for the printer."

In his annual statement, Executive Secretary and Treasurer H. C. Hotaling of St. Paul reported the association to be better financially than it ever was before. His receipts for the nine months since the last annual meeting were $11,520.67. Expenditures were $6,330.45. Cash balance on hand was $5,190.22. In reviewing the work of the year, Mr. Hotaling said:

"Every effort has been made to educate the publisher to the necessity of cutting out the vast amount of free publicity which has been poured upon his desk the last few years. There are many men who are being paid tremendously big salaries for their ability to 'work' the publisher and get him to publish propaganda for this or that cause without paying for it. These men frankly state that they are willing to pay for the publicity in the big dailies, but that there is no use paying the smaller country papers because they can get them to publish it for nothing. If the publishers would consign this stuff to the wastebasket, we would soon be in position to obtain some remuneration for the space used.

"The findings of the advertising committee given out a year ago proved of untold value to the publishers of this country, pointing out as they did a rate that would permit of a profit. This report came at a psychological moment. At the time it was issued, hundreds of publishers considered its rates too high, but with the advancing costs of paper and labor they soon found that the rates recommended were absolutely sound.

Group Buying Successful

"The print paper situation throughout the year has been one that has tried the souls of those engaged in the publishing business. Many publications were forced out of existence and thousands more would have lost the savings of a lifetime had it not been for the activities aided or brought into being by the N. E. A., the most prominent being the Publishers' Buying Corporation, largely officered by members of our organization. This corporation figures that it has saved the publishers of America millions of dollars, for every time the price of paper went down one cent, the publishers were saved a million dollars.

"There should be some plan of paper distribution worked out whereby papers could obtain their supplies from the nearest mill available instead of shipping it, as is the case in many instances, thousands of miles. This becomes more apparent now with the increased freight rates, and it would seem as if it were one of the duties of this organization to co-operate with the American Newspaper Publishers' Association, the Inland Daily Press Publishers and the Southern Newspaper Publishers' Association, and work out some way whereby orders may be distributed in closer proximity to the office of consumption. The waste in this direction will run into the hundreds of thousands of dollars which can be saved by proper co-operation. Taking into consideration that three carloads of raw material must go to the mill for every carload of the finished product produced, not only should the waste of long shipments be eliminated, but a movement should be started at once to secure lower freight rates, present tolls being such as to discourage production and postpone prosperity's return."

Sawgrass Paper Pulp

Sawgrass paper pulp insures a supply of material for practically all purposes to which paper can be put, according to Gilbert D. Leach, president of the Florida Press Association, who addressed the members today and invited them out Monday to see sawgrass growing and hear experts explain its paper making possibilities. Already, Mr. Leach said, a site has been obtained for a mill to actually make paper. Mr. Leach said:

"Sawgrass paper pulp will gradually lower the cost of practically all kinds of paper and eventually stabilize prices upon a much lower plane than now. The source of supply is practically inexhaustible; there will be no deterioration in quality of paper, but rather an accession through its use; and, finally,

Digitized by Google

the same mills that now make papers from wood pulp can, without changing a machine in their plants, turn their attention to this new fibre without a day's loss of operating time. The transition from the wood pulp era to the grass fibre era will be accomplished with less friction, less loss, less experimentation than any change history has noted in the paper industry."

Co-operative buying changed the psychology of the publisher completely and thus caused the price of newsprint to collapse months before it would have done otherwise, was the assertion of W. J. Pape, president of the Publishers' Buying Corporation before this convention today.

A "P. B. C." Service Bureau

"We have found that in the month of December we bought newsprint for our members at $28.58 a ton less than the average of other newspapers which were buying in the spot market at the same time and we saved our membership $15,000 on that month's spot purchases. But important as group buying was and will be in the next paper emergency, the vital thing is to collect systematically and thoroughly the authentic information which is essential for intelligent buying," declared Mr. Pape.

"That is the job of the Publishers Buying Corporation for the future, and we are stubborn enough to believe that if the same kind of information and service had been available in 1919 and the first half of 1920 as we furnished the newspapers in the last part of 1920, there would not have been any runaway market. Reasonable conservation, equitable distribution and the absence of hoarding would have kept everybody supplied with a sufficiency of paper. Then the emergency paper could have been bought at an average of perhaps 5 cents.

"These newsprint crises which threaten so many of us with destruction are a recurring disease from the very conditions we work under. The way to cope with them is not to pass a new law or to scold the manufacturers or try to put profiteers in jail, but to understand better the market out of which we get our principal raw material. As buyers we must use our economic powers and weapons."

Zone Law Defended

Country publishers were warned by Wright A. Patterson, editor-in-chief of the Publishers' Auxilliary, to be on the alert for and ready to oppose attempts to repeal the second class postage zone law and also for efforts to establish a flat parcel post law. He said:

As Congress is not willing to make any changes in the postal laws which will result in increased losses to the government, and as there is a growing sentiment in favor of putting each class of mail on a strictly cost basis, it is easy to see that should the zone law be repealed it would undoubtedly be followed by a flat rate of somewhere between four and four and a half cents a pound.

"Publishers of community newspapers are not sufficiently selfish to ask for the retention of the zone law solely because it is to their advantage that it be retained or because it will force a more equal distribution of the advertising business of the nation by which they will profit, but they will ask for and fight for its retention, on the broader ground of its fairness to the general public, which must in the end pay for any advantage that may be given to any one class of publishers. They will insist that he who profits must pay.

"There is another selfish business element in America that is demanding a change in the postal laws that, if made, would be of tremendous import to every community in the nation. An organization known as the postal Progress League is working for a flat rate parcel post law. The organization is backed by the large mail-order concerns of the country, and if successful it would enable these concerns to advertise in their catalogues a delivered price, that would be the same to any point in the United States.

"Ask your merchants what such a law would mean to them in the way of mail-order competition. In the end it would put many of them out of business. It would centralize the merchandising of the nation in a few of the large cities. It would destroy that on which the country community is largely built—the market place for the farmer and his family, and when it did this, it would also destroy that which the country community makes possible, the social center.

The relations of the negro and the South were treated by William G. Sutlive of the Savannah Press at Thursday's session in a paper entitled "The Colored Supplement" is a way that was most enlightening to the many northern delegates present. Mr. Sutlive said:

The South's Colored Supplement

"The colored supplement with which I will deal has nothing to do with those bright dauhs of highly colored inks that have done so much to popularize the Sunday papers. The colored supplement of Dixie is not a mere drawing. He is a living, breathing personality. Specimens can be found in every Southern household.

"The colored supplement to the Southern newspaper is the colored resident of Dixie. He supplements almost all that we do down here. He is a part of the community in which he lives. The Southern negro is optimistic. He may encounter a great many difficulties and he may have many mishaps, but he can always see a brighter day ahead and better times coming. A trustworthy negro is a treasure. The negro who is faithful is doggedly and thoroughly so. He knows the white man is his friend and the white man knows the negro who can be trusted.

"It is the bad men of both races who bring about misunderstandings. The average black man knows his place and has no ambitions for social equality. The South is content to have him as a laborer and a servant—never as a leader. We are satisfied with him.

"You of other parts of the country may have your foreign sections of your people. You may have your Italians and your Greeks, your Slavs and your Bohemians. They represent to you the cable columns of the great press, the foreign sections, the European departments; but down here where the sun shines and where there is much out door work to do all the year 'round and where we understand him—down here we are satisfied with our colored supplement."

Agriculture and the Press

Speaking in "Agriculture and the Press" today F. W. Murphy, of Wheaton, Minn., ex-president of the Minnesota Agricultural Society, said:

"The rural press is the farmer's most immediate source of information. The press is one of the greatest educational institutions we have. It is not only the educator of the common people, but it is the school of all the people. It is the moulder and mouthpiece of public opinion. It occupies the most vitally commanding position in the life of the nation. It is the advocate of truth. It stands for light. It should stand for the square deal.

"It is the champion of the people's cause, and I claim that the rural press of America is the institution to which the farmers of this country are looking for that sort of leadership and support which only the press can give in a great cause. Here is a limitless field of opportunity to plead a great cause before the bar of public opinion. A better understanding between city and country is vital to our progress. A closer relationship will result in trust and confidence.

"The rural and agricultural press must be the salesman of new ideas which should be put in vogue in the life of America's agriculture. You must sell the cause of agriculture to the people of the country. It is for you to tell the truth concerning those who produce food to the people living in the great cities. This is the duty of the press."

"A. P." ASKED TO CHANGE HOURS

New Southwest Association Wants Standard Closing for P. M. Papers

ALBUQUERQUE, N. M.—The Associated Press Publishers' Association of the southwest was organized February 26, with H. B. Hening, of the Albuquerque Evening Herald, as president, and G. A. Martin, of the El Paso Herald, as secretary. Albuquerque was selected as the permanent annual meeting place. Membership is composed of publishers, business managers and editors of Colorado, New Mexico, West Texas and Arizona newspapers receiving the leased wire service of the Associated Press.

Among the matters taken up at the meeting was the question of the hours of service on the afternoon papers. No definite decision was reached, but it was virtually agreed that the full day-leased wire should open at 7 o'clock in the morning and, in most cases, should close an hour earlier than at present. The closing hours at present vary for the different newspapers.

To Arbitrate N. Y. Wages

The employing printers in the New York book and job industry and five unions, including the pressmen, feeders, paper handlers and cutters, have virtually decided to arbitrate the employers' request for a wage reduction, effective on April 1. About ten thousand workers will be affected by the decision. The details of the arbitration have not been decided upon.

George Heads Ontario Gallery

TORONTO.—At the annual meeting of the members of the Ontario Legislative Press Gallery, the following officers were elected: Honorary President, Sir Adam Beck; President, Charles George, Toronto World; Vice-President, Arthur Chambers, Toronto Evening Telegram; Secretary-Treasurer, F. M. Chapman, Farmers' Magazine, Toronto.

La Prensa, Havana, Sold

HAVANA.—La Prensa, an afternoon daily newspaper published in Havana, has been purchased by Compania Mundial, the corporation owning the morning newspaper El Mundo. In its political views, La Prensa will continue independent and no changes will be made, at present, except material betterment of the plant.

Club Night in Brockton

BROCKTON, Mass.—The Press Club entertained over 300 at its first annual smoker and social a few nights ago.

RAYHER LIBEL REVISION IS RIDDLED

Attempt in New York State to Legislate Against "Ridiculing" Sects Fails to Receive Any Support at Public Hearing

ALBANY, N. Y.—The bill of Assemblyman Edward R. Rayher, of New York, to make newspaper publishers guilty of criminal libel for the publication of articles ridiculing any religious denomination, sect or order, failed to receive any support at the public hearing given today by the Assembly codes committee. Former Senator Martin Saxe, representing New York City newspapers, appearing in opposition to the bill, summed up his remarks with the pertinent question: "Is it wise to extend the penal law to gag the newspapers, especially in cases where they should be unmuzzled?"

Lynn J. Arnold, president of the Press Company, publisher of the Albany Knickerbocker Press, and Amos D. Moscrip, editorial writer, and Charles F. Willoughby, advertising manager of the Albany Evening Journal opposed the bill vigorously and characterized it as most "vicious" legislation. Assemblyman Louis M. Martin, of Oneida, also attacked the bill and said to extend the provisions of the criminal libel law as outlined in the bill would work a hardship on reputable newspaper publishers. He declared there is no reason for such a regulatory measure and that it would preclude a newspaper from publishing anything derogatory about any race, religious sect or order under any circumstances.

Canon William C. Chase of Brooklyn, representing the clergy of the state said they were not in favor of the bill.

It is expected the bill will die in committee as its sponsors did not appear to aid its advancement.

Virginia Weekly Sold

FARMVILLE, Va.—The Herald, established in 1890, was sold March 7 to J. Barrye Wall, of this city. Mr. Wall is a native of Farmville and is well-known throughout Southside Virginia. The Herald is one of the most widely known weekly papers in the State and received the Virginia Press Association's prize some years ago for being the best weekly in Virginia, under the editorship of the late James L. Hart, who was secretary of the Virginia Press Association for years.

Staff Dines Herschel Jones

MINNEAPOLIS.—More than 200 employees of the Journal, representing every department of the paper, were hosts March 2, at a surprise "good fellowship" banquet in honor of Herschel V. Jones, publisher of the Journal. Winthrop B. Chamberlain, as toastmaster, greeted Mr. Jones in behalf of the employes. Mr. Jones responded with reminiscences of early days on the Journal, and with a discussion of the relations between employer and employe.

Opens Coast Office

SAN FRANCISCO, Cal.—Williams, Lawrence & Cresmer, newspaper representatives, have opened a San Francisco office at 742 Market street. Other offices are in New York and Chicago.

Hays Takes a Bride

CAMERON, Tex.—John R. Hays, advertising manager of the Cameron Daily Herald, and Miss Trudie Mae Speed of Kerens, were married recently.

Digitized by Google

PAPERS PRINTING N. Y. SESSION LAWS RESENT CHARGE OF GRAFT

Legislators Demanding Repeal Say Present Statute Leads to Abuses —Courtland Smith and Betts in Warm Debate at Albany Hearing

By ARTHUR T. ROBB, Jr.

ALBANY, N. Y., March 9.—Facts and assertions and interpretations of facts regarding the printing of state legislative enactments in the newspapers of New York State flew back and forth for two hours today in a public hearing on the Pitcher-Betts bill to "amend the county law and the legislative law in relation to eliminating the publication of session laws in newspapers" before the Assembly Committee on Public Printing and the Senate Committee on Internal Affairs. The committees adjourned to consider the matter at a later date.

Spokesmen for 134 newspapers, most of which are country dailies or weeklies, testified that the publication was commanded by the Constitution, that it was necessary that the public be guarded from "ignorance of the law," and that it served an educational purpose for lawyer and layman alike.

Led by Assemblyman Charles H. Betts, editor of the Lyons Republican, proponents of the bill set forth that the laws providing for printing of session laws in newspapers antedated the constitution provisions bearing their speedy publication, that the award of this printing to the newspapers has always been considered as political patronage, that their publication in their present form rendered them useless for education and that the basis of the award was unjust to the majority of papers in the State and was conducive to abuses.

F. R. Champion, general manager of the Schenectady Union-Star, led the fight against the bill, warmly supported by Courtland Smith, Jr., president of the American Press Association and heir-apparent to an assistant postmaster-generalship. Mr. Champion read into the record the names of newspapers and press associations represented as opposing the measure and called upon Judge Carleton H. Lewis of Schnectady to present the legal aspects of their case.

Bound Volumes Not Enough

Judge Lewis cited the section of the state constitution adopted in 1894, which reads: "The Legislature shall provide for the speedy publication of all statutes and shall regulate the reporting of the decisions of the courts; but all laws and judicial decisions shall be free for publication by any person." He pointed out that with the repeal of the section of the legislative law, which provides for the publication of the session laws in newspapers, would leave as media for "speedy publication" only the 3,000 bound volumes containing the laws, which are issued by the secretary of state, and the publication in one daily newspaper of Albany, known as the "state paper." Neither of these, he argued, was in the minds of the men who drew the state constitution as "speedy publication."

The bound volumes, Judge Lewis stated, do not become available for seven to nine months after the laws are enacted and their distribution is limited by statute, while printing of the laws in an Albany newspaper, he said, "could hardly be contended to be the publication prescribed by the constitution."

"The constitutional convention of 1846," Judge Lewis said, "was the first which framed a provision requiring the publication of the session laws and the resolution as first proposed read:

"'The Legislature shall provide for the speedy publication of all statute laws and of such judicial decisions as it may deem expedient so as to render the same easy of acquisition by the people, and all laws and judicial decisions shall be free for publication by any person.'"

Statements that the session laws were not read, as charged by the sponsors of the bill, were characterized by Judge Lewis and other speakers as impossible of proof.

The Poor Man's Law Book

A. M. Scribner, publisher of the Monticello Republican-Watchman, told the committees that he had made a poll of his readers and found that the laws printed in his paper were read carefully by many of them and that one lawyer made a practice of indexing the laws as printed in the Republican-Watchman and binding them for his use, thereby saving the cost of bound volumes. He declined to be definite as to the lawyer's name or home, in answers to questions by committee members.

Courtland Smith attacked the bill on the ground that its protagonists had branded the country publishers who accepted the session laws printing as grafters and that its passage would be looked upon by many as a conviction of the country press of the charge, to the detriment of its editorial and advertising prestige. He said that the passage of the bill would have a "permanent, far-reaching and destructive effect upon the rural press of New York," aside from the harm which he contended would be done by depriving the people of information that they must have.

From the brief filed by Judge Lewis at the conclusion of his address, Mr. Smith pointed out that the average cost of the printing to the state for the past nine years had been $227,500 a year, despite the high cost of the 1920 printing, which included the new civil practice act, publication of which cost $148,490. Every dollar spent for dissemination of information, Mr. Smith declared, would in a short time return as many benefits, if not more, than the same amount spent for the collection of information and that $227,500 a year was a small amount to the state, trifling to individual taxpayers and unimportant to individual publishers, but of benefit to all through its educational value.

He urged that the question of eliminating the session laws printing be divorced from that of advertising rates for other printing and that the printing be awarded on an efficiency basis, subject to the closest scrutiny by experts in publicity.

"This is an advertising age," he declared. "The session laws are advertising and should be awarded as such. The country publisher is not a grafter, even with the word 'honest' prefixed. He has printed the session laws under legislative mandate and is willing to submit to most rigid investigation as to whether or not that his newspaper is giving full value.

"If economy is the aim of this measure, as has been stated, the facts have been distorted, for the amounts paid to the newspapers have not averaged half of those stated by the interests behind the bill. If abolition of the session laws publication is the object, it is against public policy and the weight of public opinion. Ignorance of the law is no excuse, it has been said time and again by the courts and the public can only avoid this ignorance by having the new laws of the state placed at their convenience. If it is amendment of rate that is the real question, that is a subject for legislative investigation."

C. H. Congdon of the Watertown Times and F. H. Keefe of the Newburgh News, speaking in the interest of daily newspapers, paid little attention to the session laws angle of the bill. They want adjustment of rate, as set forth in EDITOR & PUBLISHER last week. Mr. Congdon told the committee how the present scale of advertising rates for the publication of concurrent resolutions worked unjustly toward the daily publication in a county in which no first or second class city is located.

For newspapers in counties having a city of the first class, the rate allowed is $1.12 an inch, in counties having a city of the second class, 84 cents an inch, and in counties having neither first nor second class cities, 30 cents an inch. These rates are irrespective of the circulation of the newspapers, Messrs. Congdon and Keefe declared, and resulted in some papers of small circulation published near a large city receiving as much as $14,000 for their printing, while others, including their own papers, with circulations well over 10,000, getting as low as $855 for the same work.

Urge Sliding Ad Rate

They urged the adoption of the amendment, printed in EDITOR & PUBLISHER last week, awarding the printing on the basis of circulation, with a sliding advertising rate.

When committee members asked Mr. Keefe how accurate circulation information was to be obtained, he stated that publishers and advertising space-buyers regarded the Audit Bureau of Circulations' statements and listings by Barbour's Advertising Rate Sheets as reliable and accurate in their fields. Sworn statements of circulation could be secured from the weekly newspapers not covered by these agencies, he declared, adding that the Post Office statement of circulation had fallen into disrepute with publishers and space-buyers alike because of its indefinite nature.

Commercial rates, both speakers declared, were a proper charge for public advertising.

Defense of the bill was undertaken by Assemblyman Betts and Senator Pitcher, who answered Mr. Smith by denying any intent to brand the country press as "grafters," Mr. Betts reading the report of ex-Governor Smith's Reconstruction Committee, which applied the word "graft" to the printing of the session laws in its report to the executive on possibilities of economy in the government.

It was on this report and on Governor Miller's message urging retrenchment that the bill stood, Mr. Betts said. No matter what the expense, whether it was $200,000 or $500,000, it was far beyond any benefit that could accrue to the state or its taxpayers. The value of the publication under present forms was rendered negligible by the fact that there was no summary of each act, no description of it, no indication of whether it was a new law or a change in the wording of existing law, no index or effort to group laws of similar character. As they were published, Mr. Betts said, the laws were unintelligible to lawyer or layman.

He added that they were of no value to lawyers, who were fully informed on new legislation long before publication in the newspapers, which is delayed for several months after enactment. Laymen, he said, were told in the news columns of their local papers of legislation introduced by their representatives, and, in the case of matters of more than local interest, in the news columns of papers throughout the state, which closely followed the progress of a law from its inception to its passage and kept their readers informed at every stage.

Printing of session laws in newspapers, Mr. Betts told the committees, dated back to 1845, whereas the constitutional provision cited by opponents of the law was not effective until 1846. The law under which the printing is now awarded went on the books in 1892, he further declared, while the new constitution was not adopted until two years later.

Regarding expense of publication, it was demonstrated that the appropriation in years of a Gubernatorial election was from five to ten times as large as in the alternate years during the past decade and was steadily increasing in both. Neither the committee nor the friends of the bill seemed able to explain the high cost of printing session laws when a Governor was to be elected, though both commented upon the coincidence.

In discussing the "necessity of publishing the laws" stressed by the newspapers opposing the measure, Mr. Betts read into the record the names of the two New York newspapers which received $2,827 apiece for publishing the laws in 1920 and learned from residents of New York in the chamber that they had never heard of either of the papers which had been given the mission of telling the city what the legislature had done. Both are papers of small circulation published weekly in the northern part of the city.

Thirty-eight states, he concluded, do not publish the session laws in newspapers, while 33 published concurrent resolutions in the press. He pressed the point by asking how the people of those states avoid the "ignorance of the law" which was feared by his opponents.

Upon conclusion of the testimony the committee adjourned to consider the bill in executive session "at a later date."

Argue Legal Daily Case in Albany

ALBANY, N. Y.—The appeal of Charles A. Finnegan, owner of the Buffalo Commercial, from a reversal by the appellate division, fourth department of an order of Justice Wheeler at the Erie Special term granting an injunction on his application as a taxpayer restraining the city council of Buffalo from designating the Legal Daily of Buffalo as the official city newspaper for the publication of legal notices required to be published was argued before the Court of Appeals.

Brockton Printers Refused Raise

BROCKTON, Mass.—A request for a wage increase and the granting of Saturday half-holiday asked by members of the Brockton Typographical Union No. 224 has been refused by Albert F. Barker, recently appointed arbitrator. The union has voted to appeal the finding. They asked for a wage scale of $60 weekly, similar to that being paid in Boston. The present scale in Brockton is $37.50. The existing wage agreement expires April 1.

Harte a Railroad Director

SAN ANGELO TEX.—At a recent meeting of the stockholders of the Kansas City, Mexico and Orient Railroad, Houston Harte, the publisher of the San Angelo Standard, was elected a director and assistant secretary of the company.

Digitized by Google

NEW PAPER PROJECTS FOR ALASKA

Power Commission Has Application for 14,000 Horsepower Permit from Alaska Development and Mineral Co. at Bradfield

(*Special to* Editor & Publisher)

SEATTLE.—Reports have been confirmed in Juneau to the effect that notice has been given by the Federal Power Commission of the application made by the Alaska Development & Mineral Company for a power permit on the shores of Bradfield Canal in southeastern Alaska, where big paper mills will be erected. No definite statement has yet been made as to the proposed size of the paper mills, but the application asks for 14,000 horsepower. This is the second large pulp and paper mill contemplated for southeastern Alaska. B. L. Thane, prominent Alaska mining man and banker, and his associates propose to start work on their plant at Thane this spring. The plant will cost several million dollars, it is said.

The Public Utilities Company of Cordova, Alaska, has applied for a permit to build a dam near Cordova, where, it is understood, a pulp and possibly a paper mill will be erected.

Those returning from Alaska who have been investigating pulpwood and paper manufacturing possibilities in the Northland declare that another year will witness unusual activity along this line. Alaskans generally endorse the declaration of the Secretary of Agriculture that decentralized administration is necessary to obtain the best results in the development of Alaska's natural resources.

Under regulated use the Tongass National Forest in Alaska can alone produce indefinitely 1,500,000 tons of newsprint yearly, along with ample quantities of timber for local purposes.

The administration of the national forests is intimately related to every form of industry and to every community in the coastal area, and because of this relation a peculiar responsibility rests on the Forest Service in Alaska, officials of the Department of Agriculture point out. Long-range administration is unsatisfactory. The public resources in Alaska can be properly managed only by lodging authority in men on the ground to act without waiting to consult distant superiors in Washington.

The investment of capital enterprises for the development of resources which can be developed in no other way is the greatest need of Alaska today, and the pulpwood supplies of the coast forests offer the best immediate opening for capital.

"To the task of securing their utilization on a large scale, the energies of the Forest Service are now being directed with every promise of success," say officials of the Department of Agriculture. "One large sale has already been closed and others are in prospect. Through such enterprises the population of the territory will be built up, its wealth increased, and other forms of development stimulated."

Draper Pulp Interests Expand

BOSTON.—Edward B. Draper and a coterie of Boston financiers are behind the Nekonegan Paper Company, of which Mr. Draper is president, which has purchased the plant of the Bangor Shipbuilding Company at Hampden, near Bangor, Me. While no purchase price has been announced, experienced pulp and paper men believe that between $1,000,000 and $2,000,000 are involved. Mr. Draper owns large tracts of pulp land in Nova Scotia, and, it is said, plans to bring the wood to Bangor by steamship, transform it into commercial pulp at his mill twelve miles up the Penobscot River from Bangor, and make it into paper at Bangor.

B. C. Forest Wealth $92,000,000

VICTORIA, B. C.—The total value of pulp paper products sold by British Columbia mills during 1920 aggregated $21,000,000, according to the report of T. D. Pattullo, Minister of Mines. An increase in the total value of the forest products of the province of over $22,000,000 last year, was shown in the figures for the year. The value of the forest products of the province in 1919 was $70,285,095, the value for 1920 is given as $92,628,807, and is twice the production of three years ago. Pulp and paper increased in value from $12,000,000 to $21,000,000 during the year.

Canada May Tax Paper Makers

TORONTO.—As indicating the great growth of the Canadian pulp and paper industry, Sir Henry Drayton, finance minister of Canada, speaking at the annual banquet of the Canadian Pulp & Paper Association in Montreal last week said that while in 1881 the number of employees was but 1,592, in 1919 it had increased to 26,775. He intimated that taxes would have to be imposed on the pulp and paper industry for this year.

Canada Paper Making Started Small

TORONTO.—A paper on the development of the Canadian pulp and paper industry was read by T. Linsey Crossley, at the annual meeting of the Institute of Canada, held here recently. In 1881, Mr. Crossley stated, Canada had five pulp mills, capitalized at $92,000 and having an output of $63,000 annually. In 1918, there were 94 pulp mills, with a capital of $241,344,704 and an output of $117,000,000.

New Bond Issue for Brompton's

TORONTO.—A special meeting of the shareholders of the Brompton Pulp and Paper Company will be held shortly to discuss the new proposal to issue $3,000,000, par value bonds of the company. The total funded debt of the corporation, with its two United States subsidiaries, and exclusive of the new issue, amounts to $3,843,000.

To Reintroduce Snell Bill

WASHINGTON, D. C.—The Snell Bill, now pending in Congress and providing a program for a future forest policy for the United States, by which a continuous supply of timber will be assured will be re-introduced in unchanged form, early in next Congress.

PAPER MEN URGE LAW FOR FIRE PROTECTION

Provincial Mills of Canada Announce Grant to Cut Pulpwood in Ontario 1,300-Mile Area for Next Twenty Years

(*Special to* Editor & Publisher)

TORONTO, ONT.—In an address to the Timiskaming (Ont.) Associated Boards of Trade last week, R. A. McInnis, president of that body, declared that the paper companies of Ontario would welcome any charges the government might impose, even if they raised the price of wood, provided they would give fire protection and make the companies clean up their forests.

Some of the companies, Mr. McInnis said, were already trying out reforest schemes, although this was the business of the government, which should protect its own resources. The only thing to do, however, was to make all companies protect their holdings by law, the government to do its share in addition.

Following the report that the International Paper Company would reduce newsprint prices to 5.70 cents a pound, it is understood an announcement will be made almost immediately by the Canadian Export Paper Company of a reduction in Canadian prices to 5½ cents for the quarter commencing April 1.

TORONTO, ONT.—At the annual meeting of the Provincial Paper Mills, Ltd., President J. H. Weldon, reviewing the plans of the company, said: "During the year we received from the Ontario Government the rights for twenty-one years to cut pulpwood on an area containing more than 1,300 square miles. Now that our supply of pulpwood is assured, we are in a position to proceed with our plans for the extensions at Port Arthur, which include a paper mill."

President Weldon also referred to the abnormal demand which the company had experienced for its product all through the year. All plants had been crowded to capacity, and this with the concurrent high values, had resulted in total sales reaching the high record of $7,658,176.

The retiring board of directors was re-elected without change.

More Newsprint From Abitibi

TORONTO—A prominent official of the Abitibi Power & Paper Company states that the present plans of the company call not only for the doubling of the present output of newsprint, but a large increase in the other products of the company. By May 1, new machinery, which is being installed, will increase the production of newsprint to about 500 tons a day and the output of sulphite, ground-wood and boards will be increased to between 200 and 240 tons a day. The increase will give the company a total production—most of it for export—of about 700 tons a day—thus making Abitibi the largest producer of newsprint and sulphite pulp in Canada. Hydraulic power development of the company is also being considerably increased and by May 1, the power available will amount to 50,000 horsepower.

ANOTHER GIANT CAUSEWAY

Annual Pulp Wood Consumption of Canada Measured in Piles

(*Special to* Editor & Publisher)

TORONTO.—If the Canadian timber crop is to be perpetual, there is an imperative need for a policy of reforestation in Ontario, declared Robson Black, editor of the Canadian Pulp & Paper Magazine and a former Toronto newspaper man, to the members of the Toronto Kiwanis Club a few days ago. There were two ways of looking at a forest, he said, one from the viewpoint of the sentimentalist or poet, and the other from the viewpoint of the pulpwood manufacturer. The poet and sentimentalist have done little in the work of reforestation, he declared, although in recent years the manufacturer and business man have taken hold of the problem.

To illustrate the amount of pulpwood consumed by the newspapers of the United States and Canada, a great part of which is obtained from Canada, Mr. Black explained that the annual consumption was equal to a pile four feet high, extending across Canada from Halifax to Vancouver three times. The Sunday issue of a certain New York paper, for example, takes the entire crop of spruce on 15 acres in Northern Ontario. Only one-third of the forests of 75 years ago in Ontario exist today, he said in conclusion, and we cannot foretell what will happen within the next 50 years if we fail to take steps for the perpetuation of this natural asset.

200-Ton Mill at Fort George

OTTAWA, ONT.—Local lumbermen are financially interested in the establishment of a pulp and paper mill to be built at Fort George, B. C., at a cost of $8,000,000. The syndicate, which includes M. B. Preisch, a Buffalo lumberman, has selected the site because it will have large pulp wood reserves to draw upon, and it will have an advantage over eastern mills in supplying papers in the prairie provinces and on the western coast of the States. The mill will have a capacity of 200 tons of newsprint daily.

Paper Employees Want Increase

TORONTO—At the annual conference of the International Paper Makers held in Toronto recently, it was asserted that paper manufacturers were trying to force their employees to sign individual contracts and thus prevent the possibility of collective bargaining. A resolution was passed taking a strong stand against the open-shop policy.

WEIGHTED AVERAGE PRICES OF NEWSPRINT PAPER PER 100 POUNDS, F.O.B. MILL BY MONTHS, FROM JANUARY, 1913, TO JANUARY, 1921

	1913	1914	1915	1916	1917	1918	1919	1920	1921	Average for Month
January	$1.92	$1.92	$1.91	$1.94	$2.87	$3.029	$3.682	$4.314	$6.587	$3.13*
February	1.94	1.97	1.95	1.97	2.87	3.029	3.588	4.551	.....	2.73
March	1.96	1.94	1.96	1.97	2.85	3.033	3.606	4.566	.....	2.73
April	1.94	1.95	1.91	1.96	3.11	3.427	3.636	4.771	.....	2.84
May	1.97	1.94	1.88	1.97	3.15	3.566	3.690	4.565	.....	2.84
June	1.97	1.97	1.95	1.94	3.13	3.604	3.656	4.651	.....	2.86
July	2.01	1.95	1.91	2.03	3.17	3.723	3.652	5.074	.....	2.94
August	1.97	1.96	1.91	2.09	3.17	3.730	3.682	5.338	.....	2.98
September	1.96	2.00	1.97	2.12	3.20	3.737	3.779	5.419	.....	3.02
October	1.99	1.95	1.90	2.18	3.18	3.734	3.844	5.566	.....	3.04
November	1.95	1.95	1.93	2.20	3.16	3.736	3.902	5.666	.....	3.07
December	1.94	1.96	1.93	2.30	3.17	3.736	4.110	6.546	.....	3.21
Average	$1.96	$1.955	$1.93	$2.06	$3.09	$3.51	$3.74	$5.06		$2.91+

*Includes January, 1921.
+Does not include January, 1921.

Digitized by Google

SPHINX CLUB REACHES 25TH ANNIVERSARY

Sentimentality Dominates Occasion—J. F. Gibson, Presented With Watch—Oscar Gets Loving Cup—All-Presidential Guest List

The night of all nights in the history of the famous Sphinx Club, its silver jubilee dinner—was fitly celebrated March 8, at the Waldorf-Astoria, New York, under the guiding hand of President R. F. R. Huntsman and it was a function of which the grand old organization may well feel proud. The affair was marked by an atmosphere of quiet sentimentality instead of the usual carefree spirit of Sphinx dinners.

Presentation of an especially designed timepiece to Frederic James Gibson, founder of the Sphinx Club, whereby the hour may be determined by the sense of touch, the use of his vision having been lost to him, and of a silver loving cup to Oscar, the famous Waldorf chef, who has never missed a Sphinx Club dinner, marked the jubilee.

The presentation of the watch was made by ex-President Collin Armstrong. A silence fell over the five hundred diners, guests and friends as he spoke of the services contributed to the Sphinx Club by Mr. Gibson as he praised him in touching words.

"Some men live only for themselves," the former president said. "Their vision does not extend beyond their respective pathways, which they constantly and alertly scan solely to grasp what may be of advantage to themselves.

"There are other men, thank God, whose survey of life includes the brotherhood of man, based upon the precept enunciated on the Mount of Olives centuries ago. The human activities of these men range from lifting and helping to carry the burdens of the unfortunate to facing death for their ideals, their principles and their country.

"Twenty-five years ago a man of this type—a man with imagination, inspiration and determination—rallied a little group for the betterment and advancement of the business activity in which they were engaged. Of the growth and benign results of that initiative all of us are keenly sensible and deeply appreciative.

"This man," said the speaker, placing his hand on the shoulder of the blind founder, "cannot see us, but in recompense for this loss of sight there has been given him an inner and spiritual vision. In its radiance he can see the realization of his dream of a quarter of a century ago, proved and made vital by this enthusiastic, fraternal gathering of his fellow-workers."

Mr. Gibson was greatly moved by the token presented to him, of the esteem in which he is held by the members of the Sphinx Club.

"I thank you for the beautiful watch," he said simply. "I value it highly; I am sure I need not tell you that. I value it because it is a thing of beauty, because of its intrinsic worth, but much as I value it for those things, I value it a million times more because it comes from the Sphinx Club and because of the esteem and good will that accompany it.

"It is true I cannot see it, but I can hear it. It is talking to me. I can even hear it telling me of things that happened long ago, of a cold night in March, 1896."

The founder went on to tell of the organization of the Sphinx Club twenty-five years ago.

The Sphinx Club and Oscar have become inseparable, Oscar's specialty has been the Sphinx Club and all that was necessary, and still is, for the club to do is to tell him that they want something done and it is done.

Has Attended Every Dinner

"Oscar's motto," President Huntsman said, "has always been, 'We can do it!' We learned recently that the sterling silver loving cup given to Oscar about ten years ago had been stolen from his New York City residence. This cup contained the facsimile signatures of several hundred members."

The new cup is larger and even more beautiful than the first and as the club membership has increased the number of names on the new cup has likewise increased. The name of practically every member of the Sphinx is engraved in signature facsimile upon the new cup, which also contains the signatures of those who subscribed to the original one. The cup was brought into the presence of the diners by two boys dressed as Egyptians and who carried the cup on a litter between them.

Other speakers were Job Hedges, Newcomb Cleveland, one of the charter members and a past president of the Sphinx Club; Charles Austin Bates and Manley M. Gillam.

At the beginning of the evening a bugle summoned the diners to fall into line and a long snake-line was formed. As the diners wriggled into their seats they sang "Hail, Hail, the Gang's All Here!"

The speaking program was followed by a minstrel show staged by Harry Hoyt Good's troup, aided and abetted by James P. Gilroy, Samuel E. Leith, George M. Osborn and Josiah B. Free as end men.

The list of guests included:

T. R. Williams, president of the American Newspaper Publishers' Association; W. Roy Barnhill, president of the Representatives' Club; M. H. Wright, president of the Association of National Advertisers; M. C. Robbins, president of the Associated Business Papers; Ralph Trier, president of the National Association of Theatre Program Publishers.

Harry H. Clark, president of the Advertising Club of Brooklyn; Mortimer D. Bryant, president of the Six Point League; Frank T. Allen, president of the Newark Advertising Men's Club; Miss J. J. Martin, president of the League of Advertising Women; Harry Levey, president of the Screen Advertisers' Association.

Robert H. McCready, president of the New York Business Publishers Association; Joseph A. Hanft, chairman of the New York Council of the American Association of Advertising Agencies; Herbert L. Bridgman, chairman of the Publishers' Association of New York, and F. Ernst Wallace, president of the Advertising Men's Club of Elizabeth.

FIVE OF ORIGINAL SPHINX STILL ACTIVE

By Frederic James Gibson

THE Sphinx Club was organized in 1896. In telling the story of its origin, I find that I must go back to the preceding year. It was during that year I became advertising manager for A. A. Vantine & Company's big oriental goods emporium. Vantine's was then, as now, one of the show places of the town. My job there was my first important experience in the advertising business. I liked the job and the job seemed to like me.

Frederic J. Gibson

One of the reasons why I liked it was because it brought me in touch with many advertising people. I was a comparative stranger in the city and acquaintanceship was what I needed and I got it. My duties brought me in contact with a large number of the most charming and persuasive persons who seemed to be unanimously of the opinion that they represented publications which could be of great service in increasing the Vantine business. One of the most charming and persuasive of them all was a very tall, slender, handsome young man who said he was R. F. R. Huntsman, New York representative of the Newark Evening News. For fear that my erstwhile youthful caller may not be recognized in his present disguise, please let me say without fear of successful contradiction that he is the R. F. R. Huntsman who now so ably decorates, ornaments, adorns and otherwise beautifies the presidential chair of the Sphinx Club.

I still look back with pleasure to my old job at Vantine's because I realize that it enabled me to be of some service to the advertising fraternity in assisting to organize the Sphinx Club.

Before coming to this country, I had acquired some experience in organization work. I knew the advantages coming from co-operation even among those who were business competitors. My mind worked in that sort of groove. Consequently one of the first things I did after I began to feel at home at Vantine's was to inquire whether or not there was an advertising organization of some kind concealed somewhere in this great city. The answer was in every case, "No." I could not understand why such an organization did not exist but it took me a long time to come around to the thought that I ought to take the initial step. I was willing to let George do it, but I could not locate George nor even a would-be George.

I recall that at that time I read a newspaper article on the resumption of specie payment by the United States Government several years after the close of the Civil War. The article quoted Gen. U. S. Grant, President of the United States, as having said: "The way to resume is to resume."

That gave me the right idea. The way to start an advertising men's organization was to stop talking about it and start one.

I then very promptly called at the office of the St. Denis Hotel, a well-kept old-fashioned hostelry at Broadway and 11th street, with the famous lunch-room attachment, and inquired if I could use one of its parlors for a meeting of business men. I was told that parlor D was at my service and I engaged it for a date about a week ahead. That happened early in March, 1896, twenty-five years ago.

I then wrote to George P. Rowell Artemas Ward and Charles Austin Bates, with whom I was not acquainted, and to M. M. Gillam, whom I had met once and with whom I had had a few minutes' conversation about my pet project. I invited them to meet me at the St. Denis for the purpose of discussing the organization of an advertising men's club in this city. I verbally invited two or three other persons including Theodore Samuel Holbrook, and the late Edward Yates Thorpe, of the firm of Holbrook & Thorpe, advertising agents. Mr. Holbrook was my predecessor at Vantine's.

The meeting took place according to schedule and Mr. Ward opened the proceedings by moving that Mr. Rowell take the chair. I, as the person who had called the meeting together, was asked by the Chair to state its object. In response, I said something like this:

"Nearly every trade, business and profession in this city has at least one organization. The advertising business, although it spends millions of dollars every year in this city alone, has no organization whatever. Don't you think we ought to get busy?"

The Chair immediately appointed Mr.

THEY CALL IT THE SPHINX BUT THE MEMBERS HAVE MADE A LOT OF NOISE IN 25 YEARS

Digitized by Google

Ward, Mr. Gillam, Mr. Bates, Mr. Thorpe and myself, an organization committee. Mr. Bates promptly invited the committee to dine with him at his residence. At the Bates dinner, the plan and scope of the work before us was discussed.

Mr. Ward suggested that the proposed association be called the Sphinx Club. The membership was to be limited to thirty and not more than two persons in any one branch of the advertising business were invited to join. It was subsequently arranged that the inaugural dinner should be given at the old Waldorf Hotel, now the Waldorf-Astoria, on the 14th of the following July. The dinner was preceded by a business meeting at which Mr. Gillam was elected president, Mr. Rowell vice-president, Mr. Bates treasurer and I secretary. The executive committee consisted of the officers and Mr. Ward. The weather was and had been for some weeks extremely hot and many of the thirty persons selected for charter members were out-of-town.

Sixteen persons were present at the Inaugural Dinner, whose names as I remember them are:

M. M. Gillam,
Geo. P. Rowell,
Artemas Ward,
Newcomb Cleveland,
Will Phillip Hooper,
Geo. F. Fielder,
E. Y. Thorpe,
T. S. Holbrook,
E. H. Masters,
R. R. Remington,
E. A. Wheatley,
Geo. R. Studwell,
Geo. C. Kissam,
A. Frank Richardson,
Henry Drisler,
Frederick James Gibson.

Five of the sixteen are still alive and in the club. They are:

M. M. Gillam,
Artemas Ward,
W. P. Hooper,
Newcomb Cleveland,
F. J. Gibson.

At this dinner Mr. Cleveland had the honor of suggesting the first Sphinx Club topic for discussion: "Are Advertising Rates Too High?" with the suggestion that it be taken up at the next meeting.

I recall that Mr. Rowell and Mr. Ward seemed to know everyone present and that very few of the others seemed to know many of them. It was a real get-together meeting and exactly what was needed.

At the next meeting held in the following November, Mr. Cleveland presented his topic and it was thoroughly discussed by many of the members. The second meeting was as great a success as the first. Other meetings followed in due course and before long the Sphinx Club was recognized as one of the well established institutions of our great city.

WORLD STAFF CELEBRATES

Tenth Annual Dinner Held at Hotel Commodore—Executives as Guests

The 10th annual dinner of the New York Morning World was held March 6 at the Hotel Commodore starting at 1 A. M. and lasting until another day was well started on its way. About one hundred and twenty-five newspaper men laid dull care aside for the time, and the affair was one of the most successful which has ever taken place, much credit being due to Alexander L. Schlosser, acting day assignment editor, who was chairman for the occasion.

Seated at the speakers' table were Ralph Pulitzer, president of the Press Publishing Company; Herbert Bayard Swope, executive editor, Arthur C. Clarke, day managing editor; A. E. Wood, news editor; Alexander L. Schlosser, chairman for the occasion; M. D. Stettenbenz, and acting night editor.

Mr. Schlosser opened the evening's program with a short talk, after which songs were sung, led by Frank Warren, music critic of the World. Two special stunts, "Breaking into the World" and "The Council Meeting," occasioned much amusement. In the latter, Earl Clausen played the part of Herbert Swope; D. P. Bezell the part of Pulitzer and Frank Warren the part of Frank I. Cobb.

A three-round bout by Capt. William E. Simmons, aged 75 and Edward Carey, aged 70, and a stunt by three office boys were other features of the evening's fun.

ADVERTISE STEEL BOND DRAW

N. Y. Tribune, Journal of Commerce, Pittsburgh Post, and Leader Selected

Award of the annual advertising of the United States Steel Corporation Bond drawing has been made for this year to the New York Tribune, New York Journal of Commerce, Pittsburgh Leader and Pittsburgh Post. This is said to be the largest order for financial advertising ever given. It was first ordered by J. P. Morgan, Sr., in April, 1913, to be placed annually for 50 years by the Metropolitan Advertising Agency, of New York, in two New York and two Pittsburgh newspapers, advertising the drawing and purchase by J. P. Morgan & Co., in the open market for the Steel Corporation Sinking Fund of a certain amount of its outstanding 5 per cent 10-60-year sinking fund gold bonds.

Charles L. Young, president of the Metropolitan Agency, gives his personal attention to the copy each year to avoid errors in printing the numbers of the bonds to be redeemed, which not only would invalidate the drawing but would cost an additional $1,100, the price, with a 10 per cent premium, a gold bond redeemed. Special care is also exercised by the newspapers which receive the advertising contract. Verrer & Conklin, representing the Pittsburgh Leader, will send their financial advertising man to supervise the copy until printed.

The bonds to be drawn on May 1, 1921, are valued at $2,097,000, and will be added to the $27,856,000 in bonds which have already been advertised for and placed in the sinking fund. The value of the outstanding securities subject to annual drawing is $172,144,000.

New Haven Wins Ad Convention

NEW HAVEN, Conn.—The annual convention of the New England division of the Associated Advertising Clubs of the World has been awarded to the New Haven Club. It will be held in October. The officers of the New Haven Ad Club will be elected for 1921-1922 at the annual meeting on April 5th. They will be John Demarest of the Wilson H. Lee Company, president; Nathan B. Stone of Stone's Business College, vice-president; Mary E. Carr, advertising manager of the Geometric Tool Company, secretary.

To Meet at Penn State

STATE COLLEGE, Pa.—A gathering of unusual interest to newspapermen will be held at the Pennsylvania State College during the coming spring.

FOUR N. Y. PAPERS GAIN, BUT FEBRUARY LINEAGE LOSS IS 14 PER CENT

FOUR New York evening newspapers made advertising gains during February, 1921, over February, 1920, according to lineage figures for the city issued by the New York Evening Post Statistical Department. They were the Evening Journal, with a gain of 24,318 lines, the Evening Mail, with 20,660 lines ahead last year, the Evening Post, with 115,283 lines increase, and the Evening World, with 7,548 lines. The total lineage for the month, which had four Sundays in 1921, against 5 in 1920, was 10,278,254, against 11,948,764 lines in February, 1920. The net loss is 1,670,510 lines, or about 14 per cent, which compares with a loss for January, 1921, of 1,609,121 lines, or 11.1 per cent. Five Sundays in January, 1921, against four in January, 1920, helped to keep that month's lineage high.

The tabulated figures for the month of February in 1921 and 1920 and a supplementary tabulation which carries the comparison all the way back to 1915 follow:

RECORD FOR FEBRUARY, 1921.

Pages 1921	Pages 1920		Percentage of total space	1921	1920	Gain	Loss
820	892	American	7.0	739,050	948,760	.....	209,710
864	1,016	Brooklyn Eagle	8.1	849,000	1,027,212	.....	178,212
140	....	Brooklyn Times	2.1	223,636	.....	.....	.....
304	292	*Commercial	2.1	219,142	247,024	.....	27,882
572	518	*Evening Journal	6.7	708,444	684,126	24,318	.....
402	386	*Evening Mail	4.3	446,822	426,162	20,660	.....
510	516	*Evening Post	4.5	474,447	359,164	115,283	.....
480	482	*Evening Sun	5.6	580,848	637,608	.....	56,760
522	566	Evening Telegram	4.4	457,984	522,082	.....	64,098
514	492	*Evening World	6.3	645,194	637,736	7,458	.....
424	444	*Globe	4.8	506,364	623,402	.....	117,038
826	912	Herald	8.2	859,950	931,296	.....	71,346
480	....	*News (Tabloid)	1.2	130,658	.....	.....	.....
544	668	Standard Union	4.4	459,898	683,180	.....	223,282
1,090	1,254	Times	14.2	1,493,692	1,889,444	.....	395,752
750	880	Tribune	6.3	663,821	794,900	.....	131,079
880	1,102	World	9.9	1,042,940	1,536,668	.....	493,728
9,982	10,420	Total		10,278,254	11,948,764	.....	1,670,510

*No Sunday Edition. Net Loss

Brooklyn Times figures not included in total. Although published both years, 1920 figures were not recorded.

TOTALS FOR FEBRUARY, 1921—1915

	1921	1920	1919	1918	1917	1916	1915
American	739,050	948,760	612,536	612,015	692,000	666,234	598,266
Brooklyn Eagle	849,000	1,027,212	700,924	599,996	658,104	613,906	601,223
Brooklyn Times	223,636	†	†	†	†	†	†
Commercial	219,142	247,024	142,858	128,420	136,017	†	†
Evening Journal	708,444	684,126	640,032	472,469	493,770	491,069	518,251
Evening Mail	446,822	426,162	301,236	335,534	325,142	377,518	307,214
Evening Post	474,447	359,164	299,354	264,650	286,469	265,159	251,941
Evening Sun	580,848	637,608	538,396	291,205	388,708	362,374	325,189
Evening Telegram	457,984	522,082	625,818	478,660	562,273	462,063	533,620
Evening World	645,194	637,736	456,648	312,732	376,969	344,767	388,325
Globe	506,364	623,402	519,260	347,256	405,575	389,940	336,541
Herald	859,950	‡931,296	571,108	433,449	560,966	511,358	569,122
News (Tabloid)	130,658	†	†	†	†	†	†
Standard Union	459,898	683,180	434,374	391,380	430,526	388,365	375,411
Sun		‡	372,524	257,006	304,214	289,397	247,796
Times	1,493,692	1,889,444	1,202,532	854,249	814,662	740,669	613,592
Tribune	663,821	794,900	405,508	258,980	375,152	269,112	184,257
World	1,042,940	1,536,668	1,131,494	806,433	1,021,830	851,468	676,784
Totals	10,501,890	11,948,764	9,017,532	6,915,414	7,850,377	6,873,199	6,684,532

‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

†Figures not recorded.

DANIELS IS WELCOMED HOME BY RALEIGH

Civic Ceremony, Led by His Editorial Contemporary, Extends Formal Greeting to Retiring Secretary of Navy, After Eight Years Absence

RALEIGH, N. C.—His home town en masse welcomed Josephus Daniels, retiring Secretary of the Navy, back to private life Sunday. Mr. Daniels immediately resumed active editorial direction of his newspaper, the News and Observer, after eight years' service in President Wilson's Cabinet. The homecoming ceremonies, incidentally, were in charge of John A. Park, publisher of the Times, Mr. Daniels' contemporary.

JOSEPHUS DANIELS

With speeches of welcome, with songs, his favorites and the favorites of Mrs. Daniels, who sat beside him on the stage and shared the honors with him; with stirring numbers by Raleigh's Symphony Orchestra that Raleigh didn't know it had until it was heard to play, the gap of eight years away was bridged over. Editor and Mrs. Daniels were made to know that they are at home again with their friends. It was not a noisy welcome, nor was there great demonstration. It was just plain, sincere, wholehearted welcome home.

And in kind Mr. Daniels thanked his neighbors and pledged himself to take on the harness of work among his own people laid down eight years ago when he went to be Secretary of the Navy for an unmatched period in the history of the world. And after that, although she had not been put down for a speech, Mrs. Daniels, with a few brief sentences that sometimes halted at obstacles of emotion, thanked her neighbors for their very kindly welcome.

JOHN A. PARK

Although contemporaries, Mr. Park and Mr. Daniels are warm friends and Mr. Park's chairmanship of the welcoming committee was only another development in the way they have conducted competitive newspapers in Raleigh for years past.

Explaining their relations to EDITOR & PUBLISHER recently, Mr. Park said proudly:

"We never had a real scrap with Mr. Daniels, although the two Raleigh papers have said some mighty pointed things about each other. Even when the Secretary of the Navy was under fire some years ago, the Times never ran a line of criticism about him personally. Then, when the News-Observer building burned and the paper was about to suspend, the Times gave up its entire plant for issuing the morning paper—and kept it up for about nine months until a new building was erected.

"So you see why the one person who might be inclined to make Mr. Daniels

(Continued on page 38)

Digitized by Google

"BIG NEWS" PICTURES RUSHED BY PLANE TO PHILADELPHIA LEDGERS

Veteran Army Flyer, Demon Cameraman and Airedale Mascot Live "at Alert" to Get Distant Happenings into Papers Before a Day Passes

By EDWARD A. MUSCHAMP

PARAPHRASING a statement made by Lord Northcliffe after he had heard the story of the building of the greatest magazine circulation in the world—"the hunt of the American newspapers for news and news-pictures is the most thrilling in the world!" Nothing illustrates this fact better than the work of the Philadelphia Public Ledgers through their aerial photo service, which has been in operation long enough now to demonstrate its efficiency as a most effective and most spectacular feature in gathering the pictorial news of the day and presenting that news with a speed and picturesqueness thoroughly in keeping with an up-to-the minute modern newspaper.

What the Ledger Company is doing through the morning Public Ledger and the Evening Public Ledger and its aerial photo service is something that makes not only a thrilling human interest story, but shows what a live newspaper organization can do in a way that should interest every newspaper publisher, editor, photographer and reporter throughout the country.

Annihilate Time and Space

Through their aerial photo service, the Ledgers have annihilated both time and distance. In the early days of news photography the newspaper camera man, when he was sent out on a local picture assignment, was dependent on Shank's Mare or a trolley car, or at best one of the familiar old "sea-going" hacks. Then came the automobile and the taxicab. Out-of-town assignments generally meant waiting for trains, or long, tedious rides in suburban or interurban trolleys.

A big step forward was taken when newspapers put in their own motor service for their photographers. Then came the War and the rapid development of aerial photography, and out of that development came the occasional use of a hired aeroplane for the making of special news pictures.

But the Ledgers have gone one step further and added to their staff their own aeroplane. Machine and pilot are constantly in readiness for service, and so is one of their photographers who has specialized in aerial pictures.

The Ledger Building is located in the central part of Philadelphia, and necessarily the Ledger's flying field is located in one of the outlying sections of the city. But the aviator is always within instant call, either at his home, at the flying field, or at the Ledger office. If at home, or at the office, a fast automobile is waiting at the curb, ready to shoot out to the flying field. If he is on duty at the flying field he can be reached by telephone in equally quick time. The photographer is also always equally available.

In an amazingly short time after an assignment is given the two flyers are in the air. And incidentally "Dan," the airedale mascot, is also on his way, travelling through the air at the rate of one hundred miles an hour! But more about Dan, later.

The Ledger's Aerial Photo Service was installed last October. For some time it was necessarily an experiment. But during the Fall and Winter it has demonstrated its value on innumerable occasions and is now a securely established part of the Ledger organization.

Capt. Wallace Stryker, veteran flyer, is the Ledger aviator, and Walter H. Crail is the flying camera man who makes the Ledgers' aerial pictures. The first assignment that Capt. Stryker and Mr. Crail were sent on was the opening game of the last World Series at Ebbets Field, Brooklyn. They flew from Philadelphia to Brooklyn—a distance of 90 miles, circled over the ball field, came down within a few hundred feet of the players and the cheering multitude of spectators and made the pictures, shot up into the air again, and as on the wings of a bird, raced back to Philadelphia, another 90 miles, landed at their flying field. Mr. Crail rushed his plates to the Ledger office by automobile, developed and printed the pictures, engravings were made and the illustrations were printed in the Evening Ledger that afternoon in the Sporting Edition with a full account of the game!

Shortly after that first experience a murder was committed in Philadelphia. The murderer fled and one morning several days later, a long-distance telephone message told of the arrest of a suspect at Elkton, Md., about 100 miles south of Philadelphia. The train service to Elkton—the popular Gretna Green of the East today—seems to be good enough and fast enough for eloping couples, but it is not quick enough to suit the Ledgers. Capt. Stryker and his side partner Crail hopped into their car which was waiting for them outside of the Ledger Building, sped out to the flying field, tuned up the aerial boat, jumped into their respective places—Dan, the airedale, hopping in with them and curling up at the captain's feet, and were off toward Elkton. As soon as they had arrived at this little Maryland town, they made a landing in the nearest available field. Dan was left in charge of the flying machine and Stryker and Crail hurried over to the Court House.

They arrived just in the nick of time, for detectives in charge of the suspect were about to board the train to bring their prisoner to Philadelphia to see if he could be identified. Crail made several pictures, he and Stryker hurried back to their flying machine and before the train bearing the detectives and the prisoner reached Philadelphia, Mr. Crail had arrived at the Ledger office, developed his plates, made two prints and delivered one of them to Detective Headquarters in Philadelphia City Hall!

Off Again

It was but a little after noon and the manager of the Ledger Photographic Service called his two flyers and informed them that there was a big football game that afternoon at Princeton. The trip to Princeton and back is about 140 miles.

"Can you make it in time for the sporting extra?" said the manager.

"You bet we can!" replied Stryker and Crail, and away they went again, made the trip to Princeton, got their pictures of the great gridiron struggle, were back in Philadelphia while the sun was still high in the heavens, completing about 225 miles in one day, and the football pictures appeared in the Evening Ledger that afternoon!

Innumerable other instances might be given showing the news efficiency of this aerial photograph service, but these two or three will serve the purpose.

Straight news pictures, however, are only one result of this new service. Another and equally interesting side of it is the feature pictures—local and near-local—that the Ledgers are able to get through their aeroplane. For instance, every other day the Evening Ledger carries on its pictorial page an interesting aerial view of some well-known section of Philadelphia or the surrounding country. The morning Ledger likewise gets striking aerial views of the city's picturesque sections —its industries, parks, rivers, wharves, ship yards, etc., etc., and these aerial pictures have developed into exceedingly interesting features of the two papers.

The Ledger aeroplane makes a flight almost every day and generally stays in the air about an hour, travelling anywhere from 100 to 150 miles, depending, of course, upon the wind. Captain Stryker and Mr. Crail work entirely on assignments just the same as regular newspaper photographers. However, in addition to covering their specific assignments they hardly ever make a flight but that they see something that is of peculiar and special interest and photograph it.

In working over the city proper, they are forced to fly at an average height of from 1,500 to 2,000 feet. This is made necessary by the air conditions that result from the aerial confusion, so to speak, caused by the high buildings. Air currents strike the sides of the sky-scrapers, shoot directly upwards and create what is practically a whirlpool of air.

At the same time, the smoke from the stacks of the city's industries and office buildings create hazy conditions that add to the difficulties of the photographer. Their problem is, therefore, to fly low enough to penetrate this haze and yet keep the machine high enough to be on the side of safety.

Know Air "Like a Book"

"But we have overcome much of this difficulty," said Mr. Crail, the other day in telling the representative of EDITOR & PUBLISHER about his work. "I had made a good many flights and taken many pictures on specail aerial assignments before we put in the Ledger Aerial Service. Captain Stryker knows the air like a book. Since our service has been installed we have made dozens of flights and taken hundreds of pictures.

"We work together on the proposition. Of course, you understand that while my seat is not far from the captain's, the noise of the motors is so loud that you can't even hear your own voice. At first we used signals, but now we have a speaking tube. The captain knows all the tricks of flying and by tricks I don't mean spectacular stunts, although he does know something about them. What I mean is that he knows the science of flying thoroughly. I try to profit by every experience in the air. I study each picture carefully. The captain knows just what I am trying to do and by keeping in touch with one another when we are in the air, through the use of the speaking tube, the captain is able to manoeuver the plane to the very best possible advantage for my taking the pictures."

Mr. Crail does not exaggerate when he says that Captain Wallace Stryker is a veteran and knows flying from A. to Z. The captain hails from Oakland, Cal. Although a marine engineer by profession, Captain Stryker has been flying since 1909 and may, therefore, be accurately described as one of the most experienced airmen in the country—probably in the world. He took his first flying lessons from the late Charles K. Hamilton, one of the pioneer air men and he also made a number of his earliest flights with the late Lincoln Beachy, another one of the pioneers in the flying game.

Throughout part of the War, Captain Stryker was an instructor in the United States Army Flying Corps at Kelly Field, Tex. Later he commanded the 178th Aero-Squadron and saw overseas service. Trying to get Captain Stryker to talk about himself and his own expe-

(Continued on page 29)

FRONT PAGE NEWS "IN THE AIR"

To the left, Walter H. Crail, the photographer; to the right, Captain Stryker, the pilot. To the extreme left, just showing his head under Mr. Crail's right arm, Dan, the flying Mascot. The Ledger's aeroplane is a Canadian-Curtiss machine. It is painted yellow, with the words "The Ledger" in large black letters on the fuselage and on the bottom of the wings.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

TELEGRAPH UNION CARD MADE HOME FOR KELLY IN ONTARIO WILDERNESS

PORTLAND, Ore.—How a card in the telegraphers' union stood him in good stead when he was covering the story of the missing naval balloonists in the wilds of Canada is told by James R. Kelly of the United Press in a letter to a Portland friend. The card gained him shelter in an outlying station where he had been told it was useless to seek accommodations and enabled him to get off the first bulletin of the balloonist's safe arrival at the outposts of civilization.

Kelly said that on his arrival at Cochrane, Ont., he found that the other correspondents had decided not to go to Mattice, the first station where the balloonists would arrive, because of lack of accommodations. In company with one other correspondent he decided to take a chance and boarded the first train out of Cochrane.

"When the train arrived at Mattice," the letter continues, "the other reporter rushed up to the operator ahead of me. The operator told him there was absolutely no place to stay and no place to eat, and that he himself ate and slept in the depot.

"The reporter then turned to me and spoke his first words, though we had ridden 110 miles together.

"'Well,' he said, 'we will have to go to Hearst.' That was a small town 40 miles away.

"I said never a word but followed him to the train, which had begun to move. He got on the steps and I right after him. He turned and went into the car. I closed the door, dropped off the train and rolled down an embankment in the snow, which was three feet deep and dry.

"I was then at the source of the news with the nearest correspondent 40 miles away. I climbed back to the track, returned to the depot and found the operator already in his blankets. I routed him out and after showing him my union card as an operator he took me in, and from then on I owned the station."

After waiting two days the balloonists came in sight. Kelly continues:

"At 2:10 in the afternoon they were in sight. I had my watch on the trail and got the news ahead of them all. My story was in the New York office 45 minutes before any of the other papers heard of it.

"After sending my story I grabbed Lieutenant Farrell and told him my name. It was like telling him I had money for him, for after that he stuck by me."

REAL SPECIALIST IN BIG INTERNATIONAL NEWS

By Herman Suter

CYRUS H. K. CURTIS, proprietor of the Public Ledger, is making a big bold and persistent bid to make his famous newspaper national and international. More than a year ago he engaged William Howard Taft, former President of the United States, to become the Public Ledger's chief special writer on American political affairs. Recently Mr. Curtis secured the services of Colonel Edward M. House to supply editorial comment on foreign affairs.

Frederick W. Wile

To supplement the activities of these luminaries, Mr. Curtis early in 1920 decided to place at the head of his Washington news service a live-wire, American-trained correspondent with the unique background of nearly twenty years spent in reporting world events—Frederic William Wile. Wile comes from the soil that produces newspaper men, politicians and poets—what he calls "my sainted Indiana." Although stationed at Berlin for thirteen years before the war, as the representative of papers like the Chicago Daily News, Chicago Tribune, New York Times and Public Ledger, and during the war he was on the editorial staff of Lord Northcliffe's Daily Mail in London, Wile came back to the United States still talking with a pronounced Hoosier accent and still looking at things from an incorrigibly American angle. Spats, he claims, are the only European affectation that he resolutely sticks to.

After making a reputation as a reporter in Chicago, Wile was sent to England in 1900 by Victor F. Lawson to report the Boer war, along with that fellow-Indianian and famous newspaper man, Edward Price Bell. The death and funeral of Queen Victoria, and the coronation of King Edward VII, were some of the big stories it fell to Wile's lot to cover for the Old Chicago Record. At the end of 1901 Mr. Lawson appointed Wile his Berlin correspondent, and there he remained during those silent, stolid years of preparation during which, as he says, "the Prussian tiger was crouching for his attack upon a peaceful and happy universe."

In 1906 Lord Northcliffe tempted Wile away from his Chicago paper and put him in charge of the extensive German news-service of The Daily Mail, England's most widely circulated newspaper. Between 1906 and 1914 Wile specialized, with unerring eye, in reporting the palpable plans of Germany for "The Day." He foresaw the war and courageously foreshadowed it in his dispatches for eight years. Never during his representation of The Daily Mail in Germany did Wile cease to represent prominent American newspapers simultaneously. When the Prussian police threw him into jail, after he was savagely attacked by the mob on the night of August, 4, 1914, Wile carried the credentials of the New York Times, Chicago Tribune and Public Ledger. Had it not been for the vigorous intervention of Ambassador Gerard, Wile might easily have paid the extreme penalty of his unpopularity with the Prussian militarist party. Meaning his long-time activities in reporting Germany's war schemes, the German Foreign Office told Ambassador Gerard that Wile "was one of the men mainly instrumental in causing the war."

"I'm mighty glad to have come back home just when I did. I mean the era in which, whether we wish it or not,

(Continued on page 33)

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the Hunch Editor.

Thousands of boys are now showing real interest in radio. Every community has hundreds of wireless telephone and telegraph outfits. The Boston Traveller is winning new boy readers with a twice-a-week department in which every problem of the amateur owner of a radio outfit is discussed by an expert. While unsigned the department is in charge of a professor of the Massachusetts Institute of Technology. News of the local boys is carried and from time to time tests and connections are arranged through the columns.—M. W.

"Now My Idea Is This" is the title of an interesting editorial page feature that The Evening Public Ledger is running and which is attracting considerable attention. Each day The Evening Ledger publishes an interview with some Philadelphian who is recognized as an authority on some local public question. The interviews average a little less than a column in length. On the pictorial page—the back page of pictures—The Evening Ledger runs a portrait of the man or woman giving the interview. This is a feature that can be developed in any locality and can be elaborated or modified to meet the space conditions in any paper.—E. A. M.

DEBATE ON BLUE LAWS

THE Philadelphia Record has done a very interesting and genuinely democratic thing in opening its columns to a public debate on the much-mooted Blue Law question. Recently "The Record" published an editorial on the question of enforcement of ancient Pennsylvania State Blue Law of 1794, to which Rev. W. B. Forney, secretary of Philadelphia Sabbath Association, took some exceptions, subsequently, challenging the Record to debate the question. The subject was finally agreed upon: "Resolved, That the Sunday Law of 1794 Be Repealed."

The result was that the Record set aside two columns on its editorial page to be used on five Mondays and five Thursdays for the debate, and taking the affirmative side of the discussion made the first plea for the repeal of the Sunday Law. The Reverend Mr. Forney replied. This week the Record made its second "speech" and the clergyman made his second reply. The debate will continue for three more weeks. In announcing the debate, the Record said: "the Record accepted the challenge believing this a good means to acquaint the public with the character of the law covering a question now attracting so much attention."

Newspapers, editors and publishers, throughout the country will be interested in this debate and will undoubtedly find the idea applicable to the discussion of various questions of timely interest in their own localities.

Harding to Attend "Gridiron"

WASHINGTON.—An invitation to attend the annual Gridiron Club dinner on April 9 has been accepted by President Harding.

WILLIAM ALLEN WHITE says

some very interesting things about Journalism as a Career in a communication that will appear on this page next week. He is one of twenty leaders in the American newspaper world who have been asked to write on that subject for this forum. Others will follow each week and all readers of this page are invited to enter the discussion.

OSBORN NEW JOURNALISM HEAD

BATON ROUGE, La.—Changes in the department of journalism, Louisiana State University, have been made whereby M. G. Osborn, for the past several years agricultural editor of the extension division of the university, takes complete charge of the department. The department of journalism, one of the first of its kind established in the South, has an enrollment of 70 students for this session. A feature of the work in this department is that the advanced students are given practical newspaper work in the plant of the Baton Rouge State-Times.

KANSAS PAPERS IN CONTEST

MANHATTAN, Kan.—One hundred Kansas daily and weekly newspapers participated in a contest, conducted by the K.S.A.C. for its Farm and Home Week, for the best general makeup and community news. The Pittsburg Daily Sun won first prize for the daily class, with the Leavenworth Daily Post and the Eldorado Daily Times winning honorable mention. The Anthony Republican won first prize in the weekly class, with the Minneapolis Better Wat and the Columbus Modern Light receiving honorable mention. The prizes were $25 each.

Digitized by Google

—to the daily Newspaper

all other mediums are supplementary. Compare on basis of:

Influence.

Adaptability.

Timeliness.

Market selection.

Saturation.

Least waste.

Lowest cost.

Greatest results.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

This is Number 55.
We have built up a reputation among advertisers, agents and publishers for having accurate knowledge of our territories, publications and competition.
Exact and complete information.
E. Katz Special Advertising Agency
15 East 26th Street, New York City

STUDYING DAILY NEWSPAPER COMICS WILL HELP AD WRITERS

Those That Are Successful Have the Thing Called Human Interest and Every-Day Slant—Failures Lack Characteristics With Which General Public Is Familiar

By FRANK H. WILLIAMS

EVERY writer of advertisements wants to write ads that will catch and hold the attention of the public.

But not every copy writer succeeds in doing this. In fact some copy writers seem to find it exceedingly difficult to prepare the sort of ads which will make the people sit up and take notice and show their approval by a veritable deluge of purchases.

And this gives rise to the question:—How is the copy writer to learn what sort of things will "get" the public? How is he to frame ads that will turn the trick?

Well, if you want to write ads that will register a big hit with the public, study the comic pictures in the newspapers!

Yes, we mean just that. Study Mutt and Jeff and the Katzenjammer Kids and Abie Kabibble and all the rest of them. View them from every angle, study them carefully, analyze them.

Why do newspapers buy these comics and run them day after day?

What sort of stuff do the artists and the newspapers try to get into comics?

Why do the most successful comics have a definite slant, if, such is the case?

After you've worked out the answers to these questions in your own mind, hook up the knowledge you've gained to the solution of some puzzling advertising question. You'll be surprised at the new light given to your problem and you'll be surprised to see how easy it is to do the thing which formerly looked exceedingly hard.

Sounds like a far-fetched proposition, doesn't it?

But this study of newspaper comics is a much more vital and pertinent matter for advertising men than appears on the surface.

Let's see just how pertinent it is by giving the answers to the questions propounded above.

First—Newspapers, of course, buy comics, and run them day after day because comics have proved themselves exceedingly efficient in building and holding circulation. Many's the time that a newspaper has retrieved slumping circulation by putting on a page of comics or a couple of strips and many's the time that a paper has gained new circulation through the same method. So often has this matter been tested out that the relation of comics to newspaper circulation could almost be called an exact science. Of course there are instances where comics have failed to do the expected thing, but compared with the times when comics have done all that was expected and more, too, these instances are few and far between. Also there are some newspaper publishers and editors who don't run comics. But despite these exceptions to the general situation, the fact remains that comics do build and do retain circulation and that hundreds of newspapers are now buying them and printing them day after day for circulation purposes.

But—to proceed to the second question—newspapers do not buy everything in the way of a comic presented to them. They pick and choose from the many subjects on the market and, generally, unless the price is prohibitive, secure the best known subjects. Apparently, judging from an examination of the comic pages in a large number of newspapers, the editors try to secure comics which are human, which deal with every-day sort of people or every-day situations and which are really humorous. Also they seem to avoid anything that is fantastic or weird.

The public generally is not aware of the fact that many seemingly good comic strips have died the death of a rag doll—as one syndicate man put it. But the fact remains that they have died unhonored and unsung, and it is safe to say that a majority of them have failed to get across because they lacked the human interest and every-day slant of the successful comics. The unsuccessful facts have been weird, or fantastic or utterly foreign to the ordinary, rather humdrum life of the average newspaper reader. They have been devoid of any redeeming human characteristic with which the general public is familiar.

Now Mutt and Jeff, the Katzenjammer Kids and others of that type are human, no matter how extravagant and wild their adventures may be. The Gumps, the folks in the Penny Ante series and all comics of this type are regular folks—the sort of people you meet on street cars and subways, the sort of people who constitute ninety per cent of the newspaper readers.

It is because ninety per cent or even more of a newspaper's readers are just ordinary folks, without the slightest pretensions to high browism or bolshevism, or any other ism, that the successful newspaper comics have such a definite slant toward the commoner, more ordinary things of life. They deal with people and newspaper readers have, as a general thing, one big interest in life outside their own home and that interest is—people. You and I and all the rest of the folks are mainly interested in other folks—what they do and say and how they get into scraps and out of them and all that sort of stuff. It is for the upper ten per cent to be interested in high brow art and diction and all that sort of stuff. But the upper ten per cent can't keep the majority of newspapers going and so newspapers, not being in business for their health, give the majority of their readers what these readers want—which is human, every-day, "common" comics.

The slant in most of the successful newspaper comics toward every-day things, ordinary people and the well known general topics in life is there for anyone to see who wishes to do a little investigating. And it is there, too, for advertising men to profit by if they will only be wise enough to do so.

But—to come to the sum and substance and basis for this entire article—just how can the slant in newspaper comics have a definite bearing upon the writing of advertisements which will register emphatic and unmistakable hits with the public?

The connection is simply this: The same public which constitutes the field for newspaper circulation is the identical field to which a majority of the present national advertisements are addressed. It is this public which buys ninety per cent of the breakfast foods, shaving soaps, gum, six cent packaged candy, medium priced automobiles and hundreds of other articles. And the same things which make a hit with this public in newspaper comics will also make a hit in national advertisements!

So if you want to frame advertisements which will register big with the public lay off anything that smacks of high browism, or that is weird or fantastic. Such things simply will not get over with the ordinary sort of folks.

And give to your readers in your advertisements the simple, human, every-day interesting things of life. Put yourself in the place of a comic "strip" artist who has to give the public what it wants in order to make a living. Forget that you are paying for the space you are going to fill. Try to write something that would be so interesting and "common" and human that the editors would actually pay you good money for it. And then you will be in the mood to write an advertisement which will make such a hit with the public as to make the country resound with enthusiasm.

Study the comics in the daily papers.

All Newspaper Advertising Minds

Can Focus on This Thought---

that of developing more national newspaper advertising! Its accomplishment entails the casting aside of little differences and the cutting out, core and all, of destructive competition between ourselves in our respective markets.

Quoting Judge C. J. Orbison of Indianapolis, "There's plenty of business in this country and Europe but it's up to the business men to go out and get it." Specifically, there's plenty of accounts that can be developed into national newspaper advertising, but it's up to us newspaper men to prove our case.

Here are possibilities—the products represented in Baltimore by D. J. Kaufmann: the Conserve Steam Cooker, Toledo Fireless Cookers, Gibson Refrigerator and Waterman Gas Stove. While the Steam and Fireless Cookers enjoy a big distribution through the efforts of Mr. Kaufmann alone, it stands to reason that backed by newspaper advertising these Cookers could be put into thousands of homes in Baltimore which Mr. Kaufmann's sales work or dealers cannot reach. Likewise the Gibson Refrigerator and the Waterman Gas Stove! There must be newspaper men who know these manufacturers who can convince them that maximum returns from a market can only be enjoyed when the selling is supported by advertising equally as intensive, for instance, here in Baltimore through the 187,000 circulation of The NEWS and The AMERICAN, daily and Sunday.

Our success in developing more national business depends upon co-operation among ourselves as well as that extended Advertising Agents and the broad constructive work that all the newspapers in the U. S. can do with and through manufacturers' agents in their respective towns.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DANA A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company
Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

Business Good in Pittsburg!

The Pittsburg Press

CARRIED

703¾ Columns Advertising
(216,935 agate lines)

in its great Sunday issue, March 6, 1921, containing 124 pages, including the annual Spring Automobile Show number, with

271½ Columns Automobile Advertising
(83,636 agate lines)

Exceeding next two highest competitors combined. And more than 25 columns of advertising were omitted on account of lack of space.

This enormous *advertising record* not only reflects *good business* conditions in Pittsburg, but emphasizes the *value* of THE PRESS as an *advertising medium* due to THE PRESS'

SUPREMACY and GROWTH In Circulation

Daily Average, Feb., 1920	121,712	Sunday Average, Feb., 1920	131,125
Daily Average, Feb., 1921	**151,830**	**Sunday Average, Feb., 1921**	**171,967**

And Still Growing Each Day.

GREATEST RESULT GETTER

THE PITTSBURG PRESS

O. S. HERSHMAN,
President-Editor
H. C. MILHOLLAND,
Vice. Pres.-Adv. Mgr.

Eastern Representative,
I. A. KLEIN,
Metropolitan Tower,
New York

Western Representative
JOHN GLASS,
Peoples Gas Bldg.,
Chicago

Digitized by Google

AMERICA'S

(From New York Daily News)

First in a Year, or We Forfeit $10,000

THE DAILY NEWS will forfeit ten thousand dollars to any charity named by the Chicago Tribune and Boston Post or either of them if it, the DAILY NEWS, has not *the largest daily morning circulation in the United States within one year.*

The Audit Bureau of Circulation shall be sole judge.

The First Three Morning Newspapers in the United States in Order of Circulation Now Are as Follows:

			Morning Circulation (excluding Sunday)
1	The Chicago Tribune - - -	Largest Morning Daily Circulation in America	470,000
2	The Boston Post - - - -	Second Largest	440,000
3	The Daily News (New York) -	Third Largest	375,000

Note—As this is written the latest available information is that the circulation of the New York Daily News now exceeds **390,000**

UNITE

United Press Associations Headquarters Worlc

Digitized by Google

GREATEST

THE three greatest morning newspapers have various wire services, but the ONLY ONE they have in common is

UNITED NEWS

The New York Daily News has no other general news service—and never has had.

The United News, the night wire service of the United Press Associations, is the greatest and fastest growing service of its kind ever developed.

) NEWS

uilding NEW YORK CITY

Digitized by Google

WITH THE AD AGENTS

The F. Wallis Armstrong Advertising Agency plans to move its offices from the North American Building, Philadelphia, to the southwest corner of 16th and Locust streets. This contemplated move is decidedly novel in that 16th and Locust streets, while practically within a stone's throw of the heart of the business section of the city, is likewise in a locality that until a few years ago was exclusively residential. Many of Philadelphia's oldest residents still live in this neighborhood, although the last few years have seen many of the old residences converted into professional office buildings for doctors and dentists. The Armstrong Agency has taken a four-story house with a frontage of 20 feet and a depth of 30 feet assessed at $75,000.

The W. G. Bryan Organization, "Advertising Newspaper Advertising," has taken temporary quarters in the Guaranty Trust Building, 522 5th avenue, pending the completion of its new offices in the Knickerbocker Building.

The Melvin Advertising Company, Detroit, has been reorganized with John Forest as president, Malcolm R. McCallum, vice-president, and C. B. Shields, secretary-treasurer.

Stanley Campbell, formerly connected with the Ford Motor Company's advertising department, has joined the staff of the Metcalfe Advertising Service, Macon, Ga. Recently he has been connected with the Southwestern Advertising Agency at Dallas, Tex.

Miss E. Grace Wood has been added to the staff of the DeForest Porter Advertising Service, Buffalo. Miss Wood was formerly feature writer for the New York Times, Brooklyn Eagle and Evening Post. She was recently with the advertising department of J. N. Adam & Co., of Buffalo.

Sam C. Dobbs, Jr., has joined the staff of the D'Arcy Advertising Company, St. Louis. He is a son of Sam C. Dobbs of Atlanta, Ga., former president of the Coca-Cola Company and a former president of the Associated Advertising Clubs of the World.

The Gardner Advertising Co., St. Louis, has opened an office in New York, with John Gully Cole in charge.

W. H. Evans, formerly of the W. G. Watrous Agency, Chicago, has joined the advertising service department of Buxton & Skinner, St. Louis.

Marclay Meldrum has sold his interest in the firm of Snodgrass & Gayness, Inc., New York advertising agency, and has returned to N. W. Ayer & Son, Philadelphia.

Miss M. Beulah Leech, who has been in advertising and newspaper work in San Francisco and Los Angeles, has resigned from the firm of Stowell-Leech-Sinsabaugh, Los Angeles, and has opened an advertising agency under her own name there.

Mrs. Louise H. Pierson, recently assistant advertising manager of Eaton, Crane & Pike, has joined the staff of the Florence Burchard Advertising Agency, New York.

A. M. Minnick, formerly Cleveland manager of the Manufacturers' Publicity Bureau, has joined the Fidelity Advertising Agency, Cleveland.

Franklin S. Payne, formerly with the G. Logan Payne Company, is now with Carl S. von Poettgen, Inc., Detroit.

E. B. Schryver has severed connections with the Joseph Richards Company, Inc., to accept a position with the sales department of the Electric Service Company, Asbury Park, N. J., constructors and operators of electric advertising signs. Mr. Schryver was engaged in research work for the Joseph Richards Company, Inc.

Clyde B. Smith, advertising manager of the Rahe Automobile and Tractor School, has resigned and joined the Smith and Smith Advertising Agency, Kansas City, Mo., formed out of the old Allen C. Smith Advertising Company. Mr. Smith has been in the advertising business for 20 years.

Mason Warner, Secretary of Western Council, American Association of Advertising Agencies, delivered a lecture on "Lowering the Cost of Selling by Advertising," to the classes of De Pauw University School of Commerce of Chicago, March 8 and March 9.

William J. Noble and Walter F. Barlag have incorporated under the title Noble Advertising Service in Cleveland. Mr. Noble was in charge of the Automobile Section of the Cleveland Plain Dealer and the Detroit Free Press and in charge of the New York office of Home Life, 1918-1919. Mr. Barlag has been in the circulation and business end of the Waechter & Anzieger, Cleveland. Offices are in the Bangor Building.

Fred J. Ross, formerly with the Chase Publishing Company, has become associated with Simmonds & Simmonds, Chicago.

On April 1st, Grandin-Dorrance-Sullivan, Inc., now located at 151 Fifth Avenue, will move to the Bush Terminal building, 130 West 42d Street, where they will occupy the 18th and 19th floors.

Will Rogers Parker, formerly account executive with Fuller & Smith, Cleveland, is now associated with Albert Frank & Co., New York, in a similar capacity. Mr. Parker was for five years with the H. K. McCann Company's San Francisco office as account executive and production manager, and for four years with the J. Walter Thompson Company in Boston.

C. P. Constantine has been elected president of the advertising firm of Botsford, Constantine & Tyler, Portland, Ore., succeeding P. S. Tyler, who recently sold his interest in the company and went to California. D. M. Botsford was elected vice-president and H. R. Failing secretary-treasurer.

The Campbell - Staley Advertising Company has been organized in Macon, Ga., by Raymond Staley, of Macon, and Stanley L. Campbell, of Fayetteville, Ark. The new company prepares advertising copy, commercial art work, fashion drawings, etc.

Collin Armstrong, national chairman of Waechter & Anzieger, Cleveland, American Association of Advertising Agencies, has been elected president of the Westchester County Chamber of Commerce for the fourth consecutive year.

The Larchar Company, general advertising agent, Providence, will be known as the Larchar-Horton Company. Elmer S. Horton, now vice-president and secretary, was for six years a member of the advertising staff of the Providence Journal, the last two years being advertising manager and for the past year was in the banking business in Providence.

William H. Johns, president of the George Batten Advertising Company, New York, has been nominated as president of the Queensboro Chamber of Commerce. Mr. Johns has been a resident of the Bayside section for the past 25 years, and is secretary of the Bayside Yacht Club. During the war Mr. Johns headed the advertising division of the Committee on Public Information. The Chamber of Commerce election is scheduled for early April.

Robert R. Thein has been appointed vice-president in charge of service for Seelye & Brown, Inc., Detroit. Mr. Thein has been connected with numerous large agencies in the East and had an advertising agency of his own at one time.

The Detroit advertising and sales promotion service agency conducted by Henry D. Bushnell will hereafter be operated under the firm name of Bushnell-MacQueen-Bushnell.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

The Atlanta Journal

Atlanta, Ga.

A LINE of people standing all night in front of the box office when season tickets for Grand Opera went on sale March 3rd shows that Atlanta people are buying what they want and paying the market price for it.

Advertising in the Journal Sells the Goods

The largest group of people that it is possible to collect in one audience in the city of Minneapolis are the families who read The Minneapolis Journal every night. These 54,000 families are the buying majority of this prosperous community of 70,000 homes, and they dominate its public opinion.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

ST. LOUIS POST-DISPATCH

Made New February Record in Volume of Advertising

Post-Dispatch GAINED—All Other St. Louis Newspapers LOST

All February Records Broken

¶ In February, 1921, the Post-Dispatch printed 1,450,400 agate lines of Total Paid Advertising, establishing a *New February Record.*

Post-Dispatch Exceeded the Globe-Democrat and Star Combined

¶ In February, of this year, the Post-Dispatch *alone* carried *more* Home Merchants' Advertising, also Total Paid Advertising than the Globe-Democrat and Star *combined.*

Substantial Growth of the Post-Dispatch

¶ The Post-Dispatch *Gain* over the best previous February (1920) was 26,600 lines. An achievement made in 28 days this year as compared with 29 days last year.

Post-Dispatch Gained

¶ In February, the Post-Dispatch was the *only* St. Louis newspaper to *Gain* in Total Paid Advertising over the corresponding month of 1920.

All Other Newspapers Lost

¶ The Globe-Democrat *Lost* 279,300 lines. The Star *Lost* 106,200 lines and the Times *Lost* 70,500 lines compared with February of last year.

These figures do not include cheap legal or exchange.

Responsive Advertising

¶ Advertisers have found by years of profitable experience that it *Pays* to "*Stick*" to the *Post-Dispatch*—"*THE Result Getter.*"

The Reason

¶ **The POST-DISPATCH accepts all advertising with the guarantee that its city *circulation* is greater than that of any other St. Louis newspaper by more than *Double* Sunday—*50% Daily.***

ST. LOUIS POST-DISPATCH

Member Audit Bureau of Circulations

The S. C. Beckwith Special Agency, Representatives Foreign Advertising, World Bldg., New York; Tribune Bldg., Chicago; Ford Bldg., Detroit; Post-Dispatch Bldg., St. Louis; Bryant Bldg., Kansas City; Atlanta Trust Co. Bldg., Atlanta.

Digitized by Google

TIPS FOR AD MANAGERS

Dunlop-Ward Co., Union National Bank Bldg., Cleveland. Making yearly contracts with newspapers for the Cleveland Auto Company.

Green-Lucas Company, Hanover and Fayette streets, Baltimore, Md. Making yearly contracts with newspapers for David H. Fulton & Brother.

L. A. Sandlass, 217 West Saratoga street, Baltimore, Md. Making yearly contracts with newspapers for the Resinol Chemical Company.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making yearly contracts with newspapers for Arrow Chemical Company. Making contracts for the Woodward Products Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making new contracts for the Packard Motor Car Company.

Carl S. Van Poettgen, Kresge Bldg., Detroit. Making 5,000-line contracts with middle West newspapers for Berry Bros., Inc.

Massengale Agency, Candler Bldg., Atlanta, Ga. Making new contracts for Coca-Cola Company.

D'Arcy Company, International Life Bldg., St. Louis, Mo. Making 4,500-line contracts with Mississippi newspapers for Meyer Bros., Drug Company.

Lord & Thomas, Mallers Bldg., Chicago Making new 5,000-line contracts for Baur & Black.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making 140-line contracts to run 2 times with a large list of newspapers for Portland Cement Company.

Dauchy & Co., 9 Murray street, New York Will make up lists during March and April, using newspapers for Chichester Chemical Company, 2315 Madison Square, Philadelphia.

Critchfield & Co., Brooks Bldg., Chicago. Handling advertising and will use newspapers for Fitzpatrick Brothers, 32d place and Benson street, Chicago, manufacturers of "Kitchen Klenzer."

Chambers Agency, Maison Blanche Bldg., New Orleans, La. Will make up list about April 1 for Behrens Drug Company, Waco, Tex., manufacturer of "Mrs. McCormick's beauty cream," soap, rouge and lip sticks, also "Oxidine," a chill tonic.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Will make up lists during April and May, using newspapers, magazines, trade papers, direct by mail and industrial films from E. Albrecht & Sons, St. Paul, Minn., makers of "Albrecht" furs.

Wylie B. Jones, Binghamton, N. Y Handling advertising for Wilkenson Mfg. Co., Binghamton, N. Y., and Shave-Rite Corporation, Binghamton, N. Y.

Grandin-Dorrance-Sullivan, 151 Fifth avenue, New York. Will use general and class magazines, trade papers, and outdoor and farm publications for Smith & Wesson, of Springfield, Mass. This firm is re-entering the advertising field after an absence of seven years, due to the pressure of war work.

Boswell-Frankel, 786 Sixth avenue, New York. Placing advertising for the "Magicoal" electric fire.

Newell-Emmett Company, 120 West 32nd street, New York. Making 1,400-line yearly contracts with newspapers for Liggett & Myers Tobacco Company.

Street & Finney, 171 Madison avenue, New York. Making 9,000-line yearly contracts with newspapers for Rice & Hutchins.

Harry Porter Company, 15 West 44th street, New York. Making yearly contracts for International Consolidated Chemical Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Making yearly contracts for Medco Company & Interests.

D'Arcy Company, International Life Bldg., St. Louis. Making yearly contracts for Gardner Motor Car Company.

Guenther, Bradford & Co., 7 South Dearborn street, Chicago. Making yearly contracts for George H. Mayer.

E. H. Clarke Agency, Steger Bldg., Chicago. Making 2,800-line contracts for James S. Kirk & Company.

Nelson Chesman & Co., 1127 Pine street St. Louis. Making 3,000-line contracts with Texas newspapers for A. H. Lewis Medicine Company.

Blackman Company, 116 West 42nd street, New York. Making 10,000 line contracts for the Butterick Publishing Company.

Murray Howe & Co., 30 East 42nd street New York. Sending out schedules for Prest-o-lite Battery.

Ford T. Hopkins & Son, 430 Lafayette street, New York. Making 12-month and 18-month contracts direct.

Sheridan, Shawhan & Sheridan, 30 East 34th street, New York. Making 2,000-line contracts with newspapers for DuPont Motors, Inc.

Royal Baking Powder Company, 135 William street, New York. Making newspaper contracts direct.

H. W. Kastor & Sons, Lytton Bldg., Chicago. Making 10,000-line contracts with newspapers for Chevrolet Motor Car Company.

Blaine-Thompson Company, Fourth National Bank Bldg., Cincinnati, Ohio. Making 1,000-line contracts with newspapers for Hydrosal Laboratories.

Nelson Chesman & Co., 1127 Pine street Making 140-line contracts for Dr. Dye Medical Institute.

Calkins & Holden, 250 Fifth avenue, New York. Making 3,000-line yearly contracts with newspapers for Pierce-Arrow Motor Car Company.

Barrows & Richardson, Drexel Bldg., Philadelphia. Placing advertising for Moto-Meter Company, Inc., Long Island City, N. Y., manufacturer of "Boyce Moto-Meters." Handling advertising for Curtainless Shower Co., 507 Fifth avenue, New York, manufacturers of "Kenney Needle" shower. Will make up lists during March and April, using newspapers, magazines, painted boards, posters, car cards, farm papers, signs and novelties, for Smith Brothers, Poughkeepsie, N. Y., manufacturers of "S. B." cough drops.

Zimmer-Keller, Inc., Kresge Bldg., Detroit, Placing advertising for Apperson Bros. Automobile Co., Kokomo, Ind.

Bradfield Company, Kresge Bldg., Detroit. Placing advertising for King Motor Car Company, Detroit, Mich.

James Fisher Company, Toronto, are placing orders in a general list of mediums for the Sheet Metal Products Company, Ltd., of Toronto. Also ordering inserting in a lengthy list of daily and farm papers and county weeklies for Maple Leaf Milling Company, Toronto, manufacturing "Cream of the West" Flour.

Milo C. Reynolds Advertising Service, Burlington, Vt. Sending out copy for the Crystal Confectionery Company, Burlington, to 31 newspapers in Vermont, New York and New Hampshire. Copy is being prepared by Byron D. Burdick and averages 20 inches.

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Sending out copy to Southern dailies and farm papers for the Shelcote Manufacturing Company, New Orleans, "Shelcote Roofing."

Scott & Scott, 220 West 42nd street, New York, are sending orders to a list of Ontario newspapers and class publications for Kurein tablets, an obesity remedy, and Kotalko, a compound for the hair and scalp.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with Canadian publications for Tetley's Tea.

Advertising Service Company, Toronto. Sending orders to a list of dailies, farm papers and magazines for the Dominion Battery Company, Limited, Toronto, manufacturing "Reliable" flashlights and batteries.

Norris-Patterson, Ltd., 10 East Adelaide street, Toronto. Sending orders and copy to list of farm papers and technical publications for the Canadian Oil Companies, Limited, Toronto, manufacturing "EN-AR-CO" motor oils and "White Rose" gasolene. Also using large space in trade papers for the Diamond State Fibre Co. of Canada, making vulcanized fibre products for electrical, railway, and industrial purposes.

Matteson-Fogarty-Jordan Company, 140 N. Dearborn street, Chicago, is now handling the advertising of Mills & Gibb Corporation, textiles, New York City.

Baker Advertising Agency, Bay street, Toronto. Using technical and trade publications to advertise "Vulcanite" roll roofings and asphalt shingles, manufactured by the Beaver Company, Ltd., Thorold, Ont., and Buffalo.

Federal Advertising Agency, London, Ont. Has secured the advertising account of the Ontario Equitable Life and Accident Insurance Co. of Waterloo. Copy will soon be running regularly in daily newspapers and in financial and insurance publications.

WHY
Kadel & Herbert Photo News Service
Is the Best

Subjects carefully selected
Quality not Quantity
Speed when necessary
Good copy
45 leading newspapers now subscribe to our service

Write for details
KADEL & HERBERT
153 East 42d Street
New York

DAILY STORY
FOR THE
CHILDREN
BY
Howard R. Garis
FEATURING THE FAMOUS

Uncle Wiggily
A STEADY FAVORITE

THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

WHAT OUR READERS SAY

Wants "Cost Clearing House

OKLAHOMA CITY, OKLA.

To EDITOR & PUBLISHER: The A. N. P. A. Commission on Cost-finding was dismissed last April by the association at its annual meeting, because the publishers were reluctant for some reason to co-operate with the committee and give them the information they sought. When it was found necessary to discharge the committee for this reason, a distinct step backwards was taken by the publishers in general.

My experience as controller and auditor in other fields of endeavor has merely served to emphasize how self-satisfied many of our publishers of the present day are, with respect to cost keeping, accounting, and systematizing of their business office.

I find a woeful lack of cost and statistical information and much of that which I have seen is subject to criticism.

The almost universal method at the present time for finding advertising costs is to deduct the circulation income from the total cost of operation, and by the difference thus obtained, divide the lines of paid advertising in order to obtain the average cost per line of advertising.

Another method being adopted by some of the larger publications is to proportion their operating costs as to advertising and circulation. Editorial costs would be charged to the circulation, print paper to advertising and circulation as the ratio of ads and news would appear.

Each of the operating items would be allocated under either one of the heads mentioned above, balances struck, and unit figures obtained.

Discussion starts immediately as to each method. Of course the advertising and circulation unit figures in each case would be different. The latter method tends to raise the subscription cost, in comparison with the first method, while the first method places this burden to a great extent upon the advertiser.

Operating reports and their compilation, office systematizing, mechanical bookkeeping, collection methods and results, I know would be worthy of discussion.

It seems to me that the controllers and auditors of our publications can do no better service at this time for their publications themselves, and for the smaller publications, than to discuss whole heartedly and with some degree of elaboration, too, methods of scientific cost finding and keeping, and general accounting. Figures and graphs that really show our publishers and owners definite, understandable and tangible information, and not figures on paper that in sum and substance mean nothing.

It would be my idea to have these discussions appear on the pages of EDITOR & PUBLISHER for the benefit of all readers, but if this is not feasible, I should be only too glad to undertake to act as a clearing house for the discussions of those interested.

C. W. BUGGY,
Assistant Business Manager,
Oklahoma Publishing Company.

1920's Advertising Bill

BROOKLYN, N. Y., March 1, 1921.

To EDITOR & PUBLISHER: Could you give me approximate amount of the advertising bill of the United States for the year 1920? I would appreciate it very much if you could divide the bill as follows, -newspaper advertising, magazine advertising, miscellaneous, including direct mail, bill boards, etc.

T. F. MULHERN.

EDITORIAL NOTE: Approximate 1920 advertising bill for all media—newspapers, magazines, farm papers, trade papers, billboards, direct mail, etc., was $850,000,000. Newspaper advertising is estimated to have amounted to $700,000,000. This was divided about $500,000,000 local and $200,000,000 national advertising. Magazine advertising ran between $105,000,000 and $110,000,000. The rest of the $850,000,000 was spent in direct mail and in the other forms of miscellaneous advertising.

LOOKING *for a* GOOD HOE PRESS?

HERE'S a Hoe right angle press, 20 pages straight, 40 pages collect, 2 to 1 impression cylinders with Kohler system control, 50 H.P. and 7½ H.P. direct current, 220-volt motors. With this press and drive are included a matrix rolling machine, casting box, plate shaver, tail cutter, three-ton metal pot, pump, gas burners and 10 chases. The press has a capacity of 24,000 eight, ten, twelve, sixteen, twenty or twenty-four-page papers per hour and 12,000 twenty-eight, thirty-two, thirty-six and forty-page papers per hour. Eight-column pages with 21½-inch columns.

This entire outfit can be purchased for $7,500.00 and on terms to suit

Any newspaper wishing to extend its press facilities should write at once. Immediate delivery.

THE HARTFORD TIMES
HARTFORD, CONN.

We also have a number of direct current Linotype motors, a Semi-Autoplate and a Universal job press. Exceptional bargains—all of them.

Digitized by Google

In DENVER, Colo.

"Out Where the West Begins"

BUSINESS IS GOOD

DENVER, Colorado, Feb. 25, 1921.

MR. FRANK I. CARRUTHERS,
Advertising Manager, Denver Post,
Denver, Colorado.

DEAR SIR:

The business and industrial situation of Denver, which is the financial and distributing center of the Rocky Mountain Region, is so well balanced owing to the diversified resources and products that the failure of even one or two principal sources of income would not cause excessive depression.

Agriculture, livestock, precious metal and coal mining, manufacturing, beet sugar, oil and oil shale, packing house products; hundreds of thousands of acres of virgin forests and our scenic attractions called "The Switzerland of America;" each one of tremendous potential income drawing power in itself assures a stable and enduring progress.

While Colorado always went "over the top" in each and every call and demand of the war, we never were unduly disturbed by the extremes of enthusiasm or depression, and the same condition exists during this present re-adjustment period, which is both economic and necessary for the establishment of progress and prosperity.

Yours very truly,
GEO. T. WELLS,
Chairman, Agricultural and Live Stock Committee, Colorado Bankers' Ass'n.

THE DENVER POST,
Denver, Colo.

DENVER, Colo., Feb. 26, 1921.

Attention Mr. Frank Carruthers.

GENTLEMEN:

In reply to your inquiry as to how we have found business during the past several months, we are very glad to state to you that we are agreeably surprised the way our business has held up during the latter half of 1920 and the first two months of 1921. Our business has been only slightly less than during the same period in 1919 and 1920.

We have, of course, found it necessary to go after business more aggressively, and might add that we believe the fact that our business has held up so well, is due largely to the fact that we have carried on a very aggressive advertising campaign in the columns of your paper during the period mentioned above.

This situation seems to us to be a case of increasing sales effort, both in an active and in a publicity way, to overcome the tendency on the part of buyers to postpone action.

We are looking forward to an active spring and summer season in our line, and you may depend upon our continuing and enlarging upon the advertising which we have been doing in your paper.

Yours very truly,
THE MILLER-RAY MOTOR COMPANY,
By THOS. M. RAY, *Secretary-Manager.*

THE DENVER POST,
Denver, Colorado.

DENVER, Colo., Feb. 24, 1921.

DEAR SIR:

The question frequently is propounded to this organization regarding business conditions in Denver, and whether, according to our advices, these conditions are comparable to those represented to exist in many of the industrial centers of the East. Based upon the best information available, our reply is as follows:

From practically every standpoint general industrial and business conditions are very good in Denver and throughout Colorado at this time. We are and have been peculiarly fortunate in having nothing akin to industrial stagnation or conspicuous lessening of business activity. Fortunate for this region there was not that industrial expansion incident to the "world war" which prevailed in many Eastern centers, and for this reason there was not the curtailment of industrial activity which was witnessed in many sections of the East when the war closed. Our business was somewhat above normal during the war period, and while there has been some decline from pre-war conditions, there has been no serious decline in industrial orders nor cancellation of employment.

Therefore, we say, while building conditions have not been fully restored to normal, and there is some want of activity in these lines, Denver has been signally free from industrial depression, strikes or curtailment of work and wages.

Conditions with respect to finances, employment and merchandising, therefore, may be said to be distinctly favorable, and the outlook is in every respect encouraging. This is true as to agricultural and industrial production, wholesale and retail merchandising, according to the best advices we have for this Rocky Mountain region, of which Denver is the industrial and financial center.

Very respectfully yours,
DENVER CIVIC AND COMMERCIAL ASSOCIATION,
By ARTHUR J. DOBOS, *Business Manager.*

DENVER, Colorado, Feb. 24, 1921.

MR. FRANK CARRUTHERS,
Advertising Manager Denver Post.

DEAR MR. CARRUTHERS:

Replying to your inquiry as to the condition of our recent business—we are very well satisfied indeed. Barring the slight depression we always feel just after Christmas, we have found business just a little better than usual.

Both our city sales (piano and player-piano) and the Victrola departments have shown handsome gains over the corresponding period of last year.

This is the best evidence we know that business is good, and we are very sure that if this is true of the music business in Colorado, it must be true of business in general.

Cordially yours,
THE KNIGHT-CAMPBELL MUSIC CO.,
BURT WELLS, *Publicity Manager.*

DENVER, Colo., March 3, 1921.

EDITOR, THE DENVER POST,

DEAR SIR:

Replying to your inquiry of recent date as to the present condition and future outlook for business in Denver and Colorado, will say, that we have felt none of the depression complained of in other sections. We are very optimistic as to the future outlook, and believe the unemployment that seems so general in other sections will be negligible here, for the contemplated vast projects in road building, irrigation and land reclamation throughout the West, together with our wonderful Mineral and Agricultural resources yet only partially developed, assure the employment of all who want to work, and we look confidently forward to years of continued growth in population and business prosperity.

Respectfully yours,
THE MAY COMPANY,
WM. MEAD, *Manager.*

The DENVER POST

is published at Denver, Colorado. Its circulation daily average, 128,000. Sunday average, 158,000. It covers Colorado, Wyoming and New Mexico. Its Sunday circulation is greater than all the other dailies published in these three states. Member A. B. C.

Publishers' Representatives:

CONE, HUNTON & WOODMAN, INC.,

New York, 225 Fifth Avenue
Chicago, 72 West Adams St.
Atlanta, Constitution Building
Detroit, American Building
Kansas City, Victor Building

Digitized by Google

EDITORIAL

THE STANDING OF NEWSPAPER MEN

PRESIDENT HARDING is to be commended for re-establishing direct contact with the public through the accredited representatives of newspapers and news services located in Washington. The continuation of the practice of meeting with these representatives at stated intervals will not rest on the relations existing between the Administration and their recognized newspapers and news services, but in the ability of the correspondents to protect the President from the tipsters and hangers-on who are constantly using the newspaper profession as a cloak.

There is no profession in America that suffers more each day in the big and little cities of the country because of the activities of unscrupulous parasites than journalism. Newspaper men are themselves to blame, in many instances, because they have made no concerted move to clean their ranks. In other words they have established no recognized standard of practices based on honesty. The black sheep have been permitted to run with the flock as regular members with immunity and profit to themselves at a price that, in many instances, has brought distrust on the entire calling.

The inroads that the dishonest have made in breaking down the confidence of men in high places within the last few years is appalling. It is doubtful if newspaper men themselves realize the damage that has been done to them by the dishonest ones in their very midst who fawn over them and call them "brother."

Not only have the activities of these men brought dishonor on the individual members of the newspaper profession who are true to the highest ideals and best traditions of journalism, but also upon organizations whose business is conducted upon the highest possible plane of honesty, truthfulness and fairness.

In some cases the practices of these black sheep have actually reached the level of blackmail and plain graft, but owing to the absence of laws for the protection of the press as an institution, they continue to carry on their business in an openly brazen manner.

A man in position to know recently estimated that one thousand leaders in the business, industrial and professional life are paying annual tribute to these journalistic parasites under the impression that it is eventually going to find its way into the bank accounts of reputable newspaper men and newspaper institutions. A favorite method is to play on the name of established newspaper institutions in order to deceive prospective customers.

Newspaper men would, themselves, be shocked if they would stop to consider how widespread this practice has become in recent years.

Many men, who for the best interest of the country should have the highest respect for the newspaper profession, hold it in contempt because of their experiences with the tribe that steals from behind the mask of its name.

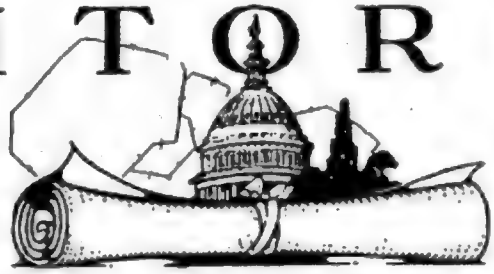
In many cities there have been spasmodic efforts to stamp out, or at least expose, such dishonesty locally; in St. Louis the American Journalists' Association has done notable work along this line, but this is not enough.

Washington correspondents occupy an enviable position in the newspaper profession; they are looked upon as leaders and they can render an unusual service to the country by cleaning their own ranks and setting an example for the rest of the country by the establishment of a standard of practices that will protect not only Presidents and Cabinet members, but all others from the unscrupulous.

THE TIME TO DO IT IS NOW.

A SALESMAN can sell more goods if he starts working early and quits late every day. By applying the same policy to advertising the wide-awake business house finds the customers for the salesman and prevents lost motion.

WE progress, but do we change? The subject up for discussion at the first dinner of the Sphinx Club, held twenty-five years ago, was "Are Advertising Rates Too High?" The answer, as it was in 1896, is, "No."



What do we plant when we plant the tree?
We plant the ship, which will cross the sea.
We plant the mast to carry the sails;
We plant the planks to withstand the gales—
The keel, the keelson and beam and knee:
We plant the ship when we plant the tree.

What do we plant when we plant the tree?
We plant the house for you and me.
We plant the rafters, the shingles, the floors,
We plant the studding, the laths, the doors,
The beam and siding, all parts that be:
We plant the house when we plant the tree.

What do we plant when we plant the tree?
A thousand things that we daily see;
We plant the spire that out-towers the crag,
We plant the staff for our country's flag.
We plant the shade, from the hot sun free:
We plant all these when we plant the tree.—HENRY ABBEY.

DR. CHARLES B. PINKHAM, secretary of the Board of Medical Examiners of California, is the latest recruit to the growing number of members of the medical profession who believe that advertising should be taken up to combat present popular publicity that is being used in an effort to break down public trust in the practices of their calling. He did not over-state the case when he told the members of the Council on Medical Education, meeting in Chicago this week, that the medical profession should educate the masses. The more progressive physicians have realized this for some time and the only way it can be done quickly is through daily newspaper space.

THERE are bound to be some failures during a general business readjustment and the only insurance that you can buy against being among them is used advertising space.

March 12, 1921 Volume 53, No. 41

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins, J. W. Ferguson, General Manager; J. B. Keeney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: F. B. Grundy, 13 Place de la Bourse.
10 cents a copy; $4 a year, foreign $5; Canadian $4.50.

INTERNATIONAL SEES THE LIGHT

PRESIDENT P. T. DODGE, of the International Paper Company, is to be congratulated upon his quick reaction to sentiment among the publishers who buy his paper that the International's double-barrelled option on prices either for the second quarter or the remaining nine months of 1921, was not calculated to give them the benefit of descending prices.

In setting the International price for the months of April, May and June at the level of the Canadian Export Paper Company, $110 a ton, Mr. Dodge has acted not only in the interests of his customers but also in those of his own concern. One of the outstanding evils of the 1920 market was, not the extremely high price of paper, but the fluctuations of the price which placed publishers not protected by a supply sufficient for their needs at a decided disadvantage with competitors who were so protected.

This evil, so far as it would have affected customers of the International Company who are in competition with those of the Canadian Export firm, is avoided for the next three months by the International's latest action.

As to Option "B" in the International's offer of mid-February, which is set aside by President Dodge's March announcement, there seems to have been little doubt in the minds of publishers. Mr. Dodge's statement that "a very large proportion" of the company's customers preferred to remain on the quarterly adjustment basis at $114 a ton for the second quarter, rather than tie themselves up for the year at $110, indicates that most of the publishers concerned agreed with EDITOR & PUBLISHER that the International was "digging in" and that the interests of newspapers would be best conserved by disregarding the paper company's expressed solicitude that publishers be in a position to definitely calculate their costs for the remainder of 1921.

Reduced costs are what publishers, as well as the International, are seeking and they can be secured by neither in the presence of agreements to maintain present sales-price levels until 1922. The newspapers, as well as the International, are to be congratulated upon the latter's firm, if belated, grasp of this truth.

THE RIGHT BEGINNING

POSTMASTER-GENERAL HAYS is making a very good beginning in putting the Postal Service on an efficient basis. It is true that he has not yet had time to take any decisive action, but if his first announcement to the employees of the department is a criterion of what we can expect many of the present evils should disappear rapidly.

Mr. Hays displays the proper conception of the purposes and functions of the department which he has been selected to head when he says:

"The Postal establishment is not an institution for profit or politics, it is an institution for service, and it is the President's purpose that every effort shall be made to improve that service. Every effort shall be made to humanize the industry. Labor is not a commodity."

If that is to be the new motto in operating the department, needed improvements in service are sure to result immediately. The present evils of the service are not the fruit of any one administration. They are the fruits of twelve years of disregard of the public's right to service.

That Mr. Hays has a clear insight into the present evils of the service is disclosed by his reference to the human element that is such an important element in the handling of the mails. Take the case of the New York office as an example. A large part of the second class mail originates here and has been handled under the direction of a man who after forty years of service has been steadily superseded in power and position and unfairly treated in salary adjustments during the last few years.

In Courtland Smith, the new First Assistant Postmaster General, the newspapers have a man who thoroughly understands their postal problems and, combined with the first announcement of his chief, they should have every reason to feel that present wrongs that have hampered them in the conduct of their business will be obliterated.

Digitized by Google

PERSONAL

JOHN R. RATHOM, editor of the Providence Journal, received a gold and silver loving cup March 5 at a banquet given in his honor by the directors of the Journal Company. The occasion was the fifteenth anniversary of Mr. Rathom's connection with the Journal, to which paper he went from the Chicago Record-Herald in 1906. There was a large attendance of leading citizens of the State. Rt. Rev. James De Wolf Perry, Bishop of Rhode Island, and Dr. W. H. P. Faunce, president of Brown University, were among the speakers. Stephen O. Metcalf, president of the company, acted as toastmaster.

Eric W. Allen, dean of the Department of Journalism at the University of Oregon, has left to visit schools of journalism throughout the East. He is also attending the National Editorial Association at St. Augustine, Fla. E. E. Brodie, of Oregon City, vice-president of the National Association is also with the party.

Robert Edwards, editor and publisher of the Calgary (Alta.) Eye-Opener, is visiting Toronto for the first time in years. Other prominent newspapermen in town are S. Morgan Powell, dramatic critic of the Montreal Star, and John Nelson, managing editor of the Vancouver (B. C.) World. The former is here to see "Way Down East," Griffith's spectacular film play which Quebec's censors refused to pass.

J. B. Fleisher, editor of the Japan Advertiser and the Trans-Pacific Magazine, in Tokio, spoke at a meeting in the National Arts Club, New York, Sunday evening. In copying European and American methods of government, he declared, Japan has learned militarism along with progress.

W. A. Curley, managing editor of the Chicago Evening American, delivered a special lecture this week before the Joseph Medill School of Journalism students and their friends on "The Field of the Metropolitan Evening Newspaper." This was the second of a series of lectures arranged to supplement the school's regular course.

Cyrenus Cole, editor of the Cedar Rapids (Ia.) Republican and Times, has been elected chairman of the executive committee of the agricultural bureau of the local Chamber of Commerce.

E. M. Carr, editor of the Manchester (Ia.) Democrat, has resigned as postmaster here, a position he has held for the last six years.

W. Y. Morgan, editor and publisher of the Hutchinson (Kan.) News, is on a trip to the West Indies, where he will spend several weeks.

John J. Williams, managing editor of the Joplin (Mo.) Herald, and Mrs. Mary Way Coffee were married recently. The groom is State commander of the American Legion in Missouri.

Clyde E. Mutchmore, managing editor of the Ponca City (Okla.) Daily News and vice-commander of the Oklahoma American Legion, is one of the Sooner State newspapermen leading in the campaign against the non-Partisan League.

IN THE EDITORIAL ROOM

Frank C. Gilchriese, formerly of the Buffalo Commercial city staff, is now on the copy desk of the Buffalo Enquirer.

George Obenauer, formerly of the Buffalo Evening News sport department, got back into newspaper work long enough to cover the American Bowling Congress meet at Buffalo for the Associated Press and for the Buffalo Express.

Hector B. McKinnon, for the past eight years on the agricultural pages of the Toronto Globe, is now representing that paper in the press gallery of the Ontario Legislature. Gordon Smith remains on the farm pages and is assisted by his father, W. L. Smith.

W. E. McTaggart, of Vancouver, is filling the editorial chair of the Vernon (B. C.) News, while J. A. McKelvie, M. P., its editor, is attending the sessions of the House of Commons at Ottawa.

William Philip Simms, who is on his way to the Far East for the United Press, was a guest of the British Columbia Institute of Journalists at Vancouver recently. Mr. Simms, through his work at British General Headquarters during the war for the U. P., is well acquainted with British and Canadian newspaper men.

Miss Mae Norton, a writer on the Portland (Ore.) Telegram, and Broderick O'Farrell, an actor of the Baker stock company of the same city, are engaged and their marriage will occur in June.

Dale Wilson, late of the Minneapolis Tribune, is reading copy for the St. Paul Daily News.

Spencer Bull, of the Chicago Tribune, and Hudson Hawley, of the United News, are recent additions to the staff of American correspondents in Paris, and have joined the Anglo-American Press Association.

Henry W. Francis, Paris correspondent of the Cross-Atlantic Newspaper Service, will arrive in New York about March 12 on the France. He will return to Paris ten days later, taking with him his four-year-old son, Philip, whom he has not seen for nearly two years.

Henry Noble Hall has been appointed Paris correspondent of the Foreign Press Service, Inc. William G. Shepherd, European manager of the service, is now in Berlin organizing the Berlin bureau.

Charles N. Fiedelson, former judge of the juvenile court at Savannah, Ga., and for the past year editor of the Wilmington (N. C.) Star, expects to shortly return to Savannah to resume the practice of law. He has resigned as editor of the Star.

H. L. Watkins, who for the past several years has been editor of the Pensacola (Fla.) Journal, has resigned and is again in the editorial department with the Columbus (Ga.) Ledger, in charge of its "Vanity Fair" department.

Sean Conway, lately court reporter and editorial writer for the Bridgeport (Conn.) Star has resigned and will tour the United States under the auspices of the Friends of Irish Freedom.

Miss Elida Bedell, formerly feature writer for the Bridgeport (Conn.) Sunday Post and lately engaged in special writing in New York City, is back in Bridgeport as editor of the Times' movie page.

Norman Shannon Hall, former lieutenant with the Yankee division overseas, has resigned as police reporter for the Bridgeport (Conn.) Post and will write for service men's publications.

Harry Hansen, literary editor of the Chicago Daily News, was one of the week's visitors to New York.

Edward M. Perkins, editor of the LeRoy (N. Y.) Gazette-News, accompanied by Mrs. Perkins, is enjoying a winter vacation in Florida.

Annesly Burrows, blind author and former Detroit newspaperman, now living in Barrie, Ont., has suffered a paralytic stroke and is critically ill, according to word just received by relatives in Detroit.

Thomas F. Flaherty, lately with the Bridgeport (Conn.) Times, has succeeded Norman S. Hall on the staff of the Bridgeport Post.

Frank Poeton, of Chicago, is now connected with the editorial staff of the Eastern Underwriter, New York.

Miss Dorothy King, formerly of the Springfield Republican and later of the advertising department of Forbes & Wallace Department Store, Springfield, Mass., has rejoined the staff of the New Bedford (Mass.) Standard, succeeding Celian Ufford on the copy desk.

Celian Ufford, of the New Bedford Standard staff has abandoned newspaper work to enter the Unitarian ministry. He will take up his studies at the Theological Seminary at Meadville, Pa., on March 12.

Charles G. Duffy, of the Aroostook Daily News of Houlton, Me., has joined the staff of the New Bedford Standard.

George A. Hough, Jr., news editor of the New Bedford Standard, came to New York March 5 to attend the annual New York World staff dinner.

Edward McKernon, New England correspondent of the Associated Press, and others from the Boston office were the guests of Benjamin H. Anthony, publisher of the New Bedford Standard, March 11. The Associated Press men will be the guests of honor at a dinner given by Mr. Anthony at the Wamsutta Club.

Thomas Walker, formerly of the Brockton (Mass.) Times, has joined the copy desk staff of the Boston Herald.

Frank McDermott has resigned from the staff of the Worcester (Mass.) Telegram and has rejoined the Brockton Enterprise.

D. Murray Travers, formerly managing editor of the Fitchburg (Mass.) News, has resigned as assistant city editor of the Brockton Enterprise and will become county editor of the Worcester Telegram.

James H. Burke, sporting editor of the Brockton (Mass.) Enterprise, has been forced to take a vacation owing to his health. Robert Riordan is substituting during his absence.

Edwin G. Lawrence, at one time special writer for Women's Wear, New York, and recently associate editor of the Athol (Mass.) Chronicle, has been engaged as editorial writer on the Miami (Fla.) Herald. Mr. Lawrence is an author of books, "Sidelights on Shakespeare" being his latest production.

Wallace Thompson, former reporter on the old Topeka (Kas.) Herald, later with the Topeka Capital, and for the past ten years a resident of Mexico, has written a book, "The People of Mexico."

Miss Mary Tucker, University of Columbia School of Journalism graduate and for the past year a writer on the Vogue staff, has been made Washington

(Continued on page 35)

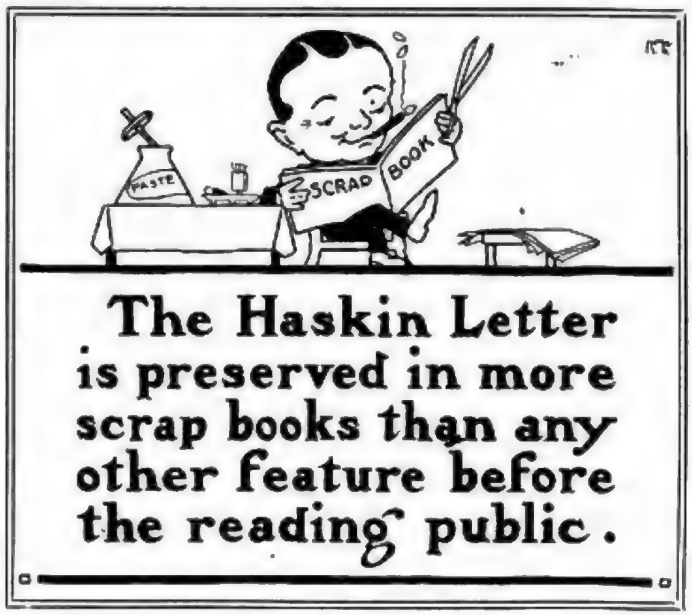
FOLKS WORTH KNOWING

C. L. PERKINS, founder of the Perkins Service for promoting classified advertising, has been appointed classified advertising director of the New York American and the Chicago Herald - Examiner. He will continue the Perkins Service, with main offices in New York, although he is not yet ready to name the active manager.

C. L. PERKINS

Mr. Perkins, who edits the classified advertising department news of EDITOR & PUBLISHER, has seen service with the Hearst newspapers before. A native of Indiana, he started newspaper work as a carrier for the Indianapolis News, attended Leland Stanford, Jr., University in California, worked for the college daily and as correspondent for San Francisco papers and spent his vacations on daily papers in Bakersfield.

After being graduated he started an advertising service agency in Los Angeles and became interested in "want ads." He joined the classified staff of the Los Angeles Examiner, spent several years as assistant classified manager, rose to the head of the department and then was called to New York to take charge of classified for the American. While with the American he was sent on temporary missions to the other Hearst papers to build up their classified departments. After several years he joined the Chicago Daily News as counsellor and classified sales promoter, then went with Grieg & Ward, Inc., as manager of its newspaper promotion department. He started the Perkins Service over a year ago, was the chief organizer of the National Association of Newspaper Classified Managers.



The Haskin Letter is preserved in more scrap books than any other feature before the reading public.

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

SHOULD NEWSPAPER OR AGENCY PAY FOR THE TELEGRAMS?

ONE of the state vice-presidents has raised a mighty important question as to newspaper publishers who are now paying for telegrams sent by advertising agencies.

As he points out in a letter written recently to M. E. Foster, president of the Houston Chronicle and chairman of the committee of agency relations of the National Association of Newspaper Executive, the expense in one instance is apparently trivial, but in the multitude of cases during the year, the expense is quite considerable.

This is one of the questions to be taken up at the joint session of the National Association of Newspaper Executives with the American Association of Advertising Agencies at the Atlanta Convention.

Following is his letter to Mr. Foster:

"I am just wondering what is your policy with reference to telegrams to and from advertising agencies. Think we might do some valuable work in this connection through you as chairman of the Committee of Agency Relations of the Association of Newspaper Executives, particularly in our joint session with the Four A's at Atlanta. In all my experience with advertising agencies in the exchange of telegrams, I do not recollect a single instance where an agency has prepaid a telegram, regardless of the need for the message."

It has been my policy in making inquiries of agencies, in fact, practically all business transacted by wire, to prepay my messages, but the reply invariably comes back collect. This morning we had a request from an agency to wire them whether or not we had received certain copy and instructions, to which I replied prepaid that we had not and then had another wire from them collect giving revised instructions so they could get an insertion of this copy tomorrow.

"This looks to me like one sided business, and while I think the publishers ought to pay their share of telegram tolls in the exchange of messages it looks to me as if the agencies ought to be willing to bear at least a portion of the burden, particularly when the exchange of telegrams is caused by an error or oversight that occurs within the agency itself.

"This expense in one instance is apparently trivial, but in the multitude of cases during a year, the expense is quite considerable and I believe we ought to take it up and endeavor to get members of the Four A's to instruct their subordinates to take care of a portion of these tolls."

NOT ENOUGH SELLING ORGANIZATION

A RECENT check-up in the advertising department of a large newspaper, which is now carrying one of the largest volumes of automobile advertising, shows how loosely organized the average advertising department is. In this particular paper there were only 112 listed prospects or advertisers who would use either display or classified. Yet this paper for a number of years has led in practically every class in automobile volume.

A thorough analysis of the field showed that there were more than 600 individuals or firms in that particular city who could advertise automobiles or automotive accessories in that particular paper with profit. This shows that merely the surface was being touched; the newspaper was not going after business as the average distributor of a food product would, 1921 intensive selling methods were not employed.

This condition is pretty well over the country. For some reason or other the average newspaper advertising manager has not been able to organize in such a way as to go after business aggressively. There are very few cities in the country where the field is being actually combed.

THAT MARCH 20 CONFERENCE

AMONG the officers of the Association who have written or wired that they will be present at the Louisville conference on March 20th are:

M. S. Knight, advertising manager, Richmond (Va.) Times-Dispatch; L. A. Webster, assistant publisher, Milwaukee Journal; H. S. Conlon, advertising manager, Grand Rapids (Mich.) Press; Battle Creek, advertising manager, Banner Publishing Company, Nashville, Tenn.; Bert N. Garstin, business manager, Louisville Courier-Journal-Times; W. G. Johnson, advertising manager, Jackson (Miss.) Daily News; M. E. Foster, publisher, Houston Chronicle.

George M. Burbach, advertising manager, St. Louis Post-Dispatch; Jason Rogers, publisher, New York Globe; Ben F. Lawrence, business manager, Indianapolis Star; J. L. Horn, manager, Rocky Mount (N. C.) Telegram; F. T. Carroll, advertising manager, Indianapolis News; Charlie Miller, business manager, Atlanta Georgian-American; Fred Millis, secretary-treasurer, National Association of Newspaper executives and of the Indianapolis News organization.

Bert N. Garstin has extended an invitation to the directors and vice-presidents to be the guests of the Louisville Courier-Journal and the Louisville Times at a dinner Sunday evening. "I will be glad to make hotel reservations for any of the officers who will wire me," writes Mr. Garstin.

RETAILERS NEED EDUCATION

B. C. DOW, business manager of the Sioux Falls Argus-Leader, writes that local merchants are getting together in his city to make a concerted effort to force reductions in local advertising rates. The situation in Sioux Falls is similar to many other cities over the country. The New Orleans and the Peoria (Ill.) papers have just gone in a controversy with local merchants.

It is all a matter of presenting the facts to the retail merchants. One must appreciate that with decreasing costs in practically every other commodity that merchants naturally would expect reductions in advertising rates. When the facts of labor, white paper and overhead costs are presented in a business way to the merchants there can be only one answer from them if they have any sense of fairness whatever.

Charlie Miller, president of the National Association of Newspaper Executives, expects the rate question to be one of the most interesting phases of newspaper management which will be discussed at the Atlanta convention.

STILL TURNING THEM OVER

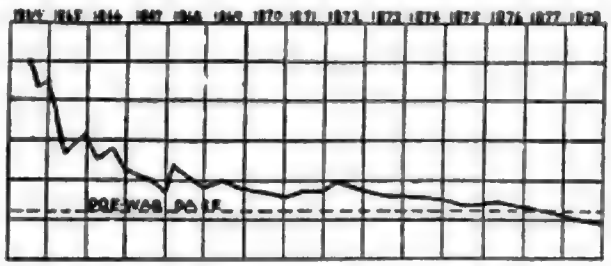
IN a letter from W. G. Bryan, expressing regret that he will not be able to attend the Louisville conference of the officers of the National Association of Newspaper Executives, he says: "As you know, we now have on a national campaign to stabilize and revitalize business conditions through newspaper advertising. The campaign has reached tremendous proportions in that it is appearing in newspapers with a circulation of more than 5,000,000 daily, thus reaching homes where necessities and luxuries are bought for practically 25,000,000 people.

"I wish you and the other fellows good luck, and I know that whatever you do will be just the right thing."

WANT TO SELL?

THE office of secretary-treasurer of the National Association of Newspaper Executives has the name of a man who wants to buy outright a newspaper or to control it through a stock company. This man is interested in a proposition that will net him at least $5,000 a year.

NOTHING NEW IN PRESENT PRICE DECLINES



IN EDITOR & PUBLISHER for January 15 an article on this page compared present business conditions with those after the Civil War. Here is a chart that graphically illustrates how, following the Civil War, prices declined, much as they are doing now. This chart will be very similar to the one that could be made up for 15 or 20 years following the Napoleonic War.

Commodity prices over the country in the next decade or two will follow very largely this line, if what has happened in the past may be taken as an index of what will happen now. The rises and falls may not be identical. The period may not extend over so many years. We may not find the sharp changes because of the elasticity of the present financial system.

But a conclusion may safely be drawn that for several years to come in successive downward and upward movements, the downward movements will be greater and will last longer.

Newspapers of the country should join in getting this true state of affairs "over" with both the manufacturer and the retailer. More than ever before will quick turnover be the key to merchandising success.

The local newspaper representatives should urge the retailers to clean out their present stock by using dominant sales copy and to start in immediately on a system of merchandising by which they buy advertised goods and sell in quick rotation. The same should be true of manufacturers. Quick sales so as not to be caught in the falling market should be the keynote of the selling organization.

PROSPERITY IN 1921 FOR FIGHTERS, SAYS AYER HEAD

PORTLAND, Ore.—Firms that are sufficiently aggressive in their fight for business will find 1921 a prosperous year, in the opinion of Wilfred W. Fry, executive head of the advertising house of N. W. Ayer & Son. Mr. Fry has just been making his first visit to the Pacific Northwest.

"The war left business in an hysterical condition," said Mr. Fry in an interview. "Following the armistice there was what I would call a sellers' market; everyone bought everything wildly. That demoralized the sales staffs of many a big institution, for it was easy to dispose of goods. Then followed the depression, with a buyers' market.

"I think 1921 will be satisfactroy to the men who work for success. Some men in a period like this sit still and wait for things to 'turn up.' Others devote their energy towards making things better. I meet a good many big executives and it is the general opinion among them that the man who is going to win in the long run is the man who capitalizes his liabilities and makes assets of them."

ANOTHER NEW MEMBER

THE Shawnee (Okla.) News is another new member of the National Association of Newspaper Executives.

Digitized by Google

RIGHT OF REPLY LAW VEXES FRENCH PRESS

May Ignore Works of Living Authors, Who Can Answer Unfavorable Criticisms at Length in Criticising Journals

(*Special to* Editor & Publisher)

PARIS.—French newspapers may refuse to print any notices of theatrical productions, at least of those by living authors, as the result of the judgment given in favor of two joint authors against a critic. The affair arises out of what is known in France as "the right of reply," that is, the right given by the law to any one who has been mentioned in print to reply in the same publication, at the same length (if he needs more space he must pay for it at advertising rates, but the publication cannot refuse insertion), and his reply must be printed in the same type and appear in the same place as the original article to which he replies.

Two authors, one an actor, the dean of the National Theatre, the Comédie Française, produced at that theatre a translation of Aeschylus' tragedy, "The Persians," and invited the Revue des Deux Mondes to send its critic. This grave review, in comparison with which the heaviest American review would appear frivolous, sent Réné Doumic, member of the French Academy, and director of the magazine. His notice failed to find approval with the authors, who summoned him to insert their reply. The director refused, summonses were issued and the case was tried.

The Review pleaded that the authors having invited it, by sending tickets, to give its opinion of the play, had thereby tacitly accepted its critic's judgment and renounced the right of reply.

The court held that the right of reply was absolute and commanded the Review to insert the author's rejoinder, with a penalty for non-insertion after a certain time.

The Association of the Paris Press called an urgent meeting to discuss this judgment and the probability of all papers to agree to abstain from noticing new plays was at once mooted. The association however, did not at once decide in favor of this step, but appointed a sub-committee to take steps to have the law altered so as to limit the right to reply, by a clause that "any one who by publication, representation, interpretation or exhibition of any work, shall have appealed for judgment by the public, can only exercise the right of reply to a criticism if the writer has attacked his honorability."

The Review, it is understood, will appeal the case.

Honolulu Newspaper's Appointment

CHICAGO—Cruse Carriel, automobile editor of the Honolulu Pacific Commercial Advertiser, has been appointed advertising manager. Mr. Carriel was for two and a half years retail sales manager of the Public Service Company, of Northern Illinois, here.

BIG NEWS PICTURES RUSHED BY PLANE

(*Continued from page* 15)

riences is harder than pulling teeth. Like most people who have faced danger and death on innumerable occasions and proved their courage times without number, he is an exceedingly modest fellow, and when asked to tell something about his experiences in the air, he is likely to reply in some such manner as this:

"Yes, indeed, that Airedale of mine. Dan, is a great old dog. Sure, he goes up with us almost all the time. How does he like flying? Oh, it doesn't bother him in the least. He curls up and goes to sleep at my feet and doesn't get any more excited than when the two of us go around to the fire house in the evening and he stretches out on the floor for a nap while I try my hand at pinochle. We always make sure that he is in the machine when we know that we have to make a landing and get a picture, because I leave him in charge of the 'boat' and there isn't anybody who dares go near it."

"Dan" is a good, big, husky Airedale, and possesses all the usual good qualities characteristic of a dog. But because of something he did two or three years ago, he is not only a privileged member of Capt. Stryker's household, but occupies a very warm spot in the captain's heart.

At the time, the captain was living down in Maryland; one summer day his five-year-old boy, along with two other children, was playing on a raft in a stream. Thoughtlessly the three children got over to one side of the raft and they were capsized. Dan, the Airedale, was with them, and swam over to the Stryker boy, got hold of the lad's clothing in his teeth and after a hard battle, succeeded in bringing the little fellow safely ashore. Several times during the swim, the dog lost his hold and in renewing it tore the flesh of the child's shoulder slightly. But those injuries served but to more deeply impress upon Capt. Stryker the courage and determination of the dog. The other two children were drowned, and but for "Dan," the captain's boy would have met a similar fate.

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

INTERTYPE
"THE BETTER MACHINE"

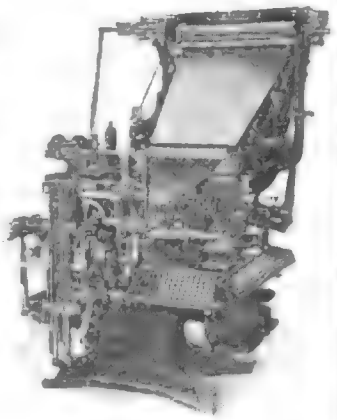
Interchangeability

One feature of Intertype Success is due to the economical system of INTERCHANGEABILITY of parts adopted by our Engineers and Designers for all INTERTYPES.

This is of paramount importance in newspaper and job printing plants where production must be maintained at all times.

Intertype Standardization, Flexibility, and Dependability is a guarantee of maximum and profitable production.

We offer a working demonstration of any model. We want YOU to see what makes the INTERTYPE "The Better Machine"



INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives.

Digitized by Google

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

SEND COMPLAINANTS AWAY WITH A SMILE

HOW often have you heard some advertiser say, "I don't like the ——, it's too independent." Every successful newspaper has been accused in that way of a lack of consideration for its advertisers. Of course, the accusation is false. Yet the reputation, if allowed to grow, can prove detrimental.

Recently the writer, visiting the classified advertising manager of a large Eastern newspaper, was interrupted in his conversation by an irate person flying into the office demanding to know why his want ad could not be run in the way he wanted it. In anger and profanity, he declared that as long as he paid for the advertisement with his money he didn't see any reason why the paper should be so independent and refuse to print it according to his wishes.

The classified advertising manager had the visitor sit down—patiently listened to his story and then carefully and smilingly explained why the paper had a rule which prevented its doing the thing demanded by the advertiser. At the end of ten minutes the once angry visitor left happy—he had a smile on his face and placed his copy in accordance with the rules.

"When possible," said the classified manager, "I see all people that come into the office with complaints and I always make it my business to send them away with a smile. One knocker can undo the work of a dozen boosters."

All of which forces the conclusion that it is not a newspaper's rules that give it a reputation for disregarding the advertiser's rights, but its methods of enforcing them.

There are certain rules and regulations concerning classified advertising in force on every successful want-ad medium. Also in most every city there is a newspaper which deliberately breaks all the common established rules of good classified practice in an effort to gain favor with its advertisers. These papers are the unsuccessful classified mediums, and naturally one of the reasons is that they do not force their advertisers to do the things that make classified advertising profitable.

Some of these rules bear on the subject of classification and they are frequently displeasing to certain advertisers who do not realize the fundamental reason for the power of want-ads—that is the fact that they are classified.

Just at the present time, advertisers in unusually large numbers seem to be demanding various kinds of mis-classification apparently in an effort to overcome economic conditions caused by the present business adjustment.

In the East, one powerful want-ad medium has very strict rules concerning classification and generally speaking these are strictly enforced. However, the classified manager recently had to call a department meeting to explain the importance and reason for the rules, having found numerous cases of error in classifying.

A salesman of insurance policies, paying accident and sickness benefits, realizing the psychology of reaching people out of employment slipped into the Help Wanted columns with the following:

> $25 weekly paid men and women for sickness or accident. Cost $20 a year. (address)

Under the heading Situations Wanted, an electrical wiring company had succeeded in placing an advertisement reading:

> Electrician, did you say? I'll tell the world. Either job or contract. Price right. (address)

A firm of painters had a similar advertisement offering to do painting and paperhanging, which they had been allowed to place under the same heading.

This paper has a rule requiring all domestic help advertisements to begin with the word "Housework," yet in the same issue containing the above advertisements was copy with the key word "Maid" and "Girl."

Advertisers seeking agents to sell on a purely commission basis or to buy merchandise outright and resell it had also been able to get into the Help Wanted columns.

Those who have studied classified advertising and uncovered the underlying principles which make it a useful public service in every community realize that it is the grouping of the related advertisements in logical classifications for the benefit of the reader that makes Want-ads profitable to advertisers. This is the first fundamental of classified, yet many advertisers seek to ignore it and many newspapers permit them to by allowing mis-classification.

Not long ago a newspaper printed a promotion advertisement urging its readers to consult its Help Wanted columns when seeking a position. One reader, who followed the suggestion, wrote to the paper as follows:

> "In a recent issue of your paper, I noted one of your own advertisements advising those seeking employment to read your Help Wanted columns. Being in the market for a position, my natural inclination was to consult the want-ad columns of the ——, your competitor, because it carries a greater volume of advertising, thus offering me a greater selection of positions from which to choose. However, as a result of your advertisement, I turned to your Help Wanted columns. On reading them I discovered fifteen offering me a chance to sell various commodities on a strictly commission basis—eight other assuring me that the courses of instruction they offered would enable me to earn a large salary—six were from employment agencies, each advising me to see them as they had all the best opportunities listed in their offices—three offering to buy any old clothes I might possess—another told me where to get my suit pressed, while two suggested that I should have my shoes half soled.
>
> "And sandwiched in between all these advertisements were seven—seven from people seeking help and willing to pay for it. I had to read two columns of advertising to discover if any of the seven bona-fide positions were suitable for me. This letter is written, not as a complaint but merely with the idea of offering a constructive suggestion—to say that your advertisers would probably get better results and thus your volume of advertising grow, if you arranged your columns so that they would be more convenient for your readers. When seeking positions, we don't like to be forced to read other types of advertising."

This letter intelligently explains a reader's viewpoint and tells why a newspaper best serves itself and its advertisers when it classifies strictly from the standpoint of the reader. And advertisers, when properly made to understand this fundamental of want-ads, will realize that rules concerning classification are for their own benefit and be willing to abide by them without accusing the newspapers of a disregard for advertisers' rights.

Daily News Record, Friday, February 25, 1921

nio Body

One.)

ailment of cannot get ntinues to remendous crop, the unless the decidedly

endent on aw cotton, nd the as- to see less

have held arlotte for today was ny previous very cotton the South n attendance, ndies repre- ions.

n-union con-

association on of de- among the differences was made d. of C. H. man of the the plan.

orks ter

is in ef- inionism ated

Men's Fashion News for Daily Papers

Alfred Stephen Bryan to Syndicate "The Well-Dressed Man"

A considerable number of daily newspapers throughout the country have entered into an arrangement with Alfred Stephen Bryan to publish a weekly fashion news article by him under the title, "The Well-Dressed Man," starting the first week in March. Already under contract are the Washington Star, Albany Times-Union, Syracuse Herald, Buffalo Courier and Enquirer, Pittsburgh GazetteTimes, Cincinnati Commercial Tribune, Milwaukee Journal, Scranton Republican, Newark Ledger and a dozen others.

For 20 years Alfred Stephen Bryan has been a recognized authority on men's fashions, both under his own name in general periodicals and under his pen name, "Beaunash," in the New York theatre programs.

"I have always been an advocate of daily newspaper advertising as against magazine advertising," Mr. Bryan said yesterday, in explaining his ideas. "Indeed, in my opinion there are only two printed mediums worthy of serious consideration—the daily newspaper and the trade paper. Magazine advertising, enormously overrated, involves such hit-or-miss waste, that it is rapidly losing its glamour for those hard-headed advertisers, who are keen about seeing their goods in stores, instead of merely seeing their names in print.

"When it comes to large cities, the magazine comes second to clubs, theatres, golf, motoring, dining out and the other distractions of metropolitan living. The newspaper, however, comes even before breakfast. Newspaper advertising has the speed and smash of a telegram; magazine advertising is the slow-going mail.

"In these times of business re-action and reconstruction, Old Man General Publicity (via the Magazines), is going to be pensioned off, and Young Man Direct Results (via the Newspapers) is going to get the job.

"A weekly news article upon men's dress appearing simultaneously in scores of daily newspapers, East, West, inland and overland, is certain to be of widespread benefit to the men's wear and textile trades, raising masculine fashions to the dignity and importance which they deserve in modern life.

"Moreover, such fashion news should, in time, attract a great volume o fmen's wear advertising, now appearing in the magazines, where it doesn't belong.. to the newspapers, where it does belong, and where every enlightened retailer wants to see it for the sake of the close co-operation that he can give through his windows, his advertising and his salesmen.

"Needless to add, 'The Well-Dressed Man' will be absolutely independent of dictation or influence and will not exploit the merchandise of any particular manufacturer or retailer. Its sole purpose is to promote consumer interest in the fine art of dress."

Fordr]

(Con conferening up a until afte It had tion to be conclusio forees on but, with night ses constant Fordney would be up the n until af members here dur two sessi this scho session Rever Chairma so busy to read its gene far as had for appeal well as tion tax say, to valves which Congr

FOUR DAYS' SALES TOTAL ——000 000 AT NEW ORLEANS

SHIRT MAN FINDS CALL FOR ——TED GRADES NOW

"THE WELL-DRESSED MAN" WEEKLY NEWS FEATURE

Sold On A Yearly Basis Only To One Newspaper Only In A City

52 Articles A Year—One A Week

NEXT TO NEWS, the most powerful circulation-builder for a Newspaper is *Features*. It is the Feature, Serious or Humorous, Type or Pictorial, that has put the Newspaper in first place, that has put the Magazine in second place, and that will ultimately put the "Illustrated Weekly" and the "Comic Paper" out of business. Features rob the Monthly Magazine and the Weekly Periodical of all excuse for living.

Specifically For Men

There are countless Newspaper Features specifically for Women, such as Entertainment, Home and Hygiene, and specifically for children, such as Educational, Puzzles and Comics. There is no Newspaper Feature *specifically for Men*. Yet, Men far outnumber Women as Newspaper Readers, and *men hold the purse-strings*.

Gets The Advertising

The most that can be said of any ordinary Newspaper feature is that it gets circulation. In and of itself, it *gets no advertising*. It has remained for Mr. Alfred Stephen Bryan, the International Authority upon Men's Dress, to devise a Newspaper Feature, "THE WELL-DRESSED MAN", which combines Circulation-Building with Advertising-Getting to a degree that makes the increased yearly revenue to a newspaper exceed the cost of the Feature many times.

We quote only one of many letters: "Just to try out THE WELL DRESSED MAN one of our solicitors went out this morning and sold fifteen inches in two calls. We expect to put three men on the canvass tomorrow and clean up this week".

Exclusive Rights

Rights to this Feature are rapidly being allotted to Newspapers from Coast to Coast, *only one in a City*. Only by wiring immediately will you insure prior acceptance over another newspaper, as orders are being entered in the rotation of their receipt and even delay of a day may mean, as one newspaper objected, that "you shut the gate in our face."

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York

Digitized by Google

FORTY PER CENT

of America's savings is concentrated in

NEW ENGLAND

while containing only 7½ per cent of America's population

Combined with this fact that nearly 85 per cent is urban population, **New England** territory offers the greatest market and greatest field for intensive advertising by daily newspapers.

Use these dailies intensively and you will **get your goods called for by name all over**

NEW ENGLAND

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,806	.0275	.0175
Boston Sunday Advertiser	(S)	397,414	.55	.55
Boston American	(E)	301,595	.50	.50
Boston Globe	(M&E)	285,189	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	33,211	.20	.20
*Fall River Herald	(E)	10,898	.035	.035
Fitchburg Sentinel	(E)	8,817	.05	.035
*Haverhill Gazette	(E)	14,567	.055	.04
Lynn Item	(E)	18,196	.055	.04
*Lynn Telegram News	(E&S)	18,063	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,038	.07	.07
Salem News	(E)	19,687	.09	.07
Worcester Telegram-Gazette	(M&E)	74,281	.24	.21
*Worcester Telegram	(S)	40,031	.16	.16

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,395	.0425‡	.035
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,053	.09	.07
*Portland Telegram	(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	25,564	.08‡	.06
Portsmouth Times	(E)	4,066	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,155	.03357	.02928
**Pawtucket Times	(E)	23,404	.06	.06
Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	58,416	.135	.135
*Providence Journal	(M)	31,585	.06	.06
*Providence Journal	(S)	48,224	.12	.12
*Providence Tribune	(E)	34,633	.10	.09
Westerly Sun	(E)	4,529	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,930	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian-Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,638	.145	.14
*Bridgeport Post	(S)	19,858	.055	.06
*Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,064	.14	.14
New Haven Register	(E&S)	29,861	.09	.06
*New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
*Norwalk Hour	(E)	3,829	.025	.025
*Stamford Advocate	(E)	7,705	.0375	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	12,301	.05	.04

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Rate on 3,000 lines.
**A. B. C. Auditor's Report, Oct. 1, 1920.

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

IDEAL DINNER FOR BOYS

LOWELL, Mass.—Nearly 100 Courier-Citizen newspaper carriers enjoyed a dinner as guests of the Courier-Citizen Newspaper Company, March 5, at Y. M. C. A. hall. The occasion was arranged in recognition of faithful service and with the idea of a more intimate relationship between employer and the employed. It was the first annual, so the program stated, and for nearly three hours Young America was "Johnny on the Spot."

Sidney R. Fleet, city editor of the Courier-Citizen, performed as toastmaster, and in opening he spoke briefly on the various features of newspaper organization. He emphasized the value of each link in the chain from news gathering to the finished and delivered product, and he stressed the point that the entire process would fall down but for prompt, efficient and thorough distribution. He wanted the boys to understand their value in the general scheme of newspaper production. Then he introduced William E. Potter, circulation manager of the Manchester Union, and a recognized expert in his branch of the business.

Mr. Potter got down to brass tacks very soon, and his talk was deeply interesting to the carriers. He got 'em at the start with a reference to his own original position in newspaper work—that of selling papers in Boston streets. Then he startled them by the announcement that in the crowd present might be a governor or two, certainly many leading business and professional men, and by way of illustration he mentioned a few who had come up from the ranks. In fact, he declared, practically all of the country's leading men had at some time carried newspapers, a pursuit which he considered the foundation for success.

Mr. Potter spoke of the Manchester Union's system and its results in the distribution department. A fine of 25 cents is imposed for every out-and-out miss, he said, and this fine is paid over to the boys' organization; and the accumulated fines go for a general good time at stated intervals. He said it was always the aim to stand by the boys while earnestness of purpose and honesty of intent were evident, and his experience had been that practically all carriers are disposed to be fair with employer and with subscribers. He pointed out the fact that in many instances misses were due to confusion in addresses for which carriers were in no way to blame; also a disposition on the part of some people to help themselves to papers not their own.

Mr. Potter said he was anxious to have the boys ask questions. One of the carriers advanced the following proposition:

"Suppose a house has no protected piazza, no letter box, no letter slide in the door and complaint is made?"

"Take it to the back door."

"But this house has no back door."

This was indeed a tough one, and it was agreed that a subscriber under such conditions should take his chances.

A pleasant surprise was staged for Willard G. Parker, superintendent of the delivery department, when Harry Mozley presented him with a solid gold fountain pen in behalf of the carriers and mailing department. Mr. Mozley said the carriers appreciated painstaking effort and the spirit of fairness indicated on the part of the official, and they wanted him to know it.

NEWS AND NOTES

THOMAS A. McCUE, who was for thirty years connected with the circulation department of the old New York Sun, has embarked in business for himself, with his son William as a partner. They have formed the T. A. McCue Company, with offices in the World Building, New York, specializing in loose leaf stationery, printing and bookkeeping supplies.

BIRMINGHAM, Ala., March 8.—The Southeastern Circulation Managers' Association, meeting here today, elected J. B. Stuard of the Mobile Register, president; Lee Williamson, Memphis News-Scimitar, vice-president; and W. L. Harris, Columbus (Ga.) Sun, secretary-treasurer. The next annual meeting will be held in Mobile.

Walter Bryan has joined the Calgary (Alta.) Morning Albertan as circulation manager. For seven years he was with the London (Eng.) Times and in recent years he has been with the Calgary News-Telegram, Calgary Canadian and Calgary Herald.

Mrs. Flora McNeil, of Bridgeport, Conn., has gone to Buenos Aires, South America, to join Mr. and Mrs. J. A. McNeil. Mr. McNeil, who formerly was circulation manager of the Bridgeport Telegram, is now circulation manager of La Nacion.

PORTLAND, Ore.—The Little Journal, published by the Carriers' Association of the Oregon Journal, will henceforth be sent to Journal carriers and agents in all parts of the state. In the past it has been distributed only among the Portland carriers. The circulation department believes that it will prove a valuable aid in the outside territory as well.

ST. PAUL.—The Sunday Pioneer Press offers three prizes through the children's page for suggestions as to the observance of St. Patrick's Day. Ideas as to games appropriate to the day and out-of-the-rut invitations are called for.

Shawnee News on Active List

The Shawnee (Okla.) Morning News has been transferred from associate to active membership in American Newspaper Publishers' Association.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9067-8-9

INDIANA

Localized National Advertising Pays Best

National Advertisers, after all is said and done, are local advertisers—for they have local dealers in communities representing them.

Intensified cultivation of a given territory pays better than hit and miss general distribution and popularizes merchandise much more satisfactorily.

Indiana, as a state, presents many attractive points worthy of consideration on the part of National Advertisers.

Nearly three million population, exceptional transportation facilities, prosperous cities, well edited daily newspapers. Indiana will pay you for any effort you put into winning the state through daily newspapers and local dealers.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.025
Decatur Democrat	(E)	3,044	.025
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.06
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
*Lafayette Journal-Courier	(M&E)	17,721	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	.05
South Bend News-Times	(E)	6,630	16,894
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

†Publishers' Statement.

Digitized by Google

OTTUMWA COURIER'S NEW HOME

Paper Claims Finest Office in City of under 100,000

OTTUMWA, Ia.—With the modest claim that is has the finest and most modern daily newspaper office in any city under 100,000 in the country, the Ottumwa Courier is now comfortably established in its new home. The building is 63 by 170 feet, on a lot which allows for an 11-foot driveway on each side, with a driveway and garage for mail trucks at the rear. It is absolutely fireproof.

Offices occupy one side of the building, and are separated from the mechanical department, directly opposite, by a glass partition. A 48-page straight line Goss press is situated in the front of the building on a level with the sidewalk. The composing room is 50 by 60 feet and without a post in the space. One of the features on the mezzanine floor is a small auditorium for the use of the public.

REAL SPECIALIST IN BIG NEWS

(*Continued from page* 16)

the United States is going to cut an immense figure in world affairs. Today, though not in the League, we are unescapably concerned in regions as far afield and as diversified as Siberia and Mexico, Japan and Mesopotamia, to say nothing of half-a-dozen different spots in Europe. That makes me feel that my long exile and experience abroad may not have been in vain, after all.

"Whether we are members of an association of nations or not, we are members of the existing family of nations. Family duties are not, and do not need to be prescribed by pact. They are performed as a matter of course. America will fulfill hers, as she always has, whether pledged by a parchment covenant or not. To do so means that we shall be incessantly and inextricably involved in virtually every international episode of consequence. We are going to maintain a mighty merchant marine. We are going to wage an intensive campaign for world trade. We shall undoubtedly build up a powerful navy. We have billions of dollars due us in both hemispheres. Our citizens are spreading out in strenuous activity wherever the foot of enterprising man may penetrate. All this denotes 'internationalism' with a vengeance.

"Politicians may preach a stay-at-home policy, but statesmen—there's a difference, you know—understand perfectly that stay-at-home-ism is a relic of Colonial times. It is incongruous and impossible to-day."

Wile is trying to specialize in big international news at Washington. He thinks there is going to be a "gold-mine" of it henceforward. He has a cozy number of big foreign-news scoops to his credit during his first year, now ending, in Washington. What he says he's proudest about, however, is the fact that in "Bob" Barry, Norman Baxter, "Sam" Bell and "Joe" Farrington, he commands the speediest team of news-sleuths and news-writers anywhere to be found in Uncle Sam's capital. Wile has found time, during an exceptionally busy newspaper career, to write some books. One of them is internationally celebrated, "Men Around the Kaiser," produced in the year before the war.

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago | 335 Windsor Station Montreal | 1270 Broadway New York

IOWA

Food is the greatest essential in life. This industry is Iowa's greatest industry. Iowa is a Food State. It produces four per cent of our national crops and eleven per cent of all our live stock.

Iowa in 1918 was second in the production of corn, but in 1919 had forged ahead and produced 416,000,000 bushels of corn valued at $499,200,000, ranking **first** in production of corn.

Iowa's income from crops alone amounts to nearly a Billion per year.

To reach Iowa buyers with your message regularly you **must** advertise in daily newspapers.

Use this representative list.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,371	.035
Burlington Hawk-Eye (S)	12,510	.035
*Cedar Rapids Gazette (E)	17,567	.055
Council Bluffs Nonpareil (E&S)	14,998	.05
Davenport Democrat & Leader (E)	15,363	.06
Davenport Democrat & Leader (S)	16,959	.06
*Davenport Times (E)	23,626	.07
Des Moines Capital (E)	53,850	.14
Des Moines Sunday Capital (S)	37,935	.14
Des Moines Register and Tribune (M&E)	109,523	.20
Des Moines Sunday Register (S)	82,046	.20
†Iowa City Press-Citizen (E)	7,397	.035
*Mason City Globe Gazette (E)	9,516	.035
Muscatine Journal (E)	8,057	.035
Ottumwa Courier (E)	12,056	.05
Sioux City Journal (M&E)	52,808	.11
Sioux City Journal (S)	32,226	.11
*Waterloo Evening Courier (E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

MORRISON DEAD IN SHANGHAI

Portland Telegram Chief Editorial Writer Was Touring Far East

(*Special to* Editor & Publisher)

PORTLAND, Ore.—David F. Morrison, chief editorial writer of the Portland Telegram, died on March 2, in a hospital at Shanghai, China. His death was due to pneumonia. In the last message received from Mr. Morrison by the Telegram he said that he was ill, but recovering. Then, on the same day, came two cablegrams, one telling of his serious illness and a second announcing his death.

Mr. Morrison had been in the Orient since last summer. He was sent there by the Telegram to write a series of articles on conditions in Japan, China and other countries. Some of the articles had been printed, but the bulk of the material collected was in the shape of notes which Mr. Morrison intended to extend for the use of his paper after his return to America.

Mr. Morrison had been employed on the Telegram since 1903. His previous newspaper experience had been in New England and San Diego, Calif. He had specialized in writing on economic subjects. The body will be shipped to Portland.

S. C. WILLIAMS DEAD AT 74

Pioneer Special Representative and First President of 6-Point League

Samuel C. Williams, of the special agency firm of Williams, Lawrence & Cresmer Company, New York and Chicago, died March 8 at his home in Summit, N. J., aged 74 years. He had been living in retirement for the past four years.

Mr. Williams was a native of Syracuse, N. Y., and engaged in newspaper work immediately on being graduated from college. He was connected with the St. Paul Pioneer and the Pioneer-Press for 21 years and opened that newspaper's first New York office. Subsequently he engaged with W. H. Lawrence and Will T. Cresmer in the business bearing their names. Mr. Williams was one of the founders of and the first president of the Six-Point League of New York.

Between A. B. C. statements of September 30, 1919, and September 30, 1920, THE SUNDAY NEWS gained 32,955 circulation, while its only Sunday competitor lost circulation.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

"Mr. Leach" of Cleveland Dead

CLEVELAND.—Cleveland newspaper offices will miss a familiar character who hung about their editorial rooms and libraries for 20 years. He was an "unattached editor." He is Timothy Leach, aged 86, who died after a short illness. Nobody knew enough about the old gentleman to write a connected obituary notice, but editorial writers and other news workers knew "Mr. Leach" well. He had a habit of going to the Plain Dealer office every evening and remaining until late at night, looking over exchanges. He was well informed regarding the older set of newspaper editors and others and loved to discuss the comparative abilities of well-known national politicians. He was taken for granted in newspaper offices, just as were the telephones and chairs.

Obituary

WILLIAM BARTHOLOMEW HENNESSY, familiarly known as "Brad," died on March 4 in a Minneapolis hospital. He had been ill for several months. Mr. Hennessy was at various times employed upon New York and Chicago papers, and was managing editor of the Superior (Wis.) Telegram, St. Paul Globe and Fort Worth (Tex.) Record. He was a member of the original staff of the St. Paul Daily News when that paper was started in 1900, and was a representative in the Minnesota Legislature in 1899. He was the author of numerous magazine articles and books, including histories of Minnesota and North Dakota, and was taken ill in Indianapolis, where for a year or more he was a writer on sociological subjects. Mr. Hennessy was born in London, England, and in childhood came to the United States, the family making their home in Providence, R. I. His wife and two sons and brother, Joseph E. Hennessy of the St. Paul Daily News, survive him.

SAMUEL KAUFFMAN, long connected with the advertising staff of the St. Paul Dispatch-Pioneer Press, died at the Mayo Hospital in Rochester, Minn., on February 28, after an illness of six months.

EDWARD A. KNIGHT, publisher of the Lake George (N. Y.) Mirror, died March 3, following an operation.

FREDERICK F. FRANQUER, formerly with the Worcester (Mass.) Telegram, Springfield Union, Brookfield Times and Brookfield Union, died at Worcester March 4, aged 47 years.

AXEL BORCHFENIUS, vice-president of the Union Alliance Corporation, paper manufacturers in Norway, died March 8 in New York. The corporation controlled twelve of the largest paper mills in Norway. His widow and a son survive. The remains were cremated and will be taken to Norway.

ERNEST D. CRAIG, until about a year ago a member of the Detroit Times advertising staff, died March 2 after an operation. He was also at one time advertising manager of the old Windsor (Ont.) Record.

MRS. E. J. BRIGHT, 74 years old, mother of F. E. W. Bright, copy reader on the Detroit News and former managing editor of the Detroit Times, died recently at Windsor, Ont.

W. H. ELLIS, former manager of the Victoria (B. C.) Colonist, and a well-known Western Canada newspaper man, died in Victoria March 1, aged 61.

CHARLES MCDONALD, for many years "information man" on the third floor of the Chicago Tribune building, died a few days ago from pneumonia.

ISAAC GERSON, circulation manager of the Jewish World, Philadelphia, died March 2. He was 50 years old and had been in the newspaper business for twenty-eight years.

J. NEWTON NIND, president of the Periodical Publishing Company of Grand Rapids, managing editor of the Grand Rapids Furniture Record, Furniture Manufacturer and Artisan, and the American Funeral Director, died at his winter home in St. Petersburg, Fla., March 5, following a stroke of paralysis, the third within two years. Before going into the field of trade journalism, Mr. Nind held editorial positions on the old St. Paul Pioneer, Minneapolis Mail, Chicago Times and Minneapolis Tribune.

FREDERICK PEARCE DELGADO, head of the publicity department of the French Steamship Line, died in New York, March 8.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
Largest Daily Circulation in the West
MEMBER A. B. C.

1920 Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

HENDERSON, N. C.
One of the progressive, wide awake business towns of eastern N. C. Population 11,000. Business and industrial interests that surpass other towns of larger size. 31 manufacturing plants, value yearly products $20,000,000. Diversified industries.
The daily Dispatch covers this territory thoroughly.
Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

Few Papers—(If any)—surpass the
TRENTON NEW JERSEY **TIMES**
AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Tried and Found True
Whether as a household necessity for the family or a productive salesman for advertisers
The Pittsburg Dispatch
has stood the test for generations.
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

FIRST
in automobile advertising
For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.
THE INDIANAPOLIS NEWS
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Luz, Chicago Representative
Use Newspapers on a 3 Year Basis

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

Digitized by Google

PERSONAL

(Continued from page 27)

correspondent for several New York papers.

Fred Henney, city editor of the Hutchinson (Kas.) News and a veteran of the World War, is editor of the war history of Reno County, Kan.

Cliff Stratton, editor of the Kansas City Agricultural College alumni paper and a former Topeka and Washington newspaperman, is the proud father of a son, Lee Monroe Stratton, born February 12.

Fred Smith, correspondent in the Orient of the Chicago Tribune, has arrived in Chicago for an extended sick leave to get rid of an oriental fever which he contracted while participating in the rescue from Chinese bandits of Dr. Shelton, the American missionary. Mr. Smith found the Chinese tropics far more dangerous than the Western front, where he served the Tribune during the war.

Walter A. Washburn, city editor of the Chicago Evening Post, has been ill with an attack of grip.

Leo McGivena, who for the past four years has been with the Chicago Tribune, has gone to New York to take charge of promotion work for the Daily News.

Frank J. Dolan, formerly of the Boston Globe and more recently a member of the editorial staff of the Shanghai (China) Post, and the Manila Bulletin, has joined the local staff of the Philadelphia Record. Mr. Dolan's newspaper experience in the Orient came as a part of a trip around the world following the war. He had been in the Service in France and decided to see a little of the Far East before he came back to "civilization."

John P. Dwyer, managing editor of the Philadelphia Record; Merritt Bond, city editor of the Evening Ledger, and Charles Israel, assistant city editor of the Bulletin, were among a party of newspapermen who were guests of the New York Shipbuilding Company on the trial trip of the "Wenatchee," one of the ships recently built for the Emergency Fleet Corporation.

Joseph R. Heckel, real estate editor of the St. Louis Times, is a candidate for the Republican nomination for alderman of the Thirteenth Ward. He formerly was with the Post-Dispatch.

Francis A. Tissier, secretary of the Illinois Retail Merchants' Association, has been appointed editor of the association's official organ, the Illinois Retail Merchants' Journal, to fill the vacancy caused by the death of George A. Scherer.

THE BUSINESS OFFICE

Ray Considine is a busy man these days acknowledging the congratulations showered on him by the fellow members of the Poor Richard Club on the occasion of the arrival at the Considine home of a baby boy.

G. H. Tyndall, who has been manager of eastern territories on MacLean's Magazine, Toronto, for the past three years, has been made director of advertising, taking over work which up till now has been handled by H. V. Tyrrell, general manager. R. B. Huestis, who was for several years in charge of the New York office of the MacLean Company, leaving two years ago to become sales manager of the Davidson Tool Company, has returned to MacLean's as manager of Eastern territories, with headquarters at Toronto.

David W. Howe, for the past year advertising manager of the Syracuse Post-Standard has left that paper to join his father in the management of the Burlington (Vt.) Free Press.

T. A. D. Weaver, formerly with the Chambers Agency's New York office, is now in charge of advertising promotion work of the Bridgeport (Conn.) Post and Telegram.

Walter F. Hopkins has resigned as assistant advertising manager of the Brockton (Mass.) Times and will join the advertising staff of the Boston Evening Record. Ernest W. Lawson will succeed Mr. Hopkins on the Times.

Chester James LaRoche has been placed in charge of advertising in The Mentor by the Crowell Publishing Company.

G. W. Brett, of the E. Katz Special Agency, has returned from a business trip of several weeks to the Pacific Northwest. A. Dorris of the same company has returned from a Southern trip.

William M. Wrightman, formerly superintendent of the Buffalo Commercial, has been appointed field secretary of the North Carolina Master Printers Association with headquarters at Raleigh.

J. W. Zorna, who has been manager of the New York office of Frost, Landis & Kohn, newspaper representatives, for the last several years, has been elected vice-president. He will continue to have his headquarters in New York City.

WITH THE AD FOLKS

Ward H. Marsh, advertising manager of the Burroughs Adding Machine Company, Detroit, has resigned to become sales and advertising manager of the Lincoln Motor Car Company, Detroit. Mr. Marsh first joined the Burroughs staff as a member of the creative division of the advertising department, and rose to assistant advertising manager and then manager.

Manfred Darmstadter, previously on the staff of the Martin V. Kelly Company at Toledo, has been appointed advertising manager of the Audit Bureau of Circulations, Chicago.

BULLEN HEADS CORRESPONDENTS

P. W. Wilson Succeeds Him as Secretary of Foreign News Association

The annual election for officers of the Association of Foreign Press Correspondents in the United States has resulted in the choice of Percy S. Bullen of the London Daily Telegraph, for president; W. F. Bullock of the London Times, and Marcel Knecht of the French Bureau of Information, for vice-presidents; P. Whitwell Wilson of the London Daily News, secretary-treasurer, and S. J. Clarke, of the London Daily Telegraph, assistant secretary-treasurer.

Percy S. Bullen

W. W. Davies of La Nacion, Buenos Aires; Dr. Nawench of the Polish Bureau of Information, Leonce Levy of L'Ouest Eclair, France; M. Takata of the Osaka Mainichi, Japan, and F. Douglas Williams of Reuter's, Limited, become members of the executive committee.

Sir Auckland Geddes, British Ambassador at Washington, has accepted an invitation to be the guest of the association at dinner.

Mr. Bullen, the new president of the Association of Correspondents, is a son of the late Captain Bullen of the British Navy and a grandson of Admiral Sir Charles Bullen. He was born in Hastings, England, but has resided in New York for nearly twenty years. During the war he organized the Dollar Christmas Fund for Belgian children and with Henry Clews as treasurer, collected over $300,000 which was administered through the Committee for the Relief in Belgium.

OF THE SHAFFER GROUP

The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper.

THE INDIANAPOLIS STAR

Largest Morning and Sunday Circulation in Indiana

OF NEWSPAPERS

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card *Member A. B. C.*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives

Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

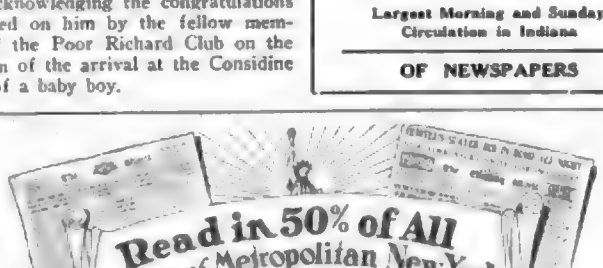
is all of N. Ohio

The Plain Dealer

Cleveland

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM



Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for 6 Months ending Sept. 30, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Digitized by Google

8 COLUMNS ON 68-INCH ROLLS IN ATLANTA

All Papers of City Now on Standard Basis—Means Big Economy in Newsprint and Protection in Emergencies

The Atlanta newspapers have gotten together and by adopting a common economical size have done more to reduce manufacturing costs and make their plants speedy and efficient than have the newspapers of any other city in the country. This statement was made to EDITOR & PUBLISHER this week by Benjamin Wood, vice-president of the Wood Newspaper Machinery Company, in the course of a talk over possible newspaper production economies.

"The Journal and the Constitution some time ago changed from 7 columns 13 ems to 8 columns 12 ems, and by taking advantage of the shrinkage of the dry mat, are now printing on 68-inch rolls, four pages wide; in short, they are printing 8 columns on 7-column rolls and by getting the same matter in fewer pages are saving approximately 14 per cent of the print paper required with the seven columns makeup," explained Mr. Wood.

"Mr. Hearst's paper, the Georgian, is now arranging to change to 12 ems and will also use 68-inch rolls, so that every car of newsprint that reaches Atlanta will go into a common jackpot for the use of any of the three plants. One of every seven cars will in effect cost nothing, and be in the nature of a gift from the mills, forced from them by the sagacity and foresight of the Atlanta publishers. Furthermore, the equipment of all three plants will be interchangeable, so that in an emergency, caused by fire or strike, any plant can instantly get out another's paper without the slightest inconvenience.

"Expressed in dollars the owners of the Journal and the Constitution by adopting this new standard size, and automatically raising advertising rates by having eight columns to sell instead of seven, as formerly, are each saving upwards of $50,000 per annum.

"I predict for the Atlanta plan its ultimate adoption in cities throughout the country where two or more newspapers are published. Publishers, for their own protection, must forget petty differences and jealousies and work together for the mutual good. They are in the same boat, and when the boat is being dangerously rocked by the high cost of print paper, pulling in opposite directions gets nowhere.

"The three newspapers of Utica, N. Y., have already adopted the Atlanta plan. Simultaneously on January 15 the Press, the Observer and the Herald-Dispatch discarded 7 columns 13 ems in favor of 8 columns 12 ems with dry mats. In Nashville the Tennessean has already made the change and the Banner will follow just as soon as its present stock of longer rolls is exhausted. Other cities in which all newspapers either have or are about to adopt the new size, whether previously 7 columns 13 ems or 8 columns 12½ ems, are Evansville, Ind., Macon, Ga., Charleston, S. C., Augusta, Ga., etc.

"It will be noted that Southern publishers have been particularly progressive in this important matter. I regard this as being largely due to the untiring efforts of the sectional publishers' association, the S. N. P. A., whose officers have been especially active in saving print paper and in keeping their members fully posted on economical processes.

"The mills like to furnish 68-inch and 34-inch rolls, and the newspapers calling for these sizes now find available many sources of supply of print paper. The paper machines built to make seven-column paper, which were abruptly called upon to produce 73-inch rolls by the mistaken and foolish advocacy of the 8 columns 12½ ems size by the A. N. P. A. officials, can now return to 100 per cent efficiency in delivering 68-inch paper.

"It is difficult to understand why the publishers of metropolitan dailies, about fifty of which consume more print paper than do all the other dailies in the country put together, continue to use 73-inch paper instead of 68-inch, especially when there are and can be no objections to the 12-em column, as demonstrated by its use by upwards of one hundred newspapers at the present time."

Newspaper Not a Factory

LINCOLN, Neb.—A newspaper is not a manufacturing establishment and is, therefore, not required to obey the provisions of the state law prohibiting the employment of women after 10 p.m., under a decision handed down by the Supreme Court. An Omaha newspaper won a decision on the appeal of the prosecuting attorney of Douglas county, who appealed from a decision of the county district court, which held that the newspaper was not a manufacturing establishment.

Sunday Elgin Courier Suspends

ELGIN, Ill.—The Sunday morning edition of the Courier was discontinued with the issue of March 6. The high cost of publication is given as the reason.

Rock Island Argus to Build

ROCK ISLAND, Ill.—Purchase of a building site by the Rock Island Argus has been completed. Erection of a modern newspaper plant is planned, but no date has been set for beginning the work. The building will be of two or three stories, it is declared. The site has a frontage of 77 feet on Fourth avenue and a depth of 150 feet on Eighteenth street.

Tampa Times On Eight Columns

TAMPA, Fla.—The Daily Times has changed from a seven-column 13-em paper to an eight column 12-em. It continues to use wet mats.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Cunner, Feudler & Co., 96 Beekman St., New York City.

For Sale

Duplex Tubular Plate Press, only two years old; an unusual opportunity for the publisher who needs a press faster than his Flat Bed; prints 4, 6 and 8 pages, half or quarter page fold and so field develops additional printing units can be added.

4, 6 and 8-page Duplex Press; this is an Angle Bar Flat Bed Machine in fine running condition.

Goss Comet 4, 6 and 8-page press; this machine has printed daily with small circulation and always received good care. Prices reasonable. John Griffiths, 41 Marshall St., Poughkeepsie, N. Y.

For Sale

One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

For Sale

32 pp. Hoe straight-line with extra color; 20 pp. Duplex Metropolitan; 16 pp. straight-line; 12 pp. Hoe Unique; 8 pp. Goss Clipper—all with stereo. equipment; 8 pp. Goss half-tone electrotype press; 8 pp. Duplex angle-bar flat-bed press. Details and prices on request. Baker Sales Company, 200 Fifth Avenue, New York City.

For Sale

Eight-page Goss, straight line, web perfecting press with complete stereotyping equipment. First class condition. Cheap for quick sale. The Herald, La Porte, Indiana.

For Sale

Goss Comet Press, splendid condition. Consolidation throws it on the market for $1,000, on board car; includes motor, full set chases, belting, etc., half and quarter fold. Good Model 8 and Model 14 Linotype; complete job equipment; much type for both job and newspaper. Address Martinsburg Journal, Martinsburg, W. Va. Quote check by mail, Martinsburg Evening Journal.

For Sale

One Gamewell Fire Alarm Bell, size 8½ inches, $40.00. Two new fonts Mergenthaler Linotype matrices 7 point No. 2 with Bold Face No. 1, Price $85.00 each. Address Box C-895, care EDITOR & PUBLISHER.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

Two curve plate casting boxes, rocker type, will cast 7 column 21 inch plate.

One three platen steam table without steam generator.

One matrix roller, with motor.

All in first class shape (Goss Printing Press Company equipment). Used seven years, displaced by moving. First fair offer received takes them.

Peoria Star Company
PEORIA, ILL.

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: :: MINN.

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c **A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 80 words) FREE.**

Advertising Solicitor

Advertising solicitor and writer posted in complete business end of daily newspaper work, desires position with small city paper in central or southern New England. Schooled with best of daily papers, is healthy, active, dependable, will consider moderate salary and give good reference. Address Box C-902, care EDITOR & PUBLISHER.

Advertising Man

Ten years experience, executive ability, convincing copy writer, A-1 salesman, desires connection live wire newspaper or agency, salary or commission. Led in sales past two years with largest newspaper industrial advertising agency in United States. Best references. Hard worker. Let's communicate; I'm man you need. Address Box C-893, care EDITOR & PUBLISHER.

Assistant to Business Manager

Or job selling advertising where it is possible to work into an executive position on a small daily newspaper. I am 23. Have been in newspaper game for two years. Have had experience both at copy writing and selling. College graduate, now selling advertising on paper of 200,000 circulation. Willing to start at moderate salary where there is an opportunity for advancement. Box C-907, care EDITOR & PUBLISHER.

Business Manager

Experienced business manager and advertising man, exceptionally well qualified to systemize and handle foreign advertising, seeks an opening in Texas, Arizona, New Mexico or Southern California; thoroughly competent to take full charge of publication, handling all ends; can satisfy interested parties by reference to present employers as well as former employers; would require 30 days or more to make change; health is excellent. Address Box C-886, Care EDITOR & PUBLISHER.

Book Reviewing

Wanted—experienced literary, consumer, trade, advertising. Box C-904, Care EDITOR & PUBLISHER.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, care EDITOR & PUBLISHER.

Circulation Manager

Wanted position Circulation Manager; have had several years' experience; can furnish you the best of references; one who is not afraid to get out and work. Member of I. C. M. A. Address Box C-876, Care EDITOR & PUBLISHER.

Editor

Thorough, Reliable editor of eleven years training seeks permanent connection with responsible paper. Age 30, married, good personality and alive to the needs of any editorial department. Capable of assuming full charge. Best references. Wire P. Schaffer, 716 Post Building, Battle Creek, Mich.

Editorial Executive

Experienced executive in editorial department desires change about May 1, for personal reasons. Knows mechanical department well; understands business end also. Has demonstrated both personal ability and leadership. Hard, steady worker, 15 years experience; good organizer; strong writer; plenty of initiative. Strong references. Correspondence confidential. High priced and worth it. Address Box C-899, care EDITOR & PUBLISHER.

Expert Cost Analyst

Open for proposition; ten years present position; good business manager, financier, credit-man, buyer, auditor; age 34, married; present income $5,000, but would make some concession. Address or wire Box C-879, Care EDITOR & PUBLISHER.

Experienced Editor

New York City, Philadelphia or vicinity—editorial or reportorial on newspaper or magazine by experienced editor; make-up and interviews. Specialty: books and plays, stage and screen, reviewing; business; public health; education. Box C-906, Care EDITOR & PUBLISHER.

Latin American News

Assignments wanted—space—regular or feature—experienced—acquainted. Box C-905, Care EDITOR & PUBLISHER.

Some Place in the Southwest

is an opening for a capable, healthy, energetic newspaperman who will be at liberty to accept a position after May 1. Qualified by experience to handle any news room or editorial desk, any assignment reporting; can furnish highest references from previous and present employers; any correspondence will be treated confidentially. Address Box C-885, Care EDITOR & PUBLISHER.

SITUATIONS WANTED

Wanted

A new job. Paper about to change hands; am not in sympathy with incoming regime. Can qualify for almost any executive's berth in editorial room. American, 29, with brass tacks experience from cub reporter to news editor. Able to handle staff and get results without friction anywhere. Address Box C-893, care EDITOR & PUBLISHER.

Wanted

Editorial connection wanted by well-bred man of exceptional education. Back ground of four years teaching, six years social work requiring rapid writing of everything from leaflets to book. Address Box C-892, care EDITOR & PUBLISHER.

Reporter

Reporter wants position with Daily, Morning or Evening, in city of about 75,000. Graduate of school of journalism, and now with evening paper in small city. Can furnish best of references. Available May 1. Address Box C-862, Care EDITOR & PUBLISHER.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Advertising Manager and Salesman Wanted

Must be experienced, capable taking charge and personally developing merchants into real advertisers. Evening daily in largest city in Eastern Oregon. The largest paper, best plant and good lead in circulation over morning competition. Write to George Huntington, Mgr. Editor, Baker Herald, Baker, Oregon.

Desk Man Wanted

Massachusetts Evening Newspaper outside of Boston, edited with Metropolitan standards requires a competent copy reader at once. Ability to edit copy intelligently and thoroughly is as essential as the knack of putting the news in heads with a snap. A young man who can develop executive ability sought. Write Box C-856, Care EDITOR & PUBLISHER.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

A Good Fellow

with clean record for integrity owns Magazine four years old, growing; will let Editor, Advertising Man, or Office Man share profits who has ability and capacity to help make the business still bigger; a splendid opportunity for reasonably small investment, not all down. Box C-903, care EDITOR & PUBLISHER.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c **A WORD for advertisements under this classification. Cash with order.**

Special Articles

Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

Courier-Inquirer Garage Burns

BUFFALO.—Fire discovered in the early morning of March 5th did $25,000 damage in the garage of the Buffalo Courier and Enquirer in Chicago street. Eight motor delivery trucks and two touring cars owned by the Courier-Enquirer publishers were destroyed. Firemen who tried to take cars from the burning building were driven back by flames and smoke. Insurance covers the loss.

Deute Six-Point Speaker, March 15

The next monthly luncheon of the Six Point League will be held on March 15 in the Colonial Room at the Hotel McAlpin. The speaker will be Arthur H. Deute, general sales manager of the Borden Sales Company, Inc.

LITERARY DIGEST WON BY ADVERTISING

Annual Newspaper Appropriation of $4,000,000 Has Given It Circulation of Over Million in 5 Years, Says F. C. Little

(*Special to* EDITOR & PUBLISHER)

PORTLAND, Ore.—One of the most tangible and conspicuous examples of results attained through newspaper advertising is the Literary Digest. From a comparatively small publication it has built itself into a great national periodical, and is so strongly convinced that the newspapers have been a big factor in its success that it intends to continue its advertising policy indefinitely.

Such is the statement of Frederick C. Little, western advertising manager of the Digest. On a recent visit to Portland he asserted that his firm now spends $4,000,000 annually with the newspapers and it has been found a sound investment.

"A man of great vision," said Mr. Little, "once made the statement that if you have a business that you cannot advertise then advertise it for sale. Advertising to my mind is to business what oxygen is to the blood, in view of the fact that 84 per cent of the failures of 1920 were made by firms that did not appreciate the value of advertising.

"In our New York office five years ago a staff conference was held to find out why the circulation and prestige of the Literary Digest could not be increased. At that time the circulation of the periodical was 350,000. One of the directors pertinently inquired, 'What do we sell?'

"Someone answered, 'advertising,' and the director then asked if we believed in the value of advertising. Everyone agreed that we did.

"'All right,' was the director's laconic reply, 'let's buy some.'

"From that day we have bought advertising. Immediately after our decision a campaign of newspaper advertising was started and continued with the result that in one year we spent with 400 selected daily papers $4,000,000. We have increased our circulation to 1,300,000, and indications are that the number will be swelled to more than 1,500,000 before the present year is out. During this time our revenue has increased more than 360 per cent. It all came about because we had the courage to buy what we sell—advertising.

"We plan to continue for an indefinite period our great newspaper advertising campaign, for there has never been a year in our history when it is so necessary to advertise as in 1921."

CORRESPONDENTS DINE

N. Y. Representatives of Out-of-Town Papers Have Merry Evening

The Correspondents' Club of New York, whose members are representatives of out of town newspapers, held its annual dinner at the Hotel McAlpin Annex on March 7 of this week. James M. Allison, correspondent of the Cincinnati Times-Star, and president of the club, presided, and there was a large attendance of both the active and associate members.

Among the guests present were George Edward Smith, president of the Royal Typewriter Company, who spoke at some length upon economic subjects; Col. Bozeman Bulger and Martin Greet of the Evening World; Lew Dockstade the comedian, and Toto, the clown. Co Bulger entertained the company with a interesting account of his experienc overseas, speaking especially of his con nection with the work of the correspon ents, of whom he had charge for a tim previous to the signing of the armistic

Mr. Dockstader and Toto entertain the company in their usual humorou style.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES

235 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Bldg. New York

PRESSES FOR SALE

24-page *High Speed Straightline Goss.* New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.

16-page *Straightline Goss.* 7 or 8 cols. Type length 21¾ in. Complete stereotype equipment, including motors.

Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 1; and a Ludlow Casting machine with complete outfit.

Immediate Deliveries

Wire or Write

SOUTHERN PUBLISHERS EXCHANGE, Incorporated

Newspaper Properties and Equipment

12 North 9th St. P. O. Box 1897

Richmond, Virginia

THE

Scranton Republican

expects to be able soon to use another display advertising solicitor. Our preference is for a grown-up, seasoned, steady man, who would be content to work for moderate wages until he would prove himself worth more. He would be one of four men doing general display canvassing. Most of the men in the better positions on The Republican have been with the paper for periods ranging from ten to forty years. This is a good job for the sort of man who wants to settle down and work for a paper that appreciates the results gotten by the persistent plugger quite as much as or more than the "flashy" stunts of the spectacular fellow. There are only two papers in Scranton and each runs in the neighborhood of ten million lines a year. The Republican has a circulation of more than 33,000 and the population of Scranton is 150,000. Write fully and enclose photo and references to Advertising Manager.

REPUBLICAN

Scranton, Pa.

Digitized by Google

NOTES OF THE CLUBS AND ASSOCIATIONS

BRIDGEPORT, Conn.—Drafted and fostered by the Advertising Club of Bridgeport, with concurrence of the advertising clubs of Hartford and New Haven, a bill is before the Connecticut Legislature now in biennial session aimed at fraudulent and misleading advertising. There is hope the bill will pass. Connecticut has no fraudulent advertising law at the present time and has lately experienced much advertising of a nature that this bill would prevent in the future.

CLEVELAND.—The Photographers' Association of America, with headquarters here is offering a prize of $250 for a slogan that can be used by professional photographers in their advertising and on their stationery to popularize portraiture. The offer is open to members of advertising clubs affiliated with the A. A. C. W.

BROCKTON, Mass.—An association of the employing printers of Brockton and vicinity has been formed known as the Old Colony Employing Printers' Association. The purpose of the organization is to promote matters in general for the good of the industry. There will be regular meetings with special programs planned, including speakers who will talk on the trade. The officers elected are: President, F. Harold Tolman; of the Tolman Print, Inc.; vice-president, Lester S. Howard; treasurer, Ernest E. Leonard; secretary, Herbert C. Nichols.

ST. LOUIS, Mo.—A delegation of members of the Advertising Club, headed by President D. A. Ruebel, went to Jefferson City March 8 to officially notify Governor Hyde of his election as an honorary member of the club.

PHILADELPHIA.—The Poor Richard Club has under way a campaign to enlist members in the contingent of delegates to go to the annual convention of the Associated Advertising Clubs of the World in Atlanta, June 12-16. The Poor Richardites have formed an On-To-Atlanta Committee of which Lee E. Hood is chairman. To date the following have signed up for the trip: Rowe Stewart, Karl Bloomingdale, Irvin F. Paschall, Lee E. Hood, W. F. Therkildson, Sidney H. Weiler, Norbert A. Considine, John H. Cross, Howard C. Story, Walter A. Fox, J. B. Mackenzie, John M. Fogelsanger, Charles Paist, Charles A. Stinson, Walter J. Munro.

SPRINGFIELD, Mass.—The Publicity Club has appointed J. A. Priest as general chairman of the local committees in charge of the 1921 Direct Mail Advertising Association Convention, which is to be held at the Springfield Auditorium October 25 and 28. Mr. Priest is advertising and sales director of the J. H. Bordeaux Company, was formerly advertising manager of the Worcester Gazette, and more recently director of advertising and publicity of the Hendee Manufacturing Company, Springfield. Edmund Keough of the American Writing Paper Company, is chairman of the publicity committee.

TOPEKA.—Kansas newspaper men connected with the State Legislature organized a Gridiron Legislative Press Club, following a banquet here last week. Senator R. C. Howard of the Arkansas City Traveler was chosen president, and Charles R. Mann, of Osborne, secretary. There are ten members of the Legislature who are newspaper owners or publishers. Those present, besides Messrs. Howard and Mann, were Senator J. M. Satterwaite, of Douglas; Representatives A. A. Gillispie, Rexford; Clark Conkling, Lyons; H. W. Shiedler, Girard; J. C. Mack, Newton; Mrs. Ida B. Walker, of Norton and Mrs. Noble Prentiss.

DETROIT.—J. B. Mills, publicity director of the J. L. Hudson Company, was elected president of the Adcraft Club March 3. He is the first retailer to hold the office. Others elected are: First vice-president, Arthur W. Winter, vice-president, Evans-Winter-Hebb, Inc.; second vice-president, Edward R. Grace, vice-president of Michigan Manufacturer and Financial Record; treasurer, Elmer P. Grierson, advertising manager American Boy; secretary, Lawrence J. Brubaker, assistant secretary Board of Commerce.

POST OFFICE BAN UPHELD

Supreme Court Rules Closing Mails to Milwaukee Leader was Legal

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C.—The Supreme Court, March 7, upheld the action of ex-Postmaster-General Burleson September 17, 1917, in withdrawing from the Milwaukee Leader, Victor L. Berger's paper, its second class mailing privilege, because of articles which the Post Office Department held violated the Espionage act. The action affirms the judgment of the lower courts, in which Mr. Berger sought to force the Postmaster-General to restore the privilege.

Justice Clark read the decision of the court, declaring that for forty years the Post Office Department had had the right to revoke second class mailing privileges.

"The right of the Postmaster General to revoke mailing permits is not a dangerous or arbitrary power, since it is subject to review by the courts," said Justice Clark. "Mr. Berger's paper vehemently denounced the Constitution, under which he now claims protection. He claims that the section of the espionage law under which the Postmaster-General acted was unconstitutional. This court has repeatedly upheld the act."

The decision of the court was 7 to 2. Justice Brandeis and Justice Holmes dissenting in two opinions.

New Daily in Gainesville

ATLANTA, Ga.—With the inauguration of the Gainesville (Ga.) Eagle as a daily newspaper the latter part of February, Georgia now has thirty daily papers, twenty-one of which are published afternoons. Dr. I. M. Merlinjones is editor, and R. H. Quattlebaum is business manager. There are also two weekly papers at Gainesville, the Herald and the News.

DANIELS WELCOMED BY RALEIGH

(*Continued from page* 14)

embarrassed, is trying to make him feel really welcome."

"I have not come home from a larger job, but I am back to take up again the greatest work in the world—fighting for the man who has unequal opportunity," said Mr. Daniels. "I lay down an office in which I was privileged to serve during the most critical years of our history. And I served under a great man, the most illustrious man living in all the world today.

"I have come home to fight, to be your comrade, to stand with you for justice and equality of opportunity, to work with you, and to have your love, which I covet above all things."

On the eve of his retirement as naval head, Secretary Daniels addressed a farewell message to all naval personnel, ashore and afloat. The message read in part:

"It has been an honor and a privilege to be associated with the personnel of our navy in the days of its greatest expansion and its large contribution in the World War. The glory that came to the navy in those crucial years can never be dimmed. In private station my deep interest in all that will add to naval efficiency will not be less than during the period in which I have directed its policies and its operations in peace and in war."

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

FIRST IN 1000 NEWSPAPERS
A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.
Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Don A. Carroll, Tribune Bldg., New York, N. Y.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

A New Feature for Your Sporting Page
"LESSONS IN BASE-BALL"
By J. B. SHERIDAN
The International Syndicate
BALTIMORE

Nearly every person in Richmond reads The
NEWS-LEADER
The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.
The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

The New York Times
REQUIRES
BANK and BUSINESS REFERENCES
from
Business Opportunities Advertisers

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2960, 5111
Cable Address:
SCHOLZEM, NEW YORK

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Digitized by Google

"OHIO

Produced in 1919 a corn crop valued at $196,988,000; the wheat crop was valued at $115,413,000; oats at $37,338,000; potatoes, $17,856,000; tobacco, $26,-084,000; hay, $86,611,000.

Most people think of Ohio as one of the great industrial States---and it is. In many industries it is **first**. But Ohio produces **crops**, too! The State ranks **seventh** in crop value---which fact indicates that the soil still figures as one of Ohio's dependable sources of wealth.

There are over 270,000 farms in Ohio---not one of them too remote from a city to benefit by regular visits of a daily newspaper. The Ohio newspapers listed here are market finders for manufacturers. They conform to the Ohio requirement that the State institutions and enterprises must be

FIRST"

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.035	.035
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	3,608	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, 5c.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,335	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,148	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Irontonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,566	.035	.035
Middletown Journal	(E)	4,466	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	18,763	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,416	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.

Newspaper Advertising

is the only kind of advertising which can be used with anywhere near 100 per cent. efficiency for trade stimulation in the present economic situation.

Price Inducement

today plays a most important part in selling goods. There may come a period where comparative prices are considered questionable by some, but today people can be made to buy most heavily if offered an attractive price.

Today's Price and Tomorrow's

Of course, every manufacturer insists that his prices are not going lower; but unless he creates a heavy demand for his goods at reasonable present prices, through newspaper advertising, he will find it increasingly difficult to maintain them. Today's prices may be ancient history tomorrow. The daily newspaper provides the only medium through which copy can be changed overnight.

Unreasonable Criticism

has been cast upon the newspapers by individuals who object to their publishing news regarding industrial conditions. The local retail shops which do the bulk of retail selling occasionally join in the chorus, but are doing an enormous volume of traffic with price inducement as the magnet.

Every business man of wide experience realizes the difficulties in readjusting his traffic downward. It was much easier to mark up when demand exceeded supply. The big ones of tomorrow will be those who have the nerve to seek maximum traffic at reasonable profit.

Newspaper advertising can do marvelous things for people inclined to give the public the biggest value for the dollar. The big ones of tomorrow will be those who have done so.

THE NEW YORK GLOBE

Member A. B. C. **JASON ROGERS, Publisher** **170,000 A Day**

LORENZEN & THOMPSON, Inc.,

Chicago, People's Gas Bldg. **New York, 19 West 44th St.**

Digitized by Google

THIS ISSUE: AN ALL-AMERICAN NEWSPAPER TEAM

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]

Vol. 53. No. 42 NEW YORK, SATURDAY, MARCH 19, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

Chicago Tribune Newspapers

2 OUT OF 3!

The First Three Morning Newspapers in the United States in Order of Circulation Are as Follows:

MORNING CIRCULATION (Excluding Sunday)

1. The Chicago Tribune . . . 470,000
Largest Morning Daily Circulation in America

2. The Boston Post 440,000
Second Largest

3. Daily News of New York . 385,000
Third Largest

Daily News of New York, which now has the largest morning daily circulation in New York, was founded by the Chicago Tribune June 26, 1919

Chicago Tribune Newspapers Now Rank FIRST and THIRD Among All the Morning Dailies of America

Chicago Tribune Newspapers

2 OUT OF 3!

Digitized by Google

NEW YORK STATE

THE STATE OF PROGRESS

New figures made recently available showed New York State as a big producer of many crops. It compares favorably with the 1919 figures.

PRODUCTION OF STATE CROPS (1920)

32,595,000 bushels of corn	**5,482,000 tons of hay**
10,998,000 bushels of wheat	**2,288,000 pounds of hops**
44,275,000 bushels of oats	**1,872,000 bushels of rye**
3,480,000 bushels of barley	**46,250,000 bushels of potatoes**
4,420,000 bushels of buckwheat	**3,072,000 pounds of tobacco**

A territory that **produces** can **consume** equally well.

Concentrate a selling and advertising campaign in New York State and become convinced that this is the logical, economical and effective manner of merchandising goods. New York State daily newspapers are of size, standing and real power. Use them.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,700	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	6,950	.04	.035
*Brooklyn Daily Eagle	(E)	50,852	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
Brooklyn Standard Union	(E)	61,554	.20	.20
Brooklyn Standard Union	(S)	43,163	.20	.20
*Buffalo Courier and Enquirer	(M&E)	88,543	.22	.18
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,706	.18	.14
Buffalo Evening News	(E)	95,501	.21	.21
Buffalo Evening Times	(E)	71,189	.15	.15
Buffalo Sunday Times	(S)	72,239	.18	.18
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,195	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
***Gloversville Leader-Republican	(E)	5,910	.03	.03
Gloversville Morning Herald	(M)	6,062	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,552	.025	.025
*Jamestown Morning Post	(M)	8,934	.05	.03
*Middletown Times-Press	(E)	5,661	.04	.03
**Mount Vernon Daily Argus	(E)	6,560	.04	.04
Newburgh News and Journal	(E)	10,636	.06	.06
New York American	(M)	291,840	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	38,875	.33	.33
*The New York Herald	(M)	203,686	.50	.45
*The New York Herald	(S)	207,683	.50	.45
*The Sun, New York	(E)	190,509	.50	.45
†New York Times	(M)	330,000	.65	.6305
†New York Times	(S)	500,000	.75	.7275
*New York Tribune	(M)	125,919	.40	.36
*New York Tribune	(S)	127,536	.40	.36
***New York World	(M)	337,228	.80	.55
***New York World	(S)	590,965	.80	.55
***New York World	(E)	350,469	.80	.55
***Niagara Falls Gazette	(E)	13,720	.05	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,263	.06	.06
Rochester Times-Union	(E)	63,594	.20	.18
Schenectady Union-Star	(E)	13,417	.06	.05
*Staten Island Daily Advance	(E)	5,906	.04	.03
*Syracuse Journal	(E)	42,218	.09	.09
***Troy Record	(M&E)	22,312	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.

Editor and Publisher for March 19, 1921

SERVICE!

THE AFTERNOON PAPER OF THE MOST PROSPEROUS AND PROGRESSIVE CITY OF UPPER SOUTH CAROLINA

EDITORIAL DEPARTMENT

THE PIEDMONT

J. RION McKISSICK, Editor

GREENVILLE, SOUTH CAROLINA

March 5, 1921.

Newspaper Enterprise Association,
Cleveland, Ohio.

Gentlemen:

On behalf of The Piedmont, I desire to congratulate you on your enterprise in getting to us within twenty-four hours after the inauguration of President Harding an excellent mat picturing scenes in that historic event. This is a really remarkable achievement and it has certainly won our highest admiration and appreciation. This is the fastest service of the sort I have ever seen, especially in consideration of the distance of Greenville from Washington. Good work -- we'll tell the world it is!

Yours sincerely,

J Rion McKissick

NFA

write or wire

The NEWSPAPER ENTERPRISE ASSOCIATION
(A Service—Not A Syndicate)
CLEVELAND, O.

City Population 1,823,779

Separate Dwellings 390,000

Metropolitan Population: 3,000,000

Have you an agent or branch in Philadelphia?

Naturally both you and your agent are vitally interested in making the Philadelphia end of your business pay.

We find many concerns have their goods on sale here, but no one seems to know about it.

A reliable way to help your selling force, and the quickest way to get Philadelphia trade, is to tell Philadelphians about your goods through The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost
By concentrating in the newspaper
"Nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid average circulation for February,

509,062 copies a day

Exceeding all previous months of publication

No prise, premium, guessing contest, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MARCH 19, 1921 No. 42

AN "ALL-AMERICAN" DAILY NEWSPAPER TEAM

Eleven Positions in First Team Are Given East and Middle West—Captaincy Goes for Public Service—Four New York Papers in Line up—Suggestions for Changes Invited

By H. F. HARRINGTON and E. S. WATSON

EDITORIAL NOTE: Messrs. Harrington and Watson are instructors in journalism at the University of Illinois. The story they have written and the All-American Newspaper Eleven that they have named is based upon the conclusions of more than 100 students of their school who have been making a study of newspapers as a part of their regular college work. What is your opinion of this team? What changes would you suggest in the line-up and why? Comment on the first All-American Newspaper Team to be selected is invited.

WHEN the last gridiron whistle has been blown and the last "post-mortem" held around fraternity and dormitory firesides, all that is left to the football fan is to wait for the announcement of Walter Camp's "All-American team"—that mythical eleven which, theoretically, could defeat any other football team in the world.

There never has been an All-American football team, one whose individual members were pre-eminent in their positions. No more is there any All-American newspaper which can justly claim all that is best in all its departments as newspaper men are well aware.

Over Hundred Take Part

At the University of Illinois the students in journalism, more than a hundred in number, have resolved themselves into a collective Walter Camp and, after watching the work of the various American newspapers from the side-lines of the journalism library where they have been studying them in connection with their reportorial and editorial practice, they have picked a mythical All-American Newspaper team for the consideration and discussion of newspaper men.

The honor of being captain of the team goes to an Easterner, The New York World, which makes the All-American in the position of public service. The basis for this ward is the World's fidelity in living up to the standard set by its founder who established it as "an institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

All the News

The New York Times is selected for the news position. Under the slogan of "All the News That's Fit to Print," the Times gives its readers the best and most complete accounts of all happenings of the day, local, national and international—although the journalistic Walter Camps state that the Times' strength in the line-up could be augmented by the addition of a foreign service such as that of the Philadelphia Public Ledger.

The "quarterback" position, the thinking job on the team, is given to the Springfield (Mass.) Republican whose editorial work has been the most consistently good of any paper in the country. Sane, courageous, direct and high in literary quality these editorials bring the Republican All-American honors. Next the Republican in the "backfield" a place is awarded to the Ohio State Journal for its editorial paragraphs, and backing up these two will be found the Christian Science Monitor, awarded a place on ethics. The choice of the journalists for this place was based not so much on the Monitor's refusal to handle crime stories, as its general constructive policy and its evident belief that the reading public prefers the wholesome to the sordid; the constructive to the destructive; beauty to ugliness.

Two more New Yorkers make the team—The New York Sun in the feature story and human interest yarn position, and the New York Tribune for typographical display. The Sun, as an essentially human interest paper still living the tradition of Charles A. Dana that the unusual rather than the usual is news, takes All-American honors, with the Kansas City Star as a close rival. "The Star's features are good, but too many of them reach the paper via the editorial scissors rather than by a Star typewriter," says one of the "experts" in rendering a lengthy decision on the question.

The combination of capitals and lower case type in all of the New York Tribune's headlines, and the make-up man's ability to bring out his best stories without resorting to scarehead type, by his facility in the use of contrast and balance, gives the Tribune the call on the typographical display position on the team. "You can find your news in the Tribune at a glance" is the verdict of the Walter Camps. It is worthy of note that this decision was general.

The Middle West gets two places on the team. The choice for merchandising and advertising goes to the Chicago Tribune and for the use of "art" to the St. Louis Post-Dispatch. The scientific investigation of the advertising and merchandising field by the Tribune, its co-operation with the merchant in bringing his wares to the notice of the public, its elimination of the gambling element in advertising, and its purging of the advertising pages of quacks and fakers who prey upon the public, and the promoters of wildcat schemes—all of these put it at the head of all candidates for All-American honors and it beats out its fellow "protector of the people" the New York Tribune, whose motto is "First to Last—the Truth: News, Editorials, Advertisements," by only a narrow margin.

Fine Arts Score

The Post-Dispatch is awarded the art position on three points: its Sunday rotogravure is comprehensive and artistically attractive; its daily picture page is an excellent pictorial presentation of the interesting happenings in the world today; and its use of cuts to accompany news stories is unequaled by any other newspaper.

For the position of dramatic and literary criticism a spirited rivalry between the Boston Evening Transcript and the Chicago Evening Post resulted in a majority vote of the critics for the Eastern journal. The Transcript, the product of an environment of culture and learning, reflects its reading public admirably and gives to all other members of the team a model for the return of the newspaper to one of its original functions—a journal of the fine arts as well as a purveyor of the news of the day.

Trans-Missouri gets one place on the team. Out in Atchison, Kansas, Ed Howe's Globe has set the standard in the compilation of personal items, told with a fine sense of the news involved in the small commonplaces of street and town.

Ding Wins

Although this composite newspaper eleven will never be fashioned, the effort expended in choosing strong representatives for it has given the students a set of standards on good and bad newspapers. It should be added that some of them chose Arthur Brisbane as chief editorial writer, John T. McCutcheon (who ran a close second to J. N. Darling) as the cartoonist, and Bert Lester Taylor of "A Line o' Type or Two" in the Chicago Tribune as the column conductor.

All in all here is a team that should make the word American great in the far-flung domain of the world's journalism.

THE ALL-AMERICAN TEAM PICKED

Public Service	**THE NEW YORK WORLD (Capt.)**
News	**THE NEW YORK TIMES**
Editorials	**THE SPRINGFIELD REPUBLICAN**
Editorial Paragraphs	**THE OHIO STATE JOURNAL**
Feature Stories and Human Interest Yarns	**THE NEW YORK SUN**
Typographical Display	**THE NEW YORK TRIBUNE**
Use of "Art"	**THE ST. LOUIS POST-DISPATCH**
Ethics	**CHRISTIAN SCIENCE MONITOR**
Dramatic and Literary Criticism	**BOSTON EVENING TRANSCRIPT**
Personals	**ATCHISON GLOBE**
Merchandising and Advertising	**THE CHICAGO TRIBUNE**

What Newspapers Would You Put On Your Team? Why?

Google

PERRY HEADS AMERICAN PRESS ASSOCIATION

Courtland Smith Goes to Washington As An Assistant Postmaster-General—New Executive a Nationally Known Newspaper Figure

The board of directors of the American Press Association, meeting in New York, March 15, elected John H. Perry to the office of president. Mr. Perry, who took charge of the A. P. A. immediately, succeeds Courtland Smith, who retired to go to Washington as an assistant postmaster-general under Will H. Hays. Mr. Smith has completely disassociated himself from the American Press Association.

Mr Perry will also continue to guide the fortunes of the Autocaster Service Company, as chairman of its board. At

JOHN H. PERRY

the same meeting W. G. Brogan was elected vice-president, succeeding Norris A. Huse, resigned, and Emmet Finley, secretary-treasurer of the Autocaster Company, was elected secretary-treasurer of the A. P. A. in Mr. Brogan's place. He will hold down the two offices. C. B. Cabaniss has resigned from the American Press Association organization.

A Newspaper Lawyer

John H. Perry is a nationally known figure in the newspaper world. He is a native of Kentucky and a graduate of the University of Virginia. Out of college he began to practise law immediately and soon found himself in the growing empire that Seattle centers. There he became interested in newspaper law and in the succeeding years earned the reputation of being one of the best newspaper lawyers in America. He is said to have defended over $5,000,000 in libel suits without losing a single case.

Mr. Perry's practice of law in behalf of newspapers has carried him into the courts of 22 states of the union. All of this has happened in little more than a dozen years so that John H. Perry is still a comparatively young man.

As a publisher Mr. Perry is perhaps better known west of the Rockies, where he accumulated a fortune that makes him a millionaire. Mr. Perry is part owner of the western Scripps newspapers and he has been counsel for these papers for many years. He is a large stockholder in Autocaster Service Company, and has been its vice-president and then chairman of its board of directors ever since the organization of the company some two years ago.

WANT TRUST LAW CHANGED

Publishers at Albany Want End to Monopolistic Contracts

(Special to EDITOR & PUBLISHER*)*

ALBANY, N. Y.—Representatives of the New York State Publishers Association and the Publishers Association of New York City attended a public hearing here March 15 before the Senate Committee on the Judiciary in support of the Meyer-Martin bill to amend the Donnelly anti-trust law in relation to contracts leading to monopoly. Opposition to the bill was voiced at the hearing by representatives of labor organizations and a new hearing will be held on March 22.

Interest of the publishers' organizations represented at the hearing was chiefly in the amendment as it relates to practices now prevalent in the photo-engraving trade in New York State under which the price of engraving is fixed by a contract between the employing photo-engravers and the engravers' union. The Meyer-Martin amendment has to do with describing the nature of the articles or products the price-fixing on which enters into the making of a monopoly. At present the Donnelly act assumes that a monopoly can be established and maintained only in articles or products in "common use," and in legal proceedings against the photo-engravers several years ago under this act, it was held that photo-engraving is not a commodity in common use.

Under the proposed amendment, section 340 of the general business law would read as follows, the italics denoting new matter:

"Contracts for monopoly illegal and void. Every contract, agreement, arrangement or combination whereby

"A monopoly in the manufacture, production or sale in this state *of any article or product used in the conduct of trade, commerce or manufacture or* of any article or commodity of common use is or may be created, established or maintained, or whereby

"Competition in this state in the supply or price of any such article, *product* or commodity is or may be restrained or prevented, or whereby

"For the purpose of creating, establishing, or maintaining a monopoly within this state of the manufacture, production or sale of any such article, *product* or commodity, the free pursuit in this state of any lawful business, trade or occupation is or may be restricted or prevented, if hereby declared to be against public policy, illegal and void. . . ."

A new section, modeled on the Federal Clayton act, giving those injured by practices in violation of this act the right to injunctive relief against such practices. This differs from the former procedure which required criminal prosecution by the state against violators of the act and left the institution of civil suits for damages by individuals as the only means of redress for those injured by the illegal practices.

Morgan Ads Back in Montreal Star

MONTREAL, Que.—A long drawn-out battle between the management of Henry Morgan & Co., Ltd., one of Montreal's largest department stores, and the Montreal Daily Star has come to an end with the honors decidedly in favor of the newspaper. Some five years ago the head of the Morgan firm, which is one of the oldest established in Canada, disagreed with the policy of the newspaper regarding certain municipal reforms and withdrew his advertising support. The Montreal Daily Star and its sister publication, the Standard, are now carrying daily large copy from Henry Morgan & Co., Ltd.

New Paper for Pelham

The Free Press, Wednesday and Sunday, will be started in Pelham in a few days under the management of Merle MacAlister, Frank H. Brooks and J. H. Riseley, late of the Pelham Sun.

N. Y. OWNERS CONFER WITH LABOR CHIEFS

Negotiations of New Wage Scale Are Under Way, With Proprietors of All Greater City English Dailies Taking Part

Proprietors of New York and Brooklyn daily newspapers and their publishers this week met with the international and local officers of the Typographical and International Printing Pressmens' and Assistants' Unions to discuss the negotiation of new wage scales. The typographical scale in New York expires March 31 and the pressmen's agreement expired with the end of February. The owners of the newspapers had their first conference with the pressmen's union officials February 22, at which both sides appointed conference committees. Similar procedure was followed at the initial meeting with the I. T. U. officials on March 14.

This is the first time that the owners of these papers have united upon a course of action in labor matters and absolute unanimity has characterized all their meetings. They have presented to both unions the following three principles upon which they will base future negotiations:

"First: A shift of work no less in length than the number of hours generally accepted as a day's or night's work in industries other than our own, and in our own, in large cities other than New York.

"Second: The payment of regular wages, only for time faithfully given; and, of the so-called overtime wages, only in exchange for actual time given in excess of the fixed number of hours that constitute a regular day's or night's work.

"Third: So long as first right to employment is given by contract to members of your organization, the right of the employer to determine the size, and to direct the control, of his force, with due consideration to the health and strength of the men; so long as the work lies within the trade with which the members of your organization are generally identified, the right of the employer to decide what they shall do and to judge whether or not they do it well and faithfully."

Since the presentation of these basic rules, several conferences have been held between committees of the publishers and committees representing the local unions.

Reports were rendered by these committees at a meeting of the full committees on March 17. The nature of the reports could not be learned.

ORDER K. C. JOURNAL SOLD

Public Auction Set for April 18—Receiver Free to Sell Before

(By Telegraph to EDITOR & PUBLISHER*)*

KANSAS CITY, March 17.—The Kansas City Journal, oldest morning newspaper in Kansas City, was today ordered by Federal Judge Arba S. Van Valkenburgh to be sold at public auction April 18, "for cash to the best and highest bidder on the front door step of the Jackson County court house between 1 and 5 o'clock."

The order, however, gives Receiver C. S. Jobes and Trustee A. B. Jobes 30 days' notice in which they may otherwise dispose of the newspaper if opportunity presents itself. The order of sale recites that the encumbrances of the Journal are so heavy that it has been impossible to borrow enough money or sell enough receiver's certificates to satisfy creditors. The receiver, trustee, and Frank S. Schree, attorney, have held weekly conferences with Judge Van Valkenburgh since the receivership was instituted on November 12 in an attempt to put the Journal back on its feet. The efforts were unavailing.

It is understood that Eastern newspaper interests have considered taking over the plant with the aid of some Kansas City capital.

AUTOCASTER IN NEW YORK

Entire Service Moves From Cleveland —Will Work With A. P. A.

The latest addition to the publishing field in New York is the Publishers' Autocaster Service Company which has just moved to this city from Cleveland, its birthplace. Editor-in-Chief S. T. Hughes is proud of the fact that although the move of men, material and plant was made over Sunday, the service itself did not suffer but continued to be issued, promptly, to regular date and to scheduled mail trains.

S. T. HUGHES

The taking up its business here includes editor, S. T. Hughes, who was formerly editor-in-chief of the Newspaper Enterprise Association, for many years; business manager, Emmet Finley; managing editor, J. T. Wilson; cartoonist, Sewell Booth; photographer, W. W. Brown, and several writers and artists, as well as a considerable business department personnel.

The officers of the Publishers' Autocaster Service Company are: John H. Perry, chairman of the board; B. H. Canfield, president; and Emmet Finley, secretary-treasurer. Inasmuch as Mr. Perry is president of the American Press Association and also commander-in-chief of Autocaster, the sister organizations will work together, in so far as their separate functions will permit, to their mutual advantage.

The Autocaster, as it is better known, serves over 1,300 small dailies, and semi-weekly and weekly newspapers scattered over the country from coast to coast. It is a Scripps institution and an offspring, born something over two years ago, of the Newspaper Enterprise Association. Its plant is located in the American Press Association building, 225 West 39th street, but for the present the editorial rooms and business offices are at 2307 Bush Terminal building, 130 West 42d street.

The Autocaster supplies its clients by mail with regular services of current illustrated editorial matters of interest, including news pictures, cartoons, comics, a comic strip and editorials. In addition, each client receives a large page each week of illustrated "dummy" ads for use among his local merchants, the illustrations going to him in matrix form.

A. N. P. A. Directors Meet March 31

Directors of the American Newspaper Publishers Association will meet in New York, March 31, to consider program details and plans for the annual convention April 27, 28 and 29. In accordance with the practice started last year, there will be no banquet and the annual luncheon of the members will take place on Thursday the 28th. The luncheon of the Bureau of Advertising will be held on the 27th.

Digitized by Google

N. E. A. LINES UP AGAINST 44-HOUR WEEK AND ZONE LAW REPEAL

Will Hold Business Meeting Apart from Convention in Future—To Name Vice-President from Each State—Brodie New President

By FRANK LE ROY BLANCHARD
(Special to Editor & Publisher)

ST. AUGUSTINE, Fla., March 12.—The thirty-sixth annual convention of the National Editorial Association at St. Augustine came to an end on Saturday with the election of officers, the reports of special committees, and several addresses. It was the general opinion that, although the original program was badly shot to pieces by the failure of several speakers to fill their engagements, the convention was one of the most helpful ever held by the association. Much of the success of the several sessions was due to the efficient manner in which they were conducted by President Wilkie, who ran the program according to a time schedule and who knew how to "boss" the crowd of editors without hurting anybody's feelings. Full of "pep" himself, he imparted to the delegates some of his own ginger and optimism. Long winded speeches were taboo. Motions from the floor were made, seconded and carried in a jiffy.

Perhaps the most important actions taken by the association was the passage of resolutions offering the repeal of the zone postal law, and recording its disapproval of the proposition for a 44-hour printers' week.

A number of important amendments to the constitution and by-laws of the organization were made. One of these provides for the holding of an annual business meeting at a centrally located city, delegates to which shall be selected from and by the several state editorial associations.

Another amendment calls for the appointment of a vice-president from each state by the president of the association, while a third amendment provides for the admission of co-ordinating associations on payment of an annual fee of $25, which includes the annual fees of its officers, and a fee of $3 from each of its members.

The election of officers resulted in the choice of the following:

President, Edward E. Brodie of the Oregon City (Ore.) Enterprise.

Vice President, John C. Brimblecom, Newton (Mass.) Graphic.

Secretary, George Schlosser, Wessington Springs (S. D.) Republican.

Treasurer, W. W. Aiken of Franklin, Ind.

Members of the executive committee—Will Wilkie, Grey Eagle, Minn.; Wallace Odell, Tarrytown, N. Y.; Frank N. Henderson, Little Rock, Ark.

Members of the executive committee (elected for one year)—Paul T. Harber, Commerce, Ga., and George W. Marble, Fort Scott, Kansas.

Hold-over member of executive committee, H. U. Bailey, Princeton, Ill.

For the first time in the history of the association, the selection of the next convention city was left to the executive committee. The cities that are candidates for the honor are Kansas City, Mo.; Chicago, Salt Lake City, San Francisco, Omaha, Atlantic City, New Orleans and Detroit. Sentiment among the members as to which city they preferred was divided. H. C. Hotaling, executive secretary, is much in favor of holding the convention in Yellowstone Park. He thinks it would be a good scheme to camp out there for two or three weeks in this wonderland of the West.

The surprise of the session was the presence of Chauncey M. Depew, of New York, who has been spending the winter at the Ponce de Leon and who made one of his happily-worded addresses. He said that the press, which for some time has owned, operated and governed the country, had come into its own, now that an editor in the person of Warren G. Harding occupies the White House.

Among the addresses on subjects relating to the newspaper business one of the most interesting was by Eric W. Allen, dean of the School of Journalism of the University of Oregon, who spoke on "The College Trained Journalist, Is He Making Good?" Dean Allen answered the question in the affirmative. It was only twelve years ago, he pointed out, that the first classes of journalism were graduated—today there are ten colleges representing full courses in journalism and nearly forty in which instruction in newspaper writing is given. The total number of graduates is around 750. Newspaper offices in which they have been employed have made them promising material for responsible positions. Many are now conducting papers of their own, Mr. Allen showed.

That President Harding has a warm spot in his heart for the National Editorial Association, of which he is a member, and does not forget his old associates, was shown by the following telegram, read by H. C. Hotaling, executive secretary of the association:

WHITE HOUSE,
WASHINGTON, D. C., March 10.

H. C. HOTALING,
Hotel Alcazar, St. Augustine, Fla.

Please convey to the convention of the National Editorial Association the greetings of a newspaper man who is taking a leave of absence from editorial duties to give attention to a different form of public service. Permit me to thank your association, through yourself, for innumerable testimonies that have come to me of their friendly sentiments and to wish the association and all its members the fullest measure of success and prosperity.

WARREN G. HARDING.

During the day it became noised about that George Schlosser, secretary of the association, is a candidate for Public Printer, at Washington. Although the South Dakota Press Association at its Sioux Falls meeting on March 3 and 4 enthusiastically endorsed his candidacy for the position, news of its action did not reach outside the state; and that was the reason why the members of the N. E. A. knew nothing about it until the last day of the St. Augustine convention, when the matter was formally brought to the attention of the members in a motion calling for the endorsement of Mr. Schlosser's candidacy. The motion was carried unanimously.

Mr. Schlosser has been identified with the printing business all his life and is eminently qualified, his many friends assert, to administer the affairs of Uncle Sam's big print shop at the nation's Capital.

Dean Walter Williams, of the School of Journalism of the University of Missouri, delivered at the morning session on Saturday an able and scholarly address on "International Window Breaking," in which he spoke of the editors of the country as "the interpretors of the news of the world and the solvers of international questions." In order that they shall be able to interpret the news correctly, they must be certain that the sources of the news are reliable and that the news itself is truthful and unbiassed.

Dean Williams insisted that there is need of a third cable across the Pacific to transmit news to and from the Orient, the two now in use being owned and controlled by foreign interests that are not in accord with our own. Much of the news now received in America is colored or emasculated by foreign news associations that are run to further the interests of foreign nations, and stir up trouble among the nations of the world. Dispatches are blurred by censorship. Another blurring, he stated, came from propaganda virus injected into the news by scheming nations. For instance, Belgium was recently represented and widely advertised as having returned to a condition of prosperity greater than it enjoyed previous to the world war. Immediately following this statement came the offering of a big block of Belgium government bonds and the demand that American capital be invested in them. While this might not be considered illegitimate the same methods that have been employed for financial purposes are being used for other ends.

Dean Williams read a news article from a widely circulated newspaper in which passengers arriving on an ocean steamship were made to say that they had left Japan because they could no longer endure the insolence and abuses of the Japanese. Dean Williams analyzed each of the statements made and showed how utterly untrue they were. He spoke from a knowledge obtained first hand by himself during a visit he paid to the Flowery Kingdom several years ago. He said that if war ever came between the United States and Japan, it would be the result of misunderstanding and blundering on the part of editors who were ignorant of the actual facts at issue.

S. C. Theis, of New York, had something interesting to say about "Handicaps in Foreign Advertising." He told the editors that no one was a better friend of theirs than the advertising agent, who develops new advertisers and builds up old ones for their benefit. He urged the editors to have one rate for both foreign and local advertising and stick to it. He told them not to waste much time in procuring foreign advertising as in most instances it would cost more than they would get out of it. What they should do is to put their best efforts into the cultivation of the local field.

At the conclusion of the address by Wright A. Patterson, editor of the Publishers' Auxiliary, urging retention of zone rates on second class mail (given in Editor & Publisher last week), Congressman Guy U. Hardy, of Canon City, Colo., took the floor in support of Mr. Patterson's position. He contended that if the opponents of the present law were successful in securing its repeal the Government would undoubtedly establish a flat rate of four cents or more a pound for second class matter, sufficient to cover the cost of transportation. At present there is an annual deficit of many millions of dollars, he said.

Mr. Hardy said that the big mail order houses, like Sears Roebuck & Co. and Montgomery Ward Company, and the publishers of trade papers and magazines are most active in the fight to secure the repeal of the zone postal law because they are the ones who would be benefitted the most. If the present law is retained it will be possible for local merchants in many places to sell goods in competition with the mail order concerns for the reason that whatever advantage the latter have in buying merchandise in larger quantities is largely offset by the cost of postage.

Another argument advanced was that the zone postal law gives the advertiser in the local newspaper a better advantage in that the people of a community will depend more upon it for merchandise information.

Dean Walter Williams, of the University of Missouri, spoke of the arrangements that had been made for hulding the convention of the Press Congress of the World at Honolulu, October 4 to 14. He said that every association organized in the interests of the newspaper or writing profession is entitled to official representation to its extent of one voting delegate for every twenty members. No one will be accepted who is not a bona fide journalist.

Based on the minimum rates of fare the estimated cost of the trip to delegates from San Francisco is $275; from St. Louis, $475; and from New York, $548.75. Will Wilkie, of Grey Eagle, Minn., was appointed chairman of transportation. The Honolulu hotels will give a discount of 20 per cent to delegates. W. R. Farrington, who visited New York in 1919, and is general business manager of the Honolulu Star-Bulletin, is chairman of the general committee in charge of the convention and L. A. Thurston, proprietor of the Pacific Commercial Advertiser, is chairman of the entertainment committee.

Fred E. Evans and Frank Edgecomb, composing the committee for standardizing newspapers, presented a report recommending two standard sizes of

EDWARD E. BRODIE, who hails from the land where Columbia flows, was forty-five years old last Saturday by actual count, and because his fellow publishers like the word Enterprise they celebrated the event by electing him president of the N. E. A.

Digitized by Google

papers—7 columns, 12 ems wide and 20-inches long; and 6 columns, 13 ems wide and 19¼-inches long. It also advocated continuing the work of trying to bring about uniformity. The committee said:

"There are various reasons why newspaper publishers have not evolved standards. Some have refused to make changes because their pocket books negatived the idea; others cling to their original ideas because of sentimental reasons and still others think that the particular size of their particular newspaper is the proper caper. Who can blame any of these men for not making a change?

"This vast army of publishers, big and little, would have to be subdued into throwing their presses into the discard before standardization can be reality. They are not primarily to blame. The printing press manufacturers who built presses to suit every pocket book are at the bottom of it all, and yet your committee does not blame the printing press manufacturer. The press makers would be glad to make a press of one kind only, just as the paper makers would be only too glad to make paper of one or two sizes.

The Boiler Plate Problem

"Many of the smaller city newspapers are going to the 8 column, 12 em basis. The metropolitan dailies are nearly all on that basis now. The small city dailies that go to 8 columns 12 ems meet with only one serious obstacle now in making the change; that is in their inability to use 'boiler plate.' Members of your committee have talked with representatives of the Western Newspaper Union, the largest maker of matter of this kind. These representatives declare they will furnish 12 em plates when the demand for them is large enough.

"After going into this rather lengthy preamble as to the difficulties that beset the path of him who would standardize the nation's newspapers, your committee, in the hope that concrete action of some sort may serve as an entering wedge which will eventually result in newspaper standardization, desires to suggest two standards for newspapers, to wit:

Seven columns, 20 inches long and
12 ems wide, and Six columns,
19¼ inches long and 13 ems wide.

"These standards would care for two distinct classes of newspapers: the daily and the so-called country weekly. The newspapers that have gone to 8 columns 12 ems can use a full page ad based on the 7 column 12 em standard, while the newspaper that has not made the change will still be able to care for a full page advertisement.

The six column, 13 em page, 19¼ inches long, will cover practically all the smaller papers of the country. Of course, there will be some that do not conform, but in reaching any standard it will be necessary to eliminate some.

These are various ways in which the 8 column 12 em newspaper may use the 7 column 12 em full page ad. It may be centered and a full page charged for; or it can be confined to 7 columns, thus leaving space for a column of news alongside, a thing that many advertisers desire. If the 8 column newspaper centered an ad of this kind there would be only a margin of 6 ems; while the 7 column newspaper's margin would be 3 ems."

Women in Journalism

That there is really no limit to the breadth of the outlook for the woman in journalism; the real newspaper woman—was the opinion expressed by Mrs. George E. Hosmer, wife of the editor of the Bradentown (Fla.) Manatee River Journal. "It is not breadth but depth about which she needs to concern herself," said Mrs. Hosmer. "The depth of her preparation for her newspaper work; the depth of her belief in the high calling to which she aspires; the depth of her respect for the traditions which are the part of every well regulated newspaper office, and for the time honored principles of journalism.

"The newspaper woman is keeping up with the procession, in the profession in which she probably first came into her own in competition with men she is everywhere present, and daily becoming more numerous. You find her in the business office, you find her in advertising, you find her not only a writer of editorials but an editor; you find her on every branch of the news force—and doing all kinds of feature and special writing. BUT—you do NOT find her begging for a job. You find the job asking for her."

Mrs. Hosmer is, herself, actively engaged in newspaper work and studied professional work at the University of Missouri.

The evening session on Friday was given over to Col. William E. Haskell, vice-president of the International Paper Company, of New York, who gave an interesting address on the paper situation, as was told in EDITOR & PUBLISHER last week. At the conclusion of his address, the delegates adjourned to the garden court of the Hotel Alcazar, where an excellent four reel motion picture of "Paper in the Making" was presented. The entire process was shown beginning with the felling of the trees in distant forests and taking progressively each step until the finished paper appeared in the roll, and, later, the printed newspaper came flying from great printing presses.

The St. Augustine people showed their hospitality to the visitors in every possible way. Thursday afternoon they were the guests of Manager Robert Murray at the Ponce de Leon, probably the most beautiful resort hotel in the world, at a garden party given in the palm grove of the hotel. Music was furnished for dancing and light refreshments were served. The scene was brilliantly beautiful. Through the spaces between the trunks of the stately palms the magnificent and picturesque facade of the Ponce de Leon could be seen, while in the foreground were masses of foliage plants, relieved here and there by bright hued flowers.

Friday afternoon the editors were taken in automobiles to Anastasia Island, where they inspected an extensive alligator farm containing over 6,000 alligators ranging in age from one or two years up to 300. Over a thousand were above ten feet in length.

THE N. E. A.'S NEW PRESIDENT

EDWARD E. BRODIE, the new president of the National Editorial Association, is an Oregon product, having been born at Fort Stevens, that state, in 1876. He was educated at the high schools of Astoria and at the University of Oregon. Like other ambitious and frugal youths, he worked in newspaper offices during vacation periods and in this way got a taste of printers' ink which influenced him in the choice of a career. His first venture at newspaper ownership was the purchase of the Oregon City Enterprise in 1908, a weekly that was established in 1866.

Mr. Brodie saw in his new field the need of a daily and two years later began the publication of a morning edition of the Enterprise, which was soon firmly established in the favor of the community. For three years he was president of the Oregon State Editorial Association. It is worthy of note that Mr. Brodie's election as president of the National Editorial Association took place on his forty-fifth birthday. He was married in 1905 and is the father of two children.

The new president is a quiet, studious-appearing man who, although not an orator, as he admits, will make a good record, as he is a hard worker and is an especially strong believer in organization.

ALL CLASSES OF ADVERTISING HIT BY FEBRUARY SLUMP IN N. Y. PAPERS

DEFLATION was suffered by practically every class of advertising in New York City newspapers during February, analysis by the New York Evening Post Statistical Department discloses. Foreign advertising is off approximately one-third, local display advertising is slightly lower than in February, 1920, in morning and Sunday newspapers, with a slight gain in the evening papers. Graphic section advertising in morning and Sunday newspapers fell about 43 per cent, and gained about 80 per cent in evening newspapers.

The advertising of newspapers dropped 59 per cent in morning papers, 95 per cent in evening papers and 78 per cent in Sunday papers, showing heavier losses than any other classification except beverage and railway advertising in Sunday newspapers. The classified figures for the New York and Brooklyn papers follow:

	Morning		Evening		Sunday	
	1921	1920	1921	1920	1921	1920
TOTAL SPACE	5,149,253	6,348,092	5,352,637	5,600,672	2,622,462	3,545,821
Amusements	271,521	237,172	206,370	119,784	152,536	149,088
Art	12,634	30,634	4,114	3,194	18,514	31,992
Auction Sales	101,366	133,914	12,866	11,112	19,278	27,024
Automobile Display	101,651	157,359	85,738	215,612	63,922	175,698
Automobile Undisplay	32,260	30,792	73,576	60,146	15,928	16,692
Boots and Shoes	45,672	32,754	54,769	48,158	23,020	21,394
Building Material	18,634	1,762	15,114	212	4,900	.....
Candy and Gum	18,872	40,380	39,992	62,206	1,700	25,782
Charity and Religious	33,366	47,132	51,667	87,990	5,748	2,150
Dancing	13,932	10,846	5,244	6,562	3,410	6,906
Deaths, etc.	63,228	67,372	29,558	25,584	17,176	23,680
Druggist Preparations	54,739	73,920	62,410	62,745	31,104	70,872
Dry Goods	962,272	1,039,196	1,976,344	1,992,252	780,376	935,766
Financial	408,734	455,808	238,696	280,044	43,124	66,588
Foodstuffs	88,418	92,162	169,302	208,160	46,780	39,736
Furniture	205,516	189,190	133,966	128,262	212,672	208,690
Hotels and Restaurants	26,420	25,532	65,050	55,434	15,586	14,352
Jewelry	11,396	14,554	14,276	17,392	2,730	5,084
Legal	30,886	28,446	156,402	97,856	.....	.....
Men's Furnishings	172,806	198,378	165,104	214,903	11,846	31,892
Musical Instruction	3,836	5,490	7,306	5,588	3,616	5,670
Musical Instruments	86,913	144,574	127,274	153,030	53,666	121,380
Miscellaneous Display	222,211	400,226	236,343	253,134	107,916	147,992
Miscellaneous Undisplay	241,266	201,329	313,388	277,682	126,902	104,699
Newspapers	13,200	32,332	1,560	35,278	980	4,488
Office Appliances	25,976	28,706	954	520	.....	200
Prop. Medicine	64,730	102,544	123,920	206,552	37,742	52,214
Public Service	26,974	52,786	23,270	48,514	4,548	19,710
Periodical (Magazines)	26,966	44,616	24,956	24,938	4,428	6,624
Publishers	67,282	87,734	19,385	19,866	53,646	75,418
Railroads	10,572	13,724	11,250	20,882	30	930
Real Estate	422,572	469,356	300,823	232,680	252,424	360,832
Resorts	34,218	43,186	26,150	30,150	15,538	18,358
S. S. and Travel	285,460	197,137	51,154	44,122	31,244	33,394
Schools and Colleges	34,290	64,022	17,860	20,126	22,342	40,658
Tobacco	46,532	39,756	79,542	43,546	7,290	1,076
Wants	569,338	1,274,966	68,052	190,440	196,092	473,874
Non-Intoxicating Beverages	3,534	1,550	5,266	4,534	100	800
Women's Specialty Shops	325,972	236,845	353,426	209,882	232,708	224,933
Foreign Advertising	821,197	1,291,424	737,661	1,312,350	314,740	617,806
Local Display	3,216,774	3,484,752	3,740,652	3,586,574	1,996,798	2,283,803
Undisplay Advertising	1,091,670	1,611,916	874,324	741,748	340,924	644,212
S. S. and Travel Guide	19,592	.....	.....	.....	.....	.....
European	5,302	1,644	692	230	246	356
Brooklyn	243,888	237,138	232,386	183,760	243,408	238,432
Harlem and Bronx	68,929	66,130	34,830	26,604	68,929	66,330
New Jersey	3,490	8,404	.....	.....	3,490	7,804
Graphic Section	117,434	205,946	22,648	12,934	120,564	218,880
Affiliated Advertising	10,814	4,386	86,712	15,810	7,616	4,286
Office Advertising	108,290	38,794	48,760	32,746	30,794	18,354
Total Pages	5,150	5,332	5,172	5,088	2,454	3,174

"ON THE WING" WITH THE N. E. A.

Negro Folk Songs Make Strong Hit—Wealth of Florida and Alabama Astounds Northerners — 138 Persons Make Trip to Cuba

By FRANK LE ROY BLANCHARD

SOME things stand out more clearly than others during the trip of the N. E. A. delegates from Birmingham, Ala., where they met as a rendezvous, until they arrived at St. Augustine. Montgomery's welcome was hearty and sincere. A unique feature of the visit was a buffet breakfast given at the home of F. J. Cramton. Think of providing a repast for 300 people at your own home and you can get some idea of the job Mr. Cramton had on his hands! But he did it and the visitors were particularly grateful to him for his hospitality.

• • •

IF you have never heard negro folk song by real negroes you have missed something worth while. Those of us who visited Tuskegee Institute had the privilege of hearing a well trained chorus of a hundred students—young men and women—render the old songs that were sung on the plantations in slavery days and are now being rendered by skilled singers of the negro race everywhere. Whatever was lacking in background—the cabins, the whipping post, the bloodhounds and the other sensational features of slavery days—is more than made up in effectiveness by the modern setting of educational institutions, of better homes, and of opportunities for self improvement. "Swing Low Sweet Chariot" and other songs familiar in the early post-war days were rendered in a soul stirring manner. If the visitors had had their way they would have kept them singing until train time.

• • •

AT Pensacola we were taken on a trip down the bay to the Naval air base station, where we saw fifteen hydroplanes take to the water and begin a flight above our heads. How they darted about like huge birds and seemingly defied all the laws of gravity! Several of the lighter planes climbed to a lofty height and then dropped in nose dives, and in barrel spirals, sometimes turning somersaults like clowns in a circus and then rising to the higher levels once more. The Pensacola air naval base is the largest and most important in the United States. It costs the Government a lot of money to maintain it but in my opinion it is money well spent. A new hangar for the "blimps" or airships used for bombing and scouting purposes, represents the highest type of construction yet devised for this purpose. Its immense size gives one the impression of being in a tremendously large valley surrounded by hills, with the sky above as its dome.

• • •

IN traveling about with the editors one gets an agreeable surprise now and then. For instance, on the way down from Birmingham we were the guests of the citizens of Marianna. I had never heard of the place and wondered why we had been scheduled to stop there, but I soon found out. The public spirited men and women of the town had spread for us, on the lawn in front of the county court house, a luncheon of the most bountiful character. There were huge platters piled high with fried young chicken, and others with cold ham and tongue. There were dishes filled with stuffed eggs, hard boiled eggs and other

(Continued on page 14)

Digitized by Google

PUBLIC LEDGER ESTABLISHES FORUM AS PART OF COMMUNITY SERVICE

Philadelphia Newspaper Sponsors Open Discussion of Vital Problems By Persons of Authority—Has Attracted World-Noted Speakers

By GEORGE W. COLEMAN

EDITORIAL NOTE: Mr. Coleman is well known to the newspaper men and advertising men of America. He was formerly president of the Associated Advertising Clubs of the World and in recent years has devoted the greater part of his time to the promotion of open forums. He is now president of the Open Forum National Council.

KEEP your eye on Philadelphia. She has led the country again in a great public enterprise. Of course Cyrus Curtis had a big hand in the matter. And Edward W. Bok played first violin, so to speak. Colonel House, the famously quiet president-adviser from Texas, conducted the affair and the Public Ledger got behind the whole enterprise and pushed.

It is the Public Ledger Peace Forum I am talking about, with its weekly meetings in the Academy of Music, where leading men who took part in the Paris Peace Conference held forth, each one in turn telling what he personally knew about the transactions that took place at that fateful gathering.

In a series of fifteen weekly addresses there was given the inside story and the first complete, uncensored and authoritative account from the American point of view of what really happened in Paris. And following each address in true forum style the audience was permitted to ask the speaker questions. Among the speakers in the initial announcement were such men as Herbert Hoover, Thomas W. Lamont, General Tasker H. Bliss and Samuel Gompers.

Vitals of the Peace

Some idea of the concrete nature of the discussions may be gained from a consideration of some of the specific topics that were selected for special treatment, as follows:

The Armistice.
How the Peace Conference Worked.
The New Germany
The New Poland
The Alsace-Lorraine, the Saar and the Rhine Questions.
The End of the Austro-Hungarian Empire.
The Remnants of Austria-Hungary.
The Story of Fiume
The Trial of the Kaiser.
Constantinople and the Balkans.
Shantung and the German Colonies.
The Armenian Question and the Disruption of Turkey in Asia.
The Problem of Disarmament.
The Making of the League of Nations.
The Economic Settlement.

True to the forum ideal, each speaker avoided altogether partisan propaganda of any sort and stuck to a straightforward portrayal of the facts, illuminated by his own personal experience.

The meetings began on December 10 and, except for the holiday weeks when the night was changed to Thursday, continued for fifteen consecutive Friday evenings. Only full course tickets were sold and the price was put at $25.00, the calculation being just to cover expenses.

At the request of Publisher Curtis, the entire program of the forum was personally supervised by Colonel Edward M. House, Commissioner Plenipotentiary at the Peace Conference. In his letter requesting the co-operation of the Colonel, Mr. Curtis said:

> "To this end I would like to have The Public Ledger in co-operation with the new lessees of the Philadelphia Academy of Music present, through the medium of a Public Forum, a full and complete exposition of America's part in the preparation and negotiation of the Treaty. Of course, the Public Ledger would have no financial interest in the Forum, its part being confined solely to inaugurating the movement."

And Colonel House in responding made it very clear in the following paragraph that he appreciated the function of the forum in giving the people the facts and letting them form their own opinions. He said:

> "So much has been said both at home and abroad that is contrary to the facts, and so many false impressions have been created, that it will be a great personal satisfaction to me to have the story of the conference told by Americans who were there and took a vital part in its proceedings. Whether the work was well or badly done the public can judge better when it knows something of the conditions under which the Treaty was formed. Never before were so many nations gathered together at one time for such a purpose, and with the conflicting interests and diversity of views, it was a providential achievement to reach any agreement at all."

Mr. Bok came into the situation through his long-time devotion to the Philadelphia Academy of Music. The foyer of the Academy, with seating accommodations for five hundred, made an ideal setting for the forum sessions. Mr. Bok warmly appreciates the forum method of conducting public discussions and sees the opportunity this initial venture presents.

Following each meeting in the Academy, the Public Ledger supplied to a group of representative American newspapers a verbatim copy of the address of the evening. And it was also cabled abroad for publication in Europe.

Now this is all interesting enough in and of itself. The Public Ledger through its Peace Forum has made a valuable contribution to the thought of the country on a topic of the utmost significance. But perhaps it will turn out that the Public Ledger did a far greater service to the country in blazing a trail for a revival of sane, sound, dignified public discussion in this country.

A Happy Marriage

Under the direction of Mr. Curtis, the Public Ledger is the first newspaper to see the significance of the Forum and to tie it up with modern journalism, effecting a combination of public interests most happy and natural and full of the greatest promise. A kind providence must have had a hand in this first marriage of the forum to a newspaper, for the Public Ledger Peace Forum does credit to the best traditions of modern journalism and at the same time sustains unsullied the high principles of non-partisan, non-sectarian, uncommercialized public discussion for which the Open Forum National Council stands. How unfortunate as an example to the country if the forum had been prostituted to partisanship or commercialism by some clever and designing sheet looking only for a sensation:

And now I come straight to the point that prompted the writing of this article. The Public Ledger and Messrs. Curtis, House and Bok need no eoniums from me, although I might perchance give them some fine points that would help in the technique of running their forum. But I want the whole newspaper world to sit up and take notice that the Public Ledger by the simple device of putting one and one together has conceived, devised and projected a new instrument of civic power, capable of the largest possible development and application.

Suppose the ablest and most public-spirited newspaper in every leading center of the country should get behind a forum enterprise and establish a place of public discussion that would get the reputation of handling the facts, all the facts and nothing but the facts, with reference to public affairs. Such a meeting would soon become as permanent and valued an institution in the community as the school, the church and the press. And was there ever a time like this when there was so much that needs to be discussed out in the open.

Forum discussions need not be confined to national questions. Live local issues lend themselves equally well to this treatment. Suppose, for example, some live newspaper in New York City should institute a chain of forums to handle the facts pertaining to the problems of local transportation in Greater New York. Can you imagine any more effective way of getting to the bottom of that question? Let the experts in subway, surface and elevated locomotion tell their story and then, in the form of questions, give the people a chance to show their reactions. It would be highly illuminating to both sides.

Length May Be Varied

A forum season does not have to run fifteen weeks. Sometimes they cover six or nine months. I can easily imagine some local situations where even a single forum meeting at the right juncture might do a world of good by throwing a flood of light on some dark or confused community issue. Some localities run their forums once a fortnight. Nor is it necessary to charge an admission to the forum lectures. Most forums are supported by voluntary subscriptions and collections taken at the meetings.

Every community will sooner or later have its forum. Shall it be one run on the bias by a group of propagandists (well intentioned or not), or shall it be one sponsored in a big, broad, American fashion by those who have no axe to grind and who have the confidence and good will of the bulk of the thinking people of the district?

Wide-awake newspapers are always on the lookout for an opportunity to render a worth-while, conspicuous public service. Is there anything more fitting, more useful, more promising than a public forum? Get the thinking people of your city together, tackle vital issues, give the facts, receive the reactions of your audience, and make it all live again in the columns of the press. Then you will have done something for your day and generation and you will not be forgotten in the doing of it.

WE HAVE WITH US TODAY—

Photo by Underwood & Underwood.

Representative James Mann, of Illinois, is one of the veterans in the House and that may explain why he greets newspaper men with a smile. At a glance it would be pretty hard to say whether Winder Harris (left) of Universal Service is happier because of what he has just heard than Representative Mann (right) because of what he has just told.

Digitized by Google

NEWSPRINT AT $4.50 ON BOTH COASTS

Scandinavian Tonnage Offered on Pacific—Rogers Sees Three Cents As Price on Contracts for Next Year

Further recession in newsprint prices is noted by publishers on both sides of the continent who have bought spot tonnage or received offers of such paper. F. W. Kellogg, publisher of the Los Angeles Herald, who is staying at the Waldorf-Astoria in New York, told Editor & Publisher this week that he had been offered enough paper for his 1921 supply at 4½ cents a pound, f. o. b. Los Angeles. For the past two weeks offers at this price have been current for Pacific Coast delivery from Scandinavian sources.

In the East, Jason Rogers, publisher of the New York Globe, gave his views on the present and future of newsprint prices to a representative of Editor & Publisher as follows:

"There is every sign of still lower prices for print paper. We are printing to-day's Globe on paper which is costing us 4½ cents a pound at New York, a difference of over $50 a ton in our favor as compared with contract tonnage.

"We still have on hand and will have to assimilate considerably over 1,000 tons bought at 6½ cents a pound, but are buying odd lots at low prices so as to round out an average.

"Reports are current that a quite important newspaper has notified the paper manufacturer from whom it gets its supply of cancellation of its contract at the end of the present quarter, which means that it wishes to join us in the open market.

"The big fellows in the paper manufacturing game are planning to maintain a 5-cent contract price for the last half of 1921, but I fail to see how they can do so. I believe they hope for four cents for 1922, but am confident that they will be fully one cent below such figures.

"It is very satisfactory to me to find how unanimous people are growing today as conceding the soundness of my frank statements regarding the print paper market in 1916, 1917, 1918, 1919 and 1920.

"There never was a real shortage. It was a manipulated squeeze aided by the selfish greed of a few of the big users determined to get their supply regardless of the decencies of the situation.

"Only a few days ago one of the big hoarders of the print market offered me 5,000 tons of his 1921 tonnage, while another is offering me all we can use in 1,000-ton lots. They have bitten off more than they can chew.

"There is an over-supply amounting anywhere from 300,000 to 500,000 tons for 1921. Manufacturers have sold from 60 to 80 per cent of their tonnage and are now anxiously seeking markets for the remainder at contract prices and finding no takers.

"They overplayed their hands like the jobbers and speculators who were caught with heavy reserves bought at 8, 9 and 10 cents a pound which they are now peddling around at $3.75 to $4.50 a hundred weight.

"I am going forward with my plans for new paper mill construction to make co-operating newspapers absolutely independent of the paper pirates for the future.

"I sincerely believe that this is the best way out and that five years hence any newspaper without definite permanent assured mill connections will be out of luck.

"There is no question that as time goes on, the mills will have to go further afield for their timber or move further out to get near their timber supply. This means higher and higher prices.

"Within a very few days I will have something very definite to offer to publishers in the way of permanent assurance of future supply at absolutely fair prices."

I. P. CUTS PRICE TO $5.50

Abandons Attempt to Sign Publishers For Rest of 1921

International Paper Company customers will pay for their newsprint paper for the second quarter of 1921 at the rate of $5.50 per hundred pounds, instead of $5.70, the price set in the I. P. Company's letter of February 15. This reduction in the sales price, f.o.b. mill, of newsprint paper under the first option of the International's offer of two weeks ago was announced this week by P. T. Dodge, president of the company.

The second option, which gave customers the privilege of signing a contract at $5.50 for the rest of the year after April 1, which would have abrogated the clause in the original agreement providing for quarterly adjustment of price, was also amended in Mr. Dodge's letter, which extends to customers who had agreed to the second option the privilege of leaving the price for the half-year beginning July 1 to be determined later, according to the provisions of the contract. This part of the International's offer of February 15, as was pointed out in Editor & Publisher of February 26, would have secured to the company a guaranteed price of $5.50 for the remainder of 1921, although there is likely to be considerable paper available at a lower price.

"A very large proportion of the International customers," Mr. Dodge states, "preferred to exercise the option which gave them paper at $5.70 for the second quarter only, leaving the price for the rest of the year to be set at the regular times.

"We trust that these voluntary concessions made in the interest of uniformity for all customers, notwithstanding our continued high costs, will tend to further relieve the present situation," Mr. Dodge concludes, "in the belief that before the year is half spent, there will be a decided improvement in business conditions."

Booth Sets 5 Cents for Rest of Year

Toronto, Ont.—That five cents a pound will be his price for newsprint from April 1 to December 31, was the good news that J. R. Booth, Ottawa (Ont.) paper manufacturer, sent to his customers last week. The present price is 6½ cents, and last year it was six cents. Before the war this same newsprint was bought for less than two cents a pound.

Booth Mills Incorporated

Ottawa, Ont.—The lumber and paper business conducted for nearly 60 years by John R. Booth, sole proprietor, has been incorporated, and will in future be known as "John R. Booth, Limited," with a capital of $10,000,000. The directors are Mr. Booth himself, two sons and a daughter.

Mead Also Cuts to $5.50

Dayton, Ohio.—The George H. Mead Company announces that its contract price for the second quarter of 1921 will be cut from $6.60 per 100 pounds to $5.50 f. o. b. cars mill.

CANADA URGED TO BAN PULPWOOD EXPORT

Edward Beck Contends that Raw Material Sold to U. S. in 1920 Should Have Been Manufactured into Paper at Home

(Special to Editor & Publisher)

Toronto, Ont.—That Ontario's pulpwood stocks at present rates of consumption and waste may not last for more than sixty or seventy years was strongly emphasized by Edward Beck, of the Canadian Pulp and Paper Association, when addressing the Foresters' Club of the University of Toronto, at their annual dinner last week.

"For forest protection and reforestation, two things are vitally necessary," said Mr. Beck. "The one, that of providing the means; and the other, that of devising proper methods. Though the former is the Government's task, the latter will become the duty of those who, like yourselves, are trained in the science of forestry and are prepared to devote a lifetime to its development."

Attention was then called to the export of pulpwood. It was pointed out that 1,247,404 cords—valued by customs authorities at $15,778,171—were exported last year.

"None of this," Mr. Beck asserted, "contributed one cent to the upkeep or perpetuation of our forests. It contributed nothing to the developement of our industries; it made but a negligible contribution to the employment of our labor. Nevertheless, it depleted our forest wealth—representing probably a century's growth on 250,000 acres of land—and was used to benefit foreign industry in lively competition with our own.

"Had it been kept here and utilized in the manufacture of newsprint and exported in that form, it would have brought back to Canada between 85 and 100 million dollars, besides giving employment to Canadian labor and contributing to the national welfare."

PAPER TARIFF PROPAGANDA

American Protective Tariff League Starts Work to Influence Congress

Propaganda to put a tariff on newsprint when the subject comes before the next Congress has been started by the American Protective Tariff League among American manufacturers of newsprint, "who have no Canadian interests." The following letter, signed by Wilbur F. Wakeman, treasurer and general secretary of the league, has been sent out:

"I beg to hand you clipping from my home paper on Staten Island, entitled 'Canada and Newsprint.' Naturally this short article goes into the subject only to a limited extent and reflects conditions existing

"Recently we had a letter from a member of the Ways & Means Committee, H. R. Washington, saying that the committee had received no recommendations regarding newsprint. We are confident that an adequate protective tariff on newsprint will be placed in the next general tariff bill, if the matter is urged upon the Ways and Means Committee.

"Naturally such a recommendation could not come through the Newsprint Service Bureau, as 50 per cent of the membership of this bureau is Canadian.

"We earnestly urge that you co-operate in favor of adequate protection all along the line.

"It will be a pleasure to co-operate with you in any way possible."

In the clipping referred to by Mr. Wakeman, which is a signed communication by him to the editor of the Staten Island (N. Y.) Daily Advance, the crown lands wood controversy is briefly outlined and the argument continues:

"Naturally American paper makers had, even before 1910, secured large stumpage and leases in Canada and after they had secured the leases, etc., Canada prohibited the export of logs of the United States and similar prohibitions apply to wood pulp. As the result of this unfair treatment by Canada, the newsprint industry has been largely transferred to Canada and a large proportion of the entire consumption in the United States of newsprint comes from Canada.

"Why should the Congress negotiate with Canada for more favorable conditions for the import of pulp wood and wood pulp? It is a case which demands retaliation. The embargo of American merchandise needed in Canada would change this situation at once without the necessity of negotiation, for the present conditions are well known on both sides of the American-Canadian line.

"After Canadian prohibition shall have been removed, a scientific, adequate protective tariff should apply on wood pulp, newsprint, book paper and all classes of paper from all countries, but a tariff cannot be written which can satisfy American interests, Canadian interests and expatriated American capital in Canada."

POOR YEAR FOR PAPER MILLS!

Abitibi Pays $12 a Share on $250,000 —Provincial on 7 Per Cent Basis

(Special to Editor & Publisher)

Toronto, Ont.—If an estimate of the earnings of the Abitibi Pulp and Paper Company for the past year is correct, and one may reasonably assume that it is, the company will show the equivalent of $12 a share on the $250,000 no par value shares outstanding. This statement affords interesting comparison with 16 per cent earned on one-fifth of the present capital in 1919; 8.8 in 1918, and 5.5 in 1917.

In the present year the earnings rivalled those of the past year; they amounted to $400,000 for January and were in excess of that total for February. A week or so ago F. H. Anson, president of the company, said that shipments were 75 per cent of normal, so that the company is getting a ready market for the bulk of its large output.

Lately the company completed the installation of an extra 27,000 horse power equipment, just above the falls where the company had previously developed 54,000 horse power. By May 1, it is expected that this extra capacity will bring the company's output of pulp and paper to 700 tons a day. For this expansion the treasury will be reimbursed by the proceeds of $4,000,000 8 per cent bonds, sold to Peabody, Houghtelling & Co., of Chicago, some days ago.

Toronto, Ont.—The common stock of the Provincial Paper Mills Company, Limited, is now practically on a basis of 7 per cent. The common dividend was advanced from 1 to 1½ per cent for the quarter beginning October 1, 1919, and this regular payment has been continued ever since. Last August an extra disbursement of 1 per cent was made, and now the directors announce another extra of 1 per cent, in addition to the regular disbursement of 1½ per cent, both payable on April 1, to shareholders of record on March 15.

The usual preferred divided of 1¾ per cent is announced as payable on April 1 to shareholders of record on March 15.

P. B. C. REVISES FEES

Members Now to Pay One Cent Weekly for Each Ton Bought

Kansas City, Mo.—Plans to double the membership of the Publishers Buying Corporation were made at a meeting of twelve members here. A change was made in the service charges. Heretofore the overhead charge for all members has been $5 a ton of newsprint. This has been changed to 1 cent per week for each ton bought during the year. This means that a publisher using 100 tons a year pays but $52

"We have more than $8,000,000 worth of paper contracted for during 1921," G. W. Marble of the Ft. Scott (Kan.) Register and secretary of the corporation announced. "This is at mill prices and we are prepared to handle almost any amount." Some of the paper was contracted for at $4.75 a hundred at the mills.

Digitized by Google

SUMMER RESORT ADVERTISING FIELD IS RICH IN POSSIBILITIES

Promotion of Places Near Home Sure Winner of Friends and Circulation—Copy Must Be Timely as Well as Attractive —Beware of Overstatements

By FRED LOCKLEY

IN 1897 a friend of mine left his farm and went to the Klondike determined to make his fortune. He prospected many of the creeks in the Yukon territory and when gold was discovered in Nome, he was among the first to stampede to the newly discovered gold fields. For twenty years he stayed in Alaska, mushing on snow shoes or by dog team all over the interior of Alaksa, in search of the golden lure that had drawn him to the Far North. When he did make a few thousand dollars he invested it in a grub stake or bought claims. Finally, broke and discouraged, he came back to his Oregon ranch. He had not been home long before he became interested in some outcroppings nearby and he discovered a ledge of low grade iron ore, which passes through his ranch and which is going to make him wealthy.

Many a man looks with longing and spends good money to secure advertising business which does not logically belong to him. The newspaper man who will accept and publish advertising which he does not believe will prove profitable to the advertiser, is lowering his moral standards and forfeiting his own self-respect. Moreover, he is destroying the faith of the advertiser who, spending his good money and not securing adequate results will go into some other form of advertising and give newspaper advertising a black eye.

Broad Principles

There is one form of advertising that many newspapers neglect. It is summer resort advertising. Intelligent advertising of summer resorts not only benefits the summer resort and increases the revenue of the paper from the advertising, but if handled properly, such advertising cannot fail to prove a splendid circulation builder. For many years I have handled the summer resort advertising of the Oregon Journal. Inasmuch as the summer resort advertising has increased each year, the same advertisers staying in season after season and new ones constantly coming in, and through the further fact that the Oregon Journal is one of the leaders in summer resort advertising, it would seem that this advertising has been beneficial to the advertisers. To my mind there are a few broad principles that must be followed to secure success in this line of advertising.

In the first place the advertising solicitor must not persuade the proprietor of a summer resort to use more space than is justified.

Copy Preparation

In the second place the advertising solicitor should see that the advertiser does not in any way over-state the attractions of the resort for, unless you do this, you will be betraying your readers who, going there, will find that that the place is not as represented and in consequence, the paper will be blamed.

The advertising solicitor should be a man of some imagination, a man who can prepare attractive copy. Before soliciting the advertisement, he should size up the place and decide the amount of space to be used and just how the copy should run. He should then prepare an ad. When he sees the resort proprietor, in place of starting any argument about advertising his resort, he should simply hand the advertisement to the resort owner and let him read it.

He should then say, "Our paper is publishing a directory of the resorts of the state. This advertisement will appear in this directory each Wednesday, Friday and Sunday for three months. The cost will be so much. You will receive full value for the money in the advertisement itself, so there will be no write-ups or boost stuff of any kind used in connection with the advertising."

The summer resort owner realizes that to secure success he must advertise and the only question usually will be as to how much he should spend. If he wants to spend more than he is justified in doing, the solicitor should go into the matter with him and show him how to secure the desired result at less cost.

The Solicitor's Part

In other words, the solicitor should be as anxious to protect the interests of the resort owner and help him build up his establishment as he is to advance the interests of his paper. Before long, the resort owner will realize that this is actually the case and you have made of this resort owner a friend for your paper for life and one who will boost the paper and go out of his way to send you tips on news.

If your paper uses news of the mountains or of the beaches, the summer resort advertising should, of course, appear in this section and there is no reason why the paper, to add interest to its news columns should not, in its Sunday issue, publish striking photographs of the different resort sections of the state, not photographs of hotels, but such pictures as bathers on the beach, Mt. Hood, Mt. Jefferson, a big catch of fish or any other striking picture that is real news and not put in merely to enhance the resort business.

The paper owes it to the advertisers to help them secure results for the advertising and to do this the most effective thing is to maintain a travel or information bureau. This, too, will become a circulation builder. On the main floor of the business office there should be a desk or a place at the counter where, in a rack, the cards or folders of the various summer resort advertisers are displayed. The clerk who attends to this department should secure every necessary detail as to rates, cost of tickets and other information, so that when summer vacationists want to select a resort, the clerk will be able to give them the necessary information.

The advertising solicitors' work should not stop with the mere securing of the ad. He should watch conditions and change the ad frequently. For example, let us suppose that he is advertising one of the leading hotels at Seaside. He should find out when the salmon are running best in the river, when any special events are to take place, and make the advertisement a news bulletin of the attractions of the resort advertised. A form of advertising that is really good missionary work is to go to a small community where there is no resort large enough to carry on an advertising campaign and to have the merchants and taxpayers in the community subscribe to a fund to carry an ad for their resort.

Let us suppose, for example, that Newport, Oregon, wants to attract summer visitors. The various merchants should contribute $10 a month for three months toward carrying the ad. It is not difficult, in this way, to raise from $300 to $500, as all share in the benefit of the increased tourist and resort travel.

Vary the Copy

One week the trout fishing and sea fishing can be played up. Next week the surf bathing, next week the fact that there are many agates being found on the beach or that rock oysters and clams are at their best.

In other words, some one feature should be played up strongly each week and the other features mentioned incidentally. If any of the resorts advertising do anything that is worth a news item, they should be mentioned, but never given mention merely because they are advertising. They will appreciate this news publicity all the more.

Take Portland as an example. We have here, within easy reach, the Seaside, Newport and Tillamook beaches. We have numerous mountain resorts about the foot of Mt. Hood and elsewhere. We have the McKenzie River fishing resorts and other similar fishing districts. We have various mineral springs and such places as Crater Lake, the Marble Caves of Oregon and inland lakes. All of the resorts in these various districts are prospective advertisers.

There are very few papers that could not run during the summer a summer resort page that would help to build up the patronage of their home resorts and in doing so the paper would make friends for itself as well as gain circulation.

THE CASE OF DEBS

By DR. FRANK CRANE

Reprinted from the New York Globe

THERE is a good deal of nonsense and hysteria going on as to the case of Debs and his imprisonment.

It is claimed he is a political prisoner. He is not. There is no such thing in the United States.

Debs is in prison for the same reason his fellow convicts are in prison—for breaking the law.

He is not there on account of his opinions. He is there for what he did

Twelve men, carefully chosen, found him guilty, after a fair trial, in which he had every opportunity to defend himself.

At the close of his trial he said: "I haven't one word of complaint either against the verdict or the trial. The evidence was truthful, it was fairly presented by the prosecution, the jury was patient and attentive and the judge's charge was masterly and scrupulously fair."

He said he went to prison for an ideal. Judge Westenhaver, in sentencing him, said: "I do not regard the idealism of the defendant as expressed by himself as any higher, any purer, or any nobler than the idealism of the thousands of young men I have seen marching down the streets of Cleveland to defend the laws of their country and the flag. Any one who strikes the sword from the hand of those young men, or causes another young man to refuse to do his duty when called to serve by their side, or any one who obstructs the recruiting service, does just as much injury to country as if he were a soldier in the ranks of the German army."

Debs' case was appealed to the Supreme Court. There Judge Holmes pointed out that Debs was not sentenced "because he was opposed to all wars in general, but because he obstructed recruiting service in this war."

This being contrary to law, he was a lawbreaker, and it was for that, and not for any belief, that he is now in the penitentiary.

Debs is not a rebel against any tyrant, such as king, czar or kaiser. He is a rebel against the will of the majority of his fellow citizens.

A man has a perfect right to any opinion, however peculiar. That is essential to democracy.

But it is no less essential to democracy that after we have all expressed our several opinions the majority shall rule.

The foundation of this republic is not liberty. It is law, which lies deeper than liberty, for without it no liberty is possible.

You and I do not like some of our laws. But we look pleasant and obey them until we can induce the majority to change them.

Every man in the U. S. A. can do one of three things.

1. He can obey the law.
2. He can get out and go to some country he likes better.
3. Or he can go to jail.

Debs chose jail. And there he ought to stay until he makes up his mind to obey the laws of his country.

PUBLIC OPINION COMES FIRST

Philippine Supreme Court Rules Interestingly in Libel Case

(*Special to* Editor & Publisher)

SEATTLE, Wash.—The Supreme Court of the Philippines, in dismissing a case of criminal libel against a native publisher in the islands, had the following to say in its decision, according to word received here:

"Men in public life may suffer under a hostile and an unjust accusation; the wound can be assuaged with the balm of a clear conscience. A public officer must not be thin-skinned with reference to comment upon his official acts."

Talbott Enters Feature Field

Greenville P. Talbott, whose recent article in Editor & Publisher—"Which Are the Best Dozen Dailies in the United States"—attracted nation-wide attention, has resigned from the Augusta (Ga.) Chronicle to become general manager of the New Era Features Syndicate, New York. Mr. Talbott has been in Georgia journalism for 15 years, with the Savannah Press and the Augusta Herald and the Chronicle. He was advertising manager of the Herald for five years, but recently has been an editorial writer on the Chronicle.

Digitized by Google

WHAT OUR READERS SAY

Postal Censorship

AMITYVILLE, N. Y., March 12, 1921.

To EDITOR & PUBLISHER: I am sending you enclosed herewith a copy of "The Cordage Trade Journal" in which I have marked an editorial article treating one of those irritating absurdities committed by the Post Office Department. The paper is published by my two brothers, but I have no connection with it otherwise, except to read it each issue.

The subject matter of the editorial gives me a feeling of pain almost as though I were a party to the controversy and I think it ought to have a like reaction in the minds of other publishers who read EDITOR & PUBLISHER.

Just think of it! The Post Office Department classifies as advertising any reading matter the character of which appears to have a tendency to approve the business operations of the person mentioned. To what lengths could such an absurdity go? Fancy calling a favorable Federal Reserve Bank statement in the Monday morning papers "advertising" and requiring that the advertising rate of postage be applied to it!

Those office holders are trying to do everything in the world to break down the morale of newspaper publishers. As I have pointed out in correspondence with you a number of times only the publisher knows to what extent friendliness to the subject of a news article inspired him in the writing of it, but, by the gods! his integrity determines whether he will survive or not. I had the same newspaper training as my two brothers, and I tell you that the first and cardinal principle instilled into us was that the sale of the integrity of one's news columns was not only the grossest betrayal of faith with readers of the paper but, worse, a stultification of one's own self.

Now, without drawing any comparison between the ethics which govern political office holders and those which obtain in the making of newspapers I want to say for the benefit of everybody who may happen to be reached by my words that the penalty for sullying one's record in newspaper work is swift and sure and it does not come from post office clerks.

Parenthetically the last issue of EDITOR & PUBLISHER had scarcely a word in it which wasn't advertising under this freak pronouncement, not even the news story relating the profits of the news-print combination. And how in Hell would these puppets classify an editorial in the Post or Journal of Commerce praising President Harding's stand on any particular measure of public policy?

Very truly,
CHARLES F. DELANO,
Publisher The Amityville Record.

New Court Ruling on "Clubbing"

CHICAGO, March 10, 1921.

To EDITOR & PUBLISHER: One of the most important decisions in years to publishers, and interesting because absolutely the first of its kind, was made a few days ago by Judge John W. Peck sitting in the U. S. District Court at Cincinnati. Popular Mechanics sought an injunction against the Cincinnati Daily Post, to prevent the Post from offering Popular Mechanics in a cut-rate clubbing offer, which had been done on two occasions, a year apart, without authority to do so.

Inasmuch as 90 per cent of the complainant's circulation is through news dealers, and it had for years pledged its word to the dealers not to join in any cut rate clubbing offer, these acts of the Post were set forth as an apparent reversal of a long-established policy. Judge Peck decided that to do what the Post advertised, was the act of an agent making a contract for another, and that no one may make a contract for another without his authority. The injunction was granted.

Perhaps one of the most important features of this decision is the great advantage it now gives publishers against the "fake" subscription solicitor. It has been both difficult and dangerous to arrest these swindlers and usually they were able to escape punishment. Now, every time one of them takes a subscription to a magazine without authority he can easily be brought to time for executing a contract as agent, which, of course, he has no right to do, and the law is clear on that point. It ought to simplify matters greatly now that a publisher can proceed against them in this way.

Yours, truly,
H. H. WINDSOR,
Editor and Publisher,
Popular Mechanics Magazine.

The Seattle Post-Intelligencer

SEATTLE, Wash. March 10, 1921.

To EDITOR & PUBLISHER: In a telegram to me under date of February 22, 1921, you asked me to "please state what stories were untrue in whole or part."

I will try to give you a few illustrations.

In your issue of February 12, under a Seattle date line February 8, your correspondent says:

"Failure of the Hearst organization to raise a liberal portion of the capital needed in this section, together with the fact that an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through."

The statement in the foregoing paragraph that:

"an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through,"

is absolutely untrue, and your correspondent, whoever he is, could have gotten the truth very easily and simply by calling at this office. The next paragraph in this same story is absolutely untrue, and the man who wrote it either has a cramped mental twist or is a consummate ass! In the next paragraph in the same story, your correspondent says:

"Mr. Nettleton refused to discuss the matter today except to admit with undeniable satisfaction that the paper has not been sold."

Right here let me say that nobody claiming to be a representative of EDITOR & PUBLISHER has called on me but once. A few weeks ago somebody came into my office and said he was your representative. He asked me if the paper had been sold to Hearst, and I told him it had not been and would not be. This was the only time that I ever saw anybody in my life who claimed to be your representative, and that is all I told him.

Again referring to your alleged correspondent's story under date of February 12, in the last paragraph he says:

"It is generally reported, however, that stockholders aligned against Nettleton have become all the more vigorous in their stand against the publisher since the Hearst deal failed to materialize, and that some new developments in addition to a liberal number of suits now pending in courts here over the right of ownership by certain stockholders of blocks of stock, as well as damage suits involving erstwhile and present stockholders, may be expected soon."

That entire paragraph is absolutely untrue, without any foundation, and malicious. You must know that it was written maliciously. If you pretend to know anything about the newspaper business at all you would know by reading it that the man who wrote it was, as I have said before, either an ass or a knave.

Under date of January 15, you printed a story from Seattle, dated January 13, "(By Telegraph to EDITOR & PUBLISHER)." This story says:

"The Seattle Times prints the following article:

"'It is persistently rumored that William R. Hearst, famous as owner and editor of many newspapers, has purchased the Post-Intelligencer. In all probability negotiations looking to that end will be terminated in a few days, but it is certain that no person connected with the Post-Intelligencer's ownership or management is yet in position to say whether or not the sale will occur. It is understood that an agreement has been reached with the owners of the common stock and that the deal hangs on the disposal of Mrs. John L. Wilson's preferred stock.'"

Your correspondent follows this quotation from the Seattle Times with this paragraph:

"Mrs. Wilson is the widow of the late Senator Wilson, former principal owner of the paper. Clark Nettleton, publisher, reiterates his denial to EDITOR & PUBLISHER that any negotiations for the sale of the Post-Intelligencer are under way."

Your correspondent never saw me with the exception of the one time, as noted above.

Under date of January 29 you printed a story under the headline:

"Hearst Buys Seattle 'P.-I.'

"Long Negotiations End with Addition of 12th Daily to Publisher's List."

You then go on to say:

"William Randolph Hearst purchased the Seattle Post-Intelligencer late this week, EDITOR & PUBLISHER learned, having completed negotiations which have been in progress for several months, as recently noted."

This statement is absolutely untrue, and you will be good enough to note that it does not even carry a Seattle date line. You make the direct statement yourselves.

Under date of February 5 you say that "despite denials from Clark Nettleton," etc., "EDITOR & PUBLISHER learned in Chicago this week that A. G. Williams, for a number of years circulation manager of the Chicago Herald and Examiner, had gone to Seattle and taken over the duties of business manager of the Post-Intelligencer."

That statement is absolutely untrue, and you could have very easily discovered that it was untrue if you had cared to. In the same story you say:

"It is reliably reported that the general managership of the paper has been assumed by J. A. Callahan, business manager of the San Francisco Examiner, and that editorial direction of the 'P.I' is under H. D. Nicholas," etc.

That statement is absolutely untrue, and you could very easily have found out that it was untrue if you had cared to.

In the same story you say:

"When Clark Nettleton was asked regarding the future plans by EDITOR & PUBLISHER representative, he insisted that the deal had not been closed and that he was still hopeful that negotiations would be unsuccessful."

That statement is untrue.

In your letter of February 19, you say:

"Your telegram of February 18 comes as quite a surprise to us. We were quite certain we did not at any time definitely state that the sale of the Post Intelligencer had been consummated, with each reference to the matter in our columns making certain to print your side."

Permit me to call your attention again to your issue of January 29, wherein you say:

"William Randolph Hearst has purchased the Seattle Post-Intelligencer."

If that isn't a definite statement, what is a definite statement?

In the third paragraph of your letter you say you "make a very clear statement that all the negotiations have fallen through, 'together' with our Seattle correspondent's reasons therefor." You certainly did give his reasons, which, as I have tried to show you above, were the ravings of either a crook or a madman.

In the fourth paragraph of your letter of February 19 you ask if it is possible that I have not seen all the issues of EDITOR & PUBLISHER above referred to. I have. And I am very frank to say to you that I am "fed up" on stories from Seattle about this newspaper.

In the last paragraph of your letter you say:

"In view of the information we give above don't you think we have covered the matter as completely as possible?"

Of course I don't know what your ideas of covering the matter are. If your ideas are to publish stories that were and are untrue—stories that you could very easily have found out are and were untrue, then you certainly have covered the matter very well. If, however, your idea of "covering the matter" is to tell the truth, then your ideas of truthful newspaper covering and mine are sadly at variance.

CLARK NETTLETON,
Publisher, Seattle Post-Intelligencer.

* * *

EDITORIAL NOTE: The communication from the publisher of the Seattle Post-Intelligencer printed above came to EDITOR & PUBLISHER by request after Mr. Nettleton had made the charge that we misrepresented and misstated facts in connection with the negotiations of William Randolph Hearst for the purchase of that newspaper. We cannot see that Mr. Nettleton's letter in any way alters the news facts as presented in EDITOR & PUBLISHER. The only interest of EDITOR & PUBLISHER is to cover the news of its field in the most thorough manner possible, and any stories printed in relation to the Post-Intelligencer, Mr. Nettleton, Mr. Hearst or others involved was incidental to that set policy. The Seattle Post Intelligencer is an American institution and every activity of that newspaper or its owners is of national interest in our particular field. On that basis it will be in the future, as it has been in the past, treated as news. The stories printed in EDITOR & PUBLISHER of which Mr. Nettleton complains in this instance were published in good faith as news that had for its authority sources in New York, Chicago and Seattle that have always been considered trustworthy and are so considered now by EDITOR & PUBLISHER.

Election Campaigns Need No Longer Be an Expense to Newspapers

PETERBOROUGH, ONT., February 12, 1921.

To EDITOR & PUBLISHER: Peterborough has enjoyed all the thrills of a Dominion bye-election with one daily newspaper as the sole means of disseminating the thunder provided by five candidates.

For over forty years West Peterborough has had two straight party papers in which to wage election campaigns. In May last the Peterborough Daily Review ceased to exist and left the Examiner alone in the field. A month or two later a bye-election loomed up on the horizon and old timers began to wonder how the Examiner would negotiate the difficulties of an election campaign.

For thirty years the Examiner was a political organ created by the late Hon. J. R. Stratton, well known in provincial and federal politics as a Liberal and a hard fighter. Following his death four years ago the paper which has a circulation of over seven thousand daily and three thousand weekly, passed into new hands and its political tendencies were toned down to suit local conditions.

The writs for the bye-election came as a Christmas present to the riding and a few days later five candidates representing five different groups entered the contest. As each candidate was nominated by his respective party he was given an editorial invocation of a non-committal character. The same thing happened when the chief political speakers of the country visited the riding. The meetings of all five candidates were treated impartially in the news columns.

In the old days if a reporter for the Conservative paper went to a Liberal meeting he was expected to say: "There was scarcely anybody at the meeting" even though the meeting hall was packed to the doors. If he went to a Conservative meeting he described it as a "rousing rally."

Now with one newspaper in the field the meetings of all political candidates are reported fairly, fully and impartially.

The campaign lasted about six weeks and ended on February 7, with the election of the Liberal candidate by a large majority in what has always been regarded as a strong Conservative constituency.

The government candidate took the lead in the campaign and his party machine decided to steer clear of an advertising campaign. But the nomination of the Liberal candidate spoiled this little plan. With the campaign three weeks to go the Liberal publicity committee broke into two-column space running the full length of the paper. It secured back page position and ran the copy each day. The last day it had one full page and a half.

This forced the campaign for the government candidate into the advertising columns and diverted the campaign from the billboards, street signs and other advertising media. For the last week of the campaign Gratton O'Leary of the Ottawa Journal was brought in to conduct the advertising campaign for the government candidate.

H. B. Cowan of the "Farm and Dairy" handled the campaign of the farmer candidate and the Liberal publicity interests were looked after by members of the Examiner staff. The other two candidates spent very little money on publicity. The Liberal and Conservative candidates developed the campaign into a real battle of printer's ink and the two possibly spent three thousand dollars in three weeks' advertising campaign. The Liberal candidate finished first and the government candidate second.

Several attempts were made to use "The Voice of the People" column as a medium for exploiting one or more of the candidates. This was promptly shut off and the candidates forced to express their views through the advertising columns.

The electorate got a good close up view of a real political contest conducted entirely in the advertising columns of the only daily newspaper in the constituency.

The experience was just as new for the newspaper and is one that will come to many publishers up and down the country who find themselves in a position similar to the Examiner.

It simply means keeping the editorial and news columns absolutely impartial and throwing the advertising columns open to the contending forces.

Robert Lipsett of the Montreal Star and Ewart Munro of the Toronto Globe were stationed in Peterborough for the closing days of the campaign.

E. G. McKEELEY,
City Editor the Peterborough Examiner.

N. S. W. on the Press Congress

NEW YORK, March 12, 1921.

To EDITOR & PUBLISHER: The abandonment of the World's Press Congress, originally convened to meet in Sydney during Easter, 1921, appears to have provoked annoyance in Japan, or, at least, in certain Japanese journalistic quarters.

Mr. Storey, Premier of New South Wales, has announced that the Acting Agent General of the State in London, had seen the Secretary of the Empire Press Union and the Secretary of the Institute of Journalists and they had expressed the opinion that any congress such as contemplated would not at the present time be attended by success such as it should merit.

Further, the Premier stated that he received a despatch from the N. S. W. Commercial Commissioner in the East, who, writing from Kobe, Japan, said:

"As far as I can see, none of the newspaper proprietors in Japan, or the East generally, for that matter, seem to look upon the Press Congress in Australian with the same enthusiasm as they did two or three years ago."

OFFICE OF HIGH COMMISSIONER,
COMMONWEALTH OF AUSTRALIA.

Over-Greedy Paper Makers

March 9, 1921.

To EDITOR AND PUBLISHER: You are certainly to be commended for the way you are handling your newsprint articles, and I am sure that every publisher on the continent is reading these with tremendous interest.

Newspapers are just beginning to realize the extent to which they have allowed themselves to become subservient to their advertisers, and the program of extortion and profiteering which has been carried on throughout the country is now coming home to the newspapers themselves, and finds their morale weakened to the extent of submitting to over-greedy paper manufacturers. In this respect, publishers are only getting what they rightly deserve, because they themselves have sharpened the knife which is now cutting the throats of many newspapers.

R. J. CROMIE,
Publisher, Vancouver (B. C.)
Daily Sun.

Newspapers Via Multigraph

OKMULGEE, Okla., March 9, 1921.

To EDITOR & PUBLISHER: Talk about getting out a paper under difficulties—We didn't know just what to do when our printers and pressmen walked out on strike. Several matters were discussed then we hit upon the idea of issuing a "pony edition" via the multigraph route.

We ran off enough copies to supply both the city and mail subscribers.

Somehow or other you just can't keep the newspapers down, can you?

Very truly yours,
OKMULGEE DAILY TIMES,
A. L. Carmical, Advertising Manager.

No New Scale in Hibbing

HIBBING, Minn., March 7, 1921.

To EDITOR & PUBLISHER: As representative of the Range Publishers, which is composed of shops in the district covered by the Hibbing-Virginia-Minnesota Typographical Union, I would like to call your attention to an item which appeared in a recent issue of your paper, which stated that this union had been granted the 44-hour week and an increase of $3 a week. Both these demands have been refused by the publishers.

Yours very truly,
J. G. EARLY.

Digitized by Google

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

ANNOUNCE PLANS FOR PRESS CONGRESS OF WORLD

By JOHN R. MORRIS

THE 1921 session of the Press Congress of the World will be held in Honolulu, Hawaii, from October 4 to 14. Official announcement to this effect comes from Walter Williams, president of the Congress and Dean of the School of Journalism of the University of Missouri. Delegates to the Congress will be invited to join a special excursion party to the Philippine Islands following the meeting in Honolulu, Dean Williams further announced. Many journalists, men and women, from North America have notified the Executive Committee of their intentions to attend the sessions.

The invitation for the Press Congress to meet this year in Honolulu was extended following the change in arrangements previously made for meeting in Sydney, New South Wales, Australia. The Honolulu invitation was presented to the Executive Committee by the Hawaiian territorial government through C. J. McCarthy, Governor of Hawaii, Alexander Hume Ford, Secretary of the Pan-Pacific Union, W. R. Farrington, manager of the Honolulu Star-Bulletin, and L. A. Thurston, proprietor of the Pacific Commercial Advertiser. Manuel Quezon, president of the Philippine Senate, and Sergio Osmena, speaker of the Philippine House of Representatives, acting officially for their government, extended the invitation for the Philippine excursion. It was presented through Jaime C. de Veyra and Isauro Gabaldon, resident commissioners in Washington.

The 400 delegates and members of the Congress, representing forty different countries of the world, will continue in office although they originally were appointed to attend the sessions scheduled for Sydney. Additional delegates will be appointed from every country, and they also will attend the Honolulu sessions. Members include workers in every department of journalism, in every country, who are engaged in promoting the highest standards and largest welfare of the press. This includes publishers, editor, reporters, advertising writers and agents, special writers, business manager, and mechanical workers on all newspapers and periodicals, and authors not directly connected with any particular publication.

To meet the special needs of all these classes of workers, the Congress will be divided into sections for part of each day. Each section then can treat its own particular problems in the most expeditious manner.

Regarding its object, the constitution of the Press Congress says: "Its object shall be to advance by conference, discussion, and united effort the cause of journalism in every honorable way. The sessions of the Congress are to be open to the consideration of all questions directly affecting the press, but discussions of religion, politics, and governmental policies will not be permitted."

A general list of those who will attend the Congress includes appointed delegates, sent by national and state governments or representing distinct press interests, those nominated by individual institutions or persons or firms, and specially invited men and women of note. Election to membership is by the Executive of the Congress.

The officers are: president, Walter Williams, Dean of the School of Journalism of the University of Missouri; secretary-treasurer, A. R. Ford, proprietor of the London Free Press, London, Canada; executive committeemen, Virgilio Rodriguez Beteta, Guatemala City; J. W. Neisigh, Wagga Wagga Express, Wagga Wagga, Australia; Robert Bell, Guardian, Ashburton, New Zealand; K. Sugimura, Asahi Shimbun, Tokio, Japan; H. Schoop, Olten, Switzerland, and the secretary and president. The vice-presidents from the United States are Harvey Ingham, publisher of the Des Moines Register and Tribune, and John Clyde Oswald, editor of the American Printer.

Monthly bulletins and the Congress program will be issued from the office of the president and may be had on request.

OUR LETTER BOX

WE have letters and requests for information at the offices of EDITOR & PUBLISHER for the following persons and firms, they will be forwarded upon request:

Hubert Kotterman (formerly of the Associated Press, New York City).
The Fashion Camera Studio.
Syndicate handling "Keeping Up With the Joneses."
Syndicate handling "Us Boys."
George Tyrone (formerly of the Referee, Sydney, Australia).

LINTHICUM'S MASTERPIECE

A poem, "Recessional," an exquisite tribute to Woodrow Wilson, written by Richard Linthicum of the editorial staff of the New York World, which appeared in the World, March 3, has been reprinted by newspapers from coast to coast and has brought Mr. Linthicum many personal letters of appreciation from persons of note including many from members of the newspaper fraternity. Mr. Linthicum's masterpiece in writing follows:

RECESSIONAL

By RICHARD LINTHICUM.

I.

The tide is at the ebb, as if to mark
Our turning backward from the guiding light;
Grotesque, uncertain shapes infest the dark
And wings of bats are heard in aimless flight;
Discordant voices cry and serpents hiss,
No friendly star, no beacon's beckoning ray;
We follow, all forsworn, with steps amiss,
Envy and Malice of an unknown way.

But he who bore the light in night of war,
Swiftly and surely and without surcease,
Where other light was not, save one red star,
Treads now, as then, the certain path to peace;
Wounded, denied, but radiant of soul,
Steadfast in honor, marches toward the goal.

II.

The spirit that was Peace seems but a wraith,
The glory that was ours seems but a name,
And like a rotten reed our broken faith,
Our boasted virtue turned to scarlet shame
By the low, envious lust of party power;
While he upon the heights whence he had led,
Deserted and betrayed in victory's hour,
Still wears a victor's wreath on unbowed head.

The Nation gropes—his rule is at an end,
Immortal man of the transcendent mind,
Light-bearer of the world, the loving friend
Of little peoples, servant of mankind!
O land of mine! how long till you atone?
How long to stand dishonored and alone?

To WOODROW WILSON, MARCH 4, 1921.

The St. Paul Sunday Pioneer Press gives its boy and girl readers a chance to win cash prizes by naming the largest number of real signs of spring.—J. T.

JOURNALISM AS A CAREER

By WILLIAM ALLEN WHITE

EDITORIAL NOTE: Mr. White needs no introduction to American newspaper workers, he is one of the outstanding figures in the profession of journalism today. L. N. Flint, chairman of the Department of Journalism, Kansas University, has written on the same subject and his views will be published in our next issue. What do you think of journalism as a career?

JOURNALISM as a profession, of course, is as interesting to the man who likes journalism as the law or medicine or preaching or teaching or engineering or promoting commercial companies. It is all a matter of taste.

There is as much of a career for a good newspaper man as there is for a good lawyer. But a man must have the instinct for the job and must not look too far forward into his profession.

I wouldn't, if I were a young man, consider which is the larger, which is the more influential, which is the more consequential job, the lawyer's, the doctor's, the newspaper man's or the job of the captain of industry. I should consider first what I would like to be. If you like your work you will make it go; if you don't like your work, you don't need to worry about the big careers, they won't open. It is all a matter of individual taste and the same thing holds for the location of the man who is starting into the newspaper business. If he likes the country town, that's the place for him to live. If he doesn't like it, he wants to get out just as quickly as possible. If the small town looks like "Main Street" to him, he should get into the big city. If the big city looks sordid and lonesome and dreary, the thing for him to do is to get out of the big city into the small town.

After all, one's influence depends entirely upon one's happiness.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

The New York Evening World has opened its 1921 "Swat-the-Fly" campaign with an essay contest with cash prizes for girl and boy readers. The fly is the subject.—G. T.

The Philadelphia Public Ledger has inaugurated a "Church Forum" for the public discussion of practical topics bearing on the welfare of the churches. The Forum will be edited by F. W. Norcross, The Ledger's religious editor, and will appear every Monday morning. The topic discussed in the first issue of the Forum was "What is the Matter with Our Church Music?" Other topics to be taken up later will be "Can the Sick be Healed by Religion?" "What Can We Do to Revive the Rural Church?" and "How Can a Young Minister Make His Congregation Grow?" The leading article each Monday morning will be written by either a clergyman or a layman who is an authority on the subject under discussion and the readers of The Ledger are asked to add their comments in the form of letters—each letter to be limited to one hundred words.—E. A. M.

LIABILITY FOR ARREST NEWS

PARIS.—Can a paper be prosecuted for having printed that a certain man has been charged with an illegal action and arrested?

A higher court has just confirmed the negative decision given by a first court in Paris. An Italian arrested in 1916, charged with fabrication of false passports, entered an action against the Matin for having announced his arrest, claiming 100,000 francs damages, although the paper had also printed later that the arrest had resulted in a judgment that there was no case against the accused.

The case against the Matin was dismissed but the Italian took it to a higher court which has also decided against him, ruling that "no fault nor imprudence is committed by a reporter who, when there is no question of a polemic and no malevolent appreciation of a fact, materially accurate, which he has published, limits himself to fulfilling his role of an impartial informer."

SONG OF THE NIGHT EDITOR

These are the grandest of possible stories:
Stillman and Hamon and Stokes.
Filled to the brim with conspicuous glories—
Stillman and Hamon and Stokes.
Crowded with nastiness, reeking with rot;
Zippy and peppy and snappy and hot;
Why should we worry as long as we've got
Stillman and Hamon and Stokes?
—F. P. A. in the New York Tribune.

Digitized by Google

NEW YORK AD WOMEN HOLD BRILLIANT BALL

Dinner, Prizes, Dancing and a Long Program of "Specialties" Mark Ninth Annual Event, Under Direction of Miss J. J. Martin

The ninth annual ball of the New York League of Advertising Women, at the Hotel Pennsylvania, March 15, eclipsed in brilliance all previous affairs of the Association, over which Miss Jane Johnston Martin presides as president. Over six hundred guests were present. Souvenirs in the shape of place cards were dainty dolls of tissue paper, their skirts decorated with trade marks of various firms with which League members have business connections. The programs were printed in orange and blue, and contained the roster of officers, with the pin insignia at the top.

Dagmar Perkins, founder and director of the Perkins Institute for the Betterment of American Speech, started the program rolling with recitations. Helen Waldo, a League member next gave songs in costume, followed by David Duggin, wearing Scotch kilts, who gave a wee bit o' Scotch in story and song. Desiree Lubovska, founder of the National American ballet, gave a satire on modes and manners, while Florence Timponi, billed as "The Sunshine Girl," gave songs and dances. Community singing, led by Hollis E. Davenny, song leader, through the courtesy of the Community Service, was a feature of the evening.

Six members of the League wearing costumes, decorated with trade marks, and pointed caps, billed on the program as "Lady Lollipops," distributed souvenirs throughout the evening.

Mrs. Sidney E. Clark, wife of the secretary of the Advertising Club of New York won the first prize in a drawing, a string of handsome pearls donated by the Sig H. Hecht Company. E. C. Eckvall won the safety razor set, donated by the A. C. Penn Company, and Mrs. J. P. Woods the boudoir lamp, donated by Miss Ida Clarke. H. B. Haines of the Paterson (N. J.) Evening News won the can of "Veedol" donated by the Tidewater Oil Company. Miss Edith Righter won a five-pound box of candy donated by Park & Tilford, and Sam DuBois, of the S. C. Beckwith Agency Stellite pocket knife, donated by Miss Theresa Jackson. A flashlight, donated by the American Ever Ready Works, fell to Miss Betty McGuire, a member of the Philadelphia League of Advertising Women.

After the prizes were awarded, Miss Martin announced that the New York American had sent a bouquet of American Beauty roses to the New York League of Advertising Women, in appreciation of the services which this organization had rendered to the advertising world.

After dinner, dancing was enjoyed in the large ball room of the Pennsylvania, where the dinner was held.

SPEED UP OREGON ELECTIONS

Portland Papers' Bill for Count While Polls Are Open Becomes Law

(Special to Editor & Publisher)

PORTLAND, Ore.—Election returns will be expedited in Oregon by the passage of a law at the recent session of the Legislature, providing for the counting of ballots while the polls are still open. The bill, which was introduced at the request of Portland newspapers, has been signed by the Governor.

Oregon has been one of the slower states in reporting the count of national elections in the past. This is due in part to the fact that the population in some parts of the state is scattered, but the count is necessarily slow because of long ballots of initiative and referendum measures that are cast at the same time that national candidates are voted for. The new law will materially hasten the returns from presidential and other elections.

The new law provides that the count shall begin at 10 a. m. on election day and be made by a separate board at the same time that the regular board continues to receive ballots.

"ON THE WING" WITH THE N. E. A

(Continued from page 8)

toothsome things. Then there were mounds of layer-cake, plum cake and sponge cake, dishes of home made preserves, plates filled with biscuits and sandwiches of various kinds. Coffee, tea, chocolate, grape juice and milk were the drinkables that were served in abundance. The good housewives of Marianna and their daughters waited on the visitors and saw that no one went away hungry. Although the editors had breakfasted late and the luncheon was given at 11.20 such was the appeal of the good things offered that they attacked the feast like hungry men and women. It was like being at home with your own people, the hosts were so kind and hospitable.

Marianna is the center of a rich agricultural district. One of its most important crops is peanuts, which last year sold at $40 a ton. Sugar cane is another large crop. Thousands of gallons of syrup are shipped North from this enterprising town each season.

* * *

AMONG the editors who attended this year's convention were two men who belong in the class of the Nestors of journalism. One was W. B. Rogers, of the Trenton (Mo.) Republican-Tribune, who is 86 years old, and although bowed somewhat under the weight of years, retains an active interest in the world's affairs.

The other was Marcus H. Rogers, 87 years old, who is said to be America's first amateur journalist, as he published a little paper called the Rising Sun in 1854 and 1855 at Mill River, Mass. He purchased in 1862 the Berkshire Courier, at Great Barrington, which was 58 years old, and in 1887 he acquired the Berkshire County Eagle in Pittsfield. Although now retired from active work Mr. Rogers is still much interested in Journalism and frequently attends the N. E. A. conventions. He does not look a day over 70 and apparently is good for another decade or two. Country journalism, one must conclude from the physical condition of these two venerable newspaper men, is conducive to long life.

* * *

GUY U. HARDY, Congressman, of Canon City, Colo., one of the best known newspaper men of that state, tells me that being a Congressman is not the soft snap it once was. Twenty-five years ago, Congress did not sit more than ten months in two years. Now it sits an average of twenty months for the same period. There is so much work to be done by the Congressman who takes his position seriously that he has little time for amusement or anything else outside the duties of his office.

"There is little so-called society in Washington," said Mr. Hardy, "and as I do not care much about the theatres I put in about four nights a week in my office at the Capitol. From 10 to 12 a Congressman works with his committee. The House sits at 12 o'clock noon and remains in session until 5 or 6 o'clock. Unless I work in the evening I cannot take care of the great volume of correspondence that flows in upon me.

"My secretary goes through the mail in the morning and sorts out the letters that require my personal attention. He attends to the rest. All sorts of requests are made of a Congressman. Some come from people who want to put through certain bills. Others from my own constituents ask for information on many topics. Then there are interviews with people who come to see you, which take up a lot of time. Altogether we Congressmen lead a busy life."

* * *

IT was the first time in twenty-seven years that the association has been to Florida for its annual convention. Three hundred and fifty two editors of weekly and daily newspapers, located in 38 states, and their wives, were in attendance. This, I am told, is the largest number of delegates, with one exception, that has been registered at any of its thirty-six annual convention trips.

The special train of twelve Pullman cars brought the editors to St. Augustine from Jacksonville, where they were entertained March 9 in a most hospitable manner. The Hotel Alcazar, convention headquarters, was delightfully situated. The large open court in the center, filled with palms, ferns and beds of flowers, and containing a big fountain, seemed like a bit of fairyland to the eyes of the visitors, who come from the northern states, where the trees are still bare of foliage and the fields are brown and sere.

* * *

BEFORE reaching St. Augustine the delegates rested at Birmingham and Montgomery in Alabama, and Pensacola, Tallahassee, Jacksonville and several other cities in northern Florida. Everywhere they were entertained with that generous and charming hospitality for which the South is noted.

After being treated to an automobile ride and a luncheon, given by the newspapers of Montgomery, the editors spent the late afternoon and evening at the Tuskegee Institute, founded by Booker Washington.

All of the visitors were tremendously impressed by the size and character of the institution, which has a dozen buildings that compare favorably with those of the best schools in the country. It has eighteen hundred students and 214 teachers.

* * *

JACKSONVILLE was hospitality personified. The city tendered a banquet at the Hotel Mason after the editors had been taken on a four-hour trip on the St. Johns River.

* * *

AT Pensacola, the editors were taken on a trip down the bay which it is claimed is large enough to take in all the navies of the world. Its harbor facilities are extensive and the fort promises to become one of the most important in the South. Tallahassee gave a banquet at its Women's College. Three Justices of the Supreme Court were present and spoke at the dinner, which was served by the students in a splendid manner. A musical program of marked excellence, given by 75 pretty girls, was a feature of the occasion.

* * *

PRESIDENT WILL WILKE of the Grey Eagle (Minn.) Gazette was in a particularly happy frame of mind as he banged the table with his gavel and started the convention wheels turning. There were speeches of welcome delivered by Mayor Peter R. Perry, John J. Gannon, president of the Board of Trade, Miss Lilla White of the Professional Women's Forum, and Senator W. A. MacWilliams, representing Governor Hardee.

ANNOUNCEMENT was made at the morning session that 135 persons had registered for the trip to Havana via Miami and the East Coast Railroad to Key West, where a steamship will take the party across to Cuba.

AVERAGE RETAILER SPENDS ONLY $1.95 PER $100 SALES IN ADVERTISING

CHICAGO.—Members of the Western Council of the American Association of Advertising Agencies, meeting here March 8 for their monthly meeting and luncheon, gave over most of the session to an interesting address by Prof. Horace Secrist, director of the bureau of business research at the Northwestern University School of Commerce. Professor Secrist surprised his hearers by asserting that the average clothing retailer spends only $1.95 out of each $100 in sales for advertising. This figure was taken from a survey which his department is preparing with the assistance of the National Association of Retail Clothiers. Larger stores spend three per cent of their advertising it was found. The research condenses valuable information regarding media used, window sizes and trim, rents, wages and all the factors that enter into conducting a retail clothing store.

"Only recently has there been any attempt to use data in planning commercial ventures," said Professor Secrist. "While statistics have been used somewhat in planning production, nine tenths of the commercial decisions are built upon guesswork. We will never have a science of business until this is eliminated.

"Of course, business cannot be made as scientific as the study of natural phenomena, but it can be improved far beyond the trial and error stage."

In the discussion following his talk, Professor Secrist called attention to the fact that agency research bureaus frequently covered the same ground to get the same facts. Maintenance of centralized research service, to sell information at cost would cut out lost motion, he believed, and reduce the expense of getting such data.

Harry Dwight Smith, of Fuller & Smith, Cleveland, followed Professor Secrist with a short talk and said that information dug out by research can be profitably merchandised by the client and is an excellent means of convincing him of the value of his advertising efforts.

Bonus in Waxahachie

WAXAHACHIE, Tex.—The Waxahachie Daily Enterprise gave to each of its twenty-five employes a cash bonus of 5 per cent of the salary earned during the year.

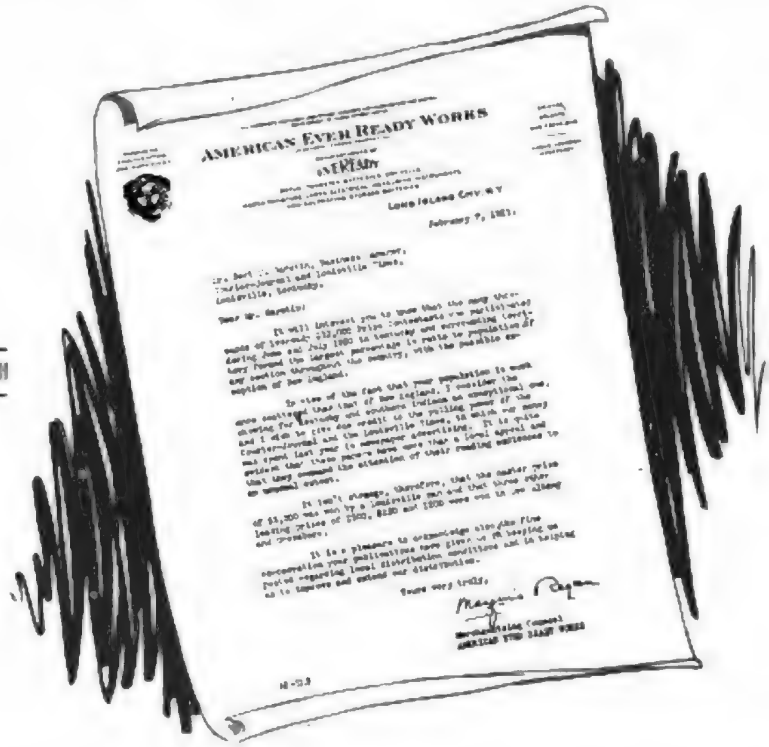
Sixty-two Years Old

MEXICO, Mo.—The Ledger has just celebrated its 62nd birthday. For the past 45 years the paper has been under the management of first R. M. White and later R. M. White and Son.

Digitized by Google

Did They Deliver?
Marquis Regan Says They Did

American Every Ready Works, in their recent Daylo Prize Contest, selected the Courier-Journal and Louisville Times as their exclusive newspaper mediums for Louisville territory——


AMERICAN EVER READY WORKS

Quantity and Quality: Of the total of over 300,000 actual participants in this national contest, Courier-Journal and Times territory produced practically 10%. This Courier-Journal and Times 10% captured 40% of all the prize money.

The Courier-Journal
THE LOUISVILLE TIMES

S. C. Beckwith Special Agency, *Representatives.*

NEW YORK CHICAGO ST. LOUIS DETROIT KANSAS CITY ATLANTA

Digitized by Google

WILL ASK MORE SPACE FOR LITERATURE

New Association of Writers, Poets, Novelists and Essayists Formed at Montreal for "Mutual Benefit and Protection"

(*Special to* Editor & Publisher)

MONTREAL, Que.—More than one hundred Canadian poets, novelists, essayists and newspaper writers assembled here March 11 and 12, to get acquainted, to wrestle with the problems of copyright, and perhaps to form a national society, which may mean "the professional birth of Canadian letters." To the energy and enthusiasm of Bernard K. Sandwell, editor of the Canadian Bookman, is mainly due the credit for the large attendance at the convention.

A resolution passed subsequently proposed the establishment of an Association of Canadian Authors, "for mutual benefits and protection, and for the maintenance of high ideals and practise."

Other resolutions dealt with the copyright bill now before the Senate, and advocated the enlargment of the Canadian reading public by extending the library movement and encouraging booksellers.

Another would induce the newspapers of Canada to devote more space to Canadian literature.

An explanation of the Canadian copyright Bill was submitted to the convention by a member of the Federal Department of Trade and Commerce.

Among those present were: Stephen Leacock, Bliss Carman, Arthur Stringer, George H. Locke, J. Murray Gibbon, Pelham Edgar, James Mavor, W. B. Wallace, William T. Allison, H. A. Cody, Robert J. C. Stead, Madge Macbeth, Marjorie MacMurchy, and Frank L. Packard.

A committee, composed of J. Murray Gibbon, Bernard K. Sandwell, Arthur Stringer, R. J. C. Stead, and others, was appointed to draft a constitution and by-laws for the projected association.

MERRY WAR OVER LA PATRIE

Ownership of Bonds by Lord Atholstan Disclosed in Litigation

(*Special to* Editor & Publisher)

MONTREAL, Que.—La Patrie is waging a merry war on Lord Atholstan, proprietor of the Montreal Daily Star. A law suit is now pending between J. L. Tarte of La Patrie and Lord Atholstan involving $50,000 in bonds issued by La Patrie and held by the latter. The interests of Lord Atholstan and La Patrie was long suspected, but always denied until the present rupture.

The story goes that Lorne McGibbon, a local capitalist, and the Hon. Robert Rogers have acquired a controlling interest in the French newspaper, but that they cannot get possession because of some interest in the paper held by Lord Atholstan. Meanwhile La Patrie continues to publish on its front page open letters from L. J. Tarte to Lord Atholstan, in which vitriolic denunciation is blended with promises of interesting disclosures in the near future.

By Toronto Students

TORONTO, Ont.—The Goblin is the name of the new humorous monthly which has just been issued by the undergraduates of the University of Toronto. It will be published seven times during the academic term from November to May and will contain usually twenty-eight pages, standard size, with a cover in colors. Contributions from Stephen Leacock, and the editors of Life and Judge help to give the paper a good send-off. Letters of encouragement were also printed from the editors of several of the comic papers of United States colleges.

SURE, 50 CENTS AN INCH

Manitoba Publisher Answers Press Agent of Auto Show

TORONTO.—From the Western Canada Automotive & Equipment Show at Winnipeg came a letter to the Packet Publishing Company of Minto, Man., asking for the insertion of a generous six-inch reader. The request was:

"We hope you will arrange to give this exhibit all the publicity possible as it is by this means we hope to stimulate a large increase in the sales of auto accessories, which will result to our mutual benefit. May we look for your hearty co-operation?"

The Packet replied to the point:

"Your request for all the publicity possible for Exhibit of Western Canada Automotive & Equipment Show to hand. We hope you understand that newsprint has again advanced, and that giving free publicity to events such as mentioned in your letter does not add very much to the printers' bank account. Of course, if you wish article sent to run as paid advertising, our rates are 50 cents per inch."

Editors Second Speech from Throne

OTTAWA, Ont.—Two newspaper editors moved and seconded the address in reply to the speech from the throne in the House of Commons, at Ottawa, on February 15. They were James McIsaac of the Charlottetown (P. E. I.) Herald and J. A. McKelvie, of the Vernon (B. C.) News. The latter sits for Yale (B. C.) one of the three recent by-elections won by Premier Meighen.

Britain Buys Direct U. S. Cable

LONDON.—The British Government has acquired a direct cable to the United States for £570,000, including £100,000 worth of cable stock and cable stations, at Ballinaskelligs, Ireland; Harbor Grace, N. F., and Rye Beach, N. H., and Halifax. The cable is intended as a reserve for the existing imperial cable, and has been leased for a short time to the Western Union Company for £57,000 a year.

New Navy Radio Distance Record

SAN FRANCISCO.—The world's long-distance wireless record was broken by the United States Navy, it was reported at the Goat Island wireless station, March 9, by sending messages within three minutes from Cavite, Philippine Islands, to Washington, 10,000 miles distant.

THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

MANY RUMORS SPREAD ON TORONTO WORLD

Creditors Hold Special Meeting but Take No Action — Southams, Atholstan and Macleans Mentioned as Buyers

(*Special to* Editor & Publisher)

TORONTO, Ont.—Although nearly a year has elapsed since its assignment, there is likely to be no immediate change in the management of the Toronto Morning World. A meeting of the creditors was held on March 3, in the office of the assignee, G. T. Clarkson, to decide on the disposition of the papers assets. Nothing took place, however, beyond the transaction of some routine business which indicated no particular change in the situation, and after a brief discussion, the meeting adjourned. It is quite probable that another meeting will be called within the next week, when news of importance may be announced. Meanwhile, rumors have been current involving the names of the Southams, publishers of the Ottawa (Ont.) Citizen and other Canadian dailies, and Lord Athol-tan, proprietor of the Montreal Star, as purchasers. To Editor & Publisher it was said officially that statements of any projected sale of the World plant were purely imaginary and without any real foundation. The attempt to straighten out the affairs of the paper and to put it on a sound basis financially, may, however, lead to the resumption of control by W. F. Maclean, and the issuing of bonds to be guaranteed by a trust company.

The recent meeting, it is felt, was called in an effort to hasten this result. Meanwhile there exists the possibility that some publisher or financier may come along and buy up the liabilities of the World and so put a new face on the situation. But one is bound to say that the prospect at present seems rather remote.

Fire in Port Arthur

TORONTO.—Fire did $20,000 damage to the premises of the Port Arthur (Ont.) News-Chronicle last week, largely through smoke and water. Meanwhile, until repairs are made, the News-Chronicle and Fort William (Ont.) Bulletin are being issued from the plant of the Fort William Times-Journal.

Against Non-Partisan League

LEAVENWORTH, Kan.—C. H. Hale is editor-in-chief of the American Defense League Journal, the official organ of the recently organized anti-Non-Partisan League in Kansas. The Ketcheson Printing Company will print the weekly. O. A. Ketterman is associate editor and V. M. Wilson advertising manager.

Where Do We Newspapers Stand?

"UNITED WE STAND" is as true of a business as of a nation, therefore, let us newspapers more closely co-ordinate our interests and aims, particularly that aim leading to an early country-wide adoption of the newspapers as the most powerful national advertising media.

Let's unite our strength—get together and get somewhere! Canvass your own city and go into the nearby towns, selecting the manufacturers of products, particularly those with unusual possibilities, and point out to them the double returns they enjoy when their selling is supported by advertising equally as strong.

Take, for instance, the lines represented in Baltimore by Herman Greenbaum, splendidly assisted by Louis H. Greenbaum and Ed. S. Levy. Among them we find Brighton Garters as well as belts and suspenders of The Pioneer Suspender Co. of Philadelphia. With Philadelphia only a two hour run from Baltimore, where we can get to them almost as easily as if they were here in Baltimore, we have every hope of convincing The Pioneer Suspender Co. that their distribution on Brighton Garters, which is approximated as 66⅔% in Baltimore, could be increased by 25% to 30%, with consumer sales probably even more, if the selling of Brighton Garters were given the intensified support of newspaper advertising—advertising through The NEWS and The AMERICAN which have an intensified circulation of more than 187,000 daily and Sunday.

While we are trying to convince this account, what newspaper will look to developing Esco Hosiery and the other products which appear in this advertisement but are not yet big newspaper advertisers, by showing them what newspapers can do for them, a town or a zone at a time, or nationally if they are ready for it.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

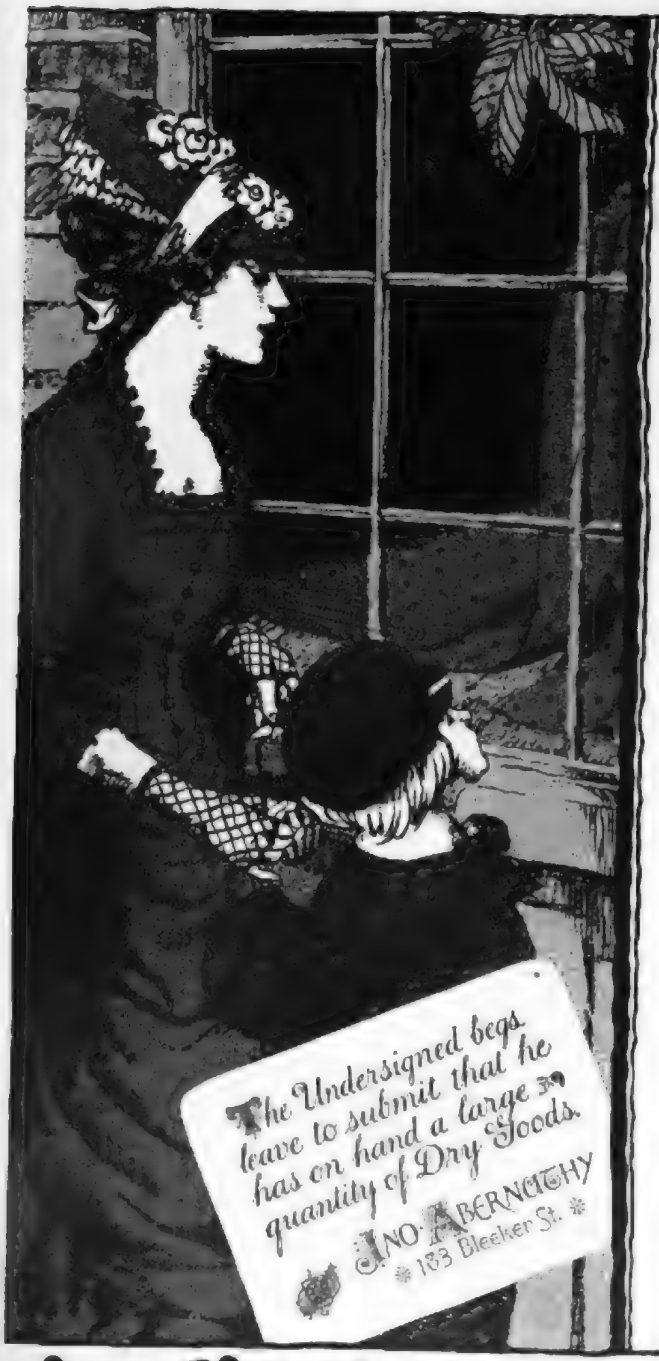
DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

50 Years Ago the Advertiser Traveled a Rough Road



His efforts to sell goods were confined mainly to individual announcements and to the community in which he kept shop.

Today the world is his market

—through "Mass Salesmanship," via the route of reputable publications, he can carry his advertising message into every nook and corner of the United States and the Dominion of Canada.

To protect him, he can get an accurate check on any up-to-date publication from the *audited* circulation figures on the first page of an Audit Bureau Circulations report

—and in addition, on the other pages of the report he can get authentic information about the publication's distribution, influence and reader interest.

This prevents buying white space on a "hunch."

Carefully studied, the inside pages of an A. B. C. report help him to get full value for every advertising dollar he spends

—the most far-reaching, authentic selling help evolved within the last fifty years.

Only the most scientific space selection can meet the test of today's rigid check on results.

Audit Bureau of Circulations

202 South State Street Chicago · 347 Fifth Avenue New York

VETERAN ART CRITIC DEAD

J. B. Townsend Had Long Career With New York Newspapers

James Bliss Townsend, veteran editor and art critic, died March 10, in New York. Prior to his founding the American Art News in 1904 he was art critic for The New York Herald for several years and was connected in a similar capacity at various times with the New York Tribune, the World and the Times. He was art critic of the latter from 1894 to 1900.

Mr. Townsend was born in New York September 30, 1855 and was a graduate of Princeton. The year after he left college he entered newspaper work. He was art director of the Charleston Exposition in 1901 and 1902.

In 1896 Mr. Townsend was the Republican nominee for Representative in Congress from the Thirteenth New York district. For many years he had been interested in patriotic societies, being the founder of the Patriotic New Yorkers and a member of the National Defense Society, the Sons of the Revolution and many similar organizations. He also was a member of the Calumet and Players' clubs.

Obituary

HENRY PAYSON DOWST, advertising man and short story writer, died March 13, in New York City, following a long illness. Mr. Dowst had devoted himself to the writing of fiction and advertisements since his graduation from Harvard in 1899. We was general manager for Small, Maynard & Co., the Boston publishers, before he came to New York in 1916 to join the staff of Frank Seaman, Inc., the advertising agency. During the last two years he has been a frequent contributor to the Saturday Evening Post. Many of his stories have been reproduced in the movies and one of them, "The Dancing Fool," is shortly to be presented as a musical comedy. Mr. Dowst is survived by his wife, two sons and daughter.

GEORGE W. SMITH, veteran Iowa country newspaper man, is dead at Keosauqua.

GEORGE ADAMS WARDEN, son of Richard Henry Warden, founder of the Ottumwa Courier in 1848, is dead at Ottumwa, following a protracted illness. He was the first boy to sell the Courier on the streets.

W. J. DANNENBARGER, father of W. H. Dannenbarger, editor of the Concordia (Kan.) News, died at Smith Center, Kan., last week, following a stroke of paralysis.

WILLIAM A. ALMAN, 43, connected with Salina, Wichita, Madison, Wis., Little Rock, Ark., and St. Paul newspapers, died at Salina last week.

W. J. ("Billy") COWAN, 67, for the past 12 years a proof reader on the Kansas City (Mo.) Post died a few days ago. He was a charter member of the Kansas City Typographical Union and a delegate to many of the earlier I. T. U. meetings.

S. R. LYONS, 42, editor of the Sterling (Kan.) Bulletin and president of the Kansas Publishers Buyers' Corporation, is dead after two weeks' illness.

DAVID R. MOSHER, 61, lawyer, historian and contributor to Kansas newspapers, is dead at Wichita, following a stroke of paralysis. His parents were killed in an Indian massacre 57 years ago and litigation over their deaths was in the courts for 45 years.

MRS. EMILY STEVENS CRANDON, widow of John Howland Crandon, who was connected with the Boston Advertiser and the Commercial Bulletin for many years, died March 12, at Chelsea, Mass. A son, Edward S. Crandon, was formerly financial editor of the Boston Transcript.

ROBERT A. BAYLOR, Associated Press telegraph operator, died at Johnson City, Tenn, March 8, of tuberculosis. Recently he had been A. P. operator for the Brockton (Mass.) Times and Pawtucket (R. I.) Times. He left the latter city only a few weeks before his death His survived by a widow.

EDWARD J. WALDRON of Auburn, N. Y., a member of the circulation department of the Brockton (Mass.) Times, died in the Massachusetts General Hospital, Boston, March 9. In a railroad accident a few months previous Mr. Waldron injured one of his feet. Blood poison set in. He is survived by a widow.

LIVINGSTON J. LYMAN, one of the oldest active printers in the country, died at the Albion (N. Y.) Hospital, of pneumonia. He was 70 years old, Mr. Lyman had been actively engaged in the newspaper plants of Western New York for more than 50 years.

NAPOLEON PAGE, who founded the Hull (Que) Spectator, died recently at Nominingue, Que.

EDWARD J. CURRAN, a reporter on the staff of the Philadelphia Public Ledger, and one of the youngest newspaper men in Philadelphia, died March 14 of pneumonia. He was eighteen years old and had been on the staff of the Ledger since 1919. His body was taken to Boston where his parents live.

JOHN S. BORRING, aged 42, a Pittsburgh newspaperman, died suddenly March 14. At the time of his death he was attached to the staff of the Tri-state News Bureau, and previously had seen service on the Pittsburgh Chronicle Telegraph, Pittsburgh Press and Pittsburgh Post. Born in Hollidaysburg, November 2, 1879, his first position was as a reporter on the Altoona Times.

DR. MILO A. JEWETT, a brother of Henry M. Jewett, formerly editor of the Everett (Mass.) Gazette, died February 25, at Trondhjem, Norway, where he was United States Consul.

THOMAS S. HAMMOND, publisher of the Cranston (R. I.) City Times for more than 25 years, is dead. He was 77 years of age.

MRS. SARAH GIBBS MATTHEWS, the mother of John L. Matthews, editor-in-chief of the Paterson (N. J.) Press-Guardian, died March 10 in Brooklyn, N. Y., aged 79 years.

SIR MAITLAND HALL PARK, the principal correspondent of the London Times in South Africa and editor of The Cape Times, died March 14 at Cape Town. He had been ill for a long time. Sir Maitland Hall Park was editor of The Cape Times since 1902. He was born in Cumbernauld, Dunbartonshire, N. B., in 1862.

GEORGE D. SCUDDER, a brother of Wallace M. Scudder, publisher of the Newark (N. J.) News, died March 9 at his home in Portsmouth, Ohio. He was 65 years old.

WILLIAM J. CAMPBELL, day city editor of the Buffalo Courier, died at his home in Buffalo after a short illness. Mr. Campbell received his newspaper training in Troy, N. Y., where he was formerly employed both by the Times and Record. He joined the staff of the Buffalo Courier in 1919.

MRS. JOSEPHINE TINANUS MCDOWELL, mother of Miss Rachel McDowell, on the staff of the New York Times, died March 7 in Newark, N. J., following an operation on February 25.

PAUL M. POTTER, former newspaper man and well-known author and dramatic critic, died March 7 at his home in New York, aged 68. Mr. Potter was born at Brighton, Eng., and came to this country when a young man and entered the newspaper profession. He became a member of the New York Herald staff in 1881 and remained with that publication until 1887 as foreign editor. London correspondent and dramatic critic. A few years later he joined the staff of the Chicago Tribune and the same year wrote his first play.

JOSEPH M. STODDART, retired editor and publisher, widely known in literary circles here and abroad, died at his home in Elkins Park, near Philadelphia, February 25. He was 75. Mr. Stoddart began his career as a publisher with the J. B. Lippincott Company, of Philadelphia. Later he published Stoddart's Review.

GOODWIN LEE, editor of the Fire Engineer, a New York publication, died March 3 in Philadelphia. Mr. Lee was 64 years old and suffered from a stroke of paralysis. His body was taken to Hampton, Va., for burial.

NEWSPRINT
Immediate Delivery. All Sizes
Inquire
AMERICAN - CONTINENTAL PRODUCTS CORPORATION
2 Rector Street, New York
Telephone: Rector 8991

THE WELL-DRESSED MAN
Weekly Fashion News Feature
MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.
Only Sold By The Year
Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers
Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York

Your A. B. C. Reports tell the story—read them.

The papers sold in Brooklyn are those you want to know about.

That's where you want to sell your goods.

R. J. R. Huntsman

Digitized by Google

MAETERLINCK

CLEMENCEAU

TAGORE

CONAN DOYLE

The Birth of An Inter-Nation!

"THE great outstanding feature of Hearst's," memorandums Mr. Waldo, the Business Genius in charge of our destinies, "is the extraordinary range of its editorial contents. The amount and high quality of *International* literature you publish exceeds that of any other publication of the popular sort."

TRUE, Mr. Waldo. Hearst's in 1920 did publish (by actual count) the writings of 1 Spaniard, 2 Italians, 1 Belgian, 2 Frenchmen, 1 Norwegian, 18 Englishmen.

"But," continues the memorandum, "does the general public recognize this fact? Isn't it our duty to make it clear? Can't we put *on* the cover what is *between* the covers? Why wouldn't it be well to call ourselves 'Hearst's International'?"

RIGHT, as always, Mr. Waldo, if Mr. Hearst thinks it well, we'll answer all your questions at one fell swoop.

Mr. Hearst—as keen for a good suggestion as patient with bad—approves. So it becomes your Editor's pleasant task to announce that your magazine will be in the future—as it has been in the past—"Hearst's International!"

CHESTERTON

Hearst's INTERNATIONAL

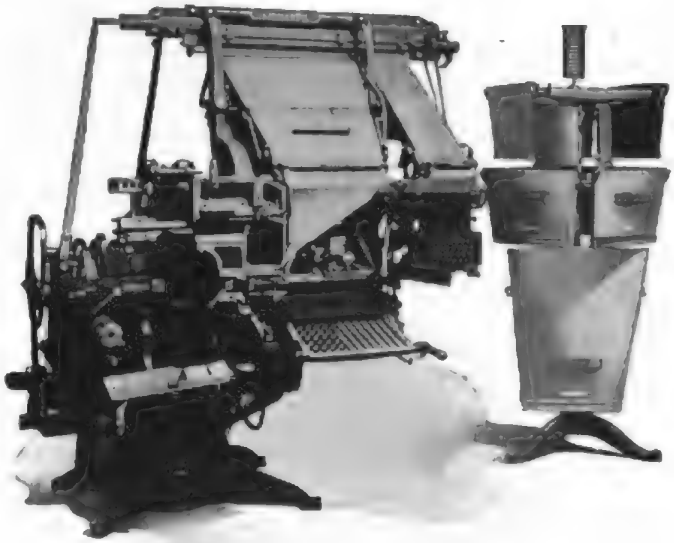
KIPLING

Digitized by Google

SET YOUR DISPLAY DIRECT F

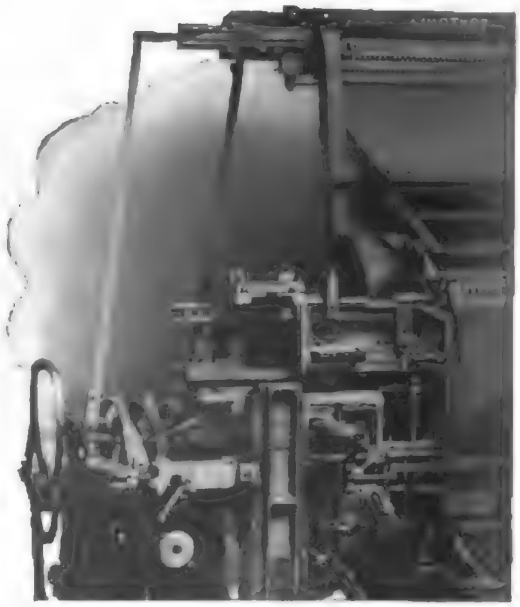
Unlimited Display up t

LINI



MOI

MODEL 20 LINOTYPE makes p unlimited amount of new and *is needed*. A complete change than half a minute. A speci arm's reach of the operator gi of twelve magazines. All size able, and distribution is entir



MODEL 22

MODEL 22 LINOTYPE enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.

MERGENTHALER

29 Ryerson Str

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 S. Wabash Ave.

5

This advertisement is com

Digitized by Google

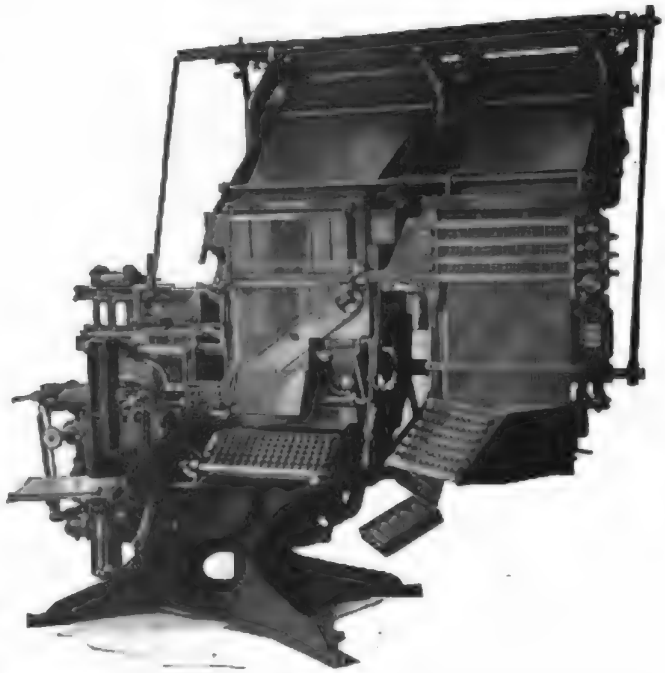
OM THE LINOTYPE KEYBOARD

ınd including 36-point

YPE MARK

L 20

le the speedy production of an ct display composition *just as it* ɔe and body can be made in less lesigned magazine-rack within m instant command of any one to 36-point are instantly avail- ıtomatic.



MODEL 24

MODEL 24 LINOTYPE is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*

NOTYPE COMPANY

Brooklyn, N. Y.

ILEANS
nne St.

Canadian Linotype Limited, Toronto
68 Temperance St.

tirely of LINOTYPE *material*

Digitized by Google

START "OPEN" SHOP IN BINGHAMTON

Non-Union "Comps" Man Press and Sun, with Regular Press and Casting Staffs, after Week's Suspension

(By Telegraph to Editor & Publisher)

BINGHAMTON, March 18.—Following suspension of publication of one week's duration as a result of a strike of union printers for higher wages and shorter hours, the Binghamton Press resumed publication on Thursday, March 17 and the Morning Sun on Friday morning. Issues of both papers were limited to four pages, and carried no advertising. Both papers announced in their post-strike issues that hereafter their composing rooms would be operated on an open shop basis and the issues were put out with non-union printers.

Press room and stereotype forces of both papers reported for duty with the non-union printers and handled their product from composing room to the street without objection, the union pressmen and stereotypers having received instructions from their international unions to "stick on the job."

Negotiations between the Typographical union and the publishers were not finally broken off until Tuesday. Following the rejection by the union on Tuesday of last week of the final proposition of the publishers to continue recent wages or to arbitrate the differences there was a cessation of negotiations until Monday of this week, when the men indicated a willingness to come back on the terms last submitted by the publishers. The publishers declined to sign any agreement with the union, but expressed a willingness to hold the positions of former employees open until Wednesday morning, each man to come back with the understanding that the employers reserved the right to hire and discharge as they saw fit.

Upon the rejection of this proposition all negotiations closed and the papers at once began the organization of a non-union force from out-of-town and succeeded so well that the Press was able to resume in a small way on Thursday and the Sun on Friday. More men are expected daily for a week.

Desertions from the ranks of the union have thus far been small, but each office has one or two former employees at work and more are expected to return on an open shop basis within a few days.

Public sentiment, not only in business circles, but in the city generally is with the publishers and the omission of advertising from the first issues following the strike was due only to the inability of the papers to handle all that was offered and a disinclination to discriminate in accepting copy. The sentiment in other union circles is divided, but even in the ranks of other unionized crafts, criticism of the printers is frequently heard.

To date there have been no threats of boycott of merchants who might carry copy in the two papers and no action of this kind, even should it appear in the future, is expected to have any result on any of the larger advertisers of the city.

Publishers of both papers are firm in their determination to fight out the issue of the open shop to the limit, a determination in which they apparently have the support of the public.

Arbitration in Chicago

CHICAGO.—The question of whether Chicago printing trade unions shall accept a decrease in wages is now being arbitrated. The employing printers made the reduction, in accordance with the contract they had with the unions providing that every six months the wage scale will be increased or lowered in accordance with the prevailing cost of living. On two previous occasions under this contract the scale has been increased, and now the employers say the time has come to decrease it. The printers flatly refused to accept the revised figure and arbitration resulted.

Another 44-Hour Week Deadlock

WICHITA, Kan.—Employing printers and the Typographical Union here are deadlocked over the question of a 44 hour week. The conference committees are unable to come to an agreement. The employers claim that, if the 44-hour week goes into effect May 1, production will be curbed and the cost to the public must be increased in the face of a popular demand for decreased prices. The union simply claims that the 44-hour week becomes a law of the I. T. U., and is not a debatable matter.

Bennett, Denver Press Club Head

DENVER, Colo., March 16.—H. W. Bennett of the Denver Times was elected president of the Denver Press Club at its annual meeting. Frank E. White of the Denver Post was the unanimous choice for vice-president, as was Warren E. Boyer for secretary and house manager, by re-election. In addition to the executive officers, the following constitute the board of directors: John Steele, of the Rocky Mountain News, O. Goodwin, of the Western Newspaper Union, J. E. Moorhead, secretary to Governor Oliver H. Shoup, and Luke J. Kavanaugh. Charles MacAllister Willcox was re-elected treasurer for the ensuing year. President Warren G. Harding was voted an honorary life member of the club. Governor Shoup, Karl C. Schuyler, David W. Brown and Buckley Wells were elected associate life members.

Duncan-Clark Leaves Chicago Post

CHICAGO.—S. J. Duncan-Clark, chief editorial writer of the Chicago Evening Post, has resigned and on the first of next month will retire from newspaper work to become managing director of the Middle West division of the Boys' Club Federated International. Mr. Duncan-Clark for a number of years was connected with the Louisville (Ky.) Herald. He joined the Evening Post about six years ago, and throughout the war wrote a daily analysis of war news which appeared in all the Shaffer papers.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9057-8-9

In Des Moines

—the *big* evening paper is

The Tribune

43% more evening city circulation

(Ask for proof).

1,500,000 lines more advertising in 1920 than the next evening newspaper (6 issues a week).

Space is sold in The Evening Tribune and The Morning Register (Iowa's greatest newspaper) as a unit at the lowest rate per thousand of circulation offered by any daily newspaper in Iowa.

Write for dot maps showing circulation coverage in Iowa, town by town and county by county.

THE REGISTER AND TRIBUNE CO.

GARDNER COWLES, Publisher

HARRY T. WATTS, Advertising Manager

Represented in New York by I. A. Klein, in Chicago by John Glass and on the Pacific Coast by W. R. Baranger Co.

Digitized by Google

The Publishers' Buying Corporation

Formerly a Group-Buying Organization —Now a Service Bureau on Newsprint

The group-buying machinery used during the defensive fight against the 1920 spot market is being greased and put into the barn for future use if needed.

Hereafter the function of the **Publishers' Buying Corporation** will be to act as a **Service Bureau,** on newsprint especially, but also on all other matters of interest to newspaper publishers. Let us not lull ourselves to sleep because for the time being paper is plentiful and comparatively cheap.

The hurricane of 1919-1920 broke upon us with scant notice.

Publishers suffered because they had *inadequate information.*

The new **Service Bureau** aims to furnish that information *consistently* and *systematically,* as was done in 1920 with such satisfactory results.

FURTHER MEETINGS IN THE FIELD

Meetings to explain our SERVICE BUREAU Plans will be held as follows:

ATLANTA—Monday, March 28th, at 2 p. m., Hotel Piedmont
NEW YORK—Tuesday, April 26th, at 3 p. m., Waldorf-Astoria

Attend one of these Meetings and learn how the Publishers' Buying Corporation will be able to serve you in the future.

Although group-buying is over, its results are interesting.

The Federal Trade Commission in its newsprint statistics for December states that:

	Cents
On domestic purchases of print paper on the spot market during that month, aggregating nearly 12,000 tons, average price was	7.854 per lb.

During the *same month,* the **Publishers' Buying Corporation** in purchasing emergency paper for a *few* of its members bought 534 tons of spot domestic newsprint at an average price of ..... 6.425 per lb.

Saving of Group-Buying as Against Individual Buying was 1.429 cents per lb.

Group-Buying thus Saved $28.58 per ton, which (on 534 tons) amounts to a Total Saving of $15,261.72, during one month to only a few members of the

PUBLISHERS' BUYING CORPORATION

Wm. J. Pape, President
Jason Rogers, Treasurer
J. Raymond Hoover, Counselor

73 DEY STREET
NEW YORK CITY

Digitized by Google

UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

ONE of the most widely-read books in Great Britain today is Sir Campbell Stuart's enthralling story of "The Secrets of Crewe House"—the headquarters of the operations for the conduct of Allied propaganda in enemy countries during the war. The book is full of revelations of the important work done by this department, inaugurated, it will be remembered, by Lord Northcliffe on his return to England after his successful visit to the United States with the British War Mission.

Two outstanding facts are of particular interest to newspaper men. One is that the cost of the propaganda campaign was under $350,000. The other is that the members of the committee of the department were mostly active journalists.

Concerning the first point, we have it on the authority of Sir Campbell Stuart, himself deputy-director of the department of propaganda in enemy countries and deputy-chairman of the committee, that "the total cost of the operations conducted by Lord Northcliffe during his tenure of office was considerably less than one-hundredth part of Great Britain's daily war bill." As the war, towards the end, was costing this country some seven millions pounds a day, we get seventy thousand pounds as the figure representing the cost of this propaganda.

But as Sir Campbell Stuart points out in his book, one reason for the smallness of the amount is that many members of the department worked without remuneration for their services.

It was in February, 1918, that Viscount Northcliffe accepted the Prime Minister's invitation to become director of this new department. No better choice could have been made, for the name of Northcliffe was already feared in enemy countries for the influence which it wielded upon public opinion.

Lord Northcliffe gathered around him a committee of high distinction, the members being, in addition to Sir Campbell Stuart:

Colonel, the Earl of Denbigh, C.V.O.
Robert Donald (then editor of the Daily Chronicle).
Sir Roderick Jones, K.B.E., managing director of "Reuter's."
Sir Sidney Low.
Sir Charles Nicholson, M.P.
James O'Grady, M.P.
H. Wickham Steed, then foreign editor of the Times and now editor-in-chief.
H. G. Wells, with
H. K. Hudson, C.B.E., as secretary.

The policy upon which the department worked was originated by Lord Northcliffe himself and in its development he secured the closest co-ordination and heartiest approval of the British Government. One of the greatest students of psychology, Lord Northcliffe framed his plans to aim at the undermining of Germany's "will to win" by the use of every means—only stipulating that the truth be rigidly adhered to.

The policy against Germany included:

1. A re-statement of the aims of the League of Nations, keeping the movement always before the German mind for its suggestion of future isolation, with its resultant economic disabilities, but also as an invitation to national repentance.

2. A line of action to appeal to German workers. In this was given a compact summary of the British labor war aims, and this was used with much effect in Austria as well as Germany.

3. A special declaration upon economic conditions. Signs were not lacking of the existence of misgivings among the commercial communities in Germany at the prospect of the loss of commerce, ships and colonies in the case of defeat. Here was an opportunity to bring home to the Germans the conviction that the longer they persisted in the war, so would their loss and sufferings increase.

Broadly, that was the program into which all subsidiary arguments—the open sea routes, the Allies' military victories, the entry of America, etc.—were fitted to impress upon Germany the hopelessness of her position.

Trench newspapers in the German style were distributed in the enemy lines to some 250,000 to 500,000 weekly. These newspapers were prepared so that they exactly resembled a German publication. The propaganda pill was coated to make it attractive. The newspaper was homely in appearance—its title-decoration included a head of the Kaiser—and it provided excellent reading matter which would appeal to the German soldier, while revealing facts hitherto carefully hidden from him.

As many as from 250,000 to 500,000 copies of each weekly issue were distributed. Some leaflets, on the other hand, were in religious vein, for there is a deep religious strain in the German character.

These leaflets pointed out that their military defeats were a just retribution for the crimes of the their government. One was a little sermon on the text "Be sure your sin will find you out."

Leaflets were divided into two classes —"priority" and stock. The former were of a news character, the latter of less urgent kind. "Priority" leaflets were issued in minimum editions of 100,000 three times a week, and rushed over to France for immediate use. An idea of the immense quantities thus circulated may be seen from these figures for certain months of 1918:

June, 1,689,457; July, 2,172,794; August, 3,958,116; September, 3,715,000; October, 5,360,000; while between November 1 and the Armistice 1,400,000 were sent out.

The work of the department was deadly in its effect, and the Germans doing all in their power to counteract it, but unsuccessfully.

Both Ludendorff and Hindenburg admitted the enormous moral damage wrought by this propaganda, the latter in his autobiography stating that it intensified the process of German demoralization.

"This," Hindenburg said, "was a new weapon, or rather a weapon which had never been employed on such a scale or so ruthlessly in the past."—HERBERT C. RMOUT.

MODERN BUSINESS WRITING

CHARLES H. RAYMOND, formerly on the staff of the Chicago Tribune and now in charge of news writing and advertising courses at the University of California, is the author of "Modern Business Writing," published this month by The Century Co. Before becoming a member of the California faculty Mr. Raymond had newspaper experience in Chicago and with the San Francisco Chronicle, The Honolulu Star-Bulletin and Lippincott's Magazine, and wrote special features for the Newspaper Enterprise Association.

In his book Mr. Raymond shows that with the recognition of the importance of advertising as an essential and highly important factor in distribution, there has come a recognition of another highly important factor—the business letter. By the use of many examples, he tells how sales may be effected direct-by-mail. Incidentally, his newspaper training has given him a horror of the bromide and hackneyed expression, and he takes arms against "beg to acknowledge," "your letter at hand," "esteemed favor," "even date," etc. The book is a painstaking development of the principal thesis, that an effective appeal can be made in the business letter.

Only Radical Papers Barred

The organization of radicals on Ellis Island awaiting deportation has written to the New York Volkszeitung, alleging that the authorities have denied them the right to see newspapers they want. "They are forbidden to receive The Call and other radical newspapers," said Deputy Commissioner Byron S. Uhl, "but they may have any proper reading matter. They have never been denied the right to read The New York Times or the New York World. However, the Government does not furnish them to persons detained on Ellis Island. There are no restrictions on their subscribing for them or receiving them from their friends."

Incorporates in Illinois, Too

CHICAGO.—A separate Illinois corporation has been organized by Grand-in-Dorrance-Sullivan, Inc., of New York, who have opened offices in the Mallers Building, 5 South Wabash avenue, Chicago. E. C. Griffith, vice-president, will be in charge.

Celebrate Blythe's 79th Birthday

HOOD RIVER, Ore.—Friends gathered here to celebrate the 79th birthday of Samuel F. Blythe, for many years editor of the Hood River Glacier. Mr. Blythe in 1870 established the Portland Bulletin, which later discontinued publication.

IF YOU ARE PLANNING
a Spring circulation campaign, why not line up with the newest and best?
A LOCAL FILM CAMPAIGN
gets the interest and the money. Systems subject to audit. Ample crews.
METCO PROMOTION CO.
Box 95 *Mail Address* Bowling Green, Ky.

The Standard Size
For newspapers has become
8 Cols. 12 Ems; 6 Pt. Rules
on
68 & 34-in. Newsprint Rolls
Compare with your present size and figure the saving.
Made possible by the Wood Dry Mat
Address inquiries to
Wood Flong Corp.
25 Madison Avenue, New York

No Industrial Unrest in your Southern Market

The South solved the labor problem long ago. Solved it in the textile districts by cultivating the home and family instincts. Built colony houses for workers, provided playgrounds for their children.

The Southern workman is loyal. He "sticks." He earns good wages. He spends freely—for that is a Southern trait.

He probably has an automobile. He is interested in automobile accessories; good furniture; in household conveniences; in clothing. His wife is interested in equipment for her kitchen and dining room; in tempting new dishes; in laundering machines; in apparel for herself and the children; in jewelry; in musical instruments.

The Southerner works the year 'round.—for the South has no "off-season." And he buys the year 'round. Furthermore he pays cash, for he has the cash to pay.

Cultivate this market of more than 30 million. Reach it through the logical medium,—the Southern newspapers.

Southern Newspaper Publishers' Association
Chattanooga, Tenn.

Digitized by Google

NOTES OF THE JOURNALISM AND ADVERTISING SCHOOLS

CHICAGO.—Speaking before the Joseph Medill School of Journalism, Northwestern University, a few nights ago on "The Field of the Metropolitan Evening Newspaper," William A. Curley, managing editor of the Chicago Evening American, made an appeal for constructive service and outlined the requirements to make a newspaper interesting and instructive without having it dulled by faults of make-up, caption or placement. Many an interesting story, he said, is spoiled by a dead headline, and he added "a newspaper cannot be made clever by headlines, but it can be spoiled by poor ones."

ALBION, Mich.—The class in journalism in Albion college has equipped a room as a newspaper office, where members meet daily to carry out details of publishing the college weekly, the Pleiad.

LIBERAL, Kan.—A class in journalism has been started in the Liberal high school here by Prof. A. B. Steele, superintendent of schools. Later the class will publish its own newspaper.

LAWRENCE, Kan.—The University Daily Kansan, official daily of the school of journalism at the University of Kansas here, recently celebrated the 8th anniversary of its founding. The school has grown from an enrollment of 15, eight years ago, to more than 300.

HANOVER, N. H.—Thomas G. Brown of the English department, has inaugurated a new course in journalism at Dartmouth, intended to instruct heelers for The Dartmouth, daily under-graduate publication, in the rudiments of the newspaper art. This is the first step in a series of moves planned to bring the college paper in closer touch with the departments of the college.

PHILADELPHIA, Pa.—A recent issue of the Public Ledger was paid a high tribute by the George Washington University of Washington, D. C. The particular issue of The Ledger was selected from all the newspapers of the country by Daniel A. Chase, instructor of the class in journalism, as a model product of present-day American journalism.

SYRACUSE, N. Y.—Miss Ramona Herdman, of Greenwich, N. Y., and Joseph J. Dromgoole, of Alton, Ill., have been awarded scholarships in the department of journalism of the School of Business Administration at Syracuse University. The scholarships are $150 each and are awarded annually to students taking the course in journalism. Miss Herdman is a sophomore and Mr. Dromgoole is a freshman, but he has had four years of newspaper experience. Contestants submitted a typical newspaper story, newspaper style and originality and initiative being considered in selecting the winner. The judges were representatives from the city newspapers.

AUSTIN, Tex.—Dr. D. A. Penick, head of the extension teaching division of the extension service of the University of Texas, has announced that the department is now offering a new course for students in journalism which may be had through correspondence. It is known as a course in "Feature Writing for Newspapers," and will be given by W. D. Hornaday, instructor in the department of journalism of the University of Texas. In this correspondence course, instruction in the fundamentals of gathering data and writing special articles for newspapers, with particular reference to Sunday illustrated features, will be carried on. All instruction will be along practical lines and students will be assisted in marketing the material they produce.

AUSTIN, Tex.—What has heretofore been known as the laboratory of the school of journalism of the University of Texas is now an independent printing office of that institution and is officially designated as the University Press. It is under the direct management of A. C. Wright, who is also instructor in the mechanics of printing.

IOWA CITY, Ia.—The Daily Iowan, newspaper of the state university, recently issued a 32-page number, with an 8-page rotogravure section, which, it claims is the first of its kind to be issued by a college publication. The edition was put out in connection with the university's home-coming week and its news matter is devoted in large measure to athletic news, a new memorial building and other timely features. It is stated that the rotogravure section cost the student publishers 11 cents a copy and the entire edition sold for 10 cents.

Students Edit Buffalo Column

BUFFALO.—The Commercial has a new daily column, "The Bee," edited and conducted by the students of the University of Buffalo. The column is edited with a view of making it of general interest.

Super Calendered Newsprint
33½ 66½ 70″ Rolls

Standard Newsprint
33½ 49½ 66½ 67″ Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

ROCHESTER TIMES-UNION

Offers you Complete Advertising and Merchandising Service.

WE MAKE TRADE INVESTIGATIONS including Wholesalers, Retailers and Consumers.
WE MAIL ANNOUNCEMENTS TO RETAILERS urging them to stock your goods.
WE POST WHOLESALERS' SALESMEN and secure sales reports from them.
WE CHECK UP RESULTS at frequent intervals.
WE GIVE PERSONAL ASSISTANCE TO YOUR SALESMEN by routing them, introductions to dealers, securing distributors, etc.

We have taught Rochester dealers that when an article is advertised in the Times-Union they are certain to have calls for the goods.

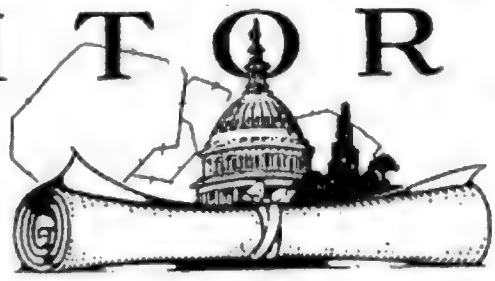
Rochester Times-Union
FIRST IN ITS FIELD

CIRCULATION
[A. B. C.] 64,018

J. P. McKINNEY & SON
Representative
334 Fifth Ave., New York
122 S. Mich. Ave., Chicago

Digitized by Google

EDITORIAL



That which is most essential in journalism is the love, the worship of the truth. The journalist has but one ancestor, Diogenes, and like Diogenes, he goes everywhere with his lantern, seeking for the truth. The most important attribute of a journalist is good faith.
—STEPHANE LAUZANNE, *of the Matin.*

CRIMSON NEWS

SOME weeks ago William Allen White made a just complaint that many of the motion picture producers in the country were using the sex appeal to win patronage. In support of his claim he cited the fact that a story written by himself had been edited into a sex picture drama, much to his disgust.

The sex appeal seems to dominate and overshadow everything else in many of our motion picture productions. In many cases the advertising is more degrading than the productions themselves and it is not at all unusual to find these advertisements in the otherwise best-regulated newspapers.

Motion pictures are one of the most potent influences in our social life today, but they are not alone in their offenses against morality—the newspapers in many, many instances have not been guiltless in this respect, but never before have so many fallen to such depths in the evaluation of news.

We seem to be passing through a period of crimson journalism. It is not the purpose of EDITOR & PUBLISHER to say what is news and what is not. That is a question for the individual managing editor, but it is within our sphere to draw the line between filth and news in the interest of public information and education.

It does not require any more ability to write the kind of news of which EDITOR & PUBLISHER complains than it does to produce motion pictures of the kind that William Allen White deplores. In the one case suggestive phrases picture passion to the minds of millions of clean-minded innocent children; in the other case suggestive poses of the human body take the place of words.

It takes a writer of marked ability to make commonplace news interesting. But men like Mark Sullivan, David Lawrence, Robert Bender, Norman Hapgood and hundreds of other able men and women have no difficulty in attracting, holding and satisfying reader interest day after day.

It is but natural that divorces, murders, suicides and the most sordid of local crimes have a certain local news value. What that value may be is a matter that only the local managing editor can properly judge; it is also possible for a divorce, murder, suicide or other crime to be carried out of the sordid and filthy by its dramatic, romantic and unusual appeal and made news wherever it is told, and literature if properly written. This is not the kind of stories of which journalism ever need be ashamed, but there certainly can be no admiration or respect on the part of master journalists at any time for the craftsmen who pander to the lowest passions by spreading sex filth all over the front page of a journal accepted as decent and respectable.

We have had an abundance of this kind of journalism in the last few months, in some cases outcasts of society have been made into national characters with the same place of importance in the news columns as the leaders in government, education, religion, business and industry. In Chicago a dissolute woman shot and killed a drunken rubber salesman who was unfaithful to his wife and family—just a drunken killing, but it made a national sensation; a New Yorker of unsavory reputation sues for divorce naming several co-respondents—it has nothing of news value, but by the use of the words "bathroom," "bedroom" and "pink nighties" and it is carried to every American fireside from the Atlantic to the Pacific—common filth sold as news.

Last week news was flashed across the country that a New York banker had sued for divorce and that a counter suit had been entered by his wife. Neither party, it was announced, could be located and the lawyers for neither side would talk, but for ten days the story in all its salacious details was played all over the first pages of the metropolitan press and real news of importance to the education and upbuilding of the world has gone on the floor wasted—either because nobody of ability to write it entertainingly had handled it or because the sense of proportion of many editors has been destroyed.

The present wallowing in crimson news is a disgrace to American journalism and the intelligence of the American people. It is creating a new and damaging national impression of the purposes and ideals of the newspaper as an educational and informative institution.

A NEW KIND OF CENSORSHIP

THE old question of what is news and what is advertising under the laws regulating second-class mail matter is back with us again and this time under the most sweeping interpretation that has yet been placed on the Act of October 3, 1917, by the officials of the Postal Service.

Under date of February 17, the Third Assistant Postmaster General, in the course of a communication to the Postmaster of New York, delivered the following edict:

"Advise the publishers for their future guidance that all matter appearing in the reading columns of a second-class publication, whether it is free or paid for, which relates to or is connected with an advertisement therein, or WHICH TENDS TO ADVANCE THE INTEREST OF AN ADVERTISER, is advertising within the meaning of the Act of October 3, 1917. Likewise ALL READING MATTER when so written as to boost the publication, TO ADVANCE THE OTHER INTERESTS OF THE PUBLISHERS OR THE INTERESTS OF OTHERS, to advance a commodity for sale by reason of puffs, boosts and commendations given the commodity, even though it is not paid for and no display advertising in regard thereto appears in the publication, IS ADVERTISING."

Literally, if this ruling is permitted to stand, it would mean that a review of a book or play would not be accepted under the publisher's marking of text but would be ruled advertising if an advertisement of either the book or play appeared in same issue, and even in absence of display advertising such reviews would still be advertising if they praised.

This is not regulation, it is emasculation. In reality it is press censorship by postal employees. Obviously it was not the intention of the makers of this law that it should ever be construed to place editorship and decision of what is news on receiving postal clerks. If this is a true interpretation of the Act of 1917, it should be repealed immediately; if it is not a true interpretation then let us have a sane ruling on the question by the new postal administration at Washington.

March 19, 1921 Volume 53, No. 42
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins. J. W. Ferguson, General Manager J. B. Keerney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: F. B. Grundy, 13 Place de la Bourse.
10 cents a copy; $4 a year, foreign $5; Canadian $4.50.

AMERICA'S NEW CENTER

THE World War aroused Washington from her slow and easy going manners of a century and made her over-night a modern world metropolis. A study of the news importance of the national capital under the new order drives this home in a manner that is really startling when considered in the light of cold figures. From a national news center of infrequent importance Washington has become a world news center unequaled by any other city.

The National Press Club recently had an investigator make a report on Washington as a news source and the findings are worthy of study by every editor in the country as an aid in arriving at a decision as to the importance of national capital news when arranging for correspondence.

From this report we learn among other things that special news telegrams filed by Washington correspondents during a month contain in all about 1,500,000 words, or an average of 50,000 words a day. This is made up almost entirely of sideline news, or purely local stuff; the five press associations are credited with 50,000 words a day. A conservative estimate of the amount of additional matter that is sent out over the fifty leased wires maintained by individual newspapers, and separate from the press associations, will average, it is said, more than 100,000 words a day.

A conservative estimate of the total number of words of news handled out of Washington every twenty-four hours by telegraph is placed at 200,000. Aside from this, 200,000 words of news are mailed out by correspondents every twenty-four hours to newspapers and an additional 100,000 by special writers who do not touch live news, but give their entire attention to special articles.

The figures submitted to the National Press Club are based on present-day and not war-time conditions. No estimate is made of the cost of gathering, preparing and transmitting this news, but the figures given are sufficiently staggering to impress upon American newspapers the importance of care in the selection of men of ability and character to represent them at Washington.

News under a Washington date-line relates to government activities and inactivities that will finally affect every citizen, and for that reason Washington assignments call for men of the highest standing in the newspaper profession and for the safety of the government no other kind should be trusted.

EDUCATING ADVERTISERS

ONE of the most interesting trends in the newspaper publishing business is to be found in the advertisements and promotion work of newspapers. Many newspapers have ceased to talk about themselves and now talk about their towns exclusively.

No better examples of this radical departure from the rule of the past can be found than in the advertisements appearing in EDITOR & PUBLISHER'S Chart and Market Survey Supplements. The tendency today is to sell city, and the newspapers rest secure in the belief that in so doing they sell themselves.

Community advertising by the newspaper such as this is not only an expression of a broaded application of the spirit of co-operation, as some one has remarked, but it is conclusive proof that the advertiser has at last learned that if there is a market for his wares, the way to reach it is through the newspapers. The rightful share of his advertising business is to show him the prospective market; experience has taught him which advertising medium pays.

NEWSPRINT prices continue their downward journey toward price levels that even publishers will be able to view as fair if developments of the week are to be trusted as a criterion of what the future holds. The 5 cent contract price for the last nine months of the year against 6½ cents for the first three months announced by J. R. Booth, Ltd., is only an indication of what the future holds. Business sanity seems to be climbing back into the saddle.

Digitized by Google

PERSONAL

SIR PHILIP GIBBS, the British war correspondent, who has been lecturing in the United States, will sail for home Tuesday. A dinner will be given in his honor Monday evening at the Hotel Biltmore, New York, by the Allied Loyalty League.

John L. Stewart, publisher of the Washington (Pa.) Observer & Reporter, will arrive in New York next week to spend a few days.

E. S. Beck, managing editor of the Chicago Tribune, underwent a slight operation this week at a local hospital.

Jason Rogers, publisher of the New York Globe, has offered a prize of $50 for the best article written by a student in the Department of Journalism in the University of Kansas, on "Journalism Tomorrow." The article must embody the personal opinions and ambitions of the student shortly to enter practical journalism and indicate briefly the student's purposes and ideals as regards his future work.

William Nutt, secretary-treasurer of the Montreal Herald, was seriously injured on March 11, when he fell down a flight of steel steps to the press room.

J. H. Wallis, appointed by Secretary of Commerce Herbert Hoover as a member of the American relief administration to Central Europe, is a former publisher of the Dubuque (Ia.) Daily News.

Victor Rosewater, former owner of the Omaha Bee, is being mentioned prominently for the post of an assistant postmaster general under Will Hays. Mr. Rosewater some time ago sold his interests in the Bee.

W. B. Hollister, owner of the Jefferson City (Mo.) Capital-News and secretary of the National Democratic Committee, has resigned the latter office so that he can devote his entire time to his business.

Thomas Elbert Basham, head of the Thomas E. Basham Advertising Company, of Louisville, Ky., and Mary Pauline Dawson were married February 14 at Evansville, Ind.

Charles J. O'Malley, president of the O'Malley Advertising & Selling Service, Boston, is handling the publicity in New England for the fund drive of the American Committee for Relief in Ireland.

Julian Harris, publisher of the Columbus (Ga.) Enquirer-Sun, has been in New York for the past week on business.

Mildred Seitz, daughter of Don C. Seitz, business manager of the New York World, was featured in the New York Evening Post, March 14, through publication of a poem written by her, entitled "To a Passerby."

IN THE EDITORIAL ROOM

EDWARD E. BRITTON, who was secretary to Josephus Daniels while Secretary of the Navy, will remain in Washington as capital correspondent of the Raleigh (N. C.) News and Observer.

Albert Volt, the Larysmith (Wis.) News-Budget, and Miss Marie Helen Bordeaux of Dubuque were married recently. Mr. Bolt was formerly editor of the Earlville Phoenix and was later with the Dubuque Daily News.

S. Ahromson, formerly with the Des Moines Capital, has quit the newspaper business in favor of women's ready-to-wear. He has opened a millinery and ready-to-wear store at Des Moines.

Jesse L. Leason and Miss Charlotte Elliott, actress, were married in St. Paul on March 11. Their acquaintance began when Miss Elliott called Mr. Leason up on the phone and thanked him for a favorable criticism he had written of her work in his capacity as dramatic critic of the Pioneer Press. Mr. Leason is now on the copy desk of that paper.

Mrs. D. C. Pierce, wife of the editor of the Goodhue (Minn.) Enterprise, was elected mayor of her town, defeating her male opponent by one vote.

J. C. Hammond, who covered the North Dakota legislative session for the Associated Press, has returned to his old assignment on the statehouse run in St. Paul.

Jesse Victor Sullivan, formerly editor of the Charleston (W. Va.) Gazette, has been appointed secretary to Governor Morgan of West Virginia. During the war Mr. Sullivan was secretary of the State Council of Defense.

Ellis Hilton, whose rapid rise from a "cub" to right hand man on the universal desk of the Cincinnati Commercial Tribune was accomplished in two years, has become a member of the Enquirer's copy desk.

C. W. Cornforth, a former city editor of the Nashville Tennessean, is now on the universal desk of the Cincinnati Commercial Tribune.

Alfred G. Jackson, city editor of the Bridgeport (Conn.) Times, has resigned and will soon take up sports and legislative reporting for the Bridgeport Sunday Herald. Lynn W. Wilson, editorial writer, will fill the city desk temporarily. Fairfax Ludlow, who has been reading proof, has gone to the county courthouse beat. R. E. Pomeroy, a new member of the Times staff, is now covering a central territory.

Oswald D. Quinlan, political and legislative reporter for the Bridgeport (Conn.) Telegram, has resigned.

Arch Jarrell, son of J. Frank Jarrell, who was until recently editor of the Bartlesville (Okla.) Oil and Gas News, has resigned to become political reporter for the Norfolk Virginian-Pilot.

Miss Georgia Mulford, daughter of the owner of the Grundy County (Mo.) Gazette, claims the youngest woman editorship in the state. Though she is only 17 years old, Miss Mulford has been an editor since graduating from High school last summer.

Ralph M. Woodward, assistant city editor of the Cincinnati Enquirer, who went to California over a month ago on a visit to his mother who was ill, has returned. His mother, Mrs. Josephine Woodward, was connected several years ago with the editorial staffs of the Commercial Tribune and the Times-Star.

William Powers has gone roaming again. After a few weeks reading copy on the desk of the Cincinnati Enquirer, he departed for Huntington, W. Va.

Thomas Horgan, Connecticut manager of the United Press, whose offices have been in the Bridgeport (Conn.) Star, has been transferred to the New York office. James J. Rowlands, New England manager with headquarters in Boston, is reorganizing the Connecticut service.

Miss Hedwig M. Boyer, of the Buffalo Enquirer society staff and Gordon Sloan of Cleveland, formerly staff artist of the Buffalo Enquirer, have become engaged.

Harry L. Trietley, formerly of the Batavia News, has joined the staff of the Rochester Democrat & Chronicle, as assistant on the correspondence desk.

Fred Smith, Oriental correspondent of the Chicago Tribune, who recently returned home on leave of absence, bringing a "typhoid rib" acquired in the Orient, is recovering rapidly after an operation for the removal of the infected rib and a part of his breast bone.

B. L. Taylor, the Chicago Tribune's popular "B. L. T." is ill with pneumonia. His condition is not considered critical and his friends are hoping that he will get off with a light case. The "B. L. T." column has been suspended temporarily.

William Mackenzie, for many years dean of Ottawa (Ont.) newspaper correspondents and later an officer of the Privy Council staff, has been superannuated. Mr. Mackenzie has moved to the Pacific Coast. Before leaving the capital, he was presented with a gold watch by his newspaper associates and other friends.

Isaac McBride, American journalist, is delivering a series of addresses in Canadian cities on "Shall we trade with Soviet Russia." He contends that the Russians want Soviet rule, and is appealing for funds to be used to forward medical supplies to them.

Joseph J. Thompson, formerly editor of the Connellsville (Pa.) News, has become manager of the Weirton (West Va.) division of the West Penn Power Company. Mr. Thompson was also for many years connected with the Pittsburgh Gazette Times.

A. C. Campbell, formerly associate editor of Hansard reports of debates in the Canadian House of Commons, at Ottawa, has been appointed editor-in-chief, succeeding the late "Tay Pay" Owens. He has been on the Hansard staff for about 25 years, previous to which he was Parliamentary correspondent for the Montreal Gazette, Toronto Globe and other papers.

Edward Percy Howard, president of the New York Press Club and editor of the American Press, has been elected president of the village of Lynbrook, L. I.

Verne Wall of the Detroit Times is spending a month's holiday at his home in Peterboro, Ontario.

Miss Caroline Clementi, who for four years held down the society desk on the Peterboro (Ont.) Examiner, was married last week and is now residing in Belleville, Ont. She is succeeded by Miss Kathleen McCarthy, who in addition to her routine work as society editor, writes specials under the pen name of "Jennette."

Joseph Ashurst Jackson, formerly on the staff of the New York World, now publicity manager for the Goldwyn Pictures, was married February 19 in Los Angeles to Miss Marjorie Manning a film actress. Mr. Ashurst is a graduate of the Pulitzer School of Journalism.

Louis H. Stolz, sports editor of the Schenectady (N. Y.) Gazette, has been named president of the New York State Basket-Ball League.

John W. Smith, a reporter on the New York Tribune, and Miss Ada V. Price of Utica, N. Y., have been married. They are spending the remainder of the winter in Miami, Fla.

Roland C. Finley, for the past 35 years a member of the Worcester (Mass.) Telegram staff, has terminated his connection with that paper.

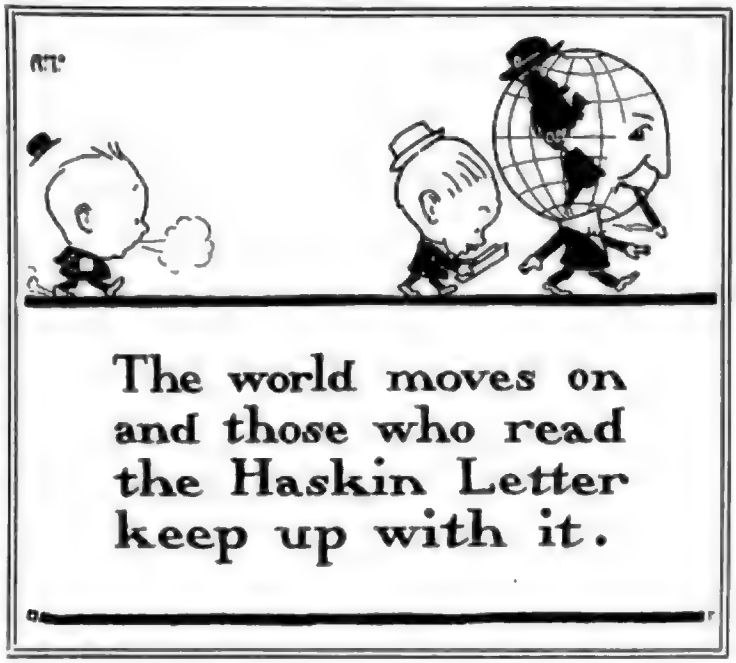
Mrs. Georgianna Adams and Miss Winifred Carling of the Worcester (Mass.) Telegram woman's department,

FOLKS WORTH KNOWING

JOHN D. McFARLAND took charge of the advertising department of the Cincinnati Commercial Tribune in the second week in March. Mr. McFarland until recently was connected with the Barron G. Collier (Inc.) organization in Indiana and Ohio. With the exception of the time he spent in military service he has been in the advertising field for the past seven years. Most of his experience in the newspaper line was gained on San Francisco Chronicle.

JOHN D. McFARLAND

The appointment of Mr. McFarland to the administrative staff of the Commercial Tribune marks a complete change in its executive force since the paper was taken over two years ago by Harry W. Brows as the publisher. Among the changes effected these have resulted in placing the direction of the editorial department under Capt. Wade Mountfortt as managing editor and Nain Grute as news editor.



Digitized by Google

who have been ill, have resumed their staff duties.

Miss Irene Humble of Toronto, secretary of the Canadian Authors and Composers' Association, is "on deck" to see that Parliamentarians will have no lack of information concerning the proposed amendments to the Copyright Bill.

Paxton Hibben, correspondent and author, who represented the Chicago Tribune and the Associated Press in various parts of Europe during the war, and Herbert Adams Gibbons, now a resident at Princeton, but for many years a resident correspondent of American newspapers in Paris, were the speakers before the Contemporary Club, Philadelphia, Tuesday evening.

Albert T. Hoskins has recently joined the local staff of the Philadelphia Record.

Raynolds Morehead, day city editor of the Philadelphia Inquirer, is recuperating from an illness and expects to be back at his desk in the course of a week.

Fullerton L. Waldo of the editorial staff of the Philadelphia Public Ledger delivered an address Sunday before the foreign students at the University of Pennsylvania. During the last four or five years Mr. Waldo has made a number of trips abroad covering not only Continental Europe but the Near East and the Far East.

B. F. Doran, formerly of the Springfield (Mass.) Republican and editor of the Hog Island News until the recent suspension of that publication at the time of the closing of the Hog Island ship building plant, is a new member of the Business News Ledger staff of the Philadelphia Public Ledger, as are also: Walt Thomas, from the Peekskill (N. Y.) Evening News, and Edwin B. Pollard, Jr., formerly of the editorial board of the Pennsylvanian. Raymond A. Goldsmith, of Milwaukee, who has been on the Ledger business news staff for some time, has been advanced from the financial news department to general news director.

THE BUSINESS OFFICE

FRANK HICKS, for several years classified advertising manager of the Raleigh (N. C.) News and Observer and until recently advertising manager of the Henderson (N. C.) Daily Dispatch, has taken charge of the Todd County Tribune, at Long Prairie, Minn., as editor and manager.

Ernest Anderson, formerly Buffalo district advertising manager of the New York State Telephone Company, has become classified advertising manager of the Buffalo Evening News.

"Bob" Strong, for many years connected with the Chicago Journal in editorial capacities and formerly on the copy desk of the St. Paul Dispatch, has returned to St. Paul and connected himself with the advertising department of the Dispatch-Pioneer Press.

C. R. Bishop has been appointed Pacific Coast representative for the Standard Rate & Data Service, with headquarters in San Francisco.

Wallace Crossley, former lieutenant-governor of Missouri and for the past ten years associated with W. C. Kapp in the Warrensburg (Mo.) Star-Journal, has purchased the interests of Mr. Kapp. Mr. Crossley will continue as editor. Mr. Kapp has not announced his plans.

Carroll J. Swan has been elected president of the Lantern Club, of Boston, an organization of New England magazine representatives. Ben L. Moyer is secretary-treasurer. Mr. Swan succeeds Tilton H. Bell and Mr. Moyer succeeds Charles H. Dorr.

R. L. Bouse, who has been handling financial advertising on the Philadelphia Record staff, has resigned to take a position with a local investment house.

George Tilles, Jr., formerly advertising manager of the Wilmington (N. C.) Dispatch, is now connected with the advertising department of the Wilmington Morning Star.

J. H. Ford, formerly advertising manager of the Buffalo Commercial, has joined the advertising staff of the New York Tribune.

John H. Cousins, who was private secretary to M. F. Hanson up until the latter resigned from the Philadelphia Record to become publisher of the Duluth Herald, is leaving the Record and going with the Automobile Exchange.

T. A. D. Weaver, formerly with the Chambers Agency, Inc., is now in charge of promotion work for the Bridgeport (Conn.) Post and Telegram.

T. F. Flynn, secretary of the S. C. Beckwith Company, spent the past week in Buffalo, Binghamton and other New York cities.

C. W. Fuller, formerly with the Christian Herald, New York, has become advertising manager of the Photo Play Magazine, New York.

H. E. Moyer, advertising manager of the Harrisburg (Pa.) Patriot News, is spending a few days in New York.

E. H. Harris, business manager of the Richmond (Ind.) Palladium, is in New York on a business trip.

WITH THE AD FOLKS

ROBERT T. WALSH has joined the Detroit staff of the Service Corporation, Troy, N. Y. Mr. Walsh has served as advertising manager of the Maxwell Motor Company, Briscoe Motor Corporation, the King Motor Car Company, most recently the Apex Motor Car Company.

J. S. Kuhne is now sales and advertising manager of the Marvel Needlecraft Works, New York. He has been with the company as educational director.

C. W. Dearden, advertising manager of the Strathmore Paper Company, has been appointed chairman of the exhibition committee that will direct the exhibits to be held at the Convention of the Direct Mail Advertising Association at Springfield, Massachusetts, October 25th, 26th, 27th and 28th.

H. J. Mountrey has been made advertising manager of the Borden Sales Company, New York, to succeed A. H. Deute, new general sales manager.

Chester A. Gauss has opened offices as an advertising counsellor at Newark, N. J. He has been engaged in technical editorial, advertising and advertising agency work, during the last ten years.

W. H. Washburn, recently Southern sales manager of the Walter M. Lowney Company, has joined the Federal Sugar Refining Company, at New York, as manager of syrup sales and advertising.

William M. Seabury has been designated general counsel of the Pan-American Advertising Association, with headquarters in New York. Mr. Seabury is also counsel for the Motion Picture Board of Trade.

John T. Balkam, for several years in the sales department, and later in the sales promotion department of the Pure Oil Company, has been appointed advertising manager.

W. Philip Frye has again become advertising manager of the Royal Worcester Corset Company of Worcester, Mass., a positon which he held for 14 years prior to July, 1920, when he became advertising and publicity manager with the M. S. Wight Company, of Worcester.

TRANSFERS IN GEORGIA

Weeklies In Manchester and Winder Sold—Winder Times Suspended

(*Special to* EDITOR & PUBLISHER)

ATLANTA.—Loehr & Peters, publishers of the Royston Record, have taken over the plant of the Manchester (Ga.) Mercury. V. L. Loehr continues in charge of the Record while Mr. Peters has taken editorial control of the Mercury.

The Windsor (Ga.) Bartow County Times has been merged with the Winder News, purchased recently by John W. McWhorter from R. O. Ross. Albert G. Lamar has been editor and publisher of the Times, which has suspended publication.

Missouri May Have New Printery

JEFFERSON CITY, Mo.—A bill providing for a state printing plant, with a printer and a $100,000 appropriation for equipment, has been introduced in the Missouri legislature. Under the bill, the state printer would receive $3,000 a year.

GEORGIANS TO MEET JULY 11-14

Name of Official Magazine to Be Changed and Scope Enlarged

ATLANTA, Ga.—July 11 to 14 were the dates selected for the annual convention of the Georgia Press Association at Washington, Ga., at a special meeting of the executive committee at the state capitol Saturday, March 12. The annual meeting will this year include an outing at Tybee island, near Savannah, under the direction of W. G. Suthive, of the Savannah Press.

Members in attendance were President, J. Kelly Simmons of McRae; Ernest Camp, of Dalton; C. E. Bennis of Butler; Ralph Mecks of Calhoun; Rush Burton of Lavonia; P. T. McCutcheon of Franklin, and Hal M. Stanley, Atlanta. The committee authorized a change in the name of the association's official magazine, the Georgia Press Bulletin, and it will hereafter be known as the Georgia Publisher.

No Oil—No Daily Papers

LIBERAL, Kan.—By a joint agreement, the Daily News and the Daily Democrat, ceased publication as dailies with their March 12 issues and went back to their weekly status. Failure of the Liberal oil field to materialize and the general slack in business were the contributing factors to the decision on the part of Warren Zimmerman of the News and J. B. Miller of the Democrat. Both promise if the oil field should ever open up, they will begin to issue daily again. The papers were established last summer.

Picture Page For Plain Dealer

CLEVELAND.—The Cleveland Plain Dealer has concluded to try out a pictorial page daily and Editor-in-chief E. C. Hopwood has placed one of the local staff men in charge of the new venture. "Larry" Kirkpatrick, for a year or more one of the staff men working under Sunday and Feature Editor William G. Vorpe, has been transferred to the general copy desk.

Two Join A. M. P. A.

The Henderson (Ky.) Journal-Gleaner and the Idaho Falls (Idaho) Daily Post have been elected to actual membership in the American Newspaper Publishers' Association.

Harris-Dibble Company Moves

After six years at 171 Madison avenue, New York, the Harris-Dibble Company has moved to 297 Madison avenue.

Marysville Democrat

WE'LL BE GLAD TO TELL YOU
IF THE RETAILER
IS STOCKED WITH *YOUR* PRODUCTS
AND IF NOT, WHY NOT.
Are you interested?

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 23 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

Digitized by Google

ENWRIGHT BRINGS OUT BOSTON TELEGRAM

Gives City Sixth Evening Paper—First Edition, March 16, Consisted of 22 Pages—Concentrating on Local News

(By Telegraph to Editor & Publisher)

Boston, March 17.—The latest addition to Boston newspapers is the Boston Telegram, which made its first appearance after many previous announcements, yesterday under the management of Frederick W. Enwright, as editor and publisher, who also has newspaper connections in other cities including Lynn.

Fred'k W. Enwright

The Boston Telegram is to be an afternoon and evening newspaper, and will sell for one cent, the publisher states.

The first day's publication consisted of two editions, the first of which appeared on the streets around 2 o'clock, 22 pages in size. The major portion text matter was local in character. There was also a sporting section and two feature pages, one devoted to interests of women. The United Press news service is used.

The Telegram gives Boston six evening English language dailies. The morning field has five. Mr. Enwright was formerly a reporter on the Boston Herald, Post and American. He established the Lynn Telegram in 1912, and in July, 1918, purchased the Lynn News and consolidated them.

NOT A "LEGAL DAILY"

Despite Its Name Buffalo Paper Loses Court Decision

Albany, N. Y.—The Legal Daily, of Buffalo, is not a newspaper within the accepted definition of the law, according to a decision handed down March 15 by the Court of Appeals in reversing the appellate division, fourth department, which reversed the decision of Justice Wheeler at the Erie special term in granting an injunction restraining the Buffalo city council from designating it as the official city newspaper entitled to do the city printing.

The court with Judge William A. Andrews writing the opinion, answered the question certified that the Legal Daily was not a newspaper within the meaning of the law but remitted the proceeding to Justice Wheeler to take testimony as to the facts. The proceeding was instituted by Charles A. Finnegan, owner and publisher of the Buffalo Commercial, as a taxpayer, and was based on the charges that the Legal Daily was a technical publication, not printing general, local or current news adapted to the general reader or having a general circulation. The bid of the Legal Daily was $29,850 for the city printing and Finnegan's bid was the next lowest, $40,500. Judge Chase wrote a dissenting opinion.

Wrong Picture Expensive

Albany, N. Y.—Former Governor Martin H. Glynn, publisher of the Albany Times-Union, has settled an action brought against him by Bessie Clifford, a New York actress for alleged libel. The Times-Union published a story regarding Bessie Clifford, a London stage girl, in a sensational episode and by mistake used a picture of the New York actress of the same name.

WALSH FOUNDS SYNDICATE

The Christy Walsh Syndicate has been established in New York with offices at 50 East 42d street, headed by Christy Walsh, former newspaper and advertising agency writer. After getting a start in newspaper work on the Los Angeles Herald as a reporter and as correspondent for a string of newspapers, he left California for Detroit, where he became publicity director and house organ editor of the Maxwell-Chalmers Automobile Company. Since 1917 he has been with the Van Patten Agency in New York. He has also gained some reputation as a cartoonist.

Christy Walsh

French Advertising Exhibited

A two weeks' exhibition of the work of a group of the younger French artists, who contribute advertisements, fashions and illustrations to the Gazette du Bon Genre, a French magazine in which the famous couturiers of Paris are interested and of which Condé Nast is the American publisher, has just opened at the Wildenstein Galleries, New York.

Britain O.K.'s Colonel Harvey

London.—The British Government has given its formal approval to the appointment of Colonel George B. M. Harvey as United States Ambassador to Great Britain.

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company
Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

INTERTYPE

"THE BETTER MACHINE"

Real Display Composition

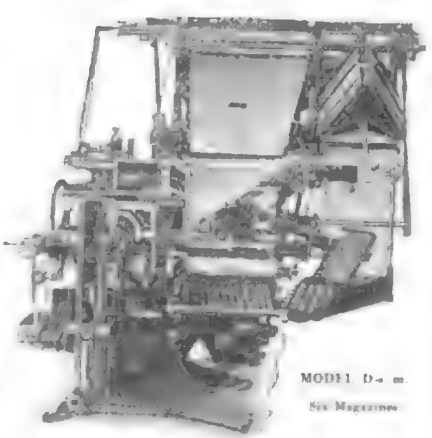
PUBLISHERS AND PRINTERS—For distinctive typographical treatment in Text, Headletter and Display, we offer the simplest and most versatile Line Casting Composing Machine ever developed, the MODEL D-s.m. INTERTYPE.

Without complications, accessible, simple and durable. Sets from 5-point to a wide display 36-point, all under control of One Operator.

The essential Display composing machine for busy composing rooms.

Before you decide on your Line Casting Display Equipment, get full information about the simplest, and most economical Line Casting Composing Machine of them all.

We will demonstrate its unlimited possibilities at your convenience.—Just write and ask.



MODEL D-s.m. Six Magazines

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch Rand-McNally Building, Chicago, Ill. Southern Branch 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch 86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives.

Digitized by Google

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

STANDARD OF PRACTICE PLACARDS SENT TO ALL A. A. OF A. A. MEMBERS

THE two colored placards of the "Standard of Merchandising Practice" prepared by the standing committee on agency relations of the National Association of Newspaper Executives, adopted by this body and also by the Inland Daily Press Association and by the Newspaper Representatives Association of Chicago, will be sent to members of the American Association of Advertising Agencies by Collin Armstrong, national chairman of the committee on newspapers.

Mr. Armstrong has written M. E. Foster of the Houston Chronicle, who is chairman of the standing committee of the National Association of Newspaper Executives, that he will urge all members to follow the practices set down in the standard.

"This brings the newspaper men of the country to a question to which they must give serious consideration," says Mr. Foster.

"Through our organization we have gone definitely on record in favor of certain practices. We have very definitely said that we would do certain things and that we could not do certain other things.

"Too often and too much in accord with the truth, it is said, that newspaper practices are not standardized. Our standard of merchandising practice is set at the point where it will give us maximum selling efficiency with minimum expense. The giving of something for nothing other than reliable information is eliminated. Free letters, free selling, broadsides, securing of windows are supposed to be banished from newspaper business office language.

"One by one the great newspaper and advertising organizations of the country are adopting or endorsing this standard. It should be recalled that the standing committee on agency relations was authorized to represent the A. N. P. A. in its dealings with the A. A. A. A. Members of the A. A. A. A. now look to the standard of practice as the generally accepted and common-sense way method of newspaper co-operation with advertisers.

"They expect a newspaper to be constantly studying its market and to be making general surveys. They expect newspapers to be constantly educating the dealers along broad lines. They look to the newspapers for route lists. They feel sure that the newspaper will not sell goods or pay for printing or postage. Agencies deserve 100 per cent co-operation. They look for the newspaper to protect them by doing those things expected of them, and also to decline to do those things they have said they would not.

In order to acquaint those few newspapers of the country who are not members of the National Association of Newspaper Executives and who have not had a copy of the standard furnished them from the many organizations who have taken recognition of it, a reprint of it is made again on this page as follows:

The legitimate functions of a merchandising and service department are:

First—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second—To furnish such information for prospective advertisers and to make market investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

Fourth—To encourage adequate merchandising by supplying data, maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

Fifth—To decline requests for service that are clearly not within the province of a newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

RUN IT FOR NOTHING

HERE is your chance, you newspaper publishers who haven't enough worry in trying to meet white paper costs while holding back your mob of howling advertisers who want advertising rates cut.

One V. S. Mayer of Minneapolis is asking publishers over the country whether or not "his business is worth gambling for." All you have to do to gamble with Mr. Mayer is to run his copy in your paper for a few days for nothing. Then with his "very efficient" checking system he will find out whether or not your paper can handle his business to his satisfaction.

Mr. Mayer's letter, which has evidently gone to every newspaper in the country, starts: "We are presenting a proposition which might be the beginning of some big business between us. We have always been large national mail order advertisers. Our yearly appropriation exceeds $100,000.00." (Note he put the zeros on the end of the figure.)

No reputable newspaper in the country will fall for this. The matter is being placed in the hands of the National Vigilance Committee of the A. A. C. W. for investigation.

Mr. Mayer is 20 years late.

MI-LADY'S CLOSED CAR WEEK

AS a stimulus to the retail sales of closed automobiles, the Milwaukee Sentinel during the week of March 7 to 12, put over a "Mi-lady's Closed Car Week" that has attracted considerable attention in automobile and newspaper circles.

This same week was Style Week for Milwaukee merchants and the thought of the Sentinel was that the automobile dealers could "cash in" on the great interest aroused among the women of Milwaukee during that particular week by calling to their attention in a conspicuous way the comfort and style of closed automobiles.

Thirty dealers co-operated with the Sentinel in this enterprise and made special displays.

The Sentinel printed and distributed among the dealers for display purposes Mi-lady Car Week posters. The Sentinel also published on the Sunday before a twelve-page Closed Car Section using the same illustration for a first page layout that was used in the poster. In this edition there were thirty quarter page advertisements no copy being run either larger or smaller than that size.

Following this during the week a quarter page co-operative advertisement was run for six days. A. B. Gargill is advertising manager of the Sentinel.

AUTO SALESMEN NOT FOLLOWING UP THEIR PROSPECTS

TO show automobile dealers, especially the local representatives that there is a potential market for automobiles, but that automobile sales organizations have been suffering from "stage fright" for the past nine months and have not gone after business aggressively, the Indianapolis News' merchandising and service departments have just completed a city survey of sales of which the following is a summarized report:

"Nine per cent of those who do not own a car at present contemplate purchasing. Fifteen per cent of those who already own cars expect to replace them. There are 4,908 families in Marion County who do not own cars who expect to buy cars soon. Also 4,030 families who now own automobiles expect to replace them.

"This means 8,938 prospective automobile purchasers; 88 per cent of these have definitely made up their minds to purchase new cars, 4 per cent will buy used cars. The other 8 per cent are undecided.

"Here is the way these 8,938 avowed automobile prospects line up as to the exact time they expect to make their purchases:

53.5 per cent expect to buy this spring;
17.5 per cent do not know when they will buy;
7 per cent will buy in summer;
7 per cent will buy in two years;
4.5 per cent will buy in fall of 1921;
4.5 per cent will buy in three years;
4.5 per cent will buy as soon as prices fall;
1.5 per cent will buy when old car needs repairs.

"Taking a broad view of the situation it can be summed up in this way:

"1. The demand for automobiles is just as strong as ever.

"2. Present owners expect to rebuy as their cars wear out.

"3. Uncertain conditions was the biggest factor in retarding sales this winter. The gradual resumption of industry will be reflected in the increased sales of automobiles.

"4. Automobile salesmen do not follow up prospects as intensively as they should.

"5. People make up their minds as to the make of car that they are going to buy far in advance. Whether or not they follow this preference is determined by the sales and advertising work of the individual concerns.

"The automobile dealer must change his organization to meet the changing conditions. Instead of a booking office making up a waiting list for cars, he needs a resourceful sales organization that will not only fight for immediate business, but will be willing to cultivate prospects against the time when the demand comes back.

"The investigation was not confined to any particular class of workers. Eighty-five different occupations are represented in the people answering the questions."

COCO-COLA'S TRADE MARK

ATLANTA.—Net sales of $32,341,429 for 1920 are shown in the annual report of financial operations of the Coca-Cola Company, for the year ending December 31, 1920, that has just been made public. Profits for the year amounted to $2,439,166, with a surplus of $303,148, after $2,136,018 had been deducted for Federal taxes and dividends. The consolidated balance sheet shows an increase of almost $2,000,000, while inventories increased more than $5,000,000. Bills payable increased by $7,500,000. The total assets are $40,206,339, of which amount $24,960,222 represents the value of the formulae, trade marks and good will—the accumulated value of the returns on the advertising the company has done in the past.

SULLIVAN NEW MASS. V-P.

JOHN SULLIVAN, advertising manager of the Worcester (Mass.) Evening Post, has been appointed vice-president of Massachusetts by Charlie Miller. Mr. Sullivan will fill the unexpired term of John Plumb, who has recently accepted a position as advertising manager of the Syracuse (N. Y.) Post Standard, thus taking him out of the State.

TWO NEW MEMBERS

NEW members of the National Association of Newspaper Executives are the Halifax (Canada) Chronicle of which E. C. Young is manager, and the Lima (Ohio) Republican-Gazette, of which W. J. Galvin, is business manager.

TO HAVE HOUSE WARMING

A. L. SHUMAN expects to have a formal opening and house warming of their new building for the Fort Worth Star-Telegram in the very near future.

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

THE GARD BILL

H. H. FRIS, circulation manager of the El Paso (Tex.) Herald, calls attention to a bill introduced by Mr. Gard in the House of Representatives, for the District of Columbia, which concerns the employment of any person under eighteen years of age, pointing out:

"Section No. 200 of this bill reads that no boy under 12 years or girl under 18 years of age shall sell, expose, or offer for sale any newspapers, magazines, periodicals, or any other articles of merchandise of any description, or shall distribute handbills or circulars in any street or public place.

"Section No. 201 says that no boy under 16 years of age shall engage in any of the trades or occupations mentioned in section No. 200, in any street or public place for more than six consecutive days in any one week, or more than 48 hours in any one week. There is danger that such a law in Washington will serve as a model for similar bills to be presented in other parts of the country.

"I hope every circulation manager will take the matter up with his Congressman and also send a letter of protest to Carl E. Mapes, chairman of the committee of the District of Columbia."

NEWS AND NOTES

OTTAWA, Ont.—The Journal recently sent Capt. M. B. Walker, a member of the reportorial staff, on an airplane trip from Ottawa to Camp Borden, for the purpose of investigating the possibilities of air service for delivery of newspapers in Ontario. His report was a favorable one, of interest both to the public and the circulation department.

A recent student of American circulation methods has been M. Oishi, representative of Kokuim Shinbun, of Toyko, Japan, having a circulation of 300,000 copies with nineteen editions each day. Going to press at 5 a. m. and finishing at 4 p. m. It is called a daily paper and ranks second in circulation among the fifteen daily newspapers printed to Tokyo. Mr. Oishi, a young man of 25 years, a graduate of the Japan university of Tokyo, with his winning smile, his bright personality and democratic manner has made a large circle of friends. The first lessons in American circulation ingenuity has been given him by Louis E. Gautier, traveling representative of the New York World, on a tour of a number of Jersey towns, ably assisted by I. Finkle, manager and proprietor of the Essex County News Company.

The Halifax (N. S.) Herald is the first Canadian daily to adopt the newsbox newspaper vending machines now made available to all Dominion papers through the change in the size of the Canadian penny.

COLUMBUS, Ga.—Street sales of the Ledger are reported to have increased about 400 per cent in a single month's time as the result of a street sales contest arranged by the circulation department in which a $20 suit of clothes was presented to the boy whose total sales for the month reached the highest mark.

Saturday edition of the Oklahoma Leader, of Oklahoma City, carries a department under the heading "Our News Boys," instead of issuing a special News Boy's Junior. Explaining why, Circulation Manager Ameringer says: "In the first place I wish to use this space in boosting our circulation in the same manner as do other newspapers through their News Boys' Junior. In the second place, I want our subscribers to become personally interested in 'our' newsboys. Naturally they will read that part of the paper and by doing so will more thoroughly appreciate the work of the boys and be in a better position to give them their utmost co-operation by helping them conduct their routes more efficiently."

Raymond B. Pierce, for eleven years was a member of the Worcester Telegram circulation staff, has rejoined the staff after a brief absence during which he was in the advertising department of the Graton & Knight Company.

ST. PAUL.—The Boys and Girls page of the Sunday Pioneer Press has a "snap shot" contest, the pictures being devoted to winter scenes.

The Boston Newsboys' Club this week vacated the quarters at 277 Tremont street, which it has occupied since establishment twelve years ago. A thorough search has failed to bring to light other suitable quarters. Six hundred newsboys are committed to the task of finding a new club site.

"In my opinion whatever we do in character building work for boys helps to make the circulation game interesting and we, in that way, can accomplish a great deal more for our publishers," says H. H. Fris of the El Paso (Tex.) Herald, who is chairman of the welfare committee of the I. C. M. A. "The El Paso Herald recently opened up a Happy Hour Hall for the news boys and carriers. We have organized a glee club and in a short time we expect to have seventy members. Also, arrangements will be made to organize a Mexican News Boys' Band. The Mexican newsboys of the El Paso Herald have a boy scout troop. Ninety per cent of the El Paso Herald's carriers and news boys are members of the Y. M. C. A. or boy scouts and more than 90 per cent attend Sunday School classes."

ST. PAUL.—The Sunday Pioneer Press has instituted a contest for the best school yell, cash prizes being contended for.

The annual meeting of the Interstate Circulation Managers' Association will be held in Pittsburgh, March 22.

NEWSIES NOT A NUISANCE

Irving Slown, 17 years old, a newsboy, was arrested March 10, at Broadway and 34th street, New York, by a patrolman. The officer entered a complaint that by crying his wares the youth had made "an unusual and improper noise to the inconvenience of pedestrians." Magistrate McQuade in Jefferson Market court reproved the officer and set Slown free. "Newsboys are not a nuisance," he said, "the public enjoys them."

ILLINOIS

Ranks High in Many Fields

It compares favorably with the other states in various fields.

It ranks second in farm implements and machinery; railroads and their equipment; real property and assessments; coal production; corn production; wheat; oats; and in total wealth of the United States.

It is third in total crop value of the United States, value of manufactured products; production of hay, and total population.

Fourth in pig iron production; and children enrolled in public schools.

Fifth in petroleum.

Seventh in number of cows.

What more could you ask in way of a market.

This list of newspapers covers the Illinois territory.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

WISCONSIN

is the second largest state in the Union in manufacturing farm implements.

is the fourth largest state in the production of paper.

has some of the largest grain elevators in the world.

has the largest motorcycle factory in the world.

tobacco pays more per acre than that of any other state.

has more available water power, near large markets, than any other state.

with its annual cranberry crop would make 4,000,000 delicious pies.

Are these facts interesting to National advertisers? Do you know that if you would sell your merchandise in Wisconsin that these daily newspapers could and would secure your buyers for you. Wisconsin people like their own newspapers best.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,915	.035
Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegram	(M&S)	7,957	.035
*Fond du Lac Reporter	(E)	5,325	.03
Green Bay Press-Gazette	(E)	9,716	.04
Kenosha News	(E)	8,262	.025
La Crosse Tribune and Leader-Press	(E&S)	12,085	.06
Madison (Wis.) State Journal	(E&S)	13,371	.06
‡‡Milwaukee Journal	(E)	113,886	.20
‡‡Milwaukee Journal	(S)	92,031	.20
Milwaukee Sentinel	(M&E)	82,927	.14
Milwaukee Sentinel	(S)	74,606	.14
Racine Journal-News	(E)	8,093	.045
Superior Telegram	(E)	18,091	.05
‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.
‡‡Publishers' Statement, March 1, 1920.

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

ATLANTA CONVENTION PROGRAM

PLANS for the second annual convention of the members of the Association of Newspaper Classified Advertising Managers are well under way. From present indications about one hundred newspapers will be represented at this meeting, which will be held in Atlanta, June 13 to 16, which is the same time as the Associated Advertising Clubs convention.

The program committee, of which John L. Irvin of the Des Moines Tribune and Register is chairman, has submitted a most comprehensive program. Last year the program consisted entirely of round table discussions. This year, however, a number of speeches on interesting topics by competent men, have been included. One of these will be on the "Psychology of Classified Advertising" delivered by a well known professor of psychology from a large university.

The program also has a place for a speech entitled "Classified Advertising as a Publisher Sees It." This will be given by one of the most prominent publishers in the United States.

The great majority of the time will be devoted to round table discussions covering every phase of classified with particular emphasis devoted to methods of selling. It is the aim of the committee to have this meeting give more about methods of increasing lineage rather than methods of handling business secured. The Thursday night program consisting of five-minute talks in which every member will submit his best business building idea. Prizes will be awarded to those submitting the best plans. The speakers and chairmen of the various meetings will be announced in a few weeks.

The following is a copy of the program as submitted by the committee:

MONDAY, JUNE 13, 1:30 P. M.

Address by President L. J. Boughner, Classified Advertising Manager, The Chicago Daily News.
Appointment of Special Committees.

Rates, the Foundation of Classified Advertising Revenue.
Relation of display and classified advertising rates.
Flat and sliding scale.
Different rates for different classifications.
Should the foreign advertiser pay a higher rate than the local advertiser?
Cash and charge rates: Should the transient advertiser who pays in advance secure a lower rate than the charged advertiser?
Contracts and contract rates.
How much reduction in rate is the contract advertiser entitled to?
Which form of contract is best for the advertiser—daily or bulk space?
Should newspaper discriminate against the smaller contract advertiser by granting a lower rate to the advertiser who will contract to use more and larger space?

Censorship—Essential in Developing Reader Confidence.
Misclassification.
Employment agency advertising.
House dealer advertising.
Furniture dealers, musical instrument dealers, live stock dealers, automobile salesmen, etc.
Storage house advertising.
Money to loan advertising.
Commonly called objectionable advertisements.
Advertisement which call for money; detective schools and bureaus, story and scenario writing courses, matrimonial advertising, home-work schemes, investment advertising which promises large or unusual returns. Help Wanted advertisements which require investments, wild-cat corporation stocks, hazardous mining propositions, objectionable medical advertising; palmists, horologists and other fortune tellers; correspondence schools which seek students through keyed addresses, etc. Each of the above classes of advertising will be discussed individually.
Copy editing.
Abbreviations and their abuse.

MONDAY, JUNE 13, 7:00 P. M.

The Importance of Typography and Make-up in Building Volume.
Body type.
Display type in classified.
Should it be continued?
Penalizing display type by higher rate?
Could reader interest in classified advertising be increased by the elimination of display type?
White space and indentions.
Irregular arrangement of type in classified advertisements.
Broken column in classified.
Do advertisements which break the column rules dominate the page to such an extent as to reduce the pulling power of the smaller advertisements on the same or adjoining page?
Is the classified advertising page with broken columns as inviting to the reader as easy to read and, therefore, as productive?
Illustrations in classified advertisements.
Do comic strips and other fixed news features, when placed on the classified advertising pages, increase the reader interest in Want Ads?
Styles and sizes of classification headings.
Proper size.
Legibility.
One line vs. two line captions.
Rules: cut-off and heading.
Waved rules vs. straight rules.
Proper location in paper for classified advertising section.
Proper arrangement of classifications.
Nine column page vs. eight column page.
Marking the paper for the composing room.

Standardization: A Necessity in the Future.
Statistics.
Rate Cards.
Abbreviations.
Headings.

TUESDAY, JUNE 14, 1:30 P. M.

"The Psychology of Classified Advertising."
By a University Professor of Psychology.

Developing the Foreign Field.
Direct mail advertising vs. specially written display advertising in the mail editions of your own newspaper.
Lists of advertisers and how to compile them.
Putting the "punch" in your sales letters.
Will your opening paragraph arouse his interest?
Is your argument logical?
Will your closing paragraph "clinch" the sale?
Clipping classified advertisements from other publications and securing them for your own newspaper.
Booklets, coupons, testimonials and other enclosures, and their proper use.
How direct advertising can be used profitably in the development of certain classifications.
Importance of knowing your market thoroughly before you launch your mail campaign.
First class mail vs. one cent postage.
Stamping the return envelope which you enclose with your letter.
The cost of mail promotion work.
Special representatives in other cities.

Advertising Agencies.
Agency commissions and cash discounts.
Extra commissions to so-called classified advertising brokers.
Failure of some agencies to remit full amounts with their orders.
Paying for listings and space in classified advertising agencies booklets and catalogues.
Co-operating with Classified Advertising Agencies.

WEDNESDAY, JUNE 15, 1:30 P. M.

"Classified Advertising as the Publisher Sees It."
By a Leading Publisher.

Selling More Classified Advertising Over the Telephone.
Telephone Salespeople.
System in the telephone room.
Men or women solicitors.
Essential qualifications of telephone salespeople.
Training salespeople.
Special training to develop salespeople for specific classifications or accounts.
Effect on advertiser of persistent solicitor who "hangs on" vs. one who is less persuasive.
Proper time to solicit over the telephone.
Methods of assigning leads to telephone solicitors.
(Districts, classifications, telephone exchanges, etc.)
Telephone salespeople as means of supplementing work of street salesmen.
Calling expired orders.
Selling contracts over the telephone.
Handling contract accounts by telephone instead of personal solicitation.
Combination salespeople and ad takers.
Telephone solicitors' daily reports.
Methods of payment as an incentive for the salesman or saleswoman to do better work:
Salaries.
Commissions.
Bonuses.
Prizes.
Etc.

Digitized by Google

Telephone Ad-takers.
Proper equipment.
Increasing size of copy and number of insertions.
Promoting ad-takers to telephone sales room.
Part time operators.
Methods of payment.
Cancelling advertisements by telephone.

WEDNESDAY, JUNE 15, 7:00 P. M.

Increasing the Business of the Street Salesmen.
Fixed or definite district for street salesmen vs. plan of assigning them to specific classifications exclusively.
Changing salesmen's districts occasionally to prevent men from becoming "rusty."
Men vs. women solicitors.
Maintaining competition for street salesmen in their own districts or territories.
Assisting salesmen by direct mail advertising.
Methods of training salesmen; keeping them supplied with arguments and sales talks.
Salesmen's reports.
Size of staff:
Men for special classes.
Contract men.
Charge men.
Cash men.
Maximum number of active accounts salesman can handle successfully.
System of payment:
Salaries, commissions, etc.
Contests, prizes and bonuses as a stimulus to street salesmen.
Service to advertisers.

Perplexing Problems of the Classified Manager.
Special pages and special editions in classified.
Do they build permanent, future business?
How a newspaper's editorial and circulation policies have a direct bearing or influence on the pulling power of its Want-ad columns.
Harmful practices unscrupulous competitors, and how to counteract them.
Classified Advertising or Want-ads?
Does the public, generally, know what is meant by Classified Advertising? Could the name Want-ads be substituted and eliminate a great deal of the confusion which now exists, without any harmful effects?

THURSDAY, JUNE 16, 1:30 P. M.

Classified Advertising Promotion and Publicity.
Newspaper Display.
Comparative values of different locations in paper for classified promotion advertisements.
Should promotion advertising seek to secure more readers of classified advertising or create new advertisers?
Effective use of street car advertising.
Billboards and posters as builders of classified advertising.
Stunts.
House to house canvassing.
Novelties.
Creating good will through the use of prizes to Want-ad patrons.
Educating classified advertisers to write better copy.
Creating interest in classified advertising through news items.

Credits and Collections.
Basis of credits.
"No credit" lists.
Methods of billing.
Methods of collecting.
Collection costs.
Adjustments.
Corrections.

THURSDAY, JUNE 16, 7:00 P. M.

"The Most Successful Business-Building Idea or Selling Plan I Ever Used."
A series of short talks by members of the Association of Newspaper Classified Advertising Managers.
Every member of the Association is eligible to entry—in fact, it is expected that everyone present at this time will contribute at least one good business-selling idea or plan which he has used successfully and which the remaining members can take home with them and put to work. The lid is off; there's no limit. Each member may contribute as many good ideas as he wishes.
To the person submitting the best, most practical classified creating idea, in its entirety, a prize of $20 will be given.
For the next best business-building plan or idea a prize of $10 will be given.
A third prize of $5 will be awarded to the person who, in the opinion of the judges, submits the next best plan or idea for increasing the volume of classified advertising in any newspaper.
The judges, whose names will be announced at the beginning of the session, will be appointed by President Boughner.

Reports of Special Committees.
Election of Officers.
Adjournment.

All those who attended the meeting in Indianapolis last year have proven beyond doubt, the value of these gatherings. By applying ideas learned there, some papers have increased their classified revenue by thousands of dollars and others by discovering new methods, have saved in operating expenses many times the cost of the trip.

In addition to the many tangible results secured by absorbing specific information, one of the greatest values was the development of a greater realization of the power of classified advertising and a resulting enthusiasm in the work of building classified. With such benefits derived from an exchange of ideas, by the thirty men attending last year's convention, how much greater will they be this year with three times as many to contribute their knowledge? There is not a publisher in this country who could not profitably send his classified manager to Atlanta next June.

Furthermore there is not a publisher in the country, with a classified department, who will not send his representative if he realizes the value which the trip will mean, in dollars and cents, in the earnings of his paper.

NISSEN OF LOS ANGELES

MR. NISSEN entered newspaper work as purchasing agent for the Los Angeles Herald in 1913. From the purchasing department Mr. Nissen entered the advertising field, acting for four years in the capacity of display salesman. His work then earned for him the position of advertising promotion manager of the Herald. Mr. Nissen was head of the Herald's promotion work until last November, when he was appointed classified advertising manager. Since assuming his present duties, Mr. Nissen and his department have made substantial gains over the best year in the paper's history.

C. B. NISSEN

Howe Heads Vermont Editors

BARRE, Vt.—Nearly forty members of the newspaper profession in Vermont gathered here on March 11 for their annual mid-winter meeting. The business session in the afternoon, resulted in the election of F. E. Howe of Bennington to the presidency and Harrison Thayer of Essex Junction to the office of secretary-treasurer. J. E. Hussey of Boston, representing the International Paper Company, explained the newsprint situation and R. T. Patton of Skowhegan, publisher of the Independent Reporter, also spoke. At the banquet talks were given by Governor Hartness and Congressman F. L. Greene.

Entertained in "Booby Hatch"

SALEM, Ore.—Newspaper men who are members of the Oregon legislature and those who are here covering the present session were guests a few nights ago of Dr. R. E. Lee Steiner. Dr. Steiner is superintendent of the state hospital for the insane, but that fact, it is understood, is no reflection upon his temporary guests. Elbert Bede, reading clerk of the house and editor of the Cottage Grove Sentinel, was toastmaster. Talks were made by Representatives Ben Sheldon and Frank Davy, Senator Bruce Dennis, Don H. Upjohn, Ralph Watson and the host.

Hermit Club in Bridgeport

BRIDGEPORT, Conn.—The newest organization of especial interest to newspaper men is the Hermit Club, now forming. Actors, theatrical men and newspaper men are eligible. William E. Burton, who studied law while working on Danbury and Bridgeport newspapers and later passed the bar examinations, is acting as temporary president. Handsome clubrooms are planned.

THE RICHEST AREA

OF ITS SIZE IN NATURAL RESOURCES

WEST VIRGINIA

¶The land area of West Virginia is 24,022 square miles or 15,374,000 acres. Of this there is a very large amount still in virgin forest, while the coal area of the State is estimated by some to reach 17,000 square miles, or equal to the combined coal area of Europe, excluding Russia.

¶Owing to the varied character of its soil and climate, its resources of raw materials, its possession of vast supplies of cheap fuel,—coal oil and gas—its tremendous potentialities of hyro-electric power and its excellent transportation facilities, West Virginia offers innumerable opportunities to the National manufacturer for the sale of his merchandise.

¶West Virginia daily newspapers bring the advertiser and consumer together, the result of which is "consumer demand." These daily newspapers do the work for you.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	5,071	.025
Charleston			
**Gazette	(M)	13,562	.05
**Gazette	(S)	14,558	.05
‡Daily Mail (ABS)		13,590	.04
Clarksburg			
‡‡Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,565	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,005	.03
Huntington			
**Herald-Dispatch	(M)	10,688	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
‡Journal	(E)	4,800	.03
Parkersburg			
‡‡News	(M)	5,063	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,059	.024
Wheeling			
‡‡Intelligencer	(M)	10,336	.04
‡‡News	(E)	14,100	.06
‡‡News	(S)	14,100	.06

‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

Digitized by Google

"KNIFING" NEVER PAYS

National Advertiser Gives Sound Advise to Six-Point League

The space buyer wants concrete information and is not interested in what newspaper publishers think about their competitors, according to A. H. Deute, general sales manager of the Borden Sales Company, who spoke at the monthly luncheon of the Six Point League, March 15, on "Newspaper Co-operation from the Standpoint of the Space Buyer."

Mr. Deute told of several instances, illustrating his point. In one town, he was advertising his products in a certain newspaper, when its competitor came to him and told him that the rival paper was no good. He gave numerous reasons why he should use his paper instead. This Mr. Deute did. The publisher who had lost the advertising immediately came back with his argument, and, as a result, the advertiser decided he could get along very nicely without either newspaper in that particular town.

In Tulsa, Okla., a publisher wrote to Mr. Deute's company, telling just what service his newspaper could give. So impressive were the letters, that they gave the paper some advertising. In the meantime, the representative of Mr. Deute's company in Tulsa wrote that this paper was the smallest in the town. The company used it just the same, and in a few days the newspaper publisher, himself wrote, saying that he did not think his paper was large enough to handle all of the advertising and suggesting that another newspaper in the same town be used. His advice was complied with, and both papers got some business.

Mr. Deute thinks publishers of newspapers should try this plan, rather than "knifing" competitors, which, he says, is constantly the case.

About ninety members of the League were present.

FIRST ALASKAN WOOD PULP

Government Receives First Samples of Juneau Mill Product

(Special to Editor & Publisher)

WASHINGTON.—Alaska is now manufacturing wood pulp. The Department of Agriculture announced March 13 the receipt of samples of the first run of a new mill established near Juneau, in the Tongass national forest. Forest service officials, after examining the samples, said that the establishment of the mill marked another milestone of progress in pulp production for the newsprint industry.

The mill near Juneau is the first to be established in the territory, and is operated by hydro-electric power. It has a capacity of twenty tons of pulp a day, with power resources available for increasing the output to 250 tons. The samples received here are spruce pulp, but hemlock also will be ground in quantities for newsprint purposes, officials said. Later it is planned to enlarge the mill so as to make paper.

Forest service officials said that an area of the Tongass national forest containing 2,000,000,000 feet of pulp-making timber would be placed on the market soon in response to inquiries from prospective paper manufacturers.

Extend Cable Modus Vivendi

WASHINGTON.—A continuation of the modus vivendi, which has governed the International Communications Conference in its consideration of the division of former German cables, was decided upon March 15 at a meeting of the delegates of the five allied and associated powers when the agreement was due to expire by limitation. In extending it no fixed date was set for its expiration. The delegates merely contented themselves with an informal engagement to continue the provisional understanding by which the conference had operated. It is expected that another meeting of the delegates will be called early next week.

J. R. Booth Company Sued

OTTAWA, Ont.—Action has been instituted by the Attorney-General of Ontario against the John R. Booth firm, which is accused of having cut timber estimated at two million feet on the Boncherre river limits of the Golden Lake Lumber Company. Damages to the extent of $40,000 are sought. The defence is that rights to cut this timber were properly obtained.

Fined $31.15 For Stealing Papers

DECATUR, Ill.—A crusade by the Decatur Review against persons stealing copies of the Review from porches resulted in the arrest this week of Henry Wonders who pleaded guilty to malicious mischief and was fined $31.15. Wonders said he took the paper because he was out of work and was looking at the want ad section in hopes of finding a job.

PORTLAND ENACTS AD LAW

City Supplements Oregon Statute, Requiring License for Poster Men

(Special to Editor & Publisher)

PORTLAND, Ore.—Oregon's state law against fraudulent advertising is now supplemented in Portland by a municipal ordinance of the same general tenure. The ordinance has been passed by unanimous vote of the council at the request of the Better Business Bureau of the Ad Club and with the approval of the newspapers.

The ordinance contains iron-clad provisions against untrue, deceptive or misleading statements in advertising, whether printed in newspapers or circulars or on billboards. It also provides that all second-hand, blemished and defective articles shall be marked as seconds and advertised as seconds.

The ordinance further makes it obligatory for each person engaged in the placing of advertising matter to wear a numbered metallic badge designating such person a licensed distributor or bill-poster.

No person, firm or corporation will be permitted to post or distribute any advertising matter without obtaining a license. Goods manufactured in Oregon, however, are exempt from this provision.

Betts Proposes Truthful Ad Bill

ALBANY, N. Y.—A bill the aim of which, the introducer, Assemblyman Betts, said, was "truth in advertising," and support for which should be given in behalf of "honesty in business," was the subject of a hearing by the Assembly Codes Committee March 15. Assemblyman Betts and representatives of advertising interests appeared in support of the measure. Henry W. Killeen of Buffalo was the only objector. Richard H. Lee, counsel for the Associated Advertising Clubs of the World, characterized unscrupulous and fraudulent advertising as a menace to the industrial advancement of the nation.

Hawaii Demands Translations

HONOLULU, H. I.—Translations of all matter published in a foreign language with the exception of bona fide advertisements would have to be filed with the Territorial Secretary of State according to terms of a bill introduced in the Territorial Senate at the instance of the American Legion. Y. Soga, editor of the Nippu Jifi largest japanese newspaper published in Hawaii, said that the bill would put Japanese newspapers here out of business, owing to the expense that would be entailed in providing translations.

Nearly every person in Richmond reads The
NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

FIRST
in buying power
American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through
THE INDIANAPOLIS NEWS
Use Newspapers on a 3 Year Basis
for 50 years a Newspaper.
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

FIRST IN 1000 NEWSPAPERS
A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.
Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

FIRST
In 1920 The New York Times published 25,447,395 agate lines of advertising—5,395,186 lines more than any other New York newspaper.
Hundreds of columns were omitted because of the lack of space or declined as objectionable under the censorship rules of The Times.
The New York Times
"All the News That's Fit to Print"

THE VALDOSTA, GA., TIMES
is the only daily newspaper published in Valdosta and Lowndes Counties.
Although the population of Valdosta is less than 11,000, its bank deposits and resources are larger than any town of like size or larger, in Georgia.
Use the DAILY TIMES and cover the city and surrounding rich farming section.
Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2900, 5111
Cable Address: SCHOLZEM, NEW YORK

OF THE SHAFFER GROUP
The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana reaches the maximum buying power of Indiana at minimum cost, every morning of the year.
THE STAR LEAGUE OF INDIANA
Thoroughly Covers Indiana
OF NEWSPAPERS

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

TIPS FOR AD MANAGERS

J. W. Morton Advertising Agency, 23 Irving place, New York. Again making contracts with newspapers generally for Kops Bros., "Nemo" corsets, 23 Irving place, New York.

Frank Presbrey Company, 456 Fourth avenue, New York. Placing orders with some New York newspapers for Keystone Instant Food Company,, Danbury, Conn.

W. H. Rankin Company, 104 S. Michigan avenue, Chicago. Making new contracts with newspapers for the Haynes Automobile Company, Kokomo, Ind. Reported to have secured the following accounts, Schaeffer Fountain Pen Co., Janesville, Wis., and Lightolier Co., New York City.

Saxe Advertising Agency, 519 Washington street, Boston. Reported will later place orders with some New England newspapers for Eastern Textile Company, "Pollyana Hair Net" Boston.

Frank Seaman, Inc., 470 Fourth avenue, New York. Handling the advertising for Hartford Fire Insurance Company, Hartford, Conn.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with newspapers in various sections for Julius Kayser & Co., gloves, 45 E. 17th street, New York.

McCutcheon-Gerson Service, 64 West Randolph street, Chicago. Has secured account of McClellan Refrigerating Company. A newspaper campaign in certain districts is contemplated.

Gardiner & Wells, 402 Rush street, Chicago. Handling the following accounts, J. L. Kraft & Bros., "Elkhorn Cheese", Chicago, and Nuway Motor Company, Lansing, Mich.

Grandin - Derrance - Sullivan, 151 Fifth avenue, New York. Reported to be preparing plans for some rotogravure advertising for Entre Nous Garment Company, negligees, St. Louis.

Greenleaf Company, 516 Fifth avenue, New York. Placing orders for eight additional insertions with newspapers for Consolidated Cigar Company, East End avenue and 81st street, New York.

Greenleaf Company, 41 Mt. Vernon street, Boston. Placing advertising for Stedman Products Company, "Steady-man" golf sole and heel, and Stedman "Naturalized Flooring", South Braintree, Mass.

Frances Holmes Advertising Agency, 1120 Van Nuys Building, Los Angeles. Reported preparing plans for a newspaper campaign for Van Landingham, canned tuna and sardines.

Philip Kobbe Company, 208 Fifth avenue, New York. Again placing orders with newspapers for Manahan Moth Paper Company, 56 Vesey street, New York.

Lord & Thomas, Mallers Bldg., Chicago, Ill. Again making contracts with newspapers in various sections for Bauer & Black, "Blue Jay Corn Plasters", 2500 South Dearborn street, Chicago.

William H. Rankin Co., 50 Madison avenue, New York. Will place an extensive newspaper campaign for The Rome Metallic Bed Company, Rome, New York.

S. Wald Advertising Agency, 63 Park Row, New York. Placing single and double column advertising for the Willis Pipe Company in some New York and out-of-town newspapers. Making up list of farm and poultry periodicals for Neuschafer "Egg and Sex Indicators."

Frank Seaman, Inc., 470 Fourth avenue, New York. Placing advertising for the Thomas Dalby Company, maker of children's and women's knit underwear, Watertown, Mass.

O'Connell - Ingalls Advertising Agency, Boston. Handling the following accounts: The O. A. Miller Treeing Machine Company, Cordo Hyde Lace Company, United Last Company, and Hunt's Restaurants. The restaurant advertising will appear in New England newspapers, while the other copy will be addressed to the shoe and leather trade.

John L. Clough Advertising Agency, Merchants Bank Bldg., Indianapolis. Putting out a special newspaper campaign for the Indiana Association of Life Underwriters.

Clarence B. Keemer Company, Toledo, Ohio. Placing account of the Willey Universal Vulcanizer Company, Battle Creek.

Conover-Mooney Company, Harris Trust Bldg., Chicago. Handling account of the Dernell Potato Products Company, Chicago. Newspaper advertising will begin shortly on "Dernell Goldencrisp" potato chips.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Handling advertising for Harsh & Chapline Shoe Company, Milwaukee, Wis.

Matteson-Fogarty-Jordan Co., 140 N. Dearborn street, Chicago. Handling the advertising for Mills & Gibb Corporation, textiles, New York City.

Sidener-Van Riper Advertising Company, Merchants Bank Bldg., Indianapolis. Handling account for the Richmond Safety Gate Company, Richmond, Ind.

Critchfield & Co., Palace Bldg., Minneapolis. Handling account of the Fairmont Gas Engine & Railway Motor Car Company, Fairmont, Minn. The campaign will run in railroad publications and railroad employees' magazines throughout the United States and Canada.

Brooke, Smith & French, Kresge Bldg., Detroit. Handling advertising for the Sunny Line Appliances, Inc., manufacturers of washing machines and household specialties. $100,000 has been appropriated for the preliminary campaign.

Doriand Agency, 9 East 40th street, New York. Handling account for the Gould Appliance Company of New York.

Walter J. Paterson Company, 431 Michigan Tr. Bldg., Grand Rapids. Planning a national campaign in general periodicals for the Martin-Larsen Co., Kalamazoo, Mich., producer of Dubel-Dutte furniture, leather and metal polish. Starting an advertising campaign in newspapers for the Togan-Stiles Co., of Grand Rapids, manufacturer of factory-built buildings.

Chambers & Wiswell Co., Old South Bldg., Boston. Handling advertising for the Merrimac Mfg. Co., Lawrence, Mass.

Alfred J. Silberstein, 18 West 34th street, New York. Dutchess Manufacturing Company, Poughkeepsie, N. Y., maker of "Dutchess" Trousers and "Dutchess" Knickerbockers, have placed its advertising in the hands of this agency.

Franklin P. Shumway Company, 453 Washington street, Boston. A series of Ipswich Hosiery advertisements are ordering into about 60 of the leading dailies of New England and New York state, 10,000 lines to be used during 1921 and first insertion to be on March 22, and continuing semi-weekly.

Brooke, Smith & French, Inc., Detroit. Sum of $100,000 has been appropriated and will be handled by this agency for a preliminary campaign for the Sunny Line Appliances, Inc., of Detroit, a new firm handling washing machines and other household specialties.

Ash Advertising Agency, 216 Market street, Newark, N. J. Placing orders with newspapers that have poultry sections for The Kerr Chickeries, Inc., 133 Liberty street, New York City.

Barrow & Richardson, Drexel Bldg., Philadelphia, and 19 West 44th street, New York. Again renewing newspaper contracts for Autocar Company, Ardmore, Pa.

Blackman Company, 116 West 42nd street, New York. Placing two time orders with newspapers in various sections for Alfred H. Smith Co., "Djer Kiss" perfume, 15 West 34th street, New York City. Placing orders with some newspapers for Butterick Publishing Company, fashion pattern, Spring street, New York.

Cowen Company, 50 Union square, New York. Will shortly place orders with newspapers for Lorillard Tobacco Company, "Beechnut Tobacco", 119 West 40th street, New York.

Erwin Wasey & Co., 58 East Washington street, Chicago. Placing orders with a few newspapers in selected sections for Stark Rolling Mill Co., "Toncan" metal, Canton, Ohio.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with newspapers in selected sections for D. E. Sicher & Co., "Dove" undermuslins, 45 West 21st street, New York.

Gardner Advertising Company, 1627 Locust street, St. Louis, and 25 East 26th street, New York. Again making contracts with newspapers for Fownes Bros. & Co., "Fownes Gloves", 119 West 40th street, New York.

Capehart-Carey Corporation, Times Bldg., New York. Making $,000-line contracts for Veenolak.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Making 5,000-line contracts for Wilson & Company.

Procter & Collier Company, Commercial Tribune Bldg., Cincinnati. Making 13,000-line contracts for Philip Carey Company.

Sweeney & James Company, 1821 East 13th street, Cleveland. Making 10,000-line yearly contracts with newspapers for Jordan Motor Car Company.

Lord & Thomas, Mallers Bldg., Chicago. Handling advertising for Jiffy Dessert Company.

Green-Fulton-Cunningham, Free Press Bldg., Detroit. Making 1,000-line contracts for the Detroit Stove Works.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts with newspapers for the LaFayette Motors Company. Making 10,000-line contracts with the Oakland Motor Car Company.

Philip Ritter Company, 185 Madison avenue, New York. Planning an experimental campaign in typical cities for "Vanique" cuticle remover and nail polish, manufactured by the Posselt Products Company. Handling advertising for Janssen Piano Company.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Making 3,000-line contracts with newspapers for J. H. Brown Medicine Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Renewing contracts with newspapers for Swift & Co., Chicago.

Blackman Company, 116 West 42nd street, New York. Sending out 510-line copy to run 3 times in Sunday newspapers for the General Cigar Company. Making 1,000-line contracts for Alfred H. Smith Co.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York. Making 3,000-line contracts for United States Light & Heat Corporation.

Wylie B. Jones Advertising Agency, Binghamton, N. Y. Sending out 42-line copy to run twice-a-week from March to November in a large list of newspapers for Stearns Electric Paste, Chicago.

F. J. Ross, 119 West 40th street, New York. Making 5,000-line contracts with a large list of newspapers for Fidelity and Deposit Company, Baltimore, Md.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 40-inch orders to run 8 times, and 4-inch orders to run 32 times in a selected list of newspapers for Joint Coffee Publicity. Sending out 4-inch copy to run 10 times and 24-inch copy to run 5 times for the American Sugar Refining Company.

Massengale Advertising Agency, Candler Bldg., Atlanta. Making 3,000-line contracts with Western newspapers for Currie Bros., Atlanta, Ga.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 60 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Boston Globe *and* **Pittsburgh Sun**
have wired their orders for
Lessons in Baseball
the new Sporting Page Feature
The International Syndicate
BALTIMORE, MD.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The Detroit News

THE SUNDAY NEWS
leads the other Detroit Sunday paper in city circulation by 69,000; in local trading territory circulation by 80,000 and in total circulation by 61,000.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
MEMBER A. B. C.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St.,
NEW YORK CITY

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services
Speed—Reliability—Quality
International News Service
10th floor, World Building,
New York

SELLS THREE, BUYS ONE

M. J. Anderson New Editor and Manager of Salem Times-Register

(*Special to* EDITOR & PUBLISHER)

ROANOKE, Va.—The Salem (Va.) Times-Register has been purchased by Marvin J. Anderson, who on January 1, sold his interest in the Marion (Va.) News, the Marion (Va.) Democrat and the Troudale (Va.) Grayson Enterprise, to Arthur L. Cox. Returning from overseas service, Mr. Anderson bought his father's paper, the Marion News. Later he bought his opposition, the Marion Democrat, and installed a contributing editor to take of the political side. Then he ventured into Grayson County (Va.), and started the Enterprise.

W. W. McClung, who has been the majority stockholder of the Salem (Va.) Times-Register, wished to retire and sold the property to Mr. Anderson. The new proprietor of the Times-Register has a linotype machine on the way and is planning other improvements to the already modern plant.

Another Paper for Malden

MALDEN, Mass.—A new newspaper will be published here about March 25 under the name of the Telegram. The capital stock of the concern is $100,000. The incorporators are: Edward T. Glynn of Medford and John A. McGowan of Cambridge, two newspapermen, formerly employed in Boston, and Frank E. Viano, Somerville.

New Equipment at La Porte

LA PORTE, Ind.—The Herald has purchased a 16-page Goss printing press, which is now in operation. The make-up now is eight columns wide, 12½ ems to a column, with columns 20 inches long. The Herald has also added another linotype.

To Foreclose New London Telegraph

NEW LONDON, Conn. — Foreclosure proceedings have been granted by Judge John W. Banks in the Superior Court against the Telegraph Publishing Company, in favor of the estate of Morton F. Plant. The mortgage debt is $20,466. Publication of the Telegraph, a daily morning newspaper, was suspended some months ago. Attorney, Charles I. Smidley has been authorized to sell the property, and if no offer greater than the amount of the debt is received, to execute a deed of the property in favor of the claimants for the amount of the debt.

Third Daily in Manhattan, Kan.

MANHATTAN, Kan.—The Daily Chronicle is the name of a new morning newspaper with H. H. ("Harve") Parsons, formerly of the Topeka Capital as editor. This gives Manhattan three daily papers, in addition to three weeklies and a college semi-weekly. Mr. Parsons leased the Chronicle from F. D. Lamb, as a semi-weekly and converted it into a morning edition.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Potter roller molder for stereotype room. Address Daily News, Cumberland, Md.

For Sale
Eight-page Goss, straight line, web perfecting press with complete stereotyping equipment. First class condition. Cheap for quick sale. The Herald, La Porte, Indiana.

For Sale
Potter rotary newspaper printing press, complete; prints 4 to 16 pages; color attachment for four pages. Address: The Daily News, Cumberland, Md.

For Sale
One Williams Lloyde combination saw and trimmer, No. 42, with 1½ h.p. D.C. motor, connected; size of saw table 22x26; size of trimmer table 13x18. One Williams Lloyde Daniels planer, No. 42, with 2 h.p. D.C. motor, connected; size of planer bed 16x30. The Newspaper Enterprise Association, Cleveland, Ohio.

For Sale
Goss Comet Press, splendid condition. Consolidation throws it on the market for $4,000, on board cars. Includes motor, full set chases, belting, etc. Half and quarter fold. Good Model 8 and Model 14 Linotype; complete job equipment; much type for both job and newspaper. Address Martinsburg Journal, Martinsburg, W. Va.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Duplex Tubular Plate Press, only two years old; an unusual opportunity for the publisher who needs a press faster than his Flat Bed; prints 4, 6 and 8 pages, half or quarter page fold and as field develops additional printing units can be added.

4, 6 and 8-page Duplex Press; this is an Angle Bar Flat Bed Machine in fine running condition.

Goss Comet 4, 6 and 8-page press; this machine has printed daily with small circulation and always received good care. Prices reasonable. John Griffiths, 41 Marshall St., Poughkeepsie, N. Y.

For Sale
One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

FOR SALE

Two curve plate casting boxes, rocker type, will cast 7 column 21 inch plate.

One three platen steam table without steam generator.

One matrix roller, with motor.

All in first class shape (Goss Printing Press Company equipment). Used seven years, displaced by moving. First fair offer received takes them.

Peoria Star Company
PEORIA, ILL.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22⅜".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
184 Nassau St., Tribune Bldg.
New York City

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK
J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1087

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

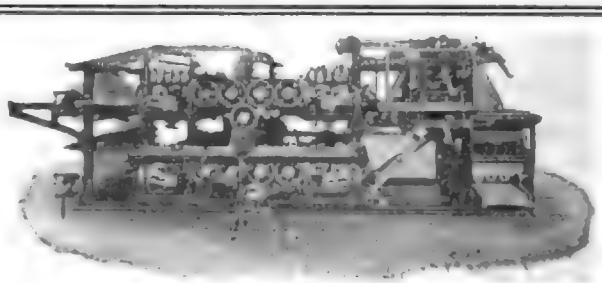
FOR SALE

Two four-deck
Potter Printing Presses
complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also
Complete Stereotype Equipment
chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: :: MINN.



Hoe Straight Line Quad Newspaper Press

Two deck, four plates wide, with color deck (not shown in cut); length of page 23½ inches, seven-column, 13 ems, or eight-column, 12½ ems, with complete stereotyping equipment; all in fine condition; immediate delivery; paper suspended; wire for details.

BAKER SALES COMPANY
200 Fifth Avenue New York City

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising or General Manager
Trained, experienced executive, ten years of successful administration; university training; married; 36 years old; copy and layout specialty; as advertising and general manager tripled business in last three years, in face of strictest competition, kept cost of production below average; would consider position with paper of 20,000 circulation; now employed. Address Box C-921, Care EDITOR & PUBLISHER.

Assistant to Business Manager
Or job selling advertising where it is possible to work into an executive position on a small daily newspaper. I am 23. Have been in newspaper game for two years. Have had experience both at copy writing and selling. College graduate, now selling advertising on paper of 200,000 circulation. Willing to start at moderate salary where there is an opportunity for advancement. Box C-907, care EDITOR & PUBLISHER.

Business Manager
Experienced business manager and advertising man, exceptionally well qualified to systemize and handle foreign advertising, seeks an opening in Texas, Arizona, New Mexico or Southern California; thoroughly competent to take full charge of publication, handling all ends; can satisfy interested parties by reference to present employers as well as former employers; would require 30 days or more to make change; health is excellent. Address Box C 886, Care EDITOR & PUBLISHER.

All 'Round Newspaperman
Wants immediate employment with afternoon daily, south of Boston preferred; American, 38, married; a hustler; experienced advertising salesman, who can lay out and write copy; editorially, can write features, cover desk or street; for full particulars, highest references, etc., wire or write BB, 114 Pearl street, Somerville, Mass.

Business or General Manager
Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, care EDITOR & PUBLISHER.

Circulation Manager or Assistant
Have had 15 years' experience in the circulation department of various newspapers and understand the different systems, routine, details and promotion work; at present employed on newspaper with circulation of 50,000; I am 30 years of age; can give the best of references and report for duty on short notice. Address Promoter, 534 W. Breckenridge, Louisville, Ky

Circulation Manager
Have had experience, can furnish best of references; at present unemployed on account of quick sale of newspaper; thoroughly familiar with all lines of circulation; development among newsboys and carriers, city and county dealers, wide experience in F. D. work and contests of every description. Address Box C-913, Care EDITOR & PUBLISHER.

Circulation Manager
Circulation manager desires permanent connection with "live daily;" experienced in directing all phases of circulation; promotion a specialty. Box C-919, Care EDITOR & PUBLISHER.

Advertising Solicitor
One who can close contracts and who can write general copy. A good position with a prominent newspaper in Southern New England. Write stating qualifications and salary expected, Box C-925, Care EDITOR & PUBLISHER.

Editorial Executive
Experienced executive in editorial department desires change about May 1, for personal reasons. Knows mechanical department well; understands business end also. Has demonstrated both personal ability and leadership. Hard, steady worker, 15 years experience; good organizer; strong writer; plenty of initiative. Stong references. Correspondence confidential. High priced and worth it. Address Box C-899, care EDITOR & PUBLISHER.

Old-Time Faithfulness
Energy and efficiency; capable writer and publicity man; 36; offers them; reliable, responsible, tactful, honest, hard and fast worker; no flaws in record; now managing editor at good pay—and worth it; good reasons for changing; might invest; give particulars. Box C-917, Care EDITOR & PUBLISHER.

Research Editor
Assistant to executive; reviewer; young woman formerly editor of weekly information service publication available in New York March 20. Address Box C-914, Care EDITOR & PUBLISHER.

Reporter
Reporter wants position with Daily, Morning or Evening, in city of about 75,000. Graduate of school of journalism, and now with evening paper in small city. Can furnish best of references. Available May 1. Address Box C-862, Care EDITOR & PUBLISHER.

SITUATIONS WANTED

Seasoned Advertising Manager-Writer
Desires change; am now, and have been for some time, advertising manager and assistant business manager of live daily in the South; business conditions, caused by the low price of cotton, are such that I am forced to make a change; am a thoroughly seasoned, dependable man seeking connection where a real workman will be assured permanent position. Address Box C-916, Care EDITOR & PUBLISHER.

Some Place in the Southwest
is an opening for a capable, healthy, energetic newspaperman who will be at liberty to accept a position after May 1. Qualified by experience to handle any news room or editorial desk, any assignment reporting; can furnish highest references from previous and present employers; any correspondence will be treated confidentially. Address Box C-885, Care EDITOR & PUBLISHER.

Wanted
Editorial connection wanted by well read, man of exceptional education. Back-ground of four years teaching, six years social work requiring rapid writing of everything from leaflets to book. Address Box C-892 care EDITOR & PUBLISHER.

Young Man
Young man, college education and general editorial experience on metropolitan daily, for three years secretary to Member of Congress, wants editorial or executive position with opportunity for advancement. Address Box C-924, Care EDITOR & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager
Circulation manager; daily; city of 30,000; give full particulars of yourself. The Citizen, Butler, Pa.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Lease
Wanted to lease for twelve months, with privilege of buying, a newspaper in Southern territory town of 5,000 to 15,000 inhabitants; no objection to a run down proposition, but the field must be good; am a practical man who can produce results, not a visionary; have had long experience and know the newspaper business in all departments; not a mechanic, but know what should be done in this department; at present employed and can give the best of references; write fully what you have in first letter and if proposition is suitable will look it over. Address Box C-918, Care EDITOR & PUBLISHER.

Business Opportunity
Business man desires to lease city or country newspaper; 10 per cent on investment guaranteed; can produce results. Box 321, Burlington, Vt.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations, Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

Interviews, Special Stories, Features
N. Y. newspaper men, enjoying wide acquaintance of prominent people, will obtain exclusive interviews; write newsy articles along your special lines; send daily, weekly or monthly news letter; trade journal features. I can weave the romance into business writing. Homer Sheridan, care N. Y. Press Club, 21 Spruce street.

DETROIT TIMES' REORGANIZATION

A Complete Change on Editorial Staff in a Few Months

DETROIT, Mich.—Since W. N. Burkhardt took charge as managing editor a few months ago, the Times staff has undergone a complete change. It now includes R. F. Burkhardt, formerly of Chicago, St. Paul and Winnipeg, make-up editor; H. O. Weitschat, formerly city editor of the Detroit Free Press, news editor; Leslie Pigott, formerly of the Chicago Examiner copy desk, telegraph editor; Rex F. Glasson, formerly city editor of the Detroit Journal, city editor; Edward Loveday, formerly of the Detroit Journal, and M. B. Walker, formerly of Grand Rapids, Mich., and Winnipeg, copy readers; Allan S. Raymond, formerly of the New York Sun, and A. F. Munroe, rewrite.

H. C. Walker, formerly of New York, is sports editor. Others of the organization are: R. H. Polhamus, formerly assistant city editor of the Chicago Journal; R. J. Campbell, formerly of the Washington bureau of International News Service; Peter Fagan, former legislative correspondent for the Detroit News; Ed. Stephan, photographer, formerly with the International News Service in Chicago.

Several new staff additions are: Lee Smits, for several years chief editorial writer of the Detroit News and more recently a member of the executive staff of the Newspaper Enterprise Association, as editorial and feature writer; Mrs. Sara Moore Eastman (Sara More), widely known through her work for the McClure and Adams syndicates and as European correspondent for the New York Mail, New York Globe and Detroit News, as head of the women's department and editor of The Detroit Society Times; a women's magazine in tabloid form to be issued weekly by the Times; Forrest Davis, formerly editor-in-chief of the Evansville (Ind.) Journal, as dramatic and music; and Fred F. Robinson, of the New York Sun financial staff, as financial editor.

Nearly Lost Its New Press

NEW BEDFORD, Mass.—The Vineyard Gazette, the seventy - five - year - old weekly of the island of Martha's Vineyard, Mass., is celebrating its anniversary month by moving into new headquarters and installing a Whitlock press. The Gazette put in a linotype last spring. This week the arrival of the new machinery via the island steamboat gave a new version of the power of the press. Loaded on an auto truck the heaviest parts, weighing about seven tons, broke a gangplank and then smashed through the steamboat wharf at Vineyard Haven. After some interruption of traffic, the machinery was finally delivered safely. The Gazette is edited and published by Elizabeth Bowie Hough and Henry Beetle Hough, both graduates of the Columbia University School of Journalism.

To Give Buffalo City Paper

BUFFALO—At the request of City Commissioner Frank C. Perkins, Socialist, the city of Buffalo will have introduced at Albany a bill making the City Record, a publication in which the council's proceedings now appear, the official newspaper of the city. If the bill becomes a law and is sustained by the courts if attacked its effect will be to take from the Buffalo newspapers all tax sales, legal notices and other advertising matter of the city.

Jewish Paper in Worcester

WORCESTER, Mass.—The publication of a bi-monthly periodical to be known as the Worcester Jewish Review, is being planned here. The first number will be printed in Passover week. It will be printed in English in magazine form with an illustrated cover. Stanley J. Monopole of the Worcester Gazette will be the city editor and B. Larz Newton, formerly a reporter on the Worcester Telegram, will be literary editor.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

PRESSES FOR SALE

24-page *High Speed Straightline Goss.* New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.
16-page *Straightline Goss.* 7 or 8 cols. Type length 21⅝ in. Complete stereotype equipment, including motors.
Standard make Presses from 8 to 40 page capacity.
Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 1; and a Ludlow Casting machine with complete outfit.
Immediate Deliveries
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
13 North 9th St. P. O. Box 1597
Richmond, Virginia

Newspaper Men Run Rotary Meeting

COLUMBUS, Ohio—The Rotary Club luncheon on March 1 was turned over to six newspaper men of this city who are members of the club. There were five-minute talks on newsprint, the handing of news and the influence in a community of a newspaper, newspaper advertising, mechanical equipment and circulation. At the end of thefinal talk, Columbus Dispatch newsboys rushed in with an extra giving a complete report of the meeting, including a large half-tone of a photograph taken 51 minutes earlier.

New Part Owner in Sharon

SHARON, Pa.—Thomas C. Fitzgibbon, for five years executive secretary of the Chamber of Commerce and latterly with the American City Bureau of New York, has purchased an interest in the Sharon Herald. Mr. Fitzgibbon has held editorial positions on the Philadelphia Ledger, the New York Press and Chicago Tribune.

Peoria Man Buys Daily

PEKIN, Ill.—A. Schaefer, engaged in newspaper work in Pekin and Peoria for the last 18 years, has taken over the Pekin Times. He announces a number of improvements to be made in the paper which will be changed from seven to eight columns.

Women Start G. O. P. Paper

BRIDGEPORT, Conn.—The women's committee of the Connecticut State Central committee has begun the publication of a newspaper, to be known as the Republican. Mrs. Samuel O. Prentice, of Hartford, wife of Chief Justice Prentice, retired, is leader in the movement

Digitized by Google

NOTES OF ASSOCIATIONS AND CLUBS

ATLANTA, Ga.—Many problems of importance having to do with present day conditions in the newspaper publishing business, especially the problems of the smaller daily and weekly publishers, were discussed at the first annual meeting of the First District Press Association of Georgia, held at Sylvania, Ga., March 14. The business session was mainly devoted to open forum discussion and the interchange of ideas. Nearly all of the newspapers in the district are members of the association and most of the editors and publishers were present.

OTTAWA, Ont.—The Newswriters' Association has elected the following officers: T. G. Lowrey, Journal, president; E. S. Greene, Citizen, first vice-president; J. O. Julien, Le Droit, second vice-president; J. O. Beaudry, Journal, secretary-treasurer, and E. W. Harrold, Citizen; Edgar Boutet, Le Droit; J. E. March, Parliamentary Press Gallery, and Basil O'Meara, Journal, members of the executive.

WICHITA, Kan.—New Press Club rooms are almost completed and ready for occupancy. The following officers have been elected for the next six months: President, W. V. Nessley; vice-president, S. M. Maurice Benfer; secretary-treasurer, J. M. Noble; historian, D. D. Leahy. The directors chosen were R. H. Richards, B. F. Hammond, Paul E. Wellman, F. W. Ellis and Miss Mariam Smythe.

GRINNELL, Ia.—Four journalists were elected into the Grinnell College chapter of Sigma Delta Chi, national journalistic fraternity, here recently. They are: W. E. Battenfield, editor of the Des Moines News; Ralph Moorehead, associate editor of the Northwestern Banker and of the Underwriters' Review, Des Moines; Floyd Stoaks, Grinnell cartoonist; and Dan W. Norris, newspaper correspondent and son of D. W. Norris, editor of the Marshalltown Times-Republican.

PROVIDENCE, R. I.—The New England District Association, executive committee of the Association Advertising Clubs of the World, were guests of the Women's Advertising Club of Providence, R. I., at luncheon, on the afternoon of March 9. The Providence club was the first women's organization to have the privilege of thus entertaining the executive committee. Frank A. Black, of Boston, vice-president of the Association Advertising Clubs of the World, was a guest of honor. Mrs. Robert T. Walter, president of the Women's Advertising Club of Providence, presided.

WORCESTER, Mass.—The absolute necessity of personal contact and an understanding of the personal reactions resulting from an understanding of the psychology of advertising, were the points especially emphasized by Harry Tipper in his talk before the Advertising Club at a luncheon on March 9.

SEATTLE, Wash.—For the third time Frank P. Goss, political writer for the Post-Intelligencer, has been chosen president of the Press Club. He succeeds E. A. Batwell. Associate officers are: Herman W. Ross, formerly of the "P.-I.," first vice-president; Beriah Brown, former president of the club, second vice-president; James A. Wood, editor-in-chief of Post-Intelligencer, treasurer, and E. H. Thomas, publicity agent, secretary.

PITTSBURGH, Pa.—John Drinkwater, the English poet, essayist and dramatist was the guest of the Press Club at an informal dinner March 10. He was introduced by John E. McKirdy, president of the club.

PHILADELPHIA.—"Stephen Girard, Advertiser and Philanthropist" was the title of a talk given last Thursday by Ferdinand H. Graser before the members of the Poor Richard Club. Mr. Graser illustrated his talk with a number of interesting exhibits of newspapers, a hundred and more years old, containing curious and interesting advertisements. Karl Bloomingdale, president of the Poor Richard Club, spoke to the members of The Traffic Club of Philadelphia Monday evening.

"1921—The Business Paper Year—Why?" is the subject for discussion at the next meeting of the New York Business Publishers' Association, March 25, at 6 P. M., at the Machinery Club. Speakers will be F. W. Schultz of Iron Age, Earl B. Hill of the McGraw-Hill Publishing Company and Roy V. Wright of Railway Age.

BROCKTON, Mass.—At the annual meeting of the Brockton Press Club held recently James H. Burke was re-elected president for a second term. Other officers elected for the ensuing year were: First vice-president, Emory C. Wixon; second vice-president, William G. Kilner; treasurer, Daniel Hickey; secretary, Robert E. Riordan; directors, Albert G. Smith, J. William MacPherson, Carl Loring and John Eaton.

ALBANY, N. Y.—The Albany Advertising Club, which was recently organized by advertising solicitors and advertisers, has nominated permanent officers as follows: President, Alfred J. Sporborg, E. H. Burton, Lester H. Helmes, E. Vincent Stratton; vice-president, W. H. Stoneman, Wilfred C. Minor, W. E. Foskett, R. F. Clapp, Jr., John J. O'Brien; treasurer, Jacob H. Herzog, Earl MacNeil; secretary, Theodore Seidman; directors, Charles H. Willoughby, H. S. Percy, Eugene N. Mathews, George D. Elwell, R. F. Clapp, Jr., H. E. Hill, James J. Kane, Arthur D. Hecox, Bert Miller, Peter J. White, Norman R. Williams, Arthur A. Perkins, Malcolm S. Feary, Robert Wilke, Roy S. Smith, P. Howard Eddison, John A. Perkins, John W. Fish, W. H. Stoneman, Edwin S. Bramley, William Lowenberg, George S. DeRouville, Reuben Wallerstein.

GRAND LEDGE, Mich.—The Michigan Woman's Press Association held its annual meeting here February 28. Members were guests of Miss Mabel L. Grisson, corresponding secretary. Officers are: President, Mrs. Helen Aston Williams, Grand Rapids; vice-presidents, Miss Florence Brooks, Jackson; Mrs. Fred Gage, Battle Creek; Mrs. William Glover Gage, Saginaw; Mrs. Mina Humphrey Varnum, Detroit; Mrs. Irene Pomery Shields, Bay City; recording secretary, Mrs. Clara W. Pierson; treasurer, Miss Anna Johnson, Hastings.

ST. PAUL.—The business organization known as the Minnesota Select List of Country Weeklies has held its first election of officers, all publishers. They are: President, Herman Roe, Northfield; secretary, H. C. Hotaling, Mapleton (field and executive secretary of the National Editorial Association). These two, with Asa Wallace of Sauk Center, W. E. Verity of Wadena and H. Z. Mitchell of Bemidji, constitute the executive committee. The American Press Association will concentrate its activities in this state upon the seventy-five or more newspapers represented in this organization.

Editors Bowl in Council Bluffs

COUNCIL BLUFFS, Ia.—Managers and editors of the Council Bluffs Nonpariel and the Omaha Bee gathered round a banquet table last week, when the bowling team of the former publication entertained that of the latter. The "feed" immediately preceded a game in which the Bees tried and failed to secure revenge for a former defeat on the alleys.

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

Perth Amboy NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

"Something to Think About"
the tri-weekly article by F. A. Walker
A Permanent Attraction to Thoughtful, Intelligent Readers

McClure Newspaper Syndicate
373 Fourth Avenue New York City

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

The PLAIN DEALER MARKET

is all of N. Ohio

The Plain Dealer
Cleveland

1920 Indication of Lineage Increase 1920 vs. 1918 in the

BOSTON AMERICAN

on Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918

Buy Space in Boston's Greatest Evening Newspaper

A business depression has no terrors for the North Jersey Shore the year 'round.

THE ASBURY PARK PRESS
Evening and Sunday

This territory has factories that produce $35,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. Standard Rate Card

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Digitized by Google

The Great Southern Market

The wonderful increase in crop production, stock raising, lumber, and various industrial activities in the South, has opened a most fertile field for National Advertisers and manufacturers of practically every class of necessities and luxuries.

The South wants and needs the most modern type of household equipment, labor saving agricultural implements and office and factory economy devices.

The South is rich in buying power and merchandising possibilities and no broad visioned advertiser can study these facts without knowing of the ever increasing demand for all kinds of supplies.

The daily newspaper, in the South, is very powerful and influential and is in a position to assist the National Advertiser in reaching the buyers in their community. Use these daily newspapers to tell your story.

SOUTHERN LIST

ALABAMA.		Circulation	2,500 lines	10,000 lines
**Birmingham Age-Herald	(M)	22,359	.06	.06
**Birmingham Age-Herald	(S)	24,462	.10	.10
*Birmingham News	(E)	58,781	.15	.15
*Birmingham News	(S)	58,955	.15	.15
**Mobile News-Item	(E)	10,860	.07	.07
**Mobile Register	(M)	22,451	.07	.07
**Mobile Register	(S)	33,718	.065	.065
FLORIDA.				
**Jacksonville Metropolis	(E)	17,800	.06	.06
Florida Times-Union, Jacksonville	(M&S)	28,968	.07 (8cS)	.07 (8cS)
**Palatka Morning Post	(M)	1,450	.0122	.0122
**Pensacola Journal	(M)	4,660	.025	.025
**Pensacola Journal	(S)	6,246	.025	.025
**Pensacola News	(E)	4,190	.03	.03
GEORGIA.				
***Atlanta Constitution	(M)	53,154	.13	.13
***Atlanta Constitution	(S)	60,116	.13	.13
***Atlanta Georgian	(E)	46,187	.12	.12
***Atlanta Sunday American	(S)	105,527	.15	.15
Augusta Chronicle	(M)	8,703	.045	.045
Augusta Chronicle	(S)	8,703	.045	.045
Augusta Herald	(E)	13,816	.05	.05
Augusta Herald	(S)	11,883	.05	.05
***Columbus Ledger	(E&S)	8,078	.04	.04
***Macon Telegraph	(M)	20,656	.06	.06
***Macon Telegraph	(S)	20,660	.06	.06
*Savannah Morning News	(M&S)	20,641	.055	.05
***Savannah Press	(E)	14,192	.05	.06
KENTUCKY.				
Lexington Leader	(E)	14,296	.05	.05
Lexington Leader	(S)	14,536	.05	.05
***Louisville Herald	(M)	49,756	.09	.09
***Louisville Herald	(S)	84,701	.09	.09
LOUISIANA.				
New Orleans Times-Picayune	(M)	73,334	.15	.15
New Orleans Times-Picayune	(S)	91,127	.15	.15
***New Orleans Daily States	(E)	38,885	.10	.10
***New Orleans Daily States	(S)	37,153	.10	.10
New Orleans Item	(E)	63,024	.15	.15
New Orleans Item	(S)	88,990	.18	.18
NORTH CAROLINA.				
Asheville Citizen	(M)	11,912	.04	.04
Asheville Citizen	(S)	10,423	.04	.04
**Charlotte News-Chronicle	(E&S)	10,179	.04	.03
***Charlotte Observer	(M)	20,159	.055	.04
***Charlotte Observer	(S)	21,137	.07	.05
Durham Herald	(M)	6,172	.03	.03
Greensboro Daily News	(M)	17,061	.06	.05
Greensboro Daily News	(S)	22,978	.07	.06
**Raleigh News and Observer	(M)	24,230	.06	.06
**Raleigh News and Observer	(S)	26,309	.06	.06
Wilmington Star	(M)	6,850	.04	.04
**Winston-Salem Journal	(M)	8,727	.04	.04
**Winston-Salem Journal	(S)	9,361	.04	.04
**Winston-Salem Sentinel	(E)	9,474	.04	.04
SOUTH CAROLINA.				
Anderson Mail	(E)	4,325	.025	.025
***Columbia Record	(E)	12,937	.05	.05
***Columbia Record	(S)	13,749	.05	.05
***Columbia State	(M)	21,862	.06	.06
***Columbia State	(S)	22,307	.06	.06
Greenville News	(M&S)	10,896	.045	.04
Greenwood Index Journal	(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan	(E)	3,132	.04	.04
***Spartanburg Herald	(M)	4,744	.04	.04
***Spartanburg Herald	(S)	5,913	.04	.04
TENNESSEE.				
***Chattanooga News	(E)	20,105	.05	.05
Chattanooga Times	(M)	22,661	.07	.07
Chattanooga Times	(S)	23,046	.07	.07
***Knoxville Sentinel	(E)	19,622	.07	.06
***Memphis Commercial Appeal	(M)	83,359	.16	.15
***Memphis Commercial Appeal	(S)	113,841	.19	.18
***Nashville Banner	(E)	41,077	.07	.07
***Nashville Banner	(S)	43,116	.08	.06
***Nashville Tennessean	(ME&S)	44,675	.09	.09
VIRGINIA.				
‡Bristol Herald Courier	(M&S)	6,590	.04	.04
Danville Register and Bee	(M&E)	9,950	.04	.04
Newport News Times-Herald	(E)	8,464	.05	.05
Newport News Daily Press	(S&M)	6,349	.05	.05
***Norfolk Virginian Pilot	(M)	32,596	.08	.06
***Norfolk Virginian Pilot	(S)	38,452	.10	.10
***Roanoke Times	(M&S)	23,438	.07	.06
***Roanoke World-News	(E)	10,193	.07	.06
***Richmond News-Leader		45,363	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.
*A. B. C. Auditor's Report, December 31, 1920.

Google

AMERICAN BUSINESS IS GOING FORWARD

Regardless of the Views of the Pessimists

The mass of the people have more money and are making larger incomes than probably at any previous time in history.

The growing pains incident to a readjustment in many industries are by some grossly magnified far beyond sane probabilities.

Now is the time when manufacturers and retailers should insure their future prosperity by rational but confidence-inspiring newspaper advertising.

If everyone would but seek to find market for a rational product at fair prices and temporarily eliminate the tendency of crowding labor down business would more speedily reach a new normal. No one ever got rich or increased the volume of his business or profits by sitting down and crying calamity.

Newspaper advertising provides the very best and most effective way for reaching the people of the United States, who to-day have over $37,000,000,000 on deposit in our various banks.

Why waste time with intermediary impediments? Advertise your wares and let American business go forward.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, Publisher 170,000 a Day

LORENZEN & THOMPSON, Inc.

Chicago, Peoples Gas Bldg. New York, 19 West 44th St.

F3

THIS ISSUE TWO SECTIONS, 60 PAGES: SPACE-BUYERS' SURVEY AND CHART, STATE OF FLORIDA
AGAIN WE HAVE THE OLD QUESTION—WHAT IS NEWS?

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 43 NEW YORK, SATURDAY, MARCH 26, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

February Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of February, 1921.

Books - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 3,853 lines.
Next highest score, 3,839 lines.
6 days against 7

Churches - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 5,288 lines.
Next highest score, 661 lines.
6 days against 7

Clothing - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 194,335 lines.
Next highest score, 183,184 lines.
6 days against 7

Department Stores - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 393,071 lines.
Next highest score, 236,655 lines.
6 days against 7

Out of the Loop Stores - - - - THE DAILY NEWS **FIRST!**
The Daily News, 44,421 lines.
Next highest score, 13,100 lines.
6 days against 7

Foodstuffs - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 34,457 lines.
Next highest score, 23,600 lines.
6 days against 6

Furniture - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 55,840 lines.
Next highest score, 31,062 lines.
6 days against 6

Household Utilities - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 6,150 lines.
Next highest score, 6,080 lines.
6 days against 7

Real Estate - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 5,771 lines.
Next highest score, 3,230 lines.
6 days against 7

Total Display Advertising - - - THE DAILY NEWS **FIRST!**
The Daily News, 1,018,150 lines.
Next highest score, 679,633 lines.
6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Digitized by Google

"OHIO FIRST"

In any National Advertising Campaign, whether of minor or major importance, these Ohio newspapers are sure to bring results. Ohio people want to know about your goods---what they are, why they are better than the other fellow's, what the prices are and, particularly, just where your goods are on sale.

Tell them about your local representative. Locate your merchandise so that they may go to their own town merchant---and be sure of getting the right merchant---and you will get results.

The last census showed that there are 21 cities in Ohio with over 25,000 population, and each city has its own home newspaper. No other paper will do and no other paper can sell your merchandise. Co-operate with Ohio merchants and increase your sales in one of the best trading territories in the country. Cultivate Ohio.

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	8,608	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,953	.03	.03
Cincinnati Enquirer, 5c.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,940	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,148	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Irontonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,466	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,763	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.

Digitized by Google

At Washington

Frederick William Wile

represents the

PUBLIC LEDGER

The Germans feared Wile so that on the night of the declaration of war, they arrested him as "a British spy."

Although an American, he was from 1906 to 1914 in Berlin for Lord Northcliffe, who has said that if the facts which Mr. Wile sent about Germany's military preparations had been heeded, England would not have been caught unprepared.

As head of the Washington Bureau of the Public Ledger, he is already well known to President Harding, as he is to other statesmen throughout the world.

■

Through the Ledger Syndicate newspapers may obtain exclusive city rights to Mr. Wile's dispatches.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

"Concentration is the Nation's Watchword"

Concentrate in
The Philadelphia Bulletin

Metropolitan Population - - -	**3,000,000**
City Population - - - - - -	**1,823,779**
Dwellings in Philadelphia - - -	**390,000**
Persons per Home - - - -	**4.7**

The circulation of The Bulletin for the month of February was:

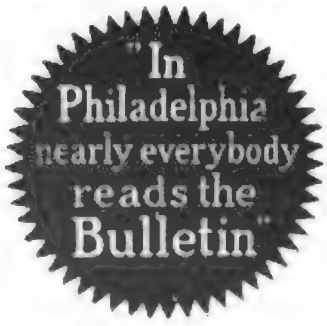
509,062 copies a day

Exceeding all previous months of publication.

Dominate Philadelphia

Create maximum impression at one cost by concentrating your advertising in the newspaper "nearly everybody reads"---

The Bulletin



The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, guessing, coupon or other artificial methods of stimulating circulation are used by The Bulletin

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MARCH 26, 1921 No. 43

Again We Have The Old Question---What Is News?

Sir Philip Gibbs Says There Was No News in Military Movements During the World War—Sees World Amity Promoted by Friendship Between Journalists

By RALPH D. CASEY

Mr. Casey, who is now on the editorial staff of the New York Herald, was formerly lecturer in journalism at the University of Washington and a member of the staff of the Seattle Post-Intelligencer.

"IN the ordinary sense in which journalists use the word, there was no *news* in the military movements of the armies during the war."

This from Sir Philip Gibbs, who achieved a world reputation as a war correspondent, a few days before his return to England following a lecture tour in America. This statement sounds a bit extraordinary at first blush, yet in explaining in greater detail what he meant Sir Philip revealed the secret of his own eminence as a journalist.

"There was no news in a despatch that said your armies had taken Dommartin, for example, or Vormezeele," said Sir Philip. "What did the reader over here think when he read these accounts? Very often he could get no clear understanding of the war. The names of these villages did not convey the picture of what the war was like."

Writing a Battle's Thrill

The concise accounts of operations particularly during the period when the belligerent armies were facing each other at stalemate, gave a drab record and reflection of the war. The fight was a grim, slow-moving game, changing little from day to day, month to month. That was what Sir Philip meant when he explained there was no *news* in the conflict. But the routine despatches from the front passed for news nevertheless. Gibbs thought the *real news* consisted in something else. He discussed briefly the theory he held. Those who read his daily war dispatches, or his books, "The Soul of the War," and "The Battles of the Somme," compilations of his news stories just as they were written white-heat at the front, will decide for themselves whether his judgment was good on what really was the *news* of the war.

How the troops went into battle; their life in dugouts and trenches, the sights, sounds and smells along the front lines; in short, the heroisms and hardships on the fields of France—a description of these things seemed to Gibbs to be important news.

So All Might Understand

"I wanted to write so the man in London or New York would experience the thrill of the thing and understand what war was in France," Sir Philip explained. "*Description* was *news* if it pictured what really was happening Perhaps it is indiscreet to say this; I do not want to be misunderstood in comparing the reporting of some of the correspondents and what was the conception of good 'copy' that others of us held, but I asked your boys sometimes why they didn't chuck the strictly news despatches and go in sometimes for the descriptive story. The answer was that I did not understand the requirements of the American newspaper."

Then Sir Philip shifted his theory of war news to different ground to give force to the point he was making. *Everything* in the war was news. A psychological account, if it revealed the state of mind of a people at war, even that would be *news*.

"Even now there is news in the world that does not pass as such," he continued.

A description of the rehabilitation of the devastated areas of France would not be considered news in the ordinary sense, Sir Philip thought, but such a story would be timely and interesting.

Readers of his post bellum despatches will recall his account of a visit to Douaumont, the Valley of the Marne, Amiens, Creil, after the guns had been silenced: the story of the peasants "gathering up the tawny sheaves" in the harvest fields over which armies had fought. Gibbs put his theory into practice after war time.

"Anything that bears down upon the common life of mankind I think is news," Sir Philip said, as a sort of summation of his conception of what interests people—what is news.

Sir Philip has very definite views on the work of a correspondent—a peace correspondent as well as a war correspondent. And he believes the reporter of events of international importance can play his part in softening international discords and in helping to promote amicable relations among peoples.

The press will continue to report the jingoistic utterances of the unstable and foolish. Sir Philip believes that can hardly be avoided.

"Some one gets up in Parliament and makes a sensational statement about the United States," he said. "A dozen more worthy and intelligent men in the House may have said reassuring and friendly things, but the sensational statements will be cabled to America; the wise and tactful things that were said will be omitted. I don't see how you can prevent this. It is the unusual thing that bites into the mind, and it will be printed. The public on both sides of the ocean must learn to understand this and allow their own judgment to weigh the facts in their true proportion."

A Journalistic Exchange

But international good feeling will be promoted if journalists in the leading nations will cultivate each other's friendship. The interchange of newspapermen among the newspapers of different nations, as college professors are sometimes interchanged, is not practicable, but Sir Philip attaches a high degree of importance to the interchange of important articles among newspapers of different nations. How effective this can be as a vehicle of understanding, Sir Philip explained by saying:

"Edward Price Bell, an American journalist, has helped to clear up misunderstandings that existed in England about America's attitude toward the League of Nations. Bell explained the limitations of the American Constitution and other factors that caused America to debate the issue."

Such a tempering and salutary influence as that frequently exercised by Bell, writing in the Pall Mall Gazette, tended to clear the atmosphere. It is one of the most effective means of promoting good feeling, Sir Philip believes. He regarded the work of Frank H. Simonds as having quite an equal value in maintaining a common understanding among the English and French-speaking peoples.

Travel Abroad

Gibbs hopes that leading journalists will realize the importance of travel and observation beyond the bounds of their own countries.

"I have known Englishmen to form their opinions of another people by the fact that they bathed perhaps only once a week," he continued. "'A damn filthy race,' said the Englishman, and went no further in appraising their qualities. This in spite of the fact that the people the Englishman was criticizing might have much greater spiritual appreciations than himself."

An international journalist must get under the surface of events.

"Seeing things will not be sufficient to form a true understanding or appreciation of them," Sir Philip said. "I believe the American or English correspondent should know how to speak both French and German. That is sufficient linguistic equipment on the Continent."

He said that a talk with a French peasant might furnish a clue to the state of mind of numbers of his countrymen. Without a command of the language the correspondent would be shut off from this point of view.

Must Have Sympathy

Finally, a correspondent must have sympathy. The reader can understand why Gibbs includes this as a desirable quality. His own sympathy with the problems and difficulties of his fellows is deep and broad; perhaps that is why he struck a note that sounded true in the hearts of all who perused his despatches.

For the English correspondent, he said, an Oxford or Cambridge training is not necessary. He did not mean to minimize a collegiate training; the broader and more comprehensive the education of the journalist, the more effective his work. But he was afraid of a training that would be too rigid and formal; the style of the journalist should not be academic or Spenserian.

"I think the greatest journalist I have known have not been Oxford or Cambridge men, but rather those who have gone into Fleet street in the impression-

Anything that bears down upon the common life of mankind, I think, is news.—Sir Philip Gibbs.

Digitized by Google

able period after leaving public schools. The real journalist will adopt that form of expression that best reveals life. Dickens was a great journalist and his charm consists in his abandon and discursiveness and obliviousness to formalism. Would he have written in this style if he had been under the eye of a tutor in Oxford?"

Sir Philip was asked to point out what he considered were the differences between the great American and English newspapers, and where, in his opinion, the American press could take a leaf from the book of the English journalist. Time did not permit him to indulge this discussion at length. He said the English papers were more stodgy; that the Englishman took more time to ruminate. The American newspaper was quick and bright.

"I think the principal criticism I have to offer is that the American newspaper does not give a continuous picture of events," Sir Philip said. "I have followed the news of the Irish situation with difficulty. The American press gives what happened this morning or yesterday. The English is more inclined to tell what happened on Wednesday and Thursday also, and what may happen probably tomorrow in the light of this background of events. The English press tries to summarize the event from A to Zed. You appear to get only B, C and D."

The interpretative article, accompanying the news, is an accommodation to the reader of the English newspaper.

"I am inclined to think things fall more into their proper place in the English papers, but of course this is all the point of view of one accustomed to English journalistic methods. I feel there is more a sense of proportion in the news.

"In discussing the Irish question here in America I told the audiences I addressed nothing new about the history and events there. American readers have been following the Irish question, but the whole significance of the problem seem to burst upon many of them when the related events over a long period were sketched out. I think this may be because the newspapers have not presented continuous narratives of what has happened with the background of interrelated past events."

S. N. P. A. MEETING JUNE 20-22

Battery Park Hotel at Asheville Named as Convention Center

The Southern Newspaper Publishers Association will hold its annual convention at the Battery Park Hotel, Asheville, N. C., June 20, 21 and 22, the week following the Associated Advertising Clubs of the World convention in Atlanta, Secretary W. C. Johnson announced this week.

In the past the S. N. P. A. convention has been held early in July at the Grove Park Inn, at Asheville and the changes in date have been made this year so that publishers and advertising men who will attend the A. A. C. W. meeting from Monday to Thursday of the previous week can be present at the publishers' gathering without loss of time and without extra transportation.

World Contempt Hearing March 28

Hearing of the contempt of court charges against four members of the New York World staff has been postponed until March 28, due to the illness of the chief counsel for the defense.

Sacramento Sunday News Quits

SACRAMENTO, Cal.—The Sunday News, a weekly newspaper established here in 1894, has suspended publication.

MORGAN HEADS OHIO GROUP

G. B. Parker, of Oklahoma News, New Editor of Cleveland Press

Victor Morgan, editor of the Cleveland Press, has been appointed editor-in-chief of the Ohio group of the Scripps-McRae League of Newspapers succeed Earle Martin who was named president of the Newspaper Enterprise Association, which is in the course of re-organization, a short time ago.

VICTOR MORGAN

Mr. Morgan will be succeeded as editor of Press by G. B. Parker, editor of the Oklahoma News. Mr. Parker joined the Scripps organization as a reporter on the News and climbed the ladder to editor. Mr. Morgan is one of the best known editors in the Scripps organization and has been identified with the Press for many years. The newspapers of the Ohio group that now come under his editorial direction are the Cleveland Press, Cincinnati Post, Columbus Citizen, Toledo News-Bee and Akron Press.

New "Sunday" for San Francisco

SAN FRANCISCO.—A new paper, the Sunday Times or the Sunday Sun, is to appear March 27. It will be four pages and will circulate mainly among the hotels. Telegraph service will be supplied by the United Press. I. N. Partridge, formerly of the International News Service, will be editor and the Stamm Publishing Company publisher.

PRES. HARDING CLEARS BUSINESS PATHS

Senator Edge Predicts New Budget System by April 21—Says Excess Profits Tax Must Be Repealed and Foreign Trade Developed

Senator Walter E. Edge of New Jersey came over to New York March 22 to assure his old advertising agency associates of the New York Council of the A. A. A. A. that President Harding's administration fully realizes the necessity for quickly removing the obstacles now blocking the path of American business progress and that they can expect very soon official notification from Washington that "the Government is once again behind business."

The Senator predicted that within 10 days after Congress convenes, April 11, a new budget system will have been enacted which will sound the long awaited signal for business advance to normalcy. For the meantime, he appealed to the press and to advertising men and women to spread this assurance as wide as possible and to discourage pessimism.

"I am thoroughly convinced," the Senator said, "that the new Administration realizes that the Government must be brought closer than ever before to business and business brought closer to the Government. For this reason the President needs the help and encouragement of every business man in the nation. Each has as urgent a duty to perform in peace as he had in war in spreading the gospel of optimism during the painful period we are finding it necessary to pass through in order to get back to normal. We fully realize that everyone is intently waiting the word that the Government is back of business again. This is certain to come within the next few days. The new budget system is now practically ready and should be enacted within 10 days after Congress convenes on April 11.

"The big problem before us is to cut down expenditures and at the same time find new ways and means of scientifically increasing revenues. The excess profits tax is unscientific and must be repealed—if for no other reason than that there are no excess profits to be found these days.

"Another vital matter is foreign trade. Although I am protectionist, I am thoroughly convinced that we must drop all ideas of a high range of tariff, if we ever expect to do business with the rest of the world. If not, then we might just as well start now to scrap our merchant marine.

"We must also take immediate steps to reduce the exchange rate on foreign moneys. We cannot continue to insist on a differential of 25 per cent to 300 per cent in payments for American goods.

"No business can be done absolutely one-sided. We cannot expect to sell goods and buy nothing in return. Any tariff enacted must be laid on scientific grounds. Individual consideration must be given each item involved in order that American manufacturers may have adequate protection, but not to the extent of killing our chances for foreign trade. We must buy in order to sell. We cannot prosper by confining our business to ourselves, alone.

"These are just a few of the problems that confront President Harding. I am certain the policy of the new administration now being formulated will place America again on the best of terms with the rest of the world and demonstrate that we are again willing to exchange ideas and goods."

The occasion of Senator Edge's talk was the monthly luncheon of the New York Council of the A. A. A. A. Chairman Joseph A. Hanff, who presided, announced that within the next three weeks the New York Council will have a 10th anniversary celebration.

"AS SLOW AS PHILADELPHIA"

—Kill

PHILADELPHIA.—It may still be the fashion in Manhattan—and Albany and Hartford possibly, to pull that old joke, from time to time, about Philadelphia being slow. And far be it from Philadelphia to take the joy out of anybody's life. But in the meanwhile the Quaker City continues to speed things up—by degrees, possibly, but nevertheless to step along a little livelier with each passing season. And the Philadelphia newspapers are decidedly to the foreground in this particular respect.

In the olden days—and they were not so very long ago—a day in Philadelphia, as in other places, was divided into two parts, journalistically speaking. There was that well-known period of daylight known as Daytime, which, in turn, was succeeded by the equally well-known Night.

Lately, however, these two periods have been coming nearer and nearer to the welding point, until to-day, in-so-far as the average citizen's opportunity to get a late paper is concerned, Time in Philadelphia has resolved itself into just one period—one continuous Day of twenty-four hours.

The first editions of the afternoon papers are on the street almost in time to meet many of the people on their way downtown to work. Other editions appear from time to time throughout the day, and with the baseball season just about to open, the Sporting Extras carrying the full box scores, will run the edition schedule late into the afternoon and sometimes early into the evening.

As for the morning papers, anyone who attempts to laugh at Philadelphia's expense these days reckons indeed without a knowledge of what the aforesaid morning papers are doing. Before the advent of the Bull Dog Edition he was indeed a late stayer-out in Philadelphia who was able to bring home with him a copy of "next morning's paper." But with the coming of the Bull Dog the morning paper began going to press earlier and earlier.

Lately there has been a particularly keen race on among these papers, especially The Record, The North American, and The Inquirer. At first they began appearing on the streets about midnight. Then one of them moved up its schedule so as to catch the theater crowds a little after eleven, and before very long the other two had advanced their Bull Dog schedules accordingly. Soon one of the trio appeared on the street at about 10.30. Then one of the others made its appearance at ten o'clock.

During the last few weeks the race has been getting hotter, and one night recently The Record was on the street at 9:15, which is about as close to the "danger point" as any of the publications dare go. Said danger point being of course the well-known Associated Press schedule which does not permit any morning paper member to put out an issue containing any A. P. dispatches before 9 p. m.

All of which would seem to suggest that at the next annual convention of the International Union of Amalgamated Jokesmiths a resolution be introduced forbidding any future reference to the time-worn and antiquated joke about Philadelphia being slow and behind the times.

J. M. GIBBON HEADS AUTHORS

Basil King American Vice-President of New Canadian Association

(Special to EDITOR & PUBLISHER*)*

MONTREAL.—The Canadian Authors' Association was formed here last week at a convention of journalists and other writers. Nine branch centers in Canada and one for Canadian authors in the United States, each under a vice-president, were decided upon, with central offices of the association in Montreal, Ottawa, Toronto and Winnipeg for successive periods of three years each. Montreal was awarded first choice.

Officers are: President, J. Murray Gibbon, Montreal; Secretary, Bernard K. Sandwell, Montreal; Treasurer, William Stewart Wallace, Toronto. Basil King of Boston was elected a vice-president. A committee was appointed to deal with copyright legislation now before the House of Commons, Ottawa, consisting of Arthur Stringer, Madge Macbeth, Warwick Chipman and Robert Stead.

Century for Norwalk Hour

BRIDGEPORT, Conn.—Plans are being made for the celebration of the 100th birthday of the Norwalk (Conn.) Hour, which will occur this spring.

Alabama's Newest Daily

ATTALLA, Ala.—The Daily News has been established here as a daily by Herbert Pettus and J. W. Mills. Mr Pettus is editor.

Digitized by Google

"OPEN SHOP" FIGHT IS QUICKLY ENDED BY THREE LITTLE ADS

Oklahoma City Store Advertising Manager Makes Capital Out of Possible Catastrophe By Clever Use of Newspaper Space

By MARION C. HARPER

Development Manager, Oklahoma City Oklahoman and Times.

WHEN the advocates of a "closed shop" recently met in Oklahoma City to lay plans for picketing all "open shops" in the vicinity they didn't reckon on Ed Galloway.

They looked up all the laws and ordinances concerning picketing; called for, and obtained volunteer pickets and charted the city's "open shops." But they forgot Ed Galloway. In fact they nor no one else figured that Ed Galloway, winner of this year's sweepstakes and highest individual honors offered by the National Association of Retail Clothiers for the best newspaper advertising, was much of a factor in the "open shop" controversy.

Single handed, however, Mr. Galloway, advertising manager for the Witt Clothing Company stopped all picketing throughout the city and satisfied—for the time being, at any rate—Labor's somewhat warped opinion of the "open shop."

To say he did it single-handed is not entirely accurate because his chief weapon was a single-column space in the daily newspaper advertisements of Witt's.

Chronologically, this is how it happened:

On November 23 the "closed shoppists" voted to picket Witt's because it has the largest Labor trade of any "open shop" clothing house in Oklahoma City.

November 24: Three pickets appeared in front of Witt's.

November 25: The following copy under an illustration of three fence pickets appeared in Witt's advertisement in the Oklahoman and Times.

Dear Folks:

You are cordially invited to stroll down Robinson to Grand and see our three handsome pickets. Really they are nice-looking, very peaceful, neatly dressed young men. Two on Robinson, one on Grand. If you should happen to be passing and forget that we are selling men's and boy's quality clothes and furnishings at next spring's prices—they will remind you to look in our windows and see the values.

Stick around until Christmas boys and we will give you a handsome practical quality Christmas gift and let you "PICKET" out yourself.

It Was the "Clothes" of a Perfect Day

As we came out of the store he was standing on the edge of the curb with his back toward us and there was also something about his shoulders which indicated that he believed in a "Close Shop." It was 6 o'clock so we closed our "Clothes Shop."

—and This Is the Cause of It All

We believe that the non-union man should be given the opportunity to work on the same job as the union man. Of course we know there are many, very many, new-fashioned ways of doing things, but nobody as yet has improved upon the open-heart, the open-shop and the open-hand way of dealing with mankind in order to achieve best results.

November 26: Another advertisement appears, titled "By the badges ye shall know them." It reads:

—and now, peepul, if you will just draw nigh and listen attentively for a moment, we will tell you why the "PICKET."

It is because we are doing our own THINKING. We believe in the open-shop plan—the pickets believe in the close-shop and that's all right with us, we are not fighting the unions and we are not going to fall out with any one because he believes one way and we another. In fact we have union men working for us most every day but we have non-union working for us too. We believe that the non-union man should have the same opportunity as the union man.

On Saturdays we keep open until 9 p. m. not only to accommodate those who can't get away to shop at some other time but to cash checks for the men who get paid at a late hour on this day. We cash from six to ten thousand dollars worth of checks for the working men every Saturday evening. If you'll step into our store on Saturday evening you will see a line of men who consider this a special service. Yes! you will see union and non-union men in the same line. We might also mention here that our employes are paid for their overtime Saturday evenings. So Mr. Picket if you don't get paid for your overtime let us know and we will see what we can do for you along this line because from the expressions of a great many of our new customers we are of the opinion you are working for us.

November 27: No advertisement appears today because Witt's omit Saturday from their advertising schedule.

Mr. Galloway, however, on his return from luncheon notes that one of the pickets is without an overcoat. As it is raining Mr. Galloway goes to the store's raincoat stock and procures a brand new $15-raincoat for the shivering picket. He helps him on with it and then adjusts the picket's sign.

November 28: The Sunday edition of the Oklahoman reveals the following choice bit in Witt's advertisement:

"Something for Nothing"

We thought this impossible until Mr. D. M. Witt, president of the Witt Clothing Company signed the Open Shop petition. Ever since he placed his John Henry on the..... line we have been getting something for nothing. For instance we had our name printed on a little card which was given wide distribution. Then our name was printed in a little booklet—this was good advertising too—and now as a follow-up we have some folks walking up and down in front of our store attracting attention of the busy pedestrians. This free advertising campaign is the best we have ever experienced for direct results. Some famous feller said, "Talk about me, if you can't say something good—talk about me anyway."

* * *

We understand that we have been boycotted by a few union men. We regret this very much because we would like to see them take advantage of the savings we are offering on good clothes and furnishings. However, we are not going to fall out with the union man or any other man because he don't trade with us and we are not going to boycott the UNIONS because we don't believe in the BOYCOTT METHOD.

—and so without even a change of reels, we can say this: Men in their hearts can never be changed in groups. It is an individual proposition.

November 29: One of the pickets calls on Mr. Galloway and tells him that the "closed shoppists" admit that their morale has been shattered by Galloway's good-natured advertising.

So Mr. Galloway calls up the Oklahoma City Times and orders this copy to be inserted in the afternoon edition under the sketch of the now famous trio of fence pickets:

FOR SALE
This Perfect Good Cut
—Practically New

One of the pickets came in this morning and said that he would rather do two days' work at his trade than one day at picketing—we assume from his statement that it is hard work to keep people out of this store.

The Picketing Is Over

We take this last column to congratulate those who picketed this store on their peaceful, gentlemanly manners and conduct.

* * *

A Cheerful End

Not content with the fact that he had stopped the picketing and incidentally increased the store's business approximately 10 per cent, Mr. Galloway gave two of the pickets jobs in the store.

One of the jobs was painting the interior of one of Witt's display windows, and there were many who passed that day who recognized the protesting picket transformed into a placid painter.

ONE—TWO—THREE—AND OUT!

Simple sentences, subtle sarcasm and serious conclusions made these advertisements perform their duty—and this was to remove the "closed shop" pickets from the front of Witt's "open-shop" clothing store in Oklahoma City. Not only did they do this, but they successfully stopped a city-wide picketing and added 10 per cent to the Witt Clothing Company sales.

Newswriters Ask Increase

SCRANTON, Pa.—The executive committee of Newswriters' Union, No. 3, of this city, will soon begin conferences with the Scranton publishers on a new wage agreement. The present agreement of the union with the publishers will expire on April 30. The newswriters intend to seek the same working conditions with a substantial increase in wages. All newswriters in Scranton are affiliated with the union, of which Edward J. Hart of the Times is president.

Order Billboards Removed

HOUSTON, Tex.—The City Council has passed an ordinance directing the removal forthwith of all billboards on Main street and Montrose boulevard. This ordinance follows the expiration of a temporary injunction granted about sixty days ago.

Newspaper Campaign for Motorcycles

BUFFALO.—Plans for a national campaign to advertise the motorcycle were made at a meeting here of the executive committee of the national association of motor cycle, parts and accessories manufacturers and dealers. The campaign will be planned to increase the popularity of the motorcycle. It is expected a fund of $75,000 to $100,000 will be raised. A large portion of the fund will be invested in newspaper advertising.

Another for Payne, Burns & Smith

J. Douglas Gessford, business manager of the Hackensack (N. J.) Record, announces the appointment of Payne, Burns & Smith as foreign advertising representatives of his paper. New York local advertising will continue to be handled by the O'Flaherty Suburban List.

Digitized by

JOURNALISM AS A CAREER COMPELS USE OF ALL MAN'S POWERS

Opportunity Depends on Each Individual's Scale of Values—On His Philosophy of Life—Why Country Field Attracts

By L. N. FLINT

EDITORIAL NOTE: Mr. Flint is the chairman of the Department of Journalism, University of Kansas. Irving Brant, chief editorial writer of the St. Louis Star, has written on the same subject and his views will be published in our next issue. What do you think of journalism as a career?

IN considering vocations, the young of serious mind is attracted to those that promise him a well-rounded life.

One superiority that Journalism has over other arts or professions is that in it men and women may use to good advantage all their knowledge, powers, and possessions. The whole man may be on the job—must be on the job. Such breadth and inclusiveness of opportunity makes strong appeal.

But the young man also looks for the possibility of distinction in some special field.

Here again Journalism is full of promise. More and more do recognition and recompense await specially trained or specially gifted writers.

PROFESSOR L. N. FLINT

Again, the young man with a fairly sane scale of values wishes a vocation in which some sort of balance may be maintained between the pursuit of his own selfish interests and his purposes of altruism or social improvement.

Journalism is fairly satisfactory as to the first and limitless in regard to the second.

In the matter of individual tastes—likes and dislikes for certain kinds of work—Journalism exhibits such diversities as to afford a place for almost any man, except the one who does not care to participate actively in the life of his time.

Like other vocations, Journalism runs on different levels. At its best, financially and otherwise, it is worthy of any man's lifetime devotion. At its worst financially, it is about two degrees above the poorhouse. At its worst ethically, it is about two degrees below the business of poisoning wells.

As to whether city Journalism or country Journalism offers the greatest opportunities, there is surely no absolute answer.

The meaning of "opportunity" depends on a man's scale of values—on his philosophy of life.

The opportunity to get rich is not opportunity at all to the young man—by no means rarely found—who cares more for other things. And the opportunity to be a master-builder of community well-being in a small city is not opportunity at all to the young man who gets more joy out of being an indispensable, though perhaps small, factor in a great metropolitan newspaper organization.

If the young man looks through the list of owners and high executives of great city papers and great class publications, marking those who began life as reporters without financial means, he will perhaps conclude that the great rewards in Journalism—measured quantitatively by number of dollars and spread of reputation and influence—are reserved for those who go to the cities. But, of course, he should compare this number with the total number of young men who started as reporters. He should make an honest estimate of his own chances according to the law of probabilities.

Then, if he looks over the list of country editors and marks those who, starting as reporters without financial means, have acquired a competence, and those who have a spread of influence as broad as their State, and in some cases as broad as the nation, he may decide that, after all, opportunity is about equal, measured quantitatively.

If he proceeds to a qualitative analysis of opportunity in the two fields, I cannot help believing that he will find the advantage strongly with the country editor who is at least his own man and whose success or failure is his own success or failure.

But in describing to a young man the opportunities in Journalism one needs an hour—equivalent perhaps to 10,000 words. So it is rather difficult, dear EDITOR & PUBLISHER, to do the subject justice in 500 words.

SUES FOR STRIKE POLICY

Traction Company Charges Editorial Policy Influenced Public Against It

ALBANY, N. Y.—The United Traction Company of Albany has brought an action against the Evening Union Company, publisher of the Times-Union, Albany, to recover $100,000 damages for an alleged libel. The action grew out of the strike of the employees of the United Traction Company a month ago. The company resumed the operation of its cars with strikebreakers and the Times-Union actively espoused the cause of the strikers and published daily a statement that the cars bore the sign "Pay As You Enter," but should now be changed to "Pray As You Enter." The company alleges the publisher of the Times-Union by its articles sought to prevent the public from riding on the cars manned by strikebreakers by stating that the strikebreakers were incompetent and that it was dangerous to ride with them.

Auerbach Changes Position

CHICAGO—Malcolm C. Auerbach, has been appointed general sales manager with headquarters at Chicago, of a department of the Western Knitting Mills, Inc., Rochester, Mich.

OUR LETTER BOX

WE have letters and requests for information at the offices of EDITOR & PUBLISHER for the following persons and firms. They will be forwarded upon request:

Edgar Mels (formerly of the U. S. Feature Service).
Hubert Kotterman (formerly of the Associated Press, New York City).
George Tyrone (formerly of the Referee, Sydney, Australia).
Babson Statistical Company.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

"What is Madison's Greatest Need?" is the query which the Wisconsin State Journal put to a number of well-known citizens. The replies ranged from a fast motor car for the police to pursue bootleggers with to a public golf course—and the feature is still running. Most of the articles run about 300 words and are interesting reading.

A "Let's Grow" contest has been started by the St. Paul Dispatch-Pioneer Press, for the benefit of public school children underweight. Only those more than 10 per cent underweight may compete. Prizes are offered, to be awarded those showing the greatest gain in avoirdupois, improvement of defective teeth, throat, nose, glands of the neck, ear, eyes, chest, abdomen and posture.—J. T.

Every year the staff of the New York University News plants a tree. This year a tree will be planted in Washington Square—a city park—because the "downtown" branch of the University has no campus. This is a feature that may be developed in any community especially on Arbor Day when the paper can plant a tree either in the public square or in a park. The custom can be repeated from year to year. It not only furnishes an example to the youth, but it also tends to make the town more beautiful and attractive.—G. H. D.

Run every day in the year, or at least during a period of several months, a two-minute talk on safety—safety in the home, on the street, and in the factory. Practically every city that has a daily newspaper has from five to one hundred members of the National Safety Council and any one of these will be glad to give the city editor a two-minute talk on such things as

"How to prevent blood poison."
"How to cross the street safely."
"How to avoid ladder accidents."
"The automobile and the child."
"The golden rule for autoists."
"Speeding is dangerous."
"Slow down at crosswalks."
"Beating the engine to the crossing."
"The 'Jay Walker'."
"Gasoline explosions."
"Watch your step."
"The little match."
"Blind corners."

When you consider the facts that 80,000 people are killed by accident every year, that approximately 600,000 are seriously injured every year, more than a million other persons less seriously injured every year and that it is estimated from an actuarial point of view that accidents cost us four and one-half billion dollars a year, you will appreciate not only the good that can be obtained by such two-minute talks but the widespread interest they will arouse. Any city editor can go even further and put on a contest offering one, two or five dollars for the best two-minute talk every day.—L. R.

BRYAN WELCOMED N.E.A. IN MAGIC MIAMI

Editors Charmed by Beauty Spots in South Florida—Hosmer, Schlosser and Wilkie Honored—200 Go to Havana

By FRANK LE ROY BLANCHARD

(By Telegraph to EDITOR & PUBLISHER)

MIAMI, Fla., March 23.—In the moonlight under the beautiful palms of this magic city William Jennings Bryan last evening extended to the members of the National Editorial Association the official welcome of Miami. Ten thousand people were present in Royal Palm Park.

Mr. Bryan spoke in a happy vein. After quoting Thomas Jefferson's declaration that if he had to choose between a government without newspapers and newspapers without a government he would prefer the latter, he went on to say that the influence of the weekly newspaper ought to be better appreciated than it is, and that if we had to lose either the weekly or the daily, he would prefer to see the weekly survive. The editor of the weekly is closer to his readers and influences them much more by what he writes than the editor of its big daily influences his readers. He had no intention, he said, of underrating the big city daily, because it is needed, but in formulating public opinion the country weekly stood first.

Concerning Miami, Mr. Bryan had many things of interest to say. He called attention to its growth in population of over 440 per cent during the last decade, the greatest increase shown by any city in America. He declared that it would soon become the Los Angeles of the Atlantic Seaboard.

Will Wilkie in responding to the address of welcome, expressed to the people of Miami and all Florida the deep appreciation of the editors of all that had been done for them during their stay in the State.

Today the visitors were taken on a sightseeing tour to Miami Beach, where they inspected the newest hotel. The Flamingo, built in nine months and opened for its first season January 1 last.

After a dip in the ocean and lunch on the beach the editors visited the estate of Arthur Curtis James, where they saw an avenue of royal palms and a grove of cocoanut palms that surpassed in beauty anything of the kind they have seen in all Florida.

Mr. and Mrs. William Jennings Bryan gave an afternoon reception to the editors and in the evening, a banquet at the Royal Palms Hotel was tendered them by the Miami Chamber of Commerce.

On this occasion, George Hosmer, to whose untiring efforts the Florida trip was made one of the most enjoyable ever taken by the National Editorial Association, was presented with a substantial testimonial of appreciation by the members of the Association. George Schlosser, secretary, and Will Wilkie, the retiring president, were similarly honored.

On Friday nearly 200 members of the party will leave on a trip to Havana, and the rest of the editors will leave for their homes in the North. The past week has been spent in the citrus and vegetable growing section of the State. Among the cities that gave the best they had to make the editors' stay a delight were Lakeland, Orlando, Daytona, New Smyrna, and Fort Lauderdale.

Google

PNEUMONIA INSCRIBES LAST LINE IN LIFE OF "B. L. T."

Editor of Chicago Tribune's "Line o' Type or Two" and Dean of "Colyum" Conductors is Mourned by Host of Newspaper Workers and Readers

By A STAFF WRITER

CHICAGO.—Bert Leston Taylor, dean of newspaper "colyum" conductors and nationally known as humorist and author, died here Saturday, March 19, of pneumonia after an illness of two weeks. He is mourned sincerely, not only by his family and personal friends and his fellow workers everywhere, but by the many thousands of newspaper readers to whom "B. L. T." had endeared himself through his "A Line o' Type or Two" in the Chicago Tribune.

For some time before he went to bed Mr. Taylor had suffered severely from bronchitis, but he remained at work and laughed at the ailment until danger of pneumonia developed. Even then his condition was not considered grave and it was not until a few days before the end that the disease took a really critical turn. Before he finally surrendered to the doctor's care, he wrote in his column:

"We ought to go to bed and cure a particularly vicious attack of bronchitis, but we fear we should forget what happened to the pink shirt. So we are just walking around, as Dulcy would say, to save funeral expenses."

The "pink shirt" was the central figure in a series of travesty sketches called "The Thousand and One Afternoons" which had been running in "A Line o' Type or Two."

BERT LESTON TAYLOR

Mr. Taylor was born in Goshen, Mass., November 13, 1866, and lived in the east until he was nearly thirty years old. He graduated from the College of the City of New York and started newspaper work at once, serving as writer and editor on several weeklies and dailies in New York and New England. In 1895 he married Miss Emma Bonner of Providence, R. I., and the following year moved West to become editor of the Duluth News-Tribune. His career as the presiding genius of a humorous daily newspaper column began in 1899 when he took charge of "A Little About Everything" in the Chicago Journal. This column, originally intended to carry a collection of miscellaneous news items, had been lightened with bits of verse and humor and when Mr. Taylor took hold it soon became famous as a humorous column. Several years later he joined the Tribune staff and began to conduct "A Line o' Type or Two." Then in 1903 he went to New York as a contributor to Puck and the New York Sun, remaining there until 1909 when he returned to Chicago and resumed his work with the Tribune.

In spite of the almost endless task of going through his hundred or more letters a day from "contributors," Mr. Taylor found time to write books and to contribute articles and verse to magazines. He liked particularly to write about golf, his favorite recreation. Among his books were "The Well in the Wood," 1904; "The Charlatans," 1906; "A Line o' Verse or Two," 1911; "The Pipe-smoke Carry," 1912, and "Motley Measures," 1913.

Mr. Taylor's home was in Glencoe, a suburb, but at the time of his death he was living temporarily in the city. Besides the widow, he is survived by two daughters, Alva Thoits Taylor, 24 years old, and Barbara Leston Taylor, five years old.

Funeral services were conducted Sunday afternoon at the Fourth Presbyterian Church.

In announcing the death of "B. L. T." the Tribune reprinted "Sundown," a little poem Mr. Taylor wrote and published in his column on October 27, 1917, after reading a British officer's statement that when the wounded in the hospitals came to die their last request in many cases was for the prayer, "Now I lay me down to sleep." The verses began:

"When the sun of life is low,
When the dewy shadows creep,
Say for me before I go,
'Now I lay me down to sleep.'"

B. L. T.—AN APPRECIATION

BY "THE GENTLEMAN AT THE ADJACENT DESK"

CHICAGO, March 24.—Bert Leston Taylor was "The Line" as much as "The Line" was Bert Leston Taylor. He was as many-sided as his writings. The range which was covered in his daily contribution was not greater than that shown in his contact with the world.

His friends came from all walks of life. He had played tennis with former President Roosevelt. But he cherished the friendship of the lowly.

In literature and music, he was essentially a "high-brow." But he found no fault with the "low-brow." He understood the latter and the very fun which he poked at him showed his understanding.

To those who worked with him, the best remembrance will be the spirit in which he toiled. No "line" fan lived who took a greater pleasure in the finished product than Mr. Taylor did in the making. It was youthfulness personified. Like the late Hughie Keough, Mr. Taylor not only enjoyed to the full the contributions which were sent in to him, but insisted on sharing that joy with the others in the office. Each night a few of the choicer bits were shown about the office and chuckled over before going to the compositor.

Publicly he made light of his work and ironically nominated himself as president of the "Over Worked Club"—a mythical organization which he created of those whose main duties seemed to be to draw their pay—but in reality infinite painstaking was the secret of his success as a writer. Each caption was written and rewritten until he was satisfied it was the best possible; each item was gone over and over until he was sure that it was as nearly perfect as it could be.

The building of "the line" was not done haphazardly. He knew type as few printers do and he made "the line" as exact typographically as it was in the writing. After the lines and the paragraphs had been proofed, he fitted them into the column, each in its precise place.

As a poet and novelist, he displayed the same precision. Once he was writing an episode dealing with Arizona in February. He waited for the month and then went to Arizona that he might describe it accurately. His good-natured gibes at some of the modern writers for their carelessness of detail was but the natural outgrowth of his own carefulness.

In his recreation B. L. T. was given to the same study of detail. Much of his leisure time was spent in the North woods where perhaps he was the happiest. He was a good woodsman. He knew how to make a pack to follow the trail, to whip a stream, to handle a canoe, to build a fire and to bed down on spruce boughs.

"The Pipe Smoke Carry" shows the result of his days and nights in the woods and his poem, "White Throat," displays the love he had for voices of the people of the wilds. Outdoor sports came next to the North woods in his esteem. He was a good golfer and tennis player. Sometimes he scoffed at the fanatical followers of baseball, but he knew the game well and he could enjoy it, if not a rooter. Football and college athletics were always close to his heart, because they made for clean living and good sportsmanship. At billiards and bowling, he amazed reckless friends who challenged him.

His golf typified his life. He was a golfer for pleasure only. Cup-hunting and tournament play were not for him, although his skill justified the effort had he desired to make it.

He could play with a "Chick" Evans or the very worst dub and enjoy the game. One of his eccentricities was that he never kept a score.

He enjoyed victory, but only if won by his own play. He harbored no secret desire that success should come through the bunkering of his opponent. The opposition's good shots were as enjoyable to him as those of his own.

To him a golf course was not eighteen holes to be raced over with the score as the ultimate goal. An afternoon's play was the gathering together of a few friends, keen competition and the enjoyment of the great outdoors. No misfortune of the game made him forget the sunlight, no trap could make of him a bemoaner of "hard luck."

And he had pleasant sport with the idiosyncrasies of the golfer. His "look at the hole" vs. "look at the ball" will be the cause of many arguments for years to come.—E. B. FULLERTON.

FROM THOSE WHOSE LOSS IS GREATEST

I MET B. L. T. in 1907 when he worked for Puck, and I contributed weekly verses to that magazine. A number of us used to play billiards during the lunch-hour and he christened us the "Puck Athletic Club." Bert Taylor was no mere jester and paragrapher. He had a keen artistic taste, his ability as critic of art, music and literature was profound. He was the satirist of sham, the slayer of the deadly bromide. Nobody can take his place. He leaves the largest family of orphan fans that has ever yet become fatherless and disconsolate.—TED ROBINSON, Cleveland Plain Dealer.

I DID not know Taylor personally, but anyone who followed his column knows the kind of man he was. He was a humorist of the kind worth while, in whom sober sincerity and a keen scalpel for bunk underlay all his wit. His quips fell as his motto said, where they would. Unerringly he fell upon bombast and quackery and sent it home howling. He suffered fools patiently, but he made them suffer too. He was a shrewd student of literature and a true lover of life and an honor to American journalism.—CHRISTOPHER MORLEY, New York Evening Post.

IT was not my privilege to ever meet B. L. T., nevertheless I knew him. He reflected himself in the lines he wrote and in his superb selection of what others wrote. It was his genius in this last respect that builded such a following of contributors as no other columnist has ever achieved. Bert Leston Taylor's wit was keen, but not bitter. His quips were peppy, but not peevish. He did a big bit to keep the country smiling for so many years and his multitude of readers will profoundly mourn his passing.—NEWTON NEWKIRK, Boston Post.

AS one who lacks it, I greatly admired B. L. T.'s erudition. He knew so many things that were beyond my ken and he could write, but the thing about him that impressed me most was his sanity and his poise. He was one of the literati. He had the literary touch and instinct and yet he never was moved or swayed by the popular outbursts of sentimental and emotional hokum which detach so many of his kind from their moorings. Underlying his comment on affairs there ran a fine substratum of sound common sense that to me was his strength and his fortissimo note.—JAY E. HOUSE, Philadelphia Public Ledger.

I BELIEVE every column conductor in the United States will agree that B. L. T. was the master. I have often heard them talking together when they have had conventions and although B. L. T. was never present at these gatherings, his name was spoken of more frequently than any other. He was an originator, in every sense of the word. A few have tried to imitate his style but have failed. His untimely death was a blow to our profession from which we shall not quickly recover. Knowing him personally and appreciating his lovable nature, his quick sympathy, and his sincere friendship, the shock of his death was all but overwhelming.—ROY K. MOULTON, New York Evening Mail.

I AM too grieved at the world's loss to be putting into mere words what my heart is now feeling at the going on of Bert Leston Taylor. The laughter in

(*Continued on Page 22*)

Digitized by Google

TRADE MARK YOUR ADVERTISEMENTS AND MAKE THEM LIVE

It Is a Serious Mistake to Make Each Piece of Copy Stand Alone Without Support of Those That Have Gone Before

By FRANK H. WILLIAMS

EDITORIAL NOTE: Mr. Williams has spent the major part of his life in the atmosphere of the newspaper office. He has been a city editor, telegraph editor, managing editor, copy writer and advertising agent. He will continue to be a frequent contributor to EDITOR & PUBLISHER.

EVERY now and then it is a good thing for copy-writers and advertisers and everyone connected with the business of writing and framing advertisements, to get away from their own immediate job and take a bird's eye view of the entire ad situation.

Sticking too closely to the immediate task is apt to give one a warped, narrow slant on the proposition of selling goods by means of printers' ink, while this thing of getting away from personal considerations and looking the whole field over, impersonally and impartially, is quite likely to give one new ideas and new angles which can be utilized with splendid effect.

One of the outstanding things which is noticed upon taking such a broad view of the entire ad situation, is the fact that at a distance where the exact reading matter is not decipherable, it is still possible for anyone who is at all familiar with national advertising, to pick out certain ads. For instance, it doesn't need any careful perusal of a "Shorty" camel advertisement to tell the reader that it is all about Camel cigarettes. And it isn't necessary to go through an advertisement carefully and thoughtfully to tell that it is an advertisement for the Hupmobile.

Fixed on the Mind

There is a very definite reason why it is possible for anyone who glances at newspapers regularly to pick out the "Shorty" Camel ads and the Hupmobile ads and a number of other ads quickly and unfalteringly without ever reading the text of these ads or referring to the signatures attached to the ads.

The reason for this is that these advertisements are trade marked.

A "Shorty" Camel ad is as distinctive and different from other cigarette advertising as the Hupmobile large type ads are different from those of other advertisers. And this difference, has by continued use become fixed in the minds of a large percentage of the public as belonging distinctly to these advertisers. In other words, as stated before, these advertisers and all other advertisers whose ads are equally distinctive, have trade marked their ads in the minds of the public.

Now a trade mark is a mighty good thing in business. If it wasn't there wouldn't be any trade marks. And a trade marked window display is a mighty good thing in retail merchandising. If it wasn't the windows of the United Cigar Stores, of the Liggett drug stores and of other chain institutions, would not be trade marked in the way they are. If it wasn't a good thing for retail stores to stamp their identity upon the minds of the public by using window displays which are practically the same for all members of the chain in the general effect, these stores would have varied windows which were utterly different in each store.

And so, if it wasn't a good thing for an advertiser to trade mark his ads in the mind of the general public, so that when a man picks up a newspaper he can tell at arm's length that he is looking at a Camel ad or so that the reader of one of the leading popular magazines knows by long experience that the first advertisement in the reading pages of the magazines will be that of Campbell's Soups, the appearance of the ads would be varied at each insertion and the position of the Campbell Soup ads in the magazines would be constantly varied.

So it appears fairly evident that there is a general opinion, whether expressed or not, among the leading national advertisers to so trade mark their ads that the public cannot be at all in doubt as to the identity of the advertiser.

Now there is in this disposition on the part of so many national advertisers to unmistakably trade mark their ads, a lot for other advertisers to think about. And one of the reasons why this matter is worthy of considerable thought is because of the fact that a trade marked ad is so utterly at variance with one of the fundamental "rules" for effective advertising which has from time to time been laid down by leading advertisers and ad experts.

Sameness Stultifies

This so-called "rule" is that advertising to be most effective must be different. In other words, too much of the same thing is apt to stultify itself.

How, then, can such a "rule" be reconciled with the very evident tendency on the part of advertisers to trade mark their ads in form and in manner of presentation so thoroughly that the general public would greet a different form of an ad on the part of these advertisers as an utter stranger and would, perhaps, be quite apt to think that it was the advertisement of a newcomer in the field instead of being simply a different sort of an ad issued by an old friend.

The whole trouble between this rule and the actual facts in the case lies in the definition of the "different" thing that must be done to make advertising the most effective possible.

As in nearly everything else there are degrees of "difference."

The "Shorty" Camel advertising is different from the advertising done by all other tobacco companies. And yet each Shorty ad is very much like all the other Shorty ads. The Hupmobile, unillustrated, large type ads, are utterly different from those of other automobile companies and yet each of these ads looks so much like all the other Hupmobile ads that one must read the text to find the actual difference.

Now there is difference and yet sameness. The ads are different from those of competitors and yet each ad in the series is like all the other ads in the series.

Forces Double Duty

And that, it would seem, is the sort of "difference" which is the sort of difference meant by the rule in the case.

Those advertisements, it would seem, which are at once different from the advertisements of all competitors and yet which are so distinctly like all other ads in the series as to look alike and read alike and thereby be trade marked in the minds of the general public, represent something approaching the ultimate in present-day advertising effectiveness.

The advertiser whose ads are not trade marked—whose ads are all distinctive and unlike each other—forces his advertising to do double duty. He forces each ad to stand alone without help from other advertisements in the series and he forces each ad to get itself read and to make sales without the slightest aid from advertising that has gone before or that will come afterwards.

But the man whose ads are trade marked and are different from those of all other advertisers, forces his product into the minds of readers in spite of themselves. It is impossible, for instance, for any newspaper reader to see a Shorty Camel ad without thinking of Camel cigarettes. But if each ad in the series was different a newspaper reader might look at all of them in a casual way without once thinking of Camels.

Trade mark your ads if you want to make them just as effective as possible.

And don't be too slavishly inclined to follow the "rules" of the advertising game. There isn't a single rule that hasn't been broken or interpreted in some new way in the advertising business.

Be different in your advertising—within reason. And trade mark your ads—in reason. That's the way to make them sell the most possible goods.

THEORY AND PRACTICE IN ADVERTISING

BOSTON.—The scientific theory of advertising and the results that can be obtained by using a competent advertising agency were discussed a few nights ago in a forceful talk before the members of the Pilgrim Publicity Association by A. E. Greenleaf, president of the Greenleaf Company of Boston.

"The old saying, 'The man who is his own lawyer has a fool for a client,' applies pretty well to advertising," stated Mr. Greenleaf. "Whether to use an agency does not depend on the knowledge or ability of the advertiser. As with matters of law, no amount of knowledge of the science enables the man on the inside to view the proposition from the outside. Intimate knowledge of any business comes only from long experience and specialized study of that business. Its internal problems alone require all the skill and attention it is possible for the inside man to apply.

"This is just as true of the sales or advertising manager as of the operating manager or owner. What is so frequently lacking on the inside is the viewpoint of the buyer or public. Furthermore, the services of an experienced and competent advertising agent costs the client nothing, or slightly less than nothing, and since no man is all sufficient and two heads are usually better than one, there seems to be no valid excuse for a national advertiser to go it alone in preparing a sales campaign.

"Some of the most effective appeals that have been made to the human mind have been through clever messages on the part of the advertiser asking that the public exercise a choice in purchasing this, that or the other article—not with the idea of knocking a competitive product, but more from the standpoint of educating the public to a proper appreciation of making comparison.

"Copy must be determined by the product and the sales policy. One proposition obviously demands aggressive copy, another persuasive. But, after all, the great art of teaching is to know how to suggest. Millions of people use their eyes where only a handful use their brains. I have seen some splendid advertising which has just about a fifty-fifty proposition—half aggressive, half persuasive, the text matter being decidedly aggressive and the illustration backing it up in the most persuasive manner possible.

"The question of the amount to be appropriated for advertising is a large one, and one that can be settled only in individual cases. In theory, advertising appropriations should be based on the estimated volume of business required to produce the desired profit in the coming year. The modern high-class advertising agent is not a seller of advertising, but a buyer of customers for his clients."

NEWSPAPER IS MODERN TOWN MEETING

Merchants Lose Opportunity by Lack of System in Their Use of Advertising in the Columns of Today's Public Forum

(By Telegraph to EDITOR & PUBLISHER)

KANSAS CITY, March 22.—John Lee Mahin, director of the Federal Advertising Agency of New York, was the guest and principal speaker at the Kansas City Advertising Club luncheon at the Hotel Muehlebach yesterday. "Is Overproduction Another Name for Unscientific Advertising and Salesship?" was Mr. Mahin's topic.

"The newspaper is the modern expression of the New England town meeting idea," he said. "If it should be a public forum where the people are informed of the conditions of the community in which it is published, it must record events exactly as they happen and give them such treatment as is merited by their value to the community as a whole. Opinion has no place in the news pages unless the name of the person expressing the opinion is clearly stated so readers can value it as such. On the other hand, the editorial page should be an expression of opinion which has responsibility behind it.

"The more I see of the wonderful results of advertising when used with confidence and discretion, the more I marvel that merchants do not plan and conduct their advertising on a steady, regular, persistent, yearly schedule. A show window is valuable to a merchant because many people pass by it daily.

"Space in a newspaper is exactly the same as in a show window. It must represent the merchant as he is in his ability to give service and satisfaction to the people whose attention the merchant is able to attract.

"Every merchant must establish his own character in his advertising. The average retail jewelers stock only turns over once a year. The average stock of Ingersoll watches turns over four times a year. Hence, a dealer will make twice as much yearly profit if he sells Ingersolls at half the markup he puts on the rest of his stock. Thus Ingersoll advertising benefits Ingersoll users and Ingersoll dealers as well as the Ingersolls themselves."

Cromie Fighting Paper Profiteers

Charges that British Columbia paper manufacturers were making exorbitant profits, ranging as high as four hundred per cent, has been made by R. J. Cromie, publisher of the Vancouver (B. C.) Sun. The Sun, said Mr. Cromie, has refused to sign a contract at prevailing rates, and will continue to wage a campaign for lower prices, even should such action result in a suspension of publication.

Digitized by Google

MARION "BACK PORCH" ORGANIZATION SURVIVES CAPITAL'S WHIMSIES

Changes In Congress Press Gallery Lists—No One Envies Louis Ludlow—Snyder and Farrington May Get Government Posts

By ROBERT T. BARRY

(Washington Correspondent of Editor & Publisher*)*

WASHINGTON, March 23.—Members of the self-styled Presidential Press Corps are loath to break up the organization they formed last summer near the back porch of the Harding residence in Marion, Ohio. The same crowd which "reported" the publisher of the Marion Star from his front porch to the White House portico is sticking with him through his trials and troubles with the job-hounds. They have become the "White House Correspondents" but the gang and their habits are identical, and a "nose for news" cares nothing for a name.

The sloan of this group of newspaper men who have accompanied Mr. Harding since June appears to be: "in unity there is self-preservation." They constitute a close corporation. They have adopted the standing rule of the Senate gallery, where an outsider is greeted with all the cordiality that is due a leper. They were bothered for a few days by bureau chiefs who viewed the new President as a "seven day wonder" then abandoned him and his acts to the reporters.

The Old Familiar Faces

It so happens, therefore, that when Mr. Harding chances to stroll through the Executive Offices he sees the same faces that greeted him everytime he stepped out into his own front yard at Marion last summer. The old organization has survived the whimsies of Washington bureau rules.

Associations formed in the heart game at the Marion press shack; strengthened while dining with Messrs. Babler and Morse in Oklahoma; refreshed at the bar on the Parismina (Panama bound), and all but wrecked in the corridors of the Ponce de Leon on a memorable midnight adventure with an expressman's truck now are thriving in the White House press room.

Byron Price is on hand for the Associated Press; Raymond Clapper, for the United Press; Wallace Bruce Macnamee, for Universal Service, and George R. Holmes, for the International News Service usually as in spite of his title of chief of the Washington Bureau, he can't help remaining a reporter. Sam Williamson, for the Times, and Glenn Tucker, for the World, are survivors of the New York crowd. Boyden Sparks, of the Tribune, Ed Hill, of the Herald, Phil Kinsley, of the Chicago Tribune, have been recalled to active duty in their home offices. Samuel Whiteside Bell, with his trick forelock, answers present when the Public Ledger is mentioned, and Harry N. Price continues to bear up well under the strain of representing the Washington Post whose publisher, Edward B. McLean, is an intimate friend of the President.

When Bob Small gains a respite from his managerial duties in the editorial rooms of the Consolidated Press Association, and Bob Ginter, of the Pittsburgh Gazette-Times, is not involved in heated argument with Louis Strayer or Charley Michelson they drop into the White House to pay their dues in the Harding Correspondents' Association, pass a few denunciations on the bootlegging fraternity and otherwise retain full voting rights in the organization.

Little if any gossip seeps forth from the inner circle of the corps. When it comes to telling on one another they make Calvin Coolidge seem downright garrulous. For example, we heard not long since that Clapper had displaced Bell as chief of the "Wallace Bruce Macnamee Volunteer Fire Department." We made inquiry. Clapper denied it. Bell did likewise. The most he would admit was that he had been "acting chief" on one occasion. Macnamee's response was: "What fire?"

It was rumored also that Ed Hill had been seen in public minus spats and boutonnière one morning when the town florist at Marion overslept, but confirmation was impossible. Next, your industrious correspondent hit the trail of a report that one of the group was to become vice-president in a new domestic corporation—a romance tending to establish that front porch campaigns have other uses than electing Presidents. The nearest approach to definite information was a report that the wife of one of the White House corps had intervened with the suggestion to the lady:

"My dear girl, don't ever marry a newspaper man. Marry a traveling salesman, you'll see more of him."

Glenn Tucker, who manages somehow to survive the repeated shocks of having two prima donnas break in on his assignment everytime the news gets good, has enjoyed undisputed freedom of action on the Harding assignment for several days, but there's no telling when Louis Seibold or Michelson will break in on him. Tucker never has wavered for an instant in his denials that it was he who walked out of an upper berth on the Harding train one night and put an unoffending typewriter out of commission.

If anyone doubts that the White House outfit can keep a secret they have but to seek information as to whisky smuggling activities along the Florida coast. Efforts to elicit such information from the late residents of St. Augustine evoke "exhaustive and exhausting" descriptions of the sheltering palms.

It is interesting to observe that corps in action. They constitute the greatest aggregation of rumor runners in known league of nations territory. Their manner of selecting men for important federal positions is nothing if not quaint. For the information and guidance of newspaper men in various parts of the country who have been running up blind alleys trying to verify reports from Washington about high official positions seeking various and sundry prominent local lights, Editor & Publisher's correspondent will risk a violation of ethics and Laddie Boy's teeth to tell how it is done.

A stranger appears around the White House. He looks fairly well-to-do, so it is certain he has not been stopping for long at Washington hotels and therefore must be a stranger.

"Who's that?" rings around the press room.

"I am not sure," one of the corps suggests, "but he looks like John W. Goofus, of Canton, Ohio."

"What job does he want?"

"Who?"

"Henry Goofus."

"I don't know, but Ohio is on the lakes which makes him eligible for the Shipping Board so I guess that is what he is after."

What's In a Name?

The following day Mr. John W. Goofus, of Canton, will "see by the papers" that his name has been changed to Henry and that he is being considered seriously for a place on the Shipping Board.

If a man happens to call on Mr. Harding to invite him to address a meeting of the Red Men in Des Moines, Ia., and is accompanied by a United States Senator, he is viewed as seeking nothing short of a diplomatic post and is so described in the public prints of the following day.

If two congressmen from the same state part company at the White House offices and pass out of the grounds through different gates, their actions will be duly noted, and ere long a grand yarn is concocted about a factional fight developing over selection of the Steamboat Inspector for the West Virginia district.

The various federal commissions and boards are listed according to relative importance in the matter of salary and are being filled by the White House correspondents as rapidly as uncommunicative visitors can be assigned to them.

How News is Made

Should any of the Harding callers be so foolhardy as to say he sought no appointment "simply dropped in to pay a social call" it is put down at once that he is after nothing short of the Federal Prohibition Commissionership now held by John F. Kramer. When they become mysterious they are "certain" to be after the real big plums.

Should some White House visitor acknowledge that he had sought and obtained a place as United States Attorney for the eastern district of Alaska, his act would be construed as an effort to conceal the fact that he tried in vain to be named on the Mexican Boundary Commission.

If a senator says he talked politics not patronage with the President, the next question is:

"Did you discuss international matters?"

If he says, "No," we will learn from the correspondents that the President is pondering over domestic problems to the exclusion of foreign affairs. If some long-haired individual with an internationalist air enters the White House, the press wires will carry inti-

(Continued on page 22)

WE HAVE WITH US TODAY—

Photo by Underwood & Underwood.

WE have no way of knowing what has happened, but it cannot be denied that Representative Martin Madden, of Illinois, seems to be all het up over something. Richard W. Simpson (right), enterprising reporter of the Associated Press, might be able to explain—but will he?

Digitized by Google

WHAT OUR READERS SAY

Make Advertising Pay the Advertisers

PHILADELPHIA, PA., MARCH 21, 1921.

To EDITOR & PUBLISHER: For the good of advertising, it seems desirable that there should be a clearer understanding of responsibility in the relations between publishers and advertising agents.

Some 48 years ago N. W. Ayer & Son reached the conclusions that agency relations were capable of a better interpretation than any then recognized; that we could best serve publishers and ourselves by devoting all our energies to making advertising pay the advertiser rather than in specific endeavor to secure business for any paper or papers; and that thereafter it should be the sole business of this agency to serve its clients. Naturally, the basis of remuneration for this service then became a matter of mutual agreement between our clients and ourselves. None other than we could know the cost of the service. None other than the client could judge its value to him.

Forty-eight years' experience has confirmed to us the value and soundness of this principle. No more now than in 1873 do we concede the right of a publisher to fix the rate of remuneration which our clients shall pay us for our services. That is not the publisher's responsibility.

On the other hand, it has been our policy never to attempt to influence the rate of discount allowed by publishers to advertising agents. That the agent renders a service to publishers in the development of new advertising and in the assumption of credit risks, is a recognized fact, and that this service should be rewarded by a differential which gives the agency an advantage in the purchase of space is only fair and just.

But the advertising agent no longer represents the publisher. The publisher has his own representative, and some publishers have many very capable men thus employed. The agency commission has therefore ceased to be compensation for the selling of space as in the early days when no copy preparation was involved, and when responsibility for payment for an account ceased when collection from the advertiser was impracticable. The so-called agency commission is not therefore a true commission. In reality it is a differential discount to the agent because he is an agent and primarily because he assumes all responsibility for collection, and for the credit risks involved. Has it ever occurred to you that the differential discount generally prevailing is too large, and that this may be the root of some of the evils which beset the advertising business today?

Apparently it is assumed by many that the agency differential pays for copy preparation and other services to the advertiser; but the advertiser has no voice in fixing the amount thus paid. Surely this is not an equitable arrangement. If the agency differential exceeds the value of the agency to the publisher the excess is paid by the advertiser, is it not? But it is included in the publisher's rates and represents an expense which, if eliminated, would enable the publisher to make proportionate reductions in his charges for advertising space.

From our viewpoint it seems that the agency differential should be fixed by the publisher as near as may be to measure the value of the agency to the publisher, and beyond this the agent should look for remuneration to the client whom he serves. This would confine to the publisher the responsibility which belongs to him and relieve him of the necessity of trying to fix a differential which shall cover services of varying character and value.

To the publisher, in our opinion, solely belongs the responsibility of fixing rates for space in his publication. From time to time, N. W. Ayer & Son have been asked to join in representations to publishers regarding rates generally, but this we have refused consistently to do. The publisher is in the position of the manufacturer. He alone knows his cost of production; he alone can determine the amount which he must charge for his space. If his rates continue too high or too low, the ordinary laws of business will operate to eliminate his publication.

The publisher who is able to reduce rates along with the current reduction in many other lines of business is in a fortunate position. Whether this reduction takes the form of a revision of rate card or an increase in circulation value does not matter. If, by reason of reduced costs of production, saving in soliciting expense or lessening of overhead, the publisher can give greater value per dollar expended in his publication, he is performing a service to advertisers which will work to his own advantage in the end.

But, as we have pointed out, that is the publisher's responsibility, in which we cannot interfere. In selecting publications for the advertising of our clients, we must consider each individually for its value to do the particular work in hand. We may hold an opinion that the rate of a particular publication is too high and this would naturally influence our course in regard to that publication. Such exercise to judgment is a part of our responsibility to our clients. But that is far from treating publication rates as a group matter or attempting to say what they shall be.

It is apparent that in this letter we have not attempted to discuss all the factors that bear upon the subject of agency and publication relations. We have concerned ourselves only with basic principles, which, if clearly understood, mark quite clearly the line where responsibility begins and ceases. Given such an understanding, we believe that each of us will be able to do his work more efficiently; the publisher to give utmost value to reader and advertiser; the agency to serve clients with the greatest possible effectiveness.

"Making advertising pay the advertiser" points the only way to prosperity for both publisher and agent.

Very respectfully yours,
W. N. AYER & SON,
F. WAYLAND AYER.

Old Days of News Service Operating

MILWAUKEE, WIS., MARCH 15, 1921.

To EDITOR & PUBLISHER: Charles Dean, who has charge of the Milwaukee office of the Associated Press, has received word from Indianapolis of the retirement of L. D. Stanley of the Associated Press staff in that city, after 52 years as a telegraph operator. It is said that during that time Mr. Stanley never was late, never was sick and never took a day off. Mr. Stanley was a combination of "Buffalo Bill" and Capt. Jack Crawford, "the poet scout," in appearance. He was night telegraph operator of the Associated Press in Milwaukee 30 years ago. In those days telegraph messages had to be copied in long hand with a stylus. By pressing very hard 18 copies could be made simultaneously. Mr. Stanley and Mr. Dean were the first to introduce the typewriter.

Mr. Stanley learned telegraphy in a small railroad station near Indianapolis in 1868. He helped install the first telephone system in Kansas City in 1879. He helped cover the Democratic national conventions at which Samuel J. Tilden was nominated for President. Mr. Stanley has said that the most difficult task he ever undertook was handling the draft drawings in 1917, because of the continuous hours of work, intense application and absolute accuracy required.

C. J. FINNIGAN.
Assistant City Editor, Milwaukee Journal.

An Educational Demonstration Week

FARGO, N. D., MARCH 14, 1921.

To EDITOR & PUBLISHER: Educational Demonstration Week, which the Fargo Forum conducted February 21 to 26, is something that we believe will have effect throughout the entire year of 1921. Our original intention was to conduct something, we did not know what, that would interest the public in merchandise. As we started to work, we let the idea develop itself until it was so broad in scope that the entire city practically turned over in an effort to demonstrate Fargo to itself and to North Dakota. It reflected an optimistic attitude on the part of all institutions, business, educational and religious.

I will outline briefly what was accomplished:

During the entire week food demonstrations were conducted in all grocery stores in the city and in some of the hotel lobbies and department stores. These demonstrations were arranged by the distributors of the various products who were supported by us in their efforts to secure professional demonstrators from the manufacturers. Where demonstrations could not be secured special displays were made not only in the grocery stores but in windows of business firms in contrasting lines.

We might add that a large number of windows were given over by the retail stores to the special displays of merchandise in contrast with their own line.

All week manufacturing institutions conducted open house, inviting the public to witness their plants in full operation. The lines represented were food manufacturers, foundries, creameries, public utilities, and in fact all that were in a position to successfully accommodate the public with tours through their establishments. Many of them had separate features, such as the serving of lunches in connection. This particular angle of Demonstration Week was extremely successful and was on some days so successful that the crowds could not be accommodated. In several of the places the women's clubs visited in bodies.

All week a politeness contest was conducted by the Forum. This was supported by awards from the Garrick Theatre and from the Business Women's Club. During the week an Essay Contest was conducted in connection with the Fargo Business and Professional Women's Club.

The movement was explained in a letter to all the clubs of Fargo and without exception was endorsed.

The public schools, colleges, conservatories and churches all took part. The public schools set aside one day in which parents were especially invited, and following the school hour a program was presented. The Agricultural College displayed department activity in downtown windows; in a meat cutting demonstration in the Fargo Armory; and by special displays and the presentation of a home talent play at the school one evening. The Fargo College Conservatory presented a musical program one evening in the Fargo Auditorium. The various churches devoted a part of their Sunday services to the part the church has in the city.

One afternoon was set aside for a tractor parade. So enthusiastic were the tractor dealers that the result was that more than double the number of tractors ever shown in line before in Fargo took part.

One day was given over to the Auto and Truck industry. In the afternoon a parade of trucks and automobiles consisting of nearly one hundred vehicles covered the business district of the two cities. This parade was headed by the Fargo Fire Department. Following the parade and extending into the evening the automobile dealers conducted open house, and during the time the dealers especially displayed and demonstrated the new cars. Photographs of the parade were reproduced in the Forum the next day.

One day was set aside for the special demonstration of electrical goods, demonstrating to the public just what electrical achievement means to business and home convenience and comfort.

Evening entertainments were given by local music companies. Special evening educational programs were presented by concerns in various lines. The Y. C. M. A presented a program. There were many other additional individual cases of promotion work that, should all be noted, the list would extend to a great length.

We do not believe that there has been a movement in Fargo which was conducted with more satisfaction to all than was this. We say this without pride for the movement was accomplished only by the activity of the Fargo institutions themselves and not the result of our efforts. Every one took hold in excellent manner and gave unlimited cooperation, as was the case of the Fargo Commercial Club, thanks to you. It is our belief that this movement will be made an annual affair with the Forum, as it seems to be one that will be practically demanded another year.

An example of the satisfaction is shown by the fact that the tractor dealers selected a chairman to conduct a similar parade during the time of the North Dakota State Fair in Fargo. The spirit that was stirred up has done much to better business in Fargo as is shown by the sales of the firms themselves. Their own enthusiasm was spurred to greater selling effort so that the public themselves have been re-interested in merchandise.

It is our belief that if a similar movement were conducted in every city business over this country would fast be re-established on a normal basis.

Cordially yours,
THE FARGO FORUM,
C. W. Brown, Advertising Manager.

Sinclair and the Herald

NEW YORK, MARCH 19, 1921.

To EDITOR & PUBLISHER: I don't believe the public will gain much by considering Upton Sinclair's charges against the New York Herald.

It is true that I arranged with him to write an introduction to an article for the New York Sunday Herald, if we got the article and if we printed it. It is true we got material for an article. It is true some of the editors were in favor of printing it—among them myself—but it is also true that others were not. It is true that Mr. Bennett authorized going after the article but he made Sinclair or anyone else no promises about its publication. He never saw Sinclair. The article was submitted to Mr. Bennett and he was advised by counsel not to use it, but it is not true that it was not printed for the reasons Mr. Sinclair intimates.

A half truth is as bad as a complete lie. Sinclair is half true in his facts; he is wholly false in his conclusions as to this incident.

W. W. HARRIS.

China at Last Realizing Power of the Printed Word

NEW YORK, MARCH 22, 1921.

To EDITOR & PUBLISHER: The China famine and necessary relief measure are serving to direct attention to that country in a peculiar way, but students of that mass of 400,000,000 people say that the world's attention will not be withdrawn even after the famine. China has become part of the whole and must be reckoned with in all world programs. She and America combined make up about one-third of the world's population.

The development in current literature is possibly the most striking feature and the one least heralded. The new phonetic script with its 39 characters is being widely introduced by government and missionaries alike and a Chinese coolie by devoting himself to it can learn to read in two or three months.

President Stuart, of Peking University, a union institution of all the higher grade Christian schools in and about that city, recently invited the editors of the Peking newspapers and magazines to an informal reception. To their own amazement it was found that about forty editors responded to the invitation, and one result was a unanimous request that Peking University open as soon as possible a Department of Journalism.

A renaissance of new thought movement now centers in Peking. On January 1, 1919, there was one magazine in China promoting new ideas and this was printed in the colloquial Mandarin. Three of the professors of the Government University in Peking, returned students respectively from America, England and France, decided to popularize the spoken language in printed form. Through their inspiration within two years there have been published in China over four hundred different magazines. The objects and methods of the movement are as follows:

(a) To popularize the spoken language in printed form, and thus release the literary ability of the nation.

(b) Through this new medium, to introduce to China the whole gamut of modern, scientific thought, and social and political philosophy.

(c) The motto of the movement is: "Save the Nation Through Democracy and Science."

(d) The method of the movement is to tear down and destroy the old, corrupt, political system, the old family system and the old authoritative morality and superstition, and then build up.

The results of the movement have been twofold—in the first place the tendency among the students has been distinctly towards radical socialism, especially of the Russian and French schools. The names of Bertrand Russell, Kropotkin and Bakunin are well known.

The favorite subject of discussion in these magazines is the problems of reconstruction. Old customs and ideas are being overhauled. Everything from Dr. John Dewey's psychology and philosophy to the extremest school of philosophical anarchism fill the pages of these magazines. One of the most radical magazines has on its cover—"The Principles of This Magazine are as Follows: No Government, No Family and No Religion."

The results, on the whole, of the movement are most gratifying. The young men, entirely devoid of old prejudices, are looking eagerly for anything to help their country. If religion and a new type of morality can be shown of value they will accept it. They have for the first time become interested in common people, and have eagerly sought to educate the apprentices in the industrial guilds. For the first time they have not been ashamed to work with their hands themselves.

A broad spirit of real democracy and human interest has swept the student body of China. They realize that no change of constitutions, but what has been called a "transvaluation of values" is what will save China. Her social life must have a regeneration.

HERBERT K. CASKEY.
Executive Secretary Peking University.

Eau Claire Leader a Morning Paper

EAU CLAIRE, WIS., March 14, 1921.

To EDITOR & PUBLISHER: Under a Madison date line, in the issue of March 5, you state the sale of the Madison Democrat leaves the Milwaukee Sentinel as the state's only morning paper. Our paper, the Leader, has been published as a morning paper continuously since 1891. For many years it has had the largest circulation outside of Milwaukee. It was never more prosperous than now and never had as great a circulation as now. For some years the Leader has carried an advertisement in your paper. We assume this special from Madison was published inadvertently by you, but to say the least your correspondent is somewhat unreliable.

EAU CLAIRE PRESS COMPANY.

PROBE ATTACK ON WILSON

Cleveland German Paper Printed Poem Which Roused Authorities

(*Special to* EDITOR & PUBLISHER)

CLEVELAND.—A three-cornered investigation of an attack on former President Wilson printed in the Waechter und Anzeiger, Cleveland German language newspaper, has been started under direction of federal agents, members of the American Loyal Legion and the American Legion. The cause is a poem printed. Carl Raid, general manager, and C. R. Brenne, editor, expressed regret at the publication of the offensive poem, saying in a statement:

"The communication (meaning the poem) arrived at the last hour and was looked over only superficially because of the rush. If time had permitted close scrutiny it would not have been printed. We concede the publishing of this poem was not in good form and regret the incident."

However, they refused to reveal the name of the author who described Wilson as a traitor and idiot and an "exceedingly soulless brute." Headquarters for the propaganda instituted by Germans for the removal of colored French troops from Germany are in the German language newspaper office and pamphlets on the subject have been sent out.

No Ads on Safety Posts

DALLAS, TEX.—The City Commission of Dallas has refused to accept the safety devices proposed by the railway companies at all grade crossings in the city in response to the commission's order for their installation. The refusal was based on the ground that the safety devices should not carry any advertising matter. The railway companies proposed to install signs bearing advertising matter, and it was admitted that the advertising matter would have paid the cost of installation.

Third Service for Wichita Beacon

WICHITA, KAN.—The International News Service has been added by the Beacon to its news gathering agencies, making three press association services—the A. P. the U. P. and the I. N. S. The Beacon is said to be the only paper in Oklahoma or Kansas that has three news service reports.

Digitized by Google

SHOULD THE NATIONAL ADVERTISER BE A GAMBLER?

A Contention That in Many Cases He Is Today Because of Lack of Newspaper Co-operation—Greater Sales Aid a Vital Necessity

By FRANK A. WOOD

EDITORIAL NOTE—Mr. Wood is advertising manager of the Rochester (N. Y.) Times-Union and well qualified to write on this subject. It is possibly true that many advertising men will not agree with what he has to say and for that reason EDITOR & PUBLISHER will be glad to have YOUR opinion.

IS the average newspaper fair to its national advertisers? Is the newspaper today bearing its share of the burden incident to making a success for the man who places in its columns advertising intended to sell a product? In other words, isn't the newspaper taking just a little unfair advantage of the national advertiser when it places the entire risk on his shoulders?

I believe the modern city newspaper should go just as far as possible toward insuring an absolute return, at least, for the money the prospect is today asked to invest in a chance enterprise. According to the advertising trade publications, we learn that unless advertising is continuous, failure is sure. Many examples are pointed out where advertising has ceased and so have sales. Successful advertising is, therefore, successful just as long as it is kept up.

Make Permanent Advertisers

All products on the market are not advertised and still many of them are big sellers. They might be even larger sellers were they advertised, yet we cannot dispute the fact that nearly every home uses some non-advertised commodity.

Wouldn't it be just a little bit fairer if the newspaper would go to the limit, if necessary, to make a permanent advertiser of the man who would really like to believe in the subject, if he could be shown?

Now, to get into exactly what I mean.

A good advertising solicitor goes forth and wins a non-advertiser to the belief that by placing the merits of his goods before the public, in newspapers, by use of the printed word, he will make money. Ninety-nine per cent of his solicitation has been based on the success others have made by a similar course. The advertiser only believes in the faith that the solicitor has in his subject—the man who is going to foot the bill has, thus far, only a hope that he will eventually get something back on his investment.

Give the Beginner a Start

Wouldn't the newspaper help, yes, practically guarantee another permanent advertiser, if it would go out and "take its coat off" to assist him market his goods? Wouldn't it be helping the advertiser, the agency, the solicitor and itself toward a greater volume of business and work toward PERMANENCY of copy from the new source?

I do not believe any newspaper should go out and sell merchandise.

But I do believe that everyone of them should give the new man a chance for his life. Let him know what every competing brand is doing today. Let him know the prices, the movement of other goods through the retail trade, the wholesale channels, the merchandise brokers. Let him know just what opportunity his goods have in a field where it does not seem possible any new ones can be sold. Give him facts and figures until his head aches. Tell him the truth as to why other brands are not selling, why they have fallen off, and, above all, let him know just what there is AGAINST his proposition. If he deserves success at all, he will never object to a constructive criticism. Go into all the little, intimate details of marketing his goods. Quote what other people have said about products almost like this—find out why he should have different appeals from the other fellow. But be honest.

Don't let the newspaper box office overlook the ever present chance that the advertiser may lose out. If a newspaper really, honestly believes that advertising right now will not pay that man, tell him so. Friends will be made, and the newspaper with friends who pay the advertising freight need never worry about one advertiser more or less.

The Introduction Problem

Supposing it is a new food product that is to go on the market—say a breakfast food—and the newspaper gets a line on the forthcoming campaign. The competition right now is about as strong as it can be if the amount of other breakfast food advertising is any criterion. Should the new advertiser enjoy his share of the home consumption or should he be left strictly alone and allowed to plow his way unaided until he has planted the seed which may grow? Many will say, yes, in view of the fact that the old advertisers are with us year in and year out.

Not long ago a cereal manufacturer put it squarely up to me to know if we were playing fair with the established advertisers by trying to introduce a new breakfast food. That set me thinking, and I started to more thoroughly investigate local conditions. The result was that I found many brands of breakfast foods selling finely and not a line of advertising in the newspapers to back them up. Then there was the bulk rolled oats or oatmeal, corn meal, wheat cereals and the like, which might readily be offset by an advertised product. This gave us a base upon which to work, and we found out further that if the grocer had simply mentioned the name of something new, the customer would have taken it at once. But the average grocer sells just what is asked for or substitutes something.

We received pledges from forty grocers to mention the new food whenever possible. Remember, we were experimenting on this thing, having in mind the manufacturer who wanted to know if we were fair to the old advertisers. The result was that we introduced the new product into the families that traded with the forty grocers and GOT MORE PEOPLE TO EAT CEREAL. Then, in addition to what we have done, we learned that not one of these families wanted the same kind of cereal every day in the week. They wanted a change. The new cereal was simply an additional package from which to draw a breakfast dish.

Must Establish Confidence

When we put these facts up to the manufacturer, he agreed we were right in that we had caused more people to eat more cereal. The burden of getting them to eat his make was clearly in his own hands.

One thing a publisher must do to make a success of this proposition is first, to establish confidence. He must never let one wholesaler know what another wholesaler is paying for anything, nor at what price his competitor is marketing the goods to the retail trade. The slightest surprise evidenced by the compiler of an investigation is often fatal to the securing of more facts. It is none of the newspapers business what inside deals a manufacturer makes with his wholesale trade. A certain manufacturer has already had a difficult time putting his market where it belongs, because a competitor had offered the retail clerks five cents for every package of his goods that was sold. The newspaper is not long in finding this out, but it is not up to the advertising manager to divulge his information concerning these matters.

After all the investigations have been made, the manufacturer may send in the "specialty men," "direct representatives of the article," or whatever salesmen may be called. To be prepared for them, detailed routes, financial ratings and everything of that nature should be instantly available. Not simply in the city, but in that entire trading radius covered by the circulation. A member of the advertising department can be assigned to help those men by going with them, and assuring the retailers the advertising contract is in. It only costs his salary, but a new advertiser is being made. The newspaper is not making a gambler of the advertiser when it is thus willing to invest part of its earnings in good faith.

The retailer is the one who can make or break any advertiser. Consumer demand or consumer acceptance is all right in its place, and is created by the printed word, as I said. But the very best kind of advertising is the recommendation of an article made by word of mouth. Many people won't like this statement but it is truth. Advertise all you please and influence the man or woman to ask for your goods in a retail store. If he does, and has confidence in the man he is asking, he is going to be strongly guided by what the grocer, the baker, or hardware man tells him. He may say he saw the advertisement, but if the retailer talks him into "something just as good," or "we do not have enough calls to put it in," or "you better wait until I find out if it is as good as they advertise it," your prospective customer is not often strong minded enough nor has the time to argue in favor of the new product—in fact he has never tried it and does not really know how good it is. Neither does the grocer, to be sure, but the balance of power is on his side just the same.

Teamwork Necessary

Here is where the advertising man can help. If he has done his work well and has the confidence of the grocer, who is only in this thing for the dollars that come to his till, he can show that good advertising will get the calls and the dollars. Neither the salesman nor the advertising man can expect to get the grocer to invest heavily in the new article at first. The advertiser must not expect this either. It takes team work and patience and co-operation on the part of the newspaper to put it across.

Then, when a newspaper has done this much and helped secure the distribution, should the advertiser be left, like a new hired man, to find out for himself what the consumption has been? Don't sit back and say that if the consumption has been good or bad, he can tell from his wholesaler's reorders. If they do not come in, that advertiser is worse off than though he had never entered the field. Help him again right here. The publisher wants another contract when the first one has expired. Can he reasonably expect it if the goods have not moved? No.

Today the new product must have the confidence of the public, the force brought by the retailer to move it, the newspaper advertising to get the public interested and then—repeats.

Show Human Interest

Advise your new advertiser that you insist upon a report from him as to how his goods are moving after a reasonable time from the appearance of the first advertisement. Show a little human interest in his expenditure. Show it by a heartfelt desire to make those goods move. Suppose they have

PRACTICABILITY OF CHARTS IN BUSINESS

"CHARTS," says William H. Rankin, the Chicago advertising agent, "are simply a mechanical means for right thinking.

"Judgments or decisions are made by either one or both of two faculties: feeling and reasoning. Many times judgments are apt to be faulty. You can't put feeling into a chart. That is where charts become valuable.

"Correct judgments or decisions can only be made by comparison.

"A mountain is high. It might be 4,000 feet high. That itself does not mean anything unless there is a proper comparison made with other mountains.

"Unless we have the proper basis of comparison, then we cannot chart our problem. No doubt there have been quite a few who have undertaken to chart certain sets of figures. But they did not learn anything more from the charts than they did from the figures themselves. The reason for this was that they did not have the proper basis of comparison and consequently could not form any adequate or correct judgments or decisions from the knowledge portrayed in the charts.

Charts of themselves are comparatively simple things, but backed by competent brains miracles can almost be accomplished.

"Music in sheet form is simply a standardized chart for musicians. A musician can have a song, a theme in his mind, which is the most intangible thing that I can think of. He puts in into a chart of music and it becomes a tangible thing. If arranged for an orchestra it can be placed before 20, 30, 40 or 100 musicians and each know just exactly what he has to do and when he has to do it.

"The one man with a baton at the head of the orchestra gives the signal and you have an expression of the most efficient organization that I know anything at all about. Every man in that orchestra does what he is required to do at the right time; does it independently of each individual surrounding him, and yet he does his work co-ordinately so that you have one mass of harmony.

"At the present time we have no such standardized charts for business; that is, charts have not been developed so that the average business man understands what is told in charts, nor can he truly appreciate the worth and the value of the information contained in the charts."

Digitized by Google

fallen down or not moved satisfactorily. What then?

By a patient, slow moving method, every publisher should be in close enough contact with his retailers to have them understand the value of advertising appearing in his daily newspaper. Don't try to kill the thing, but another letter to him might do a world of good. Sometime grocers forget they have a certain brand of food on hand. A letter from you might put him in mind that by showing it in his window, on his counter and by telling customers about it, it may become one of his biggest sellers. All this time the advertiser is watching his investment in your town. By the right kind of co-operation on the part of the newspaper, the retailer should practically never "get stuck" by a new commodity.

The old, standard, advertised brands are selling simply because they are old, standard advertised brands. The retailer has faith in them, but can't tell you, to save his life, just when that faith began. He is ready to repeat that faith if the newspaper properly shows him the value of it.

How would you like to go up against a proposition like this: a certain make of goods had been successful in the West, but not very strong in the East. Another brand, similar to the new one, had remained on the local grocers' shelves for years. A merchandise representative was offered a contract for his publication, if there was any indication it would move. So he started to locate the difficulty in his home town, and found that the grocers had been so badly "stuck" with the goods that they had to take them home and use them themselves. Could a similar and new product be placed there again? You might say, "Never." Yet, by co-operating with the broker and showing what advertising could be made to do, over 300 dealers stocked the goods and many others ordered other commodities from the same broker made by the new advertiser.

This is not an exceptional case. The modern newspaper must give more than its simple space. It must help the advertiser. It must be alive to the fact that the retailer will ultimately demand advertised goods, and advertised goods that appear in the newspaper of his choice. Many retailers are fast falling into line when it comes to carrying ONLY advertised goods. It takes hard work to accomplish this end, but it is coming, surely.

Don't let the advertiser be a gambler—dig in and really help him be an INVESTOR until he can rest on his dividends which you helped him secure.

May Change Maine Sign Law

AUGUSTA, Me.—An act amending the law relating to the regulation of advertising signs now before the Maine Legislature would provide that no sign shall be erected within 500 feet of the central point of intersection of any highway or townway with each other, nor within 500 feet of the intersection with any railroad, nor for 500 feet along any turn, angle, or curve of any highway or townway where it can obstruct the vision or otherwise endanger the safety of travelers.

Iowa Farm Papers Merge

DES MOINES.—The Iowa Farmer and the Corn Belt Farmer have been consolidated and will be published as The Iowa Farmer and Corn Belt Farmer by Paul B. Talbot, who recently acquired a controlling interest in the Corn Belt Farmer. M. A. Coverdell, editor of the Corn Belt Farmer, will edit the consolidated publications.

PRINTERS' WAGES SHOW NO SIGN OF DROP

Scales Just Negotiated Carry Increases Ranging As High As $15 A Week—44-Hour Week Incorporated In Some Contracts

No evidence of decreasing publication costs is seen in the news of new scales negotiated between newspaper publishers and union printers, noted in the current issue of the Typographical Journal. Increases are found generally throughout the country, some of them running to the 1919-1920 rule of $10 to $15 a week. The 44-hour week, the union journal notes, will become effective May 1 in many job shops and in some newspaper offices under the new contracts. New newspaper scales are listed as follows:

WALLA WALLA, WASH.—Day, $42; night, $45; increase, $3. Forty-four-hour week effective May 1 in newspapers.

ROME, GA.—Machine operators, day, $32; night, $34; handmen, day, $30; night, $32.

NEW BRUNSWICK, N. J.—Day, $45; night, $47; increase, $9.

COLORADO SPRINGS, COLO.—Day, $39; night, $42; increase, $2. Forty-five-hour week effective May 1.

LINCOLN, ILL.—Operators, day, $36; night, $38; handmen, day, $33; night, $35; increase, operators, $4; handmen, $3.

BISMARCK, N. D.—Day, $40; night, $43; increase, day, $3; night, $4.

PEEKSKILL, N. Y.—Day, $36; night, $39; increase, $9.

HAMILTON, ONT.—Day, $35; night, $36; increase, $11.

SPOKANE, WASH.—Day, $7.25 per diem; night, $7.75, retroactive to July 1, 1920. Increase, $1 per day.

GALESBURG, ILL.—Day, $33.60; night, $36; increase, day, $11.60; night, $12.

RAHWAY, N. J.—Day, operators, $45; handmen, $40; night, operators, $48; handmen, $43. Increase, handmen, $10; operators, $11. Agreement expires May 1, 1921.

PORT HURON, MICH.—Day, $40; night, $42.40; increase, $6.

ARDMORE, OKLA.—Day, $45; night, $48; increase, $6.

ALTOONA, PA.—Day, $40; night, $42. Nominal increase, $5, as publishers have paid several dollars over old scale for some time.

ALBUQUERQUE, N. M.—Day, $43.50; night, $48; increase, $13.50 to $16.50.

RENO, NEV.—Day, $45; night, $48; increase, $3.

WOONSOCKET, R. I.—January 1, 1921, to June 30, 1921—Handmen, day, $32; operators, day, $34; night, $35 and $37; eight hours; July 1, 1921, to December 31, 1921—Handmen, day, $34; operators, day, $36; night, $37 and $39; eight hours. Increase, handmen, $9; operators, $8.

ALBANY-DECATUR, ALA.—Scale, $30 per week; increase, $8.

LONDON, ONT.—Day, $39; night, $42; 44 hours day work, 42 hours, night. Increase, day, $9; night, $10.

MANSFIELD, OHIO.—Day, 85 cents an hour; night, 95 cents an hour; increase, $16-$20 a week.

CANTON, ILL.—$30 flat; increase, $5.

BOWLING GREEN, KY.—$30 flat; increase, $9.

TALLAHASSEE, FLA.—Day, $36; night, $40; increase, $1.

GUTHRIE, OKLA.—Day, $34; night, $37; increase, day, $9; night, $9.50.

HURON, S. D.—Day, $42; night, $45; increase, $4.50-$7 a week.

TAYLORVILLE, ILL.—Handmen, $35.04; operators, $40.08; increase, $11.60 to $18 per week.

STEUBENVILLE, OHIO.—Day, $42; night, $46; increase, $6.

WICHITA FALLS, TEX.—Day, $50; night, $55.

VINCENNES, IND.—Handmen, day, $35; night, $36; machinist operators, day, $36; night, $37; foremen, day, $37; night, $38.

WILLIAMSPORT, PA.—Foremen, $35; machinists and floormen, $30; night work, $2 additional; operators, on piece basis, 12½ cents, day; 13 cents, night. Scale expires May 1.

SWIFT CURRENT, SASK.—Day, $40; night, $43; increase, day, $7; night, $8.

NATCHEZ, MISS.—Day, $23; night, $27.50; increase, $2 to $5.50.

WASHINGTON, IND.—Day, $24; night, $26; increase, handmen, $6; operators, $4.

PITTSFIELD, MASS.—Day, $39; night, $42; increase, $6 and $7.

OTTUMWA, IA.—Day, $37; night, $40; increase, $5.

KANSAS PUBLISHERS FIGHT "44"

Take Out Strike Insurance Against I. T. U. Threat of May 1 Action

(By Telegraph to EDITOR & PUBLISHER*)*

WICHITA, Kan.—One hundred employing printers of Kansas, representing newspapers and job shops, at a meeting Saturday, decided to fight the attempt of the International Typographical Union to force the 44-hour week on newspaper and job shops, and agreed not to sign up with the printers. The Kansas Employing Printers' Association with the following officers was also organized; President, Walter W. Weiss, Wichita; Vice-President, Guy P. Morse, Topeka; Secretary, Burns Hegler, Eldorado Times; C. P. Rich, Pratt Tribune, and A. P. Adams, Topeka, executive committee.

Most of the employing printers have taken out strike insurance.

HARRISBURG, PA.—Employing printers representing 200 shops, giving work to more than 16,000 journeymen, on March 22 adopted resolutions protesting against any concerted movement for the lowering of production or advancing the cost of printing.

TORONTO.—Employing printers of Ontario and Quebec have gone on record as opposed to reduction in the working week from forty-eight to forty-four hours. The Toronto Typothetae, through its secretary, W. A. Sutherland, are raising a fund to be used in the event of a strike.

OKMULGEE, Okla.—The Times, morning, and the Democrat, afternoon, published by the same company, have resumed publication after having been tied up for more than a week on account of a printers' strike. The new contract provides for a 44-hour week with the same scale of pay.

Ads in Binghamton Again

BINGHAMTON, N. Y.—The newspapers resumed the publication of display advertising on March 21. The striking printers remain firm in their demands and are equally confident that they will be able to break into the ranks of the non-union men.

WHY

Kadel & Herbert Photo News Service

Is the Best

Subjects carefully selected
Quality not Quantity
Speed when necessary
Good copy
45 leading newspapers now subscribe to our service

Write for details

KADEL & HERBERT

183 East 42d Street
New York

Photo by W. R. Culver

NOT until the publishers' statement for the three months ending September 30th, 1921, can the A. B. C. accurately reflect the present circulation of The Baltimore NEWS and The Baltimore AMERICAN. The last publishers' statement of course is for the three months ending September 30th, 1920, before we bought The AMERICAN and merged The STAR with The NEWS. The next one will be for the six months ending March 31st, which will include two months of The NEWS before we absorbed The STAR and added a large proportion of its entire circulation to our own, reducing our average by approximately 22,000 each of those two months.

Next, the A. B. C. audit for the twelve months ending June 30th will have *five* months of the old NEWS with this smaller circulation in it. Therefore, in making estimates or figuring, you will come much closer to *present* facts if you estimate on NEWS and STAR audits, or publishers' statements combined, for The NEWS alone, as of today, and since The NEWS and The AMERICAN are now sold to the advertiser as a unit, of course also include The AMERICAN figures, which have not changed materially so far as the daily is concerned since we bought it, to get our present combined daily total, in February, for example, of over 182,000. The Sunday NEWS and AMERICAN are growing and in February offered a combined total of 187,000.

The total of NEWS and AMERICAN, both daily and Sunday, for the month of February, is as follows:

NEWS, Afternoon, Daily	124,596	NEWS, Afternoon, Sunday	91,053
AMERICAN, Morning, Daily	58,073	AMERICAN, Morning, Sunday	96,181
Total	182,669	Total	187,234

This gives you a morning and evening combination, both daily and Sunday, which circulation built up originally by competing organizations and maintained to-day by separate forces that offer no known duplications whatever—182,669 daily and 187,234 Sunday, reaching the widest number of homes in and near Baltimore as well as throughout Maryland and the nearby parts of adjoining states.

Please copy this advertisement and put it in your files attached to the A. B. C. statements for The NEWS and The AMERICAN in order that estimates on Baltimore may be up-to-date.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

—take any city

in the United States:

What other medium in point of advertising merit can produce sales equal to those inspired by its local Newspaper?

How about *your* sales chart?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City
New York
Atlanta
San Francisco

Serial Advertisement No. 56

1921 will develop a noticeable trend toward newspapers because now advertising must produce big sales quickly.

Publishers can help by developing the intelligent co-operation of retailers and wholesalers.

E. Katz Special Advertising Agency 15 East 26th Street, New York City.

Digitized by Google

SECURITIES THAT NEVER HAVE FAILED

Those Backed Up by Advertised Trade Marked Article Have Never Figured in Any American Panic, W. T. Mullally Declares

BOSTON.—"There is no instance of securities which were backed by an advertised trade marked article having figured in any of our panics. In other words, the advertising of the article has stabilized the price of the securities which finance the article, declared William T. Mullally, chairman of the financial advertising practices committee of the A. A. A. A. in an address March 21, before the Pilgrim Publicity Association on 'Advertising—The Constructive Force of the Future.'

"As just one example," Mr. Mullally said, "it was admitted that the N. Y. N. H. & Hartford Railroad paid as high as $11,000,000 to an underwriting house that was instrumental in raising $69,000,000. Had this $11,000,000 or even a portion of it been spent in advertising, do you believe for one minute that the securities of this road would have suffered in the way in which they have in the last few years? How futile the present method of advertising our railroads is.

"Such copy should be fraught with popular interest; it should tell what territory the road serves, and its great usefulness to the public. Railroad advertising should advise any holder of stock that wishes to know about the road to inquire of the railroad's information office, and not go to a brokerage office whose whole livelihood consists in inducing people to sell their securities which they have and purchase others.

"There is no limit to the possibilities of right advertising. To cite an instance in the Great War, the leaflet dropped by our aviators in the German lines carried the gospel of right to the German soldiers, and caused them by the thousands to surrender willingly.

"In this hour of world anxiety, if the great powers would state their policies and standards openly in the press over their own signatures, we would do away with secret treaties and entangling alliances and be assured of an open, broad policy free from the manipulations of unscrupulous and greedy-minded politicians.

"The future of the world depends upon advertising. Advertising is the salvation of civilization, for civilization cannot outlive advertising a century.

"We have established the fact that advertising is an economic force, that it is being builded into a better and stronger profession by the men who are making their livelihood in advertising. Their greatest desire is that it shall be stabilized on principles of the highest integrity.

"The next ten years will be marked by a succession of forward steps, and by these steps we shall set up the milestones of achievement. Some of these milestones are too far in the distance to be discernible from where we now stand. One of the first advances I believe is so near at hand that I want you to consider it seriously, and that is the realization that advertising is a bankable asset, that receipted bills for good publicity are a security which any careful institution should be willing to accept as collateral.

"The fact that there are financial institutions in the country today that spend half a million a year in publicity of various sorts and that these institutions are the leaders in the financial world, is a positive proof that the bankers believe in the efficacy of advertising. What is good-will or trade name but advertising? There is one rubber company that computes its good-will as valued at $57,000,000, one tobacco company has valued its good-will at $54,000,000, a well-known motor corporation estimates its good will at $7,900,000 out of total assets $58,500,000.

"The American Association of Advertising Agencies has appointed a committee on financial advertising practices, of which committee I have the honor of being chairman. The committee has had meetings with the financial representatives of the New York newspapers and is working out, in conjunction with them, a standard of practices in the soliciting and handling of financial advertising."

"Millard's" Appoints Representative

Millard's Weekly Review of the Far East, published in Shanghai, as an American owned journal of economics and finance covering China, has appointed the World Wide Advertising Corporation, New York, as its sole American representative. J. B. Powell, the editor and proprietor of The Review is now in the United States. He is honorary secretary of the American Chamber of Commerce of Shanghai and is endeavoring to secure the passage by Congress of the China Trade Act embodying in its main feature the federal incorporation of American firms doing business in China.

WEST VIRGINIA PLANS AD LAW

Fines and Prison Provided for Violation of Statute

(*Special to* EDITOR & PUBLISHER)

CHARLESTON, W. Va.—When the State Legislature reassembles, House Bill No. 48, formerly introduced just before the close of the session in January, will come up for final discussion. It relates to "Truth in Advertising." Fines ranging from $25 to $500 with 60 days' imprisonment added, are provided upon conviction.

Newspaper publishers who publish such fraudulent advertising in good faith are exempted. The complete text of the measure follows:

Any person, firm, corporation or association, or their agents or employes, who with intent to sell, furnish or perform or in any way dispose of real or personal property, merchandise, securities, services, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or interest therein, causes, directly or indirectly, to be made, published, disseminated, circulated or placed before the public in the State of West Virginia, in a newspaper, or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet or letter, or on any billboard, signcard, label, or any other advertising medium, or by means of any electric sign, window sign, show case or window display, or by any other advertising device, or by public outcry or proclamation, or by any oral representation, or in any other manner or means whatever, an advertisement or representation of any sort regarding such real or personal property, merchandise, securities, services, or anything so offered to the public, which offering contains any assertions, representations or statements of fact, which are false or untrue, in any respect, or which are deceptive or misleading, shall be guilty of a misdemeanor and on conviction thereof, shall be punished by a fine of not less than $25 nor more than $500, or imprisonment for not more than sixty days or both, and such violation, by agent or employes shall be deemed an offense as well by the principal or employer, provided such violation was committed with the knowledge of acquiescence of such principal or employer, and they may be indicted for the same either jointly or severally; provided, however, that this act shall not apply to any publisher of a newspaper, magazine or other publication, who publishes said advertisement in good faith, without knowledge of its false, deceptive or misleading character. A corporation convicted under this act shall be fined not less than $25 nor more than $500 and its president or such other official as may be responsible for the conduct or management thereof may be imprisoned in the discretion of the court."

Urges $200,000 Ad Fund for St. Louis

ST. LOUIS.—Mayor Kiel favors a fund of $200,000 to advertise St. Louis throughout the world. He so told the members of the World Trade Club, the Foreign Trade Bureau of the Chamber of Commerce and the Manufacturers' Association at a dinner at the American Annex Hotel. Last year the fund was $50,000, of which the City appropriated $25,000.

Says Canada Lacks Art Critics

TORONTO.—That there was nobody of competent opinion in Canada in regard to art was a criticism made by Professor Barker Fairley, of the University of Toronto and associate editor of the Canadian Forum, at a lecture on March 14 in the Toronto Art Museum.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Heuslein, Gen. Mgr. M. Blackwood, Sales Mgr.

The Atlanta Journal
Atlanta, Ga.

$8,850,000.00

bonds have just been voted by the people of Atlanta for city improvements.

The largest vote ever polled in Atlanta was cast and the majority for bonds was 31 to 1.

Advertising in the Journal Sells the Goods

Placing electrical equipment in the home, and educating the housewife to its advantages, is a pioneer effort. The confidence with which The Journal is read in the home undoubtedly explains the preference of Minneapolis electrical dealers and supply houses in placing 107 per cent more of their advertising in The Journal last year than in any other newspaper.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

A Surpassing Humor and Fiction Feature

To be Released Every Sunday Beginning APRIL 24

SEWELL FORD

The Author of the Famous "Torchy" and "Shorty McCabe" Stories is Creating Two Deliciously Funny Girl Characters—

INEZ *and* TRILBY MAY

The Newspapers have absolutely First Publication of this New Series by one of America's Leading Authors and Humorists.

The millions of admirers of "Torchy" and "Shorty McCabe" form a Ready-Made and Eager Audience for

INEZ and TRILBY MAY

Considerable territory is already closed by papers now running "Torchy" and "Shorty" who have been given first option on the New Series.

We will send you on request Sample Proofs of the First Two Stories, Descriptive Circular, and Price for your use. Each instalment is about 2,500 words, most attractively illustrated. Supplied in page mats, if desired.

WIRE FOR OPTION

ON THE BIGGEST WEEKLY FICTION FEATURE OF THE YEAR

The **McClure Newspaper Syndicate,** *373 Fourth Ave., New York*

FIX FOREST PROGRAM FOR NEXT CONGRESS

All Efforts Will Center on Enacting Snell Bill—Interest Awakening in Many States—Two Big Conferences Called

(*Special to* Editor & Publisher)

WASHINGTON, D. C.—Forestry legislation in the session of Congress just closed reflected the growing demand of the public for protection of the forests, by increased appropriations. Following is a summary of the appropriation voted and available for the year beginning July 1, 1921:

For fire prevention, $400,000, an increase of 220 per cent over the present year, which means increased appropriations by the states sharing in this fund.

For acquisition of land for National Forests under the Weeks law, $1,000,000, essentially a continuance of former appropriations.

For the Forest Products Laboratory, $325,000, a considerable increase from the original amount.

In spite of the fact that it was an economy session, Congress realized that expenditures for forests are not expenses but investments.

The National Forestry Program Committee, which appeared with other agencies to advocate these appropriations, will proceed with its campaign in the next session, with the reintroduction of the Snell bill. It will also continue its work for the organization of state groups to secure state forest laws which will meet the conditions required.

Important developments are reported from many sections of the country. The United Typothetæ of America has endorsed the Snell bill. The California Protective Association in its endorsement says that whether the Snell bill passes Congress or not "its principles can and will be put into effect" in California.

Plans are already under way for the holding of the permanent meeting of the Central States Forestry Conference at Chicago before May 1, when it is planned to perfect the organization, arrange for financing its work and to begin the work of drafting forest legislation which will meet the needs of the member states. Some of the states are already pushing their campaigns.

Wisconsin will hold a state conference March 31 and April 1 to work for needed legislation. One bill already passed authorizes cities, towns and villages to buy and reforest land for public forests. A constitutional amendment for state forests is under way. Other legislation asks for adequate fire prevention and reforestation and to allow the state to secure tax title to cut over lands.

F. E. Pape, state forester of Washington, advises that the legislature has memorialized Congress for an increase of the co-operative funds for fire prevention and forest aerial patrol.

Unreasonable Rates Alleged

WASHINGTON.—Nine newspapers filed complaints March 11 with the Interstate Commerce Commission, alleging that unreasonable rates were charged by the railroads on news print paper handling. The complainants were the Enid (Okla.) Eagle, Denison (Tex.) Herald, Wichita Falls (Tex.) Record-News, El Paso (Tex.) Times, Kansas City (Kan.) Journal, Miami (Okla.) News, Hastings (Neb.) Tribune, Fort Smith (Ark.) Southwest American and Hutchinson (Kan.) News.

PRODUCTION OF PAPER DROPS 10 PER CENT

Lessened Demand for Newsprint Slows Mills, While Stocks Grow—Publishers Are Using More Paper Per Day Than Last Year

Production of newsprint by domestic mills was 10 per cent less during February, 1921, than in February, 1920, the Federal Trade Commission reports in its monthly review. Average production, based upon the total combined production for the years 1918, 1919 and 1920, amounted to 103,891 tons of total print and 93,518 of standard news for a period corresponding to February. Actual production amounted to 103,040 tons of total print and 94,823 tons of standard news for the month this year. Mill stocks increased from 32,417 tons to 39,176 tons of total print and from 27,109 tons to 33,293 tons of standard news.

According to the Newsprint Service Bureau's review, its 44 reporting United States and Canadian companies produced 151,721 tons and shipped 144,170 tons during February, daily production equaling 86.5 per cent of the average daily output of the three months of greatest production during 1920. Stocks increased during February 5,778 tons at United States mill points and 1,992 tons at Canadian points. The total of 46,359 tons on hand was 7 days' production.

Imports of newsprint during January, 1921, totalled 68,948 tons, compared with 57,574 tons the previous January, the Trade Commission report continues. Imports from Canada dropped from 56,296 tons to 53,922 tons, while paper from Germany, Sweden, Finland and Norway totalled 14,578 tons against a total from these countries of 1,278 tons the previous January. Exports dropped from 372 tons to 2,481 tons.

Publishers' stocks increased 4,211 tons during February. The average daily tonnage used was 271 tons more than the average used in January.

Domestic consumption of standard news by metropolitan newspapers using between 500,000 and 750,000 tons a year, for February, 1921, compared with February, 1920, shows that consumption decreased about 9 per cent.

Prices on contracts from domestic mills, based on deliveries of 43,000 tons, averaged $5.921 per 100 pounds. Prices on contracts from Canadian mills averaged $6.458 per 100 pounds, based on deliveries of 23,000 tons. The weighted average market price for February of standard roll news in carload lots, f.o.b. mill, based on domestic purchases totaling 2,000 tons, was $6.279 per 100 pounds.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9067-8-9

Strongest in City and State

The Florida Times-Union

Jacksonville, Florida

Morning *and* Sunday

Weekday circulation in Jacksonville, more than	18,000
Sunday circulation in Jacksonville, more than	21,000
Weekday circulation outside Jacksonville, more than	18,000
Sunday circulation outside Jacksonville, more than	21,000
Total weekday circulation, more than	36,000
Total Sunday circulation, more than	42,000

Present indications point to considerable increases in these high-water mark figures within sixty days.

The Florida Times-Union is an A. B. C. paper and audits of its circulation almost always give higher totals than claimed figures.

Selling for five cents a copy weekdays and ten cents on Sunday, the price of The Florida Times-Union is ten dollars a year, with every mail subscription paid in advance.

Jacksonville is a morning paper town, as is demonstrated by the fact that The Florida Times-Union has a daily circulation in the city larger than that of the evening newspaper and emphasized by the preference local advertisers accord the Times-Union, notwithstanding the higher rate.

There is very little shrinkage in the circulation of The Florida Times-Union during the summer months. Practically as many copies are bought and read by summer visitors as by winter residents. The matchless beaches and delightful breezes of Florida attract summer tourists from a wide area of the inland territory of neighboring states.

Florida doesn't need to wait for the return of good times—they never have departed from her borders. The recent industrial and business depression touched Florida but slightly—in many sections of the state it wasn't felt at all. See the map showing business conditions by states in the March number of the Nation's Business.

The Florida Publishing Company, Jacksonville, Florida

Digitized by Google

ABOUT NEW YORK

The Sales Manager or Space Buyer who is actively interested in the New York Market is invited to send for "The New York World's Buying Centers of Greater New York."

This eighty-four page book contains fifteen snap-shots from the sky; twenty-one from terra-firma; seventy-five maps and a dozen other graphs and charts.

For those interested only academically in the New York Market we are reserving a limited edition of one hundred copies which are available at twenty dollars per copy.

Digitized by Google

"What America Did an

By

Will
ciati
with

THE American
of what happe
Mr. Lansing has tol
diary and memoran
he attended. The
peace treaty and is

The day after the armistice Mr. Lansing wrote in his diary as follows:

"I had a conference this noon with the President at the White House in relation to the Peace Conference. I told him frankly that I thought the plan for him to attend was unwise and would be a mistake. I said that I felt embarrassed in speaking to him about it because it would leave me at the head of the delegation and I hoped that he understood that I spoke only out of a sense of duty. I pointed out that he held at present a dominant position in the world, which I was afraid he would lose if he went into conference with the foreign statesmen; that he could practically dictate the terms of peace if held aloof; that he would be criticised severely in this country for leaving at a time when Congress particularly needed his guidance; and that he would be greatly embarrassed in directing domestic affairs from overseas."

Wire for rights

ROBERT
Busi

Consolidated
Commercia
Washi

Digitized by Google

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Copyright, 1921, by the Editor & Publisher Company

Space-Buyers' Chart and Market Survey of the STATE OF FLORIDA

Second Section NEW YORK, SATURDAY, MARCH 26, 1921 Pages I to XX

PROGRESS FINDS ITS ANSWER IN FLORIDA

Great Buying Power of State of Flowers is Measured by the Natural Wealth of Her Soil—Place In Industry and Commerce Is Secure

WHILE Florida is acknowledged to be America's great winter play ground and the gathering place of those who demand the better things of life the state is, aside from that, a giant in buying-power as a result of her natural resources.

It is true that tourists spend more than $35,000,000 within her borders annually but the lumber shipped from her seaports each year is worth $10,000,000 and the lowly shrimp, which plays but a small part in her business life, brings another million dollars.

Few persons think of Florida as an industrial state, nevertheless millions of dollars come back to her people each year in payment for the products of her factories.

For that reason it will probably be a surprise to many to learn that there are more than 5,000 manufacturing establishments in the State and their products, including well known articles of trade, are sold in every part of the world.

The cigar and cigarette factories, located principally at Key West and Tampa are probably the best known. The cigar production is estimated at 400,000,000 of all grades annually.

The output of turpentine is 8,900,000 gallons.

One hundred and forty ginneries turn out 20,000 bales of 24,000 bales of long-staple Sea Island cotton.

For shipping the output of the groves and gardens of the State there are required 20,000,000 crates annually.

The saw mills and veneer mills of the State turn out in lumber value, over $20,000,000 worth a year.

A dozen fertilizer factories turn out $5,000,000 worth of plant food.

There are some 300,000,000 bricks made from Florida clays and sand.

Florida furnishes three-fourths of the Fuller's earth used in the United States and is the largest producers of phosphate in America—300,000 tons are produced in each single year.

The alligator industry is worth more than a million dollars and the largest sponge industry in America is located at Tarpon Springs on the West Coast.

Taken as a whole the manufactured products of the State have an estimated annual buying power value of $150,000,000.

Live stock raising in Florida has forged ahead steadily during recent years with the result that the State now occupies a place of importance in the meat packing industry.

The total production of pork in 1919 was 47,396,722 pounds.

The total production of beef in 1919 was 82,102,357 pounds.

According to statistics, the farm property in Florida has made an astonishing increase in value and acreage during the past 10 years. An 8.0 per cent increase is noted in the number of farms since 1910. Figures showing the value of land, buildings, implements, machinery, etc., in 1920, as compared with statistics of farm lands and other farm properties in 1910, indicated an increase of 130.0.

Florida mortgages on farms amount to $12,911,813, or 25.4 per cent of the value, the average rate of interest paid on these securities being 7.3 per cent.

The number of farms in Florida, according to the recent census, is 54,005. These farms contain 5,486,693 acres, of which 2,297,271 acres or almost half are improved land.

Since 1910 number of farms has increased 8.0 per cent; the total acreage, 11.3 per cent, and the improved acreage 27.2 per cent. Sixteen and seven-tenths per cent of the land area of the State is in farms, and 39.3 per cent of the agricultural land is improved.

The value of all farm property is $329,286,817, as compared with $143,183,183 in 1910, an increase of 130.0 per

(Continued on Page X)

Photo by Paul Thompson

Florida is proud of many things and among others the oldest house in the United States. It was built by the Franciscan monks some 350 years ago. Here one can find many historical relics of national interest and the romantically inclined can make use of its magic bell, its money vine and wishing well.

INDEX TO SPACE-BUYERS CHARTS

Cities	Pages
Jacksonville	II, III, V
Tampa	VI, VII
Orlando	VIII, IX
West Palm Beach	XII
Lakeland	XIII
St. Augustine	XIV
DeLand	XV
Daytona	XVI, XVII
Fort Myers	XVIII
Miami	XIX
Key West	XIX
Tallahassee	XIX
Pensacola	XIX
Gainesville	XX
Clearwater	XX
Palatka	XX
St. Petersburg	XX
For List of Newspapers	See Page X

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Three Parts—Part 1

JACKSONVILLE, FLA.

Population

1910 Census	57,699
1920 Census	91,543
A. B. C. City	91,543
A. B. C. City and Suburban	300,000
Chamber of Commerce, City	150,000
Chamber of Commerce, City and Suburban	200,000

Native Whites	58%	Industrial workers	3,000
Negroes	40%	English reading	95%
Foreign born	2%	Home owners	65%
Students	4,000	Winter residents	15,000

Suburban and Farm Residents

The A.B.C. city and suburban population of Jacksonville is given as 300,000. This includes the population within a radius of one hundred miles. Some of the larger towns are: South Jacksonville, St. Augustine, Palatka, Gainsville, Daytona, Deland, Acala, Madison, Hogan, Pablo Beach, Lake City, Mayport, Mandarin, Fernandina, Panama Park, Valdosha, Ga.; Waycross, Ga. This territory also includes many small but important places the shopping center for which is Jacksonville.

The casual observer passing through Duval County on a train, or motoring through, might get a wrong impression. Most of the farms are off the main roads, back along the creeks and rivers that abound, back in the hammocks where the soil is "as black as your hat."

Ferry boats with wagons piled high with delicious vegetables and with chickens and eggs, fresh from the farms, and motor boats, and motor wagons from the outlying districts which unload their cargoes in Jacksonville will soon convince one that the suburban and farm district adjacent to Jacksonville is a profitable one.

Location

Jacksonville is the gateway to the progressive State of Florida. It is situated on the St. Johns River, twenty-two miles from its mouth, and has excellent harbor facilities. Five railroads have their terminals here, although there are 10 different roads running into Jacksonville. Over 100 passenger trains a day are handled at the Union Station.

City Classed as

Industrial and commercial center, also a port of entry.

Banks

State	7	Resources	$12,681,757.65
National	3	Resources	49,546,680.27
Total			$62,227,437.92

Schools

Public Grade	27	Pupils	17,000
High	2	Pupils	1,000
Colored	8	Pupils	6,000
Colleges, Business	3	Pupils	250

Assessed Valuation of Taxable Property—(1918) $60,182,580; 1919, $62,114,460.

Water Mains—Miles, 114.61.

Area of City—Acres, 10,496; Square miles, 16.40.

Sewers—Miles, 124.

Electric Car Lines—Miles of track, 64.143.

Passengers Carried by Same—(1919) 20,692,610.

Railroad Passenger Trains—Daily, 104.

Theatres

2 Legitimate, 1 Vaudeville (Keith's) and 12 Motion Picture Houses with an average seating capacity of 850.

Churches

3 Adventist, 14 Baptist, 4 Catholic, 3 Christian, 1 Christian Science, 1 Congregational, 8 Episcopal, 2 Jewish, 1 Lutheran, 17 Methodist, 7 Presbyterian, 1 Mormon, 1 Unitarian, 1 Apostolic, 1 Evangelical, and 7 Miscellaneous.

Here's what the homefolks think of The Florida Metropolis

During the first eight weeks of 1921 the five leading department stores of Jacksonville used more copy in The Florida Metropolis [The Metropolis does not publish a Sunday paper] IN SIX DAYS than they did in the other paper IN SEVEN DAYS.

	Metropolis	Other Paper		
	Six Days	Six Days	Sunday	Total
Largest Advertiser	54,852 Lines	15,848 Lines	15,302 Lines	31,150 Lines
Second Advertiser	44,968 Lines	17,808 Lines	17,066 Lines	34,874 Lines
Third Advertiser	46,382 Lines	16,562 Lines	17,094 Lines	33,656 Lines
Fourth Advertiser	12,250 Lines	33,229 Lines	7,931 Lines	41,160 Lines
Fifth Advertiser	17,794 Lines	4,270 Lines	000 Lines	4,270 Lines
Totals	176,246 Lines	87,717 Lines	57,393 Lines	145,110 Lines

These advertisers are on the ground and can check up results. They know the paper that pulls best for them and spend their money with—

The Florida Metropolis

JACKSONVILLE, FLORIDA

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Three Parts—Part 2

JACKSONVILLE, FLA.

Principal Industries

Jacksonville's main industries are naval stores, lumber, shipbuilding, railroad shops, rosin, turpentine, woodenware, abbatoirs, brickyards, fertilizer machinery, clothing, perfumes, caskets, cottonseed, pure oil products, wood and paper boxes, drugs, candy, dry kilns, cane syrup, palmetto fiber, metal culverts, brooms, macaroni and citrus products. The water-borne commerce consists of: Automobiles, canned goods, cement, cigars, citrus fruits, coal, cotton, cottonseed meal and oil, dry goods, feed, fertilizer, fertilizer material, fish, flour, grain, groceries, hardware, hay, ice, lumber, manufactures iron, manure, naval stores, oils, paper, packing house products, potatoes, pyrites ore, rice, salt, sand and shell, sponges, stone, sugar, tobacco leaf, vegetables and general merchandise.

Special Information

Jacksonville, the county seat of Duval County, is the leading market of the world in naval stores, one of the largest terminal stores covering 40 acres. The Port of Jacksonville is a model of its kind, having adequate depth of water for vessels of large draft, anchorage for scores of ships, and berthing space for sixty vessels of average size. There are daily sailings from Jacksonville to all ports of the world.

The following railroads serve the Port of Jacksonville: Seaboard Air Line, Atlantic Coast Line, Florida East Coast Line, Southern Railway, Georgia, Southern & Florida R. R., St. Johns River Terminal Company (doing the terminal switching for the Southern and G. S. & F. Rys.)

The terminal facilities consist of 23 general freight wharves, having a total frontage of 17,580 feet, all of which have both railway and highway connections: of 33 piers for general freight and boat-yard purposes, having a total berthing space of 13,000 feet, 22 of which piers have both railway and highway connections and 11 have highway connections only.

Residential Features

Individually owned homes of one and two stories are the principal features, also a great number of modern apartments and apartment hotels.

The erroneous idea that Florida is too hot for comfort in the Summer time is certainly disproved by statistics which are official.

The average temperature for June, July and August since 1871 is 81.2. Compare these figures with those of your own home town.

Jacksonville is fortunately situated near one of the finest beaches in the entire South. At low tide the beach is five or six hundred feet wide, smooth as asphalt and hard as brick, and here on Sunday afternoons are hundreds of automobile parties driving up and down between the Jetties and the resorts at Pablo or Atlantic Beach, or enjoying the surf bathing at one of these popular resorts.

NOTE—*Sources from which facts and figures were secured: B. R. Kessler, Sec. Jacksonville Chamber of Commerce, and Banks, Board of Education and other reliable sources.*

A Paper is Known by Its News Services

The Florida Metropolis

(First in Reader-Interest)

Publishes the dispatches of

Associated Press
International News
Consolidated Press
United Press
Universal News
Newspaper Enterprise Association
Special A. P. Racing Wire

The Metropolis maintains a special Washington correspondent (Louis Ludlow) and an information bureau (Frederick J. Haskin) and is the ONLY paper in Florida that operates a news bureau at the state capital (Tallahassee) every day in the year.

The Florida Metropolis

JACKSONVILLE, FLORIDA

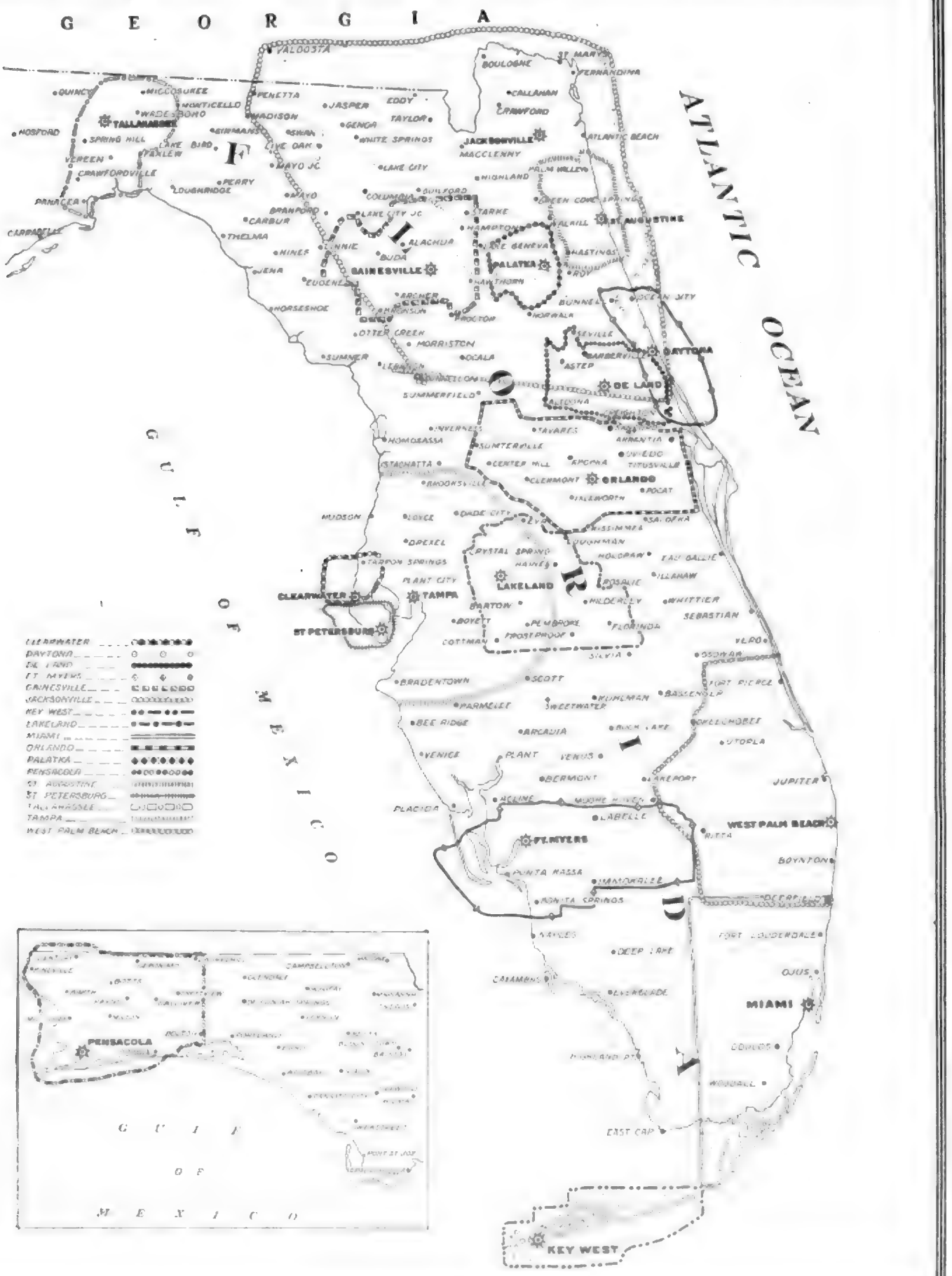
Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Digitized by Google

Principal Trading Areas of Florida Visualized for Space Buyers and National Advertisers



Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Three Parts—Part 3

JACKSONVILLE, FLA.

Wholesale Houses

Groceries	26	Dry Goods	5
Cigars and Tobaccos	5	Bakers	7
Meats	9	Confections	7
Paints	7	Produce	30
Fruits	11		

Jacksonville's many merchants and retailers are well taken care of by the wholesalers, who have on hand at all times a large stock.

The wholesale grocery business in Jacksonville is one of the big things of the South, because the geographical location makes it the proper distributing point for all Florida, and certain parts of Georgia and Alabama.

Jacksonville is the headquarters of the Southern Wholesale Grocers' Association, which has in the neighborhood of 2,000 members and representation in practically every State in the Union.

Retail Section

Jacksonville's retail shopping centers can be favorably compared with those of Chicago, Philadelphia and other large cities, due to its modern and up-to-date stores; also located in this section are the banks, theatres and hotels.

For instance there are no better looking jewelry stores in a city of this size anywhere; one of them ranks among the first six in the United States in volume of purchases and there are a number into which a shopper may walk and have as broad a choice as in similar New York, Paris or London stores.

Trading Area

Jacksonville's trading area extends north beyond Waycross and Brunswick, Ga.; northwest beyond Valdosta, Ga.; west to Madison; south to Leesburg and Eustus, and east to the shore line. There are many prosperous towns in this area, the shopping center for which is Jacksonville.

Warehouses and Wholesale Houses add greatly to the general prosperity of the city and has a tendency to expand the trading area of Jacksonville because of the extensive stocks and wide variety of goods. All along the river there are great warehouses, in which are stored products to be shipped all over the world. The railroads, too, have great warehouses, conveniently situated, where freight that comes to Jacksonville by rail is well taken care of. The city operates Municipal Docks down town for small shipments and out on the river almost to the city limits for export.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	70	Delicatessen	8	Furriers	—	Merchant Tailors	14
Auto (Truck)	47	Dressmakers	36	Garages	62	Milliners	23
Auto. (Tires) Agencies	52	Druggists	79	Grocers	518	Opticians	10
Auto. (Parts) Agencies	105	Dry Goods	59	Hardware	19	Photographers	18
Bakers	30	Department Stores	11	Hats and Caps	11	Pianos	9
Cigar Stores	43	Electrical	15	Jewelry	34	Restaurants	175
Cloaks and Suits	29	Florists	8	Ladies' Tailors	7	Shoe Dealers	44
Clothiers	31	Fruits	45	Meat Markets	98	Sporting Goods	6
Confectioners	32	Furniture	45	Men's Furnishings	25	Statoners	5

Morning Newspapers	*Evening Newspapers*	*Sunday Newspapers*	*Weeklies*
Times-Union	Metropolis	Times-Union	Floridian—Financial Daily

The Dominating Newspaper of Jacksonville and Florida

The Florida Times-Union

Jacksonville, Florida
Morning *and* Sunday

Weekday circulation in Jacksonville, more than	18,000
Sunday circulation in Jacksonville, more than	21,000
Weekday circulation outside Jacksonville, more than	18,000
Sunday circulation outside Jacksonville, more than	21,000
Total weekday circulation, more than	36,000
Total Sunday circulation, more than	42,000

How thoroughly the state of Florida and the southeastern part of Georgia are covered by the Times-Union may be determined by reference to the following list of towns and cities in which it has a circulation of more than twenty-five copies.

Florida Towns	Daily	Sunday	Florida Towns	Daily	Sunday	Florida Towns	Daily	Sunday	Florida Towns	Daily	Sunday
Micanopy	40	46	Hawthorne	35	45	Mount Dora	64	69	Sorrento	24	28
Carbur	48	58	High Springs	108	125	Mulberry	45	45	South Jacksonville	98	98
Cassadaga	32	32	Hilliard	25	37	Newberry	110	139	Springdale	40	45
Cocoa	228	238	Inverness	51	57	New Smyrna	395	453	Starke	87	112
Coleman	26	26	Jasper	41	61	Ocala	336	406	Stuart	56	56
Crescent City	101	121	Jennings	26	31	Okeechobee	39	44	Tallahassee	362	416
Crystal River	42	59	Key West	146	146	Orange City	45	45	Tampa	54	95
Daytona	607	682	Kingston	27	50	Orange Park	31	41	Tavares	39	50
Daytona Beach	95	145	Kissimmee	62	77	Orlando	472	552	Titusville	151	161
De Funiak Springs	35	40	Lake Butler	26	59	Ormond	84	84	Umatilla	42	42
DeLand	416	456	Lake City	253	273	Ormond Beach	87	102	Vero	76	93
De Leon Springs	30	30	Lake Helen	65	65	Oviedo	40	40	Waldo	38	60
Dunnellon	85	105	Lakeland	84	216	Osceola	31	31	Watertown	50	60
East Palatka	113	128	Lake Wales	32	32	Pablo Beach	56	89	Wauchula	27	37
Eau Gallie	59	68	Lake Worth	26	33	Palatka	426	483	Wellborn	50	50
Eustis	155	166	Leesburg	139	154	Palm Beach	36	36	West Palm Beach	286	307
Fellsmere	55	60	Live Oak	355	405	Perry	198	213	White Springs	57	57
Fernandina	304	335	Lloyd	40	40	Plant City	50	54	Wildwood	26	34
Ft. Lauderdale	47	47	Loughman	29	29	Port Orange	35	47	Williston	89	99
Ft Meade	31	31	MacClenny	30	60	Quincy	183	195	Winter Haven	28	28
Ft. Myers	70	70	Madison	151	189	River Junction	27	57	Winter Park	63	65
Ft. Pierce	227	237	Maitland	41	46	Raiford	36	36	**Georgia Towns**	**Daily**	**Sunday**
Gainesville	352	500	Maxville	35	38	Reckledge	58	58	Brunswick	57	72
Green Cove Springs	187	228	Marianna	72	79	St Augustine	906	1251	Folkston	26	41
Greenville	25	31	Mayo	27	31	St. Cloud	29	29	St. George	28	31
Groveland	32	32	Mayport	37	52	St Petersburg	73	73	St. Marys	24	30
Haines City	38	38	Melbourne	106	125	Sanford	469	499	Savannah	53	74
Hampton Springs	27	35	Miami	251	279	Sebastian	24	34	Atlanta	39	54
Hastings	103	128	Monticello	98	98	Seabreeze	84	89	Valdosta	37	52
Havana	26	37	Moore Haven	38	38	Sebring	26	26	Waycross	28	30

The Florida Times-Union maintains an efficient service department, which willingly and promptly furnishes information regarding the city of Jacksonville, the trade territory thereof or any portion of Florida. In New York and Chicago the Times-Union is represented by the Benjamin and Kentnor Company.

The Florida Publishing Company, Jacksonville, Florida

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 1

TAMPA, FLA.

Population

1910 Census	37,782
1920 Census	52,752
A. B. C. City	51,252
A. B. C. City and Suburban	187,628
Chamber of Commerce, City	55,000
Chamber of Commerce, City and Sub	77,317

Native Whites	509	Industrial workers	15,000
Negroes	259	English reading	859
Foreign born	259	Home owners	659
Students	300	Winter residents	30,000

Suburban and Farm Residents

Tampa is situated in the heart of the richest citrus country in the continent. In the immediate vicinity is St. Petersburg, 14,437; Clearwater, 2,427; West Tampa, 12,566; Gary, 1,500; Bay Shore, 1,300; Seminole Heights, 1,000; College Hill, 1,600; Oak Park, 750; Hyde Park, 250; Hillsboro, 600; Sulphur Springs, 400; Plant City, 3,000.

City Classed as

Commercial, financial and industrial metropolis of southern Florida.

Location

Tampa, the county seat of Hillsboro County, is 212 miles southwest of Jacksonville, on Tampa Bay, and is served by four railroads, the Atlantic Coast Line, the Seaboard Air Line, the Tampa Northern Railroad and the Tampa Southern Railroad and also three steamship companies, the Mallory S. S. Line, the Peninsular & Occidental S. S. Co. and the Gulf & Southern S. S. Co., besides several bay and river steamers and regular ships of the Standard Oil Co., the Texas Co. and others plying between Port Tampa and Tampico; a large fleet of sailing vessels carrying cocoanuts and fruit from Central America and lumber to the West Indies.

Banks

State	3	Resources	$ 1,641,399.92
Trust Companies	3	Resources	12,402,252.74
National	3	Resources	15,444,105.79
Co-operative	1	Resources	Morris Plan
		Resources	$29,487,758.45

Schools

Public Grade	24	Pupils	5,603
High	7	Pupils	1,400
Industrial Parochial	4	Pupils	450
Colleges	1	Pupils	160

Theatres

Two Playhouses seating approximately 3,500 and eight Motion Picture Houses seating 4,800.

Churches

Two Adventist, 13 Baptist, 2 Christian, 1 Christian Science, 3 Congregational, 3 Episcopal, 3 Hebrew, 13 Methodist, 2 Lutheran, 6 Presbyterian, 4 Catholic, and 5 miscellaneous.

Principal Industries

Cigars, shipbuilding (both steel and wood), coffee, furniture, candies, mattresses, chemicals, boxes, cuts and engravings, syrups, fertilizer, fruit products, packing house machinery, stone work, paints, store fixtures, automobile tops, bodies and equipment, building material, electrical goods, brass goods, wagons and farm implements, plumbing materials, sheet metal goods, bread, ice cream, jewelry and drain pipes.

Other industries are large and small, but in the aggregate represent many hundreds of thousands of dollars in equipment, large sums of money in sites, and tremendous outlay of capital in material, a good weekly payroll; all of which classes Tampa as a real producing city, and these have made the bank balances grow, as shown in the bank statements made at regular intervals.

Special Information

Tampa's bank clearings in 1920 amounted to $125,000,000. Post Office receipts amounted to $600,000. Tampa's weekly industrial payroll is $576,000. Tampa's cigar out-put produced 227,777,111 cigars. Taxable property in Tampa is now assessed at $105,000,000. Tampa has on deposit in the nine banks $23,386,769.65.

The Port of Tampa

Few people except those who have had reason to do business through the port of Tampa realize its importance. The commerce of the port annually, under normal conditions, is about 2,500,000 tons and valued at about $55,000,000. Tampa has the distinction of being the seventh port in the U. S. in the amount of customs collections.

Phosphate shipments through Port Tampa in 1920 amounted to 1,304,109 tons.
Cargoes handled by water totaled $2,149,000.
Local shipyards in 1920 launched 8 vessels with a total of 55,000 tons.

NOTE—*Sources from which facts and figures were secured: L. P. Dickie, Sec. Tampa Board of Trade, Banks, Board of Education, Stores, Theatres, Directories and other valuable sources*

The Tampa Daily Times

A generation of clean and fearless living has earned for THE TIMES the respect and confidence of South Florida folks.

In Tampa and throughout the rich counties in its territory, THE TIMES is the cornerstone around which thousands build their personal code and creed of citizenship.

It has justly earned its reputation as "Florida's great home daily"—a newspaper with a high-powered circulation, as the home advertisers know.

MEMBER A. B. C.

Largest local circulation. More subscribers than there are telephone, electric, gas or water connections. No forced, cut-rate circulation to bolster up unreasonable claims.

Represented in National Field by

The John Budd Company,

New York, Chicago, St. Louis, Atlanta, San Francisco, Los Angeles, Seattle.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 2

TAMPA, FLA.

Wholesale Houses

Auto Accessories	3
Hardware	4
Grain and Feed	3
Groceries	44
Meats	8
Fruits	15
Confectionery	9
Dry Goods	5
Milk Supplies	5
Drugs	3

Tampa's wholesalers cover a territory within a radius of about 125 miles.

Retail Section

Tampa's retail section extends about one mile along Franklin Street, ½ mile on Florida Street, ½ mile on Tampa Street, ½ mile on Lafayette Street and about ¼ mile along those intersecting streets.

The retail stores of Tampa are patronized by customers from cities throughout the section, including people who come many miles on the train or in their cars.

Residential Features

Tampa is a city of homes, of one- and two-story and some modern apartments. Along the Bay Shore Drive are numbers of beautiful dwellings, surrounded by spacious lawns, gardens, palm and orange trees.

Trading Area

Tampa's trading area covers an area of about 125 miles radius. This includes the West Coast and the central part of Florida as far north as Ocala, as far east as Winter Park and south end east of these points down to the lower end of Lee County.

Splendid paved highways leading in all directions from Tampa, coupled with the fact that most South Floridians own automobiles, is of great benefit to Tampa retailers. Out-of-town trade is large.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	30	Delicatessen	3	Garages	86	Milliners	11
Auto. (Truck)	8	Dressmakers	5	Grocers	174	Opticians	6
Auto. (Tires) Agcys.	31	Druggists	58	Hardware	12	Photographers	5
Auto. (Parts) Agcys.	36	Dry Goods	31	Hats and Caps	3	Pianos	10
Bakers	17	Department Stores	3	Jewelry	12	Restaurants	65
Cigar Stores	10	Electrical	20	Ladies' Tailors	8	Shoe Dealers	7
Cloaks and Suits	8	Florists	2	Meat Markets	40	Sporting Goods	2
Clothiers	16	Fruits	17	Men's Furnishings	16	Stationers	4
Confectioners	22	Furniture	33	Merchant Tailors	21		

Morning Newspapers
Tampa Tribune

Evening Newspapers
Tampa Times

Sunday Newspapers
Tampa Tribune

Weeklies
Florida Grower Citrus Industry

The Stovall Office Building just erected and owned by the Tampa Tribune Publishing Co.

The Tampa Morning and Sunday Tribune

First in Circulation; First in Advertising; First in News.

The Tribune is the only morning paper on the West Coast of Florida that is a member of the A. B. C., and it guarantees a larger circulation than the combined lists of any five papers in its territory.

Full Associated Press report. Representatives in every town in South Florida.

Daily circulation for the month of February, 21,768; Sunday circulation for month of February, 32,454.

TRIBUNE'S TERRITORY

Daily edition from 12 to 24 pages; Sunday edition from 46 to 96 pages. The Tribune covers forty-one cities and towns and seventeen counties, with a population of 335,000 of the most prosperous people and best spenders on earth.

Concentrate your advertising in one great medium—The Tampa Morning and Sunday Tribune. It covers South Florida like the morning dew.

TRIBUNE FIRST IN ALL

The Tribune leads in Local Advertising by 196,263 inches; in Foreign patronage by 90,930 inches, and in Classified Advertising by 66,379 inches. The Tribune's grand total for the fiscal year ending December 31, 1920, over its nearest competitor was 353,572 inches.

NATIONAL REPRESENTATIVES:

THE S. C. BECKWITH *Special Agency*, World Bldg., New York City; Tribune Bldg., Chicago; Ford Bldg., Detroit; Post-Dispatch Bldg., St. Louis; Atlanta Trust Bldg., Atlanta; Bryant Bldg., Kansas City; Hobart Bldg., San Francisco; Citizens Natl. Bank Bldg., Los Angeles.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 1

"The City Beautiful"

ORLANDO, FLA.

Population

1910 Census	3,894
1920 Census	9,282
A. B. C., City	
A. B. C., City and Suburban	
Chamber of Commerce, City	12,000
Chamber of Commerce, City and Suburban	25,000

Native whites	74%	Industrial workers	3,500
Negroes	25%	English reading	95%
Foreign born	1	Home owners	75%
Students	300	Winter residents	60,000

Suburban and Farm Residents

Those towns bordering on or that are within a twenty-five-mile radius of Orlando are: Conway, Taft, Pine Castle, Sanford, Orange Center, Minorville, Winter Garden, Oakland, Ocoee, Crown Point, Clarcona, Fairvill, Piedmont, Eaton, Formosa, Maitland, Apopka, Bithlo, Gotha, Windermere, Lockhart, Altamonte Springs, Kissimmee, Longwood, Zellwood and Clermont and Windsor Park.

City Classed as

The fourth largest commercial and distributing center in Florida. Orlando's percentage of growth from 1910 to 1920 was 137.7%.

Location

Orlando is 182 miles southwest of Jacksonville and 98 miles from Tampa, on the Atlantic Coast Line and Seaboard Air Line railroads, and only 22 miles from water transportation by brick-paved highway. Orlando is Inland Florida's largest city and the seventh city in the State.

Banks

Trust Companies	3	Resources	$5,759,934.67
National	1	Resources	1,240,584.16
		Total	$7,000,518.83

Seven Banks in Orange County. Eleven Banks in Orlando and Orange County.

Theatres

One playhouse, seating 800, and 3 motion picture houses, seating about 2,500.

Churches

One Christian and Mission Alliance, 1 Christian Science, 1 Christian, 1 Baptist, 1 Methodist, 1 Presbyterian, 1 German Lutheran, 1 Pentecostal Assembly, 1 Catholic, 1 Episcopal, 1 Seventh Day Adventist, 1 Unitarian, 1 Colored, 1 Salvation Army, 1 Hebrew.

Schools

Public Grade	3	Pupils	1,433
High	1	Pupils	348
College, Rollins	1	Pupils	500
Convent (Catholic)	140	Pupils	
Cathedral School for Girls	1	Pupils	90
Colored Schools	1	Pupils	593

Principal Industries

Orlando as an industrial center is assuming large proportions. Foundries, machine works, planing mills, fertilizer factories, boiler and locomotive repair works, the largest cigar factory between Tampa and Jacksonville, marmalade factory, citrus-fruit packing houses, wagon works, ice-cream factory, artificial stone factory, bottling factory, the only company in the United States manufacturing exclusively a machine for making complete window frames, two ice factories, insecticide factory, and other industries large and small. Transportation facilities are excellent, with two railroads and brick highways.

Special Information

Orlando is the county seat of Orange County, one of the wealthiest and most prosperous counties in the State. Orlando has a curb market in the center of the city where vegetables, fruits and country produce fresh from the farms may be purchased; 33 miles of paved streets and 35 miles of paved sidewalks. Post office receipts were about $90,000 for 1920. The value of last year's fruit crop was over $10,000,000.

NOTE—*Sources from which facts and figures were secured: B. R. Cox, Sec. Orlando Chamber of Commerce, Banks, Board of Education, Directories, Post Office and other reliable sources.*

Display Rate

2½C PER AGATE LINE

7 Column, 20¾ inches deep. Mats and Electros used

AMERICAN PRESS ASSOCIATION
FOREIGN REPRESENTATIVES

45 Years of Continuous Publication

The Evening

REPORTER-STAR

Orlando's Evening Paper

FULL LEASED WIRE ASSOCIATED PRESS

WE COVER ORLANDO AND ORANGE COUNTY LIKE A "STETSON HAT" COVERS YOUR HEAD

R. BAZILE BROSSIER
J. CLEMENT BROSSIER
PUBLISHERS

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 2

ORLANDO, FLA.

Wholesale Houses

Groceries	4
Meats	3
Fruits	3
Cigars	3
Confectionery	1

There are twelve packing houses in Orlando in which the most modern machinery known to the industry is used. All fruit is painstakingly washed, scrubbed, dried, assorted, wrapped and packed.

Retail Section

Orlando's retail section includes more than a score of busy blocks, lined with two to six-story buildings, from which a buying public may obtain goods and service equal to a city many times larger.

Residential Features

The beautiful homes in Orlando is one of the outstanding features; mostly all are large substantial houses surrounded by spacious lawns, gardens, and palm and orange trees.

Here is a beautiful residential city of thirty-three miles of brick streets, seventeen sparkling, clean fresh-water lakes, thousands of lofty and spreading oak trees of age and comforting shade, and majestic pines, fantastically festooned with Spanish moss.

Trading Area

Orlando's trading area covers the entire Orange County, parts of Osceola, Lake Volusia and Seminole County, forming one of the largest, if not the largest, fruit and vegetable producing centers of Florida. This area extends on the west to Webster—south to Kissimmee—east to Titusville and north to Sanford.

Orange County is one of the most prosperous and highly developed counties in the state. There is a reason for it. The County Commissioners have always administered the county affairs in a very business-like manner and adopted progressive policies.

In addition to citrus fruit growing and in sections where citrus fruits are not grown, general farm crops are raised in abundance. Corn and hay to feed the farm stock is grown in every nook and corner of the county. Twenty-one different kinds of hay and forage crops are grown in the county. Sugar cane, Japanese cane, cowpeas, velvet beans, rye, oats, rape, rice, peanuts, cassava, sweet potatoes, Irish potatoes and numerous other farm crops are grown.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	13	Delicatessen	3	Garages	25	Milliners	5
Auto (Truck)	11	Dress Makers	15	Grocers	53	Opticians	3
Auto. (Tires) Agcys.	20	Druggists	6	Hardware	4	Photographers	4
Auto. (Parts) Agcys.	All	Dry Goods	9	Hats and Caps	3	Pianos	3
Bakers	4	Department Stores	2	Jewelry	2	Restaurants	10
Cigar Stores	12	Electrical	6	Ladies' Tailors	5	Shoe Dealers	6
Cloaks and Suits	7	Florists	2	Meat Markets	7	Sporting Goods	5
Clothiers	7	Fruits	12	Men's Furnishings	5	Stationers	3
Confectioners	12	Furniture	8	Merchant Tailors	10		

Newspapers

Reporter-Star (Eve.)

Sentinel (Morn.)

THERE IS A REASON

NO MAN COMES TO ORLANDO WHO DOUBTS *SENTINEL* SUPREMACY BEFORE HE DEPARTS

No other daily reaches Orlando until eleven o'clock in the morning. The Sentinel has an exclusive Morning Field. It is the only paper that can get out on rural routes from Orlando the same day of publication.

"INLAND FLORIDA'S GREATEST NEWSPAPER"

THE ORLANDO MORNING SENTINEL

APPLICATION MEMBERSHIP A B C

FULL LEASED WIRE REPORT ASSOCIATED PRESS

THE Sentinel's Sphere of influence is in the very heart of the richest, and most prosperous and most highly developed section of South Florida, reaching every point in Orange County, and portions of Lake, Seminole, Volusia and Osceola counties.

The Sentinel goes into virtually every home in Orange County. Orange County has 1,093 farms of 75,000 improved acres; 14,000 head of cattle, 9,000 swine, 57,000 bushels corn, 3,000 tons hay, 435,662 orange trees or 790,071 boxes, with a total land value of $14,898,903.

The Sentinel reaches 12 towns in Orange County with a population of close to 25,000. Orlando is a buying, shopping, distributing and industrial center, also the center of the brick highway system of Florida.

SIX years ago a couple of young fellows came to Orlando and purchased the Orlando Morning Sentinel after making a careful survey of conditions. They brought with them a lot of pep and push and started to build right. In six years the Sentinel has increased from 1,200 to over 3,000 circulation. It has the confidence of the people of Orlando and Orange County. People who know Orlando absolutely specify the Sentinel.

There are many merchants in Orlando who use the Sentinel exclusively and our classified department carries a greater volume of business by fifty per cent.

ROBERT E. WARD—*Publishers' Representative* New York: 225 Fifth Avenue — Chicago: 5 So. Wabash Ave.

DAILY NEWSPAPERS OF FLORIDA

City	Newspaper	
Clearwater	Sun	(e)
Daytona	Journal	(m-s)
	News	(e-s)
De Land	News	(e)
Fort Myers	Press	(e)
Gainesville	News	(e)
	Sun	(m-s)
Jacksonville	Florida Metropolis	(e)
	Florida Times-Union	(m-s)
Key West	Citizen	(e)
Lakeland	Star	(e)
	Telegram	(e)
Miami	Herald	(m-s)
	Metropolis	(e)
Orlando	Reporter-Star	(e)
	Sentinel	(m-s)
Palatka	News	(e)
	Post	(m)
Pensacola	Journal	(m-s)
	News	(e)
St. Augustine	Record	(e)
St. Petersburg	Independent	(e)
	Times	(m-s)
Tallahassee	Democrat	(e)
Tampa	Times	(e)
	Tribune	(m-s)
West Palm Beach	Post	(m-s)

PROGRESS FINDS RESPONSE IN FLORIDA

(Continued from Page 1)

cent. The value of land and buildings is $280,450,504; of implements and machinery, $13,551,773, and of livestock $352,848,540. As compared with 1910, the value of land and buildings for 1920 shows an increase of 137.4 per cent., of implements and machinery, 208.8 per cent, and of livestock, 71.4 per cent.

The average value of land and buildings per farm is $5,193, as compared with $2,362 in 1910. The average value of land alone per acre is $38.90.

The value of the 7,308 farms for which complete mortgage reports were secured is $50,760,850, and the amount of the mortgage debt is $12,911,813, or 25.4 per cent of the value involved.

Citrus fruit and truck vegetables play an important part in bringing prosperity to the people of Florida. Climatic conditions and the unusual rail service to the big markets of the Northeast play an important part in making this a profitable industry.

Between the dates of September 15, 1919, and February 10, 1920, there had been shipped by rail from the State of Florida 5,709 cars of grapefruit, totaling 1,998,150 crates; 10,963 cars of oranges, totaling 3,837,050 crates; 4,393 cars of lettuce, pineapples, tomatoes, celery and cabbage, besides various cars of mixed vegetables. This shows fruit, and more than half a million crates of vegetables.

This includes only the shipments made in carload quantities. With the part carload shipments, it is estimated that ther-

(Continued on Page XVIII)

FLORIDA IS FIRST

In diversity of food products.
In value per acre of farm products.
In untilled area that is tillable.
In number of growing days.
In phosphate production.
In Fuller's earth production.
In humus lands.
In naval stores production.
In area of standing timber.
In fishing industries.
In length of sea coast line.
In variety of trees.
In variety of fish.
In variety of birds.
In variety of hay crops.
In winter-grown truck products.
In cocoanuts.

When we think of Florida, waving palms, shaded walks and white sand beaches always come to view. And they have them—that is why her people are the most satisfied in the world.

the Florida GROWER

ESTABLISHED 1908

"The Truth about Florida"

Published every Saturday.

Devoted to the great agricultural interests of the state.

The one medium widely read by fruit growers, truckers and farmers.

Keeps its columns clean. No medical, "fake" or objectionable mail-order advertising accepted.

Requests for advertising rates and detailed information about the Florida agricultural field receive prompt handling.

Special Representative
WALLACE C. RICHARDSON, Inc.
NEW YORK
95 Madison Avenue

Special Representative
GEORGE M. KOHN, Inc.
ATLANTA
Candler Building

Special Representative
JOHN D. ROSS
CHICAGO
Otis Building

The Florida Grower, Tampa, Florida

Digitized by Google

REACHING THE PEOPLE OF

FLORIDA

and the "Key People" from other States

Florida claims to be the most *popular* state, not the most *populous* one.

Among its 250,000 families are many good spenders. They have the money. More *per capita* wealth in Florida than in any other state.

Florida folks read daily newspapers and constantly have many needs to be renewed or replenished.

The circulation of the Associated Dailies of Florida is among the portion of the public that *buys!* For the public *is* buying, trade *is* active, general business good—*in Florida.*

This class circulation includes the best people in the state and reaches the key people—the "big guns"—who come to Florida from other states to rest and recreate.

The extra circulation of the Associated Dailies of Florida among visitors from other states, furnished without additional cost to advertisers, is an important factor in stimulating the sale of merchandise.

In summer the beach resorts of Florida attract thousands of tourists from neighboring states. In winter the delightful climate lures people from all sections of the country.

A roster of Florida's summer and winter visitors would include leaders in industry, business, finance, politics and society from nearly every important American city. Get your message before these people at a time when the buying impulse is active, by using the advertising columns of the Associated Dailies of Florida.

Commodities adequately advertised in the Associated Dailies of Florida reach the right people—your people—every day in a responsive, persistent way.

Daytona Journal	(M)
Daytona News	(E)
De Land News	(E)
Fort Myers Press	(E)
Gainesville Sun	(M)
Jacksonville, Florida Metropolis	(E)
Jacksonville, Florida Times-Union	(M)
Lakeland Star	(M)
Lakeland Telegram	(E)
Miami Herald	(M)
Ocala Star	(E)
Orlando Reporter-Star	(E)
Orlando Sentinel	(M)
Palatka News	(E)
Palm Beach Post	(M)
Pensacola Journal	(M)
Sanford Herald	(E)
St. Augustine Record	(E)
St. Petersburg Times	(M)
Tampa Times	(E)
Tampa Tribune	(M)

Associated Dailies of Florida

Wide Circulation—Small Duplication

For reliable information about the Florida market for advertised commodities, write direct to any or all of these influential dailies.

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

WEST PALM BEACH AND PALM BEACH

Population

1910 Census	1,743
1920 Census	8,659
A. B. C., City	8,659
A. B. C., City and Suburban	45,000
Chamber of Commerce, City	12,000
Ch. of Com., City and Sub.	25,000
Native Whites	70%
Negroes	29%
Foreign Born	1%
Students	300

City Classed as

Commercial, Agricultural, Industrial and Tourist Center

Industrial Workers	3,000
English Reading	95%
Home Owners	50%
Winter Residents	75,000

Banks

State	2	Resources.... $2,016,336.32
Trust Companies	1	Resources.... 2,554,031.37
National	1	Resources.... 2,064,642.44
		Total..... $6,570,462.71

Five (5) other banks in radius of 30 miles—one at Stuart, two Lake Worth, one Delray, one Boynton. Total resources, $3,000,000.

Schools

Public Grade	3	Pupils	1,203
High	3	Pupils	352

Theatres

Four Motion Picture Theatres, of which the Beaux Arts is the largest. The seating capacity is about 2,500.

Churches

West Palm Beach has 18 churches of all denominations.

Location

On the west shore of Lake Worth, opposite the world-famous winter resort, Palm Beach, 290 miles south and 102 miles east of Jacksonville on the main line of the Florida & East Coast Railroad, three water-way canals, on the Dixie Highway and a port of entry between Jacksonville, Baltimore, Philadelphia and New York City.

Principal Industries

Three coal companies, four oil companies, four dredging companies, one lighterage company, three canal boat companies, six marine machine shops, three transportation companies, two forwarding companies, two marine electric companies, one sail loft, four lumber companies, two ship supply companies, two marine hardwares, three yacht chandlers, three marine ways and repair plants, citrus fruits, pineapples, sugar cane and refining, vegetables, paving materials and twenty manufacturing industries.

Special Information

West Palm Beach, the county seat of Palm Beach County, is the central distributing station for the twenty-eight post offices located in the county. In the past six months over $1,000,000 has been spent by northern capital in the erection of sugar refineries. The commercial fishing business amounts to $1,000,000 annually; property values are estimated at $30,000,000. The citrus fruit crop annually produces hundreds of thousands of dollars for the grove owners.

Suburban and Farm Residents

West Palm Beach is the gateway to Palm Beach County, which is destined to be one of the greatest food producing centers on the N. A. continent, within a radius of 15 miles are Palm Beach, Lake Worth, North Palm Beach, South Palm Beach, Lantana, Hypoluxo, Kelsey City, Riveria, Jupiter, Hobe Sound, Stuart, Delray, Salerno, Boynton and Boca Ratone.

Wholesale Houses

Groceries	2
Meats	2
Bakeries	3
Fruits	4
Cigars & Tobaccos	3
Confectionery	2
Plumbing	1
Drugs	2

Retail Section

The retail section is composed of modern and up-to-date stores, there being no fewer than 50 of the well-known specialty shops of New York City maintaining establishments here. The shopping section extends along Poinsettia avenue, Clematis street, Banyan street, Narcissus street and Olive street.

Residential Features

are beautiful homes, villas and bungalows, surrounded by spacious lawns, palm trees and flowers. It is indeed a city of beautiful homes. There are numerous mansions on Palm Beach Island.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	20	Delicatessen	8	Garages	15
Auto (Truck)	20	Dress Makers	25	Grocers	15
Auto. (Tires) Agcys.	25	Druggists	6	Hardware	2
Auto. (Parts) Agcys.	25	Dry Goods	10	Hats and Caps	8
Bakers	6	Department Stores	4	Jewelry	8
Cigar Stores	20	Electrical	4	Ladies' Tailors	6
Cloaks and Suits	10	Florists	3	Meat Markets	8
Clothiers	8	Fruits	20	Men's Furnishings	14
Confectioners	6	Furniture	3	Merchant Tailors	4

Milliners	8	Opticians	2
Photographers	5	Pianos	5
Restaurants	15	Shoe Dealers	14
Sporting Goods	6	Stationers	3

Trading Area

Radiating to all points of the compass are over 300 miles of paved roads, of which West Palm Beach is the so-called hub, and supply the local merchants as well as drawing retail trade from Fort Lauderdale on the south, Stuart on the north and Ritta, South Bay, and other lake points on the west.

NOTE—*Sources from which facts and figures were secured: H. E. Robinson, Sec. West Palm Beach Chamber of Commerce, Banks, Post Offices, Board of Education, Directories and other reliable sources.*

Newspapers Post (Morning and Sunday) News (daily during tourist season only).

PALM BEACH POST

Member Associated Dailies of Florida

Published every morning in the year.

Associated Press leased wire service.

Class circulation: More than a medium.

A valuable paper to advertisers who appeal to a "Fifth Avenue" clientele.

Circulates largely in the most fashionable resort on the famous Florida East Coast.

Center of finest automobile highway system.

Port of Palm Beach under construction.

Channel to sea open to pleasure craft of deep draught.

Water route from ocean inlet, direct to Lake Okeechobee.

Adjacent to the greatest sugar cane producing section in the state.

A present and potential market for commodities of character.

A Progressive Paper in a Class Community

RATES AND DETAILED INFORMATION PROMPTLY FURNISHED

PALM BEACH POST :: WEST PALM BEACH :: FLORIDA

EDITOR & PUBLISHER
SPACE BUYERS CHART

LAKELAND, FLA.

Population

1920 Census	9,500
Chamber of Commerce (City)	9,500
Chamber of Commerce (City and Suburbs)	12,500

Native Whites	70%	English Reading	100%
White, Foreign Born	20%	Industrial Workers	22%
Negroes	10%	Home Owners	1,600

Banks

Commercial and Savings	3	Resources	$3,500,000
Trust Company (Just Organized)	1	Resources	500,000

Schools

4 Public Grade Schools	2,100
2 High Schools	400

Theatres

2 Motion Picture, Capacity	2,300
1 Show House, Capacity	1,350

Churches

2 Baptist
1 Episcopal
1 Christian Science
1 Lutheran
1 Evangelical Lutheran
3 Methodist
2 Presbyterian
1 Roman Catholic
4 Negro

Location

Lakeland is the metropolis of Polk County and the largest inland city in Florida. It is 32 miles north of Tampa and 242 miles south of Jacksonville, and the divisional terminal of the Atlantic Coast Line R. R. and the hub of the best-paved section of Florida.

Principal Industries

Atlantic Coast Line shops have a monthly payroll of $150,000. Phosphate mines, iron works, canning plant and citrus packing houses have large payrolls and employ many men.

Special Information

Lakeland is connected with all parts of Polk County by a system of asphalt roads 400 miles in length. It is the shipping point for large quantities of citrus fruits and garden truck. Polk County is the richest citrus growing county in Florida and among the best farming counties, its residents being well-to-do grove and farm owners and operators of phosphate mines.

Suburban and Farm Residents

Within a radius of thirty miles are such prosperous towns as Bartow (county seat), Mulberry (in the heart of the world's largest phosphate region), Winter Haven, Florence Villa, Lake Wales, Fort Meade, Frostproof, Haines City, Lake Alfred, Auburndale, Lake Hamilton, Kathleen and several smaller communities. Wealthy people from outside Florida are establishing homes and groves in Polk County, to become permanent residents.

Wholesale Houses

Groceries	2
Meats	1
Fruits	4
Drugs	1
Cigars & Tobaccos	3

Retail Section

Lakeland's retail shopping center extends along Main, Kentucky, Tennessee and Florida streets; here also are the banks, hotels and theatres.

Residential Features

Lakeland is a city of beautiful homes, chiefly individual homes surrounded by large spacious grounds and occasional orange groves; there are also a few modern apartments.

Lakeland and Polk County are becoming more and more the Mecca of that class of winter visitors who like to get away from the strictly formal life to the more congenial informal atmosphere that is to be obtained by residence among the hills and groves and lakes which make this section of Florida extremely beautiful, attractive and health-giving.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	15	Delicatessen	1	Garages	26	Milliners	14
Auto (Truck)	11	Dress Makers	13	Grocers	81	Opticians	1
Auto. (Tires) Agcys.	14	Druggists	22	Hardware	12	Photographers	7
Auto. (Parts) Agcys.	11	Dry Goods	25	Hats and Caps	8	Pianos	3
Bakers	9	Department Stores	3	Jewelry	14	Restaurants	29
Cigar Stores	6	Electrical	4	Ladies' Tailors	9	Shoe Dealers	16
Cloaks and Suits	9	Florists	1	Meat Markets	15	Sporting Goods	4
Clothiers	8	Fruits	9	Men's Furnishings	13	Stationers	2
Confectioners	11	Furniture	13	Merchant Tailors	1		

Trading Area

Lakeland's trading area covers the entire County of Polk, with an area of about 1,900 square miles and 400 miles of asphalt roads. It extends on the north to Green Pond, on the east to Lake Hamilton, including Winter Haven, Florence Villa and Auburndale, on the south to Fort Meade and Frostproof and on the west to Plant City. Polk County is the banner citrus section of Florida.

NOTE—*Sources from which facts and figures were secured: A. J. Holworthy, Sec. Lakeland Chamber of Commerce, Banks, Board of Education and other reliable sources.*

Lakeland Evening Telegram

LAKELAND, FLORIDA

THIS newspaper enjoys the distinction and prestige that come from circulation throughout the richest citrus growing county in all Florida and the center of the greatest phosphate mining industry in the world. Polk county is also one of the most important farming and trucking centers in Florida. During the last five years the now famous Ridge country or Scenic Highlands has been developed. There are thousands and thousands of acres of orange and grapefruit groves amid hills and lakes where millionaire colonies and clubs have been established by people from the big cities of the North and West. The Evening Telegram has its own delivery system whereby not only Lakeland but all of Polk county is served the afternoon of publication, thus occupying the exclusive afternoon field in this territory. Member Associated Press, Southern Newspaper Publishers' Association, Florida Select List, which latter is represented by

ROBERT E. WARD, *Publishers' Representative*

No. 5 South Wabash Avenue, Chicago *and* **225 Fifth Avenue, New York**

EDITOR & PUBLISHER
SPACE BUYERS CHART

ST. AUGUSTINE, FLA.

Population

1910 Census	5,494
1920 Census	6,192
City and Suburban population	10,000
Chamber of Commerce, City	10,000
Board of Trade, City and Sub.	15,000

City Classed as

Commercial and Tourist Center.

Native Whites	70%	Industrial Workers	700
Negroes	25%	English Reading	90%
Foreign Born	5%	Home Owners	60%
Students	250	Summer Residents	15,000

Banks

Savings	2	Resources	$1,514,040.28
National	2	Resources	3,619,790.23
		Total	$5,133,830.51

Schools

Public Grade	2	Pupils	700
High	1	Pupils	130
Parochial	2	Pupils	600
Colleges, St. Joseph's	1	Pupils	100
Industrial Institute	1	Pupils	100

Theatres

One legitimate, seating about 1,000, and three motion picture theatres, seating 1,800.

Churches

Baptist 1, Episcopal 1, Methodist Episcopal 2, Catholic 2, Presbyterian 1, Trinity Episcopal 1, a Y. M. C. A. and 12 Negro Churches.

Location

St. Augustine is thirty-seven miles southeast of Jacksonville on main line of Florida East Coast Railroad and on the Dixie Highway, the main artery of automobile travel on the east coast.

Principal Industries

Cigar factories, railroad shops, commercial printing, shrimp fishing and packing, citrus fruits, jellies and preserves, vegetable trucking, dairying and cattle raising.

Special Information

St. Augustine, the county seat of St. John's County, is the oldest city in the United States, being founded in 1565. It is rich in historical lore yet modern in magnificent hotels, modern buildings, paved streets, fine stores, theatres, schools, parks, playgrounds and public utilities. Here are located big car repair shops of the Florida East Coast Railroad.

Suburban and Farm Residents

Those towns bordering on or within a radius of twenty miles of St. Augustine and who look upon this city as their logical trading center, being connected by well-paved roads are: Hastings, Elkton, New Augustine, Millcreek, Moultrie, Spuds, Durbin, Byrd, Hurds, Armstrong, Tocoi Junction and Bayard.

Wholesale Houses

Groceries	1
Meats	1
Bakeries	3
Fruits	3
Cigars	3

St. Augustine merchants are well supplied and have on hand at all times a large stock of goods due to the close proximity of Jacksonville.

Retail Section

About one-half mile along St. George street, one-half mile along King street, one-quarter mile along Cathedral street; also on those intersecting streets, The Alcazar Court houses, numerous 5th avenue, New York, and European shops.

Residential Features

St. Augustine, being the oldest city in the U. S., can boast of numerous types of residences, the architecture dating from 1565 to the present day mansions of millionaires.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	7	Delicatessen	2	Garages	7
Auto. (Truck)	7	Dress Makers	3	Grocers	36
Auto. (Tires) Agcys.	9	Druggists	5	Hardware	3
Auto. (Parts) Agcys.	9	Dry Goods	7	Hats and Caps	4
Bakers	5	Department Stores	3	Jewelry	6
Cigar Stores	4	Electrical	4	Ladies' Tailors	2
Cloaks and Suits	4	Florists	1	Meat Markets	9
Clothiers	5	Fruits	7	Men's Furnishings	5
Confectioners	8	Furniture	4	Merchant Tailors	5
Milliners	5				
Opticians	2				
Photographers	2				
Pianos	1				
Restaurants	14				
Shoe Dealers	6				
Sporting Goods	1				
Stationers	3				

Trading Area

St. Augustine's trading area covers the entire St. Johns County, including the Island of Anastasia. This county lies in the northeastern part of the State and has a coast line of about forty miles; the width of the county varies from six to twenty-five miles. This area extends north and south along the east coast from Durbin on the north to Hastings on the south and to the St. Johns River on the west.

NOTE—*Sources from which facts and figures were secured: V. A. Rolleston, Sec. St. Augustine Board of Trade, Banks, Board of Education, Directories and other sources.*

Newspapers

Record (Eve.)

Warren G. Harding

SPENT HIS WINTER VACATION

IN

St. Augustine, Florida

AND HERE MADE HIS CABINET

He is only one of 15,000 tourists who read the ST. AUGUSTINE EVENING RECORD every day. It is the only newspaper in America's Oldest City—the original and best loved of all Florida Resorts

St. Augustine Evening Record

"ALL THE NEWS WHILE IT IS NEWS"

ADVERTISING RATES FURNISHED ON APPLICATION

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

The Athens of Florida

DE LAND, FLA.

Population

1910 Census	2,200
1920 Census	4,105
Chamber of Commerce, City	5,500
Ch. of Com., City and Sub.	15,000

City Classed as

Agricultural, Commercial, Tourist and Educational Center

Native Whites	65%	Industrial Workers	2,550
Negroes	35%	English Reading	95%
Foreign Born	None	Home Owners	90%
Students	600	Winter Residents	8,000

Banks

State	1	Resources	$1,970,341.10
National	1	Resources	853,328.94
		Total	$2,823,770.04

Schools

Public Grade	2	Pupils	512
High	1	Pupils	150
Business Colleges	2	Pupils	147
Colleges: John B. Stetson University	1	Pupils	600

Theatres

One Opera House seating 700 and three Motion Picture Houses seating approximately 1,600.

Churches

De Land has 12 churches of all denominations.

Location

De Land, the county seat of Volusia County, is located in east central Florida, in the famous fruit belt. It lies 110 miles south of Jacksonville, 20 miles inland from the Atlantic Ocean, and 4 miles east of the St. Johns River, and is on the main line of the A. C. L. R. R. and also reached by the Florida E. C. R. R. and the Clyde S. S. Line operating boats between De Land and Jacksonville daily.

Principal Industries

Lumber, naval stores, printing, cigars, fruit raising and packing, cross ties, shad fishing, asparagus ferns, artificial ice, road building material, vegetables, live stock, pecans and dairying.

P. O. receipts for 1920 were 50% greater than in 1919.

Special Information

De Land, the county seat of Volusia County, is the home of the John B. Stetson University, a co-educational institution with over 600 students. De Land, in 1920, produced $1,914,000 worth of lumber; naval stores valued at $285,000; printing (outside business), $261,000; citrus fruits valued at $1,100,000; agricultural products, $619,000; poultry and produce, $368,000; live stock, $260,000; and is the largest fern distributing center in Florida.

Suburban and Farm Residents

In the immediate vicinity of De Land are numerous prosperous fruit and agricultural centers, some of which are: Lake Helen, 1,338; Orange City, 542; De Leon Springs, 795; Emporia, 572; Seville, 572; Beresford, 361; Pierson, 314; Clifton, 212; Glencoe, 201; Enterprise, 424; De Land Townships, 5,946.

Wholesale Houses

Groceries	2
Meats	1
Fruits	13
Bakeries	1
Cigars	1
Confectioners	1
Ice Factory	1
Lumber	2
Brick	1

Retail Section

De Land's retail section and shopping center extend one-half mile along Woodlawn Blvd., four blocks on Rich Ave., Indiana Ave. and New York Ave. and also on those intersecting streets.

Residential Features

The majority of the houses are individual owned homes, surrounded by spacious lawns, shade trees, flower gardens, etc.; almost all are of a Colonial design or bungalow type.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	8	Delicatessen	1	Garages	11
Auto (Truck)	5	Dress Makers	20	Grocers	12
Auto. (Tires) Agcys.	11	Druggists	4	Hardware	2
Auto. (Parts) Agcys.	14	Dry Goods	5	Hats and Caps	3
Bakers	3	Department Stores	2	Jewelry	1
Cigar Stores	17	Electrical	2	Ladies' Tailors	2
Cloaks and Suits	3	Florists	1	Meat Markets	4
Clothiers	3	Fruits	12	Men's Furnishings	3
Confectioners	3	Furniture	2	Merchant Tailors	6

Milliners	2	Opticians	2
Photographers	2	Pianos	2
Restaurants	5	Shoe Dealers	5
Sporting Goods	3	Stationers	8

Trading Area

The city of De Land proper covers an area of four square miles, but the trading area covers a wealthy and prosperous territory within a radius of 18 miles. It is the center of a network of fine auto roads leading to all sections of the State, and as almost all Floridians own autos, De Land is looked upon as the logical trading center of this territory.

NOTE—*Sources from which facts and figures were secured: E. W. Brown, Sec. De Land Chamber of Commerce, C. C. Codrington, Associated Dailies of Florida, Banks, Board of Education and other reliable sources.*

Newspapers Evening News and Weekly News

De Land *and* West Volusia County

Can Be Covered Thoroughly By

The De Land Weekly News *and* The De Land Daily News

ESTABLISHED 1885 | **ESTABLISHED 1913**

The largest weekly newspaper published in Volusia County.

Sworn circulation **2,650**

Completely covers the most prosperous year-round section of Florida.

Only weekly paper in the state that conducts its own rural page.

The only daily newspaper published in West Volusia County. Published every week day in year.

Sworn circulation **1,450** and still growing

Given free to all guests by leading hotels of the city during season.

Official paper of John B. Stetson University.

THE NEWS PUBLISHING CO.

109-11 W. Rich Ave. **De Land, Florida**

Special Representative

ROBERT E. WARD

5 So. Wabash Ave., Chicago **225 Fifth Ave., New York**

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 1

DAYTONA, SEABREEZE AND DAYTONA BEACH

Population

1910 Census	3,719
1920 Census	6,780
Chamber of Commerce, City	10,000
Chamber of Commerce City and Sub.	20,000

Native Whites	80%	Industrial Workers	500
Negroes	20%	English Reading	95%
Foreign Born	—	Home Owners	60%
Students	300	Summer Residents	20,000

Suburban and Farm Residents

Daytona, Daytona Beach and Seabreeze are surrounded by several prosperous and wealthy communities, some of which border on or are within a five-mile radius, the largest of which are Ormond, Ormond Beach, Ortona, Holly Hill, Port Orange, Wilbur-by-the-Sea, Kingston, Allendale.

City Classed as

Commercial, Agricultural and Summer and Winter Tourist Center.

Location

The Triple Cities are 110 miles south of Jacksonville, on the main line of the Florida East Coast Railroad, and on the Dixie Highway; it is the diverging point of all the automobile roads leading to the east and west coast of Florida. They are also a supply point for all boats and yachts traversing the east coast waterways between Jacksonville and Miami.

Banks

State	2	Resources	$3,527,004.98
National	1	Resources	1,713,400.00
Total			$5,240,404.98

Schools

Public Grade	6	Pupils	1,172
High	2	Pupils	320
Industrial	1	Pupils	315
College, Commercial	1	Pupils	75
College, Ridgewood	1	Pupils	90
Daytona, Institute	1	Pupils	25
Academies, Keewatin	1	Pupils	75

Theatres

One legitimate, seating about 2,500; 1 auditorium, seating 3,500; and 4 motion picture theatres, seating about 2,400.

Churches

One Congregational, 5 Baptist, 1 Catholic, 6 Methodist, 1 Christian Science, 3 Episcopal, 1 Christian, 1 Adventist, 1 Community, and 4 miscellaneous.

Principal Industries

Citrus fruits, jellies and preserves. Yacht building and marine railways. Sash and door works; Machine shops, Radiators; Automobile tops and bodies; novelties of palmetto wood.

Orange and strawberry culture, gardening and celery growing. Summer and winter resort.

Special Information

The 35-mile drive along the Daytona Beach Speedway, which at low tide is 500 feet wide and smooth and hard as a boulevard, is famous among auto enthusiasts the world over. Daytona is a most attractive summer and winter resort and at the same time offers the facilities of a metropolis. It is on a ridge skirting the Halifax River, with a waterfront of about two miles. Daytona Beach and Seabreeze are on a peninsula between the Halifax River and the Atlantic Ocean. They are connected with Daytona by four bridges.

NOTE—*Sources from which facts and figures were secured: S. B. Crosby, Sec. Daytona Chamber of Commerce, Banks, Board of Education and other reliable sources.*

UNLIMITED PURCHASING POWER

¶ Seventy-five per cent of the 15,000 residents of Daytona, Daytona Beach, Seabreeze, Ormond, Holly Hill, Ortona and Port Orange are people of wealth. Most of them are retired business men and farmers who have chosen this delightful spot for a home. They range in wealth from the few thousands accumulated by the middle western farmer to John D. Rockefeller with his millions. Their purchasing power is unlimited.

¶ All the above-named towns are within five miles of Daytona and the entire section is thoroughly covered by the Journal. During the winter months 25,000 tourists of wealth fill our fifty or more hotels and hundreds of cottages, while during the summer 10,000 visitors throng Daytona Beach, the finest bathing beach and greatest automobile speedway in the world.

¶ Doubling in population every five years, the building trades and skilled labor are unusually prosperous.

¶ The Journal is the leading, and only morning newspaper in the county, and offers an unusual opportunity to national advertisers who wish to reach real buying power at low cost.

¶ Members: Southern Newspaper Publishers Association; Associated Dailies of Florida and Florida Select List. Robert E. Ward, National Advertising Representative, Journal Printing Co., Publishers, Daytona, Fla.

DAYTONA MORNING JOURNAL

Published Daily, Except Monday, at the Prettiest Resort in the World and one of the Most Popular in the South

Digitized by Google

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts—Part 2

DAYTONA-SEABREEZE AND DAYTONA BEACH

Wholesale Houses

Groceries	1
Meats	1
Notions	1
Fruits	3
Cigars & Tobaccos	1
Confectionery	1
Marmalades	1
Jellies	1
Oils, Greases, etc.	3
Builder's Supplies	3

Retail Section

The retail section in Daytona, which is the shopping center for the Triple Cities, extends along Beach, Orange, Magnolia and Volusia streets. The stores are modern and up-to-date and well patronized. In Daytona Beach the retail section extends about one-half mile along Main street.

Residential Features

Ridgewood avenue, in Daytona, is one of the most beautiful residential streets in America. The great majority of homes are individually owned, one and two story, some few modern apartments and bungalows.

Trading Area

A network of wonderful hard surfaced roads radiating in all directions, especially to the west, through rich farming country, helps to make Daytona the logical shopping, banking and trade center for the surrounding territory, extending on the north to Ormond, on the south to Allendale and on the west all that section lying within a five-mile radius.

Seventy-five per cent of the residents of this area are people of wealth, many of them retired from active business, representing an unlimited purchasing power.

Retail Outlets for Nationally Advertised Products

Automobile (Passenger)	14	Delicatessen	1	Garages	16	Milliners	7
Automobile (Truck)	8	Dressmakers	8	Grocers	58	Opticians	1
Automobile (Tires) Agencies	10	Druggists	8	Hardware	4	Photographers	5
Automobile (Parts) Agencies	14	Dry Goods	7	Hats and Caps	4	Pianos	3
Bakers	8	Department Stores	2	Jewelry	3	Restaurants	17
Cigar Stores	5	Electrical	4	Ladies' Tailors	15	Shoe Dealers	6
Cloaks and Suits	13	Florists	2	Meat Markets	9	Sporting Goods	5
Clothiers	4	Fruits	13	Men's Furnishings	10	Stationers	7
Confectioners	11	Furniture	6	Merchant Tailors	3		

Morning Newspapers	Sunday Newspapers	Evening Newspapers	Weekly Newspapers
Daytona Journal	Daytona Journal	Daily News	Daytona Journal Gazette-News

The PULLING POWER *of*

The Daytona Daily News

Is attributable to its quality circulation

90% of its readers are financially able to buy anything for which a desire is created

THE DAYTONA DAILY NEWS

T. E. FITZGERALD, *General Manager*

National Representative:
ROBERT E. WARD

15 S. Wabash Avenue, Chicago

225 Fifth Avenue, New York

Digitized by Google

Photo by Paul Thompson

Florida leads all other states in the production of phosphate. This is a view of one of many of the mining operations that adds to the buying power of the citizens of the state.

found in the utilization of "drops" and cull fruit.

Always there is much fruit of splendid eating quality but of poor appearance which has made it unprofitable to ship. The major portion of the fruit which drops to the ground also is of fine eating quality. Usually it is fruit which has fully ripened ahead of the rest of the fruit upon the tree, and detaches itself from the branches.

Writing on farming in Florida, W. A. McRae, Commissioner of Agriculture, says:

"The great food and feed stuff division of the State has been the Northwest section. Corn, hay, soy beans, velvet beans, oats, kaffir corn, cow peas, kudzu, Napier, and the common grasses are easily raised to supplement pastures for feeding domestic animals. It would be hard to find a better live stock section. Other products are: sugar cane, sorghum, Japanese cane, peanuts, Irish and sweet potatoes, turnips, cotton, tobacco, melons, peaches, figs, satsumas, plums, grapes, kumquats, pecans, a growing camphor industry, to say nothing of naval stores, lumber, fisheries and mining.

"Central Florida furnishes less of fish, lumber, pecans and tobacco, but adds in quantities of citrus fruits, eggplants, peppers, beets, celery, beans, peas, cabbages, cucumbers, lettuce, strawberries, tomatoes, dasheens, squashes, cassava and many minor articles.

"The Coast regions and South Florida include many of these things grown in the central belt, and add some strictly tropical products, such as guavas, avocados, sapadillos, mangoes, limes, lemons, cocoanuts, bananas sisal, pineapples. More tomatoes and Irish potatoes are shipped from this section than from all other parts of the State. The Everglades, recently and partially drained, has an inconsiderable portion under cultivation, but already twenty-thousand people inhabit this newly occupied territory. Certain of the staple products, poultry and live stock, are grown in every section of the State.

"Taking the thirteen principal crops of the State for a number of years, we find that they have been increasing at a splendid rate:

1910	$36,140,000.00
1916	48,000,000.00
1918	103,000,000.00
1919	131,000,000.00

"The value of all crops for 1919 was $141,000,000.00.

"The value of all crops for 1920 is estimated at $150,000,000.00.

"And less than 6 per cent of the State's land is in cultivation."

PROGRESS FINDS RESPONSE IN FLORIDA

(Continued from Page X)

has been more than 8,000,000 crates of fruit and vegetables shipped out of the State since the middle of September, 1919, and it must be remembered that the trucking season had only just begun, for the largest crops are marketed after the middle of January and extending into the middle of the summer.

Photo by James

Florida is not all flowers and prosperous farms. Her cities are the equal of all those others that are sometimes called "the most modern in the world." This is one view of the business section of Jacksonville.

Ponce DeLeon blazed a trail across Florida in his search for the fountain of youth. The state has many springs among them Green Springs, near Enterprise, and DeLeon Springs, the Famed Fountain of Youth, in Volusia county, north of DeLand.

From a value of approximately eight millions of dollars for the season of 1909-10 to a value of approximately thirty-five millions of dollars for the shipping season of 1918-19 is certainly a remarkable growth within a relatively short period. The table of figures follows:

	Average Price	Total Price	Crop Output
1909-10	$1.34	$8,174,000	6,100,000
1910-11	1.65	7,590,000	4,600,000
1911-12	2.21	10,405,350	4,708,350
1912-13	1.96	16,925,756	8,125,349
1913-14	1.83	12,354,476	6,751,000
1914-15	1.45	14,165,844	9,571,314
1915-16	1.96	15,239,000	7,775,000
1916-17	2.01	11,939,400	5,940,000
1917-18	3.50	19,250,000	5,500,000
1918-19	4.25	34,800,000	8,200,000
1919-20	....	.....	*9,500,000

* Estimated.

Along with the much better average prices of recent years another marked advantage to the citrus grower is being

Old city gates of St. Augustine, reminders of the days when this was Spanish territory.

FORT MYERS, FLA.

Population

1920 Census	3,678
Chamber of Commerce, City	5,700
Ch. of Com., City and Sub.	9,540
Native Whites	82%
Negroes	16%
Foreign Born	2%
Students	None
Banks	5
Schools	2
Theatres	2
Churches	9
Industrial Workers	1,200
English Reading	98%
Home Owners	85%
Winter Residents	5,000
Resources	$2,535,222.33
Pupils	400
Seats	1,000

City Classed as

Commercial, Tourist and Agricultural Center.

Location

Situated on southern bank of Caloosahatchee River, 15 miles from Gulf of Mexico; 311 miles south of Jacksonville; 147 miles south of Tampa. Southern terminus of the A. C. L. Railroad.

Principal Industries

Citrus culture and vegetable production are main industries; sugar cane, peanuts, cattle raising, poultry, fishing, oil and fertilizer, machine shops, cigars and lumber.

Special Information

Center of commercial citrus fruit region. Assessed value of city property is $5,885,350. There are 143 miles of hard surfaced roads extending in all directions; paved streets, cement sidewalks, public park and two commercial, municipal piers.

Suburban and Farm Residents

Denaud 241, Alva 418, Buckingham 222, Iona 202, Marco 407, Sanibel 162, Estero 340, Bonita Springs 176, LaBelle 477, East Fort Myers 760, Captiva 154, Upcohal 128, Boca Grande 500, Naples 236, Woodrow 111.

Wholesale Houses

Groceries	3
Meats	1
Fruits	1

Retail Section

One-half mile along First street; one-quarter mile on Hendry; one-quarter mile on Jackson and [illegible] each street.

Residential Features

Individual owned homes bungalow type), surrounded by spacious lawns, gardens and palm trees.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	6	Confectioners	3	Florists	3	Hats and Caps	3
Auto (Truck)	6	Delicatessen	4	Fruits	5	Jewelry	4
Auto (Tires) Accys	6	Dressmakers	2	Furniture	2	Ladies' Tailors	2
Auto (Parts) Accys	6	Druggists	4	Furriers	....	Meat Markets	3
Bakers	2	Dry Goods	5	Garages	3	Men's Furnishings	3
Cigar Stores	3	Department Stores	3	Grocers	6	Merchant Tailors	2
Cloaks and Suits	3	Electrical	2	Hardware	1	Milliners	2
Clothiers	6						
Opticians	1						
Photographers	2						
Pianos	1						
Restaurants	4						
Shoe Dealers	7						
Sporting Goods	2						
Stationers	5						

Trading Area

Extends on south to Naples; on north to Charlotte Harbor, including Gasparilla Island; on east to county line, including Labelle, Onanita and Olga, and on west to the west coast.

Newspapers

Fort Myers Press (Excl.) Tropical News (Weekly)

Note—Sources from which facts and figures were secured: L. A. Whitney, Secretary Fort Myers Chamber of Commerce, Board of Education, Banks.

Digitized by Google

EDITOR & PUBLISHER

SPACE-BUYERS' CHART

MIAMI, FLA.
KEY WEST, FLA.
TALLAHASSEE, FLA.
PENSACOLA, FLA.

MIAMI, FLA.

Population

1920 Census	29,549
Chamber of Commerce, City	35,000
Ch. of Com., City and Sub.	45,000

City Classed as

Commercial and Tourist Center.

Native Whites	74%	English Reading	90%
Negroes	25%	Home Owners	65%
Foreign Born	1%	Summer Residents	75,000
Industrial Workers	1,200		
Banks—Savings	7	Resources	$17,749,830
Schools—Public Grade	8	Pupils	2,425
Theatres	6	Seats	3,000
Churches	31		

Location

366 miles south of Jacksonville on the main line of the Florida East Coast Railroad.

Principal Industries

Citrus fruits, brooms, mattresses, vegetables, fishing, paving materials, sugar cane and cigars.

Special Information

County seat of Dade County. Only port between Tampa and Key West; has a 25-foot channel from the Bay of Biscayne to Atlantic Ocean.

Suburban and Farm Residents

Deerfield, Lemon City, Homestead, Florida City, Cocoanut Grove, Red Land, Black Point, Peters.

Wholesale Houses

Groceries	5
Meats	4
Fruits	13
Drugs	2

Retail Section

Extends along Flagler street, Miami avenue and First Avenue.

Residential Features

Mostly one and two-story houses; a number of beautiful homes owned by the winter tourists.

Retail Outlets for Nationally Advertised Products

Auto. (Pass.)	31	Confectioners	26	Florists	4	Hats and Caps	6
Auto (Truck)	30	Delicatessen	1	Fruits	10	Jewelry	8
Auto. (Tires) Agcys	28	Dress Makers	13	Furniture	18	Ladies' Tailors	3
Auto. (Parts) Agcys	25	Druggists	30	Furriers	—	Meat Markets	17
Bakers	9	Dry Goods	33	Garages	21	Men's Furnishings	13
Cigar Stores	16	Department Stores	4	Grocers	50	Merchant Tailors	2
Cloaks and Suits	9	Electrical	8	Hardware	10	Milliners	15
Clothiers	11						

Opticians	6	Photographers	13
Pianos	4	Restaurants	20
Shoe Dealers	12	Sporting Goods	4
Stationers	5		

Trading Area

Miami's trading area extends along the east coast as far north as Deerfield and as far south as Homestead, and to the county line on the west.

Newspapers

Metropolis (Evening)
Herald (Morning)
Herald (Sunday)

NOTE.—Sources from which facts and figures were secured: Chamber of Commerce, Banks, Board of Education.

KEY WEST, FLA.

Population

1910 Census	19,945
Chamber of Commerce, City	22,000
Cham. of Commerce, City and Sub.	22,000

City Classed as

Industrial Shipping, Tourist.

Native Whites	80%	Industrial Workers	6,000
Negroes	20%	English Reading	16,000
Foreign Born	30%	Home Owners	
Students		Summer Residents	
Banks—National	1	Resources over	$2,000,000
Schools—Public Grade	3	Pupils	2,525
" —High	1	Pupils	212
" —Parochial	1	Pupils	950
Theatres	3	Churches	17

Location

Key West is in Monroe County, only ninety miles from Havana and nearer by several hundred miles to the Panama Canal than any other U. S. port or city.

Principal Industries

Cigar making, factories, important port, fishing, sponge gathering and naval base.

Special Information

Key West is terminal of Florida East Coast Railway. Port of entry with a good harbor. Naval station.

NOTE.—Sources from which facts and figures were secured: Chamber of Commerce and Rotary Club.

Suburban and Farm Residents

Negligible—only a few farmers on adjacent islands.

Wholesale Houses

Groceries	6
Meats	3
Fruits	3

Residential Features

Mostly one and two-family homes.

Retail Section

Duval, Division, Fleming and Front streets, but many "neighborhood" stores scattered all over the city.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	9	Clothiers	11	Electrical	4	Hats and Caps	21
Auto (Truck)	2	Confectioners	16	Fruits	6	Jewelry	5
Auto. (Tires) Agcys	15	Delicatessen	3	Furniture	4	Ladies' Tailors	—
Auto (Parts) Agcys	5	Dress Makers	19	Furriers	4	Meat Markets	7
Bakers	5	Druggists	9	Garages	7	Men's Furnishings	7
Cigar Stores	4	Dry Goods	20	Grocers	65	Merchant Tailors	8
Cloaks and Suits	6	Department Stores	5	Hardware	4	Milliners	4

Opticians	2	Photographers	3
Pianos	2	Restaurants	14
Shoe Dealers	15	Sporting Goods	9
Stationers	4		

Trading Area

One mile radius. City on island and very compact. Principal trading district—Duval, Green, Front and Fleming streets.

Newspapers

The Citizen (Eve.) (1)

TALLAHASSEE, FLA.

Population

1920 Census	5,637
A. B. C., City	
A. B. C., City and Sub.	
Chamber of Commerce, City	7,500
Ch. of Com., City and Sub.	10,000

City Classed as

Commercial and Educational

Native Whites	58%	Industrial Workers	250
Negroes	40%	English Reading	95%
Foreign Born	2%	Home Owners	50%
Students	800	Winter Residents	100
Banks—Savings	4	Resources	$5,436,847.98
Schools—Public Grade	6	Pupils	1,430
Churches	8		

Location

Tallahassee is 165 miles west of Jacksonville and 210 miles east of Pensacola, on the Seaboard Air Line Railroad and the Georgia, Florida and Alabama Railroad.

Principal Industries

Lumber, ice plant and bottling works, agricultural, dairying, oils, cattle breeding and raising and naval stores, tobacco raising.

Special Information

Tallahassee is the capital city of Florida and county seat of Leon County; center of the cattle raising industry of the State.

Suburban and Farm Residents

Tallahassee is essentially an agricultural center, the entire district surrounding is under cultivation.

Wholesale Houses

Groceries	5
Meats	1
Fruits	2

Retail Section

Extends about one-half mile on Monroe street, one-quarter mile on Adam's street, one-quarter mile on College avenue.

Residential Features

One-family homes.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	10	Confectioners	5	Florists	—	Hats and Caps	—
Auto (Truck)	10	Delicatessen	—	Fruits	5	Jewelry	2
Auto. (Tires) Agcys	10	Dress Makers	10	Furniture	3	Ladies' Tailors	2
Auto (Parts) Agcys	10	Druggists	4	Furriers	—	Meat Markets	7
Bakers	3	Dry Goods	5	Garages	10	Men's Furnishings	6
Cigar Stores	5	Department Stores	1	Grocers	20	Merchant Tailors	2
Cloaks and Suits	3	Electrical	2	Hardware	3	Milliners	5
Clothiers	6						

Opticians	1	Photographers	2
Pianos	2	Restaurants	5
Shoe Dealers	7	Sporting Goods	1
Stationers	3		

Trading Area

Tallahassee's trading area covers that territory lying within a radius of fifteen to eighteen miles.

Newspapers

Democrat (Evening)

NOTE.—Sources from which facts and figures were secured: B. A. Meginess, Secretary Tallahassee Chamber of Commerce, Bank Statements, Stores and Directories.

PENSACOLA, FLA.

Population

1920 Census	31,035
A. B. C. City	
A. B. C., City and Sub.	
Chamber of Commerce, City	35,000
Ch. of Com., City and Sub.	40,000

City Classed as

Commercial and Export Center.

Native Whites	60%	Industrial Workers	3,500
Negroes	37%	English Reading	90%
Foreign Born	3%	Home Owners	35%
Students	—	Winter Residents	1,000
Banks—Savings	3	Resources	$8,760,229.24
Schools—Public Grade	17	Pupils	7,200
Theatres, 3; seats	2,000	Churches	31

Location

Third largest city in the State, on the west shore of Pensacola Bay and the Gulf of Mexico; served by the Louisville & Nashville Railroad.

Principal Industries

Shipbuilding, naval stores, lumber and fisheries.

Special Information

Pensacola has one of the largest naval air stations in the U. S. and Fort Barrancas, the largest artillery post on the Gulf. The county seat of Escambia County.

Suburban and Farm Residents

Milton, Crest View, De Funiack Springs, Chipley, Marianna, Panama City.

Wholesale Houses

Groceries	7
Meats	2
Fruits	5

Retail Section

Extends about three-quarters of a mile along Palafox street.

Residential Features

Practically all one-family homes.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	18	Confectioners	19	Florists	2	Hats and Caps	3
Auto (Truck)	12	Delicatessen	2	Fruits	15	Jewelry	5
Auto. (Tires) Agcys	20	Dress Makers	21	Furniture	6	Ladies' Tailors	4
Auto. (Parts) Agcys	24	Druggists	12	Furriers	—	Meat Markets	21
Bakers	5	Dry Goods	11	Garages	27	Men's Furnishings	14
Cigar Stores	17	Department Stores	3	Grocers	108	Merchant Tailors	6
Cloaks and Suits	6	Electrical	5	Hardware	7	Milliners	10
Clothiers	11						

Opticians	4	Photographers	6
Pianos	6	Restaurants	10
Shoe Dealers	14	Sporting Goods	2
Stationers	4		

Trading Area

Pensacola is the trading area for a prosperous and wealthy section, extending for a radius of about twenty-five miles.

Newspapers

Daily News (Evening) Journal (Morning)
Journal (Sunday)

NOTE.—Sources from which facts and figures were secured: J. V. Price, Secretary of the Pensacola Chamber of Commerce, Banks, Board of Education, Stores and other sources.

Digitized by Google

EDITOR & PUBLISHER

SPACE-BUYERS' CHART

GAINESVILLE, FLA.
CLEARWATER, FLA.
PALATKA, FLA.
ST. PETERSBURG, FLA.

GAINESVILLE, FLA.

Population

1920 Census	6,860
Cham. of Commerce, City	8,000
C. of Com., City and Sub.	15,000
Native Whites	60%
Negroes	40%
Foreign born	—
Industrial workers	500
English reading	90%
Home owners	80%
Winter tourists	8,000
Banks	3
Schools	7
Theatres	4
Churches	13
Resources	$4,452,727.26
Pupils	1,740
Seats	2,100

City Classed as

Educational, Agricultural and Geographical Center.

Location

Gainesville is eighty miles southwest of Jacksonville on the Atlantic Coast Line Railroad and the Seaboard Air Line Railroad, and on the Dixie Highway.

Principal Industries

Agriculture, stock raising, and phosphate mining

Special Information

One of the finest tourist camp sites in the State—an ideal winter resort. County seat of Alachua County. Home of the State University. The assessed value of city property is over $4,000,000.00.

Suburban and Farm Residents

Aveilonda, Archer, Newberry, Latchua, Waldo, Hawthorne, Orange Heights, Melrose, Rochelle, Evanston, Micanopy, Fairbanks.

Wholesale Houses

Groceries	6
Meats	1
Fruits	21
Candies	1
Hardware	2
Notions	2

Retail Section

About one half mile long and one half mile wide, paved streets and sidewalks and lined on either side with two- to five-story buildings.

Residential Features

Single family houses, many built along old colonial style, others of one and two-story and bungalow type, all are of a substantial appearance.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	9	Delicatessen	1	Furriers	—	Merchant Tailors	3
Auto (Truck)	9	Dress Makers	3	Garages	9	Milliners	7
Auto. (Tires) Agys	11	Druggists	5	Grocers	33	Opticians	2
Auto. (Parts) Agys	14	Dry Goods	8	Hardware	2	Photographers	2
Bakers	3	Department Stores	2	Hats and Caps	2	Pianos	3
Cigar Stores	3	Electrical	2	Jewelry	2	Restaurants	19
Cloaks and Suits	6	Florists	1	Ladies' Tailors	6	Shoe Dealers	4
Clothiers	3	Fruits	3	Meat Markets	10	Sporting Goods	1
Confectioners	11	Furniture	5	Men's Furnishings	3	Stationers	2

Trading Area

Gainesville trading area covers a large and productive agricultural and stock raising center, extending on the north to Starke, including Lake Butler and Alachua, on the south to the county line including Archer, on the west Wahnee, including Buda, Thames, Williams and Norwills on the east to Waldo including Starke.

Newspapers

(Evening) Daily News; (Morning) Sun.

NOTE—Sources from which figures were secured: Joseph E. Waugh, Secretary of the Gainesville Chamber of Commerce, bank statements, stores, Board of Education, directories and other sources.

CLEARWATER, FLA.

Population

1920 Census	2,427
Cham. of Commerce, City	3,000
C. of Com. City and Sub.	3,500
Native White	75%
Negroes	25%
Foreign born, less than.	75
Industrial workers	500
English reading	95%
Home owners	50%
Winter residents	2,500
Banks—State	2
Trust Companies	1
Schools	4
Theatres	2
Churches	6
Resources	$2,225,577.00
Resources	161,019 47
Pupils	850
Seats	1,100

City Classed as

Tourist Center.

Location

On the west coast of Florida, on the Atlantic Coast Line and Tampa and Gulf Coast Railroads.

Principal Industries

Citrus fruits, preserves, cigars, lumber, vegetables and dairying.

Special Information

County seat of Pinellas County. One of the finest tourist hotels in Florida, the Bellair, is located here. Winter resort.

Suburban and Farm Residents

Bellair, Largo, Dunedin, Safety Harbor.

Wholesale Houses

Groceries	0
Meats	0
Fruits	5

Retail Section

Extends about 4 blocks on Cleveland street and 4 blocks on Fort Harrison avenue.

Residential Features

All one and two-story homes of splendid design.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	4	Confectioners	10	Florists	1	Hats and Caps	4	Opticians	1
Auto. (Truck)	2	Delicatessen	—	Fruits	10	Jewelry	4	Photographers	2
Auto. (Tires) Agys	4	Dress Makers	3	Furniture	2	Ladies' Tailors	4	Pianos	1
Auto. (Parts) Agys	4	Druggists	5	Furriers	—	Meat Markets	5	Restaurants	10
Bakers	2	Dry Goods	5	Garages	11	Men's Furnishings	5	Shoe Dealers	6
Cigar Stores	2	Department Stores	2	Grocers	27	Merchant Tailors	3	Sporting Goods	2
Cloaks and Suits	4	Electrical	2	Hardware	5	Milliners	2	Stationers	2
Clothiers	4								

Trading Area

Extends in a radius of 4 miles, and is more of a tourist center.

Newspapers

(Eve.) Sun.

NOTE—Sources from which facts and figures were secured; Bd. of Trade, Banks, Bd. of Education and other sources.

PALATKA, FLA.

Population

1910 Census	3,847
1920 Census	5,200
Cham. of Commerce, City	7,000
C. of Comm., City and Sub.	10,000
Native Whites	50%
Negroes	50%
Foreign born	—
Students	—
Industrial workers	1,100
English reading	70%
Home owners	40%
Winter residents	100
Banks—Savings	3
Schools—Public	3
Theatres	2
Motion Pictures theatres	
Seating about	900
Resources	$2,765,824.95
Pupils	450
Churches, four white and four colored of all denominations.	

City Classed as

Agricultural and Industrial.

Location

72 miles south of Jacksonville on the main line of the Atlantic Coast Line Railroad, Florida and East Coast Railroad. County seat of Putnam Co.

Principal Industries

Car shops of Florida Southern R.R.
Wooden buckets, candy, cigars, cypress tubs, vats and tanks, lumber, moss fibre, veneers, shingles, novelties, sugar cane and refining, cross ties, large saw mills.

Special Information

Palatka is surrounded by most fertile soil in Florida, producing in many instances three crops a year.

Suburban and Farm Residents

Hastings, East Palatka, Bunnell, Crescent City, Green Cove Springs, Bardeen, Harbin.

Wholesale Houses

Groceries	?
Meats	—
Fruits	—
Hardware	1
Bakery	1

Retail Section

About half mile along Lemon street, quarter mile on 2d street, and quarter mile on 3d street, also on those intersecting streets.

Residential Features

Mostly all one and two-story homes, a few three-story apartments.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	6	Confectioners	2	Florists	—	Hats and Caps	2	Opticians	4
Auto. (Trucks)	6	Delicatessen	—	Fruits	4	Jewelry	4	Photographers	2
Auto. (Tires) Agys	6	Dress Makers	12	Furniture	7	Ladies' Tailors	4	Pianos	2
Auto. (Parts) Agys	6	Druggists	3	Furriers	—	Meat Markets	8	Restaurants	4
Bakers	3	Dry Goods	8	Garages	5	Men's Furnishings	10	Shoe Dealers	3
Cigar Stores	7	Department Stores	1	Grocers	25	Merchant Tailors	2	Sporting Goods	1
Cloaks and Suits	4	Electrical	3	Hardware	4	Milliners	4	Stationers	4
Clothiers	10								

Trading Area

Palatka's trading area extends on the south to Bunnell on the west to Green Cove Springs on the east to Hastings, on the north to the county line.

Newspapers

(Evening) Daily News.
NOTE.—Sources from which facts and figures were secured: Retail Merchants Association, Banks, Bd. of Education, directories and other sources.

ST. PETERSBURG, FLA.

Population

1920 Census	14,437
Chamber of Commerce, City	20,000
Cham. of Commerce City and Sub.	21,000
Native Whites	91%
Negroes	8%
Foreign born	1%
Industrial Workers	40%
English reading	95%
Home owners	80%
Winter residents	25,000
Banks—Savings	3
Trust Companies	1
National	2
Schools—Public	4
" —High	1
Theatres	5
Churches	24
Resources	$9,244,192.10
Resources	2,035,219.95
Resources	7,209,972.15
Pupils	1,800
Pupils	600
Seats	3,000

City Classed as

Tourist Center.

Location

On the Atlantic Coast Line and Seaboard Air Line.

Principal Industries

Cigars, citrus fruits, toys, marmalade and jellies.

Special Information

Entirely a tourist center.

Suburban and Farm Residents

Largo, Pass A. Grilly, Dundium.

Wholesale Houses

Groceries	1
Meats	1
Fruits	4

Retail Section

About one-half mile in the center of the city, also on some intersecting streets.

Residential Features

All individual one and two story houses.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	7	Clothiers	5	Electrical	5	Hats and Caps	4	Opticians	2
Auto. (Truck)	7	Confectioners	8	Florists	1	Jewelry	5	Photographers	4
Auto. (Tires) Ag.	6	Delicatessen	3	Fruits	10	Ladies' Tailors	1	Pianos	2
Auto. (Parts) Ag.	14	Dressmakers	11	Furniture	10	Meat Markets	12	Restaurants	32
Bakers	10	Druggists	13	Garages	18	Men's Furnishings	4	Shoe Dealers	7
Cigar Stores	11	Dry Goods	10	Grocers	54	Merchant Tailors	4	Sporting Goods	4
Cloaks and Suits	9	Department Stores	2	Hardware	5	Milliners	8	Stationers	5

Trading Area

Practically only in the city, as St. Petersburg is surrounded by water on three sides

Newspapers

—Times (M), Independent (E).

NOTE—Sources from which facts and figures were secured: Chamber of Commerce, Banks, Board of Education, stores and other sources.

l Failed to Do at Paris"

ROBERT LANSING

e released by the Consolidated Press Asso- . on April 15, 1921, in daily installments xclusive rights to one newspaper in a city

›ple have waited for the authentic and intimate story inside the American Peace Commission at Paris and he story for the first time, reproducing notes from his made in the fifty meetings of the Council of Ten which nsing book throws a new light on the making of the important contribution to world history.

A month and a half after the armistice Mr. Lansing wrote in his diary:

"It is evident that the President is determined to incorporate in the Peace Treaty an elaborate scheme for the league of nations which will excite all sorts of opposition at home and abroad and invite much discussion. The articles relating to the league ought to be few and brief. They will not be. They will be many and long. If we wait till they are accepted, it will be four or five months before peace is signed, and I fear to say how much longer it will take to have it ratified. It is perhaps foolish to prophecy, but I will take the chance. Two months from now we will still be haggling over the league of nations and an exasperated world will be cursing us for not having made peace. I hope that I am a false prophet, but I fear my prophecy will come true. We are riding a hobby, and riding to a fall."

McCLEAN
anager
ss Association
nk Building
n, D. C.

MARION'S "BACK PORCH" ASSOCIATION

(*Continued from Page 11*)

mate stories of the President's interest in the League of Nations.

Senator Hitchcock may come along to challenge the President to eighteen holes of golf, but the rumor factory will turn out a highly polished story on Mr. Harding's efforts to win Democratic support for the Colombian treaty.

CHANGES continue in the Press Gallery lists.

Mark Thistlethwaite, who was secretary to the Vice President when Thomas R. Marshall held that position, has returned to newspaper work but not to Indiana. He is remaining on in Washington as assistant to James P. Hornaday, correspondent for the Indianapolis News. Mr. Thistlethwaite made many friends while in the Vice President's office and they are wishing him well in his return to newspaper work after an absence of twelve years.

MAURICE B. JUDD, one of the younger generation of Washington correspondents who has advanced by leaps and bounds, gave up his place in the Indianapolis News office in order to devote his entire time to the New York Sun. Judd came here from Indianapolis in 1915. Few men entering the Washington game as assistants to correspondents of Middle Western papers become heads of New York bureaus with such dispatch.

FRANK J. TAYLOR, a product of the Leland Stanford School of Journalism, has returned to Washington as head of the New York Globe bureau. Taylor had been doing special work for the Globe during the past year. He was assistant managing editor, legislative correspondent at Albany, and a special writer on industrial and economic subjects in New York and Washington. Before going to New York a year ago, Taylor was with the United News in the national capital. Prior to that he was with the European organization of the United Press, doing the British front until the armistice following which he went into Germany and Russia.

ISAAC GREGG, an old World man with a record of service in Washington for many other papers, is doing the White House for the New York Sun. Gregg ventured into publicity work during the war. He was with the Railroad Administration for a time, then enlisted in the praiseworthy, but none the less ill-fated cause of booming Governor Edwards of New Jersey for the Presidency.

THE biennial election of members of the Standing Committee on Correspondents is to be held a few days prior to the convening of the special session of the Sixty-seventh Congress. There is a vacancy to be filled because of the departure of Stanley M. Reynolds to become one of the editors of the Baltimore Evening Sun. So far there are no candidates for the place. It is reasonably certain that Gus J. Karger, of the Cincinnati Times-Star; Arthur S. Henning, of the Chicago Tribune; Charles S. Albert, of the New York World, and Harry C. Stevens, of the Minneapolis Journal, will be re-elected without opposition, and that Karger and Stevens will continue as chairman and secretary respectively.

WALKER S. BUEL, chief of the Plain Dealer Bureau, went to Cleveland last week for a conference with his editors, leaving the popular and industrious Jim Wright to keep the wire busy during these lean days between sessions of Congress.

WITH more than 100 new members of the House of Representatives to take their seats on April 11, no one around the press gallery is envying Louis Ludlow, who bears the reputation of "having all the papers no one else has." That may not sound like many but it is, and Ludlow's "string" reaches from the cold wastes of the far Northwest to the sun-swept sands of Florida. It will be his job to get acquainted with more new members than any man in Washington with the possible exception of the official who distributes congressional pay checks. Ludlow has so many papers he polls the House everyday covering his delegations.

EDGAR C. SNYDER, veteran correspondent of the Omaha Bee and an active Republican partisan for many years, is being touted for the post of United States Marshal for the District of Columbia, which now is held by Maurice Splain, who was one of the Pittsburgh correspondents until assuming public office.

WALLACE R. FARRINGTON, publisher of the Honolulu Star-Bulletin, is being tipped for the post of governor of Hawaii in the gossip hereabouts. He is said to have the unqualified support of the business interests, but certain political elements are opposing him. His son, Joseph R. Farrington, covers the House for the Public Ledger Washington Bureau.

CHARLES E. MORRIS, who was secretary to Governor James M. Cox until the Democratic Presidential nominee left the State House at Columbus, has returned to newspaper work with the national capital as his field. He is representing the Cox papers in Dayton and Springfield.

VICTOR ROSEWATER, former publisher of the Omaha Bee, is an active candidate for appointment as First Assistant Postmaster General. He has been indorsed by numerous Republican leaders of prominence. Mr. Rosewater has spent much time in Washington within the past year because of his activities in newsprint matters.

Harding's Press "At Homes"

WASHINGTON, D. C.—President Harding has arranged with the Washington correspondents of newspapers to see them regularly hereafter on Tuesdays and Fridays. These are the regular meeting days of the Cabinet, and it was agreed that on Tuesdays the reception of the correspondents should take place at 1 o'clock, or as soon after that hour as the session of the Cabinet would permit, and on Fridays at 4 o'clock.

Urge Ingalls for Diplomatic Post

PORTLAND, Ore.—C. E. Ingalls, editor of the Corvallis Gazette-Times, has been brought forward as a candidate for a position in the diplomatic service. Recommendations from the Republican organizations of his county have been sent to Washington, asking that he be appointed as minister to China or to Cuba. In presenting his claim it is said that his publication was the original Harding organ in Oregon. Mr. Ingalls has served as president of the State Editorial Association and is very active among publishers of the state.

Makes False News Illegal

ST. PAUL.—State Senator F. D. Vibert has introduced a bill in the Minnesota senate making it a misdemeanor to knowingly and wilfully give a newspaper man an untrue statement concerning any person or corporation, with intent to have the statement published. Senator Vibert is publisher of the Cloquet Pine Knot.

Sell Franklin Almanacs

PHILADELPHIA. — Several rare specimens of Franklin Almanacs bearing the imprint of Benjamin Franklin and dating as far back as 1731, were recently sold at auction in this city. The oldest almanac in the lot brought $750.

Only Dailies for Branham

The John M. Branham Company after April 1 will represent only daily newspapers, its farm paper list having been taken over by the James M. Riddle Company.

FROM THOSE WHOSE LOSS IS GREATEST

(*Continued from page 9*)

our house has been stilled for a time and we are gazing into a distance of Long Years and an empty niche which can be filled by no other writer. It is no satisfaction to us while the first shock of grief is upon us that Bill Nye, Bob Burdette, Cy Warman, Bill Lampton, and George Fitch and the other splendid fellows awaiting us over yonder are glad for the accession to their ranks. They were lonely without Bert Leston Taylor but love is selfish and we are going to be lonely without the brilliance and humanity of his daily column. —JUDD MORTIMER LEWIS, Houston Chronicle.

Super Calendered Newsprint
33½ 66½ 70″ Rolls

Standard Newsprint
33½ 49½ 66½ 67″ Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

Ask the Canadian Pacific about Canada
CANADIAN PACIFIC

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago | 335 Windsor Station Montreal | 1270 Broadway New York

Digitized by Google

John J. Dille Announces

An Amazing Story *of*

Our Navy in the World War

By

JOSEPHUS DANIELS

Retiring Secretary of the American WAR Navy

This is a story *crowded* to *overflowing* with *dramatic* and *spectacular* events, incidents and episodes *hitherto unrevealed*. Now that the restraints of office are removed Secretary Daniels has put on paper the absorbing inside story of our *First Line of Defense*—the story the country is waiting on *tip toes* to hear.

Get This Great Circulation Builder Now—While You Can

It is complete in a remarkable Series of THIRTY Interest-Gripping, Comment-Creating articles each 1,200 to 1,500 words in length. Remember that this series is written by a NEWSPAPER EDITOR—in NEWSPAPER style—for NEWSPAPERS—not a book. Remember that it is NON-PARTIZAN, NON-POLITICAL and PRO-AMERICAN.

Remember that YOUR COUNTRY has declared for a BIG NAVY and a SMALL ARMY. Let your readers see our Navy in the hour of *supreme trial* as NOW revealed for the FIRST TIME by THE ONE MAN WHO REALLY KNOWS ALL THE STORY.

This great series is sweeping America in a *blaze* of *popularity*. From an ADVANCE TEST OFFER orders poured in from a *superb* list of ably edited newspapers, including The Boston Post, Baltimore Sun, Washington Star, Cleveland Plain-Dealer, Atlanta Journal, Detroit News, Chicago Journal, Milwaukee Sentinel, Dayton News, Minneapolis Journal, etc., etc., as well as a splendid list of "up-and-at 'em," "go-getters" in middle sized and smaller cities.

Act NOW! WIRE for the Attention-Compelling SCHEDULE of Articles. This Series will be released not earlier than April 4th nor later than April 11th. With it we send you a complete advertising campaign and circulation getting suggestions. WIRE.

NATIONAL NEWSPAPER SERVICE

John Flint Dille, President
Newspaper Features Display Promotion

326 W. Madison Street
Chicago

J. R. Hamilton, Vice-President
Circulation Premiums Classified Promotion

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

PUBLISHERS' ASSOCIATIONS DISCUSS CLASSIFIED

THE increasing interest of publishers in classified advertising is shown by the number of organizations giving this subject a place on the program of their meetings.

The Michigan Daily League in Grand Rapids devoted half a day to a discussion of Want-ad building. At Madison, the Wisconsin Daily League also discussed classified for half a day—the third meeting this year at which Want-ads were given a place on the program.

Likewise the Inland, Iowa and Minnesota associations for the first time considered classified at their meetings. L. J. Boughner, classified advertising manager of the Chicago Daily News and president of the Association of Newspaper Classified Advertising Managers, addressed the meeting of the Inland, Michigan, Iowa and Minnesota publishers, and emphasized the special value of classified advertising to newspapers on account of the service it renders the public.

Every word in a newspaper is supposed to inform or entertain, and the advertisements are especially informing because they give news of importance affecting everybody's purse. The Want-ads, however, go further; in addition to telling the reader where he may buy an article cheaper or better, it provides him with a means of selling to an advantage.

On the business side Mr. Boughner spoke of the ease of increasing classified advertising on the smaller dailies and the smallness of the losses from bad debts, outlining several plans that had been successfully used by newspapers in various parts of the country.

Harry Gwaltney, classified manager of the Milwaukee Journal, and C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers, spoke to the Wisconsin publishers.

AGENTS' ADVERTISING TO GROW

"DURING the past few months newspapers throughout the country have experienced a big decrease in 'Help Wanted' ads and a gradual increase in 'Agents and Salesmen' ads, due mostly to the fact that mail-order advertisers are increasing newspaper classified appropriations because present conditions of unemployment make this form of advertising very profitable," writes E. A. Arkenberg of the Arkenberg Agency of Chicago and New York.

"Aggressive manufacturers, jobbers, importers, and other business houses, realizing that the industrial situation has changed from a sellers' to a buyers' market, have," continues Mr. Arkenberg, "anticipated the new and varied problems of 1921 and are making good use of the 'Salesmen Wanted' columns of the newspapers right now, and will continue to do so throughout the year. Competition will be keen, and it will take more and better salesmen to secure anywhere near the amount of business handled in former years.

"The writer, in comparing a recent Sunday's classified pages of several of the largest metropolitan Sunday newspapers, noticed that these particular newspapers carried an average of three columns of 'Agents and Salesmen' ads as compared with less than one column each four Sundays ago. The writer also noticed a considerable number of new advertisers in addition to some old ones who have done little or no newspaper classified advertising in the past five years."

MISCELLANY

M. PRESTON GOODFELLOW, classified advertising manager of the Brooklyn Daily Eagle, reports that his department has adopted an adjustable rate table, which advertisers, counter ad salesmen, telephone ad takers and city solicitors are finding to be of much assistance. It is a revolving disc device, invented by A. Ross Baxter of the Eagle advertising department. The total cost of advertisements ranging from three to twenty-six lines in size and from one to seven insertions is furnished instantly by simply revolving the disc until the amount of lineage desired appears at the opening the the top of the card. The total cost immediately shows in another opening at the bottom.

CEDAR RAPIDS, Ia.—Do Want Ads Pay? According to Mayor J. F. Rall and the Cedar Rapids city commissioners, the answer is: "They Do!"

A short time ago, a four-line advertisement was placed in a local afternoon paper, the Evening Gazette, to the effect that the city wished to hire an expert builder inspector. Twenty-five answers, many of which came from out-of-town, were received.

Theodore A. Lee, formerly classified advertising manager of the Augusta Chronicle, has become classified advertising manager of the Columbia (S. C.) Record. Mr. Lee has been connected with advertising departments of the Atlanta Journal, the Atlanta Constitution, the Lexington Herald and the Chattanooga News.

The Brooklyn Daily Eagle has compiled a booklet of "Real Estate Copy Helps," which every classified worker ought to read.

KELLY TAKES WESTERN FIELD

CHICAGO.—Joseph R. Kelly, for several years a member of the Chicago Daily News advertising staff, has been appointed in charge of foreign advertising for the Daily News in the Western field, co-operating with John B. Woodward, who will hereafter make his home in New York. Mr. Woodward will continue as advertising manager of the News and will spend several days each month at the News office in Chicago, besides representing in the Eastern field.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

INTERTYPE

"THE BETTER MACHINE"

CO-OPERATION

From the very beginning the policy of the Intertype Corporation was to co-operate with Printers and Publishers in their mechanical typographical needs.

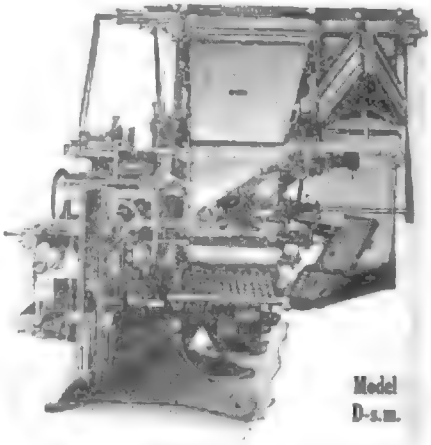
Simplified construction throughout is the Intertype ideal.

This means greater production.

This simplicity has been carried forward in the development of the Model D-s.m. Intertype for Text, Headletter and Display Composition.

The first, real, one man Display composing machine ever offered the trade, setting from 5-pt. to a wide Display 36-pt. under the control of one operator, thus establishing complete non-distribution and reducing composition costs to a minimum.

WRITE FOR LITERATURE



Model D-s.m.

We will arrange for a demonstration at your convenience.

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch, Rand-McNally Building, Chicago, Ill. Southern Branch, 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch, 86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives.

Digitized by Google

This newsboy is proud of his mechanical assistant—the Newsbox

JOSEPHUS DANIELS
PRESIDENT

L. A. MORRIS
CIRCULATION MANAGER

JOSEPHUS DANIELS JR.
SECRETARY TREASURER AND BUSINESS MANAGER

THE NEWS AND OBSERVER

RALEIGH, N. C.

NORTH CAROLINA'S FOREMOST NEWSPAPER IN CHARACTER AND CIRCULATION

June 28, 1920.

Newsbox Sales Corporation
220 West 42nd St.,
New York City.

Gentlemen:-

Replying to your valued favor of the 22nd, inst.

I beg to state that we are using your Newsboxes at this time with very satisfactory results. These boxes enable us to keep our papers on sale after the news boys have gone to school. This to us is a very important feature, as on account of the Child Labor and Educational law, all of our News Boys are off the streets by nine o'clock in the morning except Saturday and Sunday. These boxes as stated above enable us to have our papers on the streets as late as desired.

We have found that these boxes stimulate the news boys to greater efforts, and they are selling more papers on the streets every day than they did before we placed the boxes on the streets. The only objection that I have to the boxes, and this is one perphaps that your Sales Department may be able to remedy for us, is that the price of our paper daily is 5¢ and Sunday 7¢ and the machinism is set 5¢ and we are therefore unable to sell our Sunday edition in these boxes.

Awaiting your further valued favors, I am,

Yours very truly,
L. A. Morris
Circulation Manager.

NEWSBOX
TRADE MARK

"These Boxes enable us to keep our Papers on sale after the boys have gone to school"

The News and Observer's Newsboxes now vend their 7c. edition as well as the 5c. edition. Newsboxes as now perfected, will sell papers at 1c., 2c., 3c., 5c., 6c., 7c. and 10c.

NEWSBOYS merely skim the cream. They cover only the best corners and for a limited time daily, even during vacations. Scores of newspapers have found that they could profitably increase their circulation by covering every location where 10 or more papers can be sold during the 24-hour period. In fact, *weekly* papers are now using Newsboxes with marked success.

One publisher makes each of his more reliable newsboys custodian of one or more Newsboxes. This enables the boy to multiply himself, keeping several locations completely covered. Every newsboy is interested in mechanical devices, and is proud to be the responsible custodian of a Newsbox. He is delighted to find his profits greatly enhanced.

The publisher of course benefits from the increased circulation and also from the sign value of the Newsboxes. Indeed, many shrewd publishers consider the advertising value of the Newsbox one of its most valuable features.

We have made a detailed study of mechanical circulation. Tell us your problem and we will outline a practical plan for Newsbox Service adapted to your local conditions.

Try the Newsbox 30 Days at Our Risk

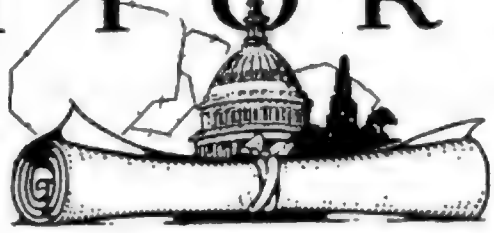
To make it possible for any circulation manager to know the Newsbox and to put it to a practical test in his own field, we make this introductory 30-Day Trial Offer:

The price of the Newsbox is $40 per unit, complete (no lettering), Orange, N. J. Send us your check to cover five machines. We will ship at once. If at the end of 30 days from the receipt of the Newsboxes you are not thoroughly satisfied, write us for shipping instructions and we will refund your money.

You may purchase one Newsbox or a hundred, but the 30-Day Trial Offer applies only to your first order for a battery of five machines. If interested, write for our partial payment plan.

Newsbox Sales Corp., Candler Bldg., New York City

EDITORIAL



UNETHICAL ADVERTISING

IN the profession of law paid advertising is looked down upon as unethical. It is a notable fact, however, that many members of the profession are not averse to advertising and in fact seek it when it is free. There are instances in which acts of individuals warrant what might be termed free advertising, and there is an old practice of advertising still carried on down at Washington that does not have this redeeming quality. It consists of advertising the individual at no cost to himself but at the expense of the government, and every tax-payer helps foot the bills.

The citizens of New York recently witnessed a flagrant case of this kind. When Army appropriations were under consideration at Washington in the last session, Representative Charles Pope Caldwell, with a full appreciation of the seriousness of the occasion and the fact he had a full house, made a speech. He said in part:

> "I am leaving this delightful service to take up one not so delightful but perhaps more lucrative. I am going back to the general practice of law, and in that I hope to be of as great service to my people as I have been here. I have formed a partnership with Hon. George E. Polhemus, until recently an assistant United States attorney in Brooklyn. Our firm name will be Caldwell & Polhemus, and our offices will be at 50 Church Street, New York City, and so, gentlemen, I say au revoir—not good-by—for I will be frequently in Washington attending to legal matter before the departments and shall avail myself of these opportunities to see you. Again, gentlemen, I thank you." [Applause.]

The above quotation is from the speech as it appeared in the Congressional Record and being of an inquiring turn of mind we are sorry an editorial foot note was not carried explaining just what part this played in solving the problem of pay for the army on the Rhine. It must have been a deciding factor, however, if we are to judge from its wide distribution.

Bearing the imprint of the Government Printing Office and carried in Government bought-and-paid-for envelopes bearing a certain Congressman's frank extra copies of this speech were distributed wholesale at the tax-payers' expense to the citizens of the locality in which former Representative Caldwell is going to resume the practice of law. Envelopes of the kind used by the government are alone worth $5.72 a thousand according to the latest available quotations—but who cares for expense when the tax-payer is paying the bill?

One New Yorker received three copies of this notable address and has since been wondering whether he should not expect the same number of copies of each of the two other speeches made at the same time lauding the ability of Mr. Caldwell as follow-ups. Advertising instinct and a knowledge of the ways of a government printing office tells us that he may.

This is the best executed unethical advertising campaign that has come to Editor & Publisher's attention since the press agent chase of the Virgin of Stamboul.

THE SPIRIT OF SPRING

THE first day of Spring—accepted house-cleaning time—brought forth one of the most unusual advertisements in the history of American business and one worthy of more than passing thought.

The B. F. Goodrich Company, pioneers in the manufacture of rubber products, who have been active in the business life of the nation for half a century, set aside that day to tell the American public of their faith and confidence that the new era marking a normal prosperity for the nation has dawned.

It was one of the most unusual pieces of advertising copy ever placed before the public. More than 500 newspapers were used and the purpose behind the message contained in the space had as its key-note public service with benefits to all industries through the re-establishment of a national spirit of optimism.

> *FROM my experience I find that it is lunacy trying to deceive the people. In journalism, more than in any other field, honesty is the best policy. The public looks for truth as well as information in the news. We must sacrifice everything to satisfy such a legitimate desire.*—Paul de Dupuy, *of the Petit Parisien.*

B. L. T.

A MASTER in the profession of journalism finished his work last week. It would not be true, however, to say that Bert Leston Taylor is really dead. Of that we cannot judge for even with his going we learned that another book, "The So-Called Human Race," had been finished and we know that he will live just as long as we continue to laugh with him.

B. L. T. stood at the head in that branch of the profession in which he worked; he reached that position because of the absolute freedom under which he worked; he blended wit, slang, comment, satire, poetry, sentiment and philosophy in a manner that lifted the low-brow stuff above its level and at the same time made his readers like what we usually refer to as high-brow stuff.

Bert Leston Taylor was the dean and inspiration of a group of American newspaper humorists that have made the way of the comic weekly practically impossible in the United States, and in doing his part he helped untold thousands by teaching them not to take themselves too seriously.

Writing in Editor & Publisher last week, William Allen White said, "After all, one's influence depends entirely on one's happiness." In that expression we find the reason for B. L. T.'s success and why his death is regarded as the nation's loss.

ADVERTISING revenues of newspapers will probably be less this year than last; the paper bill will be greater and recent compilations of wage awards to union composing room employes show increases ranging from $1 to $15 per week for each man. This, in the face of the fact that 1920 wages were the highest ever paid to printers, points to only one course for the publisher. He must reduce his mechanical force as much as circumstances permit, continue conservation of paper and hold to the advertising rates set during the past eighteen months—or increase them. Other roads lead to bankruptcy.

March 26, 1921 Volume 53, No. 43

EDITOR & PUBLISHER

Published Weekly by

The Editor & Publisher Co.

1117 *World Building, 63 Park Row, New York.*

James W. Brown, editor. John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, L. Walter Summis, Rosalie Armistead Higgins

J. W. Ferguson, General Manager.

J. B. Keeney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Maduon, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

MERCHANDISING PROBLEMS

SALESMANSHIP is the most complex problem in business today. There was a time in the history of business when the buyer of finished products carried the harvest of his fields over seldom-used trails to recognized market-places where he bartered and finally entered into trade for that product.

With the growth of the population of the world the natural law of supply and demand and the material desire of man created a new condition whereby the maker of the finished product, stimulated by that desire, sent his salesman out among the people in an effort to create the interest of certain people in his products. The people interested finally become local traders and eventually retailers. Under this system salesmanship was a simple matter. The only recognized customer of the finished product was the local trader or retailer.

Salesmanship during that period was fulfilled when the community was reached through the individual. Competition in products was the natural result that created standards.

The building of standards belongs to modern manufacturing. Heinz gave it to baked beans, Campbell's to soups and Hole-Proof to socks. Standard in this sense is only another way of saying reputable; standard in this sense has been created by advertising—the greatest factor in salesmanship.

Speaking before a gathering of business men of Providence recently Chalmers Lowell Pancoast, director of merchandising of the Chicago Tribune, said, "It's not what you put on a dealer's shelf, it's what the public buys off that shelf that spells success."

Under the old system of salesmanship the maker's problem was solved when the local trader's or retailer's shelves were stocked. That however was before the day of standards. A new factor has entered the field and it alone sets the standards that create a demand for the thing that man has to sell. We call it advertising, but in reality it is salesmanship that creates confidence and establishes standards that bring public demand that is necessary to business success.

The manufacturer who is satisfied with merely stocking a retailer's shelves has not learned the most important lesson in modern selling.

HERALD SQUARE

A MOVEMENT has been started in New York City to save the old Herald building and preserve the identity of Herald Square. Unless this movement is successful the work of dismantling the famous landmark will commence within the next two months and a giant sky-scraper will take its place.

Police Commissioner Enright, who has the matter in hand, would convert the Herald building into a Historical Museum and it is said that he has received much encouragement and many pledges of help in carrying out his plan. In case he is successful would not this be the proper place in which to establish—not in the entire building, but in some part of it to be set aside for the purpose—an educational exhibition of the development and achievement of American journalism?

No other spot in America is more closely associated with the fulfillment of the purposes and ideals of an independent journalism. No matter whether we agree with the acts of individuals or not, it was independent journalism, blazing new trails for thinkers to follow that attracted attention in the four corners of the world to that little spot of ground and brought Herald Square fame in song and story and made it one of the sights of America's metropolis.

Herald Square stands for more in American journalism—or world journalism—than the great newspaper for which it was named; Herald Square in the public mind is associated with daring, independence and the power to do big things in a big way. If this movement is successful and we are to still have our Herald building and Herald Square, then the American newspaper world should see to it that the museum to be established there shall in some way speak for the journalism that has made that spot famous around the world.

Digitized by Google

PERSONAL

E. J. STACKPOLE, president and editor-in-chief of the Harrisburg Telegraph, is now publishing series of "Capitol Hill and Other Recollections." Recently he devoted a chapter to these reminiscences of his work as a newspaper man to his associates on Capitol Hill.

O. C. Leiter, formerly publisher of the La Grande (Ore.) Observer and connected in various editorial capacities with Portland newspapers, has incorporated the firm of Leiter and Company to conduct a business in advertising and abstracting.

Eric W. Allen, dean of the school of journalism of the University of Oregon, visited the Journalism classes at New York University last week. He was on his way home after attending the meeting of the National Editorial Association.

Joseph W. Piercy, director of the department of journalism at the University of Indiana, is spending a month in New York observing the work in the departments of journalism at local universities.

Edward H. O'Hara, publisher of the Syracuse Herald, has returned from several weeks' stay at Atlantic City.

Harvey D. Burrill, publisher of the Syracuse Journal, has returned from an extended southern trip.

Frank B. Nichols, publisher of the Bath (Me.) Daily Times, with Mrs. Nichols has started on a protracted trip to the Pacific Coast.

Capt. Henry W. Owen, Jr., formerly editor of the Bath (Me.) Times, who served through the war with the Coast Artillery, has entered the life insurance business as Sagadahoc County district manager for the Mutual Benefit Life Insurance Company.

Augustus C. Kessinger, president of the Rome (N. Y.) Sentinel, was presented with a silver loving cup by his employes last week on the 65th anniversary of his connection with that newspaper. Mr. Kessinger is now 79 years old and is proprietor of the Sentinel.

Edmund D. Coblenzt, managing editor of the San Francisco Examiner, is being tendered the sympathies of his many friends on the death of his mother, aged 65 years.

George F. Booth, former publisher of the Worcester (Mass.), Gazette, Mrs. Booth and their daughter, Doris, will start for California, April 6.

Marcel Knecht has resumed his post in New York as director of the French Information Service in the United States, after spending a year in France. He also collaborated with former Premier Viviani, who is to visit the United States shortly on an official mission.

Col. Fred N. Dow, publisher of the Portland (Me.) Express-Advertiser and Sunday Telegram, is having his annual vacation in the South, with headquarters at Jacksonville, Fla.

Phil. J. Sinnott, formerly managing editor of the San Francisco Daily News, of San Francisco, has been transferred to Sacramento as publisher of the Star. F. W. McKechnie, who was publisher of the Star, was brought to the News to succeed Sinnott. Both papers are in the Scripps chain.

Walt Mason, former Kansas newspaper man and prose poet, who went to California for his health last spring, has decided to become a permanent resident of La Jolla. Walt says he "can't stand those extremes in Kansas climate any more.

P. D. Burton, editor of the Joplin (Mo.) News-Herald, has been made a member of the board of curators of the University of Missouri by Governor Hyde.

IN THE EDITORIAL ROOMS

J. J. Flanders, editor of the Ocilla (Ga.) Star, and Mrs. Flanders were seriously injured when their automobile turned over on the Dixie Highway, near Hawkinsville, Ga.

Frank Sinclair, sporting editor of the Janesville (Wis.) Gazette, and W. W. Frazier, of the staff of M. C. Watson, the Gazette's representative, recalled old times when they met in the Gazette office last week. They had been in the same infantry company, during the war and had not met since 1917.

Dan L. Beebe has resigned as business manager of the Western division of the United Press and become associated with E. L. Sherman in the purchase and management of the Modesto (Cal.) News.

Ed. Williamson, police and desk man of the St. Paul Daily News, has resigned to go with the Omaha World-Herald.

Ollie W. Tuttle, formerly water front reporter of the San Francisco Examiner and at one time its automobile editor, has been made manager of the Marine Exchange, the commercial department of the newspaper. Tuttle succeeds Thomas Rooney.

Thomas W. Bailey, former dramatic editor of the San Francisco Chronicle, has associated himself as publicity writer with Ackerman and Harris' chain of vaudeville theaters. He was replaced on the Chronicle by Marjorie Driscoll, formerly of Los Angeles and Pasadena, who has been doing general assignments and art on the Chronicle.

N. D. Colcord, a member of the Portland (Me.) Express-Advertiser staff retired as exalted ruler of Portland Lodge of Elks at the annual meeting, and was chosen representative to the grand lodge. Harold A. Putnam, news editor of the Express-Advertiser, at the same meeting was elected inner guard.

L. C. Bateman veteran member of the staff of the Lewiston (Me.) Journal and Mrs. Bateman were surprised at their residence recently by 300 friends who helped them celebrate the 49th anniversary of their wedding. Mr. Bateman had stated that he would not permit a golden wedding celebration next year, so his friends took advantage of the fact that he had not denied them the celebration of the 49th anniversary. He has been connected with the Journal 40 years.

William P. Tiebout news editor of the Albany (N.Y.) Knickerbocker Press, has resigned to go with the Cleveland Leader. W. Cameron Hyde, head of the copy desk, has been named his successor. Mr. Hyde began his newspaper career five years ago as a copy boy on the Knickerbocker Press.

J. L. Jenkins, former automobile editor of the Chicago Tribune, has been transferred back to that desk. Morrow Krum, who some time ago took over the duties of automobile editor with those of aviation editor, will devote his time now exclusively to aviation.

W. C. Jarnagin, managing editor of the Des Moines Capital, has recently been awarded a key by the Delta Sigma Rho honorary debating fraternity for an activity in which he took part twenty-three years ago. Back in 1898, he participated in an inter-collegiate debate as one of the team from the Iowa State Teachers' College which defeated a trio representing Ames College.

FOLKS WORTH KNOWING

GEORGE B. PARKER, whose transfer within the Scripps-McRae League from the editorship of the Oklahoma City News to that of the Cleveland Press is announced in EDITOR & PUBLISHER this week, is a product of Oklahoma University and of the local staffs of the News and the Oklahoman. He has been known to his associates as "Deak" since his association with the News staff in 1909, after graduation from Oklahoma University two years earlier. He landed on the city desk the year he joined the paper, moved shortly afterward to the managing editorship, and in 1913 was made editor.

G. B. PARKER

For about two years he has been conducting a daily first-page editorial column in the News, entitled "The Referee" in which he has commented in easy conversational style upon topics of general interest.

Mr. Parker is succeeded as editor of the News by W. F. Bickford, who has been managing editor of the paper for several years. E. D. Minter, city editor, has been advanced to managing editor, and Morrison R. Toomer, who has been covering the state legislature, has been made city editor.

J. P. Hall, former owner and editor of the Arbuckle (Cal.) American, and his brother, J. N. Hall, have taken over the Red Bluff (Cal.) Morning Sentinel.

Otto Sligh, formerly connected with the Brunswick (Ga.) News, is now editor of the Stuart (Fla.) Messenger.

Henry E. Krehbiel, music critic of the New York Tribune and senior critic of the New York newspapers, underwent an operation this week for kidney trouble. He is reported to be recovering.

Warren J. Fogarty, formerly sports editor of the Fitchburg (Mass.) Daily News, has gone with the Brockton (Mass.) Enterprise, succeeding D. Murray Travis, who has become county editor of the Worcester (Mass.) Telegram.

Wilfred D. Bagley, city editor, and Mrs. Bagley, one of the linotype operators on the Bridgeport (Conn.) Star, are spending a month in Florida.

Ray Morris, draughtsman at the Lake Torpedo Boat Company, has gone to the Bridgeport (Conn.) Times as cartoonist.

Dorothy L. Smith, society editor of the Bridgeport (Conn.) Times and Emmett Sherman Beardsley, have just announced their marriage, which took place December 18.

Tommy Nunan, dramatic editor of the San Fancisco Examiner, will soon be back at his old desk after editing scenarios in the International Studios in New York for several months. In Mr. Nunan's absence, Sam Raddon has been reviewing the plays shown on the local stage in conjunction with his daily column, "The Stroller."

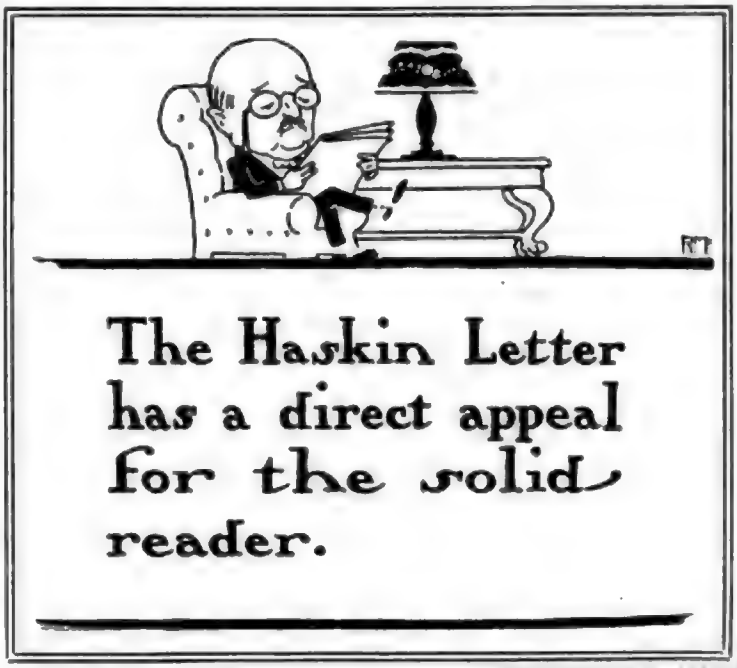
Gurth A. Whipple, formerly with the Albany Knickerbocker Press and Syracuse Herald, has become extension director of the New York State College of Forestry at Syracuse University. The position in which he succeeds Warren B. Bullock, former Milwaukee newspaperman, carries with it the grade of university professor.

Miss M. Florence McCarthy has left the Syracuse Herald to join the Syracuse Journal staff.

George A. Chapin, of the Syracuse Herald copy desk, has become telegraph editor of the Norfolk Virginian Pilot and Norfolk Landmark.

James E. Doyle, former managing editor of the Syracuse Herald who has resigned first deputy state superintendent of public works of New York, has taken control of a string of Catholic newspapers in Syracuse and Albany, N. Y., and Scranton, Pa. The papers are the Catholic Sun, the Catholic Chronicle, and the Catholic Light of Scranton.

J. Henry Doyle has succeeded James F. McNamara as staff correspondent of the Worcester (Mass.) Telegram at North Brookfield; James D. Fearin has been transferred from Spencer to Rochdale; Miss May E. Lynch is now at Lancaster; Mrs. H. L. Carpenter at Charlton and Thomas E. Sweeney at Dudley.



Roland C. Finley, who recently retired from the Worcester (Mass.) Telegram, after 35 years service, has opened an office in Worcester to act as correspondent for the Boston Transcript and a list of trade publications.

Cyril C. Clifton, associated editor of the Iowa Homestead, Des Moines, and Miss Edith Lucile Reaver, of Eldora, Iowa, have announced their engagement.

Miss Mary Roberts and C. A. Couchman, members of the staff of the Des Moines Capital, are to be married in the near future. Miss Roberts, a University of Kansas graduate and member of the Theta Sigma Phi national journalistic fraternity, conducts the "Peggy the Shopper" department in the Capital.

Carl Haterius, city editor of the Manhattan (Kan.) Daily Naturalist, has resigned to go to Chicago as a choir singer.

John Page has been made Washington correspondent for the Amarillo (Tex.) News.

Imri Zumwalt, state printer of Kansas and publisher of the Bonner Springs (Kan.) Chieftain, is recovering from a five weeks' illness.

THE BUSINESS OFFICE

Findlay I. Weaver, late of the Toronto Mail & Empire and the Kitchener (Ont.) Daily Telegraph, is establishing a trade publication in Toronto called the Canadian Stationer and Book Trade Journal.

John C. Hogan has been named manager of the New York office of Every Woman's World and La Canadienne, of Toronto.

Harry Marcus, advertising manager of the Portland (Ore.) Journal, is in San Francisco calling on the advertising agencies.

Ross Anderson was this week made head of the service and promotion division of the advertising department of the Philadelphia Record.

Miss Alice Howe, who was in charge of the telephone exchange of the old Philadelphia Press for many years, resigned this week from the Philadelphia Record where she has been in charge of the telephone service since the Press suspended .

John Hungerford, Jr., formerly manager of the Carroll (Iowa) Herald, is touring South America.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, addressed the Y. M. C. A. of Southwestern College, Winfield, Kan., on "Opportunities and Responsibilities of Journalism as a Life Work."

Earle G. Hines has returned to the McGraw-Hill Company, Inc., New York, after a two years' leave of absence. Mr. Hines will be Eastern sales manager of Electrical World and will also be associated with Electrical Merchandising and the Journal of Electricity.

Bernard A. Vollmer has joined the staff of J. P. McKinney & Son, newspaper representatives, New York.

H. H. Knickerbocker, formerly publisher of the Middletown (N.Y.) Times-Press and for the past year assistant publisher of The Fourth Estate, New York, has severed his connection with the latter publication.

Harry E. Williams, former promotion manager of the Worcester Telegram and recently with the Boston Herald merchandising department, has been placed in charge of the Syracuse Herald's merchandising service department.

J. A. Sullivan, recently advertising manager of the Park-Brannock Company, shoe retailers, has joined the advertising department of the Syracuse Herald.

Wallace M. Hughes, for many years a member of the Utica (N. Y.) Observer's advertising staff, has joined the Syracuse Herald in charge of automobile advertising.

Ivan H. Moore, until recently in charge of automobile advertising for the Syracuse Herald, has gone with the Utica Morning Telegram.

WITH THE AD FOLKS

Wilson A. Streeter, a well-known member of the Poor Richard Club, who has been head of the jewelry department in Gimbels' Department Store, has left Philadelphia to become the general manager of the jewelry firm of E. H. Hufnagel, Inc., of Mt. Vernon, New York.

Don Francisco has resigned as advertising manager of the California Fruit Growers Exchange to become co-manager of the Pacific Coast office of Lord & Thomas.

Harry C. Oechsler, formerly with the Robert Hoyne Advertising Agency, New York, has been appointed advertising manager of the Hoycraft Manufacturing Company, Inc., toy manufacturer, New York.

Charles E. Percy has resigned as director of sales promotion for the Joseph & Feiss Company, Cleveland.

WITH THE AD AGENTS

Charles H. Kaletzi, recently with the Stearns, Advertising Company, New York, has established an agency at Syracuse, N. Y. Mr. Kaletzki was at one time with the Syracuse Post-Standard.

George J. Kirkgasser & Co., have been formed at Chicago, Mr. Kirkgasser was formerly advertising manager of the Cutler-Hammer Manufacturing Company, Milwaukee. His associates are F. C. Smith, formerly of the McGraw-Hill Company, Inc., and Miss A. A. Buchholtz, formerly office manager of the Cutler-Hammer advertising department.

T. R. Harris, for the last two years with the Mumm-Romer Company of Columbus, Ohio, has started his own advertising agency there. Associated with him are J. D. Grafton, formerly with the Bush Advertising Service, and Tom Cooper.

E. W. Hewston, until recently account executive of the L. S. Hillham Company, Los Angeles, has organized an agency of his own in that city. Mr. Hewston was formerly with the H. E. Lesan Advertising Agency in New York, and at one time was a member of the editorial staff of the New York Herald.

Stanley Nowak, formerly president and general manager of the Gornay advertising Agency, has joined the staff of Berrien Company, Inc., New York.

Richard A. Foley, head of the Foley Advertising Agency, Philadelphia, is planning a vacation trip to Porto Rico.

Frederick E. Hall, New England manager of the M. Wineburgh Advertising Agency, was the speaker at this week's meeting of the Worcester (Mass.) Advertising Club.

L. L. Lenhoff and J. T. Moore, formerly connected with the Lenmore Advertising Service, have become associated with Simmonds & Simmonds, Chicago. J. C. Black a member of the art staff of the Hearst organization has also joined this agency.

Miss E. V. Maguire, formerly in charge of advertising for Blaylock & Blynn, Philadelphia, has gone into the advertising agency field for herself.

The Adcraft Advertising Agency, Portland, Ore., has been purchased by O. F. Haugen from Mrs. H. F. Linney and Mrs. H. C. Jeselson. The business will be continued under the old name.

Ernest G. Countryman, of Syracuse, has joined the staff of H. C. Goodwin, Inc., Rochester, N. Y., as account executive and solicitor. He was formerly connected with Hanff-Metzger, Inc., of New York City.

The Gardner & Wells Co., Inc., New York, has established an office in Chicago under the management of A. R. Ely, formerly of Lord & Thomas.

George H. McGurty and Miss Katherine L. Smith have formed the McGurty & Smith Financial Advertising Service in Cleveland. Miss Smith was formerly with the United Banking & Savings Company.

The name of the Leonard Etherington Advertising Service, Boston, has been changed to the Etherington-Everett Service. W. W. Everett, recently advertising manager of the Shoe & Leather Reporter, Boston, has joined the firm.

The James Howard Kehler Agency, of Chicago, has been taken over by the Dorland Agency, Inc., of New York. The Kehler agency will become the Chicago office of the Dorland agency. Mr. Kehler will be Chicago manager.

The Ohio Advertising Company of Akron, has been incorporated with Victor H. Cunnyngham as president; C. R. Werking, vice-president; C. E. Wade, secretary and treasurer. Mr. Cunnyngham has been conducting an agency in Akron for over a year. E. Montes deOca, until recently with the B. F. Goodrich Company, has been placed in charge of the agency's export advertising department.

Executive offices of the George Lyon, Jr., Company, advertising agency, have been opened in Peoria, Ill. Mr. Lyons has had ten years' experience in the advertising business and for a long time was in the advertising business in Chicago.

Joseph H. Potsdamer, president of the Empire Advertising Agency, of Philadelphia, is on a two weeks' business trip in the West in the interest of two of his Philadelphia clients.

The Robert Hamilton Corporation, 50 Union Square, New York, announces two additions to its personnel—O'Brien Atkinson and Charles C. Squire, each a vice-president.

Will W. Zimmer, recently with the Eastern office of the American Fruit Grower, has joined the advertising agency of La Porte & Austin, New York as an executive in charge of agricultural advertising. Mr. Zimmer has been in publicity work for more than sixteen years, most of which time he has been associated with farm paper advertising. He has been with the International Harvester Corporation and the Charles Agency of New York.

Stroud & Brown, New York advertising agents, have moved into new offices at 303 Fifth avenue.

Malcolm Moore, formerly vice-president and sales manager of Paramount Rubber Consolidated, Inc., has recently joined the staff of the Biddle Advertising Agency, Philadelphia.

The Eugene Randle Advertising Company, of Hutchinson, Kansas, has opened a Wichita office in the Union National Bank Building with Hugh Sanders in charge.

Earl Ennis Loses a Leg

SAN FRANCISCO, Cal.—Earl Ennis, the Bulletin's columnist, has just suffered the amputation of a leg as the result of gangrene setting in in a wound, received while cleaning a revolver. He is in a very serious condition.

Hartford and Weiland Shifted

CHICAGO.—George Hartford, for the past two years national advertising manager of the Chicago Herald and Examiner, has been appointed circulation manager. M. V. Weiland, who has been in charge of the merchandising department, has been appointed to succeed Mr. Hartford.

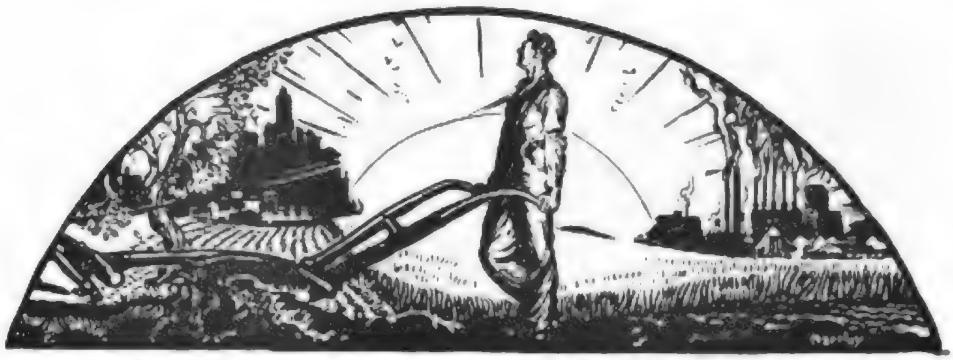
Moves New York Office

Knill-Burke, Inc., newspaper representatives, will move into larger quarters in the Brokaw Building, New York, on April 1.

Albert de Bary, Jr.
Incorporated
6 Church Street New York City
Are the American Representatives of
CLEMENS CLAUS—
Manufacturer of the Ideal Dry Mats
MAX NITZSCHE—
Manufacturer of the Flexi-type-Mater Dry Mats
These imported dry mats assure all the advantages without any of the disadvantages of the domestic dry mat. They are uniform as to thickness and shrinkage.

STANDARD NEWSPRINT
We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.
Get our price before placing your orders.
Caldwell Paper Company
Incorporated
489 Fifth Avenue New York
"Caldwell serves well"

This advertisement appeared in the daily newspapers throughout the United States, Monday, March 21, 1921



This is the First Day of Spring

Today, March 21st, is the first day of Spring—the day that everybody has agreed upon as the time when "business will open up." Business is here. It starts from now. It should be greater every day.

Industry is awakening. On all sides you see the evidences of this. In every newspaper you read of resumption of work.

Back to normal! It is a cheering thought. Employer, employee, dealer and customer are glad of it.

Out in the country the crops are being put in as of old. Mother Nature never takes a vacation. She is swinging into her spring work, making the seeds sprout and the crops grow. The food of the world is going to be produced. The foundation of all prosperity exists as it always did.

Business is here. It is ready at your hand. It is not something to be waited for, not something to be wished for. It *is*.

The first day of spring is a splendid starting point. Winter, with all its handicaps and disappointments, is behind, and can be forgotten. Ahead of us all are days that grow better and better, days when work will count more and more, when mutual understanding and helpfulness will bring their lasting benefits. The roads are getting better, the shops are showing the new things, people are putting money into circulation. Your dollar, paid out for a necessity, does not stop working. It keeps going on and on—increasing the volume of business.

"Good times" are coming back with the sunshine and the flowers, with the humming of machinery and the song of the whistles. The hour for moping and complaining has gone; the time for hustling and prospering is with us.

In the automotive industry the news is encouraging. Passenger car and truck manufacturers are welcoming the first day of spring with increased activities to satisfy the coming demand.

And here in the Goodrich plant the opening of spring finds us ready to serve our old and new customers through the Goodrich dealers in the efficient manner that has characterized our organization for fifty years.

It is the first day of spring—the dawn of the good business era for us all.

Goodrich Tires

"BEST IN THE LONG RUN"

SILVERTOWN CORD AND FABRIC FOR PASSENGER CARS
DE LUXE SOLID AND CORD FOR MOTOR TRUCKS
FABRIC AND CORD FOR MOTORCYCLES AND BICYCLES

THE B. F. GOODRICH COMPANY · AKRON, OHIO · FOUNDED 1870

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

GIVE THE ADVERTISER COMPLETE FACTS ON YOUR PRODUCTION COSTS

INDIANAPOLIS, March 20.—"Tell the newspapers of the country that if they face retail merchants of the country with the facts, the clamor for a decrease in rates will stop," was the statement to the representative of EDITOR & PUBLISHER by the officers and directors of National Association of Newspaper Executives who held their regular mid-year meeting at Louisville Sunday.

It was decided that special stress would be placed on this question at the Atlanta convention by the officers of the association. A frank statement of costs will be presented to advertisers and agency men at that time.

"Newspaper publishers and advertising executives must realize that the demand for lower advertising rates is country-wide and is being skillfully handled by the retailer organizations," said Charlie Miller, president of the association.

"The Minneapolis retailers prepared figures on publishing costs which have been widely circulated over the country. In these figures spot paper prices of last year and this year are taken as a basis of comparison to show that advertising rates should be lowered. Any one familiar with the publishing business knows while spot paper has reduced from 11 to 7 cents that contract prices have increased from four to six and a half cents.

"Point out to merchants that you are a manufacturing plant and distinct asset to your city," advised Ben F. Lawrence, the Indianapolis Star's business manager. "Tell them of your pay roll. Show them that rate reduction absolutely means financial disaster, and you will find a different reception."

Letters and telegrams from more than 150 publishers were shown at the meeting urging that the association take a positive stand urging newspaper publishers to stand by their guns, and under no circumstances to reduce advertising rates.

An organization of newspaper men to arrange for the Atlanta convention was effected. It was decided that combined meetings will be held with American Association of Advertising Agencies, and with the Advertising Managers' Association. L. A. Webster, Milwaukee Journal, E. W. Parsons, Chicago Tribune and E. S. Friendly, New York Times, were appointed as a committee to handle the meeting with advertising managers. George Brett, New York; Frank D. Webb, Baltimore News and F. E. Wallace, Elizabeth (N. J.) Journal, will handle the exhibit on how to use newspapers as national advertising media. The meeting with the A. A. A. A. will be handled by the standing committee on agency relations: M. E. Foster, Houston Chronicle, B. N. Garstin, Louisville Courier-Journal, Frank D. Webb, Baltimore News, George Burbach, St. Louis Post-Dispatch and Arthur G. Newmyer of the New Orleans Item. W. A. Giffen, classified manager of the Indianapolis Star, will be chairman of the classified sessions, with H. Gwaltney of the Milwaukee Journal and Henry Barringer of the Indianapolis News.

The general and executive program committee will include Howard Davis, New York Tribune, A. L. Shuman, Fort Worth Star-Telegram and B. F. Lawrence, Indianapolis Star.

The newspaper men were entertained at lunch at noon at the famous old Pendennis Club by Wallace T. Hughes, associate publisher and Bert N. Garstin, business manager of the Louisville Courier Journal and the Louisville Times.

It was announced at the meeting that President Harding had tentatively accepted an invitation from the association to address one of the open sessions of association at the Atlanta convention. Arthur Brisbane, editor of the New York Evening Journal and possessor of some interesting ideas on advertising, will be on the general program of the Associated Advertising Clubs of the World.

Those present included: Frank T. Carroll, Indianapolis News; Charlie Miller, Atlanta Georgian; L. A. Webster, Milwaukee Journal; M. C. Harper, Oklahoma City Oklahoman, Bert N. Garstin, Louisville Courier-Journal and Times; H. E. Roberts, F. B. Wachs, and Harry Giovannoli, Lexington (Ky.) Leader; O. T. Roberts, Indianapolis Daily Times; Harvey R. Young, Columbus (Ohio) Dispatch; F. Ernst Wallace, Elizabeth (N. J.) Daily Journal, W. G. Johnson, Jackson (Miss.) Daily News; Battle Clark, Nashville Banner; S. H. Bernheim, Louisville Herald; Ross Wallace, Philadelphia Record; C. F. Gladfelter, Louisville Herald; William P. Etchison, Columbia (S. C.) State; B. F. Lawrence, Star League of Indiana, Indianapolis; Charles C. Swearingen, Louisville Courier-Journal and Times; Fred Millis, secretary-treasurer of the National Association of Newspaper Executives.

A WEEK OF WORK—NOT OF PLEASURE

THE yearly trouble about meetings with the Associated Advertising Clubs is almost sure to come up again this year. The newspaper men go to the Atlanta conventions of the A. A. C. W. to work. It will take mornings, afternoons and nights to accomplish what should be done.

The Associated Advertising Clubs want to make the meetings of the various departments just minor get-together meetings on one or two afternoons. It is a fact that most of the department meetings are hardly more than perfunctory. The A. A. C. W. wants to bring all phases of advertising together both in general sessions and inter-departmental meetings.

This may be all right for other organized departments, but if the A. A. C. W. has its way either the newspaper division, which is the National Association of Newspaper Executives, will have to sink into an almost valueless oblivion or assert its rights to the extent, if necessary of withdrawing from the A. A. C. W.

There is no disposition on the part of the newspaper men to be antagonistic. It is merely that they look to the advertising convention as a week for work where they must get information and ideas for their publishers instead of a week for play and recreation.

WHITE PAPER AND RATES UP AT ATLANTA

IN discussing the Atlanta convention, Charlie Miller, president of the N. A. of N. E. has issued the following statement.

"White paper prices have not begun to recede. Present indications are that they will hold about the same level throughout the entire year.

"Labor costs and over-head in newspaper plants cannot show any reductions. Yet one can appreciate the attitude of the retail merchant who finds prices of practically every commodity other than newspaper space decreasing. The retailer who has been forced to take large losses must be convinced of the justice of the newspaper publisher maintaining his advertising rates.

"A thorough study of the rate situation, the best arguments to use one way or another and discussion of the particular policies to follow, will be one of the high lights of the Atlanta convention.

"Plan now to send at least one representative to Atlanta. If you are not already a member of the National Association of Newspaper Executives, *join now.*"

ONE IN THIRTY BUYS UNADVERTISED GOODS

EVERWHERE there are merchants who are more or less certain that the advertised article is greatly overrated. Possibly their particular experience—or lack of experience—has led them to believe this but—

An impartial investigation conducted by the National Trade association resulted in the following compilation of answers:

Question 1. When you go into a store and find two articles of a similar nature for sale at the same price, one of which is a nationally advertised article and the other an unadvertised article, which do you purchase?

Answer:

87.6 per cent buy the advertised article.
3.6 per cent buy the unadvertised article.
8.8 per cent non-committal.

That only one person in approximately thirty deliberately buys the unadvertised article is significant, but here is definite proof that the manufacturers are really creating a good will by their advertising which is valuable to them and their dealers:

Question 2. When you find two similar articles for sale at different prices, the unadvertised article being priced lower than the advertised, which do you buy?

Answer:

60.6 per cent buy the advertised article.
24.2 per cent buy the unadvertised article.
15.2 per cent non-committal.

Doesn't this show that advertised goods are easier to sell when 60 per cent will buy the advertised article even at the higher price?—RETAIL SELLING.

AWARDS FOR TEN BEST MARKET SURVEYS

AN award of merit will be given by the National Association of Newspaper Executives to the newspaper in United States and Canada for making up the best market survey.

Since the symposium of retailer publications of newspapers was made by this association, many merchandising men from the newspapers of the country have written to the National Association of Newspaper Executives urging that a study and a ranking be made of market analyses and reports. It has been been decided that reports submitted to the Association by members will be judged and the best ten announced.

The American Association of Advertising Agencies, which has co-operated with the National Association of Newspaper Executives in the establishing of the Standard of Merchandising Practice, will be asked to appoint a secret committee of three agency men who will make the contest must be in accord with the five principles adopted in the Standard of Merchandisipg Practice. No newspaper will be considered unless it voluntarily enters a report in the contest.

"After the awards were announced, many newspapers wrote to the officers of the National Association of Newspaper Executives, asking why their particular retailer publications were not considered," says Charlie Miller, president of the Association.

"We did not feel that we could arbitrarily go out and put the work of a newspaper into a contest in competition with other newspapers without its consent. It would not be right for us to do it. The entry must come from the newspaper itself.

The reports to be entered in the contest must be sent to Fred Millis, secretary-treasurer of the National Association of Newspaper Executives, News Building, Indianapolis. They must be in his hands no later than May 15th. Announcement of awards will be made at the Atlanta convention during the week of June 14.

NEW RETAILER PAPER

THE Retailers' Journal has been started by the Milwaukee Journal's advertising department, in eight-page, eight-column size. Improvement of business conditions is the text of several news and editorial articles, in which the retailer's part in restoring public confidence is stressed and hints supplied as to how he may do that part. The paper will be issued monthly.

Digitized by Google

NEW ENGLAND

SAVINGS BANK DEPOSITS

for the past year showed an **increase of 7.53 per cent.**

The 410 banks in New England had deposits of

$2,112,637,421

out of a total of $5,535,389,904 throughout the United States, or nearly 40 per cent of American savings.

New England as a territory leads the United States in the large proportion of its population that is bona fide **City Trade.**

When you use the New England daily newspapers you **concentrate.**

Use the daily intensively and you will get your goods called for by name all over **New England.**

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,805	.0275	.0175
Boston Sunday Advertiser	(S)	397,414	.55	.55
Boston American	(E)	301,595	.50	.50
Boston Globe	(M&E)	285,189	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	33,211	.20	.20
*Fall River Herald	(E)	10,586	.035	.035
Fitchburg Sentinel	(E)	6,817	.05	.035
*Haverhill Gazette	(E)	14,567	.055	.04
Lynn Item	(E)	18,196	.055	.04
*Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,838	.07	.07
Salem News	(E)	19,667	.09	.07
Worcester Telegram-Gazette	(M&E)	74,281	.24	.21
*Worcester Telegram	(S)	40,031	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,305	.0428‡	.035
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,053	.09	.07
*Portland Telegram	(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	28,364	.06‡	.06
Portsmouth Times	(E)	4,065	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,155	.03357	.02938
**Pawtucket Times	(E)	23,404	.06	.06
Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	86,416	.135	.135
*Providence Journal	(M)	31,585	.06	.05
*Providence Journal	(S)	46,224	.12	.12
*Providence Tribune	(E)	24,633	.10	.09
Westerly Sun	(E)	4,529	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,930	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian-Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,638	.145	.14
*Bridgeport Post	(S)	19,855	.085	.08
*Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,064	.14	.14
New Haven Register	(E&S)	29,861	.09	.08
*New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
*Norwalk Hour	(E)	3,829	.025	.025
*Stamford Advocate	(E)	7,705	.0375	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	12,301	.05	.04

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Rate on 3,000 lines.
**A. B. C. Auditor's Report, Oct. 1, 1920.

Digitized by Google

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

RATES TO READERS SHOULD RISE WILLIAMS TELLS INTER-STATE

PITTSBURGH.—Rather than throw the whole burden of permanently higher newspaper publication costs on the advertisers, newspapers should increase their subscription rates; they should have increased them further when the time was ripe, Thomas R. Williams, president of the A. N. P. A., told members of the Interstate Circulation Managers' Association at their meeting here. There is plenty of evidence, he said, that newsprint will never again be as cheap as it was five or more years ago. Costs of newspaper publication will remain permanently higher. When the prices of the dailies were increased, it should have been to three cents.

J. H. Miller, Jr.

The semi-annual meeting was the largest ever held by the association. Thirty-two new members, including two women, one of whom, Mrs. W. H. Fee of the Canonsburg (Pa.) Notes, was present, were admitted. Officers elected were: President, John H. Miller, Pittsburgh Gazette-Times; Vice-President, Royal W. Weiler, Allentown Call and Item; Secretary-Treasurer, Henry C. Carpenter, Lancaster Intelligencer and News-Journal, and Directors, William P. Wilson, Washington Observer; C. A. Rook, Jr., Pittsburgh Dispatch, and Charles Conine, the Easton Free Press.

Mr. Williams and Elmer R. Stoll, secretary of the Pittsburgh Publishers' Association, were the principal speakers. Cooperation among newspaper departments and among newspapers was their theme. Mr. Williams discussed particularly the necessity for harmony in the circulation and news departments. What newspapers place between their column rules, he said, is the most consistent circulation builder.

He referred to premiums and contests as artificial stimulants which increase costs of operation without results. One paper spends $50,000 for premiums, he explained, and another is bound to follow. The circulation of neither is benefitted, and $100,000 is lost.

Restraint of premiums and contests during the war period, he asserted, did not decrease the combined circulation of the newspapers of the United States; rather it was stimulated. Since the war the combined circulation has not fallen off. Instead it has increased something like five per cent.

Mr. Williams said he favored a Federal commission which would conduct a survey of all classes of mail to determine in what manner the postal system can be operated at the lowest cost and with the greatest satisfaction to the publisher.

The question of the abolition of the zone system in favor of the flat rate aroused considerable discussion.

Mr. Wilson discussed "Building R. F. D. Circulation;" Fred I. Cook of the Scranton Republican, "Making the Newsboy the Circulation Manager's Biggest Asset," and R. L. McClain, secretary and circulation manager of the Philadelphia Bulletin, warned of a movement to limit the newspapers' carrier system by legislation.

Lancaster was selected as the convention city in September.

NEWS AND NOTES

William H. Wilson, of the Detroit Times circulation department, and Miss Pauline Stead of Detroit were married in Detroit, March 15.

Will Mercier, for the past year and a half circulation manager of the Peoria Journal-Transcript and previous to that with Chicago and other papers, has become circulation manager of the Pekin (Ill.) Times, Pekin, Ill.

A bill introduced in the Illinois house of representatives by Representative McCaskrin of Rock Island and in the senate by Robert W. Schulze of Chicago, would make it a misdemeanor for any person, firm or corporation engaged in the business of selling, distributing a newspaper or newspapers, to handle one line of papers under a contract or agreement which would exclude the handling and sale of another publication. It would force every newsagent and dealer to handle all papers alike. The penalty for violation is set at a fine not to exceed $5,000 or imprisonment in the penitentiary for a period of not less than one year or not more than three years.

The New York State Circulation Managers' Association will hold its annual convention at Utica April 19 and 20.

NEW YORK TIMES "DEVIL"

Employes' Club Launches Official Paper. Unique Service Record

The new administration of the New York Times Employees' Club, the president of which is Charles F. Hart, has started an official paper called The N. Y. T. Devil. John F. McCabe, of the proofroom, is editor. The first number is dated February, is printed in rotogravure, and contains a wealth of suggestions and ideas on how to build up loyalty and attain maximum results in newspaper offices. One of the most interesting items is a tabulation showing that the Times has 44 employees who have been in its service more than 25 years, 10 for more than 40 years and one more than half a century. Here is a brief summary of Times employees' records by departments:

	Departments			
	Publication	Editorial	Mechanical	Total
Less than 5 years	467	158	662	1,287
More than 5 years	53	74	187	311
More than 10 years	16	29	56	101
More than 15 years	3	15	21	39
More than 20 years	6	9	14	29
More than 25 years	..	1	18	19
More than 30 years	1	1	6	8
More than 35 years	..	1	6	7
More than 40 years	..	1	4	5
More than 45 years	1	2	1	4
More than 50 years	..	..	1	1

Drost Writ is Quashed

DES MOINES, Ia.—The Supreme Court has sustained the motion of the state attorney general to quash the writ of certiorari sought against Dan Drost of Rock Island, convicted at Davenport for libel. Drost published the Rock Island News. After his conviction he sought a writ of certiorari and it was granted. The attorney general filed a motion to quash and it was sustained.

INDIANA

AGRICULTURE AND LIVE STOCK

Indiana farms show great gain in value. Latest figures issued by Census Bureau show that

Value of farm property	**$3,042,311,247**
Value of land and buildings	**$2,653,643,973**
Value of implements and machinery	**$127,403,086**
Value of live stock	**$261,264,188**
Number of horses	**717,233**
Number of mules	**100,358**
Number of cows	**608,211**
Number of sheep	**642,889**
Value of all dairy products	**$44,073,646**

With the fact in mind that Indiana people and cities are prosperous, an intensive cultivation will win distribution and popularize your merchandise.

Use this list of Indiana Daily Newspapers. They can help you.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.025
Decatur Democrat	(E)	3,044	.025
*Elkhart Truth	(E)	9,311	.04
Evansville Courier	(M)	22,271	.06
Evansville Courier	(S)	20,571	.06
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
Goshen News-Times	(E)	3,073	.015
*Huntington Press	(M)	3,650	.025
*Huntington Press	(S)	3,828	.025
*Lafayette Journal-Courier	(M&E)	17,721	.05
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.06
South Bend News-Times	(M) 10,264	16,894	.05
South Bend News-Times	(E) 6,630		
South Bend Tribune	(E)	16,261	.05

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.

Digitized by Google

PROMOTION IDEAS

SPRINGFIELD, Ill.—The Illinois State Register is meeting big success with a contest among the school children of Central Illinois, by distribution of $100 in prizes to the children writing the best essays on "Why Our Family Prefers an Afternoon Paper." Thousands of letters are being received from children who think they have "doped out" just the right reasons for an afternoon paper's existence.

WINNIPEG.—With the object of familiarizing its readers with the proportional representation system of voting, and at the same time getting a line on the views of its readers toward the Saturday comic pages, the Winnipeg Free Press took a vote recently. A ballot was published and more than 9,000 readers voted. Prizes were offered for those making the best estimates of the number of ballots received. The P. R. system allows the voter to mark his choice by using the figures, one, two, three, etc. The voter puts the figure one opposite his first preference and indicates his other preferences in order. In the Free Press contest, "Bringing Up Father" was easily in front, "Tom Sawyer and Huck Finn" came second, the "Katzenjammer Kids" third, "Mr. Dubb" fourth and "Little Jimmy" fifth.

JACKSONVILLE, Fla.—The Metropolis took advantage of a visit to this city last week of a party of Cleveland (Ohio) manufacturers and wholesalers, composing a trade extension party of the Cleveland Chamber of Commerce, by running a double page-spread of news and advertising in their honor. Leading firms of Jacksonville took a large part of the two pages in advertising and the rest of the space was dressed with an eight-column panorama picture of Cleveland and news dispatches from the visitors' home city.

PORT HURON, Mich.—The Times-Herald on February 24 issued a 32-page paper celebrating the establishment of a new automobile factory in town.

GREAT FALLS, Mont.—"The Montana Oil Edition" of the Leader, issued February 24, contains 42 pages replete with advertising and editorial matter of the state's growing petroleum industry.

LITTLE ROCK, Ark.—The Arkansas Democrat is publishing an advertising campaign for the regular doctors of that city. The campaign consists of thirteen full page articles. Copy for the campaign was written by L. C. Lau, assistant business manager of the Democrat, has been copyrighted, and is now being syndicated to newspapers. Mr. Lau has approached the doctor from an entirely new angle, and has brought advertising to solve his greatest problem, in a strictly ethical way. The articles are unsigned and are designed to increase the doctors' collections, and tell the public in a "straight from the shoulder manner" of its duty to pay the doctor's bill.

ST. PAUL.—The Daily News offers a prize of $10 for the best slogan to be used in the pending campaign to better the condition of the city schools. The contestants must be students in the public schools and the News is backed by the citizens' school committee. The winning slogan will be official.

BRIDGETON, N. J.—The Bridgeton Evening News on February 23, issued a 20-page industrial edition.

EVERETT, Wash.—The local dealer is commended to the attention and patronage of readers of the Everett Daily Herald in half page advertisements that it has been running recently. "Your neighborhood grocer offers you convenience plus personal service," starts the copy. "You can get from him all the standard brands which you see advertised regularly in the Herald. He is in your locality to stay—if you give him your patronage. Obviously, he cannot exist on just the 'odds and ends' of your trade. He is a valuable asset to your community—what would you do without him? When you want any of the standard, Herald-advertising products listed below, patronize your neighborhood grocer." A list of food products advertised in the Herald completes the advertising.

ST. PAUL.—The Dispatch has inaugurated a novel employment agency of its own. It has "bought" a man known as "Mr. X," who makes it his business to perform all imaginable stunts in the way of free service, provided no unreasonable calls are made upon him. Coupons are printed daily which are cut out and sent in, filled with description of the job wanted and stating the number of hours required for the "chore." The first coupon is surmounted by a double-column portrait of "the versatile Mr. X" and the Dispatch runs a snap shot every day showing "Mr. X" in action.

The Columbus (Ga.) Ledger has issued the first number of the Ledger Junior, partly as a means of co-operation with its advertisers and with two pagers devoted to news of its carrier force. The paper is eight pages, letter-head size.

The LeRoy (N. Y.) Gazette-News, is raising a fund for equipment of club rooms and headquarters of the LeRoy post of the American Legion. The fund has reached $1,500.

The Detroit Motor Times, a new weekly publication devoted to automotive news and features, made its bow Wednesday as a feature of the Detroit Daily Times. It is a 32 page supplement with a two color cover, and is illustrated throughout.

An innovation has been introduced by the Chicago Tribune in its advertising department by consolidation of the advertising of resorts, schools, hotels, railroads, steamship lines and amusements under the classified department. The resort bureau, which formerly handled this and other semi-classified advertising, has been abolished.

Lowe Makes New Connection

BUFFALO.—Frank E. Lowe, formerly associated with his brother, William Lowe, in publication of the Springville Herald and Journal, has purchased the Wayland (N. Y.), Register and will begin publication of that newspaper immediately. With Mr. Lowe will be associated Clifford King.

Powers Buys Ames Tribune

CEDAR RAPIDS, Ia.—J. L. Powers of this city has purchased the interests of W. G. Williams, editor and owner of the Ames Tribune, jointly with E. E. Johnson and S. E. Carrell of Iowa City. Mr. Powers, for many years with the Cedar Rapids Republican and Times, will assume supervision.

Minot News Buys Lot

MINOT, N. D.—Norman Black of Fargo has purchased a lot 40 x 75 feet here and will erect a new building for the Daily News. It is understood that the consideration was $12,000.

Northern N. Y. Paper Sold

BUFFALO.—The Addition Advertiser has been sold by Burrell Vastbinder, editor and publisher, to L. J. Seeley and L. H. Brown of Hammondsport. Possession was given March. 1.

IOWA

The latest figures released recently by the Bureau of Census showed amazing results.

In 1920, there were 213,439 farms, these farms contained 33,474,896 acres, of which 28,605,951 were improved.

The value of all farm property increased *128 per cent.* In 1910 it was $3,745,860,544. On January 1, 1920, it was $8,525,266,091.

The income from crops amounts to nearly a billion per year, and this income is spent in **town.**

To reach Iowa buyers regularly with your message, you must advertise in the daily newspapers. These papers will carry your story into the city homes and country farm houses.

Just start your advertising in these papers and get right after your distributor and your factory shipments, and have the Iowa people keep your goods moving.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.06
Davenport Democrat & Leader	(S)	16,959	.06
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,880	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
*Waterloo Evening Courier	(E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

TIPS FOR AD MANAGERS

Addison Advertising Agency, 20 East Jackson boulevard, Chicago. Reported preparing newspaper campaign for Lord Lumber Company, Downers Grove, Ill.

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Placing orders with Pennsylvania newspapers for Phoenix Paint & Varnish Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Renewing newspaper contracts for National Coffee Roasters Association, 70 Wall street, New York.

Barrows & Richardson, Drexel Building, Philadelphia. Have secured account of the Moto-Meter Company, "Boyce Moto-Meter," Long Island City, N. Y. Reported will place advertising for Curtainless Shower Company, "Kenney Needle Shower," 507 5th avenue, New York. Reported making up list of newspapers for Smith Brothers, "S.B." cough drops, Poughkeepsie, N. Y.

Betting-Thompson-Madden, Globe Building, St. Paul. Reported planning newspaper campaign for Electric Maid Bakeries Company, St. Paul.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Placing four-month schedules with newspapers for Whistle Manufacturing Company, soft drink, 465 Washington street, New York.

Thomas M. Bowers Advertising Agency Jackson street and Wabash avenue, Chicago. Placing orders with newspapers for Lexington Hotel, Chicago.

Bradfield Company, Kresge Building, Detroit. Reported handling account of King Motor Car Company, Detroit.

Chambers Agency, Maison Blanche Building, New Orleans. Reported will make up list of newspapers during April for Behrens Drug Company, "Mrs. McCormick's Beauty Cream," "Oxidine Chill Tonic," etc., Waco, Tex.

Conover-Mooney Company, Harris Trust Building, Chicago. Planning newspaper campaign for Gordon-Gordon Company, "Princess Pat" face powder, Chicago.

Critchfield Company, Brooks Building, Chicago. Reported will make up list of newspapers during April for Fitzpatrick Brothers, "Kitchen Klenser," 32d place and Benson street, Chicago.

Dauchy Company, 9 Murray street, New York. Reported will make up newspaper list during April for Chichester Chemical Company, 2315 Madison square, Philadelphia.

Federal Advertising Agency, 6 East 39th street, New York. Making 5,000-line contracts with Pennsylvania newspapers for Monroe Cheese Company, "Liederkranz Cheese," Monroe, N. Y.

Wylie B. Jones Agency, Binghamton, N. Y. Has secured accounts of Wilkinson Manufacturing Company, Shave-Rite and Corporation, both of Binghamton.

Mates Advertising Agency, Bulletin Building, Philadelphia. Making newspaper contracts for Eckman Laboratory, 23 North 7th street, Philadelphia.

Newell-Emmett Company, 120 West 32d street, New York. Placing schedules with some New England newspapers for Liggett & Myers Tobacco Company, "Chesterfield Cigarettes," New York.

Potts-Turnbull Advertising Company, Gates Building, Kansas City. Has secured accounts of Leon S. Boucher Cigar Company, Joplin, Mo., and Ash Grove Portland Cement Company, Kansas City, Mo.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Reported will make up list of newspapers for E. Albrecht & Son, furs, St. Paul, Minn.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Again making newspaper contracts for Medco Company, Dayton, Ohio.

Rose-Martin, 1400 Broadway, New York. Placing small orders with newspapers for Lewis Hotel Training School.

F. J. Ross Company, 119 West 40th street, New York. Placing orders with newspapers for Fidelity & Deposit Company of Maryland, Baltimore.

Schulte-Tiffany Company, 313 Bangor Building, Cleveland. Have secured account of Knapp Fence Company, Cleveland.

Frederick McCurdy Smith, 70 5th avenue, New York. Placing orders with New England and Mid-West newspapers for Baker Extract Company and Van Duser Extract Company, Springfield, Mass.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with newspapers for U. S. Rubber Company, "Raynesters" raincoats, New York. Placing orders with newspapers for Pictorial Review, 95 Madison avenue, New York.

United States Advertising Corporation, 1415 Madison avenue, Toledo, Ohio. Reported to have secured account of Willys-Overland Automobile Company, Toledo, Ohio.

E. E. Vreeland, 344 West 38th street, New York. Have secured account of Gorham Manufacturing Company, silverware, New York.

Wales Advertising Agency, 141 West 36th street, New York. Have secured account of Crouch & Fitzgerald, trunks, etc., 518 West 55th street, New York.

Zimmer-Thien, Kresge Building, Detroit. Reported to have secured account of Apperson Brothers' Automobile Company, Kokomo, Ind.

Thornton Purkis Agency, Toronto. Sending out contracts for financial advertising for Wood, Gundy & Co., stock and bond brokers, Toronto.

Federal Agency, London, Ont. Placing advertising orders with newspapers of Maritime provinces for Scott, Chamberlain Company of London, Ont., manufacturing "Astoria" and "Tecumseh" shoes.

McConnell & Fergusson, Limited, Montreal. Sending orders for Hawthorne Mills, Limited, of Carleton place, Ont., manufacturers of woolen cloth and knitted fabrics.

Calkins & Holden, New York. Carrying on an extensive campaign in Canadian newspapers and other publications advertising pork and beans of the H. J. Heinz Company, of Pittsburgh, Pa., makers of "57" varieties.

McConnell & Fergusson, Limited, London, Ont. Placing contracts with farm papers for Canadian Lindesman Company, Limited, Woodstock, Ont., manufacturers of electric farm power and light plant.

Fred M. Randall Company, Book Building, Detroit. Handling account of Jefferson Forge Products Company, Detroit.

Grandin-Dorrance-Sullivan, 130 West 42d street, New York. Handling account of United Artists Corporation.

James Advertising Agency, Inc., 450 4th avenue, New York. Have announced that they have secured the following accounts: Reeves Domestic Utilities Company of New York; Arto Company and Standard Music Roll Company of Orange, N. J.

Paper Answers Traction Co. Suit.

ALBANY, N. Y.—The Times-Union has served its answer to the $100,000 libel action brought against it by the United Traction Company, for its published articles during the present strike advising the public not to ride on the cars of the company. The answer denies all allegations and sets up as a justification that the publications complained of were "without malice and with a view to procuring an intelligent public demand for arbitration between the company and its employees."

WON'T PAY FOR ERRORS IN ADS

Toronto World Chides Readers Who Seek $625 Pianos for $6.25

(Special to EDITOR & PUBLISHER*)*

TORONTO.—The World last week protested editorially against being held financially responsible for a typographical error in an advertisement of a local piano house, by which pianos valued at $625 were offered for sale at $6.25. Several readers of the advertisement attempted to purchase the instruments at the advertised price, calling forth the following explanation from the World:

"Some people have an erroneous idea that if an article is advertised at a certain price, even if the advertisement is inserted in error, the dealer must sell the article at this price. Such is not the case and it would be absurd on the part of Messrs. Heintzman & Co. to sell a piano at a hundredth part of its actual price. The incident shows that the golden rule is apparently an unknown quantity in some homes in Toronto, when so many people will endeavor to take advantage of some other person's mistake."

Advertising managers of other local dailies in similar cases of error, have been accustomed to agree with the advertiser that the latter will sell the article at the price advertised and that the publisher will make up the difference, based on number of sales, between the actual price and the price quoted.

Receiver for German Paper

CHICAGO.—Fred H. Turner, business manager of the Illinois Staats-Zeitung, was appointed receiver for that paper when it entered a plea in the Superior Court that it was unable to pay a judgment of $478.38 recently awarded to the Goss Printing Press Company for debts unpaid. Publication will be continued.

Bars Commissioners' Papers

ST. PAUL.—Attorney General Clifford L. Hilton of Minnesota has filed an opinion that the award by the county commissioners of Wadena County of the county printing to a farmers' or nonpartisan league newspaper of Wadena is void, as the state law forbids that county commissioners be interested in any contract entered into by the county. One or more of the commissioners were stockholders of the paper.

Atwood with Appraisal Firm

CHICAGO.—Frank R. Atwood, formerly connected with the Intertype Corporation and other printing supply firms, has been elected vice-president and secretary of the Bankers' Audit & Appraisal Company of this city.

Nearly every person in Richmond reads The
NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
MEMBER A. B. C.

The Personal Contact

Few advertising mediums where readers take a personal interest in all the news and advertising excel

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

The Mount Vernon, N. Y.
DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Detroit News

During the last half of 1920,
THE SUNDAY NEWS
published 103% more Classified Advertisements than the only other Detroit Sunday paper.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

The Day
דער טאג
The National Jewish Daily

"The African World"
&
"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

Digitized by Google

CAMERON MACKENZIE

Noted as War Correspondent, Editor, Publisher and Author

Cameron Mackenzie, well known New York newspaper man and war correspondent, who died aboard the S. S. Aquitania, enroute from England to America, last week was in the course of the World War sent to France by the New York World and the Saturday Evening Post. When the American Expeditionary Force joined the Allies he was attached to the headquarters of General John J. Pershing as special correspondent of the London Daily Chronicle and Morning Post. Since the armistice he had been correspondent for the New York Herald.

Mr. Mackenzie was born at Wilkes-Barre, Pa., on September 7, 1882. He was graduated from the Lawrenceville (N. J.) School in 1899 and subsequently was graduated from the Law School at Yale and the New York Law School. In 1907 he married Miss Elizabeth McClure, daughter of S. S. McClure, publisher. He joined the staff of the New York Sun in 1901, and was assistant managing editor of the same paper in 1906.

He was general manager and publisher of McClure's Magazine from 1909 to 1911, having bought the controlling interest in that publication with Frederick L. Collins. He also acquired Ladies' World about the same time. Mr. Mackenzie was the author of "Mr. and Mrs. Pierce," "The Prussian and other Stories." He is survived, in addition to his father and wife, by four brothers and three sisters.

Old Canadian Journalist Dead

(By Telegraph to Editor & Publisher*)*

Ottawa, Ont., March 21.—An outstanding figure in Canadian journalism passed away this week when Martin J. Griffin, C.M.G., LL.D., succumbed to a long illness here. He had not taken an active part in newspaper work for over 35 years, during which he was parliamentary librarian, but prior to that he had been editor-in-chief of the Toronto Mail from 1881 to 1885. He entered newspaper work via the Halifax (N. S.) Chronicle, edited the Halifax Express from 1869 to 1874 and later headed the Halifax Herald.

Obituary

Albert Stokley, for many years an employe of the Buffalo Courier and the Buffalo Express, died of pneumonia at the age of 62 years. He was once business manager of the Buffalo Courier.

Amos Barbin, aged 80, veteran of the civil war, and connected with the Pittsburgh Dispatch since 1856, died in Pittsburgh, March 21.

August Homan, for more than forty years and employe of the New York World, died at Hammonton, N. J., March 17, aged 66 years.

Hugh W. Montgomery, newspaper and advertising man, died in Chicago, Monday. He was business manager of the Chicago Tribune in 1892 and later became publisher of that paper. In 1903 he resigned to become general director of the Philadelphia Record. He was president of the Associated Advertising Clubs of the World during the first year of its existence.

William E. DeLong, for several years staff photographer of the St. Paul Dispatch-Pioneer Pres, died of heart disease at San Diego, Cal., March 5, aged thirty-five years. At the time of his death Mr. DeLong was chief photographer of the Navy radio department at San Diego.

R. O. Gresham, publisher of the Temple (Texas) Mirror, died in Temple last week aged 47 years. Mr. Gresham had been editor of the Mirror for the last twenty years and was also editor of the Southwest Waterworks Journal.

Lou F. McCutcheon, former publisher of the Portland (Mich.) Observer and the St. John's News, died March 16 at the age of 63 years.

George U. Rehfuss, a well-known architect who had been building news editor of the Philadelphia Public Ledger for a number of years, died this week aged 52 years. He had been ill only six days with pneumonia. In addition to his work for the Public Ledger as head of the Building and Real Estate News Department, which position he had held for ten years, Mr. Rehfuss had written considerably for general magazines.

John W. Smith, at one time editor of the Lincoln (Ill.) Times, is dead in Denver, Colo.

Samuel Reid, aged 77, one of the oldest printers in Canada, died recently in Kingston, Ont. For more than sixty years he had been connected with the British Whig of Kingston.

Charles Sumner Scott, foreman of the Barre (Mass.) Gazette composing room and formerly with the Worcester (Mass.) Telegram, is dead, aged 48 years.

Judge William Bristow, father of former Senator J. L. Bristow, editor of the Salina (Kan.) Journal, died at Baldwin, Kan., March 17, age 84.

James Williams, 65, for years an employe of the Kansas City Star's circulation department, is dead in Los Angeles.

Charles Turner, a former Kansas newspaper man, was killed last week by an O. S. L. train striking an automobile he was driving near Caldwell, Idaho.

Arthur A. Werner, of the Kansas City (Mo.) Star, died March 12, from pneumonia. Madame Schumann-Heink, the opera singer who knew Mr. Werner when he was attached to the headquarters of General Leonard Wood at Camp Funston, Kan., during the world war, sang at his funeral.

George L. Litzenberg, 85, for nearly fifty years a contributor to the Wichita (Kan.) Eagle, died March 16, at Wichita, Kan.

Charles E. Rich, member of the New York Times Annalist staff and a life-long newspaper man, died March 23 after more than two years' illness. Mr. Rich studied architecture at Massachusetts Institute of Technology and then went into newspaper work in Boston. He came to New York in 1888 and had served on the World, the Journal, the Recorder, the Herald and the Times. He published one or two books of juvenile stories and did considerable magazine work.

Chester J. Pike, manager of the Boston office and a director of Hoyt's Service, Inc., died in Boston, March 19.

Sing Sing Paper Suspends

High cost of publication is said to be responsible for the suspension of the Sing Sing Bulletin, the 22-year-old journal of the New York prison. It is said no funds are available to continue publication.

German Daily Becomes Weekly

Aurora, Ill.—The Volksfreund, a German language daily published here for 52 years, has changed from the daily to the weekly field.

Name Hamilton-De Lisser

The Hazleton (Pa.) Plain Speaker has appointed Hamilton-De Lisser, Inc., to represent it in the national advertising field.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Sept. 30, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Magazine and Newspaper Combined

Combining the convenient and attractive form of a magazine and the timeliness of a newspaper, The New York Times Book Review and Magazine has the freshness of something new and the permanency of something meritorious.

Going to press the week of publication, it is more nearly up to date than any other magazine.

It is the only magazine of its kind in the world. The articles published are on vital current topics, with most intelligent and comprehensive reviews of the latest and best literature of the day.

The New York Times
BOOK REVIEW AND MAGAZINE
One Dollar a Year by Mail

WINSTON-SALEM

LEADS ALL NORTH CAROLINA CITIES IN POPULATION (U. S. CENSUS)

GAIN 113.2 PER CENT

$250,000,000 Yearly Finished Products from Factories
75 Factories—275 Retail Stores
23,000 Weekly Wage Earners.
1,500 Traveling Salesmen Representing Winston-Salem Factories.

THE TWIN CITY SENTINEL
Guarantees the Advertiser the Largest HOME circulation of any North Carolina daily. Member A B C.

Represented by
Frost, Landis & Kohn, New York, Chicago — Geo. M. Kohn, Atlanta

Perth Amboy
NEW JERSEY
One of the leading industrial centers of the East. Fully covered by the
Evening News
F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

Few Papers—(If any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a volume for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

FIRST in *national* advertising

The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.

The Indianapolis NEWS
Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative
Use Newspapers on 3 Year Basis

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2900, 8111
Cable Address: SCHOLZEM, NEW YORK

1920 Indication of Lineage Increase 1920 vs. 1918 in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

Digitized by Google

Canaseraga Times Sold

BUFFALO.—The Canaseraga (N. Y.) Times, has been sold by Frank S. Miller to Guy Chilson of Canisteo, N. Y. Mr. Miller recently suffered a stroke of paralysis and was forced to discontinue publication of the Times. The purchase by Mr. Chilson prevented suspension of the newspaper.

Third Weekly for Meeks

COVINGTON, Ga.—Ralph Meeks, editor and proprietor of the Calhoun Times and president of the Covington News Publishing Company, of which W. E. Lightfoot is editor-manager, has leased the Douglas County Sentinel from Z. T. Dake. R. N. Kirby will be resident manager of the Sentinel.

Vidalia Weekly Sold

VIDALIA, Ga.—J. W. McWhorter, for about seven years editor and proprietor of the Vidalia Weekly Advance, has sold the newspaper and plant to N. C. Napier, formerly editor and publisher of the Lafayette Walker County Messenger at Lafayette.

Austin American in New Dress

AUSTIN, Tex.—The Austin American is appearing in new dress, having changed to 8 columns, 12 ems. It has just completed installing 6 new linotypes. Two more will be installed later.

Heacock Starts Buffalo Paper

BUFFALO.—Lee F. Heacock, formerly of the Buffalo Express staff, is editor and publisher of Buffalo Saturday Night, a new weekly publication which made its first appearance on March 18. The publication pledges in its first issue that it will publish no crime news, divorce news or "backstairs scandal."

Illinois Publishers Add Another

SPRINGFIELD, Ill.—Charles W. Vursell and A. F. Dietrick, publishers of the Salem (Ill.) Republican, have bought the Sandoval Independent.

Buys Waterway Journal

ST. LOUIS.—Donald T. Wright, of Oil City, Pa., has purchased the Waterways Journal from William Arste, who has edited it for twenty-five years.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Duplex Tubular Plate Press, only two years old; an unusual opportunity for the publisher who needs a press faster than his Flat Bed; prints 4, 6 and 8 pages, half or quarter page fold and as field develops additional printing units can be added.

4, 6 and 8-page Duplex Press; this is an Angle Bar Flat Bed Machine in fine running condition.

Goss Comet 4, 6 and 8-page press; this machine has printed daily with small circulation and always received good care. Prices reasonable. John Griffiths, 41 Marshall St., Poughkeepsie, N. Y.

For Sale
One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

For Sale
One Williams Lloyde combination saw and trimmer, No. 42, with 1½ h.p. D.C. motor, connected; size of saw table 22x26; size of trimmer table 13x18. One Williams Lloyde Dansela planer, No. 42, with 2 h.p. D.C. motor, connected; size of planer bed 16x30. The Newspaper Enterprise Association, Cleveland, Ohio.

For Sale
Goss Comet Press, splendid condition. Consolidation throws it on the market for $4,000, on board cars. Includes motor, full set chases, belting, etc. Half and quarter fold. Good Model 8 and Model 14 Linotype; complete job equipment; much type for both job and newspaper. Address Martinsburg Journal, Martinsburg, W. Va.

FOR SALE
Complete newspaper plant, 32-page rotary press, complete stereotyping outfit, 7 late model linotypes, steel composing room furniture, monotype caster, etc. Inspection invited.
STANDARD
215-17 W. Superior Street, Chicago, Ill.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Potter rotary newspaper printing press, complete; prints 4 to 16 pages; color attachment for four pages. Address: The Daily News, Cumberland, Md.

For Sale
Stereotype Press, including complete stereotype equipment, all excellent condition; prints up to 20 pages inclusive, 7 or 8 columns; will bear rigid inspection; only reason selling need 32 page press; big value. Address Box C 927, Care EDITOR & PUBLISHER.

For Sale
Four Remington typewriters in excellent condition, one recently rebuilt. Model No. 6, invisible writing, but capable of producing clean copy. First offer takes machines. Address R. T. O., care EDITOR & PUBLISHER.

For Sale
Potter roller molder for stereotype room. Address Daily News, Cumberland, Md.

FOR SALE
Two curve plate casting boxes, rocker type, will cast 7 column 21 inch plate.
One three platen steam table without steam generator.
One matrix roller, with motor.
All in first class shape (Goss Printing Press Company equipment). Used seven years, displaced by moving. First fair offer received takes them.
Peoria Star Company
PEORIA, ILL.

Hoe Straight Line Quad Newspaper Press

Two deck, four plates wide, with color deck (not shown in cut); length of page 23½ inches, seven-column, 13 ems, or eight-column, 12½ ems, with complete stereotyping equipment; all in fine condition; immediate delivery; paper suspended; wire for details.

BAKER SALES COMPANY
200 Fifth Avenue — New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE
Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".
This Press May Suit You.
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

NEWSPRINT
Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.
Before contracting ASK
J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1037

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE
Two four-deck
Potter Printing Presses
complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.
also
Complete Stereotype Equipment
chases, etc., of corresponding size and all in A-1 condition.
Will be sold reasonably, immediate delivery to make room for our new plant.
THE DULUTH HERALD
DULUTH :: :: :: MINN.

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man

All-around advertising man and bookkeeper desires position on country paper in central or Southern New England, trained and successful on high class daily papers; healthy, active, dependable, good references, moderate living salary. Address Box C-931, Care Editor & Publisher.

Advertising Solicitor

and business developer. Has fine record of new business development. Handles display or classified advertising. Writes copy that pulls. Expert business training—best of credentials. Is open to new field of work—big paper preferred with proposition of $50.00 per week. Write C-937, care of Editor & Publisher.

Advertising Manager

Live wire, 35 years old, desires situation as assistant manager, or advertising manager on up-to-date daily, can handle all kinds of advertising; familiar with one of the best classified systems and have increased classified columns 100 per cent in last three months on papers where now employed. Can prove worth. Reason for changing, desire greater chance for advancement. Address Box C-936, care of Editor & Publisher.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, care Editor & Publisher.

Aggressive Business Manager

or advertising manager. Thoroughly experienced from every angle. Fifteen years metropolitan and provincial experience. Thirty-five years of age, married, unquestionable record. Must be proposition that offers opportunity. North or east preferred. Address C-937, care Editor & Publisher.

Cartoonist—Artist

Experienced, wide-awake man, now on city daily, wants to make change; now handling comics, commercial and layout art—graphlex and dark room work. Only permanent connection considered. Address Box C-930, Care Editor & Publisher.

Circulation Manager

Circulation manager desires permanent connection with "live daily;" experienced in directing all phases of circulation; promotion a specialty. Box C-919, Care Editor & Publisher.

Managing Editor

Live man, suitable for managing editor or assistant managing editor, desires to get in touch with publisher expecting such an opening in the next few months. Twelve years' experience, now assistant managing editor, 35 years old, married, looking for permanent connection where part of salary can go toward paying for interest in paper; can furnish indisputable proof of ability, etc. Address Box C-935, Care Editor & Publisher.

Situation Wanted

By sheer ability and without pull I have come up through the ranks from cub reporter to political reporter, Washington correspondent, feature writer, "colyum conductor" and editorial writer. Have traveled extensively in the U. S. and abroad and have acquired a wide range of knowledge from observation, personal contact and copious reading. Now, in the prime of life, charged with vigor, and unafraid, I want to realize on these assets. Who wants an editor or editorial assistant capable of fulfilling any demands made upon him? Must have month's time to effect change. Address Box C-929, Care Editor & Publisher.

Editor

Editor, twenty-one years' experience, sixteen on one paper and now editor of a daily; brief, conservative in labor and politics; New England man; fifty years old; writer of first class editorials, special articles, interviews and dramatic criticism and especially good at humorous work; capable of taking editorial charge; would like another position, in eastern states. Address Box C-934, Care Editor & Publisher.

Research Editor

Assistant to executive; reviewer; young woman formerly editor of weekly information service publication available in New York March 20. Address Box C-914, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

Prefer man who can prepare some copy; permanent; state all first letter. Republican-Gazette, Lima, Ohio.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

One who can close contracts and who can write general copy. A good position with a prominent newspaper in Southern New England. Write stating qualifications and salary expected. Box C-925, Care Editor & Publisher.

Help Wanted

Foreman mailing room by morning paper of about 60,000 daily and Sunday, 150,000—weekly. Must be sober, reliable, expert in handling men, and will at all times conduct the affairs of the mailing room in the interest of the management and co-operate with same. Correspondence confidential; give references and state experience. Address Box C-928, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Buy

Interest in evening paper, preferably in Pennsylvania, Ohio or New Jersey, and take charge of advertising and business management; am now business manager of large, successful newspaper. State salary, prospects and details. Address Box C-926, Care Editor & Publisher.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Business Pulse from Heart of Continent

Omaha is the hub of the continent. Business conditions in this heart of the world's bread basket are significant. While I furnish weekly specific news letters for fourteen different lines of trade journals, I am in a strategic position to furnish big dailies with a smashing weekly business review—a summation of what I have gathered in the various interviews. Address A. E. L., 3022 South 34th St., Omaha, Neb.

Form New Publishing Firm

Papers of incorporation have been filed by Albert Dennis, Mortimer Remington and Joseph J. Harvey, to buy out and take over the business of Progressive Publishers, Inc., of Wheeling, W. Va., with offices also in New York and Chicago, and Wheeling. Mr. Dennis, president, is well known in the literary world. Mr. Remington, vice-president and advertising manager, for a number of years was connected with the advertising agency of J. Walter Thompson, and is one of the charter members of the United States Chamber of Commerce. Mr. Harvey, secretary and treasurer, who will also manage the business affairs of the new organization, has for many years been associated with the Frank A. Munsey Company, publishers, in charge of the business office and circulation department.

Night Staff on Business News'

PHILADELPHIA.—In line with its plans for strengthening its business news staff the Public Ledger has made Edward E. Murphy assistant managing editor of the Business News Section, in charge at night. Mr. Murphy, in addition to having worked in Philadelphia, has also been engaged in newspaper work in West Virginia. Stephen J. Burke, long identified with the Public Ledger and widely-known in newspaper and business sections is in charge of copy on the Business News Section at night. Otto E. Becker is the statistician of the staff.

President Harding Joins Ad Club

WASHINGTON, D. C.—President Warren G. Harding has accepted membership in the Advertising Club upon the invitation of Francis X. Wholley, director of the Better Business Bureau.

TOO MANY ADS IN COLLEGE DAILY

New University of Michigan Paper Attacks Student Press as Superficial

(*Special to* Editor & Publisher)

ANN ARBOR, Mich. The Michigan Daily, student newspaper of the University of Michigan, carries too much advertising, and is modeled not upon "the highest standards of journalism of the future," but upon present-day publications. This is the basis of criticism made against the Daily by instructors in the rhetoric department, through the Chimes, a new monthly university publication.

The Chimes, according to Detroit newspapers' correspondents in Ann Arbor, is especially bitter toward the Daily, which is conducted by students and has an Associated Press membership.

"Unfortunately the Daily is as much of a hindrance as a help," the paper says. There is no connection between the Daily and the sub-department of journalism in the university. There is no direct university control over the Daily other than the very loose one exercised by the board of control of student publications.

"As a result the standard of the Daily has no direct connection with the standard of the university. The managers of the paper model their publication on newspapers with which they have been connected with for short periods.

The article claims that the stories are featured according to their news value instead of in proportion to their educational value. The editorial board of the paper also is criticized.

"A certain professor," concludes the article, "told us that he found men who work on the Daily as a rule his most careless, delinquent and superficial students. Are not these results traceable to some extent to the training received on the Daily?"

JOURNALISM AND ADVERTISING SCHOOL NOTES

BLOOMINGTON, Ind.—Exactly 196 students registered in the Department of Journalism of Indiana University at the opening of the second semester. The enrollment last year was 134 and in 1918 it was 52. Students in the department edit the Indiana Daily Student, which recently secured a pony A. P. service. One of the new features in connection with the Student is a course in practical advertising. The pupils in this course write advertisements for Bloomington merchants who advertise in the Student. Posted in a prominent place in the office, the Student has a score card on which are placed checks to indicate the quality of work done by each reporter every day. The checks indicate errors, number of corrections made by copyreaders, and failure to play up correct feature.

The class in newspaper writing at St. Lawrence University, Canton, N. Y., is being given a series of three lectures by Harold B. Johnson, president and editor of the Watertown Times—under the titles of "The Daily Newspaper in Small Cities," "The Makers of the Newspapers" and "The News Story and the Editorial—What They Are and Why." The small newspaper is the place for the young journalist to gain experience, Mr. Johnson told the students in his first lecture. George F. Darrow, editor of the Ogdensburg Advance, has also consented to speak to the class.

The program for the fourth convention of the Iowa College Press Association, to be held at Ames, April 8 and 9, includes the following speakers: Dean Walter Williams of the University of Missouri; Harvey Ingham, editor of the Des Moines Register; Prof. F. W. Berkman of Ames; Cyrenus Cole, editor of the Cedar Rapids Times and Republican; Donald Clark, editor of the Northwestern Underwriter; James Gillpsie, president of the Iowa Press Association; Paul McCrea, managing editor of the Coe College Cosmos; Dwight A. Davis, business manager of the Daily Iowan, State University of Iowa; and Rudolph Weerta, editor of the Scarlet and Black, Grinnell college. More than 200 college journalists from Iowa and adjoining states have been invited to attend. John A. Kennedy of Coe College, Cedar Rapids, is president.

Sigma Delta Chi at Iowa State College has initiated into membership John Clay of Chicago, who founded the department of agricultural journalism at the college. Mr. Clay suggested starting the department at Ames in 1905 and donated $1,000 to help get it going. Since that time he has reglarly given $1,000 a year and the money is now accumulating for the establishment of scholarships. The department of agricultural journalism at Ames is said to have been the first in the country.

Adds "U. P." Service

LANSING, Mich.—The State Journal has taken in the United Press news service, in addition to the Associated Press.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES

225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Bldg. New York

8-PAGE GOSS COMET

FOR SALE—Built new in 1914. Type length column is 20 in., cut-off is 22 in.; uses rolls 35, 52¾ and 70 in. Folder does quarter and half-page sections. Equipment includes 8 chases, extra set roller stocks, 1 motor of 5 h.p. A.C., starting compensator, belting, counter-shafting, pulleys, all complete. In A-1 condition. May be seen in daily operation. Price $4,500, f.o.b.; Terms: $1,500 cash, balance at $200 per month; immediate delivery.

SOUTHERN PUBLISHERS EXCHANGE, *Incorporated*

Newspaper Properties and Equipment

12 North 9th St. P. O. Box 1807

Richmond, Virginia

Digitized by Google

FORM NATIONAL BODY OF AD TYPOGRAPHERS

B. C. Pittsford of Chicago Named President at Cleveland Convention—Will Meet with A.A.C.W. at Atlanta in June

(*By Telegraph to* EDITOR & PUBLISHER)

CLEVELAND, March 22.—The Advertising Typographers of America held their first conference here yesterday and organized nationally with the following officers elected for one year: President, Ben C. Pittsford, Chicago; First Vice-President, C. E. Ruckstuhl, New York; Second Vice-President, Stanley Moore, Cleveland; Secretary, Frank M. Sherman, Chicago; Treasurer, A. Colish, New York.

A constitution and by-laws were adopted and a number of resolutions passed. The primary object of the organization is "to raise the standard of typography and create a more general demand among advertisers for better typography."

Other objects and purposes of the conference favorably voted on were: trade acquaintance through organization, interchange of information, trade promotion and advancement, elimination of trade abuses, reduction of manufacturing costs and raising of typographic standards and practices.

A resolution was passed "To refuse to do any work on fraudulent advertising and to work in harmony with the Better Business Bureaus of the Associated Advertising Clubs of the World."

A national campaign of advertising to create a demand for better typography was enthusiastically discussed.

The following were represented:

Stanley B. Moore, Cleveland; Edward C. Bigger, Cleveland; Fred S. Bertsch, Chicago; Fred Farrar, New York; Clarence R. Hurst, New York; Montague Lee, New York; George Willens, Detriot; Edwin H. Stuart, Pittsburgh; A. R. Arkin, Chicago; Joseph H. Ewing, Chicago; Harry Baird, Chicago; J. M. Bundscho, Chicago; Edmund Thorpe, Cleveland; Ben C. Pittsford, Chicago; W. G. Chandler, Cleveland; Henry C. Englehart, Cleveland.

The next meeting will be held in connection with the annual convention of the Associated Advertising Clubs of the World at Atlanta in June.

Cities Ban Ford's Paper

The sale of Henry Ford's Dearborn Independent has been prohibited in Chicago and Toledo because of articles attacking the Jewish race. An ordinance to ban the paper is being considered in Cincinnati.

NEWS OF ASSOCIATIONS AND CLUBS

PHILADELPHIA women at the annual convention of the Associated Advertising Clubs of the World at Atlanta in June, will include not only the wives of advertising men, but other women directly engaged in advertising work. Among those already registered with the Poor Richard Club are: Mrs. Rowe Stewart, Mrs. Karl Bloomingdale, Miss Mary O'Donnell, Miss Frances A. Maguire, Miss Hattie Jacobs, Miss Katherine Flanagan, Miss Nellie E. Quirk, Miss Mary C. McCloskey, Miss Elizabeth V. Maguire, Miss Bertha P. Shaffer, Miss Gertrude M. Flanagan, Miss Reba D. Woodington and Miss H. M. Campbell.

In an address before the New York League of Advertising Women, on the theories of modern psychology as applied to the problems of business women, Miss Mary Alden Hopkins said the world is beginning to realize that not only can women fill administrative positions with success, but they can at the same time be home-keepers. "The only reason," said Miss Hopkins, "that women cannot do both professional and home work, in some cases, is because they *think* they *can't*. The first step toward success, is to get the barriers out of our own mind."

The newly elected officers of the Boston Press Club are making preparations for the "big time" in April when they will entertain President Harding. Officers for the coming year are Charles E. Young of the Post, re-elected president; Harold F. Wheeler, who recently left the staff of the Post to become Sunday editor of the Herald, vice-president; W. W. Colson, Cambridge Chronicle, treasurer; Charles J. O'Malley, O'Malley Advertising Company, financial secretary; Ralph Sadler, Transcript, corresponding secretary.

The newly organized Albany (N. Y.) Advertising Club has elected the following permanent officers: President, E. Vincent Stratton; vice-president, William E. Foskett; treasurer, Jacob H. Herzog; secretary, Theodore Seidermann; directors for three years, Alfred J. Sporborg, Charles H. Willoughby and George S. DeRouville; directors for two years R. F. Clapp Jr.; Malcolm S. Feary and Edwin S. Bramley; directors for one year George D. Elwell, Arthur A. Perkins and Peter J. White.

The Engineering Advertisers' Association, Chicago, has elected the following officers for the ensuing year: President, Keith J. Evans, Joseph T. Ryerson & Son; vice-president, Julius Holl, Link-Belt Company; secretary, D. T. Eastman, Eagle-Picher Lead Company; treasurer, J. B. Patterson, P. H. & F. M. Roots Company; W. F. Leggett, Webster Manufacturing Company; Benjamin Brooks, Clay Products Association; Guy S. Hamilton, Conveyors Corporation of America, and Edward I. Pratt, Kellogg Switchboard & Supply Company, were elected active directors and E. R. Shaw, of Power Plant Engineering, was elected associate director. The Engineering Advertisers' Association now enters its third year of activity.

The Northern California and Mountain Counties Editorial Association will hold its annual convention at Willows, Cal., April 23 and 24.

Ideas and suggestions submitted to the Portland (Me.) Ad Men's Club by speakers at a weekly luncheon included systematic and concentrated efforts to advertise Portland and the advantages of a "boosters' club." William H. Dow, business manager of the Express-Advertiser and Sunday Telegram, dwelt on the necessity of learning what the city offers in the way of attractions to bring in more people and more business.

Under the auspices of the educational committee of the Advertising Club of New York, the course in advertising opened March 2, at the club house. Harold A. LeBair, vice-president of Sherman & LeBair, will have charge of the first section. The course will consist of twenty-five lectures and is open to all interested in advertising.

HUNTINGTON, W. Va.—Col. J. H. Long, publisher of the Advertiser, was elected head of the Gridiron Club at its organization meeting. Boyd Jarroll, editor of the Herald-Dispatch, was elected vice-president, and H. E. Mathews secretary-treasurer. The proposal to name the organization, which is composed of newspapermen, former newspapermen and directors of the Chamber of Commerce, the Collis Club in honor of Collis P. Huntington, founder of the city, was defeated.

Form New Texas Association

DALLAS, Tex.—Organization of the Texas Newspaper Publishers' Association was effected at a meeting here on March 10, with the following officers: A. E. Clarkson, Houston Post, president; W. C. Dealey, Dallas News, vice-president; R. H. Cornell, Houston Chronicle, secretary-treasurer; G. J. Palmer, special commissioner, Houston.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

IN NEW ORLEANS
IT'S—
THE NEW
ORLEANS ITEM

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect *all* of these lines of endeavor.

Member A. B. C. — *Standard Rate Card*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

OF THE SHAFFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the first ten months of 1920 by 171,669 agate lines.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

OF NEWSPAPERS

Have You Ordered Sheridan's

78 LESSONS IN BASEBALL

The International Syndicate
Baltimore, Md.

is all of N. Ohio

The Plain Dealer
Cleveland

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

PENNSYLVANIA PEOPLE

Pennsylvania people, 8,720,017 of them, comprise 8.2 per cent of the population of the United States.

78.7 per cent are native born whites.

18.8 per cent are foreign born.

2.5 per cent are negroes.

54 per cent of these people live in cities of 5,000 or more.

46 per cent of them either live in towns of less than 5,000 or on farms.

Prosperity is permanently planted in Pennsylvania.

Pennsylvania's diversified industries, its tremendous activities and the constant demand for Pennsylvania products, make busy, smoky, hustling communities, where big money is made and spent constantly.

Pennsylvania people buy merchandise from their local merchants—and National Advertising Campaigns, run in Pennsylvania daily newspapers, co-operative with Pennsylvania merchants, pay handsomely.

Mr. Advertiser, get after this territory. It is worth while.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	23,755	.06	.06
Beaver Falls Tribune-Times	(E)	5,413	.025	.025
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,162	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,648	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,516	.07	.07
*Erie Times	(E)	28,962	.08	.08
*Harrisburg Telegraph	(E)	32,558	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.30	.30
Philadelphia Record	(S)	117,132	.30	.30
*Pittsburgh Dispatch	(M)	56,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pittston Gazette	(E)	3,847	.03	.025
*Pottsville Republican	(E)	11,273	.055	.045
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
Sharon Telegraph	(E)	4,709	.03	.03
*Sharon Herald	(E)	4,821	.02	.02
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05

Government Statements, October 1, 1920.
*A. B. C. Publishers' Statement, October 1, 1920.

WHERE DO WE GO FROM HERE?

That is the big question before American business at the moment. We all know that our country is chock-full of money ($37,000,000,000 in bank deposits) and that more people have more money than ever before in the history of the country, and yet goods do not sell as they should and the banks are preaching pessimism under pretense of restoring sanity.

In 1918, as shown by income tax reports, there were 4,425,000 people making returns of net incomes in excess of $1,000 a year. These are the latest figures available and it is probable that those for 1919 and 1920 will show even larger numbers.

In 1916 there were only 437,036 personal income tax returns, while in 1917 there were 1,827,368.

A study of the returns shows that, while those with incomes in excess of $1,000,000 a year were cut down in final net income from an average of $2,000,000 in 1916 to $725,000 each in 1918, there were only 67 so penalized.

The figures show that those with incomes above $25,000 a year have been excessively taxed and become fewer in number; the number in classes under $5,000 a year have grown enormously.

While it is perhaps unfortunate that those who direct business have been hit, their only way to renewed prosperity is to go after the dollars in the hands of the people who have the dollars.

Newspaper advertising behind properly priced articles is the way to where they should go. There is no money in sitting idly by and talking hard luck.

THE NEW YORK GLOBE

Member A. B. C. **JASON ROGERS, Publisher** 170,000 a Day

LORENZEN & THOMPSON, Inc.

Chicago, Peoples Gas Bldg. New York, 19 West 44th St.

F3

THIS ISSUE: BY-PRODUCTS OF AMERICAN JOURNALISM, by W. Addison Hibbard

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 44 NEW YORK, SATURDAY, APRIL 2, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

Founded by The Chicago Tribune and first issued on June 26, 1919, this tabloid pictorial daily newspaper now has the largest morning circulation of any New York daily; and has the third largest circulation among all morning newspapers in the United States.

The net paid circulation

of the

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

now exceeds

400,000

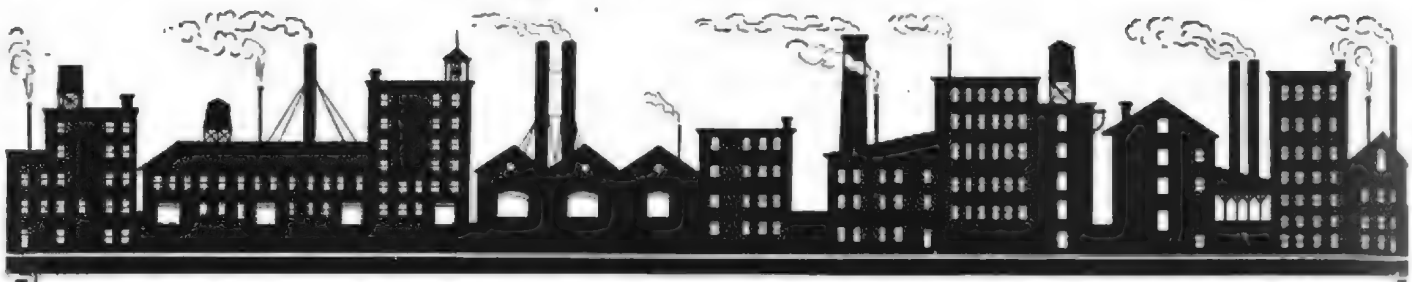
COPIES DAILY

ADVERTISING OFFICES
512 Fifth Avenue, New York
Tribune Building, Chicago

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Digitized by Google



S stands for Stability
O stands for Opportunity
U stands for Unity
T stands for Thrift
H stands for Home

The South bids a cordial welcome to advertisers who believe in the Stability of a market which, once secured, sticks; to advertisers who seek and are willing to embrace Opportunity; to advertisers who believe in an atmosphere of community Unity; to advertisers who believe in Thrift; and to advertisers who believe in cultivating good will and sales in the Home.

Advertise your product in these daily newspapers.

SOUTHERN LIST

		Circulation	2,500 lines	10,000 lines
ALABAMA.				
**Birmingham Age-Herald	(M)	22,350	.06	.06
**Birmingham Age-Herald	(S)	24,462	.10	.10
*Birmingham News	(E)	55,781	.15	.15
*Birmingham News	(S)	56,955	.15	.15
**Mobile News-Item	(E)	10,800	.07	.07
**Mobile Register	(M)	22,451	.07	.07
**Mobile Register	(S)	33,718	.065	.065
FLORIDA.				
**Jacksonville Metropolis	(E)	17,860	.07	.07
Florida Times-Union, Jacksonville	(M&S)	28,986	.08 (9c5)	.08 (9c5)
**Palatka Morning Post	(M)	1,450	.0122	.0122
**Pensacola Journal	(M)	4,560	.025	.025
**Pensacola Journal	(S)	6,248	.025	.025
**Pensacola News	(E)	4,190	.03	.03
GEORGIA.				
***Atlanta Constitution	(M)	53,154	.13	.13
***Atlanta Constitution	(S)	80,118	.13	.13
***Atlanta Georgian	(E)	48,187	.12	.12
***Atlanta Sunday American	(S)	105,527	.15	.15
Augusta Chronicle	(M)	8,703	.045	.045
Augusta Chronicle	(S)	8,703	.045	.045
Augusta Herald	(E)	13,816	.05	.05
Augusta Herald	(S)	11,853	.05	.05
***Columbus Ledger	(E&S)	8,078	.04	.04
***Macon Telegraph	(M)	20,856	.06	.06
***Macon Telegraph	(S)	20,960	.06	.06
*Savannah Morning News	(M&S)	20,841	.055	.05
***Savannah Press	(E)	14,192	.05	.05
KENTUCKY.				
Lexington Leader	(E)	14,298	.05	.05
Lexington Leader	(S)	14,536	.05	.05
***Louisville Herald	(M)	49,756	.09	.09
***Louisville Herald	(S)	54,701	.09	.09
LOUISIANA.				
New Orleans Times-Picayune	(M)	73,334	.15	.15
New Orleans Times-Picayune	(S)	91,127	.18	.18
***New Orleans Daily States	(E)	38,885	.10	.10
***New Orleans Daily States	(S)	37,153	.10	.10
New Orleans Item	(E)	63,024	.15	.15
New Orleans Item	(S)	58,990	.15	.15
NORTH CAROLINA.				
Asheville Citizen	(M)	11,912	.04	.04
Asheville Citizen	(S)	10,423	.04	.04
**Charlotte News-Chronicle	(E&S)	10,179	.04	.03
***Charlotte Observer	(M)	20,159	.055	.04
***Charlotte Observer	(S)	21,137	.07	.05
Durham Herald	(M)	8,172	.03	.03
Greensboro Daily News	(M)	17,041	.06	.06
Greensboro Daily News	(S)	22,978	.07	.06
**Raleigh News and Observer	(M)	24,230	.06	.06
**Raleigh News and Observer	(S)	26,309	.06	.06
Wilmington Star	(M)	6,850	.04	.04
**Winston-Salem Journal	(M)	8,727	.04	.04
**Winston-Salem Journal	(S)	9,361	.04	.04
**Winston-Salem Sentinel	(E)	9,474	.04	.04
SOUTH CAROLINA.				
Anderson Mail	(E)	4,325	.025	.025
***Columbia Record	(E)	12,937	.05	.05
***Columbia Record	(S)	13,749	.05	.05
***Columbia State	(M)	21,562	.06	.06
***Columbia State	(S)	22,307	.06	.06
Greenville News	(M&S)	10,898	.045	.04
Greenwood Index Journal	(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan	(E)	3,132	.04	.04
***Spartanburg Herald	(M)	4,744	.04	.04
***Spartanburg Herald	(S)	5,013	.04	.04
TENNESSEE.				
***Chattanooga News	(E)	20,105	.05	.05
Chattanooga Times	(M)	22,661	.07	.07
Chattanooga Times	(S)	23,046	.07	.07
***Knoxville Sentinel	(E)	19,822	.07	.06
***Memphis Commercial Appeal	(M)	83,359	.16	.15
***Memphis Commercial Appeal	(S)	113,841	.19	.18
***Nashville Banner	(E)	41,077	.07	.07
***Nashville Banner	(S)	43,116	.08	.08
***Nashville Tennessean	(ME&S)	44,675	.09	.09
VIRGINIA.				
‡Bristol Herald Courier	(M&S)	6,580	.04	.04
Danville Register and Bee	(M&E)	9,950	.04	.04
Newport News Times-Herald	(E)	8,464	.05	.05
Newport News Daily Press	(S&M)	8,349	.05	.05
***Norfolk Virginian Pilot	(M)	32,596	.08	.08
***Norfolk Virginian Pilot	(S)	38,452	.10	.10
***Roanoke Times	(M&S)	23,438	.07	.06
**Roanoke World-News	(E)	10,193	.07	.06
***Richmond News-Leader		45,383	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C. Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.
*A. B. C. Auditor's Report, December 31, 1920.

Digitized by Google

Dominate Philadelphia

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

"Put it in The Bulletin"

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for February:

509,062 copies a day

Breaking all its previous circulation records

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation are used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, APRIL 2, 1921 No. 44

SOME BY-PRODUCTS OF AMERICAN JOURNALISM

What Newspapers Are Doing to Better Social Conditions Is One of the Great Romances of the Most Fascinating Business in the World

By ADDISON HIBBARD

[EDITORIAL NOTE.—Mr. Hibbard, who is a member of the faculty of the University of North Carolina and head of its journalism department, has not attempted to exploit any one newspaper at the expense of others. His theme concerns the disinterested services rendered by the newspapers of America to their readers and their communities as a whole and the papers named are chosen at random because of the conspicuous character of their deeds. Service of the same character, varying only in degree, is being given every day in the year by newspapers of every State in the Union.]

IN 1907 Kansas City, Kan., had long been having trouble with its water supply. The water was poor and the service unsatisfactory. The editor of a large daily circulating widely in the city called to his desk a young reporter.

"We ought to help Kansas City, Kansas," he said. "It is as much a part of Kansas City as the Kansas City in Missouri. Our paper is under obligations to do everything in its power to help the people in that part of the city. Now I am going to give you a general assignment that will not be for a day or a week or a month. It will be a permanent assignment that will last as long as you are on the staff."

"Help Kansas City, Kansas, with all the power of this paper, always remembering that this paper is the attorney for the men and women who pay it ten cents a week. Whatever is best for them this paper is for."

Col. Nelson Got the Water

The editor was Col. William Rockhill Nelson, at that time editor and owner of the Kansas City Star.

"Just now," Mr. Nelson continued, "the people over in Kansas City, Kansas, need help to get good water. I want you to go there today and tomorrow, and every day that is necessary until you find out what is the shortest and the most feasible way to get good water for that side and then let us help them in that way."

And then he said that thing that he was so fond of saying to every man who came to work on the Star:

"Remember this: The Star has a greater purpose in life than merely to print the news. It believes in doing things. I can employ plenty of men merely to write for the paper. The successful reporter is the one who knows how to get results by working to bring about the thing he is trying to do."

That the investigations of the reporter resulted in a conviction that municipal ownership, a form of government in which Colonel Nelson had no faith at that time, was the only remedy made small difference to the editor. Conceding that the reporter had the right solution for the puzzle, the Star took up the fight for municipal ownership. Two years later, in 1909, Kansas City, Kansas, owned its water supply and its difficulties were solved.

It is doubtful if the hundred years' history of modern American journalism afford a better statement of a paper's responsibilities to its reader than the words of Col. Nelson: **"The Star has a greater purpose in life than merely to print the news. It believes in doing things."**

Other editors before and many editors since have felt the promptings of the same duty; it was in the spirit of Col. Nelson that the New York World, in 1886, raised a fund of $100,000 that Bartholdi's statue of Liberty might have a pedestal in New York harbor; it was this idea of "doing things" which made James Gordon Bennett of the New York Herald send H. M. Stanley to the finding of the "lost" Livingstone in Africa; it was this responsibility of being the "attorney for the men and women who pay it ten cents a week" that has resulted in the numerous Fresh Air Funds, Milk Funds, Ice Funds, Clothing Funds, and Relief Funds which are familiar to the readers of American papers from New York to San Francisco.

"But it is all done for advertising purposes and self-glorification," says the cynic. Is it? The writer of this article, not a journalist himself, feels that there is something nobler, some finer spirit back of it all.

At a time when it is so easy to fall into the habit of condemning American journalism for its headlines and outré mannerisms it is well to pause long enough to take stock of just how much this phase of journalism has meant to the development and improvement of modern life.

"But it is all done for advertising purposes and for self-glorification," says the cynic. Is it? The writer of this article, not a journalist himself feels that there is something nobler, some finer spirit back of it all.

Perhaps an examination of some of these "extra-mural" activities will be worth while. In some of them, true enough, we shall find the right hand holding a trumpet while the left gives alms; but in all of them we shall find that the ultimate result is one worthy of an attorney of the people.

A Monument to Newspaper Activity

In one sense the Bedloe Island statue of Liberty Enlightening the World is a monument to this other-than-news-giving activity of American journalism. When Joseph Pulitzer arrived in New York to take over the publication of the World, he found the city in an embarrassing predicament. Edouard Laboulaye had conceived the idea of the people of France presenting to America a huge statue to "declare by an imperishable memorial the friendship that the blood spilled by our fathers sealed between the two nations."

The people of France, shop-girls, laborers, and tradesmen had given $250,000 for the making of this gigantic figure. America was to raise $100,000 that a fitting pedestal might be erected and a committee had been appointed in 1877 to collect this sum. But in 1883, when the World passed to Pulitzer, little progress had been made. Liberty had no place to stand. The money was still lacking.

Here it was that Joseph Pulitzer stepped in. Not many years before he had arrived in America as a poor immigrant. With particular force he was impressed by the symbolism such a statue would have for future generations of ariving peoples—poor boys as he himself had been. By 1885 the fund had been delayed for eight years. The Bartholdi statue was ready to be shipped from France. What was to be Liberty's reception in America? In the columns of the World the immigrant editor announced that his paper would engage to raise from its readers the $100,000 necessary.

Fresh Air for City Dwellers

"Let us not wait for the millionaires to give this money," he pleaded. "It is not a gift from the millionaires of France to the millionaires of America." The sum was collected through gifts of the people averaging less than a dollar apiece.

In connection with this event of 1886, when the Liberty pedestal was completed, it is interesting to recall the campaign of the same paper four years ago which resulted in the illumination of the Liberty statue according to a plan conceived by George Williams of New York and executed by the World and its readers.

But some of American journalism's most attractive effort has been in the form of constructive charity which leaves behind no monuments or statues—unless it be in the hearts of those thousands of poor who have been benefitted by its crusades for health and opportunity. Probably the most appealing of all these activities lies in the Fresh Air funds conducted by such papers as the New York Tribune, the old New York Herald, and the Troy (N. Y.) Times.

N. Y. Tribune A Pioneer

The New York Tribune was one of the first papers to take up this particular form of help. Since 1877, when the Tribune fund sent sixty children to country homes for relief from the slum life of Greater New York, to the past summer when almost ten thousand were given a respite from heat and filth, 360,000 vacations have been made possible by the generosity of the paper and its readers. Three hundred and sixty thousand little mothers, poor children, cripples, convalescents, and undernourished children, free of all expense have been sent from Greater New York for

Outstanding in newspaper social work has been the help extended to newsboys with a view of making them better citizens. A majority of the newspapers of the country have carried this work on in one way or another. The Grand Rapid Press, however, has continued to be their leader. Here we have one of their classes in dancing and deportment taken in their own building.

Digitized by Google

Fresh Air Homes are a hobby with many of the country's newspapers and have done more than any other single agency for the children of the slums of our large cities. Here we have an Americanization celebration at one of the fresh air homes of the New York Tribune.

fortnight vacations to live with some family or to go to one or the other of the eleven homes which the fund controls in rural districts of New Jersey, New York, Connecticut, and Massachusetts. Americanization? Yes, and of a sturdy type.

So successful has the New York daily been in the movement that it has helped to institute similar work in other countries. France sends her children to the country under the name of "Les Œuvres du Grand Air" and in England it is termed "The Country Fortnight."

A single case will make clear the significance of such work among those who have been without a chance. One of the older girls sent out last summer by the Tribune had to go to work upon her return home.

"She was a good worker," runs the paper's account, "and made a pretty good salary, as many youngsters do in these days. Her mother was somewhat mystified at first to find that as soon as she began to receive her pay she did not blossom out in new clothes. . . ."

"Several weeks passed. Finally one day the girl came in with a big bundle under her arm. She unwrapped it and revealed a good-sized linen tablecloth and enough plates, knives, and forks for all the family. She had seen the way tables were set in the home where she spent her summer outing and had saved her money to buy those things for her own home.

"Until that time there had never been a tablecloth in the house, and there were not enough knives and forks for all the family to use at the same time. The Americanization this girl started with the tablecloth has continued until the family has moved completely out of the need for settlement workers, and is independent in well-being."

Relief for Poor and Sick

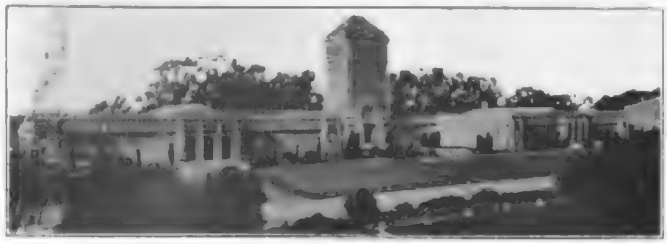
Similar to this work of taking the down-and-outers into the open is the organized providing for the poor of such necessities as milk, coal, ice, clothing, and Christmas dinners. There is scarcely a city of any size in the country where papers have not managed—and given largely themselves—campaigns designed to relieve seasonal distress of one sort or another.

The old New York Herald throughout a period of twenty-four years distributed for its readers, and itself 125,000,000 pounds of ice to the relief of babies and invalids in New York.

In time of sudden disaster the dailies of the country have started subscriptions with figures running into the thousands. Earthquakes, fires, floods; their havoc is hardly begun before train loads of necessities are focusing on the stricken area from all over the United States. The Chicago fire in 1876, the Ohio River floods, the Johnstown flood, the earthquake on the isle of Zanta, Cuban famines, the Galveston flood; all these disasters and many more have proved gloriously the generosity of the American public and the interest of the American newspaper in activities other than a mere effort to print the news.

Recently a colored man in Indianapolis jumped into Fall Creek to rescue two white boys, thereby losing his life; within a few days the Indianapolis News had raised a considerable sum for the relatives of the hero.

In Boston, the Post raised within a month a sum of $16,000 as a fund for the widow of Patrolman William G. Clancy, who had been killed while on duty in a dance hall. If you are living in a large city incidents of the kind are so familiar as to be common.



Newspapers have always taken the lead in public movements that have beauty and education as their basis. The country is dotted with monuments to worthwhile men and women as well as great temples of art and education. Here we have the great museum given to the city of San Francisco by M. H. de Young of the San Francisco Chronicle, which is one of the outstanding examples of this kind of public work.

But of all these forms of charity and giving, it is doubtful if any have touched the popular emotions more strongly than the Goodfellow movement, originated, I believe, by the Chicago Tribune several years ago. If you are in Chicago for the few weeks before Christmas, you will see daily in the Tribune a little coupon for you to fill in stating the number of homes you will try to provide for. The paper investigates cases of need and assigns to each Goodfellow the names and addresses of families to the number requested.

On the big day it is your fun to brighten the homes just as far as your purse will allow. In Chicago the movement has taken on the zest of a game; one which has spread rapidly to many other cities.

Even the staid New York Times, which believes "that the function of a newspaper is news without crusades," finds itself once a year—in December—hit hard by Marley's ghost. A week or two before Christmas it gives space to a plain statement of what it finds to be "New York's 100 Neediest Cases,"—needs which the hurrying populace meets wholesomely by generous giving. The page has all the pathos of a tragedy; it purges through pity and fear as no classic has ever done. At random I select "case 31" from last year's list:

"Orphaned Little Ones

"John" was 28 when he died of tuberculosis last summer. He left his wife, Laura, with a four-year-old boy, a two-year-old girl, and an unborn baby who arrived several months later. The two little ones cling to Laura's skirts as she holds the smiling infant in her lap and want to know when their daddy will come home with things to eat. That is all they look forward to now. When Laura is stronger and the baby older she will be able to do something to support them. Now, however, it is a throw between the orphan asylum or the home she is anxious to keep for them.

"Total amount needed, $650."

There are a hundred Thomas Hardy novels and as many King Lears in that rosary of suffering.

Economic Welfare of the Future

To turn, for the moment, from these instances of applied charity on the part of American journalism, it is interesting to see how at least one paper is building for the future of a state. The glory that was once Michigan's as a forest state has departed from her.

The Detroit News, by a series of industrial papers which it ran through parts of May and June of last year, has done much to awaken Michigan from her lethargy in reforestation. With no attempt to issue propaganda, and with no expectation of deriving benefit greater than that which will accrue to other industries of the state, the News has published, in anything but a muckraking spirit, facts which show that a third of Michigan, 10,000,000 acres, is virtually bankrupt, that each month some 3,000 acres revert to the state simply because no one is willing to pay taxes on them once the timber has been cut over, and that there is urgent need of some intelligent direction on the part of the people and these lands may be afforested and turned to future value.

Just what reception these articles have had is evidenced when one knows that without any advertising on the part of the News requests have come for over 15,000 copies of the pamphlet from individuals and companies which are in a position to secure thoughtful consideration of the situation. Some day the 10,000,000 acres will become an asset for the state and its people; then, again, will appear somewhat of the indebtedness our modern civilization owes to the work of our newspapers.

Just such inquiry as this into idle acres of Michigan, the News has brought to other questions. The housing problem in Detroit has been made the subject of a thorough survey, and recommendations have been made which ought to make, and no doubt have made, it easier for the man of small means instance of this same sort of eye for the to better his living conditions.

Since the foundation of the News in 1873 the paper has consistently fought for municipal ownership of public utilities with "no more public service franchises" as its chief slogan; today Detroit is actually beginning the construction of a municipal car line. Another future and the public benefit manifests itself in the work of the same paper in regard to the breaking down of the patent office system in Washington. It was a matter which needed attention although Detroit and the News had no special interest in the question. Unpleasant as the whole thing was for the patent office, Cyril A. Player's articles, published in pamphlet form and much discussed by congressmen in connection with legislation for the correction of the situation, brought letters from every official of the Washington office thanking the News for the public service it had performed!

Other papers, notably the Kansas City Star, have for years been interested in similar projects. It is a part of their responsibility as counsel at ten or twenty cents a week for their thousands of subscribers.

Gardens have been instituted that the readers may know just how vital an element in reducing living expenses they prove to be, model budgets have been made, primers for school use urging thrift and careful expenditure have been printed—it would be impossible even to enumerate all of the fight reputable American papers have made to beat old man H. C. L.

Fights Disease and Quacks

But public wealth has claimed no more of the attention of our newspapers than has public health. Tuberculosis, cancer, infantile paralysis, typhoid; all these and more, too, have found enemies in the health campaigns of our great dailies. In 1916 when New York City was in the grip of infantile paralysis, the World instituted a campaign of general education with

(*Continued on page 29*)

When the holiday spirit of good cheer and happiness holds sway in the world, the American newspapers stand in the front rank in carrying it into the homes of the unfortunate and sad. This picture was made in the Christmas basket assembling room of the Seattle Post-Intelligencer the night before Christmas. A hundred other papers have taken up this work annually and made it a national duty to carry good cheer to all.

Digitized by Google

MERCHANDISING THE ADVERTISING CAMPAIGN TO THE DEALER

Trade Publications Now Being Issued By Many Newspapers Are Invaluable Factors in Linking the National Advertiser With the Retailer

By CHALMERS LOWELL PANCOAST

Director of Merchandising for the Chicago Tribune

THE most essential step in a newspaper advertising campaign is to merchandise or sell the advertising to the retailers before the advertising starts.

Successful newspaper advertisers have learned that results are increased by first making the dealer appreciate the local advertising campaign which has been planned to sell the goods for him.

Selling the dealer on the strength of the advertising is not a new policy, but some methods are better than others.

Perhaps the greatest problem that has confronted newspaper advertisers is how to announce the campaign in advance to the retailers and jobbers in the most economical and direct way.

Some of the larger newspapers are helping advertisers solve this problem through dealer house organs, or dealer publications, issued at regular intervals by the newspapers.

The Way that Helps

In Philadelphia there is the Retail Ledger which sells subscriptions to the dealer and advertising to the manufacturers. In New York, the World issues the World Retailer, which is sent free to the dealers and announces World campaigns in a limited way.

Chicago also has a newspaper dealer paper. The Co-operator issued by the Tribune for the past six years is sent free to all classes of retailers but sells advertising space to advertisers who are getting ready to advertise in Chicago.

The Oklahoman, in Oklahoma City, has a dealer newspaper which sells both circulation and advertising. There are other dealer publications such as those issued by the Boston American and New York Evening Journal, which publish advertising free for clients using the newspaper.

The point is that the newspapers are finding a way to help advertisers increase the value of their newspaper campaigns both to the dealer and themselves.

Results from present campaigns prove that the most direct method of getting an advertiser's message to the trade without lost motion is through these dealer organs published by newspapers.

Putting the Message Across

The newspaper's dealer paper is in closer touch with the actual business life of the average retail merchant than any other medium, except his favorite daily newspaper.

Of course, it is possible to make the message to the dealer more personal in a dealer's paper than it would be in the newspaper itself.

Another reason why the message "gets across" to the dealer in the newspaper's co-operating medium is because these papers have been the means of building up a most valuable good will between the merchants and the newspapers.

These dealer papers offer advertisers an opportunity to realize the direct benefits from the dealer's good will and prestige built up by the newspaper.

Any message that an advertiser desires to place before the retailers of a city will reach near 100 per cent of the merchants in the city, because the free distribution given these papers by the newspapers publishing them insures the complete covering of a market. In every city where these dealer papers have been made a success they reach all merchants who sell advertised goods.

If a manufacturer were to circularize the same merchants reached by the newspaper's dealer organs it would cost an immense amount of money for postage and printing, at the same time the advertiser's message would not receive the personal attention it would receive through the columns of a paper which has become popular among the local merchants. And the average newspaper's dealer organ is popular because they are edited particularly to help the retailers do business on a more profitable basis.

Gives Dealer Information

All the articles published appear to be selected for the purpose of assisting the retailer in some way, and especially in giving him information regarding store management, profits and kindred subjects about which the merchant desires information.

In many cities the dealer paper is regarded by the merchant as the most helpful medium he receives. These papers are first of all valuable to merchants; and secondly, they have a distinct value to the advertiser who wants to merchandise his advertising and his products to the trade before starting his local consumer campaign.

The dealer paper which serves as a connecting link between the newspaper and the dealers, passes on to the advertiser the dealer influence or prestige of that newspaper. This is what helps make the advertiser's newspaper investment a paying one.

Today manufacturers, whose sales organizations are working the trade in a city paving the way for a real newspaper campaign, are placing advertising in these dealer papers which run regularly during the sales work period, and frequently during the life of the newspaper campaign. One advertiser recently bought twelve full pages in one of these dealer papers for the purpose of merchandising his newspaper advertising to the trade.

It is most essential that any advertiser, who is making a substantial investment in a newspaper campaign, should protect that investment, or give it a chance to produce maximum results, with proper advertising to the trade in that city.

Way Above Broadsides

The dealer paper is above the competition of broadsides. The average dealer has been flooded with so many kinds of circular and broadside advertising that he is not impressed with this shouting literature, and it does not secure the results which it should considering the amount of money invested in screaming broadsides, etc. While, on the other hand, dignified dealer advertisements in a dealer paper which appears regularly will enable an advertiser to achieve results which could not be secured through broadsides or circulars of any kind.

It is the policy of some newspapers to give advertisers, starting new campaigns, one insert free to announce their campaigns, when the campaigns are important or large enough to announce, but any subsequent advertising which the advertiser may desire must be paid for. Other papers are eliminating the free insert, believing that it will be to the advantage of every advertiser to have his message to the trade in the regular advertising columns of the dealers' paper. In this way every advertiser has the same advantages and an equal opportunity of getting his message over in the way he desires. Also the regular insertions of a trade message for a period of months in the dealer paper will be of great assistance to a sales organization working the trade as it will reinforce their sales efforts with the dealers.

Recent improvement has been noted in some dealer papers, as they are being filled with material of real value and interest to retailers. One paper has been running a course of instruction in show card writing and window trimming, written by men who teach these subjects. This paper is maintaining a high standard in its news and editorial matter. It also sells its advertising at rates which compare favorably with those of other trade publications. And it also must be borne in mind that the average dealers' paper covers a field that cannot be duplicated even by old established trade journals, because the newspaper dealer organ is sent to all merchants in all lines of merchandising.

This newspaper is solving one of the biggest problems in present-day merchandising through these newspaper offsprings circulating among the retail trade, and trying to help the retail merchant solve his problems.

BIG FIGURES IN BOSTON

40,000 Pieces of Ad Copy Handled In Week By Globe Compositors

BOSTON.—Francis X. ("Doc") Rooney, superintendent of the Boston Globe composing room, gave a talk at the monthly meeting and dinner of the Boston Club of Printing House Craftsmen last Thursday evening. His subject was "Newspaper Composition Problems."

Mr. Rooney stated that an average of 500 full page metal plates are cast each day in the Globe office, 10 plates of each page of every edition. The amount of classified advertising carried by the Globe and the work it involves was brought out by Mr. Rooney when he said that in one recent Sunday edition of the Globe there were more than 16,000 advertisements, each one a separate piece of "copy." He pointed out that during one week recently the Globe printed 1,012½ columns of advertisements, more than 126½ full pages. This meant, he said, the handling of an average of more than 40,000 pieces of copy per week by Globe compositors. Mr. Rooney said that in getting out a Sunday edition of the Globe, 400,000 pounds of paper and 13,000 pounds of ink is used.

Gets Fort Worth Advertising

FORT WORTH, Texas.—The advertising contract for the City of Fort Worth for the year 1921 has been awarded the Star-Telegram by the Board of City Commissioners. The successful bid was $1.82 an inch for week-day advertising and $2.10 an inch for Sunday space.

New Ad Manager for Wesel Co.

The F. Wesel Manufacturing Company, Brooklyn, N. Y., has appointed Norman S. Githens as advertising manager. Mr. Githens was formerly with the Mergenthaler Linotype Company as assistant publicity manager and was advertising manager of the Times Square Automobile Supply Company.

COAST APIARISTS PLAN TO ADVERTISE

National Campaign Urged by Washington Enthusiast to Stimulate Bee-Culture and Wider Use of Honey

By ROY ALLEN

SEATTLE.—Why not associate honey with the apples, peaches, oranges, blackberries, loganberries, and the score and one other famous products of the tree, bush and soil of the Pacific Slope which are pouring into the homes of the United States in great volume through national advertising?

This is the question that is agitating many analytical minds in the State of Washington with the result that plans are now being thoroughly organized for popularizing the product of the bee through an advertising campaign.

Especially active are the "bee" enthusiasts in the State of Washington. Backed by the home economics department of the University of Washington, the State development bureau of the Seattle Chamber of Commerce, and the co-operative extension bureau of the United States department of agriculture, a State-wide organization to standardize the honey produced in the State of Washington, multiply the output and to launch an extensive advertising campaign is being effected.

Capt. S. J. Harmerling, a widely known authority on bees, declares that there should be at least as many bee colonies in the backyards of American homes as there are chicken coops.

Are bees dangerous? Emphatically not, say the experienced beekeepers. Capt. Harmerling, who asserts he has been a beekeeper for more than fifty years and, during that time has never suffered any discomforts from the sting of a honey bee. Modern methods of handling bees, he declares, have done away with all danger.

Expert apiarists point out that there never was a more opportune time to launch an extensive advertising campaign designed not only to promote the consumption of honey but to increase the United States just having entered beekeeping by the American people, with upon an alcoholic drought. People formerly used to whisky, wine and beer will find honey, it is declared, a most appetizing and yet totally unharmful stimulant. Honey is a stimulant that produces energy but in so doing does not tear down energy in the end like whisky.

Two New Men With Aitkin-Kynett

PHILADELPHIA. — Neilson M. Matthews has resigned from the Thielecke Advertising Company, Chicago, to become an account executive in the Aitkin-Kynett Company, this city. Earle A. Buckley, formerly with the Foley Agency and the Burns-Buckley Company, has also joined the Aitkin-Kynett organization.

Advertiser in Bankruptcy

PITTSBURGH, Pa.—Raph H. Whitmore was appointed receiver for the Lyknu Polish Manufacturing Company, March 9. The company has been a large national advertiser. Assets and liabilities are not stated.

Logan Adds to Staff

W. S. O'Connor has been appointed to the staff of the Thomas F. Logan Company, New York. He has been with the Meinzinger Studios, New York.

Digitized by Google

SHRINE OF INFORMATION NOW PLAN FOR 1926 WORLD'S FAIR

Rowe Stewart, Who Suggested Advertising Building for Sesquicentennial of U. S., Will Present Broader Idea to A. A. C. W. Members

By EDWARD A. MUSCHAMP

PHILADELPHIA — The movement looking to the securing of a building in the great World's Fair to be held in Philadelphia in 1926 devoted to Advertising, Journalism and Printing will be formally and officially launched by Rowe Stewart, president of the Associated Advertising Clubs of the World, at that organization's convention at Atlanta in June.

Mr. Stewart first mentioned the project at the recent annual dinner of the Poor Richard Club. Then he spoke only of an exhibit devoted exclusively to advertising. In commenting on and endorsing Mr. Stewart's suggestion, EDITOR & PUBLISHER suggested that a building in the Philadelphia World's Fair devoted to advertising should also include a comprehensive exhibition that would tell the story of the development of American journalism.

A few days ago, Mr. Stewart, in discussing the general idea with your representative, said:

All Closely Related

"The suggestion made by EDITOR & PUBLISHER is an excellent one and I heartily approve of it. Going a step farther it seems to me that this phase of Philadelphia's World's Fair should cover not only advertising and journalism but also printing. These three businesses or professions, while each is distinctive in itself, are closely related, and could very properly be housed under one roof.

"Our Philadelphia World's Fair is still quite a way off—it will not be held until 1926, the 150th anniversary of the signing of the Declaration of Independence—but our proposed project is a big one and I think it will be well to take time by the forelock and begin to make our plans at the earliest possible date.

"The convention of the Associated Advertising Clubs of the World in Atlanta next June will afford an opportune time and occasion for officially launching the project. I plan now to call it to the attention of the advertising men who will attend this convention and such preliminary steps as will be necessary can be taken by the convention."

Asked to outline his plan in a little more detail, Mr. Stewart explained that the project was, at this date, more or less nebulous. The general plans for the Exposition itself have not yet been determined, but the Committee of One Hundred appointed by the Mayor of Philadelphia are now working on the general idea and will, before very long, have perfected something in the way of a tentative program.

To Work Out Plans

"Just what form an exhibition of advertising, journalism and printing should take in the World's Fair, would, of course, have to be carefully worked out by a committee or several committees representing these three businesses and working in co-operation with the general promotors of the Exposition. However, I have in mind a general idea which will at least serve as a basis in which specific plans may be developed.

"The 150 years that have passed since the signing of the Declaration of Independence encompass practically the entire story of modern advertising, journalism and printing. We all know, of course, that printing dates back several centuries, that newspapers were published here in the United States as long ago as the beginning of the 18th century, and that the earliest newspapers carried some advertising. But it is the last fifty years that have seen the extraordinary development of advertising, journalism and printing. Advertising today is a tremendous factor in the commercial life of this country. Newspapers play a part in the affairs of the nation unsurpassed by any other agency. Printing has developed to a point far beyond the imaginings of anyone of even twenty-five years ago.

May Use One Entire Building

"If the World's Fair that is to be held in Philadelphia in 1926 is to tell the complete story of the development of our nation during the 150 years of its life and to point the way to an even greater future, then it seems to me that advertising, journalism and printing should have a conspicuous part in that Exposition.

"I think there might very well be one entire building devoted to these three businesses or professions. Moreover, I think such an exhibit should go far beyond the mere displaying of specimens or samples of advertising, newspapers and printing. By all means the exhibit should include these samples and all available historic papers, booklets, etc. But to make such an exhibit a living thing it should embrace the actual processes of machinery of advertising, journalism and printing, literally in operation. Just how this phase of the exhibit could be worked out would require a great deal of study, planning and preparation. But it would be of great educational value, if, for example, we could show in this building devoted to advertising, journalism and printing, the actual processes of color printing, engraving, the operations illustrating the various steps in the making up of advertisements, the production of newspapers and all the many interesting and enlightening aspects of printing.

"There are no three things that touch the lives of the rank and file of people so closely as advertising, journalism and printing, and yet how few people know anything about these businesses—the stories of their developments, and the part that they play in the life of the nation, and the possibilities of their future development.

"I merely make these suggestions now because, as I said a moment ago, the whole subject is tremendously big and must be thoroughly anticipated and thoroughly discussed before actual plans are made. I think we can make a start at the Advertising Convention in June and be prepared to do the job in a thoroughly comprehensive way."

ADS FOR OWN SAKE FUTILE

Textile Men Told That Retailers Must Be Shown A Profit Before Buying

(Special to EDITOR & PUBLISHER)

PHILADELPHIA.—Textile manufacturers who are members of the Knitted Outerwear Association, which held a convention in this city and Atlantic City, this past week, were urged by J. W. Lindau, director of the national advertising bureau of that organization, to awaken to the true meaning of advertising, to learn to differentiate between carelessly planned and scientifically planning advertising campaigns, and to appreciate that in the long run advertising will greatly facilitate the work of salesmen.

"Many textile men have an idea that advertising costs a great deal of money," said Mr. Lindau, in a talk on "The Publicity Campaign." "I ask you to awaken to the true meaning of advertising. In the first place, you have not realized that advertising is nothing but a multiplication of your sales department work; nor has the industry realized that advertising is not a mystery.

"Some advertising men forget all about the product. All they think of is dominating the mind of the buyer, and after that, they think that when the advertisement appears the buyer will 'flop.' They have you believing that when the advertisement is run, all you have to do is fill the orders. Plans of that nature have never been profitable.

"The day is past when buyers of merchandise will buy on the strength of hoped-for demand. The buyer must be instructed as to why certain merchandise is profitable to somebody else. We are teaching the buyers the demand and saleable points in our products. This will lessen the burden of the salesmen in the long run."

NEW HEARST'S MANAGING EDITOR

W. C. Lengel Named—Lee Brown Succeeds Him with Book Corporation

William C. Lengel, formerly in charge of editorial and promotion work for the Cosmopolitan Book Corporation, has been appointed managing editor of Hearst's Magazine. He is succeeded with the Cosmopolitan Book Corporation by Lee D. Brown, formerly editor of People's Magazine and before that with the New York Times. Mr. Lengel, trained for the law, jumped into editorial work in 1910 on the staff of the Delineator, later became associated with Musical America, served as publicity director for a firm of builders and during the war directed the publicity of a war industries board division.

Mr. Brown served five years on the New York Times staff, covering the Villa uprising in Mexico for that paper. Before that he was assistant city editor and New York correspondent for the Baltimore Sun. During the war he was a staff officer with the Second Corps and described his experiences in "A Yankee in the British Zone," published by Putnam's last year.

People's Magazine, a Street & Smith publication, will revert to its former style with the May issue, as an unillustrated, all-fiction magazine, on newsprint.

Libel Suit Settled

SCRANTON, Pa.—The libel suit filed some time ago against the Scrantonian Publishing Company by Mrs. Herminia Heil, for alleged libel, has been settled out of court. The terms of settlement have not been revealed. Mrs. Heil sought damages for an article published in the Scrantonian on January 13, 1918, in reference to her appointment to a place in the city treasurer's office by Mayor Alex Connell. The latter also sued the Scrantonian for libel. This case also was settled out of court.

Capper Office In Indianapolis

The Capper Publications have opened a branch office in Indianapolis under the direction of A. G. Wallace, who has been in the Chicago office of the organization. The location is 210 Hume-Mansur Building.

CHRISTIAN DAILY MAY BE REVIVED

Lack of Ready Finances to Give American Standard True Test Cause of Chicago Suspension—Expect to Try Again Elsewhere

CHICAGO—Report has it that the American Daily Standard, which suspended March 17, will reappear before very long—not in Chicago, but in some other city selected as a better field for such a venture. It began publication here three months ago with the avowed purpose of giving Chicago a Christian newspaper and setting an example to the world in clean journalism. Financial difficulties sent the enterprise on the shoals before its promoters had a fair opportunity to demonstrate whether the public would support a newspaper minus flaring head-lined stories of crime and scandal and devoted primarily to "constructive news."

The plant is closed now and the staff, with the exception of the editor, the Rev. John C. Monsma, is finding employment on other papers. Liquidation of the business is in process. No plans for the future have been announced and Mr. Monsma says for the present he cannot discuss the subject.

Former members of the Standard staff are authority for the statement that at the end the paper had a circulation of about 15,000 and that subscriptions were coming in at the rate of four and five hundred a day. Champions of the paper confidently believe that success almost was in sight. Lack of ready money interrupted the experiment, to the sorrow not only of management and creditors generally but also, it is said, of some of the men on the payroll.

One way or another the understanding had grown up in the plant and around the city that the paper had generous financial support from unnamed wealthy persons high in religious circles. It now appears that there was little support from the outside and that the management was going it largely alone, counting upon prompt approval from the religious section of the public of their kind of journalism.

The American Daily Standard was a modest looking journal with "light-face" headlines, displaying most prominently important foreign cables, Washington news, local "respectable" stories and church news. Crime generally was kept off the first page and was covered in brief, non-sensational items. For instance, a paragraph or two at the bottom of a column told of the recent $772,000 bank robbery, and the killing of Jake Hamon in Oklahoma drew a couple of sticks on an inside page.

The paper was published in a little plant with seven linotype machines. It had a strong staff for such a plant, including a group of editors and some fourteen local men.

Dublin Tribune Finances

DUBLIN, Ga.—Liabilities of the Tribune, which recently went into bankruptcy, are given as $13,630.20 and assets $51,050, including the publishing plant, the value of which is not estimated.

"Strong Arm" Methods by Advertisers

PROVIDENCE, R. I.—Practically every theatre in this city eliminated its advertising from the Providence News March 12, because of an editorial on a new building ordinance being considered to which the theatrical house managers took exception.

Digitized by Google

ASSEMBLE ORDER OF THE ELEPHANT IN WASHINGTON SATURDAY NIGHT

President Harding Plans Return Dinner To Reporters Who Covered Campaign—Hot Election Contests For National Press Club Offices

By ROBERT T. BARRY

(Washington Correspondent of Editor & Publisher)

WASHINGTON, March 31—The Order of the Elephant is to hold forth at the White House Saturday night. Warren G. Harding, former publisher of the Marion Star, is to give a return dinner for that of September 30, 1920, at which he was the honored guest. Invitations have gone forth to the elect of Washington newspaperdom who were assigned to the Harding headquarters throughout the campaign.

The President's guests will be the correspondents described last week in Editor & Publisher. Invitations have been sent to Byron Price, of the Associated Press; Raymond Clapper, United Press; George R. Holmes, of the International News Service; Wallace Bruce Macnamee, Universal Service; Samuel W. Bell, Philadelphia Public Ledger; Harry N. Price, Washington Post; Glenn J. Tucker, New York World; Samuel T. Williamson, New York Times; Philip C. Kinsley, Chicago Tribune; Walker S. Buel, Cleveland Plain Dealer; Robert M. Ginter, Pittsburgh Gazette-Times; Boyden R. Sparks, New York Tribune; Edwin C. Hill, New York Herald; John T. Bourke, Cleveland News Leader; George Van Fleet, managing editor Marion Star; G. E. McCormack, city editor, Marion Star, and W. J. Eads, reporter, Marion Star. Those men with Mr. Harding constitute the membership of the Order of the Elephant.

Efforts are being made by George B. Christian, Jr., the President's secretary, to have the full membership present, but it is doubtful whether the entire editorial staff of the Marion Star could forsake their duties to come to Washington. Mr. Van Fleet is expected. Messrs. Kinsley, Hill, Sparks and Williamson have returned to their home offices, but are here for the White House party.

The Order of the Elephant was an offspring of a dinner given at Marion in honor of Mr. Harding by the newspaper men assigned to report his activities. One of the "stunts" was to carve a wooden elephant into as many pieces as there were guests and distribute them as souvenirs after every guest had written his name and newspaper on each part. It was Mr. Harding's hope to have a full attendance at the White House so that the elephant could be reconstituted, but fate seems bent on having several of its vital organs far from Washington on Saturday.

EIGHTY - NINE Washington newspaper men posed for a picture with President Harding, Secretary Christian and "Laddie Boy" in the White House grounds on Tuesday following the Cabinet meeting. It was the largest group of correspondents anyone ever has been able to keep in one place long enough to snap a picture, and was accomplished as a result of a personal request by the President.

The incident served to illustrate to the newspaper men some of the trials endured by victims of their picture-posing penchant in the past. There were four motion picture men and six "still" camera men. The movie operators did not care how much the crowd stirred, but after each of the six photographers had made the request "Hold that for just a second and look this way" no less than five times, the newspaper men began to protest, and Mr. Harding's difficulties in keeping "Laddie Boy" quiet reached an acute stage.

• • •

EVERETT C. WATKINS has returned to Washington as the correspondent of all the John C. Shaffer papers, with the lone exception of the Chicago Evening Post. Mr. Watkins represented the Indianapolis Star here during the late session of Congress, but in the forthcoming season he will have in addition the Louisville Herald, the Rocky Mountain News, the Denver Times, the Terre Haute Star and the Muncie Star.

• • •

FRIENDS of Stanley Meade Reynolds, former Washington newspaper man, have petitioned Editor & Publisher's Washington correspondent to cease designating him as "one of the editors" of the Baltimore Evening Sun, as they point out he is "the editor" of that paper and such he will be hereafter in these letters.

• • •

WASHINGTON newspaper men have two election contests to decide and genuine campaigning has developed in one. The departure of Leonard Ormerod, of the Washington Star, for Philadelphia, left vacant the office of vice-president of the National Press Club. There were three candidates for the place: Stephen G. Early, Associated Press; George F. Authier, Minneapolis Tribune, and Charles M. Willoughby, publicity director of the Division of Sales, War Department, and rumors of a fourth, but Willoughby has withdrawn and the "dark horse" has failed thus far to come into the light.

• • •

THERE are six candidates for five places on the "Supreme Court of Journalism," as people who like titles denominate the Standing Committee on Correspondents. They are: Charles S. Albert, New York World; Arthur Sears Henning, Chicago Tribune; Gus J. Karger, Cincinnati Times Star, and Harry C. Stevens, Minneapolis Journal, all of whom are seeking re-election; Roy A. Roberts, Kansas City Star, and Robert Barry, Philadelphia Public Ledger.

• • •

AFTER a brief existence the "Washington Date Line," organ of the National Press Club, has suspended publication. The board of governors of the club failed to announce whether it was due to the cost of labor and materials or lack of those essentials.

• • •

"JIM" PRESTON'S latest ambition (at least up to dead-line for this week's Washington gossip) is to prove the accuracy of George Ade's famous comment on the number of "smart men who come from Indiana." He proposes to have a picture made for Editor & Publisher, showing the native Hoosiers now engaged in Washington newspaper work and Senator Harry S. New. It is Preston's idea to show by the youthful aspect of the group that Ade was right when he said "the smarter they are the quicker they come." Indiana has more sons than any other state in the Washington game.

Juraschek with Yale and Towne

Francis Juraschek has resigned as manager of the technical department of the Hanff-Metzger Company, New York, to become advertising manager of the Yale & Towne Manufacturing Company, Stamford, Conn. His successor with Hanff-Metzger is Frederick W. Apgar, late of the McGraw-Hill Company.

END NAVY CENSORSHIP OF RADIO NEWS

Daniels Started It To Protect U. S. Foreign Relations, Denby Stopped It For Same Reason—Last of War Censors

(Special to Editor & Publisher)

WASHINGTON—Government censorship of news dispatches was laid to rest this week when the Navy Department abolished the supervision which it had maintained over press radio messages in the Pacific. That was the last of the censorship regulations.

The action of the Department abrogated rules put into force by Josephus Daniels, former Secretary of the Navy, when the navy radio was made available for press business. Although the censorship imposed was not general, it often tended to delay dispatches two and three days. The Government supervision was established by Mr. Daniels on the theory that the United States would be responsible for the tenor and character of messages sent. Under his orders dispatches which contained matter which the radio officer believed "prejudicial to the friendly relations of the United States with other governments" were to be halted, returned to the Navy Department, if acceptable, OK'd by the Secretary, returned to the sending station and released for transmission.

When the arrangement was made it was estimated that dispatches so censored would be delayed only a few hours. What actually occurred was they were delayed sometimes three days and on occasions suppressed altogether.

One instance in which suppression took place was the story of Japanese evictions from a Texas town. A dispatch covering that incident was held up on the Pacific Coast and release of it refused by the Department. The story gained wide circulation in Japan, however, being sent later by mail.

Another dispatch which was delayed was the account of the anti-Japanese speech delivered in the House by Representative Julius Kahn, of California. Department red tape held it up two and a half days after its delivery in Congress.

As the use of the Naval radio had been sought by the press associations and a group of metropolitan papers, including the Chicago Tribune, Philadelphia Public Ledger and New York Times, to obviate the twenty-four hour delay and heavy expense encountered on the Pacific cables, the censorship tended to defeat the very purposes of the press.

The position taken by the Harding Administration removed censorship on the Naval radio for the identical reason that it was imposed under President Wilson—to release the Government of responsibility for the contents of dispatches. Mr. Daniels held that censorship was necessary in order that the Government might not be held responsible. Mr. Harding acted so that the Government may disavow responsibility.

NINETY-TWO LIVE WIRES—COUNT EM

Photo by Keystone.

HERE we have much of that which is great in Washington, not the least of which is the makers of greatness, and never before have so many of the latter been camped at one time on one man's well-kept lawn. It must have been a happy occasion, for even Gus Karger with all his worries over White House correspondent difficulties is smiling. Reading from the center outward in all directions we have President Harding, Secretary Christian and eighty-nine correspondents. The ninety-second member of the party is Laddie Boy. we can't find him, but Bob Barry says he was there.

Digitized by Google

CONSCIENCE VIOLATION UNNECESSARY IN NEWSPAPER WRITING

Journalism as a Career Holds Wonderful Opportunities and All Who Enter It Are Better for Having Served Even if They Leave It

By IRVING BRANT

EDITORIAL NOTE—Mr. Brant is the chief editorial writer of the St. Louis Star. This is the third contribution on "Journalism as a Career" to appear in EDITOR & PUBLISHER. Next week the views of H. G. Spaulding, editor of the Shawnee (Okla.) News, will be presented.

NO young man ever made a mistake by entering the newspaper business, but a good many have made a mistake by staying in it and some by leaving it.

This generalization is, of course, a bit too sweeping, for there are individual exceptions to the first assertion, but the idea I mean to convey is that newspaper experience will make a man a better president of the United States or a better ditch digger.

The young man with genuine aptitude and liking for newspaper work need not be dissuaded from entering it by stories about poor pay and a dog's life. If he finds the place where he fits he will make a living, and he won't stay long where he doesn't fit.

What of the individual who thinks he will make a newspaper man and is disillusioned by experience? If he changes his occupation at the right time, he will find that his newspaper years can be credited to his education. He will have learned enough about human nature and gained enough assurance in dealing with men to modify the whole course of his life work. Therefore I should encourage anybody with the slightest inclination toward newspaper work to take it up. The important decision is not whether to go in, but whether to stay, and that is easily answered by each person for himself.

What of the three fields—the metropolitan daily, the small city daily and the country weekly? Which is the most pleasant, which the most remunerative?

The answer is not found in the newspaper fields themselves, but in the temperament of newspaper men. Do you like to hail every acquaintance as a chum? Are you interested in the little affairs of life, domestic happenings, neighborhood events, and do you want a comfortable competence in a business which you own and manage. If so, the country weekly is the place for you. The average country journalist would fail to hold any kind of a position in metropolitan journalism, but there is many a man drawing $5,000 a year or more on a big newspaper who would prove a flat failure as the owner of a country weekly. And speaking of $5,000 a year incomes, is it not a fact that more of them are made through ownership of a country weekly than by virtue of the metropolitan newspaper's pay check?

The big city newspaper is the place for the restless, adventurous reporter or the writer who lives in events rather than in neighborhood contacts. His financial success depends less on what he makes than on what he saves. He may succeed through independence and clear, keen thinking and writing, or as a deft servant of a profit-making journalistic machine. There are all kinds of newspapers and all kinds of newspaper men.

The small city daily is an admirable beginning place for the young man who wants all-round training in journalism. He gets the news, writes it and writes the heads. What he lacks in benefit from the constructive criticism (destructively expressed) of the metropolitan cozy desk and rewrite methods, he makes up in practical experience. As a reporter, he occupies a more honored place in the community than his metropolitan brother. The small city daily is seldom as prosperous as the country weekly, in proportion to the amount of work expended upon it, and it offers little to the man who would cast his entire life in a subordinate position in this field. But it presents opportunity for personal journalism, dignity of work and a secure position if editorial and managerial ability are combined in one person.

In every field the young newspaper man will encounter much the conflict between independence and the fetters of business interest and community prejudice, but in that connection let me say this. No man need write a line that violates the dictates of his conscience without willingness or weakness being the accessory of necessity. The common and (alas) unavoidable conscience violator in the newspaper business is silence, but here again the extent of deviation from principle depends upon the strength or weakness of the individual.

CONTINUE PAPER CONSERVATION

Publishers Have Price Control in Own Hands, Says Stahlman

In commenting on the present conditions in the newsprint market, Major E. B. Stahlman, publisher of the Nashville Banner, urges all publishers to do what the Banner has been doing during the past eighteen months, which is to cut to the quick in the conservation of print paper, at least for the remaining part of the present year.

"That, in my judgment, is the most effective way to increase the surplus supply of white print paper and thus pave the way for a large reduction in the price," says Major Stahlman.

"The resolution introduced by me and adopted with practical unanimity at the annual meeting of the American Newspaper Publishers' Association in April, 1920, calling for a conservation of paper, had a most salutary effect in producing a largely increased surplus at the end of 1920. A continuance of this same method during the remaining months of 1921 will accomplish even greater and much more helpful results.

"Newspaper publishers have the situation practically in their own hands. They can to a large extent protect themselves if they will.

"The Nashville Banner, with the cooperation and able management and advice of the A. N. P. A. committee appointed at the annual meeting of the association in April, 1920, did its full share on these lines during 1920, and has been doing more than its share since January 1, 1921."

POSTAL LAW CHANGES URGED

Country People Being Deprived of Dailies, Publisher Contends

It is the opinion of a number of members of the Southern Newspaper Publishers' Association that a movement should be started for bringing about some relief from a postal laws situation that is proving "detrimental not only to the interest of publishers but readers of daily newspapers."

One member in writing on the subject says: "In my opinion newspaper men are overlooking the most important matter in failing to take active steps to get the present postal laws changed. The rates now charged are injurious to the public and are a serious handicap to the general public. I am quite sure my case is typical of the average handicap in the country. We are concentrating our efforts wholly on increasing circulation within our own city and county or nearby points. We have curtailed on country circulation because it is too expensive to handle. Our state is a very, very large state, and we have trains leaving this city every afternoon and night that carry our papers from two to 300 miles by the next morning.

"The possibilities of the circulation are, therefore, very large in the country, but we can't afford to pay the postal rates on the long distance or the far distant subscribers. This means that the country people are being deprived of what the Government should encourage —that is, a daily newspaper delivered at a low subscription price. It strikes me that the newspaper publishers of the country should be able to show Congressmen and the postal department that the present laws are simply calculated to injure the people and the people are being deprived of the privilege of reading daily newspapers."

Colver Joins "P. I." Staff

SPOKANE, Wash.—J. Newton Colver of the Spokesman-Review editorial staff, has been appointed an editorial writer on the Seattle Post-Intelligencer.

THE PRINT PAPER SITUATION

By JASON ROGERS

Publisher, New York Globe

GOOD quality foreign tonnage can be bought at 4 cents a pound ex dock New York. Domestic tonnage can be bought for from 4 to 4½ cents per pound f.o.b. mill.

It is reported that there are between 20,000 and 30,000 tons of paper stored in warehouses around New York by jobbers and speculators, bought at prices from 7½ to 11 cents the pound.

There is no demand for spot paper at any price and dealers and salesmen are finding it next to impossible to unload.

Newspapers with contracts for supply from the larger mills are paying 6½c today, and will pay 5½c after April 1st, while the New York Globe is today printing on stock which cost us 4c and 4½c in the open market.

There is an over-supply of paper in sight, to the extent of 300,000 to 500,000 tons for the year 1921, just as I predicted last fall.

I believe that paper can be bought in the open market by fall for from 3c to 3½c per pound. Publishers with quarterly adjustment contracts will do well to consider exercising their right to cancel them after July 1st.

LEE JOURNALISM CHAIR TO BE RESTORED

Editors of South Asked to Aid Fund to Honor Memory of Confederate General, First to Found Journalism School

(By Telegraph to EDITOR & PUBLISHER)

LEXINGTON, Va., March 29.—Editors of the South have been asked, as a special tribute to General Robert E. Lee and as a memorial to him as the first to recognize journalism as a learned profession, to re-establish and endow the Robert E. Lee Chair in Journalism in Washington and Lee University here through concerted appeal to the public for contributions during the coming fall or winter, EDITOR & PUBLISHER was informed to-day by President Henry Louis Smith of the university.

"All of those who have been consulted are cordial in their approval," President Smith stated, "and there seems little doubt that the various press associations and the Southern Newspaper Publishers Association at their summer conventions will take the matter up and press it to a successful conclusion. In that case, the department of journalism will be inaugurated in the fall of 1922.

"When General Lee in 1865 accepted the presidency of the war-wrecked and impoverished college endowed by George Washington and authorized by him to bear his name, he established two new departments, both of which bear witness to his wisdom and foresight as an educational administrator," President Smith explained. "The first was a school of engineering, of which he was the active head, to rebuild the devastated South.

"The second, and still more remarkable, was his recognition in 1869 of journalism as a learned profession, his acute perception of the intellectual needs of the South during its coming period of political and social reconstruction and of the needs of modern civilization which led him to establish a department of journalism in 1869, the first school of journalism ever established in America.

"Fifty scholarships were granted by the board of trustees on his recommendation to young men looking forward to this profession, and formal arrangements were made with a printing establishment nearby to have every student in this department work one hour a day as an apprentice, learning the details and routine of a publishing office.

"This school of journalism was maintained six or eight years after General Lee's death, but owing to the increasing poverty of the college, it was discontinued in 1878.

"The various Southern patriotic organizations are now combining in an effort to honor his memory and forward his lifework by enlarging and fireproofing the Lee Chapel and mausoleum and raising an endowment for the employment of suitable and permanent custodians, also by the raising of a general endowment for Washington and Lee to be known as the Lee Memorial Endowment Fund, by endowing and furnishing with a building the Lee Memorial School of Engineering and re-establishing the Lee Chair of Journalism."

Milwaukee Leader May Get Mail

MILWAUKEE.—The Leader, Socialist newspaper which lost the privilege of receiving mail as a result of its attitude on the war, has had this privilege restored. All mail addressed to the Leader was formerly returned to the senders.

Digitized by Google

MODERN NEWSPAPER PLANT IS READY FOR NEW YORK DAILY NEWS

Three Octuple Presses Are Specially Built for Half-Tone Printing at High Speed—Plenty of Room for Expansion In Five-Story Building

THE Daily News, "New York's Picture Newspaper," will move April 9 to its new plant at 25 Park place, on which it some time ago obtained a 21-year lease. It is a five-story building running through the block to 20 and 22 Murray street. The plot measures approximately 45 feet in width and 152 feet in length. In leasing the premises, the Daily News took over the property subject to the leases of other tenants, which will expire from time to time during the next four years, thus permitting the Daily News to take over additional space in the building as required by the growth of its business.

That part of the building which will be occupied by the Daily News has been reconstructed and a complete modern newspaper plant installed. The press room is located in the sub-basement and has been equipped with three high-speed octuple presses. One of these presses is the Wood high-speed newspaper printing machine which was built several years ago by Henry A. Wise Wood for printing the New York Herald Sunday magazine. This is the same press which was exhibited in Brooklyn to many newspaper publishers, and is said to contain many features not found in other newspaper presses, making it particularly adapted for high-grade half-tone printing.

The other two presses are Goss presses of the latest design, built according to the same specifications as those built by Goss for the London Mirror. These presses are especially designed for picture printing and have superior ink distribution and other features adapting them to the finest quality of half-tone work. The presses are all equipped with Cline-Westinghouse drives and controllers, similar to those installed in the new plant of the Chicago Tribune. The press room lockers, shower baths, etc., are located on a mezzanine floor at the Park place end of the building.

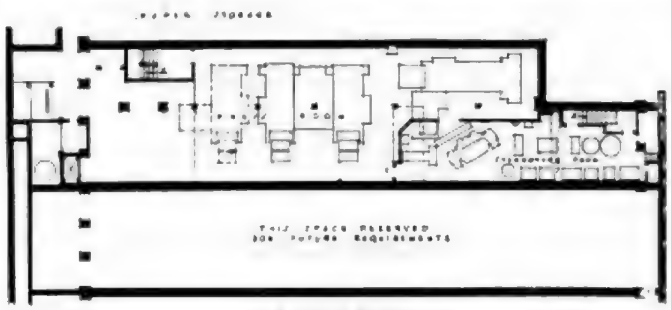
The sterentyping foundry is located on the same floor with the press room and is equipped with a Wood double junior Autoplate, Autoshaver and complete equipment of job machinery.

The business office is on the street level floor at 25 Park place, and the mail room is on the same floor at the Murray street end of the building.

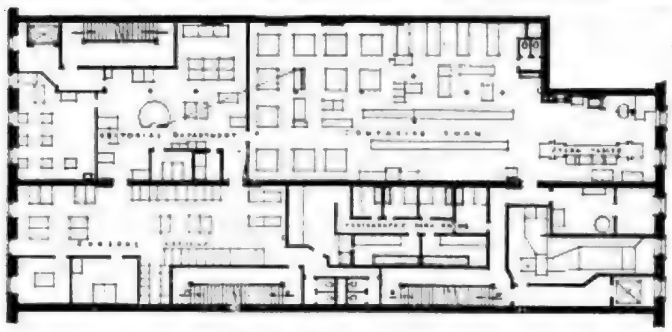
The editorial department and composing room are located on the third floor. The composing room is equipped with 11 linotypes, seven of which are Model No. 8 and four Model No. 14. All of the linotypes have been equipped with fortified electric metal pots. The ad room has a Monotype type caster and has a complete assortment of type faces. A Ludlow typograph has been installed for the purpose of economizing floor space. An Elrod lead, rule and slug caster also forms part of the composing room equipment. The moulding room is located at the end of the composing room, and is equipped with a Goss matrix roller and four Hoe steam tables. A matrix chute connects the moulding room with the stereotyping foundry.

The advertising office of the Daily News will be continued in its present location with the Chicago Tribune's advertising office at 512 Fifth avenue.

In remodeling the building, the architects and their engineers have paid special attention to the matter of ventilating all the mechanical departments. Every effort has been made by the Daily News to contribute to the comfort of the employees in all departments.



PLATES prepared on the Wood Double Junior Autoplate and Autoshaver are delivered mechanically to the three high speed octuple presses which occupy the center of the basement and tower above the mezzanine balcony. Two of the presses were specially built by the Goss Printing Press Co. on the specifications of those used by the London Mirror, the Daily News' counterpart in England. The other press was constructed some years ago by Henry A. Wise Wood for printing the New York Herald's Sunday magazine. It has been thoroughly tested in exhibitions, and, with the Goss presses, is distinguished by superior ink distribution and other qualities which make for fine half-tone printing.



"CASH CARRIERS" rush the news copy from the desk in the center of the editorial department to the copy-cutter's desk in the midst of the multiple-magazine linotype battery in the adjoining room. In a straight line the news and advertising type goes through the correction banks, the make-up tables and the steam tables, whence a small elevator takes the matrices to the casting machinery in the basement. Photographs, which play a highly important part in the Daily News scheme of things, are developed in the six dark rooms adjoining the composing room. For the present, engraving is done in outside plants. General and executive offices occupy half of the Park Place side of this floor.

Argue R. R. Rates on "Boiler Plate"

OMAHA, Neb.—A hearing was held in Omaha last week before Examiner E. B. Gaddess of the Interstate Commerce Commission in the complaint of the Western Newspaper Union against rates charged by the railroads on shipments of stereotype plates. Reduction in rate from third to fourth class and reparations on past shipments is demanded by the plaintiff. Preparation of briefs will follow and a date for argument at Washington will doubtless be set soon.

HOW MANY HOURS PER PAGE?

S. N. P. A. Figuring Efficiency of Composing Room on Time Basis

A member of the Southern Newspaper Publishers Association in commenting on the recent suggestion that S. N. P. A. members compare notes as to composition cost per page advises Secretary Johnson that he is also keeping records of the number of hours per page as well as the cost per page. He holds that a record of hours per page is a true index of the efficiency of the composing room. During the last week of February this publisher arrived at his average time per page by taking the total number of hours, including overtime, of all the employees of the composing room with the exception of proofreaders, who are handled through the editorial room payroll. Full page news mats used in the Sunday issue, on which there was no composition, were not counted. The record shows that the average time per page was 9.8 hours of which, of course, includes the foreman, machinist and apprentices.

Secretary Johnson of the S. N. P. A. is asking other members of the association to keep a record in the same manner and advise him of the results.

Myers Retires as Editor

IOWA FALL, Iowa.—The retirement of C. E. Myers as editor and publisher of the Radcliffe Signal removes from newspaper work one of the oldest men, in point of service, in Iowa. Mr. Myers sold the Signal to C. R. Clark of Oxford, Iowa, who has taken charge.

EXTERIOR VIEW OF N. Y. DAILY NEWS' HOME

THE five-story building runs through the block from Park Place to Murray street—the structure being of 65 feet frontage and 132 feet in depth. The exterior is not new, but the entire interior has been reconstructed for the News' own use—at the same time leaving plenty of room for future expansion. An entrance to the Park Place station of the Sixth avenue "L"-is right at the door.

Digitized by Google

DRIVING HOME THE CHURCH'S MESSAGE WITH ADVERTISING PAYS

It Is Great Undeveloped Field within Reach of Every Newspaper—New Jersey Example Furnishes Selling Points Worthy of Study

By EMERSON P. HARRIS

BASED upon the experience and opinions of those who know most about it, two conclusions about church advertising are justified:

First, that when wisely done, the advertising of a church is a paying investment from the standpoint of extending the service which the church exists to render, and

Second, the expenditure for such advertising under average conditions is repaid by the new attendants and recruits attracted by the advertising.

Several years ago the church, Unitarian, with which the writer is connected expended in three months about two hundred dollars for newspaper advertising. A careful estimate by the treasurer indicated that the Sunday morning plate collections were enough in excess of the normal, and the previous similar period, to more than pay the bill.

At that time our advertisement was the only church display advertising in the Montclair Times. Now this weekly carries a dozen or so church ads amounting to from fifty to a hundred inches at seventy cents an inch. And this has come with almost no effort on the part of the paper.

Churches Can Afford It

This means that the churches afford a promising source of advertising revenue for the daily and weekly papers.

What should the publisher do about it?

He should find a way to avoid going through with the stage of what the local merchant used to call advertising, namely buy space and say nothing of any consequence.

Of course, the publisher will find that many churches, or their pastors, or both, are opposed to advertising because it is not proper for a church to adopt such worldly methods of attracting attendance.

But a more difficult obstacle to overcome is the lack of a selling story upon which to base good copy. However, the churches, the more successful of them, are coming to a clearer realization of their function, or at least to the realization of a function which admits of being so stated as to attract. Most progressive churches, whatever their theology, are ready to put forth the statement that a large part of their business is to inspire, quicken and guide men to a more worth while life in this world. Here is a thing, the sale of which is only limited by the measure in which the church makes good, and without doubt newspaper space is to be very largely used in the near future in the marketing of this product.

Churches Need Sales Departments

Besides organizing to perform this vital service, the churches need also o organize their sales department, so to speak, so that the attractiveness at the church, and the hospitality, the oral salesmanship, shall fit into the advertising program.

Perhaps the best thing the publisher, or his advertising manager can do is to see that the right parties in the church have the reading of some such books as the papers given at the advertising section of the conventions of the Associated Advertising Clubs of the World.

A help to the development of church advertising, a help to the churches and to the paper, would be a more comprehensive and less superficial reporting of the doings of the churches. Instead of printing surface gossip and bare announcements, let the editor see that fundamental church doings and plannings are sympathetically and adequately recorded, and interpreted in his columns. Such matter will be interesting to the members of all churches and numerous others who are in sympathy with the broader aims of the churches, whereas church gossip is of narrow appeal.

Text will help advertising and advertising help text, if church news and comment are printed in a department with church advertising. In the smaller towns this department would probably include lectures, concerts and what is going on generally.

C. of L. Drops in Central Northwest

MINNEAPOLIS, Minn.—"The cost of living is coming down," the Federal Reserve Bank of Minneapolis asserts emphatically in its monthly bulletin. Discussing the change since December, last year, it says: "Our weighted index number exhibits a total decline of 9.4 per cent between December 1 and March 1, although the average decline since December 1 has been about 7 1-3 per cent. The decline in the cost of living has been continuous for each month of the four, although the decline in March was not as marked as in the earlier months. In fact, there was an increase in the prices of foods during the month of March as shown in the figures for Minneapolis, St. Paul, Great Falls and Grand Forks. The greatest change is found to have taken place in the prices of clothing and food, which declined 32 per cent and 7 per cent respectively."

Mill Owners Plan 15% Wage Cut

OTTAWA, Ont.—Costs of newsprint production will be further decreased if local manufacturers are able to make an intended downward revision of wages to mill employees. The manufacturers are reticent concerning the matter, but it is understood that they plan to have wages reduced to the same basis as prevailed in 1919, or about 15 per cent. Sawmill hands are now getting on an average of about 40 cents an hour, and in 1919 they got 32 cents.

Changes in Millsco Agency

Thomas M. Owen has been elected vice-president and Miss Ruth Woodbridge, secretary, of Millsco Agency, Inc., New York. José B. Matienzo will continue as president and George H. Mills as treasurer.

REMODELED HOME OF THE CHESTER TIMES

AT a cost of $125,000 the owners of the Chester Times have made over the inside and outside of their plant, and have attained a general increase in production of 50 per cent.

SPEED AND BEAUTY AIM IN REMODELING

Double Result Splendidly Attained in Plant at Cost of $125,000 by Owner of Chester (Pa.) Times—Production Up 50 Per Cent

The Chester (Pa.) Times has just completed improvements to its building and equipment at a cost of $125,000, consummating two prime objects in the minds of the owners. The first was to speed up production and the second to have the exterior of the building conform to a new civic center of which the Times office is a part.

The increasing business of the Times, better service on the railroads and by trolley, with two editions in the afternoon instead of one, created the necessity for speed. To do this there was first installed an up-to-date Hoe press and other latest known labor-saving devices in the mechanical department. The two editions are now issued in one-third of the time formerly required. The new press allowed an expansion from 24 to 32 pages. A general increase in production of 50 per cent was made in every department of the mechanical end of the publication.

Extra linotype machines were added and the plant is 95 per cent a non-distributing establishment.

There was also installed modern machinery in the stereotyping department.

The composing room is well lighted and is up-to-date in all of its appliances, with new steel furniture equipment. The plant is equipped with eight linotype machines and a lead and rule casting machine. A pneumatic tube system over the entire building permits copy and messages to be quickly relayed to all departments. A few days ago a carrier was annexed to the press and the papers brought direct from the pressroom to the circulation department on the street floor.

A great saving has been accomplished in the arrangement of the make-up tables and the rearranging of the advertising department, which permits almost all work to be done by daylight. Under the former system much artificial light was required.

The remodeled building is Colonial in design. The interior offices are finished in white and mahogany. Entrance to the business office in the center of the Market street front of the building into a commodious vestibule with swinging doors. The publication room is light and airy. A long marble counter encloses the office force and forms a corridor that leads to the center of the building, where a hall and stair-well reaches to the second and third floors. There is also a side entrance from the City Hall Plaza.

Private offices of the officials and managers of the two papers, the Chester Times and the Morning Republican, are on the second floor, as are the library and archives of the papers.

The composing room is on the second floor and is a large, well lighted room occupying part of the Times building proper and the Morning Republican building, which joins the Times building in the rear. The Republican building was erected in 1911 and is a three-story structure with the floors all on the same level as the Times building, making under one roof an L-shaped building with four frontages.

The pressroom is in the basement and here is also a large fireproof vault for the bound volumes of both newspapers and storage room for three carloads of newsprint paper, as well as the stereotyping and the heating plant.

Digitized by Google

NATIONAL EDITORIAL ASSOCIATION VOTES TO RESTRICT MEMBERSHIP

Only Bona Fide Newspaper Workers Can Enjoy Privileges Hereafter—Convention Tour Ends With All Impressed By Wonderful Florida

By FRANK LE ROY BLANCHARD

MIAMI, FLA., March 28.—At a brief and final meeting of the National Editorial Association held before the break-up of the party on Friday President Brodie announced the appointment of the following vice-presidents:

Arkansas—C. A. Berry, Huttig News.
Connecticut—O. S. Freeman, Bristol Press.
California—John E. King, Hemet.
Colorado—Alva A. Swain, Denver.
Georgia—R. L. McKenney, Macon News.
Indiana—J. C. Luchner, Auburn News.
Iowa—G. L. Caswell, Ames.
Illinois—B. S. Herbert, National Printer Journalist, Chicago.
Kansas—O. W. Little, Alma Enterprise.
Massachusetts—Lewis B. Hovey, Haverhill Record.
Minnesota—Herman Roe, Northfield News.
Mississippi—C. T. Rand, Philadelphia Democrat.
Michigan—George B. Dolliver, Battle Creek Journal.
New Jersey—Alex. L. Moreau, Freehold Transcript.
Nebraska—J. P. O'Furey, Hartington News.
New York—H. L. Hall, Jamestown Journal.
North Carolina—W. C. Hammer, Asheboro Courier.
North Dakota—Geo. P. Collins, Carrington Independent.
Oklahoma—E. S. Bronson, ElReno.
Pennsylvania—C. W. Baum, Perkasie Central News.
South Dakota—E. B. Oddy, Woonsocket News.
Tennessee—John C. Rogers, Dyersburg Gazette.
Utah—R. T. Porte, Salt Lake City.
Vermont—Harry E. Parker, Bradford United Opinion.
West Virginia—S. S. Buzzerd, Berkeley Springs Messenger.
Washington—H. D. Matthews, Bremerton News.
Wyoming—John W. Cook, Landers State Journal.
Wisconsin—H. E. Howe, Prairie du Chien Courier.
Idaho—W. Lloyd Adams, Rexburg.

Appointments for the states not included in the above list will be made later.

Heartily Approved

A resolution that met with the hearty approval of the conservative members and was adopted without opposition, restricts the attendance on future excursions of the association to men and women actively engaged in the newspaper business and holding sustaining memberships. It is believed that this action, if lived up to, will put an end to the presence on these trips of a lot of people who, under one pretext or another, have masqueraded as newspaper people but who, in fact, are not and never have been engaged in newspaper work. It seems to me that it is unfair to the cities and associations who so generously provide for the entertainment of the delegates on their annual trips, that they should be asked to be hosts to men and women who have no connection with journalism.

This year's N. E. A. party numbered 360. To provide breakfast, luncheon and dinner for so many persons in the various cities and towns visited was a big problem. In some places there were no restaurants or hotels capable of feeding the crowd. In such cases tables were spread under the trees of a park or on the lawn of a court house and the good housewives of the town provided the good things to eat from their own kitchens.

When it came to transporting the visitors from one city to another through the orange groves and vegetable growing districts of the state, the local committee in each case had to assemble an average of 120 automobiles—certainly a big task in any community, but a particularly big task in cities of less than 5,000 inhabitants. A special Pullman train of fourteen cars was required to accommodate the editors on their trip through Florida.

If the new rule governing the character of the personnel of the N. E. A. excursions is adhered to, next year's party will not contain more than 250 persons. Such a number can be easily handled and will not overtax the towns and cities they may visit.

It must not be assumed from what I have written that any of our hosts fell down in taking care of the editors. As a matter of fact, during our eighteen-hundred-mile trip the people of Florida who entertained us provided generously for our wants. Even chronic kickers, who are to be found in every association, had little fault to find with the arrangements.

Death of Mrs. Leavitt

Although we traveled nearly 600 miles in automobiles and over 1,200 miles by rail no serious accidents occurred. There was one death. Mrs. Thomas Leavitt, wife of the owner of the Dorchester (Mass.) Beacon, was stricken with pneumonia and died in a hospital at St. Augustine. Three men who were ill at about the same time received medical treatment.

The impression Florida and her enterprising people made upon the members of the National Editorial Association was of a most favorable character. They saw Florida under the best possible auspices. Entering the state at Pensacola, its most western portal, the attention of the editors was directed to the superior commercial advantages of this admirably located city. Nature has undoubtedly endowed it with a splendid water front. The bay is wide and deep—wide enough to give shelter to all the navies of the world at one time, and deep enough to admit to her wharves the largest ocean liners.

Mrs. Mayes Makes a Hit

At present Pensacola's growth is being somewhat retarded by the grip which the Louisville & Nashville Railroad has upon the terminal facilities of the city. Prominent citizens told me that if another railroad from the middle west or from the eastern states could establish a terminal there, and thus break the monopoly now held by the L. & N., it would give the city the greatest boost it has ever had. It is claimed that shipments can be made by water from Pensacola at less cost than from any other southern seaport.

Mrs. Lois K. Mayes, who owns and edits the Pensacola Journal, is one of the cleverest newspaper women of the South. When her husband, Col. Frank Mayes, died six years ago, she had had no experience in newspaper editing and publishing. But she bravely shouldered the burden of its management and went ahead with the work. She soon proved to her friends and the readers of the Journal that she possessed newspaper ability of no mean order. She was quick to learn the ins and outs of the business, and under her administration the Journal has made marked progress. Its columns are filled with the latest local and domestic news and with a generous amount of advertising. During 1920 it had a daily circulation of 6,188 and a Sunday circulation of 8,033, in a city of 24,000 population, which is going some. Mrs. Mayes, who is vice-president of the Florida Press Association, will probably be elected president of that association at the annual meeting that will be held in Tampa this week. Should this happen it will be a coincidence that it was in Tampa many years ago that Colonel Mayes was elected to the same office.

• • •

DURING our stay in Lakeland I broke away from the party and paid a short visit to W. F. Stovall, owner of the Tribune, at Tampa. In some respects he reminds me of the late Colonel William R. Nelson of the Kansas City Star. He is a man's size man, possesses a keen pair of eyes that nothing escapes, is quick of movement and in speech, and fairly radiates energy and optimism. On the wall of his office is an architect's drawing of the new Tribune building which is soon to be erected on one of the best business sites in the city. It will occupy the center of an entire square and will be surrounded by a park. When completed it will be the finest newspaper building in the entire South and will have no superior in any part of the country.

A little while ago Mr. Stovall erected a new home for the Tribune, but soon after it was completed one of Tampa's furniture dealers came along and offered him such a good price for the property that he sold it and immediately began to plan a much larger and finer building for his paper, which is to the west and south coast of Florida what the Jacksonville Times-Union is to the north and east coast. Tampa is growing rapidly under the impetus of foreign and coastwise trade. I was told that the city makes more cigars than any other place in the world. In the development of Tampa, the Tribune, which now has a circulation of over 30,000 copies daily, is a most important factor. It spares no expense to get the news and constantly keeps its readers in touch with the markets of the world.

• • •

HARRY BROWN, who for several years was one of the main spokes in the wheel of the St. Augustine Record, is now the publisher of the Lakeland Telegram. During the stay of the editors in that live and hospitable city Mr. Brown did everything he could to make them feel at home. The Telegram has a fine office and is adding to its mechanical equipment. The paper itself is full of snap and go. The merchants of the city are supporting the Telegram in a generous manner. They appreciate the work Mr. Brown is doing for the city and like the way he presents the news. During our visit to Lakeland we were entertained in a royal manner by the citizens. In fact, in few places was so much done by the business men to make our stay pleasant and memorable.

• • •

AT Miami I had the pleasure of meeting Frank B. Shutts, owner of the Miami Herald and a member of the firm of Shutts & Bowen, attorneys-at-law. Mr. Shutts founded the paper ten years ago. He expected at the time to give up the practice of law and devote his attention entirely to the newspaper, but found himself unable to do so. Today his firm does the largest legal business in Miami and engages the service of sixteen persons. The Herald has made splendid progress and is now the leading morning newspaper in its section of the state. Edward Taylor, the general manager, was for several years an executive officer of the Corn Exchange Bank, Chicago. Mr. Shutts met him while on a visit to that city and after his return home telegraphed him an offer to become the business executive of his paper. Mr. Taylor accepted and inside of two weeks arrived in Miami and went to work. Although he knew nothing about newspaper publishing he soon "caught on." He reorganized the staff and inaugurated new business methods that gave the paper a better standing among local merchants and general advertisers. Today the Herald is well filled with advertising and its columns contain the best of the news of the day. Frank B. Stoneham, the editor, is one of the ablest editorial writers in Florida.

• • •

THE two daily newspapers at Daytona are the Gazette-News, edited by T. E. Fitzgerald, and the Morning Journal, of which H. C. Sparkman is editor and manager. Both are progressive newspapers and cover the field in a thorough manner. Mr. Fitzgerald gave me a delightful spin in his automobile along the magnificent beach of Daytona. For twelve miles we went like the wind over the smooth hard surface, with the breath of the sea in our nostrils and the joy of a beautiful morning in our hearts. No ride I have ever taken impressed me like this. It was almost like flying, so swiftly and easily we moved over the ground.

• • •

THE largest and most important school of journalism in the United States is located in Missouri and not in New York, as many people have supposed. Dean Walter Williams of the University of Missouri school tells me that 325 students were enrolled last fall for the several courses. The faculty is composed of fourteen members, six of whom devote their entire time to instruction in journalism. Next month the new building just completed for the exclusive use of the school will be dedicated.

• • •

BEFORE closing these chronicles of the N. E. A.'s doings in Florida, I must say a word about Jack Senter, of the Columbus (Miss.) Commercial. While in bathing at Daytona with other members of the editorial party he saw that the young son of George Dolliver, of the Battle Creek Record, was in trouble. The lad, who could not swim, had been swept off his feet and carried beyond his depth. He was sinking when Senter, himself a youth of 20 years, reached him and after a fight with the waves brought him ashore. In the meantime Mr. Dolliver had been seized with a cramp and it was only through the quick action of Senter in going to his relief that saved him from drowning. Unfortunately, in rescuing the two persons Senter was badly cut on the legs and body by the barnacles on a post of the pier against which he was hurled by the waves. For the next two or three days he had to hobble around on a cane.

• • •

George W. Wagenseller, who publishes the Middleburg (Pa.) Post, a weekly, having a circulation of 6,000 copies, although Middleburg has a population of only 1,000, was one of the first if not the first person to write a book on advertising for the use of schools. "The Theory and Practice of Advertising" was published in 1902. It was designed for use in business colleges and was adopted by quite a number. Mr. Wagenseller received orders for the book from several foreign countries including India and Japan. Although there have been many changes in advertising practice since Mr. Wagenseller wrote it the book is still in active demand.

• • •

One of the prominent members of the N. E. A. whom I had the opportunity of meeting was Dietrich Lamade, publisher

Digitized by Google

of the Pennsylvania Grit at Williamsport, Pa., one of the most successful weekly newspapers in the United States. Mr. Lamade has a striking personality. He is a well built man with iron grey hair and moustache, a strong but kindly face, and eyes that indicate a responsive nature. Mr. Lamade and his daughter, Mrs. George R. Flemming, had been spending a month at Sea Breeze and other East Coast resorts previous to the arrival of our party. On the golf links he had acquired a healthy tan color that made some of the young men of our party envious. Mr. Lamade is of the type of successful business men who have accumulated fortunes through a capacity for hard work and the ability to correctly interpret the taste of his readers in the matter of news and special articles.

With two or three associates he bought the property which is now known as the Pennsylvania Grit. His cash investment at the time was $150. In time he bought out his partners and became the paper's sole owner. The Grit has a circulation of 300,000, distributed all over the United States and there are few cities in which it does not have subscribers. While I was talking with Mr. Lamade at the Alcazar, in St. Augustine, a man introduced himself to the publisher and said that he had been a subscriber to the Grit for a quarter of a century and that 50 copies were sold every week by one newsdealer alone in that city.

* * *

ANOTHER editor of the party with whom I was in close contact was Congressman Guy V. Hardy, of the Cañon City (Col.) Record, a daily newspaper. Mr. Hardy, with his close cropped beard looks more like a physician or an architect than a western journalist. During the trip over the state he was called upon several times to make an after-dinner speech, and always told his hearers something worth while. At the banquet given in honor of the visitors at the Royal Palace Hotel in this city on Wednesday evening he spoke of the pressure brought to bear upon Congress to take over and allot the newsprint supply of the country during the period of high prices. He pointed out the unreasonableness of many of the demands and suggestions made by newspaper publishers and said that if men in other lines of business had made similar demands the daily and weekly editors would have opposed them tooth and nail. Mr. Hardy is making a fine record in Washington and is almost certain to be re-elected to Congress when his present term expires.

* * *

GARRY A. WILLARD, formerly president of the N. E. A., who owns the Boonville Herald, Edward M. Perkins, publisher of the Leroy Gazette-News, and John P. Herrick of the Olean Breeze, were prominent members of the New York State delegation. Mr. Willard's oratorical ability was requisitioned on numerous occasions. Mr. Perkins, who possesses a keen sense of humor, enlivened many a tedious hour of travel by his good-natured "joshes" and quilps. Mr. Herrick, who is an oil well expert and is president of the New York Oil Producers' Association, told me that New York last year produced about 4,000,000 barrels of crude oil. He has visited every important oil territory in the United States and can reel off statistics regarding the industry by the yard.

* * *

THAT a blind man can see almost as much as those who have good eyes was the conclusion I reached after talking with Frank O. Edgecombe, publisher of the Geneva (Neb.) Signal, who was one of the members of the editorial party. Mr. Edgecombe had just returned from an automobile ride through the potato district adjoining St. Augustine when I met him and asked how he had enjoyed the trip.

"I had a fine time," he replied. "That was a wonderful country we drove through and possesses great possibilities. The driver of our car was thoroughly familiar with the country and through his descriptions of the scenes we viewed on this trip I was able to see with my ears almost as well as the other editors could with their eyes. I believe I could describe the country through which we passed almost as accurately as I could had I possessed eyesight."

Mr. Edgecombe has missed few of the conventions of the N. E. A. during the past fifteen years. He takes part in the debates on questions affecting the publishing business and possesses a fund of information that is the envy of his friends. The loss of his eyesight through an accident while out gunning with a boy companion in his youth, does not interfere with his enjoyment of life or his success in business.

* * *

IN several cities in Florida I saw monuments that had been erected to the memory of the Confederate dead soon after the close of the Civil War. Among the many inscriptions they bore, none appealed to me so strongly as this beautiful sentiment inscribed upon the monument at St. Augustine:

"They have crossed the river and rest under the shade of the trees." What a volume of suggestion lies in these few words!

CHECK "WE BOYS" AT CAPITAL

Standing Committee Bars Swindlers From Correspondents' Corps

(Special to Editor & Publisher)

WASHINGTON.—Persistent reports of activities of swindlers operating among high officials of the Government, especially members of Congress, has provoked a campaign directed by the Standing Committee of Correspondents to abate the evil. Formal notices have been distributed widely in Washington to the end that contributions by officials to various forms of crooked enterprises may cease and that Congressmen shall know they cannot buy the friendship of newspaper correspondents.

The following letter is being sent out by Gus J. Karger, chairman, and H. C. Stevens, secretary, of the standing committee:

The Standing Committee of Correspondents, in charge of the Congressional press galleries, take occasion to inform Senators, Representatives and other public officials that individuals who seek to induce them to pay for newspaper articles or other news publications are not entitled to the privileges of the press galleries; and that when any such individual asserts that any part of the amount thus solicited or obtained is to be used to entertain or in any way benefit the corps of correspondents or any member thereof he is stating a deliberate untruth.

Any member of the corps who would abuse his gallery privilege to obtain money under the pretense exposed would be subject to exclusion under the rules. If solicitations of this character are made, the public man thus approached is respectfully requested to make the facts known to the undersigned, in order that both he and the corps of correspondents may be protected and, further, that any offender, should he be a member of the galleries, may be dealth with under the rules.

Thrasher with Williams Agency

H. H. Thrasher, late with Colgate & Co., Jersey City, has become connected with the Fred C. Williams Agency.

New Ad Managers for Price & Co.

CHICAGO.—E. V. Price & Co., wholesale merchant tailors, have appointed Randolph Branner as director of advertising.

STORY BEHIND A STORY FUTURE GOAL OF PRESS

Malcolm Bingay of Detroit News, Outlines To Pi Delta Epsilon How News Handling Will Develop—Harding an Honorary Member

(By Telegraph to Editor & Publisher)

ANN ARBOR, Mich., March 27—By unanimous vote of the delegates present at the 15th annual convention of Pi Delta Epsilon, national journalistic fraternity, held in the Michigan Union March 25 and 26, President Warren G. Harding was invited to accept honorary membership, which he accepted by telegraph. The meeting was also noteworthy for the fact that it was the first annual convention held outside of New York City.

Features of the first day's proceedings were the initiation of new members, granting of charters and a dinner at which Malcolm Bingay, managing editor of the Detroit News, and member of the Michigan chapter, was the chief speaker.

With the assertion that the newspaper man of the future must get at the "story behind the story," Mr. Bingay outlined what he conceived as the necessary future developments in journalism if it is to continue as an active force in the production of a higher stage of civilization.

The public, he said, must be taught to read the newspaper with understanding. When it has learned not only to read, but to let the printed word penetrate, to really think rather than merely to accept, sensationalism in the handling of newspaper stories will pass. The duty of the newspaper to publish so-called crime stories, he declared, did not absolve the editor of the responsibility of presenting such stories with intelligence and discretion. To exclude crime news entirely was no solution of the problem, for such suppression would bring on the newspaper practising it the suspicion and criticism of those who would not hesitate to declare that the publishers' policy was dictated by ulterior motives. In that way, there was danger, if not disaster.

That the proper publication of criminal cases should act as a deterrent of evil was emphasized by Mr. Bingay, who pointed out that the most formidable fear of the criminal was "what will the papers say?" The newspaper man of the future, he said, would be trained in the analysis of human motives through sound instruction in economics, sociology and psychology. In support of this contention he instanced the largely increased number of college men now in newspaper offices, as compared with their rarity when he entered the journalistic profession twenty years ago. On his own paper at least 75 per cent of the staff were men and women of university education. This condition was a happy augury for the future power and progress of the newspaper, he concluded.

Other speakers of the evening were C. Stewart Baxter, president of the local chapter, who acted as toastmaster; President J. Raleigh Nelson of the university department of English; E. A. Baumgarth of the Detroit News; Harland Johnson, editor of the Ann Arbor Times-News; Mark K. Ehlbert, Grand President of the fraternity, and Frank Bartlett, delegate from the University of California.

A charter was granted to the chapter at Hamilton College, Hamilton, N. Y., and an address by Prof. Morris P. Tilley, of the Michigan faculty, amendments to the constitution and the election of officers to the Grand Council were features of the session on Saturday morning. Officers were elected as follows:

President, Mark K. Ehlbert, Chicago; vice-president, William G. Colgate, Toronto; secretary, George K. Biggs, Columbia University; treasurer, G. C. Patty, Massachusetts Institute of Technology; editor of the Epsilog, Philip C. Pack.

NORMALCY BY NEWSPAPER ADS

Thomson Tells Poor Richards Big Job of Today Is To Revive Buying

(Special to Editor & Publisher)

PHILADELPHIA.—Speaking before the members of the Poor Richard Club this past week, William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, declared that newspaper advertising will be the greatest means of restoring business to that condition which, thanks to the present occupant of the White House, we now speak of as a condition of "normalcy."

"The consumers are in a watchful-waiting attitude," said Mr. Thomson in the course of his talk in which he declared that it was his belief that national and local advertisers are just beginning to realize the importance of proper newspaper advertising. Continuing he said:

"National and local advertisers cannot afford to waste a moment in presenting their goods to the public. The big job to-day is to get the consumers interested in buying. Only by advertising, and that in the newspapers, can the manufacturer find his proper market, and make possible distribution and retailing of his goods. With the help of the newspapers, normal buying will set in this year. The newspaper as a medium of direct results will mean a lot to the manufacturer who wants business conditions to recover from a slump. This year will reward systematic fighters. We in the advertising field feel that 1921 should see as great a volume of newspaper advertising as 1921, which was a banner year."

B. L. T.

(Bert Leston Taylor, better known as "B. L. T.," the conductor of the famous "Line o' Type" column of The Chicago Tribune, died of pneumonia, March 19.)

If, when ends my lifetime's story I should
reach the realms of glory,
With the cherubim and seraphim beside the
jasper sea,
I hope the daily journal of the regions semiternal
Will be featuring a column which is run by
B. L. T.

And if it should transpire that the everlasting
fire
Be my portion in that bourne from which no
traveler returns,
If, each morning ere they fried me, they
would place the "Line" beside me,
I would cultivate philosophy, despite my
many burns.

I will fear no impish jailor, if the words of
B. L. Taylor
May continue to delight me when my dust
is laid away;
And his many quips will leaven the monotony
of Heaven
And I hope he keeps on writing until Resurrection Day.

—H. M. NIMMO in the Detroit Saturday Night.

An Insurance Advertising Association

Advertising managers of American life, fire and casualty insurance companies are contemplating organizing an association. A preliminary meeting was held in New York a few days ago with representatives of a number of the larger eastern companies present and another will take place April 6, to which western companies have been invited. The organization program is in charge of Chauncey S. S. Miller, advertising manager of the North British & Mercantile Insurance and allied companies, New York.

Digitized by Google

DISPLAY LINOTYPES

Model 20 Linotype Users who Set Their Display Direct from the Linotype Keyboard

TRADE LINOTYPE MARK

Akron (O.) Beacon-Journal
Alton (Ill.) Telegraph
Atlanta Constitution
Augusta (Ga.) Herald
Baltimore News
Boston Herald & Traveler
Boston Post
Boston Telegram
Breitenbach Linotyping Co. (Cincinnati)
Brooklyn Eagle
Buffalo News
Canton (Ohio) News
Canton (Ohio) Repository
Chester (Pa.) Times
Champaign (Ill.) News
Chicago Tribune
Cincinnati Post
Columbus (Ohio) Citizen
Dayton (Ohio) Daily News
Dayton (Ohio) Journal
East St. Louis (Ill.) Journal
Easton (Pa.) Express
Englewood Typesetting Co. (Chicago)
Erie (Pa.) Times
Evansville (Ind.) Courier
Federal Printing Co. (N.Y.)
Fort Wayne (Ind.) Journal-Gazette
Foote & Davies Co. (Atlanta, Ga.)
Fresno (Cal.) Republican
Gloucester (Mass.) Times
Gross Typesetting Co. (St. Louis, Mo.)
Honolulu, Pacific Commercial Advertiser
Kansas City (Mo.) Star
Lansing (Mich.) State Journal
Lowell (Mass.) Courier-Citizen
Melbourne (Australia) Herald & Weekly Times
Louis Meyer Film Laboratories, Inc. (N.Y.)
Minneapolis (Minn.) Tribune
Mobile (Ala.) Register
Muncie (Ind.) Star
National Cash Register Co.
Newark (N. J.) News
New Orleans Times-Picayune
New York Herald
New York Sun
New York Times
New York Tribune
Norristown (Pa.) Times
Oakland (Cal.) Enquirer
Oakland (Cal.) Tribune
Paducah (Ky.) Sun
Pawtucket (R. I.) Evening Times
Ralph Pellon (New York)
Peoria (Ill.) Star
Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia Jewish World
Philadelphia North American
Pittsburgh (Pa.) Press
Providence (R. I.) Journal
Portland (Ore.) Oregonian
Portland (Me.) Evening Express
Portsmouth (Ohio) Times
Rapid Service Press (Boston, Mass.)
Riverhead (N.Y.) County Review
Rochester (N.Y.) Democrat and Chronicle
San Francisco Chronicle
The Schilling Press, Inc. (New York)
Scranton (Pa.) Times
Seattle (Wash.) Post-Intelligencer
Steubenville (Ohio) Gazette
Sydney (Australia) Herald
Tampa (Fla.) Times
Taunton (Mass.) Gazette
Technical Press (N.Y.)
Washington (D.C.) Star
Worcester (Mass.) Telegram
Youngstown (O.) Telegram
York (Pa.) Dispatch
San Francisco Bulletin
Woonsocket (R. I.) Call-Reporter
Salem (Mass.) News

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO 646 Sacramento St. | CHICAGO 1100 S. Wabash Ave. | NEW ORLEANS 549 Baronne St.

Canadian Linotype Limited, Toronto 68 Temperance St.

This advertisement is composed entirely of LINOTYPE *material*

Digitized by Google

CLASSIFIED MANAGERS FAVOR SALARY PLUS BONUS OR COMMISSION

A Round Table Discussion on How Space Sellers Can Be Encouraged to Increase Volume of "Small Ad" Business During Period of Readjustment

By C. L. PERKINS

Executive Secretary, National Association of Newspaper Classified Managers.

Mr. Perkins contributes an article to EDITOR & PUBLISHER each week on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

THIS, we are told, is a period of readjustment in every line of industry. Government statistics say that prices are coming down and in many lines the wage level is being lowered. All of this makes the consideration of classified advertising salesmen's remuneration timely.

The earnings and method of paying classified salespeople is a subject that is more than timely. It is always an important, vital problem, because the production of a staff is largely determined by the amount of salaries paid and the system by which they are determined.

A specific proof of this is the case of a certain telephone soliciting department which has been under the writer's observation recently. This organization since the first of the year has produced 30 per cent more business than it did in the same length of time before January 1. Business, as a whole, in the city where this department is working is no better than it was prior to the first of the year and classified advertising is no easier to get. During this period no changes have been made in the personnel or sales methods. Absolutely the only change has been in the method of paying the operators. Therefore the increase of business must be credited to the new plan of remuneration.

Broadly speaking there are two methods of paying space sellers—straight salaries and salaries plus a commission or bonus.

The advocates of the straight salary claim that salespeople should be paid in this way, since honest people do not need any incentive to do their best work. They claim that commissions are double payment for work that a salesperson is duty bound to perform for his regular salary.

Among the papers paying straight salaries to classified salesmen are the following:

Paper	Weekly Average
Akron Times	$35
St. Paul Pioneer Press and Dispatch	24
Detroit News	50
Houston Chronicle	30
Des Moines Register and Tribune	34
Average	$34

Most of these papers pay a small bonus of $1 for each yearly contract signed.

In commenting upon the salary problem, S. J. Pickens, classified advertising manager of the Portland, Oregon, Journal, writes: "All of our solicitors are on a straight salary basis. One of the reasons why we do not use the commission basis, or a salary and commission, is the fact that under such an arrangement salesmen frequently object to being called upon to do work which is not strictly within their field. My experience has been that they base their objection upon the fact that it would possibly interfere with their earnings. Where comparatively few salesmen are used it is often necessary to swing a man from one territory to another or one classification to another due to resignation, illness or any one of a dozen reasons."

The Akron Times, according to D. E. Knepper, the classified advertising manager, is considering the adoption of a commission arrangement, not only with the idea of getting more business but with the hope of encouraging the salesmen to see that their clients pay promptly and are responsible financially.

The Chicago Daily News, Hartford Courant, New Orleans Item, Indianapolis News, Spokane Spokesman-Review and New York Mail are a few of the many newspapers paying a salary plus. Under their various plans the salesmen's average earnings are as follows:

Indianapolis News	$30.00
Chicago Daily News	30.00
New Orleans Item	32.50
Hartford Courant	27.00
Average	$30.00

The Chicago Daily News has a unique basis for determining commissions, which L. J. Boughner, classified advertising manager, describes in this manner: "The Daily News pays its salesmen in a different way from most other newspapers. They work by classifications—real estate, automobiles, rooms and miscellaneous. The percentage of the daily business printed by the Daily News in the last calendar year is the basis.

"Let us say that in automobiles, for instance, the Daily News printed 50% of the daily business of Chicago in 1920. Say that this week the Daily News prints 52.23% of the business; each salesman in the automobile division receives a bonus of $2.23.

"By far the greater portion of the Daily News business is voluntary, and a plan of direct commissions encourages the diverting of business from other channels to that of the salesman. This results in greater profit for the salesman but no greater profit for the Daily News, since the paper prints the same amount of business but merely receives it through a different door. Group commissions encourage leaving as much business to voluntary channels as possible, since that gives the salesman more time to solicit new business."

The commission on the Indianapolis News is one cent on each insertion secured, deducting kills. H. G. Barringer, classified manager of the News, says: "The bonus was inaugurated when we first started an intensive effort to sell all of our patrons three- and six-time orders. This bonus has paid well because the reports show that the solicitors are bringing in nearly twice as many insertions as they did previous to the installation of the bonus system."

The Spokane Spokesman-Review has a proven bonus system that not only increases business but reduces labor turnover. "The bonus," says J. J. Tierney, classified advertising manager, "is divided among the men who have been in the service for at least one year. Where a man leaves the service before the end of the year, he does not participate in the division. The bonus arrangement starts at about one-half the total business for the year. For instance, if the total classified business for the year is $200,000, the salesmen would receive a bonus on all business over $100,000.

"The following diagram will give an idea of our present arrangement:

1% on business from $100,000 to $125,000 or	$250
2% on business from $125,000 to $150,000 or	500
3% on business from $150,000 to $175,000 or	750
4% on business from $175,000 to $200,000 or	1,000
5% on business from $200,000 up.	

"On a $200,000 volume, we would receive a bonus of $2,500. If the business has increased $10,000, it would mean $500 additional bonus, or an increase of $20,000 would mean $1,000 additional bonus. The bonus is divided one-half on a basis of salaries, and one-half on a basis of business reported. We have tried out this plan over a period of five years and we find that it pays in a big way, as it is instrumental in keeping practically every man on our force upon his toes and working hard. It gives each individual a bigger vision, as he is

(*Continued on page 22*)

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

THERE were twenty-four pages of newspaper ads in the March 31 issue of Printers' Ink, and in the course of a letter recently received occurs this paragraph:

"From Printers' Ink I have learned something about the markets covered by newspapers in Chicago, Baltimore, Indianapolis and Milwaukee. How much have the manufacturers in other places, or at least their advertising representatives, learned from the advertising pages of Printers' Ink of the compact, densely populated, easily traveled, prosperous New England market which can be reached quite effectively by use of the Boston newspapers?"

It's a fair criticism on a serious newspaper weakness—the newspapers' printed appeal to national advertising. If the mass of newspaper advertising pages in Printers' Ink each week were devoted primarily to selling newspaper advertising, and secondarily, to our own particular papers, it would in the long run not only be more effective but completely swamp all other media in Printers' Ink, or any other advertising publication.

If the newspapers ever get together in their advertising and in their solicitation and present a harmonious united front to national advertisers and to their agents, heaven help some of the other forms of advertising which have aptly been termed its "fringes." By way of assuring newspapers who have never tried anything but direct arguments on the merits of their own propositions, The NEWS and The AMERICAN, out of a number of years' experience unhesitatingly endorse the indirect method of selling the market first and the paper second, as an extremely productive and profitable way of advertising.

Baltimore is the eighth largest market in the country but second to none in productiveness! The NEWS and The AMERICAN circulate more than 187,000 copies, daily and Sunday, reaching practically every home in and near the city, covering the suburbs and counties of Maryland and nearby portions of the adjoining states as well.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

"Success in the Cinema"
By
D. W. Griffith

A successful business career via the films as outlined by the greatest moving picture genius in the world.

"Thrilling Things"
By
Eddie Rickenbacker

Bristling, timely, human articles by Uncle Sam's greatest living hero.

"From Nero to Harding"
By
Hendrik Van Loon

Spicy daily illustrated feature for children, by an amusing artist and historian.

"Helps for Auto Owners"
By
Ray McNamara

Who has driven nearly one million miles without an accident.

"The Funny Side of Broadway"
By
Harry Carr

A writer who unconsciously makes New York doings read like a book of gags.

"Health and Boxing"
By
De Witt Van Court

Who has produced 100 ring champions and thousands of physically perfect men.

The Christy Walsh Syndicate

The greatest array of talent and genius ever offered American Newspapers

Names whose combined annual services would cost over a Half Million Dollars.

Whose work and deeds are known to newspaper readers through $5,000,000 worth of Personal Advertising.

Your paper now has the privilege of realizing on this vast investment by securing the feature products of their gifted pens.

I am justly proud of my distinguished associates. Their names are the best guarantee of the high standard set for future years.

And I am grateful to my many newspaper friends whose confidence and assistance for ten years has made this enterprise possible.

The business of our Editorial Committee is to scrutinize every proposed feature. The Chairman is an editor of mature years. Without his endorsement no feature will be presented to the newspapers.

Being merely an "attractive" feature is not sufficient. "Would he as an editor buy it?" That is the test!

We are entering competition with one of America's most skillful groups of business-men. And we are soliciting one of the most superior groups of publishers in the history of the press.

In both instances our zeal and resources shall be employed to the utmost.

On behalf of my eminent associates I earnestly ask the newspaper Editors of the country for continued confidence and patronage.

Sincerely yours,

Christy Walsh

"Plays and Players"
By
Mary Garden

Weekly personal comment of the New York stage by America's most brilliant directing star.

"Baseball"
By
Babe Ruth

Exclusive signed service by the idolized hero of the American public.

"A Buck a Day"
By
Gene Buck

Daily column of syncopated fun by the lyric wizard of the famous Ziegfeld Follies.

"Woman the Decorative"
By
O'Kane Conwell

Noted New York woman artist and dictator of beautiful things for women. She gives a reason for every idea.

"The Big Match"
By
Jack Kearns

Series of inside revelations on the Dempsey - Carpentier bout, by the power behind the throne.

"Sport Cartoons"
By
Christy Walsh

His "Rightfield Follies" register the repartee and humor of the ball park. Followed by fans from Boston to San Francisco.

50 East 42nd Street : : : New York

Digitized by Google

DUMMY OR TICKETS IN HANDLING MAKE-UP OF ADVERTISING MATTER

Investigation Shows Managers Believe Dummy More Practical—Facts Entering into Use of Each System—N. A. N. E. Decides to Hold Mid-year Meetings

By FRED MILLIS

Executive Secretary of the National Association of Newspaper Executives.

AUTHOR'S NOTE.—The following analysis of the advantages of the dummy and ticket system of ordering advertisements opposes in many ways previous statements issued by the National Association of Newspaper Executives. This analysis, however, is a result of a very thorough study of systems used by newspapers over the country. The analysis was made with the co-operation of five different practical newspaper executives.

FOLLOWING a questionnaire which was sent out by the National Association of Newspaper Executives to 100 newspapers as to the advantages and disadvantages of the dummy system in making up a newspaper, so many opposing viewpoints were presented and so many questions asked, that it was decided by the officers of the organization to set out in a report to all members the different factors entering into the making of a decision as to whether or not to use the dummy system.

A newspaper executive before making this decision must take into consideration the following factors:

1st. Have you a positive dead line for receiving advertising copy?
2d. Do you sell or give page position or position on pages?
3d. Is your business largely automatic or is your volume sold day by day by your advertising staff? In other words, is your list of advertisers fluctuating and do you constantly deal with new faces in your paper?
4th. Have the merchants in your community been educated to position and its advantages?
5th. Have you a dependable foreman or man in charge of the make up in the composing room? Is he familiar with your advertising accounts?
6th. Do you make radical changes in any editions?
7th. If you have a Sunday publication are any of the sections printed ahead of your final?
8th. Is your space for advertising flexible? Do you permit only so many columns of advertising to appear in a stipulated number of pages in your paper?

After taking these questions in mind the newspaper executive can then intelligently make a decision as to whether or not he wants the control of position in his paper to rest either in his advertising department or in his composing room.

With the ticket system where advertising is ordered either for specific position or run of paper the make-up is in the composing room.

Where the dummy form is used the control is in the hands of the advertising department.

Neither system has any particular merits which will save the publisher money, unless he determines to handle his advertising entirely on a run of paper basis or has his business in such shape that it is practically automatic—it comes in day after day with practically the same volume and with individual advertisers running on steady schedule with about the same space on each insertion.

The writer of this analysis is firmly convinced that the publisher who is giving away position is losing considerable income to which he is justly entitled. A newspaper has two things to sell—space and position.

Yet many successful publishers find it an advantage to neither give nor sell position. The Chicago Daily News is an outstanding example of a newspaper which follows this practice.

Yet on the other hand there are many large successful papers that have increased their advertising income as much as 15 per cent by selling special pages and top of page position to practically all of their regular advertising.

A publisher should have a dummy make-up system:

—if he has a dead line for receiving copy.
—if average size of paper exceeds twenty pages.
—if composing room foreman is new, not thoroughly responsible, or not absolutely familiar with the advertising.
—if radical changes are not made in editions of publications.
—if some sections of the Sunday edition are printed earlier in the week.
—if advertising is not flexible.

On the other hand, a publisher can follow the ticket system:

—if he has an editorially controlled newspaper.
—if his dead line is not absolutely fixed.
—if he has a dependable composing room organization which has a personal interest in putting out a well-balanced sheet.
—if his business is more or less steady.

In summary it is the opinion of the writer that the dummy system is more practical in nine cases out of ten. This opinion reflects that of quite a number of newspapers which are now using the ticket system.

• • •

Mr. Millis, under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., conducts a round table discussion in EDITOR & PUBLISHER every week on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

ANOTHER PUBLICITY GRAFTER

AN advertising schedule for the motorcycle association is going out to newspapers over the country with a letter from the agency which handles the account, with the following written stuffed club hanging over the newspapers' heads:

"We might state at this time that the Association has authorized this campaign as an annual institution. Whether or not the list of newspapers remains unchanged for succeeding years' business will naturally depend largely upon the publicity support extended by the several editorial departments."

Yet this agency does not seem to be satisfied with this and demand is also made that it have the assurance of the paper of "sporting page position without premium." There isn't a responsible newspaper in the country that can afford to accept the order in this way.

The thing to do is to send the order right back to the agency.

• • •

PROTEST AGAINST FISH PUBLICITY

THE Bureau of Advertising of the A. N. P. A. has been urged by the National Association of Newspaper Executives to take up with the Department of Commerce the fact that the government is now promoting a publicity campaign for the consumption of fish. Press matter is raining in from all sides on the editorial departments urging people to eat more fish. This campaign is absolutely unreasonable, since the fruit growers, raisin growers and other associations, as salmon producers, have used good advertising space to tell their stories.

Denison (Tex.) Herald

"Denison's only Daily"

Increased King Features Sunday Comic Order on March 19th to

5,000

NO PREMIUMS
NO CONTESTS

A result of merit and reader confidence

Financial Advertising

Wall Street is a distinct field in itself and as financial advertising is growing, must be covered accordingly.

Klein specializes exclusively in financial advertising and his entire staff spend their time in the financial districts of New York and Chicago every business day of the year. The only way to build up financial advertising patronage for your paper is to cover this field thoroughly. Are you doing this?

Get a line on Klein by getting in touch with any agency handling financial business, any financial advertiser or any of the publications which I represent. My New York office is at 42 Broadway. My telephone number is Broad 4476. Telephone me when you come to the A. N. P. A. Convention. I will be glad to talk this over with you.

Joseph A. Klein
Publishers Representative

42 Broadway, New York — 108 So. LaSalle St., Chicago

The Daily circulation of the Standard Union in Brooklyn is certainly double that of any other Brooklyn newspaper.

R. J. R. Huntsman

Digitized by Google

The Test Method in Buying Circulation

Not bulk alone, but heat units, is what the scientific coal buyer insists upon having.

The same problem confronts you when you begin to buy white space.

In addition to net paid circulation you want to know about where the publication circulates; what is paid for it; how its readers regard it; the purchasing power of its readers; and its influence.

Audit Bureau Circulation Reports give you most of this information in carefully audited figures and statements. That is why a study of A.B.C. reports pays.

If you take the Publisher's Statement, the Auditor's Report and a copy of the publication and examine them thoroughly, you'll find that space buying is simplified, because the information contained in A.B.C. reports is accurate and informative.

You get a mental picture of the publication, its subscribers, and the people it serves.

It is not enough to be satisfied with a glance at the figures alone. Study their meaning and the *full import* of every paragraph on the reports, as well. It is the most dependable test for the true value of white space.

Audit Bureau of Circulations

202 South State Street Chicago · 347 Fifth Avenue New York

Digitized by Google

An All-Year-'Round

(DAILY AND

John B. Foster

JOHN

Seven years Secretary of the
Thirteen years Editor "Offi
Successor of Henry Chadwic
Co-author with John T. Brus
Fifteen years Sporting Edito

JOHN B. FOSTER, who knows t
the inside of baseball, has

The Consolidat

**With Walter Camp, Lawrence Perry and Fa
of the Consolidated Press. They write A**

WALTER CAMP

Football
Track and Field
Rowing
College Baseball and
Amateur Athletics

FAIR

Prize
Racing
Wrestl
Billiar
Bowlin

For exclusive publication rights, address Robert B. McClean, Business Manag

Digitized by Google

ɔports News Service

NDAY DISPATCHES)

. FOSTER

Giants."
Baseball Guide."
"Father" of the Game.
f the original rules for World's Series.
f the N. Y. Evening Telegram.

ɔrofessional sports as well as he knows
n engaged to write exclusively for

d Press Association

Play, John B. Foster completes the Big Four Year-'Round Sports for our Daily Service.

LAY
ting

LAWRENCE PERRY
Golf
Tennis
Yachting
Polo
Rowing and Football

ɔnsolidated Press Association, Commercial Bank Building, Washington, D. C.

Digitized by Google

AMERICA NOT AVERSE TO BRITISH GOODS

London Exporters' Idea Changes When Chicago Tribune's European Manager Quoted City's Merchants on Salability

By Herbert C. Ridout
London Editor, Editor & Publisher

BRITISH manufacturers who have any lingering doubt as to the reception likely to be accorded their goods in the American market will receive a pleasant surprise if they come into touch with J. J. E. Hessey, European business manager of the Chicago Tribune, for Mr. Hessey himself had put to him, by the North American section of the Federation of British Industries, the question whether there was not a prejudice in the United States and the Chicago market against British-made goods. The challenge was taken up and fourteen prominent men in the Chicago field have answered it in a fashion most explicit and forceful.

I have had the privilege of examining the portfolio in which Mr. Hessey has filed these answers and I can only say that if this evidence does not "scotch" the bogey of supposed opposition or apathy, nothing can. I think the letters deserve the widest possible circulation, for apart from the high bearing they have upon trade relations between the two countries, they are invested with a significance that can only mean substantial friendship, and it is this that might well be emphasized.

Mr. Hessey put a series of leading questions to retailers, wholesalers, and jobbers in various lines of business in Chicago, the stores represented being Marshall Field & Co. (wholesale and retail); Carson, Pirie & Scott (wholesale and retail); Hibbard, Spencer, Bartlett (wholesale hardware); Fuller, Morrison & Co. (wholesale drugs); Butler Bros. (wholesale merchandise of all kinds); Burley & Co. (wholesale and retail glassware, pottery and china); James P. Smith & Co. (food product importers); The Hub (men's furnishings); Maurice Rothschild, Chicago, Minneapolis and St. Paul (men's clothing and furnishings); Capper & Capper (men's furnishings); Rothschild's, State Street (department store); and The Fair (department store).

The unanimous declaration of all fourteen is that there is no known public prejudice against British-made goods and that they are sold as such.

The British lines actually specified by the various subjects of the examination include the following:

Cotton, woolen and linen fabrics.
Men's wear of all kinds.
Women's wear of all kinds.
Cutlery.
Leather goods.
Novelties.
Toilet requisites.
Drugs and drug items.
Laces and embroideries.
Glassware, pottery and chinaware.
Food products (mustard, pickles, sauces, etc.).
Sporting goods.
Ivory goods.

The Marshall Field store stated that the public "knows imported fabrics are superior to domestic and buy them for that reason."

Carson, Pirie & Scott put it that the public "prefers certain British-made products because they are superior."

Frank Hibbard averred that the public "recognizes British-made cutlery as the best."

Burley & Co. "feature the fact that goods are of British make and claim that it is a powerful selling argument."

James P. Smith & Co. state of their food imports, that the public "considers them superior to those of domestic origin."

The Hub states that it also "features the fact that goods are of British make, as it helps the sale of them."

Capper & Capper do the same "as it brings more customers."

The Fair are in like boat, saying that in connection with cutlery and woollens the fact of their British make is emphasized, as it "helps the sale very materially."

It is work such as this by the service department of American newspapers that secures the utmost admiration of English advertising men. It is work such as this, both by American newspaper men and by the American Chamber of Commerce in European countries, that goes so far to stimulate the interchange of business relations between the two great peoples.

Hawaiian Newspaper Man Lost

San Francisco.—Benjamin Naylor, a member of the staff of the Hilo (T. H.) Post-Herald, disappeared here a few days ago. He was purchasing supplies for his paper. Foul play is feared by the police, as Naylor had $1,600 with him when he left his hotel.

Wayland Register Starts

Buffalo.—Publication of the Wayland (N. Y.) Register, has been begun by its new owners, Frank E. Lowe and Clifford H. King of Springville. Jesse Barber, former publisher of the Register, is recovering from an attack of influenza which forced him to quit the publishing business.

FAVOR SALARY PLUS BONUS OR COMMISSION

(Continued from page 16)

not interested in his own end of the work alone but in the department as a whole. This for the reason that the total volume of business is the thing that will tell the tale at the end of the year. In other words, it tightens up the loose cogs and creates teamwork which we consider necessary to a healthy increase in the business from this department."

P. K. Ewing, classified advertising manager of the New Orleans Item, explains his paper's system as follows:

"Everyone in the classified department knows that salaries are based on volume of net business done by each individual. We figure that they should receive as their salary anywhere from 8% to 10% of the net business they bring in on a weekly average. I do not mean that we change salaries weekly, but that if a solicitor is consistently working on less than an 8% basis he should get a raise. I figure up the averages about every 6 or 8 weeks, and can pretty well determine whether or not it is a flash in the pan or steady business. I don't figure we can afford to have a man that cost more than 10% except one who is learning the game. In this way the men know that to get a raise they have only to bring in the bacon. The 'phone solicitors work on a basis of from 5% to 6%, and there is keen rivalry in their trying to get a raise. In addition we have a bonus system. The men get 2% of the net monthly business, after deducting the two-line rateholder. They also get 9 cents per month per contract they have in force, as an inducement to give every contract advertiser service and attention and keep him satisfied, thus reducing the number of cancellations."

Beyond doubt the concensus of opinion among most classified advertising managers is that a salary plus a bonus or commission of some kind secures the greatest production. The plus plan not only stimulates to greater effort, even the most conscientious worker but also allows each man to determine his own earnings. On the basis of a straight salary many salesmen feel that they should receive more money, but are held back by something or somebody beyond their control. This feeling does not create efficiency in salesmen.

New A. A. C. W. Chairman

Charles Henry Mackintosh of the La Salle Extension University, Chicago, has been appointed chairman of the educational committee of the Associated Advertising Clubs of the World.

A Part of The St. Louis Star's System of Routing Salesmen.

MARKET INFORMATION ABOUT ST. LOUIS

The St. Louis Star has a thorough understanding of the St. Louis Market, based upon years of constant study and close contact with local retail dealers.

Valuable facts regarding the attitude of St. Louis toward specified products are available, or will be compiled specially, for seriously interested manufacturers or advertising agencies.

Unbiased information, determined by comprehensive market surveys, files of data, local statistics, and dealers' route lists with maps will be supplied upon request.

THE ST. LOUIS STAR

don't say "Paper"
—say "STAR"
Trade Mark Registered

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

Digitized by Google

The New York Times offers a prize of $200 for the best substitute for the accompanying advertisement of the merits of The New York Times Book Review and Magazine; $25 for each additional advertisement accepted. Only one will be received from any individual. It is hoped to accept at least ten advertisements. Address Advertising Department, The New York Times, Times Square, New York.

Newspaper and Magazine Advertising Combined

THERE IS NO OTHER PUBLICATION LIKE

The New York Times Book Review and Magazine

Issued Every Sunday With The New York Times

Combining the convenient and attractive form of a magazine and the timeliness of a news publication, it has both freshness and permanency. It is not a thing of today or yesterday, but it possesses enduring value. *Probably no other publication is so generously redistributed by its steadily increasing number of readers.*

As an Advertising Medium it is Without Rival

With a net paid sale of over 500,000 copies, the advertising rate of $1.00 a line is the lowest of any high-class periodical in the world—probably less than half the rate of any publication of its character and clientele. One cent a line for each 5,000 circulation. Advertising space limited. Preference given to acceptable advertisements consonant with the character of this publication. Minimum space 14 lines per insertion.

The New York Times Book Review and Magazine combines a local with a national circulation—300,000 copies are circulated in the Metropolitan district of New York City and over 200,000 throughout the United States and in far distant places.

With a net paid sale of over 500,000 copies each edition, it reaches the largest and most widely distributed group of intelligent, discriminating readers of any magazine in the world.

The New York Times Book Review and Magazine is the only magazine of its kind in the world: Articles on vital current topics, with most intelligent and comprehensive reviews of the latest and of the best literature of the day.

The New York Times Book Review and Magazine is the weekly magazine which most closely follows the news: Going to press the week of publication, it is more nearly up to date than any other magazine.

The New York Times Book Review and Magazine has the largest sale of any literary magazine in the world.

The New York Times Book Review and Magazine is printed throughout in rotogravure, wire stitched, and presents one of the most attractive supplements of any Sunday newspaper.

Test the advertising value of The New York Times Book Review and Magazine by intelligent announcement of a meritorious article. The returns will be as gratifying as the results obtained by those who made the test and have become regular advertisers. A page 1,030 lines—$1,030, the lowest priced, as it is the best, advertising.

The New York Times Book Review and Magazine

ADVERTISING RATE: LESS THAN ONE CENT A LINE FOR EACH 5,000 CIRCULATION

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Reported will make up lists of newspapers, etc., during May for Northfield Company, "Northfield Bed Davenports," Sheboygan, Wis.

Barton Durstine & Osborn, 25 West 45th street, New York. Reported to have secured account of Hills Brothers, "Dromedary Dates and Cocoanut," 375 Washington street, New York.

George Batten Company, 4th Avenue Bldg., New York. Reported will make up lists of newspapers during April and May for Mishawaka Woolen Company, "Ball Brand" rubber and woolen footwear; handling through Boston office account of Walker & Pratt Manufacturing Company, "Crawford Ranges," Boston; placing orders with Middle West newspapers for Central Oil & Gas Stove Company, "Florence Oil Cook Stoves," Gardener, Mass.

Burnham & Ferris, 50 Church street, New York. Reported to have secured account of Mystic Cream Company, Middletown, N. Y.

Campbell, Bloed & Trump, Penobscot Building, Detroit. Reported preparing newspaper campaign for Andrew C. Sisman, "Tourcoach" and "Roadcoach," Detroit.

John L. Clough Advertising Agency, 18 University square, Indianapolis. Have secured accounts of National Clay Products Company, Muncie, Ind., and of Bobbs-Merrill Publishing Company, Indianapolis.

Co-Operative Advertising Company, 3339 Lancaster street, Philadelphia. Placing copy with Pacific Coast newspapers for Philadelphia Bird Food Company.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with New York newspapers for Dunn Pen Company, 709 6th avenue, New York; placing orders with Middle West newspapers for Moody Investors Service, 35 Nassau street, New York.

Greenleaf Company, 41 Mt. Vernon street, Boston. Making contracts with newspapers for Hood Tire Company, Watertown, N. Y.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Placing orders in magazine sections of newspapers for National Bureau of Analysis, Republic Bldg., Chicago.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Reported planning newspaper campaign for Western Aluminum Manufacturing Company, "Mission Aluminue Ware," Emeryville, Cal.

Murray Howe & Co., 30 East 42d street, New York. Again placing copy with newspapers for Prestolite Company, Indianapolis.

Hoyt's Service, 116 West 32d street, New York. Again placing orders with newspapers for Art Metal Company, Jamestown, N. Y., and 22 Park place, New York City; has secured account of Alaska Freezer Company, Winchendon, Mass.

Ralph G. Hurd Company, Lincoln Bldg., Bridgeport, Conn. Has secured account of Venolax Medical Company, 200 West Houston street, New York.

H. E. James Agency, 110 West 19th street, New York. Reported to have secured accounts of Reeves Domestic Utilities Company, New York; Arto Company, and Standard Music Roll Company, Orange, N. J.

Philip Kobbe Company, 208 5th avenue, New York. Has secured account of Toch Brothers "R. I. W." paint, 320 5th avenue, New York.

Massengale Advertising Agency, Candler Bldg., Atlanta. Reported placing orders with Pacific Coast newspaper for Currie Brothers Company, Inc., seeds, Milwaukee.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Reported have secured account of Grand Rapids Refrigerator Company, Grand Rapids, Mich.

Ostenrieder Advertising Corporation, 25 East Jackson Blvd., Chicago. Reported will place newspaper orders for Windemere Hotel, Chicago.

Peck Advertising Agency, 347 5th avenue, New York. Gradually extending newspaper orders for Empire Food Company, "Reelegg," 71 Barclay street, New York.

Fred M. Randall Company, Book Building, Detroit. Reported has secured account of Jefferson Forge Products Company, Detroit; sending orders to Michigan newspapers for Canadian Pacific Railway, Montreal; sending orders to newspapers for American Plan of Employment for the Associated Industries, Detroit.

Alfred J. Silberstein, 10 West 34th street, New York. Reported has secured account of Dutchess Manufacturing Company, "Dutchess" trousers and knickerbockers, Poughkeepsie, N. Y.

J. Walter Thompson Company, 242 Madison avenue, New York. Reported preparing newspaper campaign for Chicago, Burlington & Quincy Railroad; has secured account of Printz-Biederman Company, "Printzess" women's ready-to-wear garments, Cleveland.

Van Patten, Inc., 50 East 42d street, New York. Placing orders with Pacific Coast newspapers for President Suspender Company, Shirley, Mass.

John S. King Company, Inc., Hippodrome Bldg., Cleveland. Handling advertising for Polack Solid Rubber "Tyres" and for the Buckeye Rubber Products Company, Willoughby, Ohio, mechanical and molded rubber goods.

Sackheim & Scherman, 44 East 23d street, New York. Handling a national newspaper advertising campaign for tobacco products of the Silvergreen Company, Philadelphia.

Klau-Van Pietersom-Dunlap Agency, 131 2d street, Milwaukee. Preparing an advertising campaign to cover the Middle West for the Automatic Cradle Manufacturing Company, Stevens Point, Wis., maker of "Lullaby Cradles" and "Flivver Toys."

Critchfield & Co., Brooks Bldg., Chicago. New accounts: Andresen-Ryan Coffee Company, Duluth, Minn., to use newspapers in Central West; Home Woolen Mills, Eaton Rapids, Mich.; Autopoint Pencil Company, Chicago; Master Vacuum Cleaner Company, Chicago; Fairmont Gas Engine & Railway Motor Car Company, Fairmont, Minn.

Conover-Mooney Company, Harris Trust Bldg., Chicago. New account: Case & Martin Company, Chicago, using newspapers to advertise pies.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. New accounts: Colonial Biscuit Company, Philadelphia; Sig C. Mayer, cigars, Philadelphia; Mechanics Trust Company, Harrisburg, Pa.; Truly Warner, hats and caps, New York.

Husband & Thomas, 165 East Erie street, Chicago. Starting a campaign in national farm papers for Lehigh Cement Company, Allentown, Pa.; a new account is Marshall Field, Glore, Ward & Co., investment bankers, Chicago.

John L. Clough Company, Merchants Bank Bldg., Indianapolis. Planning a business paper campaign for the Marvel Machinery Company, Minneapolis.

Hicks Agency, 217 Broadway, New York. New accounts: Paul L. Bryant, New York, cleaners and dyers; Bruck-Wollner, New York, dresses.

Koch Company, University Bldg., Milwaukee. New account: Lincoln Light Corporation, Milwaukee, manufacturer of farm lighting plants.

Praeger Quits Post Office

WASHINGTON, D. C.—Otto Praeger, has resigned as second assistant postmaster, effective April 1. Richard Aishton, an executive of the Chicago & Northwestern Railroad, is mentioned as his probable successor. Dr. Hubert Work has been named first assistant postmaster-general.

McElrath With Berrien

Edward R. McElrath has joined the staff of the Berrien Company, Inc., advertising agents, New York. Previously, Mr. McElrath was for 14 years credit manager for the American Woolen Company, was for one year with the Butterick Publishing Company.

ILLINOIS COAL OUTPUT IN 1920 BREAKS RECORD

When we think of Illinois it is seldom or never in respect to coal mining—but it is nevertheless a source of great wealth to Illinois.

The production of bituminous coal in Illinois in 1920 was the greatest on record. The total output according to figures by the geological survey was 90,050,000 tons.

Illinois is one of our wealthiest states. It ranks high in the production of agriculture, manufacturing and mining.

Illinois daily newspapers are among the best in the country in influence and pulling power. Concentrate your efforts in this territory and it will produce maximum results.

Use these daily newspapers.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1, 1920.

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company
Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

Digitized by Google

APRIL CALENDAR OF COMING EVENTS

1-4—Chicago Woman's Advertising Club's "Advertising Hour."
5—New Haven Advertising Club election.
6—Conference of insurance advertising managers in New York on formation of association.
8-9—Iowa College Press Association convention, at Ames, Ia.
11-14—American Pulp and Paper Association convention, New York.
12—Sphinx Club Ladies' Night, New York.
American Association of Advertising Agencies' Executive Committee meets in New York.
13—Audit Bureau of Circulations directors' meeting.
Western Council A. A. A. A. meets in Chicago.
15-16—Panhandle Press Association convention; Amarillo, Tex.
19-20—New York State Circulation Managers' Association convention, Utica.
21—Associated Press directors' pre-convention meeting, New York.
23—Northern California and Mountain Counties Editorial Association meets at Willows, Cal.
25—Associated Press annual convention committee meetings, New York.
American Newspaper Publishers' Association pre-convention committee meetings, New York.
25-29—National Exposition of Printing and Advertising, New York.
26—Associated Press annual convention and luncheon, Waldorf-Astoria, New York.
A. N. P. A. pre-convention committee meetings, New York.
Publishers' Buying Corporation meeting, Waldorf-Astoria, New York.
27-29—American Newspaper Publishers' Association annual convention, Waldorf-Astoria, New York.
27—Annual luncheon A. N. P. A. Advertising Bureau, Waldorf-Astoria, New York.
28—A. N. P. A. annual luncheon, Waldorf-Astoria, New York.
New York City Newspaper Credit Managers' Association meeting.
29—A. N. P. A. convention adjournment.

N. Y. Truthful Ad Low Bill Advances

ALBANY, N. Y.—The Assembly codes committee has favorably reported the Betts "honest advertising" bill, which has the support of advertising publications and associations and labor organizations. The bill eliminates the word "knowingly" from the present law relating to the insertion of dishonest advertising and according to Assemblyman Betts, puts "teeth in the law."

Donovan Leaves Catholic Chronicle

ALBANY, N. Y.—Thomas H. Donovan has resigned as editor of the Catholic Chronicle, following the purchase of a controlling interest in the publication by James E. Doyle of Syracuse, former managing editor of the Syracuse Herald. Mr. Doyle has also obtained control of the Catholic Light of Scranton, Pa., and the Catholic Sun of Syracuse and all will be published at the Sun office in Syracuse. James K. McGuire, former mayor of Syracuse and now of New Rochelle, and Harvey B. Cassidy, held two-thirds of the stock of the three publications.

Illinois Veteran Dead

RUSHVILLE, Ill.—Edwin Dyson, aged 83, for 53 years the editor and owner of the Times and one of the best known newspaper men of Central Illinois died suddenly March 27 of heart failure. Mr. Dyson was active until the day before his death, having prepared some copy for the paper the Saturday night before he was stricken. Mr. Dyson had been 80 years a resident of Rushville.

Wright with N. Y. American

The automobile department of the New York American has been placed under the management of Edward C. Wright.

Schott in Paper Business

CHICAGO. Henry Schott, formerly in charge of sales and advertising for Montgomery, Ward & Co., has been elected vice-president and general manager of the Seaman Paper Company, with headquarters here.

The True American Stock
That's Your Market In the South

Did you know that the Southerner is more typically American than any other citizen?—He is.

His section comes nearer the 100% mark in pure Americanism than any other section in the land. The 13 states covered by the S. N. P. A. has a foreign element of only 2.3%—so slight that it is insignificant.

The substantial, steady, dependable characteristics of the Colonial Forefathers are manifest in the Southerner of today.

He lives well. He makes money in the midst of wealth. He spends freely—for he has that pride in position which has always characterized his race.

Do you sell a necessity? The South needs it—wants it. In the South is that typical American demand for things which makes life pleasanter and fuller.

Do you sell a luxury? Then the South is peculiarly your market. For the Southerner has in a marked degree the American love of ease—the love of distinctiveness.

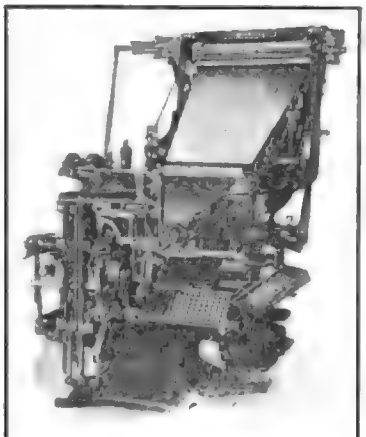
The South wants your hardware, your farm implements, your furniture. The South wants your clothing. The South dresses well. The South wants your toilet preparations—your cosmetics, your soaps, your dentifrices. The South wants your automobiles, your trucks, your tractors. The South wants your candies, your beverages, your packaged foods.

And the South can pay the bill.

Southern Newspaper Publishers' Association
Chattanooga, Tenn.

INTERTYPE
"THE BETTER MACHINE"

Mr. Publisher—You'll make no mistake



when you decide to standardize your line casting composing machine equipment.

Standardization of line casting equipment is an Intertype Idea that has saved publishers and printers many thousands of dollars.

It has met with complete success because it is mechanically correct in principle.

Builders of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT ST., BROOKLYN

Chicago Memphis San Francisco

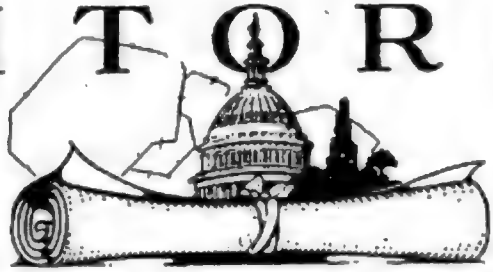
Let us Demonstrate Model for Model

What makes the INTERTYPE "The Better Machine"

Just write and ask

Digitized by Google

EDITORIAL



THE COMING CONVENTIONS

THE two most important events in the American newspaper world are the annaul meetings of the Associated Press and the American Newspaper Publishers' Association, which are usually held at the Waldorf-Astoria, New York, the last week in April. This year the Associated Press meeting will take place on Tuesday, April 26, and that of the American Newspaper Publishers' Association on Wednesday, Thursday and Friday, April 27, 28 and 29. As has been the custom for the last two years the luncheon of the Associated Press will be given on Tuesday, that of the Bureau of Advertising on Wednesday, and that of the A. N. P. A. on Thursday.

Convention week this year will probably bring to New York the largest number of newspaper editors and publishers ever assembled in this city. Last year's attendance broke all records, the reason being that the meetings marked the close of the greatest volume of business ever enjoyed by the American newspapers in any year, and because of the extraordinary conditions that obtained in the newsprint market. The publishers were anxious to learn all they could upon this latter subject as their immediate future depended upon a favorable solution of the paper problem.

The questions that will engage the most serious attention of the newspaper men this year are: labor, Federal taxation and newsprint. Worried and harrassed as they were last year by the paper situation, they are not less worried this year over the labor problem. With the typographical, stereotypers' and pressmen's unions demanding a 44-hour week, which means less work for the war-time wages they are still receiving in all the large cities, and in the near future a demand for a further increase in their pay, the publishers realize that something radical will have to be done if the old-time relationship between themselves and their employees is to continue. It is for the purpose of taking counsel on the matter, and, if possible, deciding upon some definite course of action, that they will flock to New York City the last week of this month.

In addition to the subjects already mentioned some attention will undoubtedly be paid to postal rates, to improvements in press room and composing room equipment, to accounting systems and other topics of interest to the business department of a newspaper.

It should not be forgotten that convention week brings to the city a larger number of people who do not belong either to the Associated Press or the American Publishers' Association. They are the press and other equipment manufacturers, the news and feature bureau representatives, illustrators and others who improve the opportunity to get acquainted with the editors and publishers or to renew old friendships. Then, too, a number of newspaper owners who are neither A. P. or A. N. P. A. members, come to town to pick up what they can in the way of information.

There is no disputing the fact that during convention week more decisions are reached and more policies are adopted affecting the welfare of the newspaper press than during the entire year besides. If you are a live publisher or editor you will pack your grip and head for New York in time to be at the Waldorf during the week of April 25. To touch elbows with the men who create the most important newspapers of the country and to learn what they are thinking about and doing is worth all the money the trip will cost.

EVERY newspaper can render real public service by the development of its resort department. The thought of America is now turning to the coming summer vacation. It is estimated that vacationists will spend more than $100,000,000 in play during the next few months. How far they will go away from home to spend that money depends largely on how their home newspapers have developed near-home-resort advertising and news. This is an unusual field of double service value that has hardly been touched; the advertising possibilities bringing increased revenues is only one side of the question—there is also an opportunity here to arouse pride in places near home.

"I like to see a man proud of the place in which he lives. I like to see a man live so that his place will be proud of him. Be honest, but hate no one; overturn a man's wrong-doing, but do not overturn him unless it must be done in overturning the wrong; stand with anybody that stands right; stand with him while he is right and part with him when he goes wrong."

—Abraham Lincoln.

FARMER DOOLITTLE

ONE of the prominent and outstanding citizens of Wichita, Kan., died recently, and his passing was mourned by the entire city.

The Eagle gave many columns of its space to review the works of his life; several editorial tributes were paid to his memory, and one day almost the entire editorial page was given over to signed appreciation of the man by Victor Murdock. The man's name was George Litzenberg, but to the people of Kansas he was known as Farmer Doolittle; his fame and the love of his people rested upon the fact that during nearly fifty years of his full life, which reached 84 years, he had been a good newspaper reporter who never lost the desire to chronicle truthfully; he had the spirit that made it possible for him to share the enthusiasms and sorrows of the people of whom he wrote.

"He counted himself above no living creature, nor below," said Victor Murdock, in appreciation of his services. "He did not worship success, and he did penalize failure. He tried to do all men justice in equal measure, but he was first in partisan to the friendless. He did no man wrong. Kindliness was the measure of his soul."

After all, are not these the qualities necessary to a reporter's success and the achievement of worthwhile things that bring with them the honor and respect of other men. Therein can be found the only creed that will bring greatness with its just rewards in newspaper reporting. Wichita journalism will always be better and Wichita will be a better city because Farmer Doolittle worked there.

A newspaper man en route from South America to Washington where he had been transferred on the advice of physicians in the hope of benefiting his health, died in New York City this week. In the newspapers we read that his last desire, to die in Greenwich Village, had been realized. "It made a good story," remarked a newspaper man the next day. It did if judged as fiction.

April 2, 1921 Volume 53, No. 44

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 *World Building, 63 Park Row, New York.*

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Walter Sammis, Rosalie Armistead Higgins.

J. W. Ferguson, General Manager.

J. B. Keeney, advertising; Fenton Dowling, circulation.

Los Angeles: R. W. Madison, 802 Title Insurance Building.

St. Louis: Roy M. Edmonds, 1375 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4

Paris: F. B. Grundy, 13 Place de la Bourse.

10 cents a copy; $4 a year, foreign $5; Canadian $4.50.

FORD AND THE POLICE

THE police departments of three large cities have ruled against the sale of Henry Ford's Dearborn Independent and have already made several arrests for violation of laws which, they contend, give them this right of suppression. EDITOR & PUBLISHER is in no way interested in the controversy between the Independent and the Jewish people that has resulted in this police action. It is, however, interested deeply in the fundamental principle involved.

Police supervision over the distribution of any publication or right of the police to suppress any publication for any cause is contrary to every principle and ideal on which the right of a free press rests.

If this theory of a police czardom is to prevail, then we may well expect the suppression of newspapers that attack the police force of a city as a group, and finally, the suppression of Democratic party organs in Republican controlled cities and Republican party organs in Democratic controlled cities during the heat of political campaigns.

The principle upon which American law is founded does not recognize classes or groups, religious or racial, and police action contrary to that well-laid principle is un-American and violates the rights of the individual and the greater group that comprises the entire citizenship of the nation. Henry Ford is responsible for any statements made in the Independent and the laws of the nation provide redress through the courts for any man or group of men that he wrongs.

EFFECTIVE NEWSPAPER ADVERTISING

ONE of the most notable local advertising campaigns that has appeared in the New York newspapers during the past three months and which has just closed, is that of H. L. Doherty & Co. dealers in investment securities. The advertisements, forty-three in number, were printed in eighteen Manhattan and Brooklyn dailies. They were set in eight-point type and usually occupied one full column.

William C. Freeman, who wrote the copy and who has a style of his own, took thrift as his principle theme in preparing the advertisements. He showed by descriptive illustrations how people of moderate means could, by the exercise of economy, save money and invest it in such a manner that the capital would be safe and earn a better interest than is paid by savings banks. The advertisements were of the intimate, personal kind that attracts readers and holds their attention.

That the campaign has been successful is indicated by the fact that over-half a million dollars worth of securities have been sold, mostly to small investors, during a period of business depression and a falling bond market, at a minimum marketing cost.

The lesson to be drawn from the experience of H. L. Doherty & Co. in this campaign is that there is plenty of money and a buying public that is ready to spend if approached in the right way. What has been done in this instance through newspaper advertising can be repeated in all other lines of business that are dependent upon direct sales as a means to prosperity.

THE City Commission of Dallas, Tex., has very wisely refused to accept safety devices proposed by the railway companies for grade crossings because it was the intention to sell advertising privileges on them. It was a cheap means decided upon to make others pay for a service the railway companies owe the public. The proposed scheme would have been an injury to real advertising in as much as it would have been a disfigurement to the city and offensive to the citizens who have pride in their city; failure to bring results would have discouraged the persons who were talked into spending their money in such a doubtful enterprise and in the final analysis even the railroads would not have profited. Advertising properly placed is educational and a promoter of business that is trusted and appreciated by the public; some things labeled advertising are eye-sores and city detriments—the Dallas proposal came under the latter head.

Digitized by Google

PERSONAL

DEAN WALTER WILLIAMS of the University of Missouri School of Journalism, president of the Press Congress of the World, has been appointed a delegate from the United States to attend the first Pan-Pacific Educational Conference in Honolulu August 11 to 21.

Adolph S. Ochs, publisher and president of the New York Times, left last week on a tour of Europe.

Elmer P Fries has been appointed editor of the Cincinnati Post, succeeding Frank W. Rostock, who will be associated with Earle E. Martin in the conduct of the Newspaper Enterprise Association. Mr. Fries, who was formerly managing editor of the Post, is succeeded by Jack Gordon, who has been head of the desk and telegraph editor.

Major Clark Howell, the oldest son of Clark Howell, who has been editor of the Atlanta Constitution for many years, has been added to the directorate of the Constitution Publishing Company. Major Howell has been city editor of the Constitution for some time.

Stephane Lauzanne, editor of Le Matin, Paris, and Marcel Knecht, French High Commissioner to the United States during the war, renewed old acquaintances among New York and Washington newspaper men following their arrival here this week with Rene Viviani, who bears the greetings of France to President Harding's Administration.

Edward E. Brodie, editor of the Oregon city (Ore.) Enterprise and president of the National Editorial Association, visited New York this week on his way home from the N. E. A. convention in Florida. He will stop at Montreal, Quebec and Winnipeg on the way.

A. O. Bunnell, of Dansville, N. Y., recently observed his 85th birthday. Mr. Bunnell, dean of Western New York editors, received hundreds of letters, postcards and telephone messages on his anniversary.

W. M. Ledbetter, former managing editor of the St. Louis Republic and at one time city editor of the Globe-Democrat, has been appointed secretary to President Aloe of the Board of Aldermen of St. Louis. Mr. Ledbetter also is secretary of the New Constitution Association of Missouri.

H. M. Pindell, editor and publisher of the Peoria Journal and Transcript, is taking an extended trip through Florida, Cuba and Panama. He plans to return late in spring.

Irvin S. Cobb, who held a Kentucky colonelcy on Governor Stanley's staff, has been re-nominated for similar rank by Governor Morrow. He will be commissioned April 3.

K. Oishi, assistant general manager of the Kokumin Shimbun, Tokyo, is a visitor in New York. He is making a study of American newspaper plants and after spending several months in this country expects to visit the leading newspaper plants in Europe going first to England.

IN THE EDITORIAL ROOMS

THOMAS C. CORBETT, formerly of the Chicago Journal of Commerce staff, has joined the copy desk force of the Chicago Tribune.

William B. Wilson, a member of the local staff of the Philadelphia Record, has been appointed by City Solicitor David J. Smyth as chief of the Bureau of Claims in the city solicitor's office. Mr. Wilson succeeds Joseph K. Costello, another former newspaper man who was recently appointed secretary of the Delaware River Bridge Commission.

Stewart Phister resigned this week as railway reporter for the Cincinnati Enquirer and left for Los Angeles, where he intends to embark in fruit ranching. He is a son of Montgomery Phister, long known as one of the outstanding dramatic critics of the west.

Harry V. Martin left the Cincinnati Enquirer last week to go back in the press agent game. He is now boosting the Salvation Army.

J. Lawrence Houghtling, Jr., has been appointed as chief editorial writer of the Chicago Evening Post, to succeed S. J. Duncan-Clark, resigned. Mr. Houghtling has lived in Chicago for a number of years and formerly was on the staff of the Daily News. Members of the Evening Post staff staged what they called the "Third Haymarket Riot" as a farewell party to Mr. Duncan-Clark. The scene of the affair was a Randolph street cafe. Mr. Duncan-Clark has become Middle Western manager of the Boys' Club Federation International, with headquarters in Chicago.

S. G. Beard, assistant city editor of the Chicago Evening Journal, has resigned to go with the Yellow Taxicab Company in Chicago. His successor has not been named.

James H. Burke, who has been taking a vacation owing to his health, has resumed his duties as sporting editor on the Brockton (Mass.) Enterprise.

Charles M. Dean, a veteran of the Cincinnati Enquirer staff, is said to be a probable appointee to the post of internal revenue collector for the Southwestern Ohio district. Mr. Dean, following President Harding's nomination, organized the first Harding Club in Ohio.

Ray G. Walter has resigned from the staff of the Kingston (N. Y.) Freeman, to join the copy desk of the New Bedford (Mass.) Evening Standard.

Edgar Boutwell, former telegraph operator, who three months ago "broke in" as a reporter on the Cincinnati Commercial-Tribune, has joined the Enquirer's staff.

William Bland has rejoined the Cincinnati Commercial-Tribune's staff after a period on the Fire Underwriters' Journal in Chicago.

Russel Wilson, editorial writer on the Cincinnati Times-Star, who is on a trip round the world, sent a description of a trip down the Nile which was published in that paper a few days ago. He expects to be gone a year.

Glenn Frank, a member of the Century Magazine staff since 1919, has been appointed editor. The editorial policy of the magazine will be broadened, its size will be enlarged and its typography more readable, the publishers announce.

J. N. Stonebraker is now associated with the Kirksville (Mo.) Express writing a column a day of snappy comment on the order of his old column in the Carrollton (Mo.) Republican-Record.

Claude C. Manly, a reporter on the Milwaukee Journal, has been elected president of the Milwaukee Press Club. Mr. Manly will serve out the un-expired term of Robert E. Knoff, who resigned because of leaving Milwaukee to take charge of a newspaper at Monroe, Wis. Mr. Knoff formerly was state editor of the Milwaukee Sentinel. Mr. Manly was elected president of the club during the war, but resigned to enter the army.

FOLKS WORTH KNOWING

CARTER FIELD is the Gridiron Club's most recent acquisition. Honors have been coming his way rather swiftly of late. He is one of the new members of the board of governors of the National Press Club. Besides being the Gridiron's baby member, and one of the high and mighty of the Press Club, Field happens to be chief of the Washington Bureau of the New York Tribune. It is not meant to imply he does not count that among his positions of honor, simply that a man may have the greatness of social recognition thrust upon him, but he has to be born to hard work if he expects to preside in the Washington office of the Tribune. Field is one of those old-fashioned types who believe the function of a Washington correspondent is to give his readers more news than views

Photo by Edmonston
CARTER FIELD

He is still a young man despite his fondness for displaying a bald pate. He is thirty-five and a native of Baltimore. He began on a police beat for the Baltimore American in 1908, but switched to the Sun a year later and remained with that paper until 1912 except for a brief excursion to the telegraph desk of Charles S. Abell's Norfolk Landmark.

Field was an editor and publisher once. It happened at Cumberland, Md. He came to Washington for the United Press. He did the Senate for that organization for two years. He became chief of the Tribune Bureau shortly after America entered the war, and a signed writer soon thereafter. He has been forging rapidly to the front as an authority on national politics.

Herbert C. Crocker, city editor of the Edwardsville (Ill.) Intelligencer, and Mrs. Lisa B. Chase, daughter of Mr. and Mrs. Robert J. Beall, were married there recently.

John A. McGowan, associated with Boston newspapers for a score of years and formerly of Portland, Me., has identified himself with a Malden (Mass.) corporation and will serve as manager and editor of a projected daily newspaper in that city.

Charles W. Hahn, telegraph editor of the Ponca City (Okla.) Daily News, has purchased a weekly newspaper plant at Ramah, Cal.

E. Brightwell, city editor of the Drumright (Okla.) Evening Derrick, has resigned to become secretary of the Drumright Business Men's Association.

Thomas F. Flaherty, police reporter for the Bridgeport (Conn.) Post; Howard I. Comstock, city hall reporter for the Bridgeport Star and Frederick N. Smith, city editor of the Middletown (Conn.) Press, will play roles in the 50th anniversary celebration of the Norwalk (Conn.) Hour in May as alumni of that paper.

J. R. Underwood, former editor of the Virden (Ill.) Reporter, has purchased a small farm near Brighton, being forced to quit newspaper work by trouble with his eyesight.

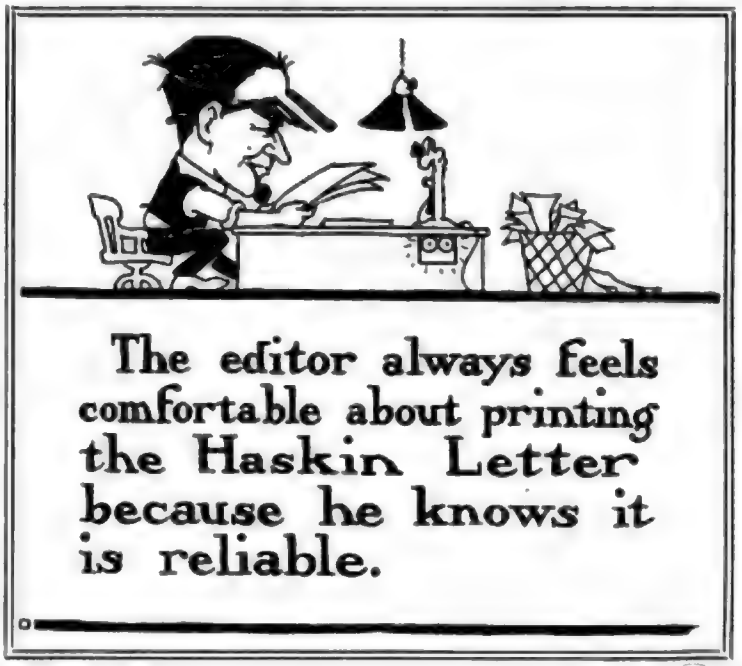
Vincent Y. Dallman, managing editor of the Illinois State Register, Springfield, is confined to his home by an acute attack of bronchitis.

Clarence Phillips, who was compelled some time ago by poor health to resign as editorial writer and paragrapher on the Knoxville (Tenn.) Journal and Tribune, has entirely recovered, according to reports from Palestine, Ill., where he has been living for the past two years, and is preparing to get back into harness again.

Jay Bessel, who has been in the St. Paul office of the Associated Press, has been made staff man of that organization in Duluth.

Charles J. Bangert, will resume the publication of the Pamphlet, a monthly publication he issued about a year ago. Mr. Bangert has just left the editorial staff of the Pittsburgh Dispatch to return to Dubois.

Thomas Killian, formerly of the staff of the Portland (Me.) Express-Advertiser, is accompanying Major General Leonard Wood to the Philippines and will handle the publicity end of his investigation. Killian directed the news-



Digitized by Google

paper and magazine end of the publicity for General Wood during his campaign for nomination for the presidency of the United States.

David Comfort, who has been editor of the Marietta (Ga.) Journal for some time, has resigned and is succeeded by William L. Harris, formerly connected with the Marietta Times.

Mrs. Alma Reed has joined the San Francisco Bulletin staff, leaving the Call and Post forces. Mrs. Reed is the original "Mrs. Goodfellow" of San Francisco. Six years ago when she started newspaper work she became interested in philanthropies and on Thanksgiving and Christmas days she furnishes and delivers truckloads of dinners to the worthy poor of the city deriving the necessary funds from newspaper campaigns.

Thomas Horgan has resigned as Connecticut manager for the United Press, and is now doing desk work for the Bridgeport Telegram.

Walker E. Buell, chief of the Washington bureau of the Cleveland Plain Dealer, spent several days last week visiting Cleveland and Columbus. He was formerly in charge of the Columbus bureau of his paper.

E. Arthur Roberts, special writer for the Cleveland Plain Dealer, is back after a trip to Washington, New York and other eastern cities. Mr. Roberts has been contributing a series of articles on how prohibition works in leading cities of the Middle West.

Vivian J. Grey, assistant Sunday editor of the Cleveland Plain Dealer, accompanied by Mrs. Gray, have gone to southern Florida for a three weeks' fishing trip. Mr. Grey is also rod and gun editor of the P. D. Publisher, E. H. Baker of the paper and Mrs. Baker have been in Florida for several weeks.

Miss Lora Kelley, special writer for the Premier Press of Cleveland, spent a few days last week in Cleveland, but returned to Miami, Fla., where she spent much of the mid-winter. Among her stunts was a seaplane trip from the lower extremity of Florida to Cuba, of which she wrote an account for the Sunday Plain Dealer.

Roy Stewart, editor of Oregon country life edition of the Portland Oregon Journal, and Miss Katherine Hogan, a business office employe of the Journal have announced their engagement the wedding to take place in June.

Edwin E. Slosson, formerly associate editor of the Independent and a lecturer in the Pulitzer School of Journalism at Columbia University, has become associated with the Science Service, Washington, D. C.

Ed. Hughes, former baseball writer of the San Francisco Chronicle, has become sporting editor of the Los Angeles Examiner.

E. S. Higging, formerly with the San Francisco Chronicle and Call, has purchased the San Mateo (Cal.) Daily News-Leader.

Frank H. Bartholomew has become manager of the Portland (Ore.) bureau of the United Press, having resigned the city hall beat of the Telegram. He succeeds H. T. Hopkins, who becomes northwest manager of the International News Service's leased wires.

Sidney H. Challenger, son of Sidney W. Challenger, editor of the Middletown (Conn.) Press, is recovering from an operation for appendicitis. Father and son were formerly connected with the editorial department of the Bridgeport (Conn.) Post.

Daniel Dillon, formerly financial editor of the Central News of America, has opened a brokerage office at 32 Broadway, New York.

Ben K. Raleigh, Paris correspondent of the Whaley-Eaton News Service, Washington, has taken offices at 8 Rue St. Florentin.

William G. Shepard, European manager for the Foreign Press Service, Inc., has transferred his headquarters from Paris, where they have been located for several months, to Berlin. Mr. Shepherd and his family are at the Hotel Adlon.

Andrew V. V. Raymond, formerly of Buffalo, N. Y., has become editor of the American department of the London Daily Mail's Continental edition, published in Paris.

Sir Arthur Willert, for many years Washington correspondent of the London Times, has been appointed chief of the Paris bureau of the same paper.

Pierce Miller of the Associated Press Paris bureau, after covering the Riga peace conference and the restoration of the Constantine dynasty in Athens, is again in Paris. Miller has the unique distinction of having found a vacant apartment in the French capital.

Frank E. Hagan and Harold F. Brown, both of the Oklahoma City Daily Oklahoman, have joined the Peoria (Ill.) Journal staff.

H. C. Ireland, Washington, Ill., has joined the Peoria Journal news staff.

Mrs. Berne Mead has taken charge of the woman's page of the Peoria Star. She succeeds Miss Dorothy Keller.

C. C. Cheadle, formerly political writer for the Peoria Journal has joined the Star. Geo. B. McClelland has been shifted from the market run to the political desk on the Journal and Edgar Bowen takes up markets.

Harold Cuffel has left the Peoria Journal and plans to enter newspaper work at his home, Minneapolis. Miss Marie Strehlow will handle the feature section in his stead, while Miss Zoa Velde takes over the society desk left by Miss Strehlow.

W. J. Leach, feature writer for the Peoria Journal, and a minister, was appointed to act as chaplain of the house of representatives of the Illinois legislature during Holy Week.

THE BUSINESS OFFICE

JOHN D. GALBRAITH and M. G. Goss, late of the Chicago Daily News, have gone over to the Herald & Examiner's automobile advertising department, the former as manager.

Travers A. D. Weaver of the Bridgeport (Conn.) Post and Telegram's advertising promotion staff, and Louise Barnum of Stratford (Conn.) have become engaged.

Millard Fillmore Cook, dean of the New York Sun's book-keeping staff, closed fifty years of continuous service with that paper March 22 and was entertained at a banquet by forty-eight of his office associates.

Clarence Horton, formerly of the Buffalo Commercial advertising staff, has resigned to become advertising manager of the Buffalo Motorist, official publication of the Automobile Club of Buffalo.

Roland T. Patten, business manager of the Skowhegan (Me.) Independent-Reporter, delivered an address before the class in journalism at University of Maine, taking for his subject, "How to make the best use of news, ink and print paper."

Don E. Gilman, formerly Western representative of the Christian Science Monitor and with the Pacific Railways Advertising Company, has become general manager of the Leighton Press, San Francisco.

Harold C. Lowery, heretofore with the Toronto Globe and the McLean publications, has been appointed Toronto advertising representative of the Montreal Star.

E. C. Hocmer, Jr., who has been advertising manager of the Middletown (N. Y.) Herald for the past year, has gone with the J. W. Shaw Company, newspaper circulation and advertising specialists. H. S. LaPolt, formerly general manager of the Herald, will accompany Mr. Hocmer.

WITH THE AD FOLKS

STEPHEN HART, former secretary of the St. Louis Sales Managers' Association, has been chosen as advertising manager of the Greater Portland Association, an organization of retail merchants.

Herbert L. VanBibber has been placed in charge of sales and advertising by the Berkey & Gay Furniture Company, Grand Rapids, Mich. He has been contract sales manager.

J. T. Aubrey has been appointed advertising manager of the Packard Motor Car Company, Detroit, succeeding H. H. Holmes, resigned. Mr. Aubrey has been Western manager of the Cosmopolitan Magazine.

Norval A. Hawkins, formerly with the Ford Motor Company, has assumed charge of sales, advertising and service, for the General Motors Corporation.

Carl Bartle, until recently advertising manager of Morris & Co, Inc., has been appointed to a similar position with the new firm of Branigan, Green & Co., Baltimore, handling "Man-o-War" middy garments.

H. M. Carroll is the new advertising manager of the Remy Electric Company, Anderson, Ind., ignition equipment. Mr. Carroll has been for several years in charge of tractor and implement bearings advertising for the Hyatt Roller Bearing Company, Detroit.

R. H. Willis has been elected vice-president of the National Displays Company, Cleveland, and J. G. Luniak is the new secretary. Mr. Willis has been Eastern sales manager of the company for the past ten years and Mr. Luniak is in charge of the Western sales end.

J. W. Gorham, general sales manager, has also taken over the advertising details of the F. F. Dalley Company, Hamilton, Ont., following the resignation of E. D. Reed to become associated with the Andrew Motherwell Company, Dundas, Ont.

Charles Creed Napier has been appointed assistant advertising manager of Brill Brothers, New York.

S. Gordon Hyde, advertising manager of the Buda Engine Company, Harvey, Ill., has resigned.

Granger C. Lederer has resigned from the Lyddon & Hanford Agency, Rochester, N. Y., to establish an advertising promotion department for the Case-Hoyt Printing Corporation, Rochester.

Carl H. Becker has been appointed assistant sales manager and Charles P. Ackerson supervisor of dealers for the Saxon Motor Car Corporation.

Thomas F. Willoughby has resigned as advertising and sales promotion manager of the H. H. Robertson Company to become Indiana and Ohio representative of the Magill-Weinsheimer Company of Chicago. He is succeeded by Andrew W. Crawford, formerly of the Boston office of the Saturday Evening Post.

C. L. Cole is now a member of the advertising illustrating staff of the Burleigh Withers Company, Chicago.

H. J. Schwartz has been appointed advertising manager of the Individual Drinking Cup Company, New York. He was assistant advertising manager of William Demuth & Co.

NOTES OF THE AD AGENCIES

CLEVELAND'S latest advertising agency is the Mears-Richardson-Briggs Company, which opened for business April 1, at Payne avenue and East 21st street. The owners include Charles W. Mears, formerly advertising manager of the Winton Company and president of the Cleveland Advertising Club; William E. Richardson, formerly vice-president of Lord and Thomas, Chicago; and Ralph E. Briggs, formerly magazine publisher and account executive in the advertising agency field.

Jean Dean Barnes has given up the conduct of her own advertising agency in New York and will hereafter be associated with the Wales Agency, personally handling the accounts of B. Priestley & Co., the Cravenette Company, S. Courtand & Co., Ltd., and the Koh-i-Noor Pencil Company.

Hubert Sackett, formerly general sales manager of the N. K. Fairbank Company, is now with the Ivan B. Nordhem Company, New York.

C. B. Caldwell is a new member of the Koch Agency staff in Milwaukee.

The Charles Daniel Frey Company has absorbed the Wilfred O. Floing Company. Both are Chicago advertising art organizations. Mr. Floing retains his connection with the business.

The Keystone Advertising Service has been established in Chicago by Maurice Magnus, formerly advertising manager for David Adler & Sons., Milwaukee clothing manufacturers.

E. J. Sirmay, for nine years with Chicago and Milwaukee advertising agencies, has joined Buckley Dement & Co., Chicago.

Walter H. Monahan is a new addition to the O'Connell-Ingalls Agency staff in Boston. He was with the United Shoe Machinery Company.

H. L. Parkhurst, manager of production for Frank Seaman, Inc., New York, is now also supervising the agency's art work. Walter Whitehead is doing special lines of art service for clients.

Edgar G. Hermann has joined the copy staff of Medley Scovil & Co., New York, from the Federal Agency.

J. Kemper Allyson and I. B. Singer are now connected with the New York staff of the A. O. Goodwin Agency, Richmond, Va.

L. R. Taylor, late with the J. Roland Kay Company, has become associated with the Interstate Highways Service Company, Chicago.

Austin Shearer is a new member of the staff of Burnham & Ferris, New York.

New additions to the Chicago staff of the Dorland Agency are G. O. Baker, formerly vice-president and general manager of the Charles Everett Johnson Company, and Roy Quinlan, late with the George L. Dyer Company.

Danielson & Son, Providence (R. I.) Advertising agents, have incorporated and their application for transfer of recognition to the corporation has been granted by the Boston publishers.

Ray W. Sanusky, sales manager of the Fink Overalls Company, has resigned to become a member of the Carl S. von Poettgen Agency staff in Milwaukee.

R. W. Beach has organized the Atlas Creative Service in Chicago to handle direct advertising.

A. H. Wakefield, late with the Harry Porter Company, is now associated with the John Curtiss Company, New York.

Stuart D. Cowan has been appointed manager of the new Cleveland office of the J. Walter Thompson Company.

Digitized by Google

BY-PRODUCTS OF JOURNALISM

(Continued from page 6)

estimated. Tenement-house areaways and sidewalks in the infested district were cleaned of all dirt and refuse matter—effects far-reaching enough never to be ter and volunteers were enlisted to spread the propaganda of cleanliness among the more ignorant sufferers.

In 1894, Dr. E. Roux, a noted French scientist, discovered the diphtheria anti-toxin. American papers took up the announcement with avidity, but physicians here were unable to get a sufficient supply of the new remedy accurately to estimate its merits. In December of that year, when the average number of cases in New York City alone was from 200 to 300, the New York Herald gave $1,000 to start a fund which would enable American physicians to obtain a large supply of the anti-toxin; so successful was the paper that over $7,000 were subscribed, the serum was imported, and the Board of Health of the city passed a resolution thanking the Herald for its "liberal and humane action."

In Chicago, up to a few years ago, quack doctors were reaping harvests from ignorance and addiction to drugs. Today, thanks largely to a newspaper campaign, the advertisements of one kind or another of these fakirs, and worse, have disappeared; better than that, hundreds of these "practitioners" have left the city. A crusade? Certainly. And one of nobler effects than any of those of the middle ages.

Municipal Improvement

And crusade sof this nature are conscious efforts, deliberately made; they are not mere accidents of news-publishing. Many of our metropolitan dailies have adopted the custom of carrying a "flag" at the "mast-head" on their editorial pages announces succinctly just what the paper stands for in the way of municipal advancement.

Two or three of these newspaper platforms will serve as well as a score to make clear the value of this field of "extra-mural" activity. The Chicago Tribune submits six schemes for improvement:

1. Lessen the smoke horror.
2. Create a modern traction system.
3. Modernize the water department.
4. Build wide roads into the country.
5. Develop all railroad terminals.
6. Push the Chicago Plan.

And this from the mast-head of the Cincinnati Enquirer:

Construction, without delay, of adequate freight and passenger terminals.
Building of rapid transit system.
Extension of boulevard lighting plan.
Development of park and boulevard plans.
Lessening of smoke nuisance.

Such platforms as these, were they merely printed from day to day, might appear indefinitely and accomplish little. But papers interested enough to give their attention to municipal improvement do not stop here. Go into any city in America where there is a paper urging a more beautiful or a cleaner city, and any inhabitant will point out for you proudly buildings, parks, playgrounds, and fountains which have been sponsored, though he may not know it, by some forward-looking newspaper.

Colonel Nelson built his generosity and public spirit into the large auditorium of Kansas City; in Detroit the Institute of Arts, the Bagley Fountain, the Cadillac memorial chair bespeak the interest of the News; in Pittsburgh a monument to the memory of Steven C. Foster who wrote "The Old Folks at Home" and a $40,000 newsboys' home do as much for the Pittsburgh Press; in

The Statue of Liberty standing at the entrance of America beckons to broken spirited peoples of the world—it symbolizes American ideals. What hopes it must arouse in the hearts of those from other shores who pass within its shadow! America's debt for realization of this monument of inspiration is to the New York World.

Indianapolis the News built a Fresh Air Village for sick women and children as well as several public monuments; in San Francisco the Little Jim Hospital for Incurables and the Free Eye and Ear Infirmary for poor children tell of the interest of the Examiner.

President Harding's paper, the Marion Star, is an instance of what even a small town paper may do to make a better city. Up to the time of our entry into the war, the Star was running annual "beautification contests" in which the paper offered premiums from $5 to $50 and aggregating from $500 to $600 for the most artistic properties, the best-kept lots, the best assortment of flowers, the best lawns, and the best vegetable gardens, with a sterling vase worth almost twice the aggregate prizes as the sweepstakes. In order that undue advantage might not go to people of wealth, the Star made three classifications of properties; the first ran up to $2,000, the second up to $5,000, and the third from $5,000 upwards, the same line of premiums being awarded for each group.

When one realizes that there were from three to five hundred entries in each contest and that in every section where a resident was grooming his property for the prize, five or six lots on each side reacted to the impetus, it is obvious what the general effect would be on the town of Marion.

The generosity of M. H. deYoung, of the San Francisco Chronicle, is another instance of what newspapers and newspaper men have done for their cities. As long ago as 1880 the Chronicle was instrumental in establishing the zoölogical gardens of the city; during the past year Mr. deYoung has completed the major part of a large and beautiful museum, eventually to cost a half million dollars, in the Golden Gate Park. This museum Mr. deYoung has furnished with a collection of paintings, including several rare masterpieces, and *objets d'art* gathered during twenty-five years of labor in all countries; the whole he has turned over by a deed to the Park Commissioners of San Francisco.

Associated with this idea of making the home town a cleaner and more attractive place in which to live come the crusades papers have now and then conducted against vice. An enterprise of this social nature was the cleaning up of the old west side vice district in Chicago, precipitated by a Tribune campaign.

Garfield McEdwards was then west side police reporter for the Tribune, and he had learned that "Mike de Pike" Heitler, of more recent booze-running fame, had got the district almost within his complete control. "Mike de Pike" had bought up all the houses on Curtis street and was driving the district into his places.

It was a time when corruption was at its height and a small army of west side characters, including many policemen, lived off vice. Reporters, too, were subjected to the wiles of the crafty vice lords and Mac was told that certain flats had been set aside for his particular advantage. He alone was entitled to collect the hush money. Instead of hush money, McEdwards collected evidence.

Although he knew of the plan he waited for Heitler to put his money into the Curtis street property. Mike's whole shameful fortune was invested in those houses when the Tribune printed the first of a series of stories that closed up the west side levee and put "Mike de Pike" so completely out of

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.

Pulp & Paper

33 W. 42nd St., New York City

Phone Vanderbilt 1087

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

"Those broadsides you sent to the independent shoe dealers on McElwain are certainly great."

Barton, Durstine & Osborn, Inc.

Before deciding on your advertising campaign in Rochester, write our Service Department and learn how we will co-operate in Merchandising *your* Product.

Rochester Times-Union

First in Its Field

Circulation (A.B.C.) 64,018

J. P. McKinney & Son

Representative

334 Fifth Ave., New York 122 S. Michigan Ave., Chicago

Digitized by Google

business that he has never regained his old strength.

On occasions American newspapers have been instrumental in the arrest of fugitives from justice and in freeing men unfairly accused. In 1918 Charles F. Stielow, whose date of execution had been seven times fixed on the charge of murder of a New York county farmer and his housekeeper, was finally freed as a result of activities of the New York World.

In Chicago, some years before that, the Tribune was connected with the capture of Paul O. Stensland, bank wrecker. Stensland's bank went to the wall in the summer of 1906. Thousands of excited depositors of many nationalities, lots of them with the savings of a lifetime in the bank, became frantic at the news of the failure. Stensland disappeared and for a long time his whereabouts were a mystery.

Then James Keeley, who was managing editor of the Tribune, received a tip that Stensland was in hiding in northern Africa. With Judge Harry Olson, who was then an assistant state's attorney, and knew Stensland, Mr. Keeley started to get the bank wrecker. Stensland was traced through Europe, and it was learned that he had sailed from Spain

America loves to play as well as work but if it were not for the work carried on by the newspapers there would never be any play-time for hundreds of our citizens. This mother and her seven children are starting on their first vacation as guests of the Troy (N. Y.) Times at its camp in the Grafton Mountains.

to Morocco. He was captured in Tangier and brought back to Chicago and sentenced to serve a term in Joliet. When he was paroled a few years later, Mr. Keeley helped him to get a new start.

Education to the People

This, and much more, have newspapers done for their municipalities; for individuals the papers have done even greater things. Aside from all their charitable activities, which have already been shown, they carry on an extensive programme.

A different phase of this educational work is that carried on by the Grand Rapids (Michigan) Press. This paper, under the leadership of Edmund Booth, has probably done more than any other journal in the country in the way of newsboy welfare. The Press gives over one large room in its building to an "ungraded school-room" for newsboys handling editions which appear on the streets during regular school hours. In conformity with the public school system of the city, with a teacher in charge who is qualified as a principal of a grammar school, though paid by the Press, the class has brought the comment from observers that for the particular type of boy the school is the best in the city. This last June nine boys were graduated into the public high school.

The Press for a number of years conducted a "department class" for its young people, a class meeting at night under proper chaperonage and teaching thousands of the youth of Grand Rapids to dance and conduct themselves well socially. Mr. Booth states that the genius of this class was its leader, Laughray, the only dancing teacher he has been able to find who had the patience and tact to take a motley crowd of several hundred boys and girls and organize them for real deportment.

Philosopher and Friend

From these schools, current topics clubs and tours, it may seem a far cry to the columns under such heads as "Betty Fairfax" and "Nancy Brown," columns which concern themselves with lovelorn youth, unhappy couples, and maidens desiring to know whether or not it is really proper for them to dye their hair. Foolish, aren't they? When you read them you do it with a blush and with a mental reservation to the effect that the whole thing is a "fake" and that no one ever wants such absurd advice.

Absurd, isn't it to those of you with homes and parents and friends who have known you always; those of you who, in your colleges and universities have your "deans of women" to whom you go for just such advice?

Did it never occur to you that your Beatrix Fairfax and your Nancy Brown are women's deans for the great untutored world of shop-girls and clerks. I imagine that many a faculty confidante in a girls' college could match this story of "Heart-Broken" with one similar in sentiment. The "Advice to the Lovelorn" column is the only private office to which many a girl has access. And, by the way, could you give "Heart-Broken" any better advice than that offered by friend Nancy?

Service is the Key-Note

All these are but a few of the extra-mural activities of our great dailies. There are many others which should attract the attention of the man who is willing to give the American newspaper its due as a socializing influence. Movements for clean advertising which have driven many fraudulent schemes the wall, prosecution of ticket speculators, freeing of innocent victims of the law and the detecting of fugitives from justice, prison reform, and amateur athletics; all these have been fostered and promoted by papers which are willing to construe their responsibility to be greater than that of merely printing the news. Oftentimes they are nothing more than good business policy and means of keeping the name of the paper before the people; more often still they bespeak a recognition of the fact that all great institutions to succeed must render a real service.

NOBLE TAYLOR DEAD

U. P. Reporter Was on Way from Rio de Janeiro to Washington

Noble Taylor, aged 29, for the last eighteen months manager of the Rio de Janeiro bureau of the United Press, died in New York, March 29, the day after his arrival from South America. Valvular heart trouble, from which he had suffered for many years was the cause of death.

Taylor had been transferred from Rio de Janiero to the Washington bureau by request and on the advice of his physicians. Before going to South America he covered the embassy run in Washington for the United Press. During the war he was stationed first at Camp Shelby and later at Camp Taylor as a correspondent. Taylor had been with the United Press six years and prior to that had worked for the Indianapolis Star and the Louisville Herald as a reporter.

He was born at Washington, Ind., and the body was taken to that state for burial.

Willys-Overland Account Changed

TOLEDO, Ohio—The United States Advertising Corporation has been organized here with the Willys-Overland Company and the Mather Spring Company among its accounts. Ward M. Canaday, for the past five years advertising manager of the Willys-Overland Company, is president and treasurer of the new agency, and George W. Ritter of Toledo is vice-president and treasurer.

Republic Rubber Sales Changes

YOUNGSTOWN, O.—Harvey J. Woodward has resigned as vice-president in charge of sales of the Republic Rubber Corporation of Youngstown and as president of the Canton-Blackstone Company of Canton, its affiliated subsidiary. J. C. Kearns has been made acting sales manager and L. M. Barton becomes manager of pneumatic sales, in charge of merchandising Republic pneumatic tubes and tires.

Drummond with N. Y. Tribune

The New York Tribune has appointed Harry R. Drummond to handle promotion for all departments. Mr. Drummond was formerly connected with the business staff of EDITOR & PUBLISHER and the Rowland Advertising Agency and at one time was advertising manager of Bloomingdale Brothers, New York.

Victor to Appeal Macy Verdict

The suit under the Sherman anti-trust law brought by R. H. Macy & Company, Inc., of New York, against the Victor Talking Machine Company ended March 25 in a verdict awarding the Macy Company $49,698, together with counsel fees. The suit was for $570,000, and by the rule of triple damages the verdict amounts to $149,094. The Victor company will appeal. This action arose from the suit brought by the Victor company against Macy in 1914, for violation of its patent rights in cutting prices on talking machines and records. During the three years which elapsed before final settlement of that case, the Victor company refused to sell goods to Macy, and the damages claimed in the present suit are said to have been sustained by that refusal.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
J. L. Hudson, Gen. Mgr. M. Blackwood, Sales Mgr.

NEWSPRINT
CONTRACT *and* SPOT

We offer Finnish newsprint for immediate delivery in the following sizes:

33½
36¼
54½
72½

Rolls
31 lbs. 2¾ cores

The prices on this spot lot are very attractive.

Through our Finland office we can contract to supply standard newsprint in all sizes. Our delivery facilities and prices warrant our being favored with a list of your needs.

AMERICAN TRANSOCEANIC TRADERS
INCORPORATED
25 West 43rd Street
Murray Hill 0171

Affiliated House
Helsingfors, Finland

New York City
New York

Digitized by Google

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

THE exceptionally good bits of newspaper work by members of the New Bedford (Mass.) Evening Standard and the Sunday Standard staffs are being recognized every month by George A. Hough, the managing editor, by giving books calculated to inspire pride and promote interest in the newspaper profession. Bill Hawkins received a copy of Alleyne Ireland's an "An Adventure with a Genius" for the best piece of newspaper reporting on the Standard during the month of March. Hawkins' discovery and development of an outstanding story remote from his daily routine as a City Hall man won him the distinction. Earle D. Wilson's court reporting and Hubert D. Bliss' handling of the automobile edition won them honorable mention. Dorothy King received Jesse Lynch Williams' Volume of newspaper stories for the best development of an original idea for the sporting, woman's or church page. Miss King made a hit with a church page story on the odd experiences of clergymen in performing marriage ceremonies. Stella Hay was commended for an unusual woman's page attuned for the automobile edition of the Sunday Standard. G. A. H.

L. R.'s suggestion for two-minute talks on safety in the Hunch column of your issue of March 26 gives me this idea. Why not conduct during the summer months a series of safety contests such as safety essay contests, safety cartoon contests, "close call experience" contests, household safety hints contests, and safety slogan contests. With twenty-five million children at home and on the streets during the vacation months and with automobile traffic at its high peak, the accident problem becomes much more serious during the summer months than at any time of the year. At Milwaukee last fall every daily put on a different safety contest, nearly all of which brought entrants from all parts of the country. The Milwaukee Ledger conducted a household safety hints contest, the first prize winner of which was a woman in Norwalk, Ohio. The Milwaukee Sentinel put on a slogan contest to which tens of thousands of slogans were submitted by school children and their parents. The Milwaukee News carried on a "close call experience" contest which brought out any number of interesting yarns. The Journal conducted a safety cartoon contest which unearthed a lot of very good talent. In each case the contest not only was of interest to all old readers of the paper, but brought a good deal of new circulation. M. H.

The St. Paul Sunday Pioneer Press is asking for essays on "Why You Should Own Your Home." Each of the twenty-five best writers will be given a copy of "The New Book of House Plans," by Jay Axelrod, of St. Paul. J. T.

New Daily Ready for Iron Mountain

IRON MOUNTAIN, Mich.—April 11th is the prospective date of the appearance of a new upper peninsula newspaper, the Iron Mountain Daily News, which has been in process of organization the past several months. It will be under the editorial direction of Frank J. Russell, editor of the Mining Journal, and the business management will be in the hands of William F. Russell, for several years employed in the business department of the Mining Journal. Tom A. Hanna, one of the pioneer publishers of the upper peninsula, will be associated with the publication, in the editorial department. The Iron Mountain Daily News will replace the Press, Mr. Hanna's publication, and the Tribune-Gazette in the Iron Mountain field.

Chile Pan-American Ad Subject

Chile was the subject of discussion this week of the Pan-American Advertising Association luncheon at the Hotel Astor. James Carson, president of the association and vice-president of the National Paper & Type Company, was in the chair. Hon. Emilio Edwards, Chilean consul general in New York, discussed the movement supported by the Chilean government for the establishment of a Chilean-American Chamber of Commerce and A. B. Chivers, long a New York newspaperman who is now representing South American newspapers in New York, talked on advertising media in Chile. Other speakers were V. L. Havens, former commercial attache of the American Legation to Chile, and Chief Caupolican, a descendant of the Araucanian Indians, the aborigines of the Andes, who is now a member of the Metropolitan Opera Company.

Percy Joins Vanity Silk Mills

READING, Pa.—The Vanity Fair Silk Mills announce the appointment of Charles E. Percy as sales manager. Mr. Percy resigned last week as sales and advertising manager of the Joseph & Feiss Company, Cleveland. William B. Powell will continue as sales promotion and advertising manager of the Vanity Fair Company.

Agencies Consolidate

CHICAGO.—The advertising agencies of Knowlton & Babcock, Inc., and Simmons Associates, Inc., have consolidated under the name of Simmons & Babcock, Inc., with H. H. Simmons as president, Fred Hayes Babcock as vice-president, H. Z. Carr, secretary, and Paul A. Florian, Jr., treasurer.

Mueller Account for James Agency

The James Advertising Agency, Inc., 450 4th avenue, New York City, has just taken charge of the account of the C. F. Mueller Company, of Jersey City, N. J., manufacturer of package macaroni and spaghetti.

Big N. Y. State Printing Job Bids

ALBANY, N. Y.—The State Printing Board, comprising the secretary of state, comptroller and attorney general, will receive sealed proposals Wednesday, April 18, at the office of the comptroller for bids for printing 3,000 bound copies of the session laws of 1921.

Fitch Joins Pathescope

H. Rea Fitch, formerly production manager for the H. E. Lesan Company in New York, is now associated with the Pathescope Company. He will shortly sail for Europe as a special Pathescope representative.

Noiseless Typewriter Ad Manager

The Noiseless Typewriter Company of New York announces the appointment of Harold J. Lance as advertising manager. Mr. Lance has been with the B. F. Goodrich Company in Akron, Ohio.

Sphinx Ladies Night April 12

The Sphinx Club will hold its annual Ladies Night at the Waldorf-Astoria, New York, on April 12.

DO YOU KNOW

WEST VIRGINIA

has an up-to-date system of public schools, upon which it spends more than $4,000,000 annually? It is one of the few states in which the law requires agriculture to be taught in the common schools.

Is it any wonder that West Virginians are prosperous---that they are able to grow with great intensity, crops that increased their value of planted land from $44.00 in 1919 to $51.00 in 1920?

West Virginia daily newspapers go into the home and are read and believed by these people. The dailies will help you in your new selling campaign.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	8,071	.025
Charleston			
‡Gazette	(M)	17,079	.06
‡Gazette	(S)	20,007	.06
‡Daily Mail (E&S)		13,500	.04
Clarksburg			
‡‡Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,565	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,065	.03
Huntington			
**Herald-Dispatch	(M)	10,886	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
‡Journal	(E)	4,800	.03
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,050	.024
Wheeling			
‡‡Intelligencer	(M)	10,338	.04
‡‡News	(E)	14,166	.06
‡‡News	(S)	14,166	.06

‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

Digitized by Google

WHAT OUR READERS SAY

"Crimson News"

DALLAS, TEX., March 23, 1921.

To EDITOR & PUBLISHER: Your editorial entitled "Crimson News" voices my feelings. The tone of many of the newspapers of the United States has been lowered, as you declare. The causes are bad examples and fierce competition. It has seemed to me that competition among newspapers and among press associations is more active than in any other field, and it has caused emulation of the worst and most vicious examples.

In their mad rivalry to show the greatest circulation and the greatest lineage, publishers have felt it necessary to publish and to feature "sex stuff," scandal, vulgarity and jazz. Press associations join in supplying the material. It is not uncommon for a wire to be blocked to real news for two hours at a time because it is carrying a story that is not fit to print. A publisher who adheres to the old-fashioned ideas of decency is handicapped and defrauded.

Publishers salve their consciences by saying that the exposure of wrong-living exerts a beneficial influence upon the public mind, or, when challenged upon this count, they assert that they are meeting a public demand, that they are "giving the public what it wants."

Managers of press associations say that they carry the prurient stuff because their clients demand it. Unfortunately they are able to produce proof that many of their clients make such demand.

Also many of the younger reporters and editors have been infected with the crimson virus. They ask, "Why doesn't our paper have the courage to print stuff like the Daily Sewer?"

The reasons, explanations, excuses and defenses are not good. As you suggest, wholesome and legitimate news can be put in such form that the newspapers will sell because of it. Were this not true, the excuses, etc., still would not be good.

When I was a young chap, a friend suggested that we should go into the saloon business in a certain town. He proved to me that we could make a great deal of money out of it, and he urged that it was a legitimate business, in fact licensed by the government. Unquestionably there was a public demand for booze. I feel that I do not "recommend myself very highly" when I say that I decided that I did not want to "give the public what it wants."

If it were true that the public wants newspapers to publish rotten, degrading and lecherous stuff, and that it will not be satisfied without it, publishers nevertheless would not be justified in yielding to such demands. What has become of our proud boast that we were leaders of public thought, and that it was our mission to educate, to lead the public to better and higher things? Are we, for the sake of circulation, lineage and coin, to become worse than the canine followers of the garbage wagon?

Years ago, parents endeavored, usually with success, to keep "French novels" from their children. My father thrashed me for buying a booklet entitled "Paris by Gaslight." Years ago Texas outlawed the Police Gazette. To-day stuff just as bad or even worse gets to the children daily, through the newspapers. I say it is worse, because, the readers of immoral fiction often disbelieved it, whereas the filthy stuff of to-day is presented as fact, as often it is not.

Nor is it true that newspapers have to print the filthy stuff, upon the ground that it has come to light and others will print it if they do not. Certain large newspapers, once decent, but turned scandal-mongers, go to much trouble and expense to swell out the pegs upon which they may hang dirty stories.

And unfortunately, many of the best of our newspapers, under the stress of competition, are becoming tinged with crimson.

I do not believe in combinations in restraint of trade, but I do believe that there ought to be a combination in the interest of public morals and decency.

Pending such combination the field is improved for newspapers that print real news, truthfully, accurately and thoroughly, eschewing filth, vulgarity and jazz.

TOM FINTY, JR.,
Editor, The Dallas Journal.

P. S. and N. B.—There are no saloons now.

• • •

NEW PARIS, OHIO, March 25, 1921.

To EDITOR & PUBLISHER: Under separate cover I have mailed you a copy of the New Paris Mirror, in which I have taken the liberty of reproducing your editorial entitled "Crimson News." This is one of the best editorials along that line that I have read in many months and I want to say that it voices my sentiments in every respect. For years I have carefully edited my news copy and "crimson news" always gets "blue pencilled."

The newspaper of today is an educational institution and I feel that it behooves the modern editor to be just as careful of what he presents in his newspaper as the educator is in the school room. I regret very much to see the general tendency of the press to feature this class of news. I trust that the point of your editorial touches home and that in the future we may see less of this class of news featured in the modern newspaper of today.

RALPH R. RANEY,
Editor New Paris Mirror.

Best Headlines?

March 25, 1921.

To EDITOR & PUBLISHER: The interesting study naming the twelve papers printing the best editorial pages, which you recently published, suggests that many might be helped by a disclosure of what papers have the best headlines.

I have greatly admired in your publication a seeming determination to cover its field without fear or favor. If it takes guts to do this—and I guess it does—I hope you may be granted a continuation of the guts.

A. READER.

Mr. Wood Replies to Mr. Ayer

BOSTON, MASS., March 28, 1921.

To EDITOR & PUBLISHER: In reference to the letter printed in EDITOR & PUBLISHER last week from F. Wayland Ayer, head of the house of N. W. Ayer & Son, our views in substance by paragraphs are:

Paragraph 1. We believe the functions of a well-organized advertising agency are, first, seeking to increase its clientele and the gross volume of its business without playing favorites with any publications, allowing such business to be distributed through proper channels best suited to the interests of the advertiser; second, that no agency should directly or indirectly seek to represent any publisher or to play favorites.

Paragraph 2. Because the publisher allows agencies a commission, this does not prevent, nor does it have any bearing on the agency in question charging the client a service fee above this, if in the agency's opinion the remuneration is insufficient to pay for the service rendered.

Paragraph 3. That the agent renders a service to publishers in general by soliciting and advocating good advertising, is a service that has no compensation unless in such cases the accounts solicited be actually closed.

Paragraph 4. We agree with Mr. Ayer's contention in this paragraph, but do not agree with Mr. Ayer up to the point that he suggests that the differential discount generally prevailing is too large. We do not understand this. We believe it is too small for what the agency actually does in creating business, assuming credits and maintaining an organization that is a help rather than a hindrance to the profession.

Paragraph 5. This is a very fine point, but the precedent having been established of the publishers paying recognized agents a differential, it is in our opinion right that this differential should remain as is, and if the advertiser is paying for this, then the additional charge made by the agency for a service rendered would not necessarily be as large, if the advertiser were compelled to stand the entire burden of a service charge. As it now is, it seems to us as though the publisher helped out with his agency differential and made the burden that much less for the advertiser.

Paragraph 6. We do not see how the differential to the agents can be based on a sliding scale, according to the size and importance of the agency in question, for this would unquestionably create jealousy, and at times certain agents would not find themselves in the class where they rightfully belonged, if the matter were left entirely for the publisher to determine whether one agent was entitled to 5 per cent and another to 25 per cent. The size of an agency and the volume of business it does is not a fair criterion of service that is or may be furnished a client. Some agents with only a few choice accounts unquestionably give more intensive service, because their existence depends on retaining these clients; whereas certain agencies handling large volumes of business frequently lose accounts for lack of intensive study and application.

Paragraph 7. Under no circumstances would we use our influence to directly or indirectly attempt to dictate to a publisher as to his rates. If in our opinion the publisher's rates are out of proportion to his circulation and quality of circulation considered as well, we believe it is our privilege to place our client's business elsewhere.

Paragraph 8. We believe there is a fundamental basis which entitles a publisher to charge so much per line per thousand circulation for his advertising space. If he has overcharged in the past, then he should reduce his rates, although this argument is frequently offset by publishers who claim that they have not raised their rates when entitled to do so. This is a matter entirely up to the publisher.

WOOD, PUTNAM & WOOD COMPANY,
ALLAN H. WOOD, *President.*

J. G. Ham on Mr. Ayer's Views

NEW YORK, March 28, 1921.

To EDITOR & PUBLISHER: F. Wayland Ayer states in his letter last week that the policy of his agency has been to serve their clients rather than the newspapers, a statement brought out because most publishers seem to be impressed with the idea that in securing new business the agency's sole thought is in the interest of the newspapers, and in too many instances the agencies promote that idea.

That the agency is in the employ of the advertiser has always been my view, and his success or failure depends on the number and class of his employers and not on what any publication may do for him. If this fact was recognized by the publishers one-half of the so-called agencies would be eliminated. It is my opinion that I as a direct advertiser am placing a larger amount of money with the newspapers than one-third of the agencies that are recognized by the A. N. P. A., and am entitled to all the differential, as Mr. Ayer calls the commission, granted to any party.

Certainly if working in the interest of newspapers warrants recognition, no agency has a higher claim than the consistency with which I have sung their praises and no one will question that I have practised what I have preached. Yet my pleading and fighting for the newspapers has all been done in the interest of my employer.

Very respectfully,
THE CENTAUR COMPANY,
J. G. HAM.

The All-American Team

NEW YORK, March 24, 1921.

To EDITOR & PUBLISHER: Suppose the students of an engineering school assembled the perfect motor and failed to include a carburetor.

It would be no more surprising than the judgment shown by the journalism students of the University of Illinois who picked the ideal newspaper without including a sports department.

The engine could not function without a carburetor and a real newspaper cannot cover its field without carrying sports.

Strange also in technique was the recent article in the EDITOR & PUBLISHER by H. F. Harrington and E. S. Watson.

They picked an "All-American Daily Newspaper." They applied a strictly sport term, used sport vernacular, carried the metaphor throughout by open comparison to football and then—disregarded sports entirely in naming the "team."

Sports and athletics need no tribute. Experience during the war proved what a vital part boxing, baseball and football play in the development of the ideal man and the perfect soldier. We have recent proof that the Germans realized how they were handicapped by their former disregard of athletics.

Walter Rutt, a German who had four years' service as a "motorcycle runner" with the Kaiser's forces during the war, competed in the most recent six-day bike race here. He said that Germany, realizing how athletics had helped in their defeat, is taking up all kinds of sport. The Germans saw their first of boxing while prisoners of war in England and they took the sport back home with them where the game is beginning to flourish.

When such institutions as the United States Army and Naval Academies, Yale, the University of Michigan and many others have adopted a policy of compulsory athletics for all, and when these institutions and others find the investment of millions of dollars for the maintenance of athletic systems well spent, sport needs no further endorsement.

But to "talk shop" on the subject—

It stands to reason that if 75,000 persons, comprising the "cream of the land," go to see Yale and Harvard play football; if 50,000 of the so-called middle-class flock into the Polo Grounds to see "Babe" Ruth hit a home run; if 40,000 of what some refer to as the "lower classes" go to a boxing match, a good many of them are going to read about those sports in the daily papers.

How many of the millions and millions of people who follow sports are more impressed by the "typographical display" of a newspaper that by a well written story on football, baseball, boxing, tennis, golf, etc.?

Would those readers absorb all the intellectual features of the editorial page about the Island of Yap and other vague subjects if all the managing editors ruled out the sports page?

"Big League papers," such as secured seven places on the "All-American" paper devote on the average of two papers daily to sport. The Sunday editions carry whole sections.

The sport staffs of New York papers average from five to twelve men at salaries from $2,400 to $15,000 a year and more in a few instances. The sport departments of metropolitan papers have their own copyreaders, their own feature writers, their own photographers and their own artists and cartoonists. They are perhaps more of a paper within themselves than any other department.

If the public were not interested in reading sports would all the golf, baseball and boxing "trade papers" and magazines thrive and make money?

Syndicate services present figures to show that sport features find just as big a market and sell for just as much money as editorial features, fashion features, health hints, beauty talks and other things with which little-read pages of the big dailies are littered.

There is no denying that "editorial paragraphs" occupy an important place in the columns of a daily newspaper, but we have never seen the time when the material was so good and the subject so interesting that they would draw a streamer head on every front page as sport does during the world's series, for instance.

Big newspapers spend almost as much money in a year covering sports as they do in getting foreign and domestic news for page 1 and page 2.

If any absolute proof is needed that sports constitute a major department of a newspaper, that sports deserve a prominent place on any "All-American" paper, it might be well to cut out the sport page and all sport matter in a paper and let the opposition "play them."

Tex Rickard, the greatest of all boxing promoters, says: "You can always tell at the box office;" and the M. E. who allowed the opposition to "play sports" would see the results in the business office.

From a distance we can hear the size of the wail that would have come from Urbana last fall if none of the papers carried anything on the Illinois-Ohio State football game.

Sincerely,
HENRY L. FARRELL,
Sports Editor, United Press Assn.

• • •

NEW YORK, March 25, 1921.

To EDITOR & PUBLISHER: You certainly started something when you printed the lineup of an All-American daily newspaper team last week.

Here is a subject of real interest to every live newspaper man in the country; a topic that offers no end of opportunity for interesting discussion and comparisons.

The team as selected by the students of the University of Illinois School of Journalism is certainly a representative one, though it will surely stir up a few "comebacks."

The eleven departments or "positions" on the team selected by the students, in the opinion of the writer, should come in for criticism right off the bat.

The rising young editors at Urbana overlooked one of the widest read and most important of newspaper departments when they failed to mention sports.

Editorials, news, advertising, public service, features, etc., were incorporated in the selection as "positions." Sports did not get a rumble.

Of the newspaper features mentioned "news" alone can compete with "sports" as a circulation getter and in this age the sports page takes rank as one of the most important features of every up-to-date newspaper in the country.

It is the belief of the writer that sports should rank fourth among the various departments of a newspaper, giving way to public service, news and editorials alone.

Ask the circulation manager of any hustling daily to enumerate the selling virtues of his paper. One of the first departments he will mention is sports.

At least every other man, woman and child in this country between the ages of five and fifty is interested in some form of athletic endeavor. Baseball, boxing, golf, tennis, racing, bowling, rowing, shooting, skating, athletics, etc., claim millions of devotees throughout the land. The women and girls of America read the sports news day by day and a big percentage of them have learned to look forward to it eagerly. The men folk, quite naturally, turn to sports as a matter of course.

When it is remembered that the newspapers of America spend millions of dollars annually in giving sporting news alone to their readers the importance of this great department must be appreciated.

One more argument in favor of sports:

News and advertising alone claim greater space in the average newspaper than do sports. Most of the country's big newspapers devote two pages to sports every day and print a veritable sporting magazine or section on Sundays. Do they devote two pages to editorials, features, the drama, personals or editorial paragraphs daily? They do not.

Thus it is that the writer respectfully suggests that sports should be given its just dues and that no All-American newspaper team could possibly be complete without it.

JACK VEIOCK,
Sporting Editor, International News Service.

• • •

NEW YORK, March 27, 1921.

To EDITOR & PUBLISHER: Your "All-American" newspaper team was built around a sport feature, and yet you didn't think enough of sports as an essential department of a newspaper to include it in your team. Why?

From my observation, the average male reader of a newspaper turns first to one of two pages—the market or the sport section. The ads are almost wholly read by women, the editorials by highbrows or "oldest subscribers," and the plain, everyday news which we fellows work our heads off to collect, is merely filler unless it is something sensational.

Do you think any sane publisher in the country would try to run a newspaper without a sport section? I don't, and I don't think anyone else does.

Why don't you carry your research a little farther and obtain views on the best-balanced newspaper in the country? Try this test—suppose you were shipwrecked on a desert island and could have only one daily paper. Which one would it be?

HAROLD D. JACOBS,
United Press Associations.

Calls Licensing and Badging Newsies "Un-American"

PHILADELPHIA, PA., March 28, 1921.

To EDITOR & PUBLISHER: In the State of Pennsylvania there are thousands of boys who sell or deliver evening newspapers near their homes in the small towns and residential city districts. They receive their papers at a certain place, near home, every evening after school and their parents know exactly where their sons are between dismissal of school and supper time.

These boys are bright, capable fellows who will eventually become America's best business men because of the training they receive on their newspaper routes. While in most cases these boys do not support their families, and in many cases do not even help, they do, unquestionably, earn enough to clothe themselves, thus enabling them to remain in school longer than they otherwise would, if entirely dependent upon their parents.

Under the present state law boys are not allowed to sell papers under twelve years of age and unless they attend school. Under a new law (H-R-884) it is proposed to license and badge every one of these boys, and to place them under the control of the local school boards in every district—in addition to the department of labor and industry, as at present.

This proposed law makes it imperative that every local school board employ enforcement officers and make such rules and regulations, including issuance of licenses and wearing badges, as may be deemed wise by the individual board, to control these boys. Should the local board not formulate such regulations as would meet the approval of the state superintendent of education, the local board's state appropriation would be withheld. This penalty seems very harsh, and difficult to understand.

The Inter-State Circulation Managers' Association which represents 140 daily newspapers

Digitized by Google

in Pennsylvania, contends that this additional legislation is unnecessary, unfair and extremely burdensome upon school boards and the public. Without notice to newspapers, this bill has been approved by the House committee on education and is now before the House on third reading.

The newspapers of Pennsylvania contend that this legislation is un-American, inasmuch as it compels a school boy (who may be helping support himself so that he may obtain a proper education) to become licensed and wear a badge like a street cleaner, when no possible good can be accomplished thereby. The existing law has been in effect since 1915 and no need has been found to change it.

At this particular time, when family expenses are high and more and more men are losing their positions every day, it does not seem proper to impose additional burdens, when no conditions have arisen to make such proposed legislation available.

We therefore ask a vote against this measure.

Very truly yours,

INTER-STATE CIRCULATION MANAGERS ASSOCIATION.

R. L. McLean, Philadelphia Bulletin; A. R. Michener, Harrisburg Telegraph; J. H. Miller, Jr., Pittsburgh Gazette-Times; C. N. Andrews, Easton Free Press; Charles R. Buck, Lancaster Examiner-New Era; J. C. Dight, Butler Citizen.—Committee.

Fine Papers in South America

BUENOS AIRES, March 4, 1921.

To EDITOR & PUBLISHER: I am in receipt of your 1920-1921 International Year Book and you certainly are to be congratulated for this useful publication. Hope next year will see the papers of South America included as there are some mighty fine ones down here.

J. A. McNEIL,
Director of Circulation, La Nacion.

Letters for Road Salesmen

The Bureau of Advertising of the American Newspaper Publishers Association has prepared a series of letters for the use of sales managers to link up their roadmen with newspaper advertising in their territories. The series is entitled "How Newspaper Advertising Helps the Men on the Road" and is in response to requests by national advertisers for the Advertising Bureau to outline letters showing the advantages which the advertising done by "the house" offers the men who sell merchandise to the retail trade. The letters are nine in number and can be used by any newspaper advertiser by simply filling in name of product advertised. Arranged in handy booklet form.

Contempt Sentence Suspended

After a plea by Robert O. Scallan in behalf of himself and William P. Beazell, both reporters for the New York World, Justice John V. McAvoy in the Criminal Branch of the Supreme Court suspended sentence on them March 31. He had adjudged them guilty of contempt of court for the publication of an article on February 26 in which it was asserted that a change of pleas in the limestone cases growing out of the Lockwood investigation last fall was made "in the secrecy of chambers."

"Marse Henry" Quits Texas for Home

GALVESTON, Tex.—Col. Henry S. Watterson, of Louisville, who has been spending a winter vacation here, left last Saturday for his home in Louisville. Col. Watterson with Mrs. Watterson, Mrs. W. A. Miller, their daughter, and her two children have been in Galveston for several months, making their home at the Galvez.

TWO USE SAME TRADE MARK

Jergens' Right to "Woodbury" and "Neckless Head" Limited by Court

An interesting legal controversy involving the proprietary rights in the "neckless head" trade mark distinctive to "Woodbury" in connection with toilet articles and dermatological preparations has been settled by a decision of Judge Hugh M. Morris, sitting in the U. S. District Court for the district of Delaware.

By the decision the Andrew Jergens Company, which claimed exclusive right to use the trade mark in any and all phases of its business, is entitled to its use in connection with certain specified preparations only. Outside of these specified articles Woodbury, Inc., William A. Woodbury Distributors, Inc., and Woodbury System, Inc., business descendants of the originator of the trade mark, have sole title.

The somewhat peculiar condition of two parties being entitled to use the same mark, one to a limited degree only, is thus upheld by the court after a controversy that traces its history over a score of years.

That history is long and involved. In 1901 the Andrew Jergens Company bought from John H. Woodbury, the founder of the business using the trade mark, and his companies the right to manufacture certain preparations and to use in connection therewith the name "Woodbury" and the "neckless head. After that date the history is a story of reorganizations and bankruptcy and sale to the Jergens Company of the entire right to the name and the trade mark. The second sale, purporting to convey full title to the trade mark, the court holds to be non-effective because of lack of ownership on the part of the vendor.

The Woodbury Company, a New York corporation, is, therefore, held to be the owner of all rights to the name "Woodbury" and to the "neckless head" trade mark except for a license for its use on a few specified commodities previously granted to the Andrew Jergens Company.

A. N. P. A. DIRECTORS MEET

Routine Business Discussed—Convention Plans Same as Last Year

The board of directors and several officers of the American Newspaper Publishers Association met in New York March 31. On adjournment, it was stated that routine matters only were discussed. Those present were President T. R. Williams, Edward H. Butler, Frank G. Bell, John Stewart Bryan, Elbert H. Baker, Paul Patterson, E. P. Adler, W. H. Dow, George H. Larke, Charles H. Taylor, Jr., and L. B. Palmer.

It was decided that the annual convention program will be the same as last year. The convention will open at the Waldorf-Astoria April 27 and close April 29. The annual luncheon of the association will be given Thursday, April 28, and the Advertising Bureau luncheon on April 27. The speakers have not yet been decided upon.

Marysville Democrat-

IF YOU ARE
A SPACE BUYER
WE WOULD LIKE TO KNOW
WHAT YOU WANT TO KNOW
ABOUT MARYSVILLE
ASK US

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

LAND VALUES

WISCONSIN

The average acre value of all Wisconsin farm lands with improvements, is estimated by the Wisconsin State Department of Agriculture at $125 compared to $109 in 1919 and $102 in 1918.

Average value of farm lands without improvements is estimated at $84 per acre, compared to $80 in 1919.

The total value of crops produced in 1919 amounted to $433,039,000.

Wisconsin is the fourth state in the production of hay.

Wisconsin is the first state in production of flax.

Wisconsin is the "Land of Opportunity," not only to the farmer or stockgrower---but to any National Advertiser. The people of this state are loyal to their home newspaper. You must use these dailies to reach the buying class.

		Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E)	7,915	.035
Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegram	(ME&S)	7,957	.035
*Fond du Lac Reporter	(E)	5,325	.03
Green Bay Press-Gazette	(E)	9,716	.04
Kenosha News	(E)	5,262	.025
La Crosse Tribune and Leader-Press	(E&S)	12,085	.05
Madison (Wis.) State Journal	(E&S)	13,371	.06
‡‡Milwaukee Journal	(E)	113,888	.20
‡‡Milwaukee Journal	(S)	92,031	.20
Milwaukee Sentinel	(M&E)	82,927	.14
Milwaukee Sentinel	(S)	74,606	.14
Racine Journal-News	(E)	8,092	.045
Superior Telegram	(E)	10,091	.05
‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.
‡‡Publishers' Statement, March 1, 1920.

Digitized by Google

THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

WILLIAM PERRINE DEAD IN 63d YEAR

Editor of Philadelphia Bulletin Since 1895, He Was Long Known as Magazine Writer and Historian of His City

(*Special to* Editor & Publisher)

PHILADELPHIA.—This city lost one of its leading editors in the death last Friday of William Perrine, editor-in-chief of the Evening Bulletin. Death was caused by septic poison arising from an abrasion of the foot.

William Perrine

Mr. Perrine, who was in his 63d year, had been seriously ill since Washington's Birthday.

Mr. Perrine had been editor-in-chief of the Evening Bulletin since 1895 when William L. McLean the present owner and publisher bought The Bulletin. Under Mr. Perrine's editorship and the ownership and management of Mr. McLean, the Evening Bulletin has during these twenty-six years risen from a position of comparative obscurity to the foremost ranks of American newspapers.

The funeral was held Monday afternoon, the twenty-eighth, the services being quite simple and the interment private. The honorary pall bearers included men prominent in the newspaper profession, business and public affairs.

Mr. Perrine played a big part in the development of the Evening Bulletin both as editor-in-chief and through his own writings. Under the nom de plume of "Penn" he contributed a daily article to the editorial page of the Bulletin, which was published under the title of "Men and Things," and it is no exaggeration in the least to say that Mr. Perrine's "Penn" articles have been more widely read than any other editorial feature published in a Philadelphia paper. In fact there have been few editorial features published in any American newspapers that have been more popular than "Men and Things."

In his "Penn" articles Mr. Perrine dealt with an amazing number and variety of subjects, most of which were related in some way to Philadelphia and the city's history. He knew his city as few editors know the communities in which their papers are published. He had read exhaustively, travelled extensively—all of which gave him an extraordinary fund of information, and, in addition, he possessed a truly remarkable memory.

He had attended every national convention of both major political parties, every Pennsylvania State convention and every Presidential and Pennsylvania gubernatorial inauguration for thirty-five years except the inauguration of President Harding.

He was born in Philadelphia, November 5, 1858, a lineal descendant of the French Huguenot family of Perrine which settled on Staten Island early in the seventeenth century. He was educated in the public schools of his native city and began his newspaper career as an assistant to Thompson Westcott of the old Sunday Dispatch. In addition to his newspaper work, Mr. Perrine assisted Mr. Westcott in the preparation of "Scharf and Westcott's History of Philadelphia." About 1875 he joined the staff of the Philadelphia Inquirer and also wrote political articles for Taggart's Sunday Times. Later he did editorial work on the Inquirer and in 1886 he went to the Bulletin as an editorial writer. He continued in the latter work until 1895 when he became editor-in-chief of the Bulletin.

In addition to his newspaper work, Mr. Perrine did considerable magazine writing, many of his political and historical articles being published in the Saturday Evening Post and the Ladies' Home Journal.

In spite of his editorial and literary responsibilities and duties, Mr. Perrine found time to travel all over the world, his journeys taking him not only over the customary routes but to many of the out-of-the-way and unusual spots in this country and abroad. He was in Europe when the World War started in 1914. He succeeded in getting from Switzerland to Paris where he had an experience that for a short time was more thrilling than pleasing. One afternoon while seated in one of the gardens of the Louvre he was in momentary danger of being mistaken for a spy owing to his remaining there after the hour of closing, in ignorance of a suddenly enforced war rule against sitting in the parks.

Mr. Perrine was married when he was a young man to Miss Anna Elizabeth McLean of Boston. They had no children and Mrs. Perrine died seventeen years ago. Mr. Perrine is survived by a brother, Martin F. Perrine of Philadelphia and several nieces and nephews.

Obituary

CHARLES D. CLARKE, who in 1879 founded the Bath (Me.) Independent, died at Bath, March 24. He had been editor of the Bath Times and Augusta Kennebec Journal, and had written many scores of special articles and poems for various publications. He was born at Bath 65 years ago.

JACOB COTNER, Jr., business manager of the American Boy Magazine, died in Detroit, March 18.

JOSEPH O. HAYDEN, editor and publisher of the Somerville (Mass.) Journal for more than 44 years, died last week in Somerville. Mr. Hayden went to Boston in 1868 and became cashier of the Boston Times, later assuming the treasurership, and in 1876 became editor and publisher of the Somerville Journal. He was a member of the Boston Veteran Newspapermen's Association, a former president of the Suburban Press Association of New England, and a former treasurer of the Massachusetts Republican Editorial Association.

CHARLES HADDON CHAMBERS, journalist, playwright and author, died in London March 28, aged 61 years.

JOHN NORVAL MARCHAND, newspaper and magazine artist, died last week in Westport, N. Y., aged 46 years. He had been an illustrator on the Minneapolis Tribune and New York World in the nineties and later did magazine art and drew for the books of Cyrus Townsend Brady, Alfred Henry Lewis, Thomas Dixon and other authors.

REV. EDWARD LORD, father of Chester S. Lord, for 32 years managing editor of the New York Sun and grandfather of Kenneth S. Lord, city editor of the New York Herald, died at Clifton Springs, N. Y., March 27, two days before his hundredth birthday.

WARREN CHENEY, editor of the Berkeley (Cal.) Mining Press and the Overland Monthly, is dead. He was also an author and served as correspondent for

"Something *to* Think About"

the tri-weekly article by F. A. Walker

A Permanent Attraction to Thoughtful, Intelligent Readers

McClure Newspaper Syndicate
373 Fourth Avenue New York City

FIRST
in automobile advertising

For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.

The Indianapolis News

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Use Newspapers on a 3 Year Basis

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

"The African World"
&
"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

The Mount Vernon, N. Y.
DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

THE TIFTON, GA. GAZETTE

is the only daily newspaper published in Tift County.

Tifton's principal industries: A packing plant, oil mill, fertilizer factories, cotton mill, farm implement works, etc.

Tift County produces live stock, cotton, corn, peanuts, cane, syrup, potatoes, fruit, etc.

Tifton and Tift County are covered thoroughly by the Daily and Weekly GAZETTE.

Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

Digitized by Google

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

The
Travelog Boy
IS MAKING GOOD
as Washington correspondent for the "Junior" department of a number of papers.
Why not put him on your staff?
The International Syndicate
BALTIMORE, MD.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

Famous Wits of History
A short magazine page feature twice a week.
NEWSPAPER FEATURE SERVICE
241 W. 58th ST., NEW YORK

OF THE SHAFFER GROUP
The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the first ten months of 1920, with a total of 822,324 agate lines exceeding its nearest evening competitor by 101,087 agate lines.
THE CHICAGO EVENING POST
Chicago's Class Newspaper
OF NEWSPAPERS

the San Francisco Chronicle in the Balkans in 1883 and 1884.

WILLIAM REED DUNROY, poet, former newspaper man and for a long time one of the best known publicity agents in Chicago, died March 28 from the effects of wood alcohol poisoning. Mr. Dunroy, who had not taken a drink of liquor in years, asked a friend to get him some whiskey to cure a cold. Shortly after drinking the stuff he was taken violently ill and examination revealed that he had swallowed wood alcohol.

JOHN BACHMANN, former telegraph editor of the Buffalo Times, died at his home in Buffalo of pneumonia after one week's illness, aged 53 years. Mr. Bachmann's first newspaper experience was with the Hornell (N. Y.) Tribune. At the time of his death he was treasurer of the National Candy Company.

MRS. MARGARET E. TELFORD, aged 70, died at Beaver Falls, Pa., March 27, after a brief illness. Mrs. Telford was the widow of John Telford, a prominent Western Pennsylvania editor and for some years after his death she was president of the Beaver Falls Tribune.

SMITH CURTIS, aged 87, publisher of the Beaver (Pa.) Argus and one of the oldest active newspaper men in Pennsylvania, died at Beaver March 25 from pneumonia.

PROF. T. D. O'KELLEY, formerly prominent as a Georgia newspaper publisher, postmaster for some time at Conyers, Ga., died recently aged 64 years.

MRS. ALICE R. MCGILL, society editor of the Philadelphia North American, died, suddenly, March 27, of uræmia. Mrs. McGill was on the staff of the Philadelphia Press from 1911 to 1916, when she joined the North American as society editor.

FRANK A. BOWEN, a pioneer Oregon newspaper man, died recently at his home in Portland. He founded the Huntington Herald in 1889 and afterwards was associated with the Baker Herald and the Baker Democrat.

SHEPPARD FRIEDMAN, for many years on the New York World news staff, died this week of pneumonia, aged 47 years. He had also been with the Fort Worth Gazette, New York Herald, Telegraph, Telegram and Evening World, and was well known in the theatrical profession as a publicity man for various productions.

A. A. CUTAIR, in charge of the Western Union wires in the New York Herald office, died at Daytona, Fla., March 27, while on his vacation. He was 57 years old.

COL. M. A. ALDRICH, one of the founders of the Milwaukee Journal and a former managing editor of the Boston Globe, Detroit News, St. Louis Star and other newspapers, died in Chicago March 26.

MRS. T. S. STONEBREAKER, 55 years old, mother of J. N. Stonebreaker, of the Kirksville (Mo.) Daily Express and formerly president of the Missouri Press Association, died February 23.

U. P. Bureau Moves to Houston

SAN ANTONIO, Tex.—The bureau of the United Press has been moved to Houston, Lawson May is manager. The Houston Press and Port Arthur News are leased wire clients of the United Press.

Oxford Paper Mill Closed

RUMFORD, Maine.—The Oxford Paper Company has closed its paper mills here for an indefinite period because of the over-stock of paper at the mills. All available storage space is filled.

ALFRED G. SPRIGG DEAD

Long An English Editor and Active Officer of Newspaper Society

LONDON.—One of the most active workers in the interests of newspaper publishers has been lost to English journalism in Mr. Alfred Gordon Sprigg. Formerly managing editor, Scarborough Post, and associated with daily newspapers in Sheffield and Leeds, he took charge of the Leicester Mail when that paper was started a few years ago.

A. G. Sprigg

Recently he had given much of his time to administrative work in connection with the Newspaper Society, London, of which he was vice-president and a member of the Executive Committee, and would, in all probability, have been next year's President.

Mr. Sprigg was one of the delegates to the Imperial Press Conference in Canada last summer, during which he contributed to EDITOR & PUBLISHER an informative article dealing with the growth of the British evening paper in cities outside the metropolis.

Denman On Mergenthaler Staff

Francis T. Denman has been appointed assistant manager of the Mergenthaler Linotype Company's publicity department, which has moved into new offices on the nineteenth floor of the Printing Crafts Building, 461 Eighth avenue, New York. Mr. Denman, who succeeds Norman S. Githens, now advertising manager of the F. Wesel Manufacturing Company, New York, has had several years' practical experience in the printing business. He is a graduate of the department of graphic arts of the Carnegie Institute of Technology at Pittsburgh and was formerly a member of the publicity staff of the Westinghouse Electric & Manufacturing Company of East Pittsburgh.

New Linotype Speed Record

SUMTER, S. C.—P. Frank Patton, operator on the Daily Item, last week made what is claimed to be a new speed record on the Model 3 Linotype, setting 3,114 lines or 69,286 ems of 7 point on an 8 point slug, 13 ems wide, in 6 hours. His average was 519 lines an hour, or about 8½ lines a minute. The machine operated by Mr. Patton has been in continuous service since 1904.

May Double Capital Stock

PITTSBURGH, Pa.—The stockholders of La Trinacria Printing and Publishing Company, which owns La Trinacria, an Italian newspaper, will vote March 21 on a proposal to increase the capital stock from $10,000 to $20,000.

Bulletin for Texas Press

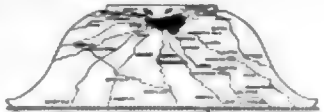
ROCKDALE, Tex.—John E. Cooke, president of the Texas Press Association, and Sam P. Harben of Richardson, secretary, will issue a monthly bulletin to members. The bulletin is known as the "Confidential Messenger," and contains information concerning matters of interest to members of the association, who sell advertising and buy print paper.

The Detroit News
THE 1920 lead of the Detroit Sunday News is one more proof that advertising volume follows the route of largest circulation.

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

A business depression has no terrors for the North Jersey Shore—the field dominated by
THE ASBURY PARK PRESS
(Evening and Sunday)
This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.
It requires a panic, indeed, to seriously affect all of these lines of endeavor.
Member A. B. C. *Standard Rate Card*
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

IN NEW ORLEANS IT'S—
THE NEW ORLEANS ITEM


The PLAIN DEALER MARKET
is all of N. Ohio
The Plain Dealer
Cleveland

NEW DAILY NEWSPAPERS

The Nevada County Picayune has been started at Prescott, Ariz., as a six-day evening paper.

The Columbus (Ind.) Herald has been issued as an evening paper, with a morning rural route edition.

The Freeport (N. Y.) Nassau County Review has shifted from the weekly to the daily field and appointed the George B. David Company, New York and Chicago, as advertising representative.

The Marshfield (Wis.) News has been issued as a six-day evening paper.

The Peru (Ind.) Daily Tribune has purchased two linotype machines and will begin publication early in April. It resulted from the declaration of the two other local dailies and two weeklies for open shop composing rooms.

The Graham (Tex.) Leader, a weekly since 1876, has become a daily paper.

Lancaster New Era to Build

LANCASTER, Pa.—The New Era Printing Company, Inc., has purchased the Sener and Christian Science Church properties, at the northwest corner of Prince and Orange streets, upon which will be erected one of the finest, most modern, completely equipped and conveniently arranged printing and publishing plants in the state. It will front on Prince street and extend along West Orange to Water street—100 by 150 feet. J. R. Gilbert is president and general manager of the New Era.

American Art News Sold

The American Art News has been purchased by Peyton Boswell and S. W. Frankel from the estate of James Bliss Townsend, who died recently after a long tenure of its editorial chair. Both of the new owners were identified with the paper's editorial conduct under Mr. Townsend's régime.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Duplex Tubular Plate Press, only two years old; an unusual opportunity for the publisher who needs a press faster than his Flat Bed; prints 4, 6 and 8 pages, half or quarter page fold and as field develops additional printing units can be added.

4, 6 and 8-page Duplex Press; this is an Angle Bar Flat Bed Machine in fine running condition.

Goss Comet 4, 6 and 8-page press; this machine has printed daily with small circulation and always received good care. Prices reasonable. John Griffiths, 41 Marshall St., Poughkeepsie, N. Y.

For Sale

Stereotype Press, including complete stereotype equipment, all excellent condition; prints up to 20 pages inclusive, 7 or 8 columns; will bear rigid inspection; only reason selling need 32-page press; big value. Address Box C-927, Care EDITOR & PUBLISHER.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted

Model 8, 9, 14 Linotype or Model C Intertype and Ludlow wanted; state serial number, condition, and lowest cash price. Address Box C-941, Care EDITOR & PUBLISHER.

FOR SALE

Two curve plate casting boxes, rocker type, will cast 7 column 21 inch plate.

One three platen steam table without steam generator.

One matrix roller, with motor.

All in first class shape (Goss Printing Press Company equipment). Used seven years, displaced by moving. First fair offer received takes them.

Peoria Star Company

PEORIA, ILL.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINN.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.

Skowhegan, Maine

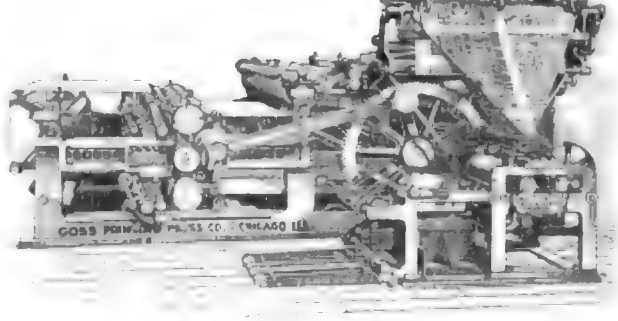
Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City

Phone Rector 9057-8-9

GOSS
COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers

From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 W. Forty-second St.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

Live wire, 35 years old, desires situation as assistant manager, or advertising manager on up-to-date daily, can handle all kinds of advertising; familiar with one of the best classified systems and have increased classified columns 100 per cent in last three months on papers where now employed. Can prove worth. Reason for changing, desire greater chance for advancement. Address Box C-936, care of EDITOR & PUBLISHER.

Advertising Solicitor

and business developer. Has fine record of new business development. Handles display or classified advertising. Writes copy that pulls. Expert business training—best of credentials. Is open to new field of work—big paper preferred with proposition of $50 00 per week. Write C-944, care of EDITOR & PUBLISHER.

Advertising Solicitor

Am bringing in business now at rate of $50,000 a year on medium grade publication; want to change for satisfactory reasons; prefer to remain in New York, but can take middle west charge of periodical. Address Box C-950, Care EDITOR & PUBLISHER.

Advertising Manager and Systematizer

A real producer—open for position. Now classified advertising manager; prefer Philadelphia or nearby; please give full particulars. Address Box C-945, Care EDITOR & PUBLISHER.

Advertising Solicitor and Service Man

Able to get and hold business; have handled general line of copy and service work; 30 years old; want place with a paper of 10,000 and up; eight years' experience; at present employed and will come on short notice. Address Box C-949, Care EDITOR & PUBLISHER.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, care EDITOR & PUBLISHER.

Business Manager or Advertising Manager

If you are not getting the desired results—you have just the proposition I am seeking. Young married man with unquestionable record, of over 15 years' experience, including metropolitan. Address Box C-948, Care EDITOR & PUBLISHER.

Classified Advertising

Young man, 28, plenty of pep and constructive ideas, with experience on various papers in east and middle west. Can take entire charge or assist busy manager; can produce on the street; will consider any section. Address Box C-953, Care EDITOR & PUBLISHER.

Managing Editor

Twenty-six, doubled circulation in eight months, wants job in Atlantic seaport city of twenty-five to hundred thousand population; knows marine end; wants to settle down where ability to produce will win a place of permanency; experience in metropolitan field. Address Box C-951, Care EDITOR & PUBLISHER.

Circulation Manager

A-1 circulation man schooled in all departments and familiar with practically all distribution systems; good organizer and exceptional promoter; gilt-edged reference; 27 years old; married; engaged at present; reason for leaving present position, dissatisfied; can furnish A-1 reference from present employer. Address Box C-952, Care EDITOR & PUBLISHER.

Cartoonist—Artist

Experienced, wide-awake man, now on city daily, wants to make change; now handling comics, commercial and layout art—graphlex and dark room work. nly permanent connection considered. Address Box C-930, Care EDITOR & PUBLISHER.

Circulation Manager

Circulation manager desires permanent connection with "live daily;" experienced in directing all phases of circulation; promotion a specialty. Box C-919, Care EDITOR & PUBLISHER.

Situation Wanted

By sheer ability and without pull I have come up through the ranks from cub reporter to political reporter, Washington correspondent, feature writer, "colyum conductor" and editorial writer. Have traveled extensively in the U. S. and abroad and have acquired a wide range of knowledge from observation, personal contact and copious reading. Now, in the prime of life, charged with vigor, and unafraid, I want to realize on these assets. Who wants an editor or editorial assistant capable of fulfilling any demands made upon him? Must have month's time to effect change. Address Box C-929, Care EDITOR & PUBLISHER.

Editorial Writer

Paragrapher, humor columnist seeks connection with strong organization; have had executive experience. Address Box C-943, Care EDITOR & PUBLISHER.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Editor

Editor, twenty-one years' experience, sixteen on one paper and now editor of a daily; brief, conservative in labor and politics; New England man; fifty years old; writer of first class editorials, special articles, interviews and dramatic criticism and especially good at humorous work; capable of taking editorial charge; would like another position, in eastern states. Address Box C-934, Care EDITOR & PUBLISHER.

Newspaper Manager

Who can show successful record as organizer and money maker seeks position as business manager or general manager of daily newspaper. A worker, with experience in every department of newspaper making, who can get others to work with him. Young enough to be energetic and old enough for good judgment and stability. Can get business and hold it. Will go anywhere that opportunity offers, but not a floater and want permanent connection. Address Box C-947 Care EDITOR & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Help Wanted

Foreman mailing room by morning paper of about 60,000 daily and Sunday, 150,000—weekly. Must be sober, reliable, expert in handling men, and will at all times conduct the affairs of the mailing room in the interest of the management and co-operate with same. Correspondence confidential; give references and state experience. Address Box C-928, Care EDITOR & PUBLISHER.

Young Man

Wanted—Young, energetic American as salesman of newspaper supplies; without necessarily any sales experience, but with good appearance and preferably a working knowledge of the paper or publishing business; excellent future for the right man. Address Box C-954, EDITOR & PUBLISHER.

Classified Manager

Wanted for newspaper in one of the larger mid-western cities. Prefer a man who has been acting as assistant manager and who desires the opportunity to demonstrate his ability as a producer and executive. Address, stating experience, reference and salary, Box C-942, Care EDITOR & PUBLISHER.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Buy

Interest in evening paper, preferably in Pennsylvania, Ohio or New Jersey, and take charge of advertising and business management; am now business manager of large, successful newspaper. State salary, prospects and details. Address Box C-926, Care EDITOR & PUBLISHER.

NOTICES

6c A WORD for advertisements under this classification. Cash with order.

INTERNATIONAL PAPER COMPANY

NEW YORK, March 30, 1921.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable April 15, 1921, to preferred stockholders of record at the close of business April 8, 1921.

OWEN SHEPHERD, *Treasurer.*

SHOWALTER'S
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

Changes Column Width

MARTINS FERRY, Ohio.—The Daily Times has changed from seven columns, 13 ems to eight columns, 12 ems wide by 21 inches deep.

35.5 PERSONS PER MILE IN U. S.

Rhode Island Stands Highest with 365.4—Nevada Lowest

The average density of population in the United States in 1920 was 35.5 persons per square mile, according to the Government Census Bureau. This is an increase from 30.9 per square mile in 1910, 25 in 1900 and 21.2 in 1890.

Rhode Island has the greatest number of people per square mile, while Nevada has the least. The density of Rhode Island is 365.4, while in Nevada it is only 0.7. In five States—Rhode Island, Massachusetts, New Jersey, New York and Connecticut—the number of people per square mile exceeds 200.

The density of population of the various States is as follows:

Alabama	45.3	Nebraska	16.9
Arizona	2.9	Nevada	0.7
Arkansas	33.4	New Jersey	420.0
California	22.0	New Mexico	2.9
Colorado	9.1	New York	217.9
Connecticut	236.4	North Carolina	52.5
Delaware	113.3	North Dakota	9.2
Florida	17.7	New Hampshire	49.1
Georgia	49.3	Ohio	141.4
Idaho	3.2	Oklahoma	29.2
Illinois	113.7	Oregon	3.2
Indiana	81.3	Pennsylvania	194.5
Iowa	43.2	Rhode Island	566 4
Kansas	21.6	South Carolina	55.2
Kentucky	50.1	South Dakota	8.5
Louisiana	59.6	Tennessee	56.1
Maine	25.7	Texas	17.3
Maryland	145.8	Utah	5.5
Massachusetts	472.2	Vermont	38.6
Michigan	63.8	Virginia	57.4
Minnesota	29.5	State of Wash'n.	20.3
Mississippi	33.6	West Virginia	60.9
Montana	3 9	Wisconsin	47.6
Missouri	49.5	Wyoming	2.0

McKERNON PROMOTED BY A. P.

Succeeds Harold Martin as Eastern Superintendent—Curtis Moves Up

Edward McKernon, Associated Press correspondent at Boston, has been appointed superintendent of the Eastern division, replacing Harold Martin, who, after 23 years' service retires on indefinite leave of absence because of the need of rest. L. F. Curtis is appointed superintendent in charge of market and election services, succeeding the late Wilmer Stuart.

Lawyers Permit Publicity—with String

BRIDGEPORT, Conn.—For the first time in the 100 years' history of the Fairfield County Bar Association, full publicity for all cases has been promised. Charles Stuart Canfield, chairman of the executive committee, has announced that newspaper men will be admitted to all committee hearings. Two days after the pronouncement, however, Chairman Canfield and other members of the committee resigned, having served more than 23 years. The attitude of the new committee will therefore hold future interest.

French Authors Name Delegates

OTTAWA, Ont.—Local French-Canadian writers have appointed the following delegates to the executive of the French section of the newly organized Canadian Authors' Association: Remi Tremblay, chief translator of the House of Commons; Arthur Beauchesne, assistant clerk of the House, and Rev. Father Brousseau.

Brodie as Minister to Siam?

OREGON CITY, Ore.—Dispatches from Washington say that E. E. Brodie, who has just been elected president of the National Editorial Association, is a likely appointee as minister to Siam. Mr. Brodie, who attended the association's convention, was scheduled for a conference with President Harding before his return to Oregon City.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

16-PAGE HOE PRESS

FOR SALE—Two decks, two plates wide Either 7 or 8 columns. Color attachment. Type column 21½ in. Folder does half section and either inserts or collects in two sections. Equipment includes extra roller stocks, 2 extra spindles, hoist, 1 Westinghouse 15 h. p. A. C. motor. Stereotype equipment includes 7 or 8 columns Casting Box, Trimmer, Shaver and Tail Cutter. Price, $7,500, f.o.b., for quick sale.

SOUTHERN PUBLISHERS EXCHANGE,
Incorporated
Newspaper Properties and Equipment
12 North 8th St. P. O. Box 1507
Richmond, Virginia

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

$150,000 in Cash

Practical newspaperman has money, energy and experience to invest in the biggest daily newspaper proposition that $150,000 in cash will swing.

Address C-946, care of
Editor & Publisher

Memorial to Miss Hempstead

TOPEKA, Kan.—An oil painting Miss Bertha Hempstead, Topeka newspaper woman who gave her life in aidi starving children in Central Europe du ing the war, has been hung in the ci hall here. Miss Hempstead was ass ciated with local newspapers for ma years before joining the war work. H health becoming impaired, she can home, but died in New Mexico th winter.

Digitized by Google

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Nearly every person in Richmond reads The
NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The Pittsburg Dispatch

and know you get the "Best Always."
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

The Day
דער טאג
The National Jewish Daily

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy 2900 8111
Cable Address:
SCHOLZEM, NEW YORK

WORLD INTEREST IN PRESS CONGRESS

Vice-President Beteta Back from Spain and Now Going to South America to Invite Journalists to Honolulu Convention

WASHINGTON, D. C.—Dr. Virgilio Rodriguez Beteta, who is vice-president for Spain and Latin-America of the Press Congress of the World, which is to meet in Honolulu, October 4 to 14 next, who has just returned from Spain, reports that his mission to that country in behalf of the congress was eminently successful and that he found the editors there greatly interested in the coming meeting. Dr. Beteta is on his way to Missouri to report to Dr. Walter Williams, dean of the School of Journalism of the University of Missouri and President of the Press Congress, in regard to his trip to Europe.

The city of Seville, Spain, through the Count of Urbina, mayor of the city and president of the Spanish-American Exposition which is to be held there in 1924, has extended an invitation for the Press Congress of the World to hold its next conference there at the time of the world fair. Dr. Beteta has brought this invitation with him and will present it at the Honolulu meeting. The Count of Urbina is representative of the King of Spain on the Exposition committees.

Going to South America

In May Dr. Beteta plans to start for South America where he will visit Buenos Aires, Rio de Janeiro, Santiago, Montevideo and other important cities to convey personal invitations to the leading journalists of Latin-America to attend the session of the Congress in Honolulu.

Advices have been received from Honolulu, according to Dr. Beteta, that "all Hawaii is united to make the visit of the journalists of the world a splendid success." A committee has been appointed which is making arrangements, including tours to the volcanoes and other points throughout the islands, and a "real Hawaiian fair" to be held in Maui. Other features are being held back as surprises for the visitors.

An invitation for the delegates to the congress to visit the Philippines, extended by Manuel Quezon, president of the Senate, and Sergio Osmena, speaker of the Philippine House of Representatives, has been accepted by the executive committee, and arangements will be made for parties to visit China and Japan also if they desire.

The State Department, in accordance with a Senate resolution, presented by Senator Spencer, of Missouri, and agreed to, is expected to extend invitations through foreign governments to the press of the world to be represented at the congress. The House has not yet passed the resolution, but it is believed that it will soon after it meets next month.

DELEGATES TO CONGRESS

Texas, Kansas, Nebraska and Inland Daily Press Association Issue Lists

COLUMBIA, Mo.—Delegates elected to represent the Texas Press Association and the Inland Daily Press Association at the 1921 meeting of the Press Congress of the World in Honolulu, October 4 to 14, as follows:

Texas Press Association—John R. Cooke, Rockdale Reporter; Robert L. Baldridge, Clifton Record; Dick Collins, Decatur Messenger; E. A. Carlock, Paducah Post; J. C. Dionne, Houston Gulf Coast Lumberman; Tom Finty, Jr., Dallas Evening Journal; H. N. Fitzgerald, Fort Worth Record; H. E. Faubion, Marble Falls Messenger; M. E. Foster, Houston Chronicle; Tom C. Gooch, Dallas Times-Herald; H. S. Hilburn, Plainview Herald; Frank P. Holland, Dallas Farm and Ranch; Buford O. Brown, Vernon Record; Isadore Mortiz, McAllen Monitor; Tom W. Perkins, McKinney Courier-Gazette; Fred B. Robinson, Waco Times-Herald; Lee J. Rountree, Bryan Eagle; Lee Satterwhite, Panhandle Herald; W. R. Sinclair, San Antonio Express; W. G. Sterrett, Dallas News; C. W. Taylor, Rogers News; Louis J. Wortham, Fort Worth Star-Telegram; J. H. Wurtz, San Antonio Light; Roy G. Watson, Houston Post; W. L. West, Livingston Enterprise; C. W. Wilson, Mineral Wells Index; Austin Callan, Waco News.

Inland Daily Press Association—Wil V. Tufford, Clinton, Ia.; Willard E. Carpenter, Lincoln, Ill.; Mrs. M. S. Shaw, Dixon, Ill.; F. F. Rowe, Kalamazoo, Mich.; John Potter, Rock Island, Ill.; Verne Joy, Centralia, Ill.; S. G. Goldthwaite, Boone, Ia.; Lee P. Loomis, Muscatine, Ia.; Mrs. Z. H. Deming, Warren, Ohio; D. B. Worthington, Beloit, Wis.; D. W. Stevick, Champaign, Ill.; I. U. Sears, Madison, Wis.; H. F. Kendall, Mattoon, Ill.; H. H. Bliss, Janesville, Wis.

Cards of membership are now being issued to delegates named to represent press associations.

TOPEKA, Kan.—The following have been appointed by President Walter Williams of the Press congress of the World, as delegates from Kansas to the convention in Honolulu next fall. Henry J. Allen, Wichita Beacon; Frank P. MacLennan, Topeka State Journal; Harold Chase, Topeka Capital; Drew McLaughlin, Iola; L. N. Flint, Kansas University School of Journalism; N. A. Crawford, Kansas State College journalism school; Byron R. Cain, Bell Plain News; Charles Conklin, Lyons Republican; Charles F. Scott, Iola Register; Charles M. Harper, Ailene Reflector; E. W. Hoch, Marion; Roy Bailey, Salina Journal and president of the Kansas Editorial Association, O. W. Little, Alma Enterprise.

OMAHA.—Governor S. R. McKelvie has appointed five Nebraska newspapermen to represent the state as delegates to the press congress of the world at Honolulu. The delegates are George C. Snow of Chadron, president of the Nebraska Press Association; O. O. Buck of Harvard, secretary of the association; Gene Huse, Norfolk Daily News; F. O. Edgecombe, Geneva Signal and Adam Breede, Hastings Tribune.

WILKE ON PRESS CONGRESS JOB

Former N. E. A. Head in Charge of Transportation to Honolulu

(*Special to* EDITOR & PUBLISHER)

COLUMBIA, Mo.—Will Wilke, editor of the Grey Eagle (Minn.) Gazette, and retiring president of the National Editorial Association, has been appointed chairman of the transportation committee of the Press Congress of the World. His particular task will be to arrange for the transport of parties of delegates from the United States, Central and South America, Mexico and Canada to the Honolulu meeting which will be held October 4 to 14. In connection with transportation, W. R. Farrington, general business manager of the Honolulu Star-Bulletin, arrived this week at San Francisco. He will confer with President Walter Williams of the Congress and will negotiate with steamship companies carrying passengers to Hawaii for rates and reservations for the party.

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS
A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement April 1, 1920
134,686
Grows Just Like Los Angeles
MEMBER A. B. C.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Editor & Publisher
CLASSIFIED ADVERTISEMENTS
Reach the best employers and employees in the advertising field

Digitized by Google

NEW YORK STATE

AND IT'S URBAN POPULATION

Total Population of New York State is 10,384,829

Urban - - -	**8,589,844**	**82.7%**
Rural - - -	**1,794,985**	**17.3%**

The urban population includes only towns, cities, etc., having a population in excess of 2,500.

In total urban population New York State leads the country.

In 22 of the leading cities are found 7,564,000 people or 72 per cent of the urban population.

The U. S. Census statistics of occupation show that 4,003,844 persons are engaged in gainful occupation in this state. Of these 362,665 or 9.3 per cent are employed in various agricultural pursuits while 3,630,959 or 90.7 per cent are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

By using this list of daily newspapers you can blanket the whole state and tell your story to the urban population. This is an economical and effective manner of merchandising goods.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	30,758	.09	.09
*Albany Knickerbocker Press	(S)	44,163	.11	.11
Auburn Citizen	(E)	9,950	.04	.036
*Brooklyn Daily Eagle	(E)	50,682	.20	.20
*Brooklyn Daily Eagle	(S)	68,623	.20	.20
Brooklyn Standard Union	(E)	61,554	.20	.20
Brooklyn Standard Union	(S)	43,183	.20	.20
*Buffalo Courier and Enquirer	(M&E)	88,543	.32	.18
*Buffalo Courier	(S)	107,994	.27	.22
*Buffalo Express	(M)	36,648	.12	.10
†Buffalo Express	(S)	63,766	.18	.14
Buffalo Evening News	(E)	95,501	.21	.21
Buffalo Evening Times	(E)	71,189	.16	.15
Buffalo Sunday Times	(S)	72,239	.15	.15
*Corning Evening Leader	(E)	7,620	.04	.04
*Elmira Star-Gazette	(E)	24,195	.08	.07
Glens Falls Post-Star	(M)	7,276	.03	.03
***Gloversville Leader-Republican	(E)	5,910	.03	.03
Gloversville Morning Herald	(M)	6,062	.03	.03
Hornell Tribune-Times	(E)	6,533	.035	.035
Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,552	.025	.025
*Jamestown Morning Post	(M)	8,934	.06	.03
*Middletown Times-Press	(E)	5,861	.04	.03
**Mount Vernon Daily Argus	(E)	6,860	.04	.04
Newburgh News and Journal	(E)	10,636	.06	.06
New York American	(M)	291,840	.60	.60
New York American	(S)	949,450	1.25	1.25
New York Globe	(E)	181,475	.40	.40
New York Evening Mail	(E)	172,703	.45	.40
*New York Evening Post	(E)	36,875	.33	.28
*The New York Herald	(M)	203,686	.50	.45
*The New York Herald	(S)	207,062	.50	.45
*The Sun, New York	(E)	180,500	.50	.45
†New York Times	(M)	330,000	.65	.6305
†New York Times	(S)	500,000	.75	.7275
*New York Tribune	(M)	125,919	.40	.36
*New York Tribune	(S)	127,836	.40	.36
***New York World	(M)	337,228	.60	.55
***New York World	(S)	590,965	.60	.55
***New York World	(E)	360,489	.60	.56
***Niagara Falls Gazette	(E)	12,720	.05	.05
Olean Times	(E)	5,037	.02286	.02
Poughkeepsie Star and Enterprise	(E)	10,437	.05	.05
Rochester Herald	(M)	27,383	.08	.05
Rochester Times-Union	(E)	62,894	.20	.18
Schenectady Union-Star	(E)	13,417	.06	.06
*Staten Island Daily Advance	(E)	5,968	.04	.03
*Syracuse Journal	(E)	42,218	.09	.09
***Troy Record	(M&E)	22,312	.05	.05
Yonkers Daily News	(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.

Digitized by

MAN HUNTING

While during the past year or two when demand exceeded supply an amateur could distribute more goods than could be sold under ordinary conditions by a good salesman, things are going to be different from now on.

Instead of throwing money blindly at the map for alleged national advertising and pretty printing which does not sell goods, our effective sales-manager must be a man-hunter and use directly hooked up daily newspaper advertising to reach the man with the dollar.

Before the war no dependable information existed for locating the man with the quantity of dollars necessary to buy any stated variety of goods in different sections of the country. To-day we can trace him to his home and know approximately how many of those with certain definite incomes live in different sections and exactly how many of them can be reached through printed advertising.

The daily newspaper automatically finds practically every worth-while prospect in the country every day.

Any sales-manager sincerely interested in developing his market along these definite lines is invited to confer with me.

New York, March 30, 1921. **JASON ROGERS.**

THE NEW YORK GLOBE

Member A. B. C. 170,000 a Day

LORENZEN & THOMPSON, Inc.

Special Representatives

Chicago, Peoples Gas Bldg. New York, 19 West 44th St.

THIS ISSUE: STRIKES AND LOCKOUTS ARE NATIONAL MENACE—I. L. Stone

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 45 NEW YORK, SATURDAY, APRIL 9, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per C

Turnover

We have passed through a period when sales were assured and big profits easy.

We are going through a period when competition is keen and profits much smaller.

What's the solution?

As the margin of profit narrows, markets must expand. As gains shrink, turnover must be more frequent.

Energetic, far-visioned business men have been quick to recognize that fact and to act upon it. What they have lost on shrinking profits they are making up on quickened turnover.

How? Through advertising—intensive, sales-stimulating, result-producing, business-getting advertising.

When you speak of turnover, you speak of sales. When you speak of sales, you speak of buyers. And when you speak of **Chicago** buyers you naturally speak of one newspaper that, through its more than 400,000 circulation, actually reaches over 1,200,000 of the dominating, Chicago buying public.

THE DAILY NEWS

First in Chicago

Digitized by Google

"OHIO

In addition to the millions of dollars of wealth produced from natural gas and oil, in which Ohio ranks third, and from coal mines, Ohio quarries produce more stone, fire clay, lime stone and cement rock than any other state.

Ohio is the fifth state in the Union in mileage of steam railways and second in mileage of electric railways.

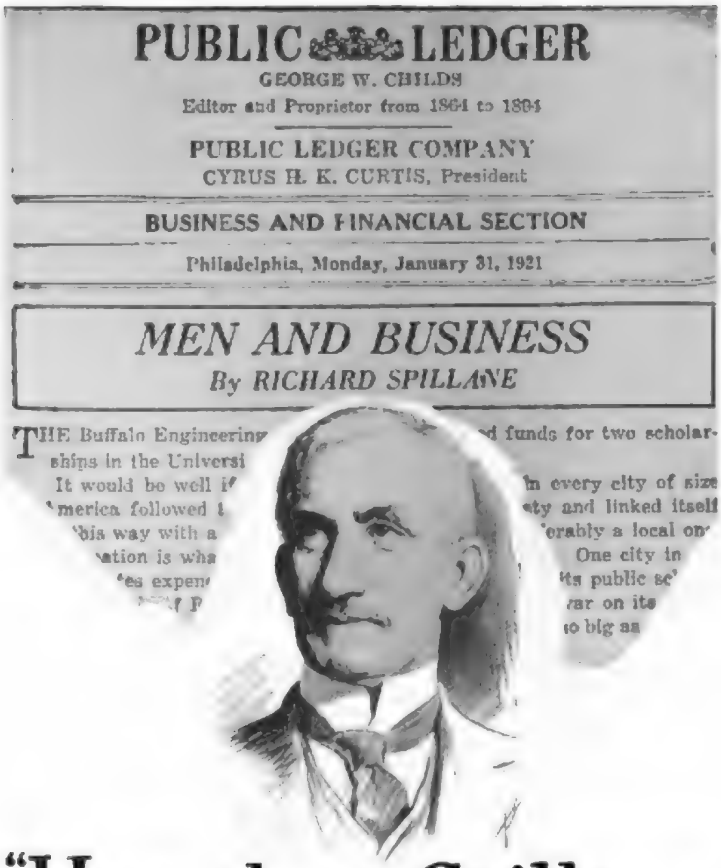
There are over thirteen cities with a population of 50,000 or more each. This great transportation system will enable you to transport and distribute your merchandise more easily. Ohio daily newspapers will help you move your goods from the dealers' shelves should your advertising copy be strong and in sufficient volume. Use these daily newspapers.

FIRST"

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
*Athens Messenger	(E)	8,608	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,756	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Inquirer, Sc.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
‡Dover Daily Reporter	(E)	3,950	.017	.017
Ironton Irontonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,466	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,763	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(S)	23,750	.07	.07
Youngstown Vindicator	(E)	23,648	.07	.07

Government Statements, October 1st, 1920. ‡Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.

Digitized by Google


PUBLIC LEDGER

GEORGE W. CHILDS

Editor and Proprietor from 1864 to 1894

PUBLIC LEDGER COMPANY

CYRUS H. K. CURTIS, President

BUSINESS AND FINANCIAL SECTION

Philadelphia, Monday, January 31, 1921

MEN AND BUSINESS

By RICHARD SPILLANE

THE Buffalo Engineering ... d funds for two scholar-
ships in the Universi ... In every city of size
It would be well if ... ety and linked itself
merica followed t ... erably a local one
his way with a ... One city in
ation is wha ... its public se-
es expen ... war on its
... f P ... to big an

"How does Spillane get the stuff?"

–a *rival business writer asked*

He gets it in two ways. He goes where men meet and things happen. And his style is so clear, interesting and forceful that people gladly talk to him because they know their facts or ideas will be well presented.

All Philadelphia is talking about Spillane's daily column "Men and Business." He is in constant demand as a speaker at important meetings, luncheons, and dinners. Therefore he gets away from his desk and into the whirl of active affairs as few business writers are privileged to do. And next morning he prints the "stuff" to which many a reader turns even before the front page headlines.

Spillane's column has far more than local significance. Its scope is so broad that many newspapers in other cities print it regularly by arrangement with the Ledger Syndicate.

■

Through the Ledger Syndicate newspapers may obtain exclusive city rights to Mr. Spillane's letters.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

The Evening Bulletin

has pleasure in announcing that its net paid average circulation for March, 1921, was

516,405 copies a day

and exceeded all its previous circulation records.

Philadelphia
April 4, 1921

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, APRIL 9, 1921 No. 45

STRIKE AND LOCKOUT A NATIONAL MENACE

Industrial Adjustment Lies in Law and Not in Force, Says President of the Duplex Printing Press Company—Favors Unions

By I. L. STONE

INTRODUCTION.—Few men in the United States have given more serious study to the labor problem than I. L. Stone, Chairman of the Board of the Duplex Printing Press Company, Battle Creek, Mich. His attitude toward his own employees has been such that no general strikes have occurred in his factory which has been open to both union and non-union men. The machinists' union on several occasions attempted a boycott of the Duplex product and occasionally refused to erect their machines. This union later threatened to prevent the company from exhibiting its products at a general exhibition in the Grand Central Palace, New York. The Duplex Company thereupon obtained a temporary injunction and afterward made a petition that it be made permanent.

This action led to litigation in the United States Court and resulted in a decision handed down by the Supreme Court of the United States early in January, 1921. In this decision the principle was established that when the labor union departs from its "normal and legitimate objects and engages in an actual combination or conspiracy in restraint of trade" it violates the Clayton amendment of the Sherman Anti-Trust Law.

It is generally believed that no decisinn rendered by the United States Supreme Court in recent years is more important and far-reaching in its effect upon the newspaper industry than the one handed down in this case. It was a long, uphill fight that Mr. Stone carried on against the union before the victory was won.

As Mr. Stone is a warm friend of labor and believes in unions when they confine their activities to the purposes for which they should be organized, and as he has never exhibited any bitterness of feeling toward the International Machinists' Union when fighting it in the courts, EDITOR & PUBLISHER has invited him to contribute to its columns his views on the labor problem with the belief that he might be able to throw some real light on the subject. His views follow.

—THE EDITOR.

REPLYING to your inquiry as to my views regarding the industrial unrest and so-called "warfare" which now, as for many years past, unhappily prevail throughout the United States, I would say that they are very simple. This industrial situation, with its numberless strikes, its lock-outs, its disorders, its idleness and all manner of violence and crime constitute today the chief menace to the perpetuity of our Republic. An enlightened statesmanship will seek for the underlying cause of the evil. This will not be found in superficial conditions but in fundamental principles. Coming directly to the root of this nation-wide disorder it may be said to be a general disregard of one of the three essential elements of all government, whether of the family, the community or the state, namely, *the judicial function*.

This function is essential to the very idea of government. Without it government cannot exist. Any government, whether it be an autocracy or a democracy, is triune. It has three essential functions, legislative, judicial and executive. Lacking either of these government is impossible. The judicial function expresses itself in law. Disregard of the law subverts the government. Any nation that ignores, or over-rides the law is headed toward destruction. Any cause that proceeds in violation of law cannot, in the end, succeed.

In a savage community physical force takes the place of law. Savages settle their disputes by an appeal to the tomahawk and the bludgeon. In a civilized community men appeal to the law. The degree of civilization to which any community, or state, may have attained is accurately measured by the obedience it yields to law. The test is very simple and is easily applied.

"I AM A UNIONIST HEART AND SOUL."—I. L. STONE

Now, what of the industrial strife that fills the land? Why is it currently designated "warfare"? Because it *is* warfare. War prosecutes its aims, not by law under the rule of reason, but by force under the rule of passion. The numberless strikes, lock-outs, picketings, accompanied by all degrees of violence, accounts of which fill the columns of the daily papers, are evidence of the fact that law is either ignored or over-ridden, and that the instincts of the savage prevail over the intelligence and virtue of the patriot.

And yet there are multitudes of well-meaning persons who, failing to perceive the inevitable result of this appeal to force and the proper remedy for it, excuse it. Realizing that the laboring classes often suffer from injustice and oppression, they sympathize with them in their attempts to secure their rights by force and tolerate the resulting strikes, or other disorders, with their monstrous evils. The distressful condition of multitudes, thus striving to better themselves by force, appeals to the best impulses of human nature, so that the clergy, our leading educators and philanthropists, the best classes of society generally, not clearly apprehending the essentially vicious nature of all resorts to force instead of law, often sympathize with and justify them.

The whole argument by which it is attempted to justify industrial warfare is fallacious. It proceeds upon the assumption that men, feeling themselves aggrieved, or unjustly treated, are justified in taking the matter into their own hands, determining the equity of the case themselves, and administering rewards and penalties according to their own will. This is directly opposed to the fundamental principles of the government of the United States or of any free government. When there is a clash of interests between man and man, or between groups of men in a civilized community, it is not permissible that one of the interested parties should assume the right to dictate what the settlement must be and to proceed accordingly. To follow such a course would be to ignore utterly the judicial function of government without which government, whether in the family, the community or the state, cannot exist. It would be a reversion to barbarism wherein physical force settles all disputes.

The sympathy, above referred to, for the laborer in justification for his acts rests upon the assumption that he is helpless. He is poor and alone and weak. The company for which he labors is rich and strong. What can he do? His only means of defense and relief is to conspire with his fellows to *force* his employer to treat him justly.

Here is the fallacy which lies at the root of the evil of the industrial unrest and the strikes and disorders resulting therefrom, which disturb our nation to-day. This fallacy is *fundamental*. It relates, as above explained, to one of the chief bases upon which our government rests—the administration of justice. If it be true that industrial peace is impossible, if a state of war must continue, and intensify as it will, in the very substructure of our national life, the doom of our republic is already set.

Let us see if we are thus doomed. Let us see whether in our industrial policy we are on the right track. Let us see just what the menace that threatens us results from. Looking below the surface to fundamental causes it will be seen that it results from the efforts that have heretofore been made to secure justice in the industrial world by *force*. It can never be secured in this way. The attempt to secure justice by force is war. The "strike" is such an attempt. While strikes are permitted warfare exists, and were there no degree of civilization to which we may attain in which law should secure justice between man and man then there would be no hope.

The specious plea that the laborer is helpless before the world. This plea is not true. The laborer is not helpless. Labor is mighty, and when organized well-nigh omnipotent. I rejoice in this. I believe in union. I am a unionist heart and soul. I

Digitized by Google

do not object to labor unions organized and conducted for wise and lawful purposes. Labor unions are a power and rightfully so, but the vital question is: How is this power now being used? Is it loyal and law-abiding, or, under disloyal leadership does it seek its end *outside the law?* Grown great and mighty, does it attempt to over-ride the government, ignore the courts and be law unto itself?

The poor, weak laborer, all alone in his poverty? Yes, *were* he thus alone. But a single organization of laborers has today millions of dollars in its treasury, and millions of members subject to assessment to the tune of millions of dollars more. It is the proper business of this organization to protect its members and laborers everywhere against any oppression and injustice of employers. The courts are open for this very purpose and its has plenty of money for it. And if there were not enough there are thousands of employers who would themselves contribute abundant means to protect, under the law, laborers everywhere from oppression and injustice. The great heart of the American people is just, yea, generous, and beats true to righteousness and patriotism and honor. Suppress self-seeking, disloyalty and greed among those who lead the laboring hosts, and a glorious future awaits America.

Still further, this is a republic governed by majorities and the so-called laboring classes are in the vast majority at the polls, and doubtless always will be. They are free to express their will and determine the laws which shall govern all of us alike. Herein lies the safety of every citizen and of any class of citizens which, for any reason, may consider itself oppressed. Protection and defense *are in the law* and nowhere else. Ignoring and over-riding the law ultimately to destruction, and they who, under whatever provocation, resort to force instead of the law to obtain redress are simply, in so far, demolishing the only possible shelter under which to find safety from the storm that is sure to break if disregard for law becomes general.

NATIONAL ADS FOR BERRIES

Growers of Washington and Oregon Form New Selling Corporation

With the completion of the organization of a $10,000,000 corporation to handle as a unit the canning and marketing of the berry crops of the states of Washington and Oregon, plans are being discussed for the launching of an extensive national advertising campaign to exploit the Northwest products. It has not yet been decided as to the size of the appropriation to be made for advertising or as to when the campaign will be started.

The new corporation will be known as the Oregon-Washington Canning & Preserving Company. The corporation will be conducted by a board of directors, eight from each state. All canning and preserving plants in the two states will be investigated and those found efficient will be taken over. If there are not sufficient plants new ones will be built. Although the corporation has just been organized, it has already progressed so far that the promoters declare they would be able to handle this year's crop.

Payne Opens Up on Pacific Coast

Los Angeles, Cal.—The G. Logan Payne Special Agency has opened a Pacific Coast office in this city in charge of Milton F. Harris, late advertising manager of Armour & Company.

ASK COURT PROBE OF N. Y. PRESS CLUB

Solicitation of Associate Memberships and Efforts to Publish War History Made Basis of Complaint—Pres. Howard Denies Irregularities

The associate membership evil, which has driven to the wall and into extinction countless newspaper men's organizations, has forced into court, for an airing of its internal troubles, the New York Press Club, one of the country's oldest and in days past the strongest organization of its kind in the United States.

A group of active newspapermen, members asked the Supreme Court, April 5, to put an end to alleged abuses existing in the organization, and the methods of soliciting membership on a commission basis. The action took the form of an order to show cause why there should not be a thorough and complete investigation of all the club's affairs.

This order was signed by Justice Edward J. Gavegan and made returnable April 19. If the petition for an inquiry is upheld by the court it is expected that a referee will be appointed to make the examination, based upon a petition signed by Patrick McEvoy, G. Selmer Fougner, August C. Reimer and Abraham Baerman. The petition in turn was supported by affidavits sworn to by John R. Binns, vice-president, and Alexander A. McCurdy, a trustee of the organization. The latter two officers, with William L. Curtin, another trustee, although technically made co-defendants, are on the side of the petitioners.

The other officers and directors of the club named defendants are: Edward Percy Howard, president; Walter E. Warner, financial secretary; Channing A. Leidy, treasurer; Lawrence P. Covington, C. Fred Crosby, Oscar Watson, Timothy Gorman, Thomas Ford, John A. Hennessy and George Dobson jr., trustees.

The court action is the direct result of long dissatisfaction among the active newspaper element, which came to a head at the last election, when three of the "actives" John R. Binns, William L. Curtin and Alexander A. McCurdy—were elected to office. Their efforts to put up an end to the alleged abuses by action within the club itself having failed, they decided to appeal to the courts.

It is alleged that the Press Club misappropriated funds. This charge is based upon several grounds, among them being the allegations that two members were admitted to life membership during the last year for the sum of $100, in violation of the club by-laws, which provide that $300 is the fee for active life membership.

The charge is made that John J. Wohltman, a member, in accordance with an alleed agreement with the board of trustees, has been engaged in soliciting representation in a publication to be known as The New York Press Club History of the World War on a commission basis, under which Wohltman receives 60 per cent of the money and the club 40 per cent. The papers allege that approximately $115,000 has been collected under this arrangement during the last two years.

Exhibits assert that employes of Wohltman, in soliciting special associate memberships in the club, capitalized the tentative acceptance by President Harding to be the club's guest of honor at its forthcoming annual dinner in their arguments to induce prominent citizens and wealthy foreigners to become members. In this connection the papers charge that on March 1 last a resolution was passed putting an end to such solicitation and the paying of commissions. A similar resolution was passed by the board of trustees on March 5.

Says Pres. Harding's Name Misused

The papers charge that on March 11, William E. Malone, a representative of Wohltman, solicited and obtained from Manuel Vargas, fiscal agent of the Mexican government, a check for $1,000 for associate membership. Photographs of this check and a letter said to have been written to Señor Vargas by Wohltman are attached to the papers. The letter is to show that Señor Vargas also had been informed President Harding was to be a guest of the club. It is charged that, after Señor Vargas' check had been indorsed and presented for payment, the bank on which it was drawn held up payment pending the clearing up of a technicality concerning his signature. After investigation, Señor Vargas then stopped payment.

The complainants further allege that in December a check for $1,000 was received as a result of similar solicitation from a high official of the present city government for life associate membership in the club. Affidavits were furnished to show that of this sum $600 was paid to Wohltman and $400 to the club in violation of the by-laws, which provide that $500 is the stipulated fee for life membership in the associate class.

It was alleged also that $15,000 in Liberty bonds had not been properly deposited by Wohltman in a depositary of the club or its officials.

The treasurer of the club, it said failed to post a required itemization of receipts and disbursements, in accordance with the by-laws, and for more than a year had on deposit a sum in excess of $1,000 which, under the by-laws, he may bank to draw upon for current expenses.

Subsequent to February 1, 1919, and prior to January 21, 1921, said the depositions, large sums have been collected for the history and appropriated upon checks signed by C. Fred Crosby, secretary of the Board of Trustees, and Edward W. Drew, former chairman of the board, all of which transactions were alleged to have been in violation of the by-laws. For these collections Wohltman was alleged to have received 60 per cent. commission and for the special classes of memberships 50 per cent and more.

Statement By Petitioners

H. Francis Dyruff, counsel for the petitioners, said that there is strong backing for the reform movement.

"My clients," he said, "feel that this organization is of sufficient importance and dignity among real, conscientious newspaper men to stand on its own merits without the use of methods that can in any way bring reproach upon its management or membership. It is their wish that no money shall be obtained in any manner that can in the slightest degree create suspicion, no matter how unfounded. This attitude they cannot too strongly emphasize.

"My clients having been unsuccessful, under conditions at present prevailing, in bringing about the reforms they consider essential by mild measures within the club itself, have deemed it necessary for the protection of the club and that of the large body among the members who have its best interests at heart to seek relief and reform through an appeal to the courts."

The court petitioners made public 97 names taken from a list which they said had been furnished to them as a complete roster of the members of the club. The names were those of men whose membership classifications are not included in the classes of members authorized by the club's constitution and by-laws. Despite diligent efforts, they say they have been unable to gain access to any club records which would reveal when and under what circumstances these men became members and how much they paid in fees.

"Absurd" Says Howard

When asked whether he cared to make any statement on the Press Club's affairs, President Edward Percy Howard said the charges were "too absurd on their face to require any comment," characterizing the entire proceedings as "the stunt of a press agent." He said any court investigation that is made, and he doubted if the case will get that far, will show the Press Club's business to have been conducted entirely within the law. Mr. Howard further stated that he did not feel that he was in any way personally responsible in the litigation, as the entire business management of the Press Club is in the hands of the board of trustees, of which the president is only an ex-officio member.

Edward W. Drew, formerly chairman of the board of directors, made the following statement to EDITOR & PUBLISHER.

"I am not conversant personally with some of the matters stated in the charges and do not care to discuss them until I am more fully informed. But as to the $15,000 in bonds, I will state that the charge is unqualifiedly and absolutely

(Continued on page 18)

WORKING WITH A BUDGET

DO you have to wait until the end of the fiscal year to learn the lesson your balance sheet has to tell? If so why don't you change your system?

Men who have operated their business under the budget plan credit it with being insurance against ninety per cent of the causes that put balance figures in red ink.

By operating under a budget system you can forecast your expenditures instead of waiting to reflect on your mistakes. Banks favor firms working under a budget when making loans.

The budget system is worthy of the attention of every publisher and every newspaper business executive in the United States.

C. W. Buggy, of the Oklahoma City Daily Oklahoman, is going to tell all about the budget system for newspapers and its advantages in

EDITOR & PUBLISHER **APRIL 23**

RADICAL HEADLINE CHANGES URGED TO FORCE READING OF STORIES

On the Theory that Only One Person Out of Fifty Reads Below Headline, One Man Suggests a Unique Cure That Would. Also Save Space

By GEORGE W. GREENE

EDITORIAL NOTE—Mr. Greene has worked on the Tribune at Wisconsin Falls (Wis.) and the Tribune at Bismarck (N. D.) While at Beloit College he was editor of the Roundtable. EDITOR & PUBLISHER does not advocate the new style head suggested in this article. The treatment is so unusual, however, that editorial men may find in it a suggestion that will result in general good.

CRITICS of the newspaper claim fifty people read the headline of a story for every one who reads the entire story.

Others say the headlines now used waste space.

Followers of "Brass-Checkism" claim headlines are inaccurate.

There are the three big objections to the present day newspaper headline.

When the eye strikes a conventional headline the reader generally reads through the top deck or first sentence. Can we blame the reader if he takes advantages of this splendid opportunity to stop and leave the story? Every deck, every dash, every punctuation mark every jump in type size or style is a direct invitation to quit and pass by the story. The size of the type used in the various banks is selected for the display and balance, not as a general rule, for harmonious appearance or ease in reading.

Granted that fairly large type must be used in order to attract the readers eye to the story and allow a pleasing make-up of the page, still the "drop" optically from a three line deck in 24 or 30 point gothic caps to the body type is too great.

Space is wasted by the repetition of facts stated in the headline in the first paragraph or lead.

Inaccuracies in headline statements can be largely excused because of the few short words which the copy reader can crowd into a few lines of large type.

The accompanying proofs show the plan proposed of using gradually decreasing type sizes for each line of the head until the body of the story is reached.

Advertising copy writers make use of this plan in drawing one's attention down into the paragraph of an advertisement.

Before considering these examples of the new head it must be mentioned that the type available somewhat limited the work in some ways. For example in the "Clara Smith" head the fifth line in 10 point Cheltenham bold might be better typographically if set in 10 point Cheltenham bold italic, with the following line in 10 point roman, not bold. The body type is in 8 point leaded, whereas it could be set 7 point on an 8 point slug. This would make some difference in computing the percentage of space saved.

The Chicago Tribune head about U. S. Steel was re-set according to this new plan. The lead was combined and run in as the bottom of the head.

The type used for this and the World heads, as re-set, was:

Top line in 30 point Cheltenham bold italic.
Second line in 24 point Chentenham bold italic.
Third line in 18 point Cheltenham bold italic.
Fourth line in 14 point Cheltenham bold italic.
Fifth line in 12 point Chentenham bold italic.
Sixth line in 10 point Cheltenham bold.

SAYS CLARA SMITH DID NOT FLEE LAW

Attorney Asserts She Left Ardmore at Deathbed Request of Jake L. Hamon.

LEARNED THAT HE DIED WHEN IN EL PASO, TEX.

Statement Denies She Rode in Chauffeur's Taxi, as He Told Border Sheriff.

ARDMORE, Okla., Dec. 24.—Clara Barton Smith will enter a plea of "not guilty" to the charge of murder against her in connection with the death of Jake L. Hamon, Republican National Committeeman, when the case comes up for trial here in January term of court, James H. Mathers of counsel for the accused woman announced in a signed statement issued here to-day.

[illegible] not flee from Ardmore as a fugitive from injustice," Mr. Mathers's statement said. "It was not until she had reached El Paso that she learned of Mr. Hamon's death. She did not dream that Mr. Hamon would die, none of us thought so at the time."

Mr. Ma[illegible] statement was signed

Clara Smith Did Not Flee the Law, but Left Ardmore at Deathbed Request of Jake L. Hamon, News of Whose Death Reached

her when in El Paso, Tex., said James H. Mathers of counsel for the woman accused of murder in connection with the death of the Republican National Committeeman. The signed statement given out to-day also said a plea of "not guilty" will be entered when the case comes up for trial in the January term of court here.

Clara Smith Will Enter a Plea of 'Not Guilty' to the Charge of Murder Against Her in Connection With the Death of Jake Hamon,

Republican National Committeeman, when the case comes up for trial at Ardmore, Okla. in January term of court, James H. Mathers of counsel for the accused woman announced in a signed statement issued to-day.

Examples No. 1 and No. 2—On the left we have a reproduction of a headline clipped from the New York World. On the right (above) is the same head set according to the style advocated by Mr. Greene; (below) he makes use of the lead paragraph of the story as a head. In the original the clipping from the World measured five inches. Each of the others measured three inches.

U. S. STEEL WILL SHARE PROFITS WITH EMPLOYES

Corporation Plans a New Bonus System.

Sharon, Pa., March 30.—[Special.]—Announcement of a profit sharing plan for employes of United States Steel corporation plants here has been made. The basis of the bonus system is as follows: On profits from $100,000,000 to $150,000,000, a bonus of 2 per cent; to $200,000,000, 2¼ per cent, and in excess of this amount 2½ per cent will be distributed.

The profit sharing plan is a revision of a plan which has been operative

U.S.Steel to Share Profits With Employes on Basis of Corporation's Earnings During the Year It

announced at Sharon, Pa. today.

On profits of $100,000,000 to $150,000,000 a bonus of 2 per cent; to $200,000,000, 2¼ per cent; and in excess of this amount 4 per cent will be distributed. [By A.P.]

Example No. 3—On the left is a headline clipped from the Chicago Tribune, and on the right is style advocated by Mr. Greene in heading the same story. The original clipping from the Tribune measured four inches and the other measured two and a half inches. Notice how easily the reader is carried from the top line into eight-point by the Greene treatment.

Seventh line, and body, in 8 point century, leaded.

The Clara Smith head was first set using the lead of the World story, as shown in No. 2. In this case the lead was evidently not a complete summary of the story.

Therefore a new head and lead (combined) was written and set, as shown in No. 1. Unfortunately it could not be set in condensed new gothic because the type was not available. If this condensed type had been even more space would have been saved and a better idea of the relative display obtained.

Notice especially in these heads the way in which the eye follows down into the body of the story. At first sight this head is of course so novel that it startles one but the typography is much more harmonious than that found in the average newspaper headline.

When one is reading a magazine or book and comes to a poorly printed word or two he invariably looks closely to see if he can not decipher the phrase. The same psychology causes the person who starts to read this new headline to draw the paper closer and finish the sentence, even though it is set in smaller type.

The one sentence, summary, lead is now used as the first paragraph by some papers. This proves that the one sentence summary is possible. Likewise it is possible to start this sentence with an interesting and attracting word or phrase. Therefore this new head could have the same snap and action that the present head has.

From Copy Reader's Angle

The experienced newspaper man immediately starts to talk about the work which this type of head would make for the man on the copy desk. But he is mistaken.

When a story came to the desk it would be edited as usual. Then the copy reader would write the combined head and lead. This sounds harder than it is. The first two or three lines are the only ones which would cause any trouble; after that the lower lines would be easy for a good deal of spacing could be used. The use of one sentence and continuing the thought from one line to the next makes the writing of the head much easier than it would be if each line or two must be a complete sentence, as at present.

Obviously each line contains a different number of letters, but the fact that that number increases with each line makes the task of writing the head fairly simple. Pyramid heads are written day in and day out in most Hearst offices. This style is less troublesome than the three or four line pyramid.

Date Lines and By Lines

Where to put the date lines and by-lines when using a head such as this would be a problem. The credit slug could be run at the bottom of the story. Just as some papers now do.

The date line, mentioning the city at least, could be written into the first sentence, as in the case of the "Clara Smith" and "U. S. Steel" heads.

In composing rooms where the headlines are hand-set from the shop's own type, difficulties in setting this new head would not arise.

Where the heads are machine-set a dozen or so heads could be taken at a time, the top line of each cast and so on. To separate the lines and arrange the heads would be simple for the bankman.

Even so the composing room would probably have to do more work in setting these new heads than they do on the present ones, but if the advertiser can afford to use graduated type sizes it would seem that the newspaper could afford to.

Examples No. 4, 5, and 6 show how this plan might be used for headlines without combining and eliminating the lead or first paragraph.

Used in this way the deck of the headlines would be eliminated, together with the separating slug or dash. The single sentence or linked phrases would be more readily and widely read than two separate decks. The last line in fairly small type would permit the story to start at once without the barborous typography which would result if a three line 24 point head were used next to the body type, without a deck.

The head with each line flush, as in No. 4, "Ford Paper", would probably be best, as drop-lines would be harder to write exactly right.

Capitals and lower case letters are used in all of these specimen headlines because the use of capitals in the top or other decks would necessitate a shift

Digitized by Google

from capitals to capitals and lower case letters as well as a jump in type size.

This new headline saves from 10 to 60 per cent of the space as compared to present headlines. This space is saved without sacrifice of display because this new head gives as great display as the present types.

The reader's eye and attention are caught by the first line and drawn down into the body of the story.

The new headline is more pleasing, typographically, than the present forms.

The elimination of the first paragraph or lead ends space-wasting repetition.

The greater number of words which may be used in this headline allow more exact statements to be made than can be squeezed into the present type and thus will help to eliminate the cause of some criticisms of newspapers.

By drawing the reader down into the first sentence of the story it increases the chances of his reading more of the story. When a man glances over a newspaper at arm's length and reads the top headlines he finds too many excellent stopping places before he reaches the story. The fact that the body of the story cannot be read without moving the paper nearer helps him decide to turn the page and read some more headlines or comic strips.

Glance at this new head again. Notice that you almost unconsciously draw the page nearer as you read down through the first sentence. When you have finished the sentence you can continue the story without moving the paper anymore. The possibilities of your reading the next paragraph are increased.

American people are said to read their papers carelessly. A headline such as this will help to change their habit—which in itself has been partially caused by the newspapers themselves.

The man who reads headlines only is not the best type of reader. He does not follow the minor details of the news. Up to a certain point the more closely men read newspapers the more newspapers they read. The headline reader is not the type which subscribes to the paper readers will make more subscribers. Above all other considerations then this head will make more newspaper readers, who will read thoroughly.

Ford Paper Loses $11,500 Libel Suit; Mecca Not Salacious Revue Is Court Verdict; Gaze on Cleo

45 Killed as Pioneer Limited Is Blown Off Track By 100 Mile Hour Gale

Love Bandit Stabs Wife For Refusing to Return Juicy Wad of Spearmint

Examples 4, 5 and 6—Here we have three examples of one column heads carried down to the break to eight-point and telling a connected story.

NEW GLOBE BUSINESS MANAGER

H. H. Knickerbocker Well-Known In N. Y. State Newspaper Circles

Harry H. Knickerbocker has been appointed business manager of the New York Globe, a position which has been vacant since the resignation some months ago of A. B. Chivers. Mr. Knickerbocker was formerly for eleven years general manager of the Middletown (N. Y.) Times-Press and later was publisher of the Westfield (Mass.) Journal. For the past year he has been assistant publisher of the Fourth Estate, a trade publication. Mr. Knickerbocker is a past president of the New York State Associated Dailies.

H. H. Knickerbocker

Whitaker Sues for Discharge

Altoona, Pa., April 5.—Milo W. Whitaker, former general manager of the Times, has brought suit against the paper to recover $18,000 damages. He asserts that he was discharged in violation of his contract, January 23 last, after the paper was merged with the Altoona Tribune. He further alleges that it was due to his negotiations that the merger was effected and that he was to be retained in the management.

MUST USE LOCAL PAPERS TO REACH PEOPLE

F. L. Blanchard, Addressing Brooklyn Club on "Essentials of Advertising" Urges Wider Knowledge of Its Principles by Executives

"The Essentials of Advertising" was the subject of an address delivered recently by Frank LeRoy Blanchard, of Editor & Publisher, before the Brooklyn Advertising Club at the Brooklyn Chamber of Commerce.

"It is surprising to me," said the speaker, "that more business men do not take up the study of the principles of advertising and learn how to apply them to the particular business in which they are engaged. While those who are national advertisers usually engage an advertising manager or an advertising agent to prepare and place their publicity, they should be in a position to know whether the work is being done properly.

"It is told of Mrs. William Astor that in the early eighties, when she was the leader of New York society, she one day told one of her maids to do something the latter did not want to do because she thought it beneath her dignity. Thereupon the stately old lady did the work herself and so shamed the maid that she never again hesitated to do any task that was required of her. Mrs. Astor knew how the work should be done because when she was a young woman she had mastered every detail of household work.

"If the heads of the big commercial concerns had a practical knowledge of the fundamentals of advertising they would know how to intelligently pass upon the work of their advertising departments. The trouble with too many executives is that never having studied advertising seriously they possess only a superficial knowledge of the subject and are no more qualified to pass on the merit of a piece of copy than the office boy.

"Any business man who is willing to devote two evenings a week to the study of good books on advertising can in a single winter acquire a pretty fair idea of the subject. He will not be an expert when he is through but he will know the principles upon which advertising practice is based and can apply them to his own advertising problems.

"Advertising men twenty-five or thirty years ago were looked upon with suspicion. The public placed them in the same class as lightning rod agents. There was a good deal of bunk in the advertisements that were printed. Many were untruthful.

Ad Men's Advice Widely Sought

"Today advertising men are as representative a body as can be found in any line of business. Their advice and assistance are sought by captains of industry, by the clergy, and by the heads of great philanthropic enterprises. The most of the hot air, exaggeration and buncomb have been squeezed out of printed salesmanship. Advertising is now believable and therefore reliable.

"Much of the credit for the changes that have taken place belongs to the Associated Advertising Clubs of the World, through whose efforts laws have been enacted in nearly forty states, making it a criminal offense to use untruthfulness and exaggeration in advertising copy."

Concerning newspaper advertising Mr. Blanchard had this to say:

"The most popular of all advertising mediums is the daily newspaper. If you have a business proposition to put across in any community the best and most effective way to do it is through the daily or weekly newspapers that circulate among the people of that community. The home paper is the one that receives the most attention because it contains news about people the reader knows either personally or by reputation. Brooklyn has several good newspapers—the Eagle, the Standard Union, the Times and the Brooklyn Citizen—that cover every section of the borough. If you want to reach the bulk of the people of Brooklyn you must use these newspapers because they go into the homes of the people. A local newspaper is regarded as a friend whose opinions are respected."

Advertising Can Be Taught

Mr. Blanchard disagreed with George Hopkins, president of the Advertising Club of New York, who said in a recent address that advertising could not be taught in schools—that the only way to learn it was in an advertising agency or in the advertising department of a large concern.

"Advertising can be taught in a school just as other subjects are taught. There was a time when it was asserted that the only way to acquire a knowledge of medicine was in a doctor's office, or a knowledge of law in a lawyer's office. Today these subjects are successfully taught at Harvard, Yale and other universities. The same thing may be said of advertising. More than 35 Y. M. C. A.'s have courses in advertising.

"None of these institutions can do more than ground the students in the fundamentals of the profession. Whether the graduates become good doctors, good lawyers or good practitioners of advertising depends upon the skill they develop later through experience."

HOLD FAST!

By CHARLES W. HOYT

[Editorial Note—Mr. Hoyt is president of Hoyt's Service, Inc., New York.]

WHEN everything than can happen is happening to upset the equilibrium of the Executive—of the man who steers the ship—of the man who guides and makes the decisions for a business organization—what shall he do?

When he meets all sorts of temptations to disrupt a good organization, to upset carefully-laid plans, to make reductions or cuts because of urgent, momentary need, even in the face of his positive conviction that such things are not wise as they pertain to long periods of time: what, then, shall a man do?

When collections are poor, when orders are few, when cancellations are plenty—and when (to express it somewhat roughly) things are simply "on the rocks"—what is the guiding man of the firm to do?

To start with, this man had better admit, right off at the start, that he is not the only fellow who is in trouble. He may as well admit that a lot of fellows have much more trouble than he has; admit that most people, including himself, have had a lot more serious situations to face than this one. Thus, why not recall the conditions which business faced at the latter end of 1914?

If such a man will just become rational, concentrate on his problems and use every possible bit of common sense and reasoning, he will arrive at a conclusion that will be of help to him.

"Hold fast" is the advice I would give. Look out and not in. Plan to secure things and not to lose them.

The Bible says, 'Hold fast that which thou hast so that no man take thy crown."

"Hold fast!" Make your decisions based not on to-day, to-morrow or this week, but on many months, or years. Every time you hire or fire; every time you buy or sell; apply the standard of three years. Ask yourself, "What will be the effect of this decision during the next three years?"

Have another thing under which you hold fast. Have an Ideal for your business. What do you want to make of it? Do you desire to be the largest—the best—one of the leaders—or what? At any rate have some Ideal, some goal, no matter what it is. No man, no nation, no business organization, ever did a big thing in the world's history unless there was an Ideal in the minds of those behind the enterprise.

Day after day this past three or four weeks I have met men in conference. I have discussed business problems with them, and it has been clear to me that they had succumbed. The mental strain brought about by the things which have been happening to all of us had finally broken their usual good judgment. They proceeded to make decisions that played havoc with their old policies, with their Ideals. These decisions will leave scars for years on their business structures, which could have been avoided if they had held fast.

What are you planning to do with your business during the next three years? Have you started?

Digitized by Google

"TELL-YOU-WHERE" BUREAU DIRECTS PEOPLE TO ADVERTISED GOODS

Group of National Manufacturers Co-operating in Boston Experiment, Which, if Successful, Will Be Extended Throughout Nation—Links up Advertiser, Dealer, and Public

By GEORGE McGUIGGAN
(*Boston Correspondent of* Editor & Publisher)

THE final linking up of national advertising with the local dealer is well on the road to success with the establishment in Boston, the Hub of New England, of the Tel-U-Where Bureau at 142 Berkeley street. This new service is destined to do much in assisting the innumerable buyers of advertised and trademarked goods in locating the particular stores handling the products they seek. This service does exactly what its name implies, it tells the inquirer where anything may be bought. There is no charge to the public, for it is information gladly given by manufacturers who are co-operating with Tel-U-Where in order to make advertising more effective.

Tel-U-Where, it this particular stage, has been of especial advantage to holiday shoppers who are looking for quality goods described in advertisements. Many would-be buyers do not know who the local dealers are, and ordinarily would waste much time in hunting around, with the possibility of being forced to take a substitute. Now all they need do is call Tel-U-Where on the telephone and get the answer.

Record of Names Kept

The one demand made by the bureau upon the inquirer is that his or her name be given. This is not done for the purpose of assisting in a sale, however, for it is a point of honor with the Tel-U-Where Company not to furnish these names to manufacturers for "follow up sales." Literature is on hand at the bureau, though, on the article the party is interested in, and this is sent out in the next mail to the inquirer. In this way a quicker reply is certain.

When a person calls Tel-U-Where, the message is received by one of a staff of specially trained information women, in the operating room of headquarters at 142 Berkeley street. The name of the inquirer is taken down on a printed slip, on which is a space to write in the article asked about. If the call be urgent, and the information readily accessible it is given over the telephone, but with the hundreds of calls coming in, it is more practical, and a more complete report can be given the caller by sending it out in the next mail.

The mail is more commonly used. When a letter is sent out, the catalog of the firm making the article asked for is generally sent with it; also the names of dealers handling the goods locally. In this way perplexed shoppers, who have read advertisements of articles they desire, but cannot find the Boston distributor, are aided in a direct, yet easy way to the solution.

A Simple, Direct Tie-Up

This service has met with the unanimous approval of manufacturers and dealers everywhere, for it provides what heretofore has been considered impossible, a direct, simple system of tying the various dealers to the advertised brands. For this achievement they have to thank Earle G. Knight, originator of the Tel-U-Where plan and head of the company.

"Everyone reads advertisements and everyone at some time or other wants to know where something can be bought," Mr. Knight explained to Editor & Publisher in describing the Tel-U-Where system. "These people know that advertised goods are quality goods, and there comes a time when they will not accept substitution, but want the real thing, as advertised.

"No one today questions the power of advertising," he continued, with an enthusiasm that comes from seeing his plans succeed and go over big. "But it has one weak point, which greatly decreases the effectiveness of national advertising as a selling force, and that is the difficulty of telling the consumer in a profitable way where advertised, trademarked articles can be conveniently purchased. They have tried to overcome this in various ways, such as 'Insist on getting this brand,' or 'Write us if your favorite dealer cannot supply you,' 'Write for list of names,' etc.

"These methods fall far short, however, for few consumers will sit down and write. Too much of a burden is thrown upon the shoulders of the consumer. Nor can a consumer be expected to go from store to store hunting for a certain article, especially when clerks in each store offer a substitute. Most consumers will take a substitute rather than hunt through many retail stores.

"To meet this void in the selling system comes Tel-U-Where, a service which is the result of years of planning. It is bound to make advertising more effective, serving the consumer, the national advertiser, the newspaper, the magazine, the advertising agency and the retail dealer who handles advertised, trademarked products. Briefly, it is a service that tells the consumer quickly, conveniently and without charge the nearest retail store where he can buy any advertised, trade-marked article.

"A nation-wide chain of Tel-U-Where bureaus will soon be in operation, linking up the leading buying centers of the United States. Eventually we hope to have one in every city of 70,000 population or over.

"A unique feature that adds to the service of the bureau is the fact that a supply of the manufacturers' literature of all the best known manufactures is kept on hand, enabling the consumers in this territory to obtain first-hand information in the form of a catalog or circuliar in the next mail. Nothing has been overlooked to build up a plan that will form a real link between the national advertiser, the dealer and the public."

Taking Post-Graduate Course in Art

CHICAGO.—The seven artists of the Tribune's advertising department have organized a post-graduate class under Audubon Tyler, meeting on the fifth floor of the Tribune building. Mr. Tyler is an instructor at the Academy of Fine Arts, but is better known as the man who paints the portraits used in the copy of "Fatima" cigarettes.

THE EXPERT WHO HAD ANALYSIS ON THE BRAIN

A FABLE IN SLANG

THE Hush-Hush Advertising Agency was all in a Flutter. One of their sleek young representatives had just brought in a New Account.

Perkin's Electric Prune Pitters were to be Merchandised with the Assistance of the Hush-Hush experts.

Famous artists were Commissioned to Produce gorgeous Oil Paintings of the Perfect Prune Pitter.

Algernon Sidewise, bespectacled Space Buyer, was Instructed to make up a list for the advertising campaign.

The Printer was told to shake a leg and to rush the proofs, or Heaven help him.

Algernon had early developed a painful case of Cerebral Inflation. His Sarah-bellum had expanded like the Waistband of an Aged Duchess with High Blood Pressure.

It was Terrible to Pipe Algy's frown at Zealous Solicitors.

Let there be quiet, please. Mr. Sidewise is now Analysing the Prune Pitter. He had a List which had been o. k. for the announcement of the Philadelphia Centennial. Perhaps that List would be All to The Mustard for the advertising of the Perfect Prune Pitter.

But, no. Analysis—careful analysis would Solve the Prune Pitter Problem.

"Hm-mmm, ELECTRIC, I see," said the Fountain of Wisdom, "that means—ah—class, refinement, culture, as it were. "Hm-mmm, hm-mmm, Prunes, they are a Quality Product surely, sought after by the Rich and Affluent. FARMERS will buy the Prune Pitter. I have read somewhere that Farmers sell their Crops for Many Millions. I shall use Farm Journals."

These were Busy Days for the Hush-Hush Agency and no one had time to Check Up the Educated Space-buyer. No one could tell this Constipated Owl that daily Newspapers, with concentrated circulations, would help Sales in Territories having Proper Distribution.

* * * * * * * * * * *

Now it came to pass that Perkins was Red-headed and waxed Angry as a Sore Boil. He had sold no Prune Pitters worth Spouting About.

A Prolonged Investigation and Survey was Inaugurated by the worried Mr. Hush. The Live Wires, he found, live in cities. Electric current was Scarce on the Farms as Head Waiters out in the Sticks. Prunes were Consumed mostly by round-shouldered Bookkeepers the Inmates of Actor's Boarding Houses as well as other ordinary Run of Mine Folks. Hardly a Perkins dealer knew the Campaign was Running.

Perkins howled like a Scotchman stuck with a Canadian quarter. He said Words which made Mr. Hush feel like a 30-cent Russian ruble.

But all this happened in the Sweet Long Ago.

Today the Common-Sense Advertising Agency places the Prune Pitter schedules in newspapers, in cities and towns where there is distribution and where electric current is Available.

The Perkins Prune Pitter is now selling like Ice in a Turkish Bath.

Friend Algy is no longer a Media and Slant expert. He now Turns on the Power and Jiggles the Air-brake whenever the Conductor rings twice.

Mr. Hush has long since been Cast into Outer Darkness.

* * *

MORAL: You'd be surprised.

PROVE WOMEN ALIVE TO ADVERTISING

Five Hundred Attend "An Hour in the Business World" Meeting in Chicago as Prelude to Impression of Printed Word

CHICAGO, April 4.—Is the stay-at-home, the "lady of the house," really interested in advertising and its influence on her home life?

No more impressive answer could be given than the sight of over 500 Chicago women—club women, business women, housewives, women representatives of every walk of life—gathered together at the Hotel La Salle today to spend "An Hour in the Business World" as arranged by the Women's Advertising Club of Chicago. Miss Mary Crowley, president, explained the object of the meeting—to point out to the women of Chicago the advantages of buying advertised merchandise and to foster a better and clearer understanding of advertising and its value in the home.

One of the organizers of the club, Mrs. Leona A. Krag (Jean Prescott Adams) food expert for Armour & Co., and a well-known magazine editor and feature writer, spoke on "Taking the Guesswork out of Buying." "How many of our great grandmothers could come to this meeting on a Monday afternoon?" Mrs. Krag inquired. She went on to explain how not only the invention but the advertising of all the modern household conveniences and canned goods have freed woman from her household drudgery and given her the leisure for intellectual development.

"Advertising," Mrs. Krag said, "has saved us time as well as money. When it comes to individual buying we must exercise judgment in selection. Advertising helps us do that. Look at this morning's papers and look at them with the eye of the critical home manager. You will find their advertising columns teeming with splendid information of value to you—of far greater value, in fact, than the news of the latest murder trial. It was a wise man who said, 'Show me the advertising in your papers and magazines and I will tell you the condition of your country.'

"When you buy advertised merchandise you know you are buying dependable merchandise; for no article can profitably be advertised until it has passed the most rigid examination of experts. Impress this upon your children when you send them to the store to buy and train them to be buyers of dependable goods when they grow up. Insist that your dealer supplies you with the dependable brands of advertised goods. The great consumer is the American woman and she will get what she demands. If she demands such goods from the dealer, she will get them."

Mrs. Jacob Baur, a director of the Federal Securities Corporation and vice-president of the Liquid Carbonic Company, talked on "Finance and the Woman" and Homer Buckley spoke of the constructive work that had been accomplished by the club in spreading the gospel of advertising among the women of the city.

In addition to the addresses, a musical program was provided by an orchestra of over thirty pieces and vocal soloists.

Sheridan Joins Hearst's

Hearst's International Magazine, New York, has appointed C. M. Sheridan in charge of advertising department promotion. He was at one time advertising manager for the American Social Hygiene Association.

Digitized by Google

NEWSPAPER ADS WON COURT VICTORY FOR "AUNT JEMIMA" TRADE MARK

Proved Good-Will Was Established That Must Not Be Infringed Upon Even by a "Sambo" That Resembled It, In U. S. Court's Opinion

By WALDON FAWCETT

AUNT JEMIMA, storied sponsor of pancake flour, is today the more alone in her glory as an advertising character because her master not only had the foresight to employ newspaper advertising in lavish degree, but also systematically equipped traveling salesmen with portfolios of newspaper advertisements.

In repeated instances evidence of heavy investment in advertising has served to impress a Federal tribunal sitting in judgment upon a conflict of trade-marks or trade names. It has remained, however, for the Aunt Jemima Mills Company to rely in court, as well as in sales practice, upon the portfolio of newspaper advertisements as a demonstrator of good-will.

This proof of the practical value of the portfolio of proofs and specimens of newspaper advertisements was afforded in a contest between the Aunt Jemima Mills Company and the Blair Milling Company which has but lately been decided. The two concerns are located only twenty-three miles from each other, the former at St. Joseph, Mo., and the latter at Atchison, Kansas.

The Missouri concern, which appears to have been first in the field with a negro mascot, felt aggrieved when the Blair company put its candidate before newspaper readers, and when the Blair company essayed to register its pictorial figure as a trade-mark the Aunt Jemima people filed an "opposition" and the fight was on. It did not appear to weigh with the objector, either, that the Aunt Jemima advertising campaign was of national scope, whereas its rival had restricted its newspaper space buying to a few States in the Middle West.

Trade Mark an Identifier

Conflict between these two advertisers of mill products was to be presumed only in the event that newspaper readers glance casually at pictorial copy placed before them and are equally heedless of detail when purchasing the packages with which they have been made acquainted in the newspapers. Here we had the owner of "Aunt Jemima," visualized by a dust picture of a full-faced smiling negress with a handkerchief wrapped about her head and shoulders, making strenuous objection to the proximity in trademark of the full length figure of a negro who answers to the name "Sambo" and is portrayed, in the approved copy, as bearing in one hand a plate of smoking cakes and in the other hand a cake turner.

When the judicial umpires came to weigh the claims of these two contenders for trade it became, however, not a question of whether the two dusky mascots were actual "doubles," but rather a question of whether the presence of the two smiling faces in the same commercial environment would be likely to cause "confusion in trade."

It is a well-established principle that all the powers of the Federal courts must be exerted to safeguard the symbols of good-will where it can be proved that good-will in business has been established.

This is where the portfolio of newspaper advertisements came in. It did as much as any other instrumentality, if not more, to prove the existence of a valuable good-will in the name and visage of Aunt Jemima. And the Court of Appeals at Washington, which had the last word in the debate, reversed or overruled the U. S. Commissioner of Patents and gave Aunt Jemima the benefit of the doubt. For, reasoned the Appeals bench, the lower part of the figure of "Sambo," as printed, is so covered with reading matter that to the casual observer only the head and shoulders are plainly visible.

Furthermore, suspicioned the court of last resort, if registration should be granted the printed matter that already partially submerges Sambo could be extended until there remained only a bust picture, similar in its main characteristics to Aunt Jemima.

Salesmen Carry Them

Robert R. Clark, president of Aunt Jemima Mills Company, brought the portfolio of newspaper advertisements into the limelight when he went on the stand to testify in detail as to the various forms of advertising and sales promotion that have been employed continuously since the World's Fair at Chicago in 1893 to build good-will for the Aunt Jemima products.

The particular portfolio that was offered in evidence was not prepared specially for the occasion. Rather was it a standard portfolio of the kind with which the Aunt Jemima Company outfits its traveling salesmen in order that they may familiarize the retail trade with what the manufacturer is doing to create demand for his specialty.

Carried Balance of Power

In playing its part to win a victory for the Aunt Jemima Mills Company the portfolio of newspaper advertisements had in reality a double role. In the first place it stood as a cumulative array of advertising such as the courts have repeatedly conceded goes to create and entrench good-will. Secondly, it bespoke a consistant effort to translate the prestige, inseparable from extensive newspaper advertising, into dealer good-will.

That the highest court was impressed on both counts was evident when it remarked:

"The Aunt Jemima flour has become so widely known that a glance at the picture would satisfy the average purchaser. In other words, while the goods are known by the name, the picture is the distinguishing feature by which the goods are visually identified."

Newspaper advertising, as attested by the contents of the stock portfolio from the Aunt Jemima Company's offices, supplied the balance of power that won acceptance by the court of another principle of good-will, viz.: that which ignores color as a distinguishing characteristic when color is not always present.

In the taking of testimony, in this clash between Aunt Jemima and Sambo, considerable attention was devoted to the color schemes of the packages of rival products. In the last analysis, however, it appeared that even though there be no dangerous duplication in the tints of the containers it must be taken into account that the newspaper advertisements, through which most prospects would gain acquaintance with the goods, are devoid of color and, consequently, the danger of confusion in trade must rest to a considerable extent upon an appraisal in terms of black and white.

The Court of Appeals in holding that contests such as the one between Aunt Jemima and Sambo, must be decided by main essentials—the essentials upon which newspaper advertising is pivoted—remarked that once the "Sambo" trade-mark was granted a certificate of registration by the Patent Office "nothing could prevent the registrant from using whatever coloring it desired in setting forth the mark so long as the style of dress and the features of the negro were retained."

Doubt is Against New Comer

In deciding that Aunt Jemima is entitled to hold all "doubles" or near-doubles at arm's length the Court of Appeals at Washington declared that where there is a doubt as to the danger of confusion in trade, the doubt must be resolved against the newcomer because the field from which a person may select a trade-mark is practically unlimited, and hence there is no excuse for his impinging upon or even closely approaching the mark of his business rival.

If any person supposed, however, that this Aunt Jemima episode would indicate that all that a trader has to do to find a ready-created demand for goods is to seemingly "trail" the advertising of an established, popular specialty he has received a rude surprise. Officials of the Blair Milling Company confessed, under examination, that their "Sambo" had pulled but little trade until introduced to the public territorially through local newspaper advertising. This was the significant testimony of E. B. Hackney, manager of the Package Goods Department of the Blair Milling Company.

Got It All Back

According to the experiences related by Mr. Hackney, he was a believer in newspaper advertising when he took his present position with the Blair Milling Company in 1915, but Mr. Blair was not. However, the latter expressed himself as willing to make a trial of advertising if the product would not sell without its aid. With a view to ascertaining whether the goods would not move on their merits alone the Sambo flour was put out without advertising in the Coffeyville district and in certain sections of Colorado. "But it did not sell," relates the manager. "We got it practically all back."

Local advertising was then tried, reinforced by house-to-house sampling and demonstrations. The plan was to avoid national advertising for the time being, but to work one state at a time, moving then to another state. In this way the Blair company has conducted try-out campaigns of some proportions in Missouri, Kansas, Colorado and Illinois, with small ventures in adjoining states. The first year only $192 was spent in this advertising. The next year the outlay was $1,093. The following season the expenditure was $7,629 followed by an outlay of $10,172 and finally by a plunge of $31,554.

The total investment of over $50,000 in local advertising brought a corresponding growth of sales—from 250 cases of the goods the first year to 3,000 cases; to 26,000; and finally to 81,000 cases.

Mr. Hackney's comment on local advertising, as voiced for the benefit of the Appeals Court was: "Where we advertised it was a success and we are now getting a good distribution which is more than paying for the advertising."

Advertising Created Good Will

But meanwhile, the Aunt Jemima Company, under the impetus of proportionately more lavish advertising, had been building that progression of sales which was to convince the Federal court of the existence of good-will that must be protected even though the case was, as the Court remarked: "a close one."

The experiences of the Aunt Jemima Company, as related at Washington in connection with this tussle over advertising mascots, prove quite conclusively the value of demonstrations and souvenir distribution as a support to newspaper advertising in the building of good-will.

During the past few years the Aunt Jemima has distributed in the territory covered by its newspaper advertising a total of more than 10,000,000 of its rag dolls—"Aunt Jemima" and "Uncle Mose" and the pickaninnies. At the same time there was broadcast distribution of hundreds of thousands of the Aunt Jemima face-mask, to say nothing of millions of cut-outs and dealer helps.

No wonder the court was impressed to the extent that it was and remarked that it doubted the contention, which had been sustained at the Patent Office, that the rival goods would be distinguished as "Sambo" and "Aunt Jemima" brands instead of by the trade-mark figures rendered familiar through advertising.

The court concluded that the competitive maneuver that brought the case to court would admit of but one inference: "that of gaining advantage from the wide reputation" established in the Aunt Jemima goods.

ADVERTISING AND PRESENT-DAY BUSINESS

THE relation between advertising and present-day financial and industrial conditions was the general subject of an interesting talk one night recently by Preston F. Bryant, sales manager of the Babson Statistical Organization, before the members of the Sales Managers' Association of Philadelphia at the monthly banquet held at the Bellevue-Stratford. Some of the high spots in Mr. Bryant's talk were:

"The greatest mistake a business house can make today is to cut down its advertising appropriation.

"There is a dangerous tendency at present to curtail advertising. This inclination seems to strike the business interests when intensive advertising is most necessary.

"Without advertising the business outlook for the future is gray enough to be almost black.

"Many business men advertise when their trade is good and save their resources in bad times.

"The wise plan is to cut down the advertising appropriation when sales are large and use the extra funds in advertising when orders are hard to get. In this way business runs on a level keel.

"Flexible advertising is the best way to smooth out the periodical fluctuations from which business suffers.

"We believe that business will see a temporary spurt in the spring, but that the permanent turn for the better will not come until fall.

"The change to normal seems to be coming more quickly in the East than in the West.

"The difficulties of the next six months can best be solved by intelligent selling and sales efficiency.

"We have found the use of automobiles has increased the selling capacity of a man threefold in many cases."

Digitized by Google

HART-SCHAFFNER & MARX POLICY STIRS UP RATES QUESTION AGAIN

Merchants Fighting Advertising Rates—Wide Interest in Market Survey Symposium—New Retailers' Paper—N. A. N. E. Plans Fall Meeting—Topics for Convention

By FRED MILLIS

Secretary-Treasurer National Association of Newspaper Executives.

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W.) a round table discussion on matters of interrelation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

NEWSPAPERS with vacillating policies as to local and foreign advertising are finding it necessary to tighten their ropes in a hurry these days.

In many instances foreign advertising rates on newspapers have advanced much more than local rates with the result that the local advertiser can buy space for much less than the outside manufacturer even when the 15 and 2 per cent discounts are taken off.

This condition has led Hart-Schaffner & Marx, whose advertising is handled by Williams & Cunnynham, to place their advertising through their retail store outlets at local advertising rates instead of through their agencies on the foreign rates.

This policy is being pursued in all cities where they have but one store handling their line of clothes. Where they have more than one representative they are continuing to send their advertising through the agency. Williams & Cunnynham probably are collecting a service fee on copy placed direct through the retailers. Although many of the larger newspapers have fought this they are gradually, one by one, dropping into line and accepting Hart-Schaffner & Marx copy from the retail stores.

This instance brings out the woeful lack of policy on the part of some newspapers. There is drawn no clear cut line of distinction as to what is foreign and what is local, and where the different rates are applicable.

This phase of newspaper advertising management was discussed thoroughly at the recent meeting of officers and directors of the National Association of Newspaper Executives at Louisville.

Of the twenty-five papers represented at the meeting there were not two that handled this phase of newspaper management exactly alike. It was the consensus of opinion after a thorough discussion that a few simple principles should guide any newspaper in handling this problem.

First, businesses in competition with one another should be put on an equal basis by the newspaper. Wholesalers and manufacturers, whether located in the city of publication or outside, should all be on an equal basis. Since their advertising is run in campaigns rather than year in and year out, it is more practical to handle them on a foreign rate basis. This is particularly necessary since a great bulk of their advertising is placed through advertising agencies. Newspaper advertising managers should make up their minds that whenever advertising is in competition, or in this class, it should go on the national rate. There should be no "ifs" or "ands" about it.

On the other hand, where the advertising is placed by a retail outlet it should go on the local or retail rate. If Hart-Schaffner & Marx advertising is turned into a newspaper by a retail store for the copy to appear over the name of the store and unquestionably is retail selling copy, there is no way in the world that the newspaper can get around accepting this business on its local rate card.

This Hart-Schaffner & Marx matter is but an instance. The important point is that newspaper advertising managers must get themselves mentally straightened out as to their two sets of rates. Of course, there are "border line" cases but there is hardly one of these which cannot be settled by getting back to an established set of principles.

Merchandise advertised by either manufacturers or jobbers, to be sold through retailers to consumers, is national.

Merchandise advertised by retailers to be sold direct to consumers is local or retail.

It happens that in ninety-five cases out of one-hundred the above principles will obtain. The important thing, if the advertising manager does not do business along these established lines, is that he establish some different lines and do business in the same way with everybody.

The difference between local or retail and national or foreign rates will be one of the topics for discussion at the Atlanta convention of the association in June.

* * *

MERCHANTS MISINFORMED ON PUBLICATION COSTS

MERCHANTS' associations over the country are using considerable misinformation in attempting to beat down newspaper advertising rates. There is hardly a statement made by these merchants contending that rates should decrease which cannot be proven as unsound. For instance, merchants say paper prices have gone down. This applies to wrapping paper and spot newsprint, but on the other hand contract newsprint has advanced over last year.

Merchants say wages have gone down. This may apply to labor in general, but wage scales in publishing in practically every city in the country have advanced over last year. Right now 50 per cent of the papers are opposing demands for advances on the part of the unions.

Merchants say that the New York Globe for instance, has reduced its rates. Here's what Jason Rogers wires in answer to this:

"In answer to your letter of March twenty-third the Globe has not decreased its advertising rates. We made an increase October 1, 1920, and announced a further increase for January 1st on the strength of prospect of higher prices for paper. As expected high price of paper did not materialize we eliminated some details of intended increase in rate effective January 1st. The Globe was in more favorable condition regarding rates than most newspapers for we had made repeated slight increases during previous two years while other newspapers had deferred their increases until they were up against heavy increases in cost of paper and labor."

Merchants say that Minneapolis Tribune has reduced its rates. The fact is, the Tribune attempted to advance its rates but did not go through with them in a fear of facing a storm of opposition.

Merchants say newspapers should be powerful enough to beat down union wage scales. They say that if they force advertising rates down that the newspapers in order to live will force wage scales down. The merchants forget that the newspaper is a quasi-public institution. A fight with the unions would disturb circulation and with a 10 or 15 per cent decrease in circulation the merchants would immediately claim other decreases in advertising coming to them.

Harvey Young, the good natured, energetic advertising manager of the Columbus Dispatch has the best recipe for the situation.

"Aw, tell 'em to forget it. But get some steam behind your circulation department and show them enough circulation increase to justify your rates or more," says Harvey.

* * *

MERCHANDISING MEN INTERESTED IN ASSOCIATION CONTEST

INTEREST is already being evidenced in the symposium of market survey which will be made by the National Association of Newspaper Executives in co-operation of the American Association of Advertising Agencies. A letter being sent by Fred Millis, secretary-treasurer of the National Association of Newspaper Executives, to newspapers over the country urging that they take part in the contest, is as follows:

"You no doubt have noticed the announcement in EDITOR & PUBLISHER of March 26 of Awards of Merit which will be given by this Association to newspapers for producing the best market surveys. The judges will be a secret committee of three members of the American Association of Advertising Agencies, selected by Collin Armstrong. The survey must be in accord with the principles enunciated in the Standard of Merchandising Practice of Newspapers established by this Association in cooperation with the A. A. A. A.

"Reports to be entered in this contest must be in my hands no later than May 15th. Announcement of awards will be made at the Atlanta convention during the week of June 14th. All reports will be exhibited at the convention.

"It is not necessary of course, that you get up an original report. Take the best survey you have made during the past six months and 'doll it up.' If you are not interested at all in getting for your paper an award of merit, why don't you go into this whole heartily so as to give us as much material as possible to use at Atlanta in selling to the advertising fraternity the newspapers as the national advertising medium?"

* * *

ENTER RETAILERS' JOURNAL

WHEN the Milwaukee Journal does anything, it does it right. This is the consensus of opinion among newspaper advertising managers. The Journal's recent entrance into the dealer publication field has been made with the same eclat as the other things it does. It's a monthly. It's called the Retailer's Journal. It sells for a dime. It's eight pages and full newspaper size and what's more it's very readable. In short, it's up to standard. It contains articles about Milwaukee stores and wholesale establishments, articles on better business by business leaders and accounts of merchandising activities from all parts of the United States. The publication is of standard newspaper size, and contains eight pages. It will be circulated among the 5,000 retailers, wholesalers the middle of each month.

* * *

AS GOOD AS RETAIL PUBLIC LEDGER

"YOU tell 'em! The Retail Public Ledger may be the 'Daddy of 'em all,' but, honestly, now, don't you think the Oregon Journal Trade News is a mighty promising son?" writes F. H. McMahon, director of the merchandising bureau of the Portland Oregon Journal.

"Not only are we trying to sell the dealer on confining his efforts to products advertised in the Journal, but we are trying to educate him along sound merchandising lines."

They are now getting out a 4-page regular-sized newspaper each month.

Cleveland News, Jr., another one of the retail publications of the newspapers of the country, has grown to eight pages in the last two or three issues. D. W. McKinney has recently become editor of the News, Jr.

* * *

CAME TWICE TO LOUISVILLE

BATTLE CLARK, vice-president of the National Association of Newspaper Executives for Tennessee, came twice to the recent meeting of officers at Louisville. He came up on February 20 and then, naturally, had to repeat on March 20 to attend the meeting.

Battle got his first notice of the meeting on February 18. He noticed the date, 20th—the month, March. So he grabbed his hat and started for Louisville, to be met with Bert Garstin's: "Ha! Ha! Come back next month."

* * *

TO HAVE MID-YEAR MEETING

IT was decided at the meeting of the officers and directors of the National Association of Newspaper Executives, in Louisville, March 20, to institute a mid-year meeting of all the members, starting next fall.

As expressed by Frank T. Carroll, manager of the Indianapolis News, "this organization has taken a very definite place in newspaper circles. It is without question a most practical brass-tacks organization for an advertising executive." It was decided that the one meeting a year in connection with the Asso-

MILLER TALKS STRAIGHT TO PUBLISHERS

IN a letter to newspaper publishers of the country, Charlie Miller, president of the National Association of Newspaper Executives, makes the following very pointed statements.

"Our association will meet in Atlanta to work and not to play. We will have morning, afternoon and night sessions, and if your representative does not come back full of new ideas and plans to increase your advertising, then it is time for you to change Advertising Managers.

"Last year several publishers did change advertising managers when it was reported to them that their representative instead of sitting in at the meeting held at Indianapolis, played around and missed all the good things that were there for them at our closed door sessions.

"Our association does not touch on the cost of paper, cost of labor or other things, but devotes the entire convention period to the discussion of advertising rates, agency co-operation, classified advertising and things that pertain only to the advertising department of your newspaper. We cover both the local and foreign field very thoroughly.

"Even if you cannot send a representative to the Atlanta session, you owe it to your paper to become a member of our association and help along the good work that we are doing in behalf of all the newspapers."

Digitized by Google

ciated Advertising Clubs Convention would not be sufficient to keep up the interest in the organization."

Although it was pointed out that a large part of the membership of the National Association of Newspaper Executives would be able to attend but one meeting in a year, it is believed representatives of the larger papers would attend a conference sometime in January or February. It was suggested that the first mid-year meeting be at the same time that the A. B. C. Convention is held in Chicago in October. However, the exact time of the meeting has been left up to the officers who will be elected at the Atlanta meeting for 1921-22.

• • •

TOPICS FOR CONVENTION

AMONG the things which will be discussed at the Atlanta meeting of the National Association of Newspaper Executives will be the following:

First, rate question: How to combat attempts to reduce rates, flat rates—advise increased circulation rather than reduced rates.
Second. What to do with advertisers and agencies who cancel campaigns after service has been given.
Third. Setting of some standard for measuring advertisements.
Fourth. There is a general demand for practical suggestions of selling space.
Fifth. Cleaning up sales methods.
Sixth. Discuss all merchandising service practice—who should pay for service.
Seventh. What per cent should retailers advertise?
Eighth. Selling preferred position to local advertisers.
Ninth. Effect of daily circulation statements on advertisers and best way of selling circulation to advertisers.
Tenth. Can a paper with 15,000 to 20,000 circulation afford a service man?

• • •

USES TRACER ENVELOPES

THE Des Moines Register-Tribune is using tracer envelopes instead of tickets in handling advertising in the composing room.

Harry T. Watts, the advertising manager, writes that the tracer envelope system is the most satisfactory method it has found.

"Our advertising room foreman has a set of pigeonholes corresponding to the days of the week—one set for the Morning Register and one set for the Evening Tribune. The copy is put in envelopes and as they are sent to the composing room they are filed in the pigeonholes and remain there until the advertising has been run.

"We have a somewhat similar system for foreign advertising which has also proved to be a very satisfactory system. When each day's issue is printed these tracer envelopes are sent back to the advertising department and the paper is charged both from the paper itself and from these tracers."

Mr. Watts says that he will be very glad to send a set of his tracer envelopes to any newspaper executive writing him.

• • •

SAYS DUMMY SYSTEM PREFERABLE

M. J. LOWENSTEIN, business manager of the St. Louis Star, says that for a paper having a considerable amount of one-time business or one in which position is sold, the dummy system is infinitely preferable.

"With it the publisher has a bird's-eye view of his paper in miniature and the managing editor can note on it the important items he wishes to display and where he wishes to put them. Late advertisements can be adjusted or shifted in advance and considerable saving of time of the make-ups can be effected."

NEWSPAPERS AS AD CENSORS

THE Advertising Forum of the Civic and Commerce Association, at Mankato, Minn., discussed "truth in advertising" at its latest meeting. "Splash" advertising was given a black eye. It was brought out strongly that the advertiser must get away from the idea that his advertising in the newspapers must look like a billboard in order to attract attention. A committee was appointed to call upon the management of the Mankato Daily Free Press and ask that paper to act as censor on dishonest advertising.

Joseph Oshman said that the plan of having the Cedar Rapids (Iowa) newspapers act as censors had worked out beautifully and resulted in honesty in advertising. B. S. Boman said that no advertiser should object to honest criticism of his announcements in the newspapers; could, indeed, get valuable hints therefrom.

• • •

SEND FOR THESE ADS

A SERIES of eight advertisements have just been run in the daily newspapers of Marysville, Mo., by the Chamber of Commerce for the purpose of creating local confidence and better buying. The ads had a distinct appeal to the farmer, and already have had the desired effect in the community. Business men are reporting better business, and at the present time most Maryville stores are doing about a normal business for this time of year. "We confidently expect a good spring trade," declares H. E. Miles, advertising manager of the Maryville Tribune. Incidentally, Maryville is a town that has put herself on the map by local newspaper advertising.

• • •

DETROIT NEWS A MEMBER

GOOD work is being done by Herbert S. Conlon, vice-president for Michigan of the National Association of Newspaper Executives, in securing new members. The state of Michigan has been very little interested in the Association work up to this time. Mr. Conlon's latest addition to the membership roll is the Detroit News.

• • •

SOME SELLING IDEAS

THE "Save the Surface" campaign committee will be glad to co-operate with newspapers in selling co-operative paint campaigns to dealers and distributors. Its address is: The Bourse, Philadelphia.

With the change in the labor market releasing women who are now only too glad to go into homes to do the family washing at a reasonable day's wage, laundries must fight to hold their business through educational and price advertising.

Real estate men everywhere predict that this will be a good year for them. Very few papers in the country go after this class of business in an intelligent way. The real estate men are allowed to put in one time "ads" instead of being sold campaigns.

Selling the newspapers of a city as the logical advertising mediums was accomplished in Columbus, Ohio, by the newspapers under the leadership of Harvey R. Young, advertising manager of the Columbus Dispatch. Write to Mr. Young about his Rotary Club stunt.

It is surprising how many papers in cities with about 30,000 population are taking a hold of the merchandising idea.

Electrical pages are being put over by a number of newspapers. Help in the way of mats and ideas can be secured from the Society for Electrical Development, New York City.

PUSH FOREIGN TRADE BY ADVERTISING

Co-operative Campaign to Be Urged at National Foreign Trade Council to Sell America on Export Idea

(Special to Editor & Publisher)

SEATTLE, Wash.—A movement has been launched by Pacific Ports Magazine, looking toward the raising of a substantial sum among the exporters of this country for the purpose of launching an extensive campaign to "sell America on the idea of foreign trade." Attempts will be made to have the National Foreign Trade Council, at its annual convention in Cleveland in May, adopt a program for the execution of a co-operative advertising campaign.

It is pointed out by the the promoters of the idea that the United States must continue to enjoy a healthy volume of foreign trade if it is to enjoy healthy economic conditions at home. On the the other hand, it is declared, a very liberal percentage of the population of America lacks a true understanding of the importance of foreign trade to our industries and consequently to all workers in our industries.

Roy Alden, editor of Pacific Ports Magazine, in a letter to O. K. Davis, secretary of the National Foreign Trade Council, says:

"A co-operative advertising campaign that will carry home to the people of this country the value of foreign trade to each individual citizen would be the most effective way to accomplish the ends sought. The convention, if it deems the plan worthy of adoption, could recommend the collection of a fund from the manufacturers and exporters of the country. Surely those who brush up against the unsound arguments advanced against foreign trade would hasten to do their share in clearing the atmosphere.

"I believe you will agree with me that the time has long since passed when the pulling power of advertising can be questioned. The score and one different co-operative advertising campaigns, mostly of an educational nature, that have been prosecuted with such splendid results in this country during the past few years, shows what can be accomplished through the use of printer's ink."

Merger in San Bernardino

The San Bernardino (Cal.) Daily Sun owners have assumed control of the Evening Index, and are continuing it as the Telegram (and Index) operating both papers from the plant of the Sun. R. C. Harbison and James A. Guthrie are the owners and editors, while the business management is vested in Harry S. Webster, for years business manager of the Sun. Advertising will continue in the hands of Milton R. Standish.

Luncheon for Secretary Clark

Members of the Advertising Club of New York will give a luncheon May 4 for Sydney Clark, retiring secretary of the club. The committee in charge includes Charles C. Green, Cal J. McCarthy, Manning Wakefield, D. Morris-Jones, C. P. McDonald, Herman G. Halsted, A. C. Doornbos, Walter M. Ostrander and David D. Lee.

Editors Trustees of Science Service

Science Service, of which Edwin E. Slosson is editor, as announced in Editor & Publisher last week, has been started as a non-profit-making organization for the purpose of familiarizing the reading public with the progress of scientific research. Its control is vested in a board of trustees, ten of whom are scientists and five are journalists. The latter are: E. W. Scripps and R. P. Scripps of the Scripps-McRae Newspapers, William Allen White, editor of the Emporia (Kan.) Gazette, Chester H. Rowell, former Fresno editor; and Edwin F. Gay, publisher of the New York Evening Post. Co-operating with Mr. Slosson is Howard Wheeler, formerly editor of the San Francisco Daily News, Pacific Coast manager of the Newspaper Enterprise Association, managing editor of Harper's Weekly and for five years editor of Everybody's Magazine.

NEW DAILY FOR FORT WAYNE

Press Will Be Evening Edition of Journal-Gazette

FORT WAYNE, Ind. April 6.—The Evening Press will make its first appearance on Monday, April 11. L. G. Ellingham of the Journal-Gazette also will be general manager of the Press. Ross S. Nelson is managing editor and A. J. Gruber advertising manager. The new daily will have its telegraphic and cable news supplied by International News Service and will carry a star comic and feature page of International Features Service and also the Newspaper Feature Service daily magazine page, together with special article by Arthur Brisbane and other Hearst writers. Besides its leased wire, the Evening Press will publish the International News Service daily photographs.

L. G. Ellingham

L. G. Ellingham has been all his life an Indiana newspaper man. For twenty years he was owner and editor of the Decatur Democrat. He was elected secretary of the state in 1910, serving four years. In 1916 Mr. Ellingham, with E. G. Hoffman, purchased Journal-Gazette, which, under their management, has become one of the most successful newspapers in the Middle West. Though the Evening Press will be published from the office of the Journal-Gazette, the two newspapers will be separate and distinct entities.

Ross S. Nelson

Ross S. Nelson, who will direct the newspaper's editorial policy, has for fifteen years held executive positions on Indiana newspapers. For some time he has been managing editor of the Journal-Gazette.

A. J. Gruber, advertising manager of the Journal-Gazette, will assume the same position with the Evening Press. He, too, has been long a newspaper man. For years he had charge of the advertising for the Fort Wayne Evening Sentinel.

Miss Mahool in New Position

BALTIMORE, Md.—Morris & Co., manufacturer of women's apparel, have named Miss Katherine Mahool as advertising manager. The firm specializes in middy blouses. Miss Mahool has been with the Katz Special Agency.

Digitized by Google

AUDIT BUREAU STARTED IN ENGLAND BY ADVERTISERS, AGENTS AND PRESS

American Organization Plan Followed—Advertisers Have Twelve Directors, Agents Two, and Publishers, Eight—Cost Apportioned in Three Parts

By HERBERT C. RIDOUT
(*London Editor, Editor & Publisher*)

IF there is one thing above others in American advertising practice that has been coveted by British advertisers, it is the circulation guarantee facilities provided by the Audit Bureau of Circulation. For some twenty years at least the subject of newspaper and periodical circulations has vexed the souls of British advertisers and advertising agents, and at various intervals efforts have been made by individuals and organizations to shed the light of day on this vital factor in advertising costs, but always without success.

I personally remember legal injunctions being obtained by important newspaper publishers against enterprising individuals who announced their intention to disclose what they believed to be actual sales of certain papers.

Northcliffe Behind Idea

During the last twelve months the question has been forced to the front by the London Daily Mail which, in consequence of statements made against its evening contemporary, the Evening News, commenced a "net sales campaign" to bring into the limelight the circulations of every publication which claimed the support of advertisers. This column in the Daily Mail has been, I believe, under the personal direction of Lord Northcliffe himself, and has been vigorous and fearless in its denunciation of what was not inaptly labelled the "dumb press."

It has been attended with excellent results, some 150 publications other than those under Lord Northcliffe's control having responded to its invitation to provide net sales certificates, and from the volunteered statements of many prominent advertisers, it became evident that a good proportion of future advertising was to find its way into those newspapers that had disclosed their sales in this way.

Advertisers Had Nucleus

Now, however, a very interesting and far-reaching development has taken place, one that seemingly can only result in British advertisers enjoying the same facilities in regard to circulation figures as their American brothers.

The Incorporated Society of British Advertisers has, of course, always taken an active interest in this matter, and by its own efforts has been able to furnish its members with reliable "net sales data" concerning some 400 publications. It is this body that has now taken action that promises to secure a uniformity of policy in circulation statements and its secretary announces that immediate steps are being taken to get the scheme into operation.

On March 10, the central executive of the Society passed a resolution that it endorsed a scheme outlined for the establishment of a British Board of Advertising Control over an Audit Bureau of Circulations, and invitations are being issued to the Association of British Advertising Agents, the Newspaper Proprietors' Association, the Scottish Newspaper Association, the Newspaper Society, and the British Association of Trade and Technical Journals to confer with them with a view to establishing a joint Board of Control on the lines suggested.

The scheme in question is to form a British Board of Advertising Control, as stated, on the lines of the Audit Bureau of Circulations. The functions of this Bureau will be:

1. Verifying the figures of circulations by the audit of the Bureau's own accountants.

2. Issuing standardized statements, classified according to the nature of the publication, and embracing verified figures and facts bearing on the quantity, area of distribution and methods of distribution.

3. Disseminating data for the benefit of advertisers, publishers, and agents. All reports to be confined to facts (not opinions) such as will enable quality as well as quantity to be established.

Advertising Interests Control

The directors of the Board of Control, it is proposed, shall consist of twelve advertisers nominated by the Incorporated Society of British Advertisers, Ltd., two agents nominated by the Association of British Advertising Agents, eight newspaper proprietors (four nominated by the Newspaper Proprietors' Association, two by the Scottish Newspaper Society, one by the Newspaper Society and one by the British Association of Trade and Technical Journals). This board would be elected yearly, and have complete control over the Audit Bureau of Circulations during its term of office.

Eligible for membership of the Bureau and for the benefit of its data service would be:

a. All bona fide advertisers, members of the Incorporated Society of British Advertisers, Ltd., who will receive the data and reports of the Bureau through the established channels of the Society for the dissemination of information. The Society will bear one-third of the cost of the Bureau.

b. Advertising agents who are members of the Association of British Advertising Agents or any other body affiliated to, or recognized by, that Association. The agents will bear one-third of the cost of the Bureau.

c. Publishers, who will also contribute one-third of the cost.

It is probable that some months will elapse before the Association is able to get its scheme into working order and possibly not until next year will the first fruits of it be seen, but it is generally recognized that the action comes at a time when it will provide a useful stimulus to British newspaper advertising.

EVERYTHING UNDER THE MANAGER'S EYE IN MASON CITY GLOBE-GAZETTE HOME

THE Mason City (Ia.) Gazette recently moved into its new home, which is said to be one of the best-appointed newspaper domiciles in the West. The new home is 44 x 120, four stories of tapestry brick with stone trimmings and strictly fireproof. Facing one of the main streets in the city on the north and with alleys on two other sides, there is a maximum of light and ventilation. The building was erected eight years ago for the Pythian Club, but the architect had in mind a future printing plant and it was so constructed that the Globe-Gazette management found an ideal building already erected.

Besides the usual apartments for a newspaper, there is a kitchen, dining rooms and a spacious hall on the second floor, all furnished with necessary equipment, club rooms and shower baths on the third floor.

For the present, the basement, an eleven-foot-high concrete room with four feet of daylight above the ground, and the first floor of the building will meet the necessities of the working quarters of every department. The front of the building is occupied by the business office and the Hoe sextuple press, which reaches through the first floor. Plate glass windows keep it in view of the passers-by and of the business department. An outside entrance leads through to a lobby in the rear and also to the stairway to the upper floors. The lobby leads to the news and composing rooms and the business office and is reached also by another entrance on the east side of the building. Back of the business office is the editorial and news rooms, and to the rear of the news rooms the composing room.

There are no intersection opaque walls—all partitions separating rooms and halls are of plate glass so that the manager, whose office is just in the rear of the business office, can see every department from his office.

Another feature is that the Associated Press telegraph operator has a room by himself with outside window for light and air and completely shut off from all other employees, eliminating the annoyance from noise.

A luncheonette is also provided for the employees, where, with electric stove and other culinary outfit, they may prepare and enjoy their luncheon at noon time.

The 48-page press, with color deck, is equipped with the latest stereotyping machinery and is operated by the Jenney system of electric control. All machines are equipped with individual motors, and the battery of six linotypes have the latest type electric heated metal pots.

The basement furnishes ample space for boiler rooms, carrier and mailing departments and the stereotyping department, besides storage space for paper.

The entire building is furnished in oak with furnishings to match. An electric sign mantled by a large globe with the word "Gazette" on each side makes a unique ornament for the front of the building.

The Globe-Gazette has been for 22 years under the present management, with W. F. Muse, editor, and D. M. Conroy, manager. They have moved to better quarters four times and have used five presses.

ARMSTRONG JOINS MULLALLY

Sells Interest in Old Agency and Becomes Chairman in New

Collin Armstrong has disposed of his interest in Collin Armstrong, Inc., New York, to Frank G. Smith, William A. Sturgis, Harold A. Moore and their associates and has retired from the corporation. He became chairman of the board of directors of William T. Mullally, Inc., New York, on April 2.

There will be no change in the personnel of the Collin Armstrong Agency, of which Mr. Smith succeeded Mr. Armstrong as president last May. Mr. Smith had previously been vice-president.

Mr. Armstrong's connection with the financial advertising field began in 1878 when he was financial editor and downtown business representative of the New York Sun. He held this position for 25 years. He was secretary of the committee that organized the Association of New York Advertising Agents and served on that body's executive committee and as its chairman, treasurer and secretary. He has also been active in the national organization and is now chairman of its national newspaper committee as well as of the New York council's newspaper committee.

Fire Destroys Georgia Plant

The printing plant of the Dawsonville (Ga.) Advertiser was recently destroyed by fire, the total loss amounting to several thousand dollars, partly covered by insurance. Mrs. B. H. Howard is the owner of the paper, and has been assisted in its editorial conduct by her husband, Dr. Howard. Publication of the paper will continue.

Levis Bars Quebec Reporter

The Levis (Que.) City Council, on March 30, ordered the expulsion from the council chamber of the correspondent of L'Action Catholique, Quebec City, for alleged false reports and insinuations against the mayor and one of the councillors.

New York Representative Appointed

The Beaver Falls (Pa.) Tribune has appointed Bryant, Griffith & Brunson as its New York representatives.

Digitized by Google

FOUR FUNDAMENTAL WANTS OF MAN ARE BASIS OF "CLASSIFIED"

Food, Home, Job and Clothing Almost Exclusively Advertised in "Want" Columns of Newspapers—Some Suggestions in Systems, Rates, Collections and Other Vital Factors

By C. L. PERKINS

Executive Secretary, National Association of Newspaper Classified Managers

INTEREST in classified continues to grow. Publishers are giving it greater attention as is evidenced by the fact that more and more publishers' associations are devoting a part of their programs to this subject. Recently Charles T. Hardin, classified advertising manager of the Columbus Dispatch, spoke before the Associated Ohio Dailies. In part he said:

"Publishers, generally, I believe, are beginning to appreciate the importance of classified advertising. The classified advertising department can and should be one of the most important on a newspaper, not only from the point of revenue and net profit, but because it brings the paper closer to its readers, and is its most beneficial feature.

"To build classified two things must be done—use efficient sales method and create reader interest and confidence.

"To sell classified advertising have a certain definite plan—then stick to that plan. Some papers will decide they are going to put a lot of pep into the classified and will form a plan which they will follow for about a week, then they will have another plan for the next week, and finally they operate without any plan at all.

"If your town is not large enough to have a big classified department, at least have one party in charge of your classified. Make him responsible for that kind of advertising, and handle classified exclusively. Secure a person who will make a study of the Want-ads and try to advance by building up the classified and not work just for a meal ticket, or as a stepping stone into display.

"On the Columbus Dispatch we have about twenty in the classified department, and this department is sub-divided into five departments as follows:

Contract Solicitors
Telephone Solicitors
Telephone Ad Takers
Counter
Foreign Classified

"In order to secure repeat orders and hold your classified advertisers you must bring them results. To do this make your classified pages easy to read. Locate your classified in the same part of the paper every day.

"To secure the readers you must have in your classified columns the things that will fill his wants and desires. A buyer for a used Ford automobile naturally turns to the paper in which a dozen Fords are offered for sale instead of the paper in which only two are listed. So in order to secure reader interest, it is necessary to have something to offer the reader.

"Says another writer 'This is comparatively easy when you consider that a man's four fundamental wants are:

"'FOOD, A HOME, A JOB AND CLOTHING.'

"'Two of these—A JOB AND A HOME—are advertised almost exclusively in the classified columns. You supply the man these necessities—a job and a home through your paper, and you can sell him his luxuries through your paper also.'

"Secure reader confidence by eliminating all fraudulent or fake copy and advertisements of a questionable nature.

Mr. Perkins contributes an article to EDITOR & PUBLISHER each week on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

The reader will soon know if he can believe the ads that appear in your columns. Any 100 persons in any city contains about the same number of males and females, children and adults, rich and poor, renters and landlords, employees and employers. They require about the same number of meals per day, the same amount of shelter, clothing, income, etc. In other words, their wants are about the same, and any failure to use Want-ads to satisfy these wants is due to lack of education and not to any really fundamental difference.

"In 1920 the Columbus Dispatch published over 4,000,000 lines of classified, which was a little over 17 lines for every man, woman and child in Columbus. Now, if the 234,000 people in Columbus could use this average of 17 lines of classified, I can see no reason why the people of Marion, Delaware, Athens, or any other town could not use the same proportion.

Systems of Collections

"Because of the amount of detail necessary in handling classified advertisements, it is important to have a good system and insist on everyone doing his work according to that system. It is very important to have an efficient collection system. Do not be too strict with your credit from transient voluntary advertisers.

"Many papers are very liberal with their credits, yet their losses are very small. The Milwaukee Journal claims it collects 99 per cent of all transient classified accounts by mailing the bills and then having one collector to handle delinquent accounts. The St. Louis Globe-Democrat says its losses are less than 2 per cent.

"Any experience any of you may have had with heavy losses have been due to inefficient collection and not liberal credit, because I am sure the people of your town are as honest as those of any city.

"Many newspaper publishers believe in advertising for the other fellow, but when it comes to their own business do not practise what they preach. To build classified they put all their effort on personal solicitation of the professional advertiser and overlook the general public from whom it is necessary to receive their voluntary classified advertising, which class of advertising is absolutely necessary to have in order to build a successful Want-ad medium. One of the best methods to secure this voluntary advertising is through promotional copy in your own columns. Advertise each classification separately. Don't make your copy general, to cover the whole classified in one advertisement.

Rates

"As I said before, the first function of the classified department is to return a profit to the publisher. The way to accomplish this, of course, is to have your rates sufficiently high to bring the proper income. Classified rates should be as high as display rates.

"The real estate dealer who sells a $10,000 piece of property or the automobile man who sells a $1,000 automobile from his small classified advertisement can surely afford to pay a rate equal to the merchant who sells 25c handkerchiefs or $3 hats.

"But you say classified does not consist exclusively of $10,000 deals or $1,000 automobiles. You think only of the poor woman who has a room to rent or the man or woman who wants a job.

"A room rents for about the same in any city, yet it costs the party in Chicago 80c to rent a room, while the resident of Dayton can rent a room for 25c. The workman in Cleveland pays 50c to get a job and the New York workman pays $1.

"The truth is these advertisers are not buying advertising but are buying a service.

"The women rent their rooms by advertising, and the workmen by advertising are getting jobs. This service is worth about the same any place in the country. Whatever has been established as a reasonable charge for this service could be imposed by every paper, regardless of circulation."

"GIL" WANT-AD "GETTER"

MANY people in Topeka, when they want to place a classified advertisement in a newspaper first think of "Gil" of the Topeka Capital, and though he has not made individual calls nor been "on the street" for several years, people call up daily and insist that W. R. Gilmore, classified advertising manager of Capital, take personal care of their advertising. This illustrates the reputation he has earned in his seventeen years with the Capper publications. From a Want-ad salesman he has graduated into classified manager of all seven Capper publications, all of which, under his direction, are making rapid strides as classified mediums. Personally Gilmore is a Kansas product, full of initiative and energy but modest and unassuming.

He "gets the business" which is the final test of a successful classified manager.

ADVERTISING ADVERTISING

FURTHER proof that classified advertising is a service which can be sold by means of display advertising as easily as drygoods or foods is contained in a recent letter from J. L. Irvin, classified advertising manager of the Des Moines Register and Tribune. In it he states that more space in the display columns than ever before is being devoted to the promotion of classified advertising. The result is that the Register and Tribune is not experiencing the decrease in voluntary advertising which many newspapers are now feeling.

BUSY DAYS AT A. N. P. A. PRINTERS' SCHOOL

Equipment Now Installed at Macon Institution Will Enable Training 400 Beginners Each Year—Difficult To Attract Students

The A. N. P. A. Printing School at Macon, Ga., is busy installing new equipment. From April 1 on it wil have twenty-six linotypes, one intertype, three monotype casters, three monotype keyboard machines, three montoype combination keyboard and casting machines; also a printing office outfit. This will enable the school to produce about 400 promising beginnners each year. In January applicants were turned away because of insufficient equipment, and this occurred twice last year.

The president of the Georgia-Alabama Business College, under whose direction the student-getting and training work is being done, says that by June or July, he will have the attendance up to the full capacity of the new equipment and more machines will be needed, unless all signs fail.

Sixty operators are now following the typesetting business as a result of last year's work in the school, and twenty of these have joined the I. T. U. on merit and have found their way to the daily papers in the cities. One now writes from Memphis that he set 56,000 ems on the Commercial-Appeal in seven hours, and had some tabular matter in his string.

"It is not an easy matter to attract students to the school," says Eugene Anderson, president of the Georgia-Alabama, "because in many communities the idea prevails that only rough, coarse, uneducated, unambitious, characterless people follow the printing trade. Some mothers regard printers as they do sailors—as rather tough. This prejudice has to be removed before a family will consent for one of its members to enter the school. If we show them by photographs and convincing literature that the school is composed of an elegant type of people, many of them colege-bred men and women, and that the modern printing office has dispensed with its Bacchanalian atmosphere, we have smooth sailing; but if the publishers don't keep in behind us at all times with a good publicity campaign, such as we have been conducting, we can very easily wake up some morning with more machines than students."

Loyless Gets "K. K. K." Threat

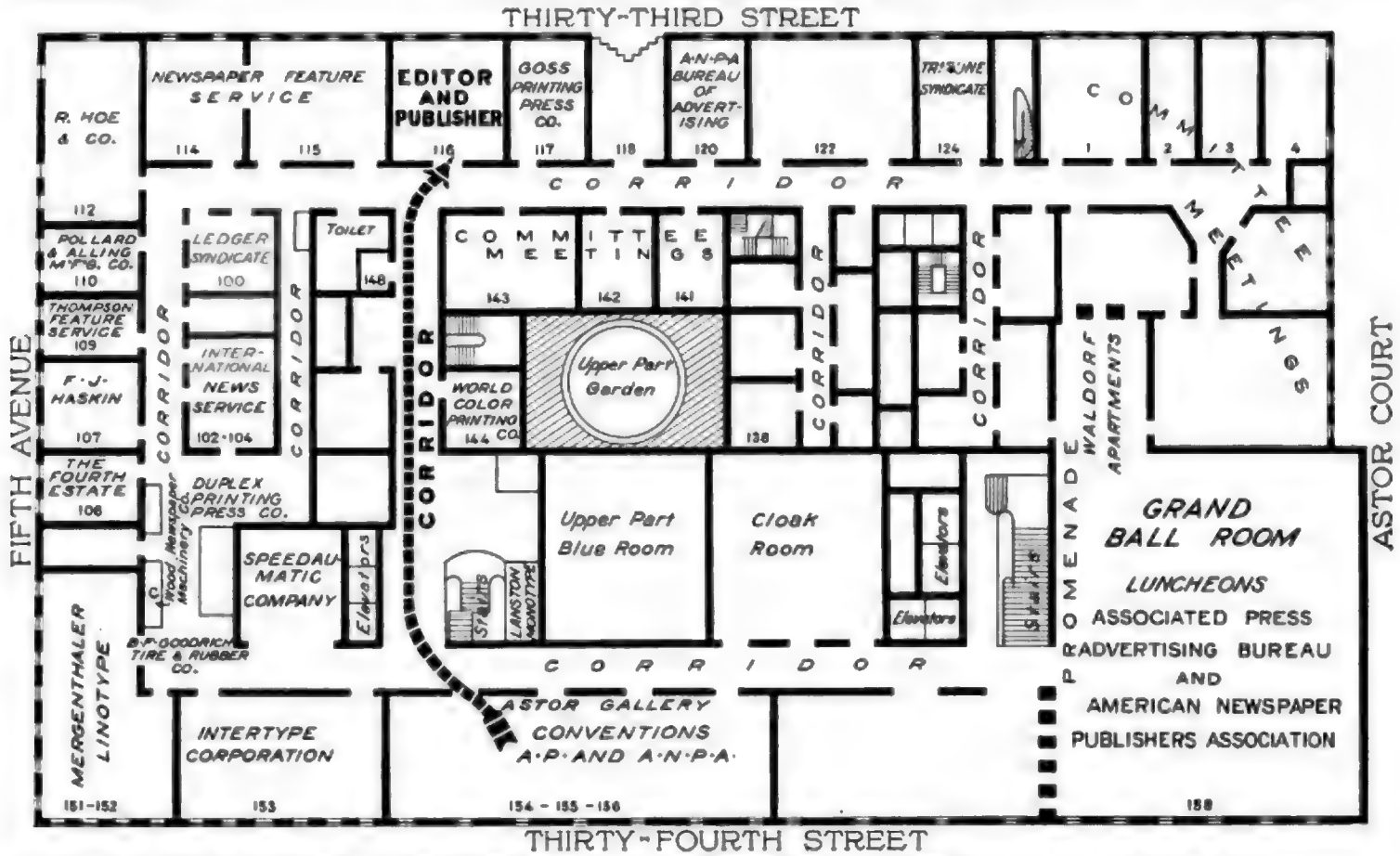
Hooper Alexander, United States district attorney at Atlanta, has been asked by Thomas W. Loyless, editor of the Columbus (Ga) Enquirer-Sun, to investigate a threatening letter he received in connection with his recent editorial attacks on the re-organization in the South of the Ku Klux Klan. The New York Herald some days ago asked Mr. Loyless for a 1,500 word statement regarding the Klan and the steps that were being taken, if any, to suppress it. Mr. Loyless replied with a lengthy statement excoriating the Klan. The following day he received a special delivery letter from Atlanta which stated. "Leave New York newspaper troubles with K. K. K. alone. Dead men tell no tales."

Betting Comes to New York

MINNEAPOLIS, Minn.—William J. Betting has retired from the advertising agency of Betting-Thompson-Madden, Inc., to become connected with the Wynkoop, Hallenbeck, Crawford Company, New York.

Digitized by Google

A. N. P. A. AND A. P. CONVENTIONS FLOOR DIRECTORY, HOTEL WALDORF-ASTORIA, NEW YORK, APRIL 25 TO 29



A. N. P. A. (office)..Room 153 (Myrtle Room)
Bureau of Advertising, A. N. P. A..Room 120
Speedaumatic Company...Top Private Staircase
Duplex Printing Press.....In Foyer
EDITOR & PUBLISHER.....Room 116
The Fourth Estate.....Room 106
B. F. Goodrich Tire & Rubber Co....In Foyer
Goss Printing Press.....Room 117
F. J. Haskin.....Room 107
R. Hoe & Co.....Room 112
International Feature Service...Rooms 102-104
International Syndicate.....Room 141
Intertype Corp.....Myrtle Room (153)
Lanston Monotype.....At floor office
Ledger Syndicate.....Room 100
Leishman Telegraph Picture Service..Room 113
Merganthaler Linotype.....151 (East Room)
Newspaper Feature Service, Rooms 114, 115 (Banquet Hall)
Pollard & Alling Manufacturing Co..Room 110
Thompson Feature Service.....Room 109
Tribune Syndicate.....Room 124
Wood Newspaper Machinery Co..Space in Foyer
World Color Printing Co.....Room 144

Luncheons of the Associated Press, Bureau of Advertising and the A. N. P. A. will take place in the Grand Ball Room.

CONVENTIONS NEAR AT HAND

Outline of Programs for Associated Press and American Newspaper Publishers Associations' Meetings—Splendid Service Exhibit Promised

With the opening day of the American Newspaper Publishers' Association and the Associated Press annual conventions in New York—April 25—only a little more than two weeks off, programs and plans are rapidly assuming final shape.

WILLIAM HAMILTON

William Hamilton, entertainment manager of the Hotel Waldorf-Astoria, who for nearly ten years has had charge of the arrangements for the conventions has been busy for months providing for the accommodation of the publishers and he says everything is ready right now. Applications for space on the convention floor of the hotel for the exhibit of newspaper and advertising accessories and services have taxed the wits of the management to provide for everyone, with the result that every available inch of room has been allotted. Arrangements to date provide for twenty-three exhibitors, the complete list of which is printed along with the floor plan on this page.

According to Mr. Hamilton the only one of last year's exhibitors missing from the 1921 roster is the McClure Syndicate, whose space in Room 100 is to be occupied by the Ledger Syndicate.

While it has been definitely decided that the Associated Press, the American Newspaper Publishers' Association and the Advertising Bureau of the A. N. P. A. will each have a noonday luncheon, the names of the speakers are not yet ready for announcement. The A. P. luncheon will take place Tuesday, April 26; the Advertising Bureau's on Wednesday, and the A. N. P. A. is on Thursday. Each will be held in the Grand Ball Room of the Waldorf-Astoria.

As usual the week's programs will open with the annual convention of the Associated Press on Tuesday, preceded by directors' and committee meetings on Monday. A preconvention session of the A. P. directors will be held on April 22 to clean up all possible routine business before the meeting date.

The A. N. P. A.'s sessions will start Wednesday morning, April 27. The various meetings of committees and directors will be held Monday and Tuesday preceding. It is expected that the usual procedure of electing officers on Friday afternoon, April 29, will be followed. The general opinion is that President T. R. Williams of the Pittsburgh Press will be re-elected for a second term.

A. N. P. A. conventions follow no formal program, but from all indications there will be no dearth of vital topics for discussion. Labor, advertising rates, advertising agency relations, advertiser service, taxation, postal matters and newsprint loom up as the headliners.

McCone Issues Open Shop Call

E. J. McCone, general manager of the Buffalo Commercial, and Harry Chandler, publisher of the Los Angeles Times, have issued invitations to all publishers of daily newspapers having a daily circulation of 5,000 copies and more, who operate "open shop" to attend a meeting in New York during the A. N. P. A. convention to formally launch the American Open Shop Publishers Association. Twenty-five papers have been invited, Mr. McCone states.

A. P. Directors Change Date

The date of the meeting of the board of directors of the Associated Press has been changed from April 21 to April 22, continuing through April 25, to be held at the New York office, 51 Chambers street. The annual meeting of the board will be held April 26 at the Waldorf-Astoria, when six new directors will be elected. On April 27 election of officers for the new year will take place.

TRIED TO HOLD UP CROTHERS

When Police Came, Instead of $5,000, Young Bandit Killed Himself

New "pep" was put into the editorial staff of the San Francisco Bulletin a few days ago when the sound of a pistol shot came from the office of Publisher R. A. Crothers on the floor below. A young man had confronted the publisher with a revolver and demanded $5,000. Business Manager Page was also in the office and the hold-up man demanded that he stay there as hostage while Crothers went outside to "dig up" the money.

While Crothers was telephoning for the police, Bert Cupid and Charles Gillespie of the staff dropped in on Page. They did not know the bandit was behind the door with a revolver levelled on Page. When their conference ended and just as Cupid and Gillespie went out, three policemen entered. Seeing them, the hold-up man placed the revolver to his head and fired a fatal shot. He was later identified as J. N. Murray, 18, a cocaine addict, whose family is well known in Johnstown, Pa.

Stanberry Buys Texas Papers

W. M. Stanberry of Midlothian, Tex., has purchased the Royse City (Tex.) News-Times. He formerly was editor and publisher of the News-Times.

Digitized by Google

SMALLER CITY NEWSPAPERS OFFER GREATEST OPPORTUNITIES

Both the Individual and Newspaper Must Have Character if Journalism Is To Be Made A Success—Real Satisfaction Comes From Service

By H. G. SPAULDING

EDITORIAL NOTE—Mr. Spaulding is the editor and publisher of the Shawnee (Okla.) Morning News. He has had a wide experience that has included every branch of newspaper work. This is the concluding article in the series on "Journalism as a Career."

AFTER an experience of 35 years in newspaper work I am free to say that I have no regret today that I chose this profession nor do I have any hesitancy about recommending it to others, for today journalism stands on the highest plane that it has ever reached and affords an opportunity for profit and service to mankind that is not to be found in the so-called learned professions.

The first requisite for successful journalism is character, both in the individual and in the newspaper itself, for there is no more harmful influence in any community than a newspaper operated along narrow, selfish, personal lines. The work itself tends to develop character and steadily expand the ability of a person and make him of greater value in the newspaper office and the community.

Having been attached to metropolitan newspapers, been employed upon and directed the policy of small city papers and having also published country weekly newspapers, I am frank to say that my decision is in favor of the small city, one large enough to carry a leased wire report, for it affords the opportunity for both profit and service which is lacking in the smaller and larger fields.

Only a few country weeklies in each state afford an opportunity to devote the entire time of individuals to newspaper work, as much or more time being given up to the job printing department as to the newspaper. The metropolitan newspaper office usually rules that a man's personality must be practically submerged and he is also generally confined to certain specific duties which do not give him the all-round experience that is possible in a small city.

The small city dailies of this country have shown wonderful improvement in the past four years, both from an editorial and mechanical standpoint and as business institutions. They have won a firm place in the esteem of the public, both in their own communities and elsewhere, and the quotations reprinted from the small city daily are more widely used than from their metropolitan brothers. The editor or publisher of the small city daily is a personality in his community and participates in every movement for the public good. Where he is known his own city is known and the character of his newspaper has much to do in shaping the character of his city for no other individual comes into more intimate contact with the people in their daily life, often 95 per cent of the white families in a city being daily readers and two to four persons in the family reading the paper.

As I said at the outset, I do not hesitate to advise a young person who has the right groundwork and is temperamentally fitted, to enter journalism and I also give a preference in employing new men to those who have had a course at a recognized school of journalism as well as some experience on a newspaper, my most valuable man having developed through this course.

The era of the small city daily has arrived. It is receiving the serious consideration of the national advertiser and its opinions are weighed by the man in public life. It is free to express its opinions and its independence wins it the respect and confidence of its readers. It is in this field that there will be the greatest development during the present decade.

LOOKED LIKE A STORY

But Janitor's Jap-a-lac Jammed Typewriters, Not Oregon Journal's Foes

The Portland Oregon Journal, like any other paper that follows an aggressive policy, makes some enemies. On a recent morning the reporters, sitting down at their desks, found to their dismay that their typewriters failed to operate. More than a dozen were out of commission. An investigation was at once started and various threats against the Journal were remembered. A consultation was at once held to trace down the perpetrator of the outrage. The superintendent of the building was summoned to see if by any chance he had seen anyone skulking around the editorial rooms. He could give no light on the matter.

The Journal is the lucky possessor of a janitor who hails from Virginia, and who, strange as it may seem, has an insatiable desire to keep everything spick and span. He was summoned to see if he could tell anything about it. The investigation ceased right there, for it developed that in his zeal to render efficient service he had washed each rubber roller with what he thought was alcohol, but which turned out to be jap-a-lac, and which, hardening, had put every typewriter so anointed out of commission.

INSURANCE MEN HEAR HAWKINS

Must Make News to Have It Printed, U. P. Head Tells Inquiring Hosts

"It is entirely up to you whether you can break into the newspapers or not," said W. W. Hawkins, president of the United Press Asociations at a recent meeting of representative insurance men of New York who had assembled to find out why they are not accorded the recognition in the daily press that they believe is warranted by the importance of their business. The meeting was arranged by Clarence Axman, editor of the Eastern Underwriter.

"You must make news or you cannot expect newspapers to print it," continued Mr. Hawkins. The average insurance man cannot be expected to be an expert on news values, but there are many such men and their advice could be sought by insurance men in the making of programs and other discussions at meetings.

Replying to a query as to whether the fact that insurance companies are not large advertisers in the daily papers was not in part responsible for the slight space given to insurance happenings, Mr. Hawkins said:

"It is an erroneous idea of business men that the advertising controls the news. Only in the rarest of cases is this true. No influence can stop a smashing big news event from being published."

Wider Radio Market News Service

WASHINGTON, April 6.—Expansion of the radio market news service of the Bureau of Markets to include the sending of a daily market report from St. Louis, Omaha, and Bellefonte, Pa., was announced today by the Department of Agriculture. The air mail radio service will be used.

Carlisle Herald Suspends

The Carlisle (Pa.) Evening Herald suspended publication March 31, after installing a new plant, due to the ill health of Dr. Guy Carleton Lee, president and editor.

CONFERENCE HOURS OF EXECUTIVE OFFICERS OF THE GOVERNMENT WITH THE PRESS

FOR the information and guidance of news editors throughout the country as to the hours when important Washington stories may be expected to break by reason of the conferences between the President of the United States or members of the Cabinet and the corps of Washington correspondents, the following schedule prepared for the information of the Washington newspapers by James D. Preston, superintendent of the Senate Press Gallery, is published.

The conferences between the President and the correspondents have been arranged by Mr. Harding, Secretary Christian and Chairman Karger so as to give the afternoon editions the break on the Tuesday meeting of the Cabinet while reserving the news of Friday's Cabinet session for the morning papers. A similar policy has been followed with respect to the conferences with Cabinet officers.

It rarely happens that such conferences fail to develop a story and information as to the time they may break is regarded as valuable to desk men.

The schedule follows:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00				Treasury	
	Navy	Navy	Navy	Navy	Navy
10:30	White House	White House	White House	White House	White House
	Labor				
11:00	State	State	State	State	State
	Post Office			Justice	
11:30	War	War	War	War	War
	Commerce				
1:00		The President			
2:15	Agriculture				
3:00	War	War	War	War	War
				Commerce	Labor
3:30	State	State	State		
	Treasury		Navy	State	State
4:00	Navy	Navy			
	White House	White House	White House	Navy	Navy
			Post Office	White House	The President
4:30		Justice			

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

IN our effort to make the Wooster (O.) Daily Record a local newspaper we introduce a number of local features that other small town local papers wishing bigger city circulation figures can use. Among the assignments given reporters recently were the following:

"Get fifteen or twenty successful business men to tell you why they came to Wooster. It makes a good feature under a double column head with two or three pictures, and an occasional one indented.

Get a dozen Wooster men to tell you how they made their first dollars. "How I made my first dollar" makes an attractive head with something additional about the town.

"My first ride in an automobile" in which about a dozen or so told of their first thrills on wheels makes a good readable story.

Besides any local librarian will tell a reporter how the literary tastes of their local constituents change as the trend of the times changes. For instance during the war, war books were read, and now the change is to peace time pursuits, etc.

We follow this out indefinitely, interview folks all over our county, as our circulation is county-wide, and find that when we can get a man from any section of the county to talk on some important subject, making it a local subject if we can, it interests the man who does the talking and evokes favorable and unfavorable comment on the same subject from his neighbors. These folks often contribute liberally, sometimes with a regular broadside, to "Our Mailbag" which is always a good local feature, especially if you can start them discussing something.—E. C. D.

* * *

A high school paper, copy for which can be secured and prepared through cooperation with the school English or Journalism department, makes a weekly feature appealing to a distinct class of readers for small dailies published in cities where the high school does not support a separate newspaper. The La Crosse (Wis.) Tribune-Leader Press used this feature to some extent.—G. W. G.

* * *

As a Saturday feature, the Ottawa (Ont.) Journal is publishing a series of articles on the care of the teeth. The stories are supplied by local dentists, and written in an "easy," non-technical style that is attracting much attention, especially among parents.—O. J. H.

Celebrate Pulitzer's Birthday

The anniversary of the birth of Joseph Pulitzer (April 10) falling this year on a Sunday, the usual commemoration at the Columbia University School of Journalism will be held Tuesday, April 12, when John L. Heaton, of the New York World editorial staff, will give an address on "Joseph Pulitzer as a Newspaper Man."

Victor Barcas with La Prensa

Victor Barcas has been made business manager of La Prensa, a Spanish daily newspaper published at New York. Mr. Barcas was recently vice-president and general manager of the Hudson Special Agency, publishers' representatives, New York.

Digitized by Google

PRESS GALLERY RULES WILL BE CHANGED

Tipsters, "We-Boys" and Corporation Agents Will Be Barred from Conferences, but Department Workers Won't Lose Right

(*Special to* Editor & Publisher)

WASHINGTON, April 7.—Success appears in the offing for the fight for more active efforts to rout the tipsters, corporation agents and "we boys" from the conferences between bona fide Washington correspondents and officers of the Federal Government.

The correspondents are to consider the whole question of representation in the Press Gallery lists and regulations to cover admission to the conferences with the President and members of the Cabinet. There are broad differences of opinion as to just what should be done, but there is but slight opposition to the theory that something should be done.

One of the greatest stumbling blocks in the path of progress has been a disposition on the part of the Congressional correspondents to withhold proper recognition of the rights of the departmental workers who are not listed in the directory. The unlisted at times were resentful of any trespass on their rights. The conflict seems to have been removed and the way cleared for co-operative action. The State, War & Navy Correspondents' Association has been organized to safeguard the conferences in those departments and the association is prepared to co-operate with the Press Gallery for uniform action with respect to all departments.

Conference April 13

The issue was precipitated by formal notice that a resolution calling for a comprehensive survey of the whole situation would be offered at the biennial meeting of the corps of correspondents to be held at noon on April 13. The resolution as drafted by Robert Barry, of the Philadelphia Public Ledger and Editor & Publisher, will be amended to meet objections raised by the State, War and Navy correspondents who felt that as proposed by him they were not to have a proper share in the undertaking.

There are indications that one salutary result of the discussion now proceeding among the newspaper men will be that some steps will be taken to terminate the system which denies to all bona fide correspondents representation in the Congressional Directory. That rule is a survival of ancient days when three men constituted a big staff in a Washington Bureau.

Efforts to have the matter settled by individual groups of correspondents on the various beats are not expected to prevail for the very good reason that such a plan does not offer a real solution of the problem. The responsibility is a collective one covering the entire group of news beats and all must work together for common protection, even though the actual enforcement of the restrictions against "ringers" shall be left in the hands of the men who regularly attend the conferences in a given department.

Such men as Chairman Karger, of the Standing Committee of Congressional Correspondents; Richard V. Oulahan, dean of the Washington corps; Frank Conner, chairman of the State, War and Navy Correspondents' Association; Homer Dodge, head of the Treasury Department Correspondents' Association, and others of like prominence and sincerity of purpose are working in behalf of a program of action which contemplates the greatest good for the whole body of newspaper men and women, and there is every indication that some positive steps will be taken to improve existing conditions as they have the whole-hearted support of a majority of the correspondents.

* * *

IN the most spirited election contest since the advent of prohibition, George F. Authier, correspondent for the Minneapolis Journal, was elected vice-president of the National Press Club at a special election today made necessary by the removal of Leonard C. Ormerod from Washington. Mr. Authier triumphed over Stephen Early, of the Associated Press, by the narrow margin of seven votes. The campaign developed such rivalry that active members of the club actually smiled as they paid all delinquent dues in order to vote.

* * *

WASHINGTON newspaper men who accompanied Governor James M. Cox had their sad experiences of the dinnerless days on the Santa Fe Railroad recalled when Wells Hawks, who was the Cox press agent, sent around invitations to a film play built on the theme of "Over the Hill to the Poor House." Hawks appended a note to the effect there would be no dining service at the show.

MRS. HARDING IS HOST TO PRESS WOMEN

Thirty-six Writers Drink White House Tea and Look Over State Apartments While Talking Shop with First Lady of the Land

By MAUDE McDOUGALL

(Author of the "Dolly Madison" social letters from Washington.)

(*Special to* Editor & Publisher)

WASHINGTON, April 7.—Hard on the heels of the President and Mrs. Harding's entertaining of the Order of the Elephant,—the newspaper men who had represented their papers at Marion during the front porch campaign of last summer,—at dinner on Saturday night, came Mrs. Harding's tea for the newspaper women of Washington on Monday afternoon.

There were thirty-six women writers present. No one in the less deadly side of the newspaper craft in the national capital would have believed there were so many. Is it not symbolic of the times? Washington has ceased being a man's capital. Although it has not been so long ago since Mrs. George F. Richards was the only member of her sex to be enrolled in the Congressional Directory as a Washington correspondent.

For each of the thirty-six women who assembled in the blue room preparatory to being ushered into the red parlor where they were presented to their hostess, Mrs. Harding seemed to have a personal greeting. Some she was glad to meet "again"; some it was nice to meet "face-to-face," after presumably many telephone "visits"; some were frankly "new" to her, and yet others seemed to puzzle her.

Should she remember them? She asked one,—Miss Winifred Mallon of the Chicago Tribune's Washington bureau, and when Miss Mallon smilingly answered "probably not; I saw you for about two minutes, and then wrote your first day in Washington!"

To which the First Lady immediately responded, apparently quite sure, "Oh, but I didn't see the story."

It was noticed that she talked as a newspaper woman,—which she proudly claims to be,—the language of the newspaper shop,—the "story," not the "article," and the newspaper women found themselves wondering if she was as genial and gracious a hostess to everyone as she was to them. After each had been presented and welcomed, and been given a cup of "the best tea in Washington" from the daintily appointed little table over which Miss Harlan was presiding, it was noticed that "the girls" all drifted back, teacups in hand, and quickly formed an interested, animated group around their hostess, and that there was much lively "give and take."

Earlier in the afternoon, M. Viviani, the special envoy of the French Republic, had called upon the President, with the French Ambassador, M. Jusserand, and had lingered for a little chat with Mrs. Harding, who confessed, unabashed, that she wasn't an awfully good French scholar, and he wasn't an awfully good English scholar, and it was only by watching him so closely that she felt that she was staring him out of countenance, that she "got the drift" of what he was saying.

The guests included Mrs. Sallie V. H. Pickett, Miss May Kearney, and Miss Katherine Brooks of the Washington Star, Mrs. Bertha Martin, Miss Marie Spurgeon of the Washington Post, Mrs. Evelyn C. Hunt, and Mrs. Stacey Jones of the Herald, and Miss Ruth Jones, Miss Mildred Brown and Mrs. Kinkaid of the Times; Mrs. Hobart Brooks, who corresponds for a number of out of town papers; Miss Constance Drexel of the Philadelphia Public Ledger, Miss Mildred Morris of the United Press; Miss Annabel Lee of the Universal Service; Miss Elizabeth Poe, Mrs. Vylle Poe Wilson, and Mrs. C. R. Robertson, of the Post; Miss Muriel Baily, and Mrs. Mason Graves of the Pan-American Bulletin; Miss Margaret Wade of New York Times; Miss Roberta Bradshaw, Mrs. Wingrive Bathon; Mrs. Grace Stelle; Mrs. S. M. Coleman, Mrs. Florence Boeckel, Miss Emily Davis, Mrs. Margaret Downing; Miss Gertrude Leimbach; Miss Mayme Ober Peake, Mrs. George P. Richards, who "does" the Capitol for a string of New England papers; Miss Winifred Mallon of the Chicago Tribune; Miss Cora Rigby of the Christian Science Monitor; Miss Jessie MacBride of the Washington Times; Mrs. Elizabeth K. Stokes of the Consolidated Press Association; Mrs. Grace Porter Hopkins, who does a weekly "letter"; Mrs. Isabella Warrall Ball, of the National Tribune, and the writer.

At the close of the afternoon Mrs. Harding took the group through the state apartments.

SOMETIMES THE PLACE WE EAT MEANS FAME

By Wide World Photos

There is an old saying that you can't judge a man by the clothes he wears but we have never heard anybody deny that you can form a pretty good opinion of him by the place he eats. Yes readers, this is an interior view of the White House and reading around the table from President Harding's left we have Raymond Clapper, United Press; Walker Buel, Cleveland Plain Dealer; George Van Fleet, Marion Star; Sam Bell, Philadelphia Public Ledger; Harry Price, Washington Post; Glenn Tucker, New York World; Edwin Hill, New York Herald; Mrs. Harding; Byron Price, Associated Press; R. Boyden Sparks, New York Tribune; George Holmes, International News Service; Sam Williamson, New York Times; Robert Ginter, Pittsburgh Gazette-Times; Bruce McName, Universal Service, and Mrs. George Van Fleet, of Marion. They call it the Elephant Club, but, gosh, they're just newspaper folks.

Digitized by Google

LONDON REPORTERS GET GUINEA RAISE UNDER NEW AGREEMENT

Proprietors and National Union Compromise on Minimum of Nine Guineas a Week—44-Hour Week for Staffs—Institute's Position Now Doubtful

(*London Correspondent*, Editor & Publisher)

LIKE all young organizations the British National Union of Journalists is possessed of an enthusiasm that nothing can dampen and although its prolonged negotiations on behalf of its London members with the Newspaper Proprietors' Association have not resulted in a settlement on the terms originally demanded by the Union, it has secured certain advances and improvements in conditions that will go far to strengthening its position as a force acting for working journalists.

At one time it appeared as if the union would resort to withdrawal of its members, but these hints from the extreme section of the membership came to nothing. The more moderate views of the executive and H. M. Richardson, general secretary, prevailed and even though the union may not have gained such terms as might have been the case had its demands three months ago been less exacting, it has obtained substantial increases and, at the same time, bettered its position in the recognition of its status by the publishers.

Indeed, this latter fact brings up the question as to the standing of the British Institute of Journalists compared with the union. The former, comprising what may be described as the older school of journalists, preferred demands that where in many respects even more exacting than those of the union. With the recognition of the latter by the Newspaper Proprietors' Association it would appear that the Institute has suffered a blow to its claim to represent the working journalists and there is wonderment in Fleet Street as to how this body will deal with the situation, especially as it is complicated by the fact that there are semi-proprietoral interests represented in the Institute.

Roundly speaking, the terms offered by the N. P. A. and accepted by the union include a guinea increase to subeditors and reporters on general newspapers and also to photographic printers. There are no increases for financial or sporting paper men, or for press photographers. The period qualifying for this increased minimum is lengthened from two or three years.

The N. P. A. originally suggested that the period should be four years and the result was a compromise on three years. A clause from the old agreement, stating that each paper, where more than one is published from the same office, should have a separate staff has been deleted, and this of course, is a point lost to the Union. On the other hand, the guinea increase means a minimum of nine guineas a week.

The agreement is made for twelve months from March 16, and i sterminable thereafter by three months' notice from either side. It relates to the minimum rates of payment, maximum hours of labor and general conditions of employment for the exclusive full-time service of members of editorial staffs (including creative artists, press photographers and photographer printers) to be recognized in the offices of all London newspapers owned and controlled by members of the Association. Important clauses are summarized as follows:

MINIMUM SALARIES

No fully-qualified reporter or fully qualified subeditor, (including members of Parliamentary corps) meaning reporter or sub-editor who has served in that capacity for a period of three or more years, shall be engaged or employed for exclusive full-time services at a salary of less than nine guineas for week, except on financial or sporting papers, in which cases the minimum salary is eight guineas per week.

The granting of any increases to higher paid members of editorial staffs on account of merit, as as heretofore, left to the discretion of the employer.

PHOTOGRAPHERS

The following minimum weekly rates of payment shall be observed for the exclusive services of photographer pressmen, according to the years of service as photographers, not necessarily in the same office:

First and second year (improvers) £4 4.; third and fourth years £5 5s.; fifth year £6 6s.; sixth and seventh year £7 7s., after seventh year £8 8s.

The following minimum weekly rates of payment shall be observed for the exclusive services of photographer printers from the age of 21:

First two years as printers £3 3s.; third year as printers £4 4s.; fourth year as printers £5 5s.; after fourth year £6 6s. Hours to be regulated by the general clause, but existing arrangements as to holidays and payment for additional working hours to continue.

ARTISTS

No qualified creative artist, meaning an artist who works on materials other than stone or metals, but who may be called upon to touch up, shall be engaged or employed after seven years' practical experience—inclusive of any period spent in art school—at a salary of less than nine guineas per week.

SPECIAL DAY ENGAGEMENTS

Saturday or other special day engagements for Sunday papers, by reporters of sub-editors, shall be paid for at the rate of not less than £2 2s. for a reasonable working day.

Duty after Saturday midnight, on Sunday papers published after 6 a. m. to be paid for at the minimum rate of £3 3s. for a reasonable working day.

HOURS OF WORK AND HOLIDAYS

For all members of editorial staffs a full working week shall consist of not more than five and a half nights of seven hours each, including meal times (total of 38½ hours) for regular night workers, or five and a half days of eight hours each (including meal times (total 44 hours) for day workers. Reporters' hours in general practice not to exceed 44 hours in each week, unless necessitated by out-of-town engagements.

This weekly half-day leave shall be granted to night workers as one full night's leave in each fortnight, or two full nights' leave in each four weeks at the discretion of the management. The existing practice of at least one full day off in compensation for the long hours worked on Saturday for Sunday publications shall continue undisturbed by this agreed extra half-holiday.

All members of editorial staffs shall be entitled to at least three weeks' holiday, with pay, annually in the six months from May 1 to October 31, also to two days' leave at or near Christmas time, and one day in lieu of Good Friday. In the case of sporting and financial papers the time for holidays shall be fixed by arrangement with the management.

PARLIAMENTARY WORK

Extra turns: morning papers (per day or part of day) £1 11s. 6d., evening papers (per afternoon, except when House meets at noon or earlier) £1 1s.; evening papers (when House meets at noon or earlier) £1 11s. 6d. A week shall consist of not more than five days. When Parliament sits on a sixth day in any week, notetakers working on that day shall be granted an equivalent day's relief or pay.

SPACE WORK

Journalists employed solely on space rates on general newspapers shall receive not less than £1 1s. for any one assignment, but may be required to carry out more than one engagement within a reasonable working day for the same fee. This clause shall not apply to occasional contributors to sporting papers.

After three months' probation, the reporter (fully qualified as defined in minimum salaries clause above) who has been employed daily and regularly on space rates shall be guaranteed a minimum of nine guineas weekly for his exclusive full-time services.

The foregoing schedule of London rates and conditions laid down as the result of conferences between the newspaper proprietors and the Journalists' Union unquestionably shows a raising of the standard of prestige attaching to newspapermen's work and American journalists will doubtless find it an interesting study in connection with their own wage standards.

SCORES STATE DEPARTMENT BEAT

Rogers of I. N. S. Scores on Island of Yap Note

Washington, April 6.—In the State Department at Washington, the source of the most important national news, it is very infrequent that any reporter can score a news beat. Hence, the feat of Harry Rogers of the International News Service yesterday in securing exclusively the story of the Government's diplomatic note to the Allied Nations, is the talk of newspaper circles in the Capital.

Rogers obtained the facts concerning the note addressed by President Harding and Secretary Hughes on the Island of Yap mandate and not another correspondent in Washington knew of it, until it appeared in International News Service dispatches. The official statement was not given out by the State Department until this afternoon, twenty-four hours later.

PEORIA RETAILERS SUFFER

Publishers Reject New Rate Offer By Department Store Combination

(*By Telegraph to* Editor & Publisher)

Peoria, Ill., April 6.—Retail business is suffering here through efforts of four important stores to continue their "strangle-hold" on the city's three English newspapers by a combination to dictate advertising rates. Evidences of weakening among the merchants have appeared, one of which was the offer to resume advertising at a rate of 60 cents an inch, which the publishers of the morning Transcript, Evening Journal and Evening Star refused.

This offer followed others which have been made since the Star informed the Block & Kuhl Company, the leading department store, that its preferential rate would be discontinued on January 1. It also is a sequel to attempts by the "Big Four" to replace newspaper advertising by 12-16 page circulars which were printed at Pekin and later by the Galesburg Republican Register. Efforts to sell space in these circulars to other advertisers at 75 cents an inch have been unsuccessful.

Winnipeg Papers Raise Price

The Winnipeg (Man.) Free Press Evening Bulletin and the Winnipeg Evening Tribune have raised their city delivery rate to 25 cents a week. Formerly it was 15 cents. The Morning Free Press went to 25 cents nearly a year ago.

Cumberland News Reduces Price

The Cumberland (Md.) News has reduced its price from three cents to two cents a copy. While newsprint had declined in price, it was declared that the cost of production remains at high water mark.

New Sunday in Atchison

The first issue of the Atchison (Kan.) Sunday Globe made its appearance here April 3. The Saturday afternon issue of the daily has been discontinued. The Associated Press leased wire report will be used for the Sunday morning issue.

MORNING PAPERS MADE BIG CIRCULATION GAIN IN NEW YORK DURING PAST 6 MONTHS

TOTAL net circulation gains during the past six months by the Greater New York newspapers have been unusually great, but the gain has been largely confined to the morning newspapers, with the evening newspapers, four excepted, showing losses, according to Post Office statements published this week. The outstanding gain has the 17 New York and Brooklyn newspapers listed for the half year ending March 31 was that of the Daily News, the advance of which was 34 per cent. The other morning papers, with the exception of the Herald, made gains and the Herald's loss was less than 2 per cent of its previous circulation.

Evening papers, which have been selling at three cents for the past eight months, have suffered losses. The exceptions to the rule have been the Evening Journal, which jumped from 622,892 average daily circulation to 649,334; the Evening Post, which advanced from 36,785 to 38,596 copies; the Brooklyn Eagle, from 53,431 to 58,521; and the Brooklyn Standard Union, from 58,916 to 62,755 copies.

The aggregate gain of all papers is 91,804 average daily copies, or about 3 per cent.

Comparative statements, daily and Sunday averaged together, for the periods ending March 31, 1921, September 30, 1920, March 31, 1920, and September 30, 1919, follow:

Newspaper	March 31, 1921	Sept. 30, 1920	March 31, 1920	Sept. 30 1919
New York American	406,311	379,049	385,271	383,366
New York World	385,892	373,403	365,014	370,289
New York Times	352,528	342,553	351,930	362,971
New York Tribune	142,384	126,192	119,479	117,053
New York Herald	202,088	205,127	214,891	.....
New York Sun*	.....	.....	.....	133,951
New York Herald**	.....	.....	.....	109,267
New York Daily News	336,149	249,646	122,333	32,151
New York Evening Journal	649,834	622,892	712,778	685,428
New York Evening World	313,343	351,684	335,233	339,199
New York Globe	164,429	181,475	179,192	188,780
New York Evening Mail	155,148	172,703	158,288	155,160
New York Sun	190,218	191,719	205,565	198,491
New York Evening Post	38,596	36,785	53,818	30,026
New York Evening Telegram	109,511	120,148	134,407	181,519
Brooklyn Daily Eagle	58,521	53,431	51,496	45,[illegible]
Brooklyn Standard Union	62,755	58,916	58,675	55,100

*Morning Paper up to Feb. 1, 1920.
**Merged with Sun Feb. 1, 1920.

ASK COURT PROBE OF N. Y. PRESS CLUB

(*Continued from page 6*)

false in every respect. Some time ago $15,000 worth of Victory Bonds were purchased to form a guarantee fund to insure publication of the War History. The bonds were at once placed by me in the Press Club's safe deposit vault in the National Park Bank and they are there at the present time. I do not understand why any members of the club should imagine that they were in any other place, much less make false statements in the affidavits implying that they were missing."

The Press Club, which occupies its own building at William and Spruce streets, is among the older clubs of the city. Its membership includes a large number of active newspaper men, although the associate membership has grown steadily during the last eight or nine years, which has caused many resignations among active members.

Digitized by Google

—on the breakfast table

is a magazine and the morning paper.

Which one will you read immediately?

One you can read *any* time, but the other you *must* read *at once.*

Analyze your own habits. *You* do not select the time for reading your daily paper. You read it in the morning and you read it in the evening. *Habit compels you.*

Because people *must* and *do* read their daily papers habitually, day in and day out, they cannot escape the persistent advertisements.

No wonder the daily Newspaper is acknowledged as the most active, compelling sales force.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

This is Number 57.

Intensive selling is the need now more than ever.

Publishers can further this message by enlisting the intelligent, active co-operation of local wholesalers and retailers.

E. Katz Special Advertising Agency
15 East 26th Street, New York City

Digitized by Google

THREATEN OPEN SHOP IN BOSTON

Forty-four Hour Week Refused to Job Printers by Typothetae—Move on Foot to Bar Union Workmen Arbitration on in New York

(*Special to* Editor & Publisher)

Boston, April 5.—A strike by over 2,000 employes of the job printing and bindery shops of Boston began yesterday morning, and already more than fifty of the 300 odd job plants in this city have ceased operations, all as a protest against a reduction in wages and cutting of hours from 48 to 44 per week.

A contradictory optimism on the part of both employers and employes in the printing trades, accompanied by an apparent willingness to sit tight and await the outcome, characterized the situation late today. The employers say emphatically that every plant is working at least on a reduced schedule, that none is absolutely shut down, that in several cases union men are tearing up their cards and remaining at work, while others are applying for work by the hundreds and getting it. The employes are equally satisfied that an increasing number of plants are closing for lack of any one to run them, that new members are flocking to the unions, and that the strike is progressing successfully.

A new factor is beginning to appear in the strike—the possibility of the establishment by the employers of either open shops or of shops closed against the unions.

The Typothetae this noon issued another statement reiterating the fact that "the real issue in the present strike is not the reduction of wages but the proposed reduction in hours."

Members of the Typothetae are standing strong in their determination that the reduction in hours shall not be enforced, and they confidently anticipate that the purchasing public will appreciate the efforts being made to "carry on" in a sane manner the work of readjustment during these times.

Sylvester J. McBridge, president of Boston Typographical Union No. 13, as spokesman for the allied trades, states:

"The Boston Typothetae has arbitrarily announced a reduction in wages without negotiation. They have broken off conferences and have refused to negotiate a new scale and agreement based on the 44-hour week. In other words have refused to negotiate an agreement of 44 hours' wages for 44 hours' work, and also have refused to arbitrate.

"It is a known fact that the printers and binders in the jurisdiction of Boston today are receiving wages of $9 a week below that of Chicago and from $2 to $6 a week less than Philadelphia, Pittsburg, Cleveland, Cincinnati, Detroit and other large metropolitan centres. In the face of these lower scales the local Typothetae arbitrarily announce further reductions of from $4 to $7 a week, refused to negotiate or arbitrate and deny the right of all of the Boston printing trades in this jurisdiction collective bargaining."

Typographical Union No. 6 of New York is assessing all members 3½ per cent of their pay for a defense fund to provide against possible wage reductions and lockouts which may be instituted by shops which refuse to adopt the 44-hour week agreement on May 1.

Claims of New York job pressmen, assistants, and paper handlers for an increase in wages of $7 a week, effective as of April 1, were heard Wednesday by the arbitration board in New York. The pressmen urged that elimination of waste and the decreased cost of materials would enable the employing printers to grant the requested increase and at the same time reduce prices to the public. The arbitrators are Prof. William F. Ogburn of Barnard College, Raymond D. Fosdick and Allen T. Burns. Employers are insisting upon a 25 per cent reduction in wages, effective April 1, on the ground that the cost of living has decreased and the condition of the industry demands reduction.

Resolutions urging union members to give employers who concede the 44-hour week as nearly as possible the same amount of work as is done on a 48-hour schedule were adopted this week by the labor group of the joint conference council of the commercial and periodical branches of the Chicago printing industry. The resolutions followed declarations by the employers that the shorter week meant business suicide. Some employers held that the agreement of the United Typothetæ of America, in 1919 to the referendum vote of the five principal unions of the printing trades in favor of the 44-hour week at the 48-hour wage scale made the establishment of the shorter week on May 1 binding upon employing printers, while others held that the U. T. A. convention which made the agreement was not representative of the industry, and was without authority to make a binding contract.

One hundred and seventy delegates, representing 5,034 book and job printing shops from all sections of the country, organized in Cincinnati, March 30, the Forty-eight Hour League of America. Resolutions were passed pledging that all shops represented by the association would refuse to accede to any demand from any labor union, at any time, to operate their shops on the basis of a work week of less than forty-eight hours.

Printing firms of Davenport, Rock Island and Moline have taken out strike insurance as a protective measure against a threatened tie-up of the industry, following announcement by the Tri-City Manufacturing Printers that they will oppose the 44-hour week on May 1.

Fight to the finish is promised in Binghamton, N. Y., by members of the local typographical union against the open shop instituted by the publishers of the local newspapers three weeks ago, following a visit to the city of President John McParland of the International Typographical Union on March 29. The Press and the Sun are being issued at normal size under the open shop plan.

Salt Lake City, Utah.—All Salt Lake and Ogden job printing shops will be conducted on an open shop basis after May 1 and a program will be inaugurated for collective dealing between management and employes, the executive committee of the employing printers' association announced this week. Sixteen shops are affected. The local union recently demanded the institution of the 44-hour week and an increase in wages from $39 to $51 a week on May 1.

OPPOSE 44-HOURS IN FLORIDA

Associated Dailies Want New Libel Law and Legal Printing Laws

(*By Telegraph to* Editor & Publisher)

St. Petersburg, Fla., April 5.—The Associated Dailies of Florida, at a meeting here Sunday, with practically a full representation of the 22 members, decided to stand firm against any proposed 44-hour week for printers in either newspaper or job offices in the state. Material support was promised to any city so threatened. The Florida Trade Survey made by Editor & Publisher and published March 26 was highly commended. Five hundred dollars additional was voted for trade paper advertising.

W. F. Stovall of the Tampa Tribune and Chris O. Codrington of the DeLand News were added to the legislative committee, which is to push a new libel law and also a new law defining what newspapers are eligible to publish legal advertising. The next meeting, the first annual one, will be a two-day session about the middle of August in DeLand and Daytona.

Business Editors to Meet Hoover

The New York Business Publishers Association will hold a meeting at the Hotel Willard, Washington, D. C., on the evening of April 12 to meet and hear Secretary of Commerce Herbert Hoover.

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company
Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

LET'S get together with our competitors and cut out destructive competition. Those of us who in our solicitation of a national advertiser, just beginning to use newspapers, make the grave mistake of getting so bitter against the papers selected that the advertiser is filled with disgust and wishes he had not even considered the use of newspapers, are losing out on the proposition quite as much as the competitor whom we are knocking.

If we can establish a standard practice between ourselves in our own individual towns (extending this to our special representative if necessary) of making a clean, aggressive fight for business, but when we do lose out taking the attitude, "Well, old man, you're in the right church and doing the right thing going into newspapers; we wish you 100% success; sooner or later you'll need our paper; meanwhile, good luck to you, etc.," we'd accomplish far more than we are accomplishing now.

We tell advertisers that all newspapers in Baltimore are good and that there isn't a weak sister among them. Of course we feel that advertisers are wise who use The NEWS *and* The AMERICAN *with their intensified circulation of 187,000, daily and Sunday, reaching the widest number of different homes in and near Baltimore, and covering Maryland as well as nearby portions of the adjoining states. But we're not telling them that a crime has been committed or money thrown away, or that results cannot possibly be obtained unless* The NEWS *and* The AMERICAN *are used.*

When we finish our solicitations, whether we get the business or not, let's make the advertiser think better of newspaper advertising and more certain than ever that he was right in selecting newspapers, rather than leaving him with an aftermath of complete dissatisfaction and making him hate the whole newspaper fraternity generally.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

STUDY THE INDIANAPOLIS NEWS AS A *NEWS*PAPER

Abe Martin, original feature of The News, doesn't typify the 1920 Hoosier, but amuses him daily

More People Take The News for the Advertising Than for Features

A CAREFUL census of a thousand readers of The Indianapolis News showed that people are interested least of all in features. They want their paper to be first a *news*paper. The unabridged advertising of Indianapolis retailers and national distributors interests them next.

Yet in a brilliantly edited daily as The News the features must be unusual. Kin Hubbard's "*Abe Martin*," for years a daily part of The News, is now syndicated in newspapers and is on the stage and in the movies. Herschell's poems and features, written for jes' News folks, are in book form with a large sale. His "Long Boy" first published as one of his regular features in The News became the official song of the A. E. F. His poem "The Kid Has Gone to the Colors," aroused heart interest throughout the nation. Gaar Williams' cartoons have a way of being reproduced regularly in Literary Digest or Collier's.

The fact that a thousand readers showed preference to other parts of The News when the features are of such merit, is an index to the editorial excellence of what is generally recognized as one of the best *news*papers in America.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau St.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

FRENCH NEWSPAPERS IN UPHILL FIGHT

Recovery from Effects of War Has Been Slow and Will Take Two Years More to Get Back to Normal —Glad to Have Lived

By William Hillman

(*Written Exclusively for* Editor & Publisher)

Paris, France.—Although the entire industrial and social life of France still betrays the hard struggle to attain stability after the disrupting experience of the late war, French journalism — to be strictly accurate — French commercial journalism, may be said to have reached that stage of recuperation where the return to normal conditions will soon be very easy. The obsession of life, so strong in the French character, has been the vital factor in keeping alive a great many of the French newspapers in face of the ever increasing and mounting cost of production.

Stephane Lauzanne

War and the period following the war played great havoc with the French press. The problems faced by the publishers and editors of the great newspapers of France were tenfold greater than those faced by the journalists of any other country, with the possible exception of Germany. As France had suffered the most severely in the industrial field, so did she experience greater losses in the field of journalism. So any review of French journalism at this time needs to lay emphasis on the material struggle to keep going.

All this was clearly emphasized by Stephen Lauzanne, editor of the "Matin," and one of the greatest journalists of Europe, in an exclusive interview for Editor & Publisher, just before he recently left on his American trip.

M. Lauzanne, whose spoken English is remarkably fecund and lacking in the characteristic French accent, declared that any attempt to chronicle the achievements of French journalism during the past year should begin and end with a recognition of the successful battle against what seemed insurmountable difficulties.

"French journalism is coming out of the swamps," he said. "Our newspapers have had a tremendous struggle to live. Our great problem during the past year has been to meet the greatly increased cost of production.

"Our newspapers have succeeded. Although greatly curtailed in size, it should not be more than two years before our newspapers can return to the normal, pre-war edition.

"At present we are compelled to keep our papers down to four pages. During the last few weeks, however, several journals have issued six-page editions. Very shortly we shall be publishing an eight-page paper and on return to normal conditions will resume the publication of twelve, fourteen and sixteen-page editions. Our newspapers, you must remember, have never been as bulky and enormous as some of your American publications.

"The greatest difficulty we have had to face has been the problem of getting enough newsprint paper. Newsprint, as you know, is exceeding scarce. American publishers are well acquainted with this fact. But we have had the extra burden of buying what little paper there was to be had at a most unfavorable rate of exchange.

"Most of the newsprint France uses comes from Norway. But the franc has fallen so low that it is impossible to buy paper now at less than 3 or 4 hundred per cent more than the price we paid during the normal period. During the war and shortly after we imported a good deal of paper from the United States, when the dollar was worth about 5.45 francs. But with the dollar now worth 17 francs, we have been forced to completely abandon the American markets.

"At the present time we are getting a good deal of newsprint from Germany. The German mills seem to be pretty well supplied and with the rate of exchange favoring us in Germany, we are able to supply our wants from that source. We are still getting a large supply from Norway. Our own paper manufacturers, beset by the difficulties that handicap all French industries, charge so much for their product that we are forced to leave them alone, unless pressed by immediate needs.

"With the gradual recuperation of industry and the return of a favorable exchange, we shall resume publishing the normal newspaper.

"The great majority of the French newspapers are charging 3 cents (15 centimes at normal exchange) today. I hope soon to see the French papers sold at 2 cents and I venture to predict that it will not be very long before the French newspaper will again be selling at one cent.

"Because of greatly decreased editions, advertising has been appreciably curtailed. But as our rates are enormously high, the advertising has paid us even during periods of storm and stress. Advertising rates in French newspapers today are 400 and 500 percent higher than they were before the war.

"Under great handicap, French journalism has managed to reach less stormier waters. This is the significant fact of the past year: We have lived."

Albany Telegram Increases Capital

Albany, N. Y., April 6—The Telegram Company, publisher of the Sunday Telegram, has filed a statement with the Secretary of State increasing its capital stock from $20,000 to $100,000.

SIX-DAY WEEK IN FRANCE

Paris Morning Papers Likely to Omit Monday Issue if Bill is Passed

(*Special to* Editor & Publisher)

Paris, March 23.—A bill limiting daily newspapers to six publication days a week has been prepared and will shortly be introduced in the French parliament. Numerous influential deputies are supporting the idea, which aims primarily at giving Paris newspaper men a definite assurance of one day's rest weekly.

At present nearly all the Paris dailies are published seven days a week, the Sunday edition being in practically all respects similar to those published week days. Although in theory the newspaper men now have their weekly days off, it often happens that in practice they are unable to take advantage of them because of sudden happenings affecting the department in which they specialize.

It is likely that Monday rather than Sunday will be selected by most of the papers for closing down, when the bill becomes law. Evening papers, however, are apt to omit Sunday publication, but this will bring them into uniformity with the morning journals, because with few exceptions it is the practice for the evening papers in France to carry the date of the day following publication, the editions of Sunday evening being dated Monday. This custom arises from the fact that Paris newspapers are really national and bear the date circulated.

Among the papers that will be affected are three in the English language, the New York Herald, Chicago Tribune and London Daily Mail, all published mornings. The new evening paper, the Telegram, which was started on Feb. 21 by R. S. Fendrick and J. T. Parkerson to supply the demand for an evening paper in English, is not published on Sunday.

COLLIN ARMSTRONG

has been elected Chairman of the Board of Directors of

WM. T. MULLALLY, INC.

Advertising

198 BROADWAY, NEW YORK
244 WASHINGTON STREET, BOSTON

APRIL SECOND, NINETEEN HUNDRED TWENTY - ONE

If Your Outside Rate Is Ten Cents a Line or Higher

We Can Put Our Weekly

Business Review Page

In Your Paper Permanently

Why run your Saturday evening or Monday morning edition at a loss? Good business demands a profit every day. Why continue a skinny paper one day each week?

For twenty years we have been *creating local display* for good newspapers. Most of our present clients are publishers for whom we have worked 5, 10, 15, even 20 years.

Our Weekly Business Review Page adds about 10,000 lines a month to your measure of local display. We sell it to your manufacturers and wholesale merchants on 26, 30 to 52 week contracts which we renew before expiration.

Can we send samples and references?

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

Digitized by Google

JOLTING THE SPACE BUYER

Even the most wide awake space buyer frequently needs his memory refreshed.

For this reason the New York State newspaper publishers suggest that all advertising agents turn to their files of Editor & Publisher and study the Space Buyers' Charts issued of

November 6, 1920
and March 5, 1921

They tell the complete story of America's Greatest Markets—the most profitable territory for the National Advertiser

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	30,786	.09	.09
*Albany Knickerbocker Press.....(S)	44,163	.11	.11
Auburn Citizen .....(E)	6,950	.04	.035
*Brooklyn Daily Eagle .....(E)	80,682	.20	.20
*Brooklyn Daily Eagle .....(S)	68,623	.20	.20
Brooklyn Standard Union .....(E)	61,854	.20	.20
Brooklyn Standard Union .....(S)	43,163	.20	.20
*Buffalo Courier and Enquirer ....(M&E)	88,843	.22	.18
*Buffalo Courier .....(S)	107,994	.27	.22
*Buffalo Express .....(M)	36,648	.12	.10
†Buffalo Express .....(S)	63,766	.16	.14
Buffalo Evening News .....(E)	95,501	.21	.21
Buffalo Evening Times .....(E)	71,189	.15	.15
Buffalo Sunday Times .....(S)	72,230	.15	.15
*Corning Evening Leader .....(E)	7,620	.04	.04
*Elmira Star-Gazette .....(E)	24,196	.08	.07
Glens Falls Post-Star .....(M)	7,276	.03	.03
***Gloversville Leader-Republican....(E)	5,910	.03	.03
Gloversville Morning Herald .....(M)	6,062	.03	.03
Hornell Tribune-Times .....(E)	6,533	.035	.035
Ithaca Journal-News .....(E)	7,226	.04	.04
*Jamestown Journal .....(E)	6,562	.025	.025
*Jamestown Morning Post .....(M)	5,934	.06	.03
*Middletown Times-Press .....(E)	5,861	.04	.03
**Mount Vernon Daily Argus .....(E)	6,860	.04	.04
Newburgh News and Journal .....(E)	10,636	.06	.06
New York American .....(M)	291,640	.80	.80
New York American .....(S)	940,490	1.25	1.25
New York Globe .....(E)	181,475	.40	.40
New York Evening Mail .....(E)	172,703	.45	.40
*New York Evening Post .....(E)	36,875	.32	.25
*The New York Herald .....(M)	203,886	.50	.45
*The New York Herald.....(S)	207,662	.50	.45
*The Sun, New York .....(E)	190,500	.50	.45
†New York Times .....(M)	330,000	.85	.8305
†New York Times .....(S)	500,000	.75	.7275
*New York Tribune .....(M)	125,919	.40	.36
*New York Tribune .....(S)	127,836	.40	.36
‡‡New York World .....(M)	346,626	.60	.56
‡‡New York World .....(S)	621,466	.60	.56
‡‡New York World .....(E)	313,143	.60	.56
***Niagara Falls Gazette .....(E)	12,720	.05	.05
Olean Times .....(E)	8,037	.02286	.02
Poughkeepsie Star and Enterprise....(E)	10,437	.05	.05
Rochester Herald .....(M)	27,363	.06	.06
Rochester Times-Union .....(E)	62,894	.20	.18
Schenectady Union-Star .....(E)	13,417	.06	.05
*Staten Island Daily Advance .....(E)	5,900	.04	.03
*Syracuse Journal .....(E)	42,218	.09	.09
***Troy Record .....(M&E)	22,312	.05	.05
Yonkers Daily News .....(E)	3,700	.03	.03

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
***A. B. C. Auditor's Report, October 1st, 1920.
†Publishers' Statement.
**A. B. C. Auditor's Report, April 1st, 1920.
‡‡Government Statement, April 1st, 1921.

BOOK ON DR. MABIE'S LIFE AND LETTERS

Famous Associate Editor of the Outlook Intimately Pictured by Edwin W. Morse—How He Won Success in Literary World

By Frank Le Roy Blanchard

Someone has said that the best way to obtain a correct estimate of a literary man's personality and character is from the letters he has written to his intimate friends, for in them he usually reveals his innermost thought in a frank, spontaneous and therefore natural manner. He is not bound by conventionalities, or, in fact, by any consideration that he must constantly keep in mind, when writing for the public to which he appeals. He is free to express himself in all sincerity since what he says is for the perusal of those who know and understand him, and will not, therefore, misinterpret his views.

Perhaps Edwin W. Morse had this idea in mind when he prepared "The Life and Letters of Hamilton W. Mabie," published by Dodd, Mead & Co., New York. At any rate no one can read the pages of this book without feeling when he has finished it that he knows Dr. Mabie as he really was when associated with Dr. Lyman Abbott in the editorship of The Outlook. We do not really know an editor from a perusal of his contribution to a publication. We may get his views on many topics, we have a chance to study and admire his style—his method of presentation. But of the man himself, his personality, those characteristics that are only revealed to those who are in close touch with his daily life, we are ignorant.

In the present volume Mr. Morse has contributed a brief but comprehensive outline of Dr. Mabie's career from boyhood and youth to maturity. His admiration of his character and his accomplishments shines out on every page. And yet he is never fulsome in his praise nor tiresome in what he says. His letters which form the bulk of the text have been selected with a view of giving the reader a clear understanding of Dr. Mabie's inner self and in this respect he has been eminently successful.

Like many other men who have achieved distinction as writers Dr. Mabie began his professional career as a lawyer, but after practicing for eight years he found the work so uncongenial that he determined to make a change. His office at the time was located in a building opposite the home of the New York Evening Post, at the northwest corner of Liberty and Nassau streets, and while seated at his desk young Mabie could look across the street into the editorial rooms of that newspaper. He envied the men who were contributing daily to its columns and wondered if the time would ever come when he, too, would become a newspaper writer.

At the home of the Hascalls, who were friends of his, Mr. Mabie met Mrs. Frances E. Willard, at that time corresponding secretary of the Women's Christian Temperance Union who became interested in furthering his ambition to escape from law and to get some sort of work as a writer. She spoke to Dr. Edward Eggleston, then at the height of his fame as the author of the "Hoosier Schoolmaster," and other novels, about him, and afterward told Mr. Mabie to write to Dr. Eggleston, which he did. The novelist was so much impressed by the young man when he called to see him that when in 1879 Dr. Lyman Abbott, editor of the Christian Union, which later became The Outlook, spoke to Dr. Eggleston of his need of a young man for editorial work, he recommended Mr. Mabie, who was promptly engaged. His first work consisted of the preperation of church news, including personal ministerial items, then a usual feature of church papers. This did not call for much literary effort; in fact it was humdrum stuff he wrote, but after a while he was given a chance to write editorials and articles that gave full play to his literary abilities.

As a public speaker Dr. Mabie achieved unusual success. Although in the earlier part of his career the platform had no attractions for him, later on he overcame his indifference and cultivated the arts of oratory to such a degree that he became, in his later days, one of the most popular speakers before literary societies, clubs, and social organizations.

The greatest honor that came to him in this field was his appointment as the representative of the Carnegie Endowment for International Peace to go to Japan to deliver a series of lectures on "American Ideals, Character and Life." No ambassador from the United States or any other country ever received a more gracious welcome than was accorded Dr. Mabie during his stay in the Flowery Kingdom." He was the guest of the government from his arrival until his departure. He was entertained at dinner by the highest officials, he was presented to the Emperor and fetes were given in his honor. When he delivered his lectures his audiences were limited only by the size of the halls in which he spoke.

The attentions he received from the Japanese did not turn Dr. Mabie's head. "My head is exactly the same size it was when I left home, but my heart is much bigger," he wrote to a friend.

HUMAN SIDE OF RETAIL SELLING

Ruth Leigh's New Book of Real Constructive Value to Advertisers

Few persons know the department store and the opportunities it offers as a vocation rather than a temporary makeshift job as does Ruth Leigh. It has been her business to study it in all its phases and to observe its methods of merchandising and selling. To Miss Leigh the big store has always been a place where human nature can be observed closely, both in front of the counter and behind it. The knowledge she has acquired by her observation she has put into a book which is written especially for the person behind the counter, called "The Human Side of Retail Selling," published by D. Appleton & Co.

The power of Miss Leigh's writing is directed to the sales person, and there is little that a sales woman should know that is not contained in it. A store has sales people, Miss Leigh says, rather than a mechanical means for serving customers, because it must have representatives to meet customers in personal contact. "The meeting is designed," she continues, "to accomplish three purposes: (1) To sell more of the store's merchandise; (2) to extend special courtesies and helps, and (3) to create additional good-will for the store."

With this as her keynote Miss Leigh describes every act that should be performed by a sales person meeting customers, and in a manner so thorough in detail that little is left to the imagination of the reader. Even the approach to a customer Miss Leigh considers important enough to warrant a full chapter all by itself, though her instructions are by no means more complete in detail here than in other parts of her book.

"On your attitude at the moment of approach," she writes, "depends largely the humor of the customer during the sale; even the eventual success of the sale itself. Consider your approach from the angle of the shopper and you will appreciate it more fully." Then she launches into paragraph after paragraph of entertaining and instructive dissection of the mental attitude of the customer and shows the sales person how to take advantage of it for the benefit of herself, the store and the customer.

In these days, when department stores are realizing so keenly the necessity of having behind their counters trained, skilled sales persons that they are establishing schools especially for their instruction, Miss Leigh's book should be of peculiar value. It is a complete, humanized delineation of the province of a sales person, pointing to success as surely if it is read with attention by one who wishes to be something more than a shower of goods and a taker of orders.

More Advertising Than Last Year

DESPITE the record volume of advertising carried by The Herald last year, for the month of March this year

THE NEW YORK HERALD
GAINED 41,014 Lines of Advertising

compared with March, 1920. The Herald is the only New York morning newspaper showing a gain in advertising lineage over last year.

The New York Herald carries more Display Advertising than any other New York morning newspaper, with one exception.

THE NEW YORK HERALD

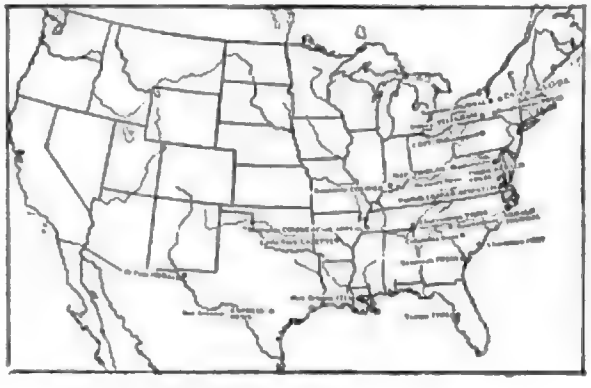
Digitized by Google

We Believe in Daylight Saving

We advocate not so much the "MOVE THE CLOCK AHEAD AN HOUR" kind of daylight saving, but the "LET'S GO" kind that gets the big thing under way quickly and SAVES THE SEASON, or surely MONTHS or WEEKS.

Why fuss about that MORNING HOUR, if the whole DAY and perhaps MANY DAYS and weeks to come are to be allowed to drag through an atmosphere of business timidity, diffidence, or "let George do it" selfishness?

REAL SALESMANSHIP never found a more ready and sure response, REAL MERCHANDISING never held greater promise of RESULT, provided the proper markets are selected, and the potential buyers therein are gotten into readiness.



A way to immediate, economical, convincing touch with the general public of any section, any city, town, or village, or any class of people therein—long existent—has been recognized, developed, and convincingly demonstrated during the past half dozen history-rich years.

THE CONSUMER gets the MANUFACTURER'S MESSAGE through the ADVERTISING COLUMNS of the NEWSPAPERS.

NEWSPAPER ADVERTISING carries with it vastly MORE ASSURANCE, inspires MORE CONFIDENCE in the product, is MORE CONVINCING, than ever before.

We represent in the GENERAL ADVERTISING FIELD, the progressive newspapers indicated on the map herewith.

Our several offices are the offices of each of those publications—where complete files and data of all kinds concerning both FIELD and PUBLICATION are in readiness for anyone interested.

Our traveling representatives are thoroughly familiar with the PUBLICATIONS and the FIELDS in which they circulate.

We are at all times prepared—in conjunction with their respective SERVICE DEPARTMENTS—to provide valuable and useful Merchandise Survey and Information Reports that will assist the manufacturer of any commodity, either in opening up the territory or in extending trade already under way.

"We are at your service, any time, anywhere"

The John Budd Company

National Advertising Representatives of Newspapers

9 E. 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Post Intelligencer Building
SEATTLE

Digitized by Google

MRS. MAYES NAMED PRESIDENT

Florida Press Association Urges Printing of County Proceedings

(By Telegraph to Editor & Publisher*)*

TAMPA, Fla., April 2.—Having elected Mrs. Lois K. Mayes, publisher of the Pensacola Journal, as president, succeeding Gilbert D. Leach, publisher of the Leesburg Commercial, the Florida Press Association today completed its two-day session. Daytona was selected for the 1922 convention. Other officials elected were:

Mrs. Lois K. Mayes

J. E. Worthington, Lake Wales Highlander, first vice-president; Col. W. F. Stovall, Tampa Tribune, second vice-president; Miss Ruby Edna Pierce, Palm Beach Post, treasurer; Walter M. Haynes, Sanford, treasurer.

Following the closing session this afternoon the editors were given an automobile trip about the city and surrounding territory.

Resolutions were approved requesting the legislature to pass legislation for providing for publication of proceedings of all county tax money expending bodies. This measure was approved earlier in the year by the South Florida Press Association. At present there is no effective law providing for such publication.

Prominent figures in journalistic circles present during the convention included Gen. W. B. Haldeman, veteran editor of the Louisville Times, who is wintering at Naples, Fla., and George E. Hosmer, former president of the National Editorial Association. The Florida editors approved a resolution calling upon the legislature to grant the requested budgets for the state institutions of higher education, these budgets totaling about $1,500 for each of the next two years.

TALK INSURANCE ADVERTISING

Uniform Contract Discussed by Thirty at New York Conference

Insurance men interested in the promotion work of fire, life, casualty and surety met April 6 at the Republican Club in New York, to discuss means of increasing production and advertising. About thirty were present.

Adoption of a standard uniform advertising contract is under discussion, and it is expected will be settled shortly. Among those who are interested in these meetings, which are held monthly, are C. A. Palmer, advertising manager of the Insurance Company of North America; A. K. Taylor, until recently of the Continental Fire, the American Eagle and the Fidelity-Phœnix companies; E. L. Sullivan, advertising manager of the Home Insurance Company; John L. Shea, of the Washington Marine; F. A. Schlesinger, treasurer of the Springfield Fire & Marine Company; and J. W. Longnecker, advertising manager of the Hartford Fire and the Hartford Accident & Indemnity Companies.

The next meeting will be held in New York, the second week of May, the time and place to be announced later.

No permanent organization has been effected, there are no officers and no name. At the May meeting, Luther B. Little, supervisor of the publicity division of the Metropolitan Life, will act as moderator.

ALL READY FOR LADIES' NIGHT

Program of Joy and Annual Election of Sphinx Officers April 12

President "Bob" Huntsman's last word about the Sphinx Club's annual Ladies Night, to be celebrated at the Waldorf-Astoria, New York, next Tuesday evening, is:

"There will be but one speech at this dinner; the topic will be 'joy,' and you will deliver the speech yourself. Yes, it will be a great speech. Nothing, as far as I know, can mar the pleasure of a perfect affair except the annual election of officers, which same will take place some time during the evening when no one is looking. Also, I agree with you that no matter whom you get as president next year, he will be an improvement on 1921; and that makes it unanimous. Come and help pick him out. Wear your 25th Anniversary Medallion this night; but don't remain away if you didn't get one to wear."

New Agency in New York

John L. Rogers and Robert M. S. Walker have established an advertising service agency in New York under the name of Rogers & Walker. Both men have been identified with the copy staff of Ruthrauff & Ryan, Inc., New York.

Panhandle Meeting April 15-16

AMARILLO, Tex.—The Panhandle Press Association of Texas will meet in annual convention in Amarillo April 15 and 16.

EARLE HEADS NEW ZEALANDERS

Resolution Pays Hearty Tribute To Retiring President Selig

WELLINGTON, N. Z., February 22.—The annual meeting of the Newspaper Proprietors Association of New Zealand today elected officers as follows:

President, C. W. Earle; management committee, P. Selig, H. Horton, C. S. Smith, W. J. Blundell, J. Coombe, E. Abbey Jones, and F. Pirani; paper committee, P. Selig, L. Blundell, Robert Bell, R. J. Gilmour, and F. Pirani; advertising committee, A. D. Seabrook, W. Easton, G. C. Odlin, J. Coombe, and F. Pirani; labor and awards committee, A. Sando, G. C. Odlin, A. G. Anderson, W. C. Weston, and F. Pirani

Sir George Fenwick spoke at great length on the valuable services rendered by P. Selig, the retiring president, and moved—"That the members of the Newspaper Proprietors' Association of New Zealand record their grateful appreciation of the valuable services rendered them by Mr. Selig, who has occupied the position of president for thirteen years."

Sir George Fenwick said Mr. Selig had given time in unstinted measure to the association's affairs during that long period, and it was largely due to his energy and care that the association had proved of very great value to its members.

Betts Bill Killed

ALBANY, N. Y., April 5.—By a vote of 63 to 60 the bill of Assemblyman Charles H. Betts, designed to abolish publication of the session laws in newspapers, was defeated in the Assembly. After the defeat of the bill Assemblyman Betts made a statement in which he declared he sponsored the bill on the recommendation of Governor Miller.

Super Calendered Newsprint
33½ 66½ 70″ Rolls

Standard Newsprint
33½ 34⅛ 36½ 49½ 54 55 66½ 67″ Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

The women who read The Minneapolis Journal have given Journal space such a definite value that for eight years now the women's apparel shops of Minneapolis have placed an average of 21% more of their display advertising in The Journal than in any other newspaper.

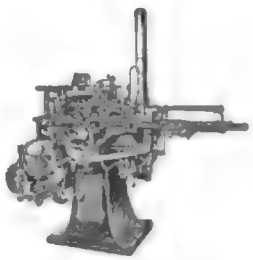
THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

Digitized by Google

AMONG many claims and counter-claims of performance—this fact stands alone–undisputed:

One Monotype will do all things that all other kinds of composing or material-making machines will do.



A user adds the finishing touch:

"There is no machine made, nor a combination of machines, that can do what the Monotype does."

—THE ACADIAN
Wolfville, Nova Scotia

Its superior quality of product and economy of operation are also matters of common knowledge.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia New York Chicago Boston Toronto Birmingham

Monotype Company of California: San Francisco

WHAT OUR READERS SAY

Ad Rates and Paper Costs

COLUMBUS, Ohio, March 30, 1921.

TO EDITOR & PUBLISHER: In your issue of March 26, page 30, you publish a statement from the National Association of Newspaper Executives and among them you quote Mr. Miller, President of the Association. Mr. Miller makes this statement: "Spot paper has reduced from 11c to 7c." Quotations in your own publication will not bear out these figures.

You have cited instances where paper has sold at 3¼. In an issue or two ago you stated that spot paper was selling on the Pacific and Atlantic Coasts at 4½c.

One year ago publishers were claiming they were paying 14c a pound for paper. Mr. Miller, in the same statement, says contract prices would increase from 4 to 6½c. Is that statement absolutely correct? We will agree that contract prices have increased from 4 to 5½c. The highest contract price paid by any publisher, as far as we have been able to learn, for the first three months of 1921 is 6½c. There were very few of those because that price was quoted by the Meade Paper Company and one or two smaller mills. More publishers, we believe, had a contract for the first three months at 5¼c than at 6½c.

We are not accusing anybody of misrepresenting. What we are trying to get at are the facts. Publishers have been increasing their rates on the strength of their being obliged to pay more for paper this year than last, a statement which nobody has, as yet, been able to prove, and further because they expect to pay more for labor this year than last.

Every day we hear of publishers who have put up a successful fight against wage increases and have won out. This, in our estimation, is no time to raise wages. Publishers had best shut up shop and fight it out, as many of them have already done and are doing.

Yours very truly,
ADVERTISING DEPARTMENT, PERUNA COMPANY,
E. J. Haywood, Manager.

EDITORIAL NOTE—The price of spot paper does not play any part in the fixed advertising rates of newspapers except in rare and unimportant instances. Advertising rates are based on the fixed charges of operation. Only contract paper prices enter into this, spot paper prices actually figuring only in extra or excess business beyond the regular expectancy of the publisher. From January 1 to April 1 American newspapers have been operating under an increased contract paper cost of 31 per cent and from April 1 to July 1 an increase of 11 per cent over 1920 and a general increased labor cost of about 10 per cent while in the same periods there has been no material or general increase in advertising or circulation rates.

The N. W. Ayer Letter

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: All of our time right now is devoted to the promotion and the stabilization of advertising under these upset conditions. Insofar as our organization is concerned I am glad to say that we are meeting with considerable success. For this reason I have no time personally to enter into the controversial subject raised by the letter, *which is untimely if it were nothing worse.*

WILLIAM H. JOHNS,
President, George Batten Company.

* * *

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: The only comment I care to make on the Ayer letter is—the less said about it, the better, in my opinion. Not that I am afraid of its consequences, but only because it opens up the old, old question of "Who does the advertising agency represent?", and in these enlightened times I think it is useless to renew the argument.

JOHN P. HALLMAN,
Treasurer, H. K. McCann Company.

* * *

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: I have seen the letter sent out by N. W. Ayer & Son concerning relations between publishers and advertising agencies. It is a very interesting letter.

JOHN SULLIVAN,
Secretary-Treasurer, Association of National Advertisers.

This Agency Prepays Telegrams

CHICAGO, March 28, 1921.

TO EDITOR & PUBLISHER: In your issue of March 12 appears a statement by a contributor, a publisher of a newspaper, who says: "In all my experience with advertising agencies, in the exchange of telegrams, do not recall a single instance where an agency prepaid the telegram regardless of the need of the message."

We have, for many years, prepaid all telegrams unless the publisher insisted upon soliciting us and asked for a wire reply.

In choosing this policy, we did not investigate whether or not the publisher would be willing to pay; or whether by some detailed investigation of finance he ought to pay.

It occurs to the writer that the common courtesies of business could be refined somewhat. The cost of a telegram is a triviality. The irritation of receiving it "collect" is considerable. To prepay a telegram is a small loss to the sender and a much larger gain to the recipient.

In twenty years we have had perhaps two or three advertisers who sent telegrams collect. We never protested—we just paid them.

We do not believe it pays to "work" the publisher for the change of a telegram.

Your correspondent is mistaken, and I am quite sure if he will check up his books he will find not one agency, but many agencies, that have prepaid telegrams to him for many, many years.

E. T. GUNDLACH.
Gundlach Advertising Agency.

New Salvation Army Campaign

NEW YORK, April 1, 1921.

TO EDITOR & PUBLISHER: Plans of the Salvation Army for the coming year differ materially from those of the past in that, to a large extent the general public is to have a hand in the disbursement of funds raised by that organization. At the present time lay committees are being formed in practically every city in the country—committees whose duty it will be to consult with, advise and co-operate with the local Salvation Army officers as to the needs of the individual communities in which they operate, and for the best interests of the country at large.

For the most part these local advisory committees will be made up of about fifty representative men and women of finance, clergy, labor and the professions. They will bring to the attention of the Army all cases of which they might be informed, calling for financial aid—will make suggestions for improvement in the practical work of the organization, and will co-operate as far as possible for the expansion of the Army's work.

Already the Salvation Army maintains 51 hotels for men and 3 for women; 5 boarding homes for young women, where board and three meals per day may be had for $8.00; 14 industrial homes; 19 slum posts and nurseries; 26 rescue homes and maternity hospitals, and here in the east 2 homes catering to children beyond the infant class.

Reports for the fiscal year ending September 30, 1920, show that the Salvation Army, exclusive of the children's homes, furnished 3,569,505 meals—that it provided beds for 2,496,385, and that in its various institutions it provided accommodations for 90,030, by far the great majority of whom were "guests".

Temporary relief—and this might cover a period of two to six months for one family was afforded 956,181 persons—and this directly within their own homes. Incidentally, the report shows that 3,043,418 pounds of coal, and 257,026 pounds of ice were distributed to the poor; that 25,815 kiddies and 5,905 mothers of these youngsters were the guests of the Army at its summer homes.

Exclusive of the jobs found directly within its own institutions the organization placed in paying positions 52,219 men and 11,034 women, and assisted on discharge from prison, and secured situations for 1,150 prisoners.

ELMORE LEFFINGWELL,
Salvation Army Publicity Bureau.

Plan an "Open Shop Press"

BUFFALO, N. Y., April 4, 1921.

TO EDITOR & PUBLISHER: You will probably be interested to learn that on behalf of Harry Chandler, of the Los Angeles Times, and the writer, an invitation has been issued to all the publishers of daily newspapers having a circulation of 5,000 copies or more, and who operate the composing rooms of their plants otherwise than as a closed-shop, to attend a special meeting in New York City during the annual convention of the A. N. P. A., at which time it is contemplated there will be formally launched a new permanent publishers' association, to be known as the American Open-Shop Publishers' Association. Those invited to attend are the following:

Aberdeen (S. D.) Daily American, Aberdeen, (S. D.) Daily News, Buffalo, Buffalo Commercial, Binghamton, Sun, Binghamton, Press & Leader, Fort Smith (Ark.) South-West American, Forth Smith (Ark.) Times-Record, Hamilton (Ohio) Republican News, Hornell (N. Y.) Tribune-Times, Hartford (Conn.) Courant, Hartford Times, Los Angeles Los Angeles Times, Miami (Fla.) Daily Herald Miami (Fla.) Daily Metropolis, New Orleans Item, New Orleans States, New Orleans Times-Picayune, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Record, Phoenix (Ariz.) Arizona Gazette, Salt Lake City, Deseret News, Wausau (Wis.) Record-Herald, Wilmington (Del.) Every Evening, York (Pa.) Dispatch.

The writer is of the opinion that the A. N. P. A. does not and cannot serve or protect the interests of the Open-Shop Press. This inability to be of service being the result of the A. N. P. A. having apparently assumed the position of guaranteeing to the International Typographical Union a complete domination over the published thought of this country.

No doubt the general public will be very much amazed to learn that the Open Shop press is now constituted of 25 of the leading daily newspapers throughout the country—having a paid daily circulation of approximately 1,600,000 copies—a situation that is but a beginning in the re-establishment of the freedom of the press, and on behalf of the present-day Open Shop Publishers, the writer, as one of the promoters of the proposed organization, wishes to issue a general invitation to publishers at large who may have in mind a desire to Americanize their publications.

THE BUFFALO COMMERCIAL,
By E. J. McCONE,
General Manager.

Same Local and Foreign Rates

NEW YORK CITY, April 5, 1921.

TO EDITOR & PUBLISHER: At last some newspaper managers are awakening to the fact that the differential between local and foreign advertising rates works to their great disadvantage. I have been talking and writing on this subject for over five years, but up to the present have failed to make any impression upon the newspapers.

An increasing number of manufacturers known as national advertisers have found that they can place their business in the newspapers through local distributors more cheaply than ordinary agency channels. Such practices are unfair to the agents, enable the advertiser employing them to get a lower rate than a competitor who does not, and reduce the revenue of the newspaper. A more far-reaching and destructive negative in the proposition, however, comes in from an entirely different angle. The newspaper which maintains a gross local rate which is lower than its gross foreign rate, without allowance of commission to advertising agents on local advertising, is destroying the most promising possibility that exists for the development of more advertising.

For many years, the New York Globe has conducted its advertising on the basis of the same rate under like conditions to all advertisers—whether local or foreign, and like all other New York newspapers allows agents commission on any advertising that is developed or handled by an advertising agency recognized by us. Under this plan, we consider our net advertising rate as our advertising rate and enter all business on our books at the net rate to be paid for it. I believe that between 80 and 90 per cent of all the business that we print comes to us through agencies.

Over two years ago I circularized all the newspapers of the country for the purpose of showing them what a wonderful thing it would be for the promotion of advertising for the newspapers generally to encourage growth in number of advertising agents in their various cities, the thought being that these agents would gradually develop and stimulate much business which finally would grow into national accounts.

Owing to the natural disinclination on the part of publishers to do anything new, I got very little response, and owing to the tendency on the part of certain of the larger advertising agencies to seek to limit the number of agents, I received very little encouragement from them.

I sincerely believe that, if the publishers would adopt the policy which we have adopted on The Globe, and if all the advertising agents could be brought to organize their business on some such basis as prevails in insurance and real estate, there would be a wonderful growth in newspaper advertising.

I am merely expressing these views in the hope that the subject presented may come up for discussion and action at the coming meetings of the American Newspaper Publishers' Association, and the Newspaper Department of the A. A. C. W.

JASON ROGERS,
Publisher New York Globe.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Hewlett, Gen. Mgr. M. Blackwood, Sales Mgr.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.
25 Madison Avenue, New York

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago | **335 Windsor Station Montreal** | **1270 Broadway New York**

Digitized by Google

Mr. Publisher, what are you going to do about rates when the present price you are paying for paper comes down?

Do you know, Mr. Publisher, that the Drygoods Associations all over the country are being urged by their trade papers to organize and fight the newspapers on the present rates, and to demand a reduction in rates?

Do you know, Mr. Publisher, that the merchants of Peoria, Ill., Minneapolis, Seattle, Washington and other cities, are staying out of certain newspapers to club them into a reduction of rates.

Do you know, Mr. Publisher, that certain Advertising Agencies are not only demanding reduced rates, but are on record as having said that they would not renew with newspapers that have raised their rates during the last few months.

Do you know, Mr. Publisher, that the average merchant does not know a thing in the world about news print; that some of them, in fact most of them, are under the impression that you paid 11 and 12 cents last year and that you are buying it for about 5 and 6 cents this year?

Do you know, Mr. Publisher, that the average merchant does not understand that you contracted for paper last year at about 4½ cents and are this year paying about 6½ cents, and the only thing they do know is that they saw reports last year that paper was selling for 11 and 12 cents last year, and they do not know that that only applied to only a very small percentage of the paper you bought on spot market?

Do you know, Mr. Publisher, that the average merchant does not know that you have already contracted for a full year at the present high prices, and that even if prices do drop a half a cent, or even as much as a cent, as some of the mills predict, by April 1st, that you will still be paying considerably more than you paid on your contract last year?

Do you know, Mr. Publisher, that the average merchant does not know that you had to go up recently on the printers' scale, on the pressmen's scale, etc.?

Do you know, Mr. Publisher, how to answer in a most definite manner the request for lower prices made by Advertisers and Agencies in general?

Do you, Mr. Publisher, who attend the A. N. P. A. meetings, and discuss briefly the question of labor and the question of the price of news print, that you do not have to face the problems that your Advertising or Business Manager has to face every day both the local and foreign fields?

Mr. Publisher, you owe it as a duty to yourself and your newspaper to send your Business or Advertising Manager, or both of them for that matter, and come yourself if you possibly can, to the June convention of the National Association of Newspaper Executives, which organization combines the Newspaper Department of the A. A. C. of W. and the National Association of Daily Advertising Managers.

Do you know, Mr. Publisher, that thirty of the leading advertising and business managers of the country met in Louisville on March 20th and 21st to prepare the program and plans for the big convention in June, and that your advertising and business manager will have the benefit of these brains free of charge if your newspaper is a member of the National Association of Newspaper Executives?

Do you know, Mr. Publisher, that if you send your business or advertising manager that you will be given a report of the sessions that he attends and the sessions that he misses, and that if he comes here to play instead of work that you will be told about it?

Do you know, Mr. Publisher, that morning, afternoon and night sessions are planned for the newspaper men that come to the convention in June?

Do you know, Mr. Publisher, that ideas worth thousands of dollars to their respective newspapers were carried back by the newspaper men from the Indianapolis Convention; we mean the newspaper men who really attended the various sessions instead of loafing around as some few did?

Do you know, Mr. Publisher, that in Atlanta your representative will meet in one session with the members of the American Association of Advertising Agencies?

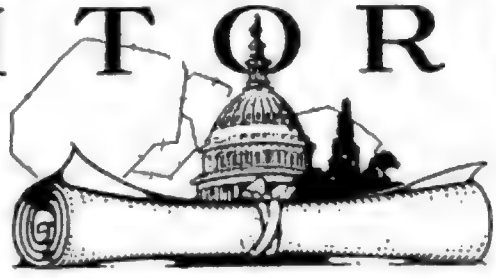
Do you know, Mr. Publisher, that at one session your representative will meet with various Advertising Agencies who are not members of the Four A's?

Do you know, Mr. Publisher, that our department last year furnished data to hundreds of newspapers to help them put over effective rate raises without loss of business to themselves?

THE annual meetings of the National Association of Newspaper Executives, which is the Newspaper Department of the A. A. C. of W., are but a part of the work of the organization. Members get frequent mailings of information compiled by the Association. Constant propaganda is being carried on by the Association to establish in the minds of the agency men that the newspaper is the logical national advertising medium. Any newspaper joining the Association at this time will be furnished as much of the material issued by The Department during the past year as is available. Membership dues of $10.00 a year for papers in cities of less than 100,000 population and $25.00 a year where the population is more than 100,000. Send application for membership to Fred Millis, Secretary-Treasurer, News Building, Indianapolis, Indiana.

Digitized by Google

EDITORIAL



THE PROBLEM OF LABOR

NEWSPRINT was the most important problem before the newspaper publishers a few months ago; to-day it is labor. The adoption or rejection of the open shop principle, the proposed 44-hour week, the readjustment of wages, the promotion of a more harmonious relationship between labor unions and employers, and the elimination of strikes and boycotts are questions that thrust themselves forward and require intelligent action.

Elsewhere in this issue of EDITOR & PUBLISHER will be found an exceedingly fair and able discussion of some of the problems by Mr. I. L. Stone, head of the Duplex Printing Press Company of Battle Creek, Mich., whose recent successful suit against the International Machinists Union won from the United States Supreme Court one of the most important labor decisions ever handed down by that tribunal. His broad minded and clearly defined views are worthy of the serious consideration of every man who toils with his hands or who is an employer of labor.

He declares in effect that strikes and lockouts are criminal and that the proper and only way to settle all disputes between labor unions and employers is by an appeal to the courts and not by the use of force. He believes in and is a warm supporter of labor unions when they confine their activities to the legitimate purposes for which they are organized. His arguments in behalf of his position are sound and convincing.

If, as has been asserted, labor unions have been employed by their leaders as instruments for achieving their own personal ends, or if evil influences have been allowed to direct them from the purposes for which they were established, then it is high time that the members take matters into their own hands and clean house.

Likewise if there are within the ranks of employers contenders for leadership who would break down labor without respect for the laws of the nation and the rights of man, and refuse to take their case to court, employers too must clean house.

The great majority of both employers and employees are law-abiding citizens and patriotic Americans who believe in the rights to a livelihood and the enjoyment to the fullest of all material things, for all men. Fair wages and decent working conditions bring satisfaction to the employee and pride to the employer that assures a better nation, bound and held as a unit in work well done. The laws of this country are broad and comprehensive enough to assure both sides in labor disputes justice without resort to force.—F. L. B.

BONUS VALUES IN NEWSPAPER ADVERTISING

A MANUFACTURER or dealer buys something more than white space when he advertises in a newspaper. Otherwise he could go to a printer and have him strike off his advertisement on blank sheets of paper and then distribute them by throwing them into the people's front yards, stuffing them into letter boxes, or handing them to passers-by on the street.

When a man buys space in a newspaper he gets the benefit of its influence, its prestige, and the confidence and good-will of its readers. The advertisement appears in good company—an important additional advantage.

It is the duty of a newspaper to protect its readers by exercising a strict censorship over its advertising columns. If it sells its space to anyone who has the money to pay for it regardless of the character of his proposition, it fails in its duty to the public.

Most newspaper publishers recognize the responsibility of their position. They do not hide behind that old adage "caveat emptor," but use every precaution to restrict the use of their advertising columns to responsible firms that have something worthwhile to sell. What does this mean to the reader? It means that he can accept without question any statement made by the advertiser regarding his offering.

The above are some of the added values that a man gets when he advertises in the newspapers, and their importance is so great that no national or local advertiser can afford to overlook them when contemplating a campaign.

THE PENALTY OF IGNORANCE

The failures of popular government have always been failures of public opinion—mostly of public opinion that was ill-informed, of public opinion that was denied the facts, of public opinion that was misguided by self-constituted masters.—*From a speech on The Press and Public Opinion, by Frank I. Cobb.*

THE LATCH STRING IS OUT

NO more cordial welcome will be extended to the newspaper editors and publishers who will attend the Associated Press and the American Newspaper Publishers' Association annual meetings during the week of April 25, at the Waldorf-Astoria, than will be accorded them in Suite 116, the convention headquarters of EDITOR & PUBLISHER.

Here they will find a staff of stenographers to handle their correspondence, office assistants to supply information of any kind they may require, telephone facilities, a card index showing the hotels at which those in attendance at the conventions are stopping, newspaper and city directories, and files of recent issues of this publication.

These facilities are offered our subscribers, advertisers and friends in an earnest desire to be helpful to them at a time when they will be extremely busy and will stand in need of service of this kind. Every moment of their time will be taken up with attendance at the sessions of the associations, with business and social interviews with formal and informal luncheons and dinners. And yet a certain number of letters and telegrams must be written and certain information must be obtained. If EDITOR & PUBLISHER can do anything to make your stay in New York pleasant let us do it.

A list of the convention staff representing both editorial and business department follows:

Mr. Brown	Mr. Ferguson
Mr. Redmond	Mr. Blanchard
Mr. Mellon	Mr. Sammis
Mr. Robb	Mr. Dowling
Miss Higgins	Mr. Tanner
Mr. Keeney	Mr. Groomes
Mr. Staunton	Mr. Edmunds
Mr. Payne	Miss McMahon
Miss Ferra	Miss Montague
Miss Sirota	Miss Sheldrick

April 9, 1921 Volume 53, No. 45

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building*, 63 *Park Row, New York.*

James Wright Brown, Editor.
John P. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon *Walter Sammis*
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenton Dowling, circulation.
R. L. Staunton *George Straie*
C. B. Groomes *J. G. Tanner*
F. W. Payne

Los Angeles: R. W. Madison, 802 Tule Insurance Building
St. Louis: Roy M. Edmonds, 1275 Arcade Building
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

"WE BOYS" MUST GO!

ONE of the healthiest signs in the newspaper profession is the manner in which members of the craft have started to organize to drive the "we boy" element out of their ranks.

In Washington the Standing Committee of Correspondents has taken up the work of forcing the undesirables out of the places that have in the past assured them a certain amount of public trust.

In New York City an important faction of the New York Press Club, composed of active newspaper workers, has taken the affairs of that organization into the courts in an effort to give the "we boy" methods of raising money an airing.

The "we boys" element has been very active for some time throughout the country. Sometimes it works under "press club" auspices, and at other times assumes names that draw upon the standing of reputable newspaper organizations for the influence necessary to bring in the money. It is a notorious fact that under these fake methods the well-to-do business and professional men of America are milked of hundreds of thousands of dollars each year. Every dollar so collected from unsuspecting dupes is finally charged against the dishonor of the entire profession and everything it stands for.

There can be no denying the fact that the name "Press Club" as a means of introduction, has come to mean a gentlemanly hold-up to most well-posted business and professional men, and a thing to be held in contempt by a vast majority of the profession of journalism.

EDITOR & PUBLISHER does not presume to take any part in a factional fight within the New York Press Club, but it could not help but know that there was something radically wrong with its recent solicitations. Awhile ago an active newspaper man regularly employed on a New York daily newspaper, who is reputed to be very wealthy, was approached by a New York Press Club solicitor who attempted to sell him a membership at a cost of several hundred dollars. He refused, but expressed a willingness to join as a working newspaper man. HE DID NOT BECOME A MEMBER.

The New York Press Club has a real mission that it should perform here in the center of the publishing business, and if a house-cleaning is necessary let us have it in the courts where it will receive such publicity that the world will know that it has reformed and the newspaper profession is not as bad as it has helped to paint it. If it cannot exist except by such methods, as some claim, then close it up before it brings further dishonor on the profession for which it claims to stand.

Washington correspondents give every indication that they will supply the necessary leadership for a general reform; let the members of the profession everywhere take up this movement and make it nation-wide. "We boys", tipsters, operators of fake publications, fake news services, fake feature services and common grafters who now find asylum within the ranks of newspaper men must go!—B. M.

THE best text book on Americanization is the daily and weekly newspapers of the United States. If you want to get a foreigner interested in the country in which he has taken up his abode you can do so through the newspapers his children read to him in his home, if he cannot read English himself. Some of the foreign language papers are as thoroughly American in what they print as those printed in English. Text books look formidable to the man who has had only a limited education. Newspapers, on the other hand, are less formal, more neighborly and possess a livelier interest. The messages they carry are full of life and so plainly put that they can be understood by anyone possessing average intelligence. Dr. Thomas Finigan, state superintendent of schools in Pennsylvania, is so thoroughly sold on this idea that in a campaign he is carrying on against illiteracy he urges use of newspapers in the education and Americanization of our immigrants.

"I HOPE you're satisfied now," remarked Robert Brindell to a reporter of the New York World, as he passed into the shadows of Sing Sing prison to pay for his part as a labor leader in the building trade graft. No higher tribute could be paid to a newspaper man for work well done.

Digitized by Google

PERSONAL

E. H. BAKER, publisher of the Cleveland Plain Dealer, and Mrs. Baker have returned home, after spending two months in Florida. Much of their time was spent boating, and Mr. Baker caught some good fish.

E. J. McCone, general manager of the Buffalo Commercial, has been appointed to the executive committee of the Press Congress of the World and will address the congress on the "Menace of the Closed Shop Press."

Charles W. Ellis, editor of the Lackawanna (N. Y.) Journal, has recovered after an illness of ten weeks and the Journal returned to a six-column page basis after a period in five columns. Mr. Ellis also signalized his recovery by writing a new song, "My Mother's Lullaby," which he offers to send to his friends upon request.

Laurence Hills, director general of the Paris edition of the New York Herald, is being congratulated on the recovery of his son Philip, after a long and critical siege of pneumonia with complications. The boy has just been discharged from the American hospital after eleven weeks' illness and has gone with Mrs. Hills to Beauvallon-sur-Mer to recuperate.

Thomas E. Conklin, of Berree & Conklin, New York newspaper representatives, is recovering his strength at his home in White Plains, N. Y., after an operation. He will go in a few days to Atlantic City.

William Panton, editor and publisher of the Canadian Champion, Minton, (Ont.), was presented on March 30 with a past master's jewel and an illuminated address by his brethren, of St. Clair Lodge, A. F. & A. M., of which he has been a member for fifty years.

O. W. Little, of the Alma (Kan.) Enterprise, former president of the Kansas Editorial Association, toured with the N. E. A. in Florida, and decided to spend some time there taking a vacation.

John Redmond, editor of the Burlington (Kan.) Daily Republican, who with Mrs. Redmond motored to Florida for the N. E. A., visited Cuba for a short trip before returning home.

J. Byron Caine, editor of the Belle Plain (Kan.) News, is spending several weeks in Florida on a vacation.

Dr. Burris A. Jenkins, editor and publisher of the Kansas City Post, has just published "Princess Salome or A Tale of the Days of Camel-Bells." The story deals with the famous Bible character, and of the early Christian church.

Austin P. Haines, for many years chief editorial writer for the Iowa Homestead, has resigned. In recent years Mr. Haines had been the "James M. Pierce" whom readers of the Homestead Publishers' page have known. He was the writer of most of the farm journal's utterances on Iowa politics. The Homestead has not made public the circumstance of his leaving and his successor has not been named.

Frederick Roy Martin, acting general manager of the Associated Press, attended the Good Fellowship meeting of the A. P. employees in Columbus, Ohio, this week. On Monday, he addressed the Ohio members at a meeting held in that city.

Horace Hood, publisher of the Montgomery (Ala.) Journal, will be unable to attend the publishers' conventions in New York this month due to ill health.

Senator Medill McCormick, former publisher of the Chicago Tribune, will be the chief speaker at the convention banquet of the American Pulp & Paper Association in New York, April 14.

George H. Fairchild, proprietor of the Manila Times, is in the United States to urge upon Congress that the Philippines be made a territory. He was received by President Harding Monday and has another White House engagement for April 14.

Thomas W. Lamont, proprietor of the New York Evening Post, sailed on the Adriatic for Europe Wednesday.

H. V. Jones, publisher of the Minneapolis Journal, is just completing a motor trip through California. He will be a candidate for Associated Press director to succeed A. C. Weiss at the New York Convention this month.

Mrs. E. O. Susong, publisher of the Greenville (Tenn.) Democrat-Sun, is the newest woman member of the Southern Newspaper Publishers Association.

L. D. Drake, joint owner of the Pendleton (Ore.) East Oregonian and the Astoria Budget, has severed active connections with the East Oregonian and will devote his time to the business management of the Budget.

IN THE EDITORIAL ROOMS

EDWARD S. BECK, managing editor of the Chicago Tribune, Parke Brown of the editorial department, and Fred Smith, eastern correspondent, are back on duty after undergoing operations.

Miss Frances C. Boardman, dramatic and musical editor of the St. Paul Daily News, is visiting several Minnesota towns and writing them up for her paper. She is also contributing humorous rhymes daily.

T. F. Pruett, formerly city editor of the Columbus (Ga.) Enquirer-Sun, has become managing editor of the Anderson (S. C.) Tribune, succeeding the late V. B. Cheshire. The paper is now owned by Mrs. Cheshire.

Allan H. Temple, associate editor of Commerce & Finance, was given a two weeks' leave of absence from the staff of the Columbia School of Journalism this week. He will undergo an operation.

John P. Medbury, humorist of the San Francisco Call, is now associated with the Premier Syndicate.

G. T. McConville, news editor of the Northwest News Bureau in St. Paul, has returned to his desk after an illness of ten days.

Jay W. Ludden, assistant Sunday editor of the St. Paul Pioneer Press, has been shifted to the news staff.

A. D. Stedman, late of the Farmers Dispatch, St. Paul, has taken a post at the copy desk of the Dispatch.

Leon Harpole has resigned from the St. Paul Dispatch copy desk to become telegraph editor of the Aberdeen (S. D.) Journal, which has just started.

J. M. Stowell of the St. Paul Dispatch copy desk has left that paper and taken the telegraph editorship of the Fargo (N. D.) Forum.

Frank Lovell, assistant Sunday editor of the St. Paul Pioneer Press, has resigned to be managing editor of the Racine (Wis.) Times-Call.

Charles H. Platt, assistant librarian of the St. Paul Dispatch-Pioneer Press, has resigned to go with the Minneapolis Daily News.

Leo P. Sullivan, sport editor of the St. Paul Pioneer Press, has joined the advertising department of the Minneapolis Journal.

FOLKS WORTH KNOWING

GEORGE H. CARTER of Council Bluffs, Ia., President Harding's choice for the office of Public Printer of the United States.

Age 47.

Lawyer and newspaperman.

Learned to set type and operate a job press and worked in his father's store at LeMars, Ia., when a youth.

GEORGE H. CARTER

Clerk in National Bank, Pittsburg, Kans., summers of 1892 and 1893.

Proofreader and state news editor, Sioux City Tribune, 1898-9.

Reporter, Council Bluffs, Nonpariel, 1899-1900.

Clerk, U. S. Census Office, Washington, 1900-01.

City editor, Council Bluffs Nonpariel, 1901-05.

Secretary, Pottawattamie County (Ia.) Republican Central Committee, 1903-5.

Political writer and state house reporter, Des Moines Capital, 1905-07.

Copy editor and assistant telegraph editor, Washington Post, 1907-09.

Washington correspondent of Iowa newspapers and special writer, 1909-10.

Assistant secretary and secretary, printing investigation commission, 1910-1911.

Clerk, joint committee on printing, 1911 to date.

Secretary, special committee on government paper specifications, 1911 to date.

Author of the Congressional Printing Handbook and compiler of numerous Congressional documents.

Ralph Turner signalized his transfer from the United Press to the United News bureau in Washington last Monday by securing the first interview granted by Stephane Lauzanne, French editor who is in this country as a member of former Premier Viviani's party.

Lawrence M. Wilson, formerly with the San Francisco American, is now on the staff of the Great Falls (Mont.) Tribune.

Miss Mae Pauline Chesnut, society editor of the Great Falls (Mont.) Tribune for the last year, left April 4 to take charge of the woman's clubs department on the Minneapolis Journal. Miss Lorene Burks will take the society department for the Tribune.

Elliott J. Tarbell will leave the staff of the Great Falls (Mont.) Tribune, the middle of April to go to Minneapolis. He will be replaced by W. H. Dickinson, who has been on the Minneapolis Journal for the last year.

A. J. Tassell, for eight years a member of the staff of the Winnipeg Free Press, has joined the Ottawa Bureau of the Canadian Press. Mr. Tassell was librarian and music critic for the Free Press.

W. H. Belford, city editor of the Winnipeg Tribune, has been off duty for a couple of weeks, due to illness.

W. F. Payne, news editor of the Winnipeg Free Press, has been appointed Saturday and feature editor, and R. G. Dafoe, for many years night editor, has been named news editor.

William and John Butler, brothers, who spent more than a year in various countries of Europe, including England, are back in Cleveland. William is doing special work on the Press, while John, the younger brother, has been assigned to local work on the Plain Dealer.

Monte Bourjaily, recently made commissioner of information for the city of Cleveland, has had his scope of work enlarged by taking on work formerly carried on by others. He is also editor of the city's official bulletin.

W. G. "Clug" Clugston, Topeka, correspondent of the Kansas City Post, was held prisoner for nearly 24 hours by a sergeant-at-arms, following his discovery hidden in a committee room in the state capitol building, in which a legislative committee was about to discuss the confirmation of the appointees of Governor Henry J. Allen. When discovered, he was asked to refrain from telling what he had heard, which he refused to do.

Dwight H. Fee has resigned his position on the news staff of the Pittsburgh Gazette-Times to take up publicity work for the board of foreign

The
CHICAGO DAILY NEWS
Has renewed its
contract for the
HASKIN SERVICE
for two years

missions of the United Presbyterian Church. His work will take him to Egypt, the Egyptian Sudan, Abyssinia and possibly India.

Lieut. Carleton Ketchum, M.C., of the local staff of the Vancouver (B.C.) Province, recently married Mrs. Una Maxwell, of Pasadena, Cal.

George Simpson, for twenty-two years a member of the staff of the Canadian House of Commons' Hansard, has been appointed associate editor. He was for ten years a member of the Ottawa Press Gallery.

Herman A. August, former Detroit Journal copy reader and now a senior law student in the University of Michigan, is one of the five men elected by the law college faculty to the Order of the Coif, the highest honor conferred on a senior law student.

Henry H. Tinkham, for several sessions legislative correspondent for the Grand Rapids Press, is considered almost surely the next postmaster in Grand Rapids.

Arthur J. L. Keedie, publisher of the Bear Lake (Mich.) Beacon, who last fall became heir to a 437-acre estate in Scotland, will not go to Scotland to claim the property. Instead, he will sell it and remain in the publishing business. He says "the United States is good enough for me."

Thomas Ewing Dabney of the New Orleans Item staff is recovering from a broken knee-cap at the Touro Infirmary.

Andrew Ten Eyck, a former Albany (N. Y.) newspaperman, has been called to Washington by Secretary of State Hughes for a conference on the foreign service, a subject he has recently investigated for the Outlook.

Carlisle MacDonald, a member of the Paris staff of the Associated Press, has announced his engagement to Miss Dorothy Sloan Allen of New York.

William G. King has been appointed Associated Press correspondent at Lansing, Mich., to succeed Monroe Stern who resigned. Mr. King has been night pony editor in the Chicago office of the A. P.

E. J. Webster, for a time city editor of the Oklahoma City Daily Oklahoman, is now telegraph editor on the San Antonio (Tex.) Express.

T. H. Barrett, who has been telegraph editor on the Dallas (Tex.) Morning News for about three years, has been made assistant city editor.

Bob Lee, city editor of the Chicago Tribune, is back at his desk after a severe illness which members of the staff report took several inches off his waist measure.

Bentley Nelson, formerly a reporter for the Fort Worth (Tex.) Record, has been selected for publicity commissioner of the Forth Worth Chamber of Commerce, succeeding Roscoe Ady, resigned.

Lynn W. Landrum, former associate editor of the Vernon (Tex.) Record, and later editor of the Quanah (Tex.) Observer, has joined the Dallas Morning News staff.

Curtis H. Vinson, who has been news editor of the Galveston Daily News, has transferred to the Dallas office of A. H. Belo & Co. and will take an executive position in the editorial offices of the company.

Alfred H. Henning, who has been head of the telegraph department of the Dallas Morning News for several years, has been made a special writer.

C. H. Merriam, for several years in charge of the telegraph desk of the San Antonio Light, has joined the staff of the Dallas Morning News.

James H. O'Neill, for the past two years with the Booth newspapers in Michigan, is now writing editorials for and editing the Owosso Argus-Press. Mr. O'Neill was for many years connected with Toronto, London and Western Canada newspapers.

Elmer Brewer, for more than 20 years foreman of the Hutchinson (Kan.) News composing room, was presented with a reading lamp by the company upon his retirement last week.

Krebs Beebe, director of advertising for the Illinois Daily Newspaper Association, has resigned.

THE BUSINESS OFFICE

J. C. REYNOLDS, advertising director of the Dallas Times-Herald, is in New York on business and is a guest at the Hotel Embassy.

Elmer P. Grierson, for the past seven years advertising manager of the American Boy, Detroit, has been promoted to business manager of the magazine and secretary and assistant treasurer of the Sprague Publishing Company, succeeding the late Jacob Cotner.

William H. Dearden, publisher of the Ware River (Mass.) News, and an intelligence officer in the World War, is being mentioned as an appointee to succeed William J. McCarthy as prohibition agent in Boston, according to information received from the Capitol. Mr. Dearden was at different times secretary to Congressman Gillett, of Springfield, and Congressman Winslow, of Worcester.

B. T. McCanna, Lawrence DeGryce, Harry Gould, Alfonzo G. Dugan and W. D. Schroeder are new additions to the Chicago Tribune's business survey department. Leo McGivens has been transferred to the New York News and Jack Cowler has gone to the western national department.

J. W. Warren, who has been stationed at Quebec supervising pulpwood shipments to the Chicago Tribune's mill at Thorold, Ont., and later at Post Huron, Mich., seeing the cars of paper safely over the border, has been transferred to New York to have charge of paper shipments for the Daily News.

Robert L. Bouse, for twelve years associated with the Philadelphia Record as financial advertising manager, has resigned to accept an appointment in the Philadelphia office of Salomon Brothers & Hutzler, Commercial Trust Building.

John Merker, Jr., recently with the George L. Dyer Advertising Agency, New York, has joined the staff of the Glen Cove (N. Y.) Echo as sales and service manager. McHarg Davenport, formerly an account executive with the Atlas Advertising Agency, is now also a member of the Echo organization.

Fred Fraser has been made advertising manager of the Bemidji (Minn.) Daily Pioneer. He has been an ad writer for various stores in that city.

WITH THE ADVERTISING FOLKS

CARL W. BETTCHER has been appointed sales manager of the Eastern Machine Screw Corporation of New Haven, Conn. He will be in charge of H. & G. die head business.

H. S. Greene has been appointed sales manager of the Barber-Greene Company, of Aurora, Ill.

James J. Harrington, formerly of Cincinnati, has been made supervisor of foreign sales for the Ford Motor Company, Detroit, and will have headquarters in London, England.

L. B. Jones, advertising manager of the Eastman Kodak Company, was re-elected to the board of directors at the annual meeting of stockholders held in Jersey City, April 5.

Ray W. Lockard, of the Periodical Publishers' Service Bureau, Des Moines, and secretary of the Advertising Club of that city, has been made secretary of the Des Moines Better Business Bureau.

F. L. Perkins, who has been engaged in advertising and publicity work in San Francisco, has been appointed advertising manager for the Northern division of Harold L. Arnold, San Francisco Hudson-Essex motor car distributor.

James Stephens who has been advertising manager of stores in Melbourne and Sydney, Australia, has become advertising manager of Hale Brothers, Inc., Sacramento, Cal. Mr. Stephens was one of the organizers of the Sydney Advertising Club.

E. R. Metzger, for four years with the Hoover Service, Inc., New York, is now advertising manager of the First Hawaiian Conservatory of Music, New York.

Milton R. Standish, for several years advertising manager of the San Bernardino, (Cal.) Daily Sun, has been appointed advertising manager of the Gill Storage Battery Company, of that city.

Alfred Scholes, formerly treasurer and general manager of the McMaster & Maugle Company, Philadelphia, manufacturer of window shades, and who had charge of the company's advertising, has been appointed manager of the York and Lancaster, (Pa.) branches of the Underwood Typewriter Company, with headquarters at York.

NOTES OF THE AD AGENTS

THE Gray Advertising Company of Kansas City, has added several men to its staff. J. W. Hubbell, formerly traveling auditor and credit manager for the National Biscuit Company, more recently with the Kansas Moline Plow Company, becomes office manager. L. D. Clark, formerly assistant sales manager with Anderson-Gustafason at Fort Worth, Tex., has been made an account executive, specializing in lubricating oil advertising. Frank Bumpus, formerly advertising manager of Smith & Sons, road-grading machinery, has charge of technical advertising accounts, particularly in business papers. C. F. Goodman, until recently assistant to the advertising manager of the Moline Plow Company, becomes assistant chief of the copy department.

The Prather-Allen Advertising Company is now located in the Neave Building, 104 West Fourth Street, Cincinnati.

McCutcheon & Gerson have moved their New York office from 25 West 43rd street to 19 West 44th street.

Charles G. Frowert has been placed in charge of the Philadelphia branch office of the Percival K. Frowert Company, Inc., general advertising agency, of New York. The Philadelphia branch will be located at 250 South Broad street.

M. H. Hargrave, who has conducted the Hargrave Advertising Agency in Des Moines and has been active in advertising in that city for many years, has sold his agency to K. E. Shepard, formerly of the Des Moines Register and Tribune advertising staff. Mr. Hargrave has become advertising manager of the new Frank & Seder store in Detroit.

Worth Colwell, president of the Rowland Advertising Agency, New York, and George R. Hull of the Rowland staff, will sail for Europe the last week in April, visiting Paris, London and other cities.

The J. Walter Thompson Company this week opened an office in Cleveland, in the Hanna Building, in charge of Stuart D. Cowan. This is the sixth office of this agency, others being in New York, Chicago, Boston, Cincinnati and London.

J. B. Shiffer, formerly vice-president and art director of the Arthur M. Crumrine Company, Columbus, Ohio, and later with Botsford, Constantine and Tyler, Portland, Ore., has been appointed chief of the creative and promotion department of the Union Lithograph Company, San Francisco.

Reed Parker, of the Chicago soliciting staff of Lord & Thomas, advertising agency, has joined the agency of C. C. Winningham, Detroit, in a similar capacity.

Leslie L. Shaw, formerly of the advertising staff of the Curtis Publishing Company, in the Philadelphia territory, is now a member of the Kansas City sales staff of the Potts-Turnbull Company.

Peter DeMott has resigned as president of the Beacon Ad Service, New York, and is now with S. T. Judson Service, advertising typography, engraving and stereotyping, of that city.

Louis J. Goldman, president of Louis J. Goldman, Inc., advertising agency, New York, has joined the Martin V. Kelley Co., Inc., Toledo, as vice-president. Mr. Goldman will have his headquarters at the New York office.

Douglas S. Franklin, formerly associated with the United Fruit Company at Trujillo, Spanish Honduras, has joined the copy writing department of the Frailey Advertising Company of Youngstown, Ohio.

Clarence E. Jones, formerly with R. G. Dun & Company, is now associated with the J. Adlemere Burns Company, advertising agency, Philadelphia.

Ben S. Lemmon, Los Angeles newspaper man and magazine writer, has joined the L. S. Gillham Company, Inc., advertising agency, at Los Angeles.

MARTIN MOVES UP ON LEDGER

Succeeds C. H. Ludington as Vice-President—Three New Directors

At the annual meeting of the stockholders of the Philadelphia Public Ledger Company, John C. Martin, who has been general business manager and treasurer of the company for several years, was elected vice-president. Mr. Martin succeeds Charles H. Ludington in the vice-presidency, but he will continue to be general business manager, and Mr. Ludington will continue as a director of the company. Charles A. Tyler, secretary of the company, George F. Goldsmith, advertising manager, and David E. Smiley, editor of the Evening Ledger, were made directors in the company. Cyrus H. K. Curtis continues as president and other directors re-elected were Philip S. Collins, John B. Williams and John J. Spurgeon.

Amen Corner Elects Officers

At the annual meeting of the Directors of the Amen Corner, held in the Waldorf-Astoria the following officers were elected: President, Edward G. Riggs; vice-president, James J. Montague; treasurer, William Leary; secretary, Thomas O. McGill.

Authors' League Banquet April 11

The Authors' League of America will hold a dinner for members and their guests at the Hotel Commodore, New York, April 11.

Digitized by Google

BANKS RAN CHURCH ADS

Novel Campaign In Portsmouth, Ohio, By Five Financial Institutions

The five banks of Portsmouth, Ohio, by a recent advertisement in the local papers, set a new standard for bank advertising. In copy five columns wide, eighteen inches, the banks invited their employes and every citizen of the town to attend some church on the following Sunday. The invitation was signed by the banks and headed "Why the Bankers of Portsmouth Support the Churches." It contained this statement:

"Every banker in Portsmouth knows that if churches had not been here since the beginning of the town, the banks would not stay a week—would never have been. Law and order must precede safe banking. Churches induce law and order.

"We support the churches, each banker and employee, according to his choice, because we want Portsmouth to grow and become a better place in which to live and raise a family. We know that along the path of righteousness, and this alone, lies stable, continuous prosperity. We want to put our influence on the side of right every time.

"The bankers of this city know that the church is the sole institution which has for its chief business the inculcation of the principles of honesty and right dealing.

"Churches develop faith, and faith is needed before a man is willing to risk his savings and his labor in a project which he hopes will mean much to the city and its workers.

"Churches are the ally of everything that is good and the enemy of everything that is wrong. The banks of Portsmouth stand solidly beside the churches on this platform."

The advertisement closed with a cordial invitation to attend church, urging people to be on time and to go every Sunday. The announcement was made on behalf of the Portsmouth Federation of Churches, composed of twenty-five congregations and seven denominations which had been carrying on a campaign of paid advertising, urging church membership before Easter.

The campaign was worked out in cooperation with the publicity department of the Presbyterian Church.

FORM LETTERS ON 4-INCH COPY

Request Made by Ayer Agency on "Domino" Sugar Advertising

"How is this on four-inch copy!" comments a publisher reader of EDITOR & PUBLISHER referring to a letter sent to him by N. W. Ayer & Son, Philadelphia, asking that newspapers receiving "Domino" Sugar advertising of the American Sugar Refining Company extend co-operation by sending form letters to retail grocers in the territory. The Ayer letter is as follows:

Gentlemen:

Kindly refer to our letter of March 3, calling attention to the fact that we had recently sent you an order for the advertising of the client named above, and asking that you help us to secure from the advertising in your paper, as much value as possible by extending cooperation in the form of letters to be sent out to retail grocers in your territory.

Our letter must have reached you as it has not been returned to us. However, to our surprise, we have not heard a word from you on this subject and naturally we are somewhat interested in knowing whether or not you are willing to cooperate along the lines suggested.

Won't you please give us reply by return mail indicating just what we may expect in the way of cooperation.

Very truly yours,

N. W. AYER & SON.

Buy Sarnia Observer

H. M. Hueston and Allan Holmes, publishers of the Prince Albert (Sask.) Herald, have purchased the Canadian Observer, a daily newspaper, at Sarnia, Ont., and will hereafter control it. Mr. Holmes will continue to manage the Prince Albert Herald, while Mr. Hueston will have charge of the Canadian Observer.

AN AUTO AD CAMPAIGN

Mint Products Builds Unique Cars for Nation-wide Trip to Advertise

The Mint Products Company of Port Chester, N. Y., is having built several advertising automobiles. One of them was placed into service recently.

The car is a Ford, one ton truck, with an extension frame. On it has been fitted a large tubular body, over fifteen feet long by fifty inches high. The body, in shape, color and lettering, is a faithful reproduction of a full-package of Pep-O-Mint "Life Savers."

Merle B. Bates, advertising manager for the Mint Products Company, stated that it is the company's plan to send the advertising cars through the United States and Canada. Several million samples of "Life Savers" are to be given away during the travels of the several cars.

It is anticipated that by the end of this summer every important city and town along the principal highways of United States and Canada will have been visited by these cars.

SHORT COURSE IN WINNIPEG

Inland Daily Editors May Participate In Gathering During August

(*Special to* EDITOR & PUBLISHER)

A short course in journalism, probably the first in Canada, is proposed for the Manitoba Agricultural College, Winnipeg, August 8-14. It is expected that a series of practical lectures will be delivered by recognized authorities on problems related to making a newspaper pay. Joint sessions of newspaper men and bankers are also planned, at which financial and community work may be discussed. A course in home economics will also be arranged for the wives and families of publishers.

Should the Inland Daily Press Association of the United States be in Winnipeg during the sessions, as is anticipated, the members will be asked to join in an outing with those attending. The plan has been discussed with the University heads and with various publishers, who have promised to support it.

W. R. Parker with Albert Frank

Albert Frank & Co., New York, have appointed Will Rogers Parker to their staff as an account executive.

The Atlanta Journal

ATLANTA, GA.

David Adler & Sons Co.
Cohn, Rissman & Co.
Hart, Schaffner & Marx
B. Kuppenheimer & Co.
Mallory Hats
Henry Sonnesborn & Co.
Stein-Bloch Co.
Stetson Hats
Are advertising now in The Atlanta Journal

Advertising in the Journal Sells the Goods

INTERTYPE

"THE BETTER MACHINE"

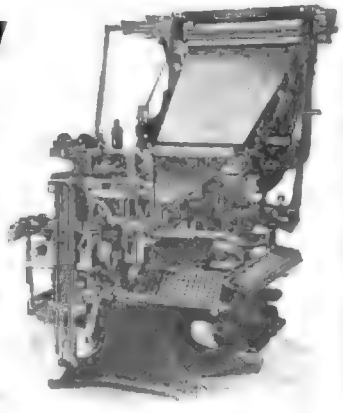
First in Standardization
First in Simplicity
First in Dependability

Mr. Publisher—when you are thinking of new line casting composing machine equipment, get behind Standardization, Simplicity and Dependability.

When you are ready to make a clean sweep, we will demonstrate any Intertype, model for model, from the base up.

Our whole effort is to produce equipment that will give you the greatest satisfaction at all times and an adequate return on your investment.

WRITE FOR LITERATURE.



Builders of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Chicago Memphis San Francisco

MILLER & RICHARD, Canadian Representatives.

Digitized by Google

TIPS FOR THE AD MANAGER

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making yearly contracts with newspapers for the Portland Cement Association.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 3,000-line contracts with newspapers for Nafziger Baking Powder.

Hicks Advertising Agency, 217 Broadway, New York. His secured the following accounts: White, Allom & Co., architects; Paul L. Bryant Company, dyers and cleaners; Bruck-Wollner Company, dress manufacturers; Zelickson & Levine, suits and coats; 20th Century Brown and White Taxicab Association, all of New York City.

Potts-Turnbull Company, Gates Building, Kansas City. Have prepared campaign for Carey Salt Company, Hutchinson, Kan., "Careyized Salt Products."

Newell-Emmett Company, 120 West 32nd street, New York. Placing orders with newspapers in selected sections for H. W. Johns-Manville Company, asbestos products, New York; again placing new copy with newspapers in selected sections for Liggett & Myers Tobacco Company, "Fatima" and "Chesterfield" cigarettes, 212 Fifth avenue, New York.

Nichols-Moore Company, 2063 East 4th street, Cleveland. Placing orders with some Western newspapers for Common Brick Manufacturers' Association, Schofield Bldg., Cleveland.

W. Hancock Payne Advertising Agency, 110 West 34th street, New York. Making trade deals with newspapers for the Hotel Astor, New York City.

Harry Porter Company, 15 West 44th street, New York. Renewing some newspaper contracts for Thomas Leeming & Co., "Nestle's Food," etc., 130 William street, New York.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Handling advertising for the W. A. Shaeffer Pen Company, Fort Madison, Wis.

Frank Seaman, 470 Fourth avenue, New York. Placing orders with some Pennsylvania newspapers for E. I. DuPont Company, paint, Wilmington, Del.

United States Advertising Corp., 1413 Madison avenue, Toledo, Ohio. Reported to be handling advertising for the Mather Spring Company, Toledo, Ohio.

Wales Advertising Agency, 141 West 36th street, New York. Handling the accounts of B. Pyrsalty & Co., cravenettes, etc., New York City, and L. & C. Hardmuth "Kohinoor" pencils, New York. Placing orders with some New York City newspapers for the Boston Varnish Co., "Kyanize" Varnish, Everett Station, Boston.

Williams & Cunnyngham, 111 5th avenue, New York. Again placing new copy with newspapers for American Tobacco Company, "Lucky Strike" cigarettes, 111 5th avenue, New York.

World's Dispensary Medical Assn. "Dr. Pierce's Medicines," Buffalo, New York. W. H. Stuart, advertising manager, is stopping at the Brunell Hotel, New York, and is renewing contracts with newspapers.

Martin V. Kelley Company, 19 West 44th street, New York. Handling account of Baer Bros., Inc., "Betty Wales Shops."

House of Hubbell, 646 Huron road, Cleveland. Handling account of Reese Chemical Company, Cleveland, "Blood Tabe" and other proprietary articles.

Griffiths-Stillings Agency, 372 Congress street, Boston. Handling account of Moc-A-Wauk Company, 364 Congress street, Boston, sport shoes and slippers.

Wylie B. Jones Advertising Agency, Binghamton, N. Y. Handling account of Mitchell & Church Company, 205 Water street, Binghamton, advertising for agents to sell dress goods, handkerchiefs, hose, etc.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Handling account of Lambertville Rubber Company, Lambertville, N. J., rubber boots and shoes.

McLain-Hadden-Simpers Company, 210 West Washington square, Philadelphia. Will make up lists during April and May for A. H. Fox Gun Company, 4680 North 18th street, Philadelphia.

Powers-House Company, Racine Building, Cleveland. Will use limited number of newspapers, etc., for Bostwick Steel Lath Company, Niles, Ohio, metal lath, making up lists during May.

Hoyte' Service, Inc., 116 West 32nd street, New York. Will make up lists during May for Piso Company, Warren, Pa.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Handling advertising for the Holt Manufacturing Company, Peoria, Ill., manufacturers of the "Holt Caterpillar Tractor."

Berrien Company, 19 West 44th street, New York. Making 5,000-line contracts with newspapers for Klear Flax Linen Rug Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 4-inch orders to run 10 times and 24-inch orders to run 5 times for American Sugar Refining Company.

Nelson Chesman & Co., Goddard Bldg., Chicago. Making 1,000-line or more yearly contracts with Texas newspapers for Val Blatz Brewing Company.

Blackburn Advertising Agency, 32 South Jefferson street, Dayton, Ohio. Making 5,000-line contracts with newspapers for Blackburn Products Company, Dayton, Ohio.

Albert P. Hill Company, 233 Oliver Bldg., Pittsburgh. Making 5,000-line contracts with newspapers for the Jersey Cereal Food Company.

F. Wallis Armstrong, North American Bldg., Philadelphia. Making yearly contracts with newspapers for Victor Talking Machine Company.

Owl Advertising Agency, Terre Haute, Ind. Making yearly contracts with newspapers for the Owl Chemical Company.

Lyddon & Hanford Company, 200 Fifth avenue, New York. Making yearly contracts with newspapers for International Chemical Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making newspaper contracts for Swift & Co.

Lord & Thomas, Mallers Bldg., Chicago. Making yearly contracts for Pepsodent Company. Making newspaper contracts for the California Fruit Growers' Exchange.

Johnson Reed & Co., 202 South State street, Chicago. Handling account of Wadsworth-Howland Company, Chicago, paint and color manufacturer. Using newspapers to exploit this firm's "Jewel System" of automobile painting. Also handling campaign, using newspapers and magazines for the Book House for Children, Chicago.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Making up lists for Richmond College for Southern weekly and daily publications. Also sending out orders for Westhampton College, Richmond, Va., to Southern publications.

Grandin-Dorrance-Sullivan, Bush Terminal Bldg., New York. Will place advertising for Nathan Hirsch, silks, New York City.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Again placing orders with newspapers in various sections for the Blatchford Calf Meal Company, Waukegan, Ill.

Hawley Advertising Company, 95 Madison avenue, New York. Placing orders with New York City newspapers for Owens & Co., coal, 49th street, New York City.

A. P. Hill Company, 233 Oliver avenue, Pittsburgh. Again placing orders with newspapers generally for the Jersey Cereal Food Company, Cereal, Pa.

Arnold Joerns Company, 14 East Jackson Blvd., Chicago. Placing advertising for Tennant Bros., auto bankers, Chicago.

Kendall Company, 102 West 42nd street, New York. Placing the advertising for the Hudson Navigation Company, Pier 32, N. R., New York.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing advertising for the Atlas Truck Corporation, York, Pa.

Morgan, Tuttle & Jennings, 44 East 23rd street, New York. Placing orders with a few newspapers in selected sections for Marck & Co., drugs, 45 Park place, New York.

Wendell P. Colton Company, 165 Broadway, New York. Again placing orders with newspapers generally for the Durham Duplex Razor Company, Jersey City, N. J. Generally prepare plans for their newspaper advertising about this time for the Hudson River Day Line, Desbrosses street pier, New York City.

Robert H. Dippy, Denckla Bldg., Philadelphia. Reported to have secured the following accounts: Ware Products Company, "Ware Valve Silencers," New York; Munson Supply Company, New York; Automotive Tractor Corporation, "Schofield Tractor," Philadelphia, and Kimball Company, Philadelphia.

A. R. Elliott Agency, 66 West Broadway, New York. Placing orders with New York City newspapers for Johann Hoff Company, malt extract, 777 Eagle avenue, New York.

Announcing

Albert de Bary, Jr.

Incorporated

6 Church Street New York City

Are the American Representatives of

CLEMENS CLAUS—
Manufacturer of the Ideal Dry Mats

MAX NITZSCHE—
Manufacturer of the Flexi-typ-Mater Dry Mats

These imported dry mats assure all the advantages without any of the disadvantages of the domestic dry mat. They are uniform as to thickness and shrinkage.

Federal Advertising Agency, 6 East 39th street, New York. Making contracts with newspapers in various sections for American Safety Razor Company, "Ever Ready," "Gem" and "Star" razors, Brooklyn. Placing orders with some Pacific Coast newspapers for Tobacco Products Co., "Tareyton Cigarette," New York.

Fuller & Smith, Guardian Bldg., Cleveland. Again placing copy with newspapers in selected sections for Dunlop Tire & Rubber Corp., "Dunlop Golf Balls," Buffalo. Placing orders with some Western newspapers for Gain-a-Day Electric Co., household appliances, Pittsburgh.

George Batten Company, 381 Fourth avenue, New York. Placing orders with newspapers in selected sections for Amory, Browne & Co., "Indian Head" ginghams, Boston.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Placing orders with Eastern newspapers for Motor Cycle & Allied Trades, New York City and Springfield, Mass.

Birch-Field & Co., 110 W. 40th street, New York. Again placing orders with some New York City newspapers for Grandby Phono Corp., Norfolk, Va., M. Milton Roemer, distributor, 1123 Broadway, New York.

Blackman Company, 116 W. 42nd street, New York. Reported will place advertising for the Main Belting Company, "Leviathan" and "Anaconda" belts, Philadelphia.

Emil Brisacher, Flood Bldg., San Francisco. Reported will start an advertising campaign for the Central California Berry Growers' Association.

Brooks, Smith & French, Kresge Bldg., Detroit. Placing advertising for Giern & Anholt Machine Tool Manufacturers, Detroit.

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making contracts with newspapers for the Wrigley Chewing Gum Company.

Frank Seaman, 470 Fourth avenue, New York. Making newspaper contracts for Studebaker automobiles.

Lord & Thomas, Mallers Bldg., Chicago. Making contracts with newspapers for "Jiffy" desserts.

Critchfield & Co., Brooks Bldg., Chicago. Making contracts with newspapers for Firestone Tire & Rubber Company.

E. P. Remington Agency, 1280 Main street, Buffalo. Making contracts with newspapers for the Automobile Club of Buffalo.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Making yearly contracts with newspapers for the B. F. Goodrich Rubber Company.

Ferry-Manly Advertising Company, 1120 Walnut street, Kansas City. Making contracts with newspapers for E. C. Catlin. Making yearly contracts with newspapers and farm papers for Cherokee Fuel Company.

Charles F. W. Nichols Company, 20 East Jackson Blvd., Chicago. Making contracts with newspapers for Charles Kaufman & Bros.

John L. Clough Agency, 18 University Square, Indianapolis. Putting out an extensive line of advertising for Louden, Inc., Minneapolis, manufacturer of an adjustable storm and sunshade for Ford cars.

World Wide Advertising Corporation, 1 West 34th street, New York. Will place the advertising of Pickwick Arms, Greenwich, Conn., and the Royal James Hotel, Norwalk, Conn.

Critchfield Company, Brooks Building, Chicago. Reported to have secured following accounts: Andreorn-Ryan Coffee Company, Duluth; Master Vacuum Cleaner Company, Chicago; Utility Battery Company, Chicago; Miracle Manufacturing Company, Detroit.

Klau-Van Pietersom-Dunlap, 131 2d street, Milwaukee. Reported planning newspaper campaign for Automatic Cradle Company, "Lullabye Cradle" and "Flivver Toy," Stevens Point, Wis.

NEWSPRINT

CONTRACT *and* SPOT

We offer Finnish newsprint for immediate delivery in the following sizes:

33½
36¼
54½
72½
} Rolls
31 lbs. 2¾ cores

The prices on this spot lot are very attractive.

Through our Finland office we can contract to supply standard newsprint in all sizes. Our delivery facilities and prices warrant our being favored with a list of your needs.

AMERICAN TRANSOCEANIC TRADERS

INCORPORATED

25 West 43rd Street
Murray Hill 0171

Affiliated House
Helsingfors, Finland

New York City
New York

Digitized by Google

Pennsylvania

IS STILL NATION'S KEYSTONE

Pennsylvania has continued to maintain her place as the keystone of the country and nothing, it seems, can move her from that position.

Pennsylvania, with her diversified industries and agriculture, has one of the most perfect rail transportation systems in the world. The commonwealth also keeps her waterways working for the common good.

Pennsylvania is a largely urban, busy state with 8,720,017 people who look to their newspapers for their wants. A diversity of needs and density of population makes Pennsylvania an ideal market.

Mr. Advertiser, this territory is worth while and this list of daily Pennsylvania newspapers will help you secure desired results.

		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item	(E)	31,255	.10	.10
*Altoona Mirror	(E)	23,755	.06	.06
Bethlehem Globe	(E)	7,295	.04	.04
*Chester Times and Republican	(M&E)	15,216	.065	.05
Coatesville Record	(E)	5,267	.021	.021
Connellsville Courier	(E)	5,182	.0179	.0179
*Easton Express	(E)	11,556	.04	.04
Easton Free Press	(E)	13,048	.05	.05
Erie Dispatch (M) Herald (E)	(M&E)	17,667	.065	.065
Erie Dispatch-Herald	(S)	12,518	.07	.07
*Erie Times	(E)	28,962	.08	.08
*Harrisburg Telegraph	(E)	32,558	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	26,266	.10	.10

Government Statements, October 1, 1920.

		Circulation	2,500 Lines	10,000 Lines
Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	109,573	.25	.25
Philadelphia Record	(S)	117,132	.30	.30
*Pittsburgh Dispatch	(M)	86,178	.17	.15
*Pittsburgh Dispatch	(S)	70,382	.22	.18
Pittston Gazette	(E)	3,847	.03	.025
*Pottsville Republican	(E)	11,273	.055	.05
Scranton Republican	(M)	31,153	.12	.10
Scranton Times	(E)	34,001	.12	.10
*Sharon Herald	(E)	4,821	.02	.02
Warren Mirror	(E)	3,211	.0179	.0179
*Washington Observer & Reporter	(M&E)	14,959	.06	.05
Wilkes-Barre Times-Leader	(E)	18,037	.05	.05

*A. B. C. Publishers' Statement, October 1, 1920.

Your Indiana Market

is more than a state 276 miles long and 140 miles wide. It is a live progressive and producing territory.

The Indiana people----2,930,-390 of them----have homes of the **American kind** and each home is a market for American goods----daily newspaper advertising will reach each family.

The 205,126 farms produced a crop value of $497,229,695. Corn led in value of crops with $229,975,713; oats, $42,023,780; wheat, $98,101,056; hay and forage, $79,894,640.

This is only part of the money that Indiana people have to spend. Indiana industries are large, the value of their products is over a billion dollars.

Get Indiana people interested in your product and one market problem will be solved.

Use this list:

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,003	.025
Decatur Democrat	(E)	3,044	.025
Evansville Courier	(M)	22,271	.05
Evansville Courier	(S)	20,571	.05
*Fort Wayne Journal-Gazette	(M)	25,406	.07
*Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,095	.035
*Indianapolis News	(E)	113,281	.20
LaPorte Herald	(E)	3,605	.025
Richmond Palladium	(E)	11,830	.05
South Bend News-Times	(M)	10,264	.05
South Bend News-Times	(E)	6,630	
South Bend Tribune	(E)	16,261	.05
*Terre Haute Tribune	(E&S)	20,753	.06
*Vincennes Commercial	(M&S)	4,064	.025

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
†Publishers' Statement.

CUBA WANTS AMERICA AS BEST FRIEND

Editors Deeply Impressed By Hearty Reception From Outgoing and Incoming Governments—Finds Business Good—Mrs. Nevin Dies

The two hundred and twenty-five members of the National Editorial Association who recently were entertained in Havana by the government and newspapermen of Cuba, are back home with highly favorable impressions of the little Republic, according to Will Wilke, of Grey Eagle, Minn., past president of the N. E. A., and William J. Smith, editor of the Waukegan (Ill.) Sun, who were in New York several days this week on their way home. The editors spent March 26, 27 and 28 in Cuba, following their convention in Florida. Mr. Wilke being in charge of the party.

"We were all agreeably surprised with the conditions in Cuba and the cordial welcome extended to us," said Mr. Wilke. "Havana in general appearance proved to be far different from what most of us had imagined. There are many modern business buildings in use and numerous residences of the finest American type are under process of construction. Then, too, the city's park systems and boulevards far surpass those to be found anywhere in the United States. Business is thriving and the people want commerce with America more than with any other country in the world.

"We were given to understand that the purpose of our invitation was the Cuban people's desire to impress on the American people, through the press, that they want to continue their pleasant relations with us. They wanted to cement friendly relations and give the American editors a chance to observe personally the actual conditions in Cuba so that they may be able to correct from their own knowledge many false stories that are constantly being circulated in the United States by those whose interests in Cuba are not of the best. Our editorial observations will enable us to tell America the truth about Cuba more than anything else could have done.

"At the present time the largest part of the imports and exports of Cuba are with the United States and it is practically the only country in the world today whose money is on par with that of the United States. American currency and paper money is used everywhere in Cuba.

"Present conditions in and the aspirations of Cuba for the future were beautifully outlined in one address to the editors by President-elect Zayas (since inaugurated President) when he said: 'Cuba has peace, Cuba wants peace, and Cuba will maintain peace.'"

The editors' party, 225 strong, were met at Key West, Fla., March 26 by a commission appointed by Senor Augustin Pomares, president of the Association de Reporters de la Habana. The commission was headed by Senor Raoul Marsans of El Mundo. On arrival at Havana, they were met at the wharf by a band and other members of the Reporters' Association and conveyed by automobiles to the Hotel Sevilla and the Hotel Plaza, where the finest rooms were placed at their disposal.

Immediately after lunch the entire party was received at the Palace by the President, Gen. Mario G. Menocal, who shook hands with each person and welcomed them in English. In the afternoon the Cuba-America Jockey Club was host at the races and in the evening the Compania Nacional de Sports, S. A. furnished an exhibition of the famous Spanish game of Jai Alai.

Sunday morning the management of El Mundo gave a breakfast at the Hotel Inglaterra in honor of the visitors, immediately after which automobiles took the editors to a reception given in their honor by President-elect Zayas. Easter Sunday afternoon the races were again the chief entertainment, the Derby being the feature. The Tourist Association gave a banquet at the Casino de la Plaza in the evening, at which President Menocal was represented by his aide, Senor Rafel Martinez Ybor, who acted as toastmaster. The speakers included President-elect Zayas of Cuba, Past President Will Wilke of the N. E. A. and R. L. McKinney of the Macon (Ga.) News.

Monday morning, the 28th, was left free from formality. In the afternoon the editors were the guests of Hershey's Sugar Plantation and were later entertained at an open air reception by the Young Men's Association of Havana, at which President-elect Zayas was chief speaker. This concluded the official welcome. Freedom of the city was extended on the final night of the visit and the party left for home the morning of March 29.

Messrs. Wilke and Smith were especially high in their praise of the care

FIVE PAST PRESIDENTS OF THE N. E. A.

Snapped especially for Editor & Publisher at the annual convention of the association in Miami, Fla., left to right are: Will Wilke, Guy U. Hardy, H. C. Hotaling, George S. Hosmer, J. E. Junkin, Garry Willard and Dean Walter Williams.

Digitized by Google

and courtesies extended by the Peninsular & Occidental Steamship line, which took the party to and back from Cuba. Mr. Smith was much impressed with the automobile taxi service in Havana, and the fact that the finest American motor trucks and cars were found in use everywhere. He said many American cities could well take a lesson from Havana's regulation of taxi-service, which compels owners of cabs to keep their machines up to set standards of equipment and furnishings.

Mr. Wilke, who is the director of transportation for the World's Press Congress, to be held in Honolulu in October, brought back word with him that Dr. Zayas, the new president of Cuba, has promised that Cuba will be represented at the Congress.

When the N. E. A. party arrived back in Florida they were met by the sad news of the death of Mrs. C. E. Nevin, wife of the editor of the Laurel (Neb.) Advocate, who was taken ill in Daytona during the convention.

TRIBUTE TO MRS. NEVIN

Every Business Place in Laurel Closes on Day of Funeral

LAUREL, Neb., April 7.—Probably without parallel in Cedar County was the tribute of the entire Laurel community to the remains of Mrs. C. E. Nevin, wife of the editor of the Laurel Advocate, whose funeral was held here April 3. Mrs. Nevin died at Daytona, Fla., March 27. Every business place in town was closed during the funeral and less than a third of those who came to pay their last respects could crowd into the Methlist church. The pall bearers were selected from among the publishers of the papers of this section and large delegations were present from as far away as Wakefield.

Mrs. Nevin was taken ill at Orlando, Fla., with ptomaine poisoning while attending the Florida convention of the National Editorial Association, with Mr. Nevin and their daughter, Hazel.

Mrs. Nevin (Cora Gertrude Hallet) was born at Waterloo, Ia., November 17, 1866. She was married to Mr. Nevin on May 3, 1896. On January 1, 1900, they came to Laurel where their united efforts made the Advocate one of the best known newspapers in northeast Nebraska.

FLORIDA EDITOR CHASED GLOOM

"Keep Mouth Turned Up" He Tells Readers During N. E. A. Visit

The editor of the De Funiak Springs (Fla.) Herald is a humorist. This fact was evident in the article he wrote announcing the coming of the National Editorial Association delegates who were to visit that city the following Tuesday. The concluding paragraph reads as follows:

"Put on your biled shirt next Tuesday and, for the love of Mike, avoid a funereal aspect as much as possible. Remember: We have buried Gloom, thereby gaining considerable notoriety of a good quality. Keep the corners of your mouth from turning downward and thus creating an impression in the minds of the visitors that old Gloom was related to every blessed citizen of the town. Look cheerful next Tuesday morning until after the visitors leave, even if it busts your biler and twists your differential around your vermiform appendix."

NEW YORK LINEAGE LOSS ONLY 6.5 PER CENT DURING MARCH

NET loss of 938,538 lines, or 6½ per cent, is shown by comparative statistics on Greater New York newspaper advertising lineage for March issued this week by the New York Evening Post Statistical Department, the total for last month being 13,296,208 lines against 14,234,746 lines in March, 1920. Gains were made by the Brooklyn Eagle, New York Evening Journal, New York Evening Mail, New York Evening Post and New York Herald. More plentiful supplies of paper are indicated by the total of 12,228 pages printed in March this year against 11,626 pages last year, despite a decrease in lineage amounting to about 91 pages. The summarized totals for the month in 1921 and 1920 and during the years back to 1915 follow:

Pages 1921	Pages 1920		Percentage of total space	1921	1920	Gain	Loss
942	892	American	6.4	856,818	999,846	.....	143,028
1,050	1,034	Brooklyn Eagle	8.9	1,183,906	1,136,676	47,230	.....
398	388	Brooklyn Times	2.1	273,268	289,918	.....	16,650
390	372	*Commercial	2.0	267,868	294,350	.....	26,482
740	638	*Evening Journal	7.5	999,764	881,622	118,142	.....
496	462	*Evening Mail	4.4	582,872	565,832	17,040	.....
562	544	*Evening Post	4.0	529,218	437,716	91,502	.....
596	578	*Evening Sun	5.6	742,456	789,264	.....	46,808
620	634	Evening Telegram	4.3	568,682	685,804	.....	117,122
652	642	*Evening World	6.7	890,608	911,514	.....	20,906
494	568	*Globe	4.6	614,304	849,540	.....	235,236
922	898	Herald	7.9	1,052,778	1,011,764	41,014	.....
552	....	*News (Tabloid)	1.4	182,184	.....	.....	.....
646	656	Standard Union	4.8	638,376	755,974	.....	117,598
1,072	1,288	Times	13.9	1,850,914	2,041,930	.....	191,016
864	900	Tribune	6.0	800,714	904,524	.....	103,810
1,012	1,132	World	9.5	1,261,478	1,678,472	.....	416,994
12,228	11,626	Totals	.....	13,296,208	14,234,746	.....	938,538

*No Sunday edition.

Comparative Totals, March 1921-1915

	1921	1920	1919	1918	1917	1916	1915	Net Loss
American	856,818	999,846	852,455	909,180	768,984	742,404	693,564	
Brooklyn Eagle	1,183,906	1,136,676	913,611	764,292	766,125	815,824	737,911	
Brooklyn Times	273,268	289,918	†	†	†	†	†	
Commercial	267,868	294,350	173,462	159,061	148,986	†	†	
Evening Journal	999,764	881,622	795,992	714,467	656,295	634,129	649,885	
Evening Mail	582,872	565,832	298,044	413,440	432,709	395,107	431,276	
Evening Post	529,218	437,716	355,048	366,601	359,929	318,451	292,382	
Evening Sun	742,456	789,264	653,298	462,132	498,945	490,920	434,822	
Evening Telegram	568,682	685,804	749,147	696,828	702,505	553,857	654,235	
Evening World	890,608	911,514	583,580	459,122	456,005	451,754	515,043	
Globe	614,304	849,540	661,570	433,295	523,751	565,074	498,895	
Herald	1,052,778	1,011,764	738,272	628,140	651,691	584,134	663,100	
News (Tabloid)	182,184	†	†	†	†	†	†	
Standard-Union	638,376	755,974	562,598	513,989	496,343	521,054	469,056	
Sun	‡	‡	481,618	334,822	367,471	299,657	291,761	
Times	1,850,914	2,041,930	1,491,791	1,208,648	1,022,046	908,137	802,074	
Tribune	800,714	904,524	595,822	361,018	414,833	343,488	227,288	
World	1,261,478	1,678,472	1,435,480	1,351,850	1,188,645	1,000,384	843,679	
Totals	13,296,208	14,234,746	11,319,788	9,776,885	9,453,173	8,629,574	8,204,967	

‡ Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1 20.

† Figures not recorded.

IOWA

Corn is Iowa's chief crop. This state is situated in the very heart of the corn belt and is *First* in total production with a tremendous yield of 416,000,000 bushels. The average corn production for each county is equal to the total production of the states of Massachusetts and Vermont combined.

The census figures of agriculture in Iowa give the value of all crops harvested in 1919 at $890,391,299. Corn was valued at $501,339,232. A figure much higher than was estimated.

Iowa people have money to spend. They are live, active, progressive people. Their home life is of the highest type and are exceptional prospects for advertised goods.

Iowa people can be reached through their daily newspapers. Do not hesitate to tell your story through this list of representative daily newspapers. They go into the home.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,371	.035
Burlington Hawk-Eye	(S)	12,510	.035
*Cedar Rapids Gazette	(E)	17,567	.055
Council Bluffs Nonpareil	(E&S)	14,998	.05
Davenport Democrat & Leader	(E)	15,363	.06
Davenport Democrat & Leader	(S)	16,959	.06
*Davenport Times	(E)	23,626	.07
Des Moines Capital	(E)	53,850	.14
Des Moines Sunday Capital	(S)	37,935	.14
Des Moines Register and Tribune	(M&E)	109,523	.20
Des Moines Sunday Register	(S)	82,046	.20
†Iowa City Press-Citizen	(E)	7,397	.035
*Mason City Globe Gazette	(E)	9,516	.035
Muscatine Journal	(E)	8,057	.035
Ottumwa Courier	(E)	12,056	.05
Sioux City Journal	(M&E)	52,808	.11
Sioux City Journal	(S)	32,226	.11
*Waterloo Evening Courier	(E)	15,722	.05

Government Statements, October 1, 1920.
*A. B. C. Publisher's Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

352,528

The New York Times

The average net paid circulation of The New York Times daily and Sunday, for six months ending March 31, 1921 (reported to the Post Office Department April 1, 1921) was 352,528, an increase of 9,975 in the last six months.

The circulation of The New York Times represents the largest and most widely distributed group of intelligent and discriminating readers ever assembled by a newspaper.

Leased Wire Service
Foreign News Reports
"Pony" Services
Telatype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

GEORGE C. WALDO, SR., DEAD

Dean of Connecticut Editors Had Been Newspaper Man 52 Years

(*Special to* Editor & Publisher)

Fifty-two years a newspaper man, dean of Connecticut editors, George Curtis Waldo, Sr., father of George C. Waldo, Jr., managing editor of the Bridgeport (Conn.) Post and one of its publishers, died April 2 at the age of 84 years. Except for several years in the study of law and medicine and service in the Civil War, Mr. Waldo was in the newspaper field from 1867 to 1919. He became reporter and city editor of the Bridgeport Standard. Two years later he became associate editor with the late John D. Candee, succeeding him as editor-in-chief and president of the Standard Association in 1888. The paper was discontinued January 1, 1919.

Mr. Waldo did not cease writing but contributed a "Forty Years Ago" daily column for the Bridgeport Telegram until a few weeks before he died. A Republican, Mr. Waldo refrained from public office except service on local state boards and commissions. He was a graduate of Tufts College, class of 1860 with Bachelor of Arts degree and in 1900 had the honorary degree of Litt.D. conferred upon him. Two sons and one daughter survive.

Obituary

Sir Maitland Park, LL.D., former editor of the Allahabad (India) Pioneer, and of the Cape Times, died in Cape Town, Africa, recently. He had been editor of the Cape Times since 1902 and was chairman of the Cape Colony Society of Journalists and chairman of the South African delegation to the Imperial Press Conference in England in 1909. He was in his sixtieth year.

Henry B. Terrell, president of the Terrell Publishing Company, which publishes a string of country newspapers in Texas, died in San Antonio.

Editors of the various papers which Mr. Terrell owned acted as active pallbearers, while the honorary pall bearers included most of the state officials.

Mrs. Mary Batterman, mother of Mrs. Ralph H. Booth, wife of the publisher of the Booth dailies in Michigan, is dead in Detriot. She was 64 years old.

C. F. Benner, aged 62, assistant postmaster of Newton, Kan., dropped dead in a Newton bank. He leaves two sons, Amurice F. Benfer, telegraph editor of the Wichita Beacon, and Henry Benfer, an artist on the Beacon Staff.

Benjamin Hellman, aged 68, father of Jack Hellman, associate sporting editor of the Kansas City Post, and Sam Hellman, formerly of the St. Louis Republic and other St. Louis papers, died in a Kansas City Hospital recently.

William Hosick, aged 68, former postmaster of Mineral City, Ohio, died April 2. For many years he owned and edited the Mineral City Pointer.

Harold Soule, aged 26, recently a member of the St. Paul Daily News editorial staff, is dead in Minneapolis after an illness of eighteen months from complications following an attack of influenza and pneumonia. Mr. Soule was a graduate of the University of Minnesota and a sub-editor of the Minnesota Daily, the university students' paper, in his college days and after graduation entered the professional field.

Warren Cheney, newspaper man, author and realty broker, died in Berkeley, Cal., recently. He was once editor and owner of the Overland monthly and was a special correspondent in the Balkans in 1883-4.

Mrs. Katherine Jenkins Smith, wife of David B. Smith, treasurer of the Newspaper Printing Company, which publishes the Pittsburgh Gazette-Times and the Chronicle-Telegraph, is dead after a brief illnes.

Prof. Dennis O'Sullivan until a year ago dean of the faculty of the Philadelphia Catholic High Schools and father of Frank O'Sullivan, a member of the Philadelphia Record staff died April 1.

Charles Wilberforce Ames, a publisher of law books and at one time an associate editor of the Christian Register of Boston, died April 3, in Minneapolis, where for the past twenty years he had been president of the West Publishing Company.

Ira K. Morris, for many years connected with Staten Island (N. Y.) newspapers, died April 3, aged 75 years. He was a former editor of the Richmond County Sentinel and the Gazette and lately had been on the staff of the Staten Islander. Mr. Morris was the author of "The History of Staten Island."

George M. Mifflin, president of the Houghton-Mifflin Company, publishers, died in Boston, April 5.

Harvey Nelson Barry, business manager of the Farmers' Sun, the organ of the U. F. O. Government in Ontario, died in Toronto, after a long illness, aged 60. The late Mr. Barry came to Toronto about twenty years ago, and joined the staff of the then Weekly Sun.

Where the Five Cent Paper Goes

The story comes from Montreal that when J. R. Booth, the Ottawa paper manufacturer recently announced that he would sell his newsprint output at $100 a ton, a representative of the Canadian Pulp & Paper Association at once made a contract to take it. Now, it is asked, what paper mill will be the next to repeat the challenge and induce the association to silence it and to guarantee the sale of its output for the rest of the year. Several mills, it is said, are likely to follow suit and there may even be some competition for first place.

Riordon Earnings $4,642,630

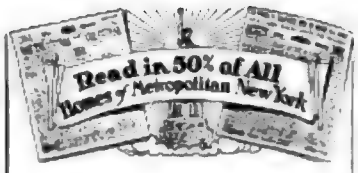
Earnings of the Riordon Pulp & Paper Company, for the six months ending June 30, 1920, and those of the new operating company from that date to December 31, 1921 totalled $4,642,630, it was reported by the directors at a recent meeting in Montreal. Amount available for dividends, after deducting taxes, is $3,070,370, of which $480,000 was deducted for dividends on the outstanding preferred stock. The annual meeting of the company will be held April 21.

Bond Issue for Brompton

Shareholders of the Brompton Pulp & Paper Company, Ltd., at a recent meeting in Montreal, approved the proposals of the directors regarding the creation of a new issue of $3,000,000 eight per cent convertible bonds, which carry the right of conversion into the common stock of the company on the basis of two no-par-value shares for each $100 bond.

St. Croix Mill Cuts Hours

The schedule of hours has been curtailed by the St. Croix Paper Company, Woodland, Me., for the first time since its plant was built 15 years ago. Operation of the sulphite pulp department will be suspended indefinitely. The ground pulp department and paper mill will be operated four days a week. The mill makes newsprint paper.



THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

THE MORRISTOWN TENN. EVENING MAIL

a live daily newspaper in a progressive and prosperous city.

Morristown has many industries. One of the largest wagon manufacturing concerns in the South is located here. It is also largest poultry and egg center in the entire South.

Use the EVENING MAIL and cover thoroughly this worth-while territory.

Represented by

FROST, LANDIS & KOHN

Chicago New York Atlanta

Perth Amboy

NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP

Foreign Representative

303 FIFTH AVE., NEW YORK CITY

FOR IMMEDIATE SERIAL RELEASE

ATLANTIDA

By PIERRE BENOIT

The story that won the GRAND PRIX of five thousand francs as the BEST ROMANTIC NOVEL of the year

Wire for Option

McClure Newspaper Syndicate

373 Fourth Avenue New York City

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

Digitized by Google

The Detroit News

THE Detroit Sunday News carried the most Sunday advertising in Detroit during 1920 despite the embargo it was compelled to place on full pages during the Spring of 1920. A 38% lead in total circulation and 76% lead in city circulation are potent reasons.

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS

(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect *all* of these lines of endeavor.

Member A. B. C. *Standard Rate Card*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

OF THE SHAFFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 *agate lines. Local advertisers know local values.*

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

OF NEWSPAPERS

NOTES OF ASSOCIATIONS AND CLUBS

"Financing an Advertising Campaign," was the subject of an illuminating talk given last week by A. Lincoln Hall, an instructor in the Wharton School of the University of Pennsylvania, before the members of the Philadelphia Club of Advertising Women, at that organization's monthly meeting at the Bellevue-Stratford. The first step in a really sane advertising campaign, Mr. Hall pointed out, consisted in first buying advertising in a limited territory and then building up the trade in that territory. After that the territory should be expanded step by step and this process carried on indefinitely, each advance in the advertising paying for itself.

The Charleston (W. Va.) Advertising Club has elected the following officers: President, Jesse H. Whiteley; vice-president, Homer H. Seay; secretary, Thomas D. Mays; treasurer, P. J. Canova.

The first Hebrew press association in the country was formed March 27, at the 33rd annual meeting of the Jewish Publication Society of America, in Philadelphia. Simon Miller, newly-elected president, stated in his address that the society now has more than 17,000 members and has distributed more than 1,750,000 copies of the 120 publications issued. He spoke of the successful conclusion of a new translation of the Bible which, he said "is more and more being recognized as the best English translation, not only by Jews but by Gentiles as well." These officers were elected in addition to President Miller: First Vice-President, Ex-Ambassador Abram I. Elkus, New York; second vice-president, Judge Horace Stern, Philadelphia; treasurer, I. George Dobsevage, New York; editor, Dr. D. Halpen of Philadelphia; trustees, Henry Fernberger, Joseph H. Hagedorn, Judge Horace Stern, all of Philadelphia; S. Charles Lamport and Cyrus L. Sulzberger, both of New York City and Seligman J. Strauss of Wilkes-Barre.

The speaker before the Poor Richard Club, Philadelphia, last week was Charles E. Mercer who explained to the Poor Richardites one of the latest inventions in the movie field—a disk film on which—unlike the long tape film—the pictures are arranged in concentric circles, the projector moving over the film very much as does the sound box of a talking machine over the record. It is claimed that this invention is going to develop big advertising possibilities.

The annual election of officers of The Poor Richard Club will be held on Monday, May 16, and the new officers will be inaugurated early in July.

The Georgia Press Association plans to shortly begin publication of its new monthly official organ to be known as the Georgia Publisher. Plans for the annual convention in July at Washington, Ga., will include an outing at Augusta, Savannah and Tybee island.

Publishers of 25 newspapers in western Massachusetts and southern Vermont recently met at Greenfield, Mass., at the invitation of Hon. J. W. Haigis, publisher of the Greenfield Recorder, and approved the formation of a press association. A committee to arrange the details for another meeting was named, composed of John W. Haigis and H. A. Dudmun of Greenfield, John S. Whitman of Orange, and F. E. Howe of Bennington, Vt.

Plans for the annual outing of Minnesota editors, publishers and newspapermen, just announced by H. P. Phillips, president of the Northern Minnesota Editorial Association, make Duluth headquarters with steamboat, automobile and rail side trips to points on the Great Lakes and Iron Range. The outing will be July 21-24. There will be a banquet the night of July 24 at the Duluth Commercial Club. Senator Fred D. Vibert, editor of the Cloquet Pine Knot, will be host to the visitors July 22, when they are to be taken to Jay Cook park and other places of interest in that community. Mining towns will be visited July 23 and the lake and river excursion will be July 24.

The fifth annual short course for Minnesota editors will be held at the University Farm school, St. Paul, on May 5, 6 and 7. W. P. Kirkwood, editor of publications at the Minnesota College of Agriculture and head of the department of the school of journalism of the University of Minnesota, will be in charge. Bristow Adams, of Cornell University, will speak of "The Necessity of Country Newspapers in Community Building. Dr. C. A. Prosser, of Dunwoody Institute, Minneapolis, will give an address of "The Duty of an Editor to His Profession." The Twin City daily papers will entertain the editors.

The executive committee of the Minnesota Editorial Association at a meeting in St. Paul adopted a resolution urging a legislative appropriation of $100,000 for the immediate improvement of State Fair buildings to insure the holding of the National Dairy Show in St. Paul next fall.

The convention board of the Atlanta Advertising Club at a recent meeting adopted resolutions disapproving the distribution of any special edition of books or any other literature which contains display advertising, and which might otherwise be distributed in Atlanta before or during the annual convention here in June of the Associated Advertising Clubs of the World.

The National Association of Teachers of Advertising will hold a joint meeting with the Association of Collegiate Schools of Business at the University of Pittsburgh, May 5-7.

The next semi-annual meeting of the Association of National Advertisers will be held in Atlantic City from May 12 to 14. Headquarters will be at the Hotel Traymore.

The Typothetæ of Philadelphia moved into new quarters, 925 Walnut street this week. The Typothetæ will occupy the second and third floors of the building.

The next meeting of the Advertising Men's American Legion Post will be at the Advertising Club of New York, 47 East 25th Street, Wednesday evening, April 13. H. B. Le Quatte of Street & Finney will deliver an illustrated lecture entitled "Taking the Guess out of Advertising." On Saturday, April 23, the post will hold its first dance at the Advertising Club. W. A. Moorehouse, 6 East 39th Street, is post adjutant. Efforts are being made all New York ex-service men in advertising join the post.

Goes to Biddle Agency

Malcolm Moore, formerly with the Blaisdell Pencil Company, Philadelphia, and before that time with the F. Wallis Armstrong Company, has joined the Biddle Agency, of Philadelphia.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer

Cleveland

Few Papers—(if any)—surpass the TRENTON NEW JERSEY **TIMES** AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

NO WISCONSIN PRINTERY

Legislature Again Kills Proposition—Interesting Facts Developed

(*Special to* Editor & Publisher)

Madison, Wis.—The Assembly, 58 to 35, has voted to kill a proposition for the state to establish its own printery. A similar movement has failed at each succeeding legislature for perhaps 20 years. State printing is done in many plants over the commonwealth, but mostly here. It was shown that a state plant would cost about $300,000 to execute about $150,000 worth of printing and that it would be measurably idle more than half the time,—going full only while the legislature was in session biennially.

There are only three state printeries in the United States—in California, Nevada and Kansas. Maine abolished its printery in 1905. The Government printshop at Washington is said to have cost $10,000,000 and the gross expenditure for the last fiscal year was over $13,000,000 as reported by Public Printer Ford. This printery is altogether the greatest in the world, and printing in it is said to cost from 1½ to 10 times as much as in private shops.

Gov. Budd, some years ago, vetoed the appropriation for the California office and it was closed 18 months.

Dual Plants for Toronto Telegram

Toronto, April 5.—To expedite distribution, the Evening Telegram began today publishing part of each edition in a branch plant four miles from the main office in the congested centre of the city. The branch turned out paper simultaneously with headquarters. All the copy was edited and set in the main plant and the pages stereotyped before being rushed to the uptown branch.

Slander Verdicts Reduced

Worcester, Mass. — Attachments in four suits brought by Louis Pilat against merchants and newspaper publishers of Palmer, Mass., have been substantially reduced in amounts by order of Judge Callahan, in the Superior Court. That against Louis E. Chandler, for an alleged libelous article in the Palmer Journal, was reduced from $10,000 to $2,500. The suits grew out of the arrest of Pilat in Palmer, in connection with an advertising proposition, whereby Pilat was to place advertisements of local merchants in the offices of a Palmer hotel.

Phone from U. S. to Cuba

Formal opening of telephone communication between the United States and Cuba will be staged at the Pan-American Union Building in Washington at 5.15 P. M. on April 11, under the auspices of the National Press Club. Speakers include President Harding, Secretaries Hughes and Mellon, the Cuban Minister, Commissioner Rudolph and Col. Carey.

To Succeed Gov. Allen

Hutchinson, Kan.—William Y. Morgan, editor of the Hutchinson (Kan.) News, and Judge Clyde M. Read, editor of the Parsons Sun, are prominently mentioned as candidates to succeed Henry J. Allen, editor of the Wichita Beacon, as Governor of Kansas. Mr. Morgan is a former lieutenant governor and Judge Reed is a member of the new State Public Utilities Commission.

Ad Label Company Incorporated

The National Advertising Label Company is a new New York State corporation, with headquarters at 165 Broadway, New York City. The founders are M. Van Allen, E. M. Wills and W. C. Mayer.

Rimersburg Gazette Office Burned

Pittsburgh.—Offices of the Rimersburg (Pa.) Gazette were destroyed by fire last week. The paper will be suspended until a new shop is built and equipped. Loss was partly covered.

Wants Anti-Fraud Ad Law

Philadelphia.—The board of directors of the Chamber of Commerce has passed a resolution urging the State Legislature to enact legislation against fraudulent advertising.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1067

For Prompt Service
TYPE Printers' Supplies Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printers' Outfitters
Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

For Sale
Eight page Cox Duplex flat-bed press; in fine condition; now running; putting in larger press. The Eagle, Enid, Okla.

For Sale
Double steam table and boiler, complete with gauges and piping; shaver for type high slug casts; wire stitcher, strong heavy design; all in good condition. Courier News, Plainfield, N. J.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

BANKRUPT SALE
Of plant and assets of Record Publishing Corporation. Pursuant to authority of a decree entered into by the District Court of the United States for the Eastern District of Virginia, on the 21st day of March, 1921, in the matter of Record Publishing Corporation, Bankrupt, the undersigned will offer for sale, at Public Auction, to the highest bidder, free and clear of all liens and encumbrances, in front of the premises, 211 Twenty-fifth street heretofore occupied by Record Publishing Corporation as a place of business, in the City of Newport News, Virginia, on Friday, April 22, 1921, at 12 o'clock a.m., the following property of said Bankrupt Corporation, to-wit:

(1) Newspaper and printing plant and equipment, including 16-page Scott Press, four linotypes, furniture and fixtures.

(2) Two (2) Lots of land located in Fort Place, Elizabeth City County, Virginia.

(3) All accounts due said Bankrupt Estate by Sundry parties.

Terms: Cash.

For further information apply to Wm. C. Stuart, Attorney for Trustee.

FRED H. SKINNER, Trustee in Bankruptcy

FOR SALE
Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22⅜".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

FOR SALE
One Model A Intertype $2,000
One Model B Intertype $2,500
(INCLUDING MATRICES)
BOTH IN PERFECT CONDITION
PURCHASED NEW IN 1915

THE ARGUS COMPANY
ALBANY, N. Y.

FOR SALE
Two four-deck
Potter Printing Presses
complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment
chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: :: MINN.

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Contest Features

and many other good ones that I have sold. ave wire salesman and copy writer is ready o build up your local advertising; age 31, married, with over ten years' selling experience; an aggressive organization who is determined to make 1921 a big year on local advertising will find it to their advantage to communicate with Box C-965, Care Editor & Publisher.

Advertising Solicitor and Service Man

Able to get and hold business; have handled general line of copy and service work; 30 years old; want place with a paper of 10,000 nd up; eight years' experience; at present employed and will come on short notice. Address Box C-949, Care Editor & Publisher.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail horoughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, Care Editor & Publisher.

Advertising Manager

On a live paper of 40,000 circulation, wants new connection. Fourteen years' newspaper advertising experience, three years in present position, with record of 300 per cent increase in advertising earnings. Not a whirlwind, but steady worker, organizer and promoter. Can give best references. Married. Available on short notice. Address Box C-972, Care Editor & Publisher.

Editor

Several years' metropolitan experience, now in responsible position on leading New York City daily, desires managing editorship in city of 5,000 or over. Capable of assuming full charge of news department. Age 30, married, College man. Chance for development greatest consideration. Change in two months. Address Box C-971, Care Editor & Publisher.

Editorial Writer

Paragrapher, humor columnist—seeks connection with strong organization; have had executive experience. Address Box C-943, Care Editor & Publisher.

Classified Manager

With five years' experience, now employed, desires to make change; reason: have been in special classified promotion work for past year and would like permanent connection; two years on metropolitan paper, three years on smaller papers; capable of directing classified promotion on several papers; can furnish references as to ability, etc. Address Box C-970, Care Editor & Publisher.

Circulation Manager

A-1 circulation man schooled in all departments and familiar with practically all distribution systems; good organizer and executive promoter; gilt-edged reference; 27 years old; married; engaged at present; reason for leaving present position, dissatisfied; can furnish A-1 reference from present employer. Address Box C-952, Care Editor & Publisher.

Editor

Editor of largest trade journal of kind (Chicago), highly experienced in most phases of publication, including those of daily newspapers, magazines and "house organs," desires change; salary $5,000 annually. Address Box C-968, Care Editor & Publisher.

Ready Sports Writer

Energetic, thoroughly experienced reporter capable of handling all kinds of sports, seeks desk position or general assignments; unmarried, 30, record best evidence of dependability; employed three places in 12 years. Address Box 85, Jackson, Mich.

Situation Wanted

Staff position on small or medium-sized town daily in East, South or Middle West is desired by university graduate having two years' experience, reportorial and editorial, on New York and Philadelphia dailies; applicant is hard and persistent worker, twenty three, unmarried, and anxious to make permanent connection. Address Box C-957, Care Editor & Publisher.

Situation Wanted

New York newspaper woman wants position outside of city. Several years of intensive experience, including news, feature and editorial work for syndicates, international wire agency, individual papers and magazines. Ability to get the interviews that "aren't granted." Writes with a snap. Sunday supplement stuff specialty. Also professional juvenile and woman's editorial writer. College graduate. Will accept fair salary. Motive, change. Box C-958, care Editor & Publisher.

Telegraph Editor and Copy Reader

Young man desires position on New England paper, afternoon preferred; ambitious, education-ous, hard worker; eight years experience address Box C-967, care of Editor & Publisher.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

This Advertising Man

can sell space because he combines ideas and copy with clear artistic layout. Makes "on-the-spot" layouts for advertisers or can sense the other staff solicitors' needs and supply them also. New York or Chicago newspaper service departments preferred. Address Box C-974, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Help Wanted

Foreman mailing room by morning paper of about 60,000 daily and Sunday, 150,000—weekly. Must be sober, reliable, expert in handling men, and will at all times conduct the affairs of the mailing room in the interest of the management and co-operate with same. Correspondence confidential; give references and state experience. Address Box C-928, Care Editor & Publisher.

Young Man

Wanted—Young, energetic American as salesman of newspaper supplies; without necessarily any sales experience, but with good appearance and preferably a working knowledge of the paper or publishing business; excellent future for the right man. Address Box C-954, Editor & Publisher.

Classified Manager

Wanted for newspaper in one of the larger mid-western cities. Prefer a man who has been acting as assistant manager and who desires the opportunity to demonstrate his ability as a producer and executive. Address, stating experience, reference and salary, Box C-942, Care Editor & Publisher.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Salesman

for printing and typesetting machinery. Territory eastern part of the United States. Salary and commission. Excellent opportunity. Give age and experience. Box C-960, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Buy

Interest in evening paper, preferably in Pennsylvania, Ohio or New Jersey, and take charge of advertising and business management; am now business manager of large, successful newspaper. State salary, prospects and details. Address Box C-926, Care Editor & Publisher.

Opportunity

New afternoon daily in excellent growing city in central state desires advertising, business, job managers and desk men who can invest. State amount, references, qualifications. Wonderful field. Box C-956, Care Editor & Publisher.

Business Opportunity

Business man desires to lease city or country newspaper; 10 per cent on investment guaranteed; can produce results. Box 321, Burlington, Vt.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Experienced Newspaperman

Desires to cover the Chicago territory for limited number of publications as special correspondent. Harry Miller, 2252 Haddon avenue, Chicago, Ill.

NOTICES

50c A LINE for advertisements under this classification. Cash with order.

INTERNATIONAL PAPER COMPANY

New York, March 30, 1921

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable April 15, 1921, to preferred stockholders of record at the close of business April 8, 1921.

OWEN SHEPHERD, *Treasurer.*

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of

EDITOR AND PUBLISHER

published weekly at New York, N. Y., for April 1, 1921

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared James W. Brown, who having been duly sworn according to law, deposes and says that he is the editor of EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, The Editor and Publisher Co., 63 Park Row, New York, N. Y.
Editor, James W. Brown, 234 Valentine Lane, Yonkers, N. Y.
Managing Editor, John F. Redmond, 642 West 158th Street, New York City
General Manager, J. W. Ferguson, 611 West 176th Street, New York, N. Y.
Business Manager, Fenton Dowling, 447 East 4th Street, Brooklyn, N. Y.

2. That the owners are:

THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City; James W. Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. De Witt, 37 So. Maple Ave., Orange, N. J.; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

JAMES W. BROWN.

Sworn to and subscribed before me this 30th day of March, 1921.

E. A. PRATT.

(My commission expires March 30, 1922.)

Deferred Cablegrams Resumed

The Western Union Telegraph Company resumed, April 9, deferred cable service to Europe and the British Isles, which has been suspended since September, 1918. This is a half rate service for messages in plain language. Deferred cablegrams must bear a prefix to indicate their special character and are sent in the order in which they are received, being deferred only in favor of full rate messages that are in course of transmission.

M. & O. Cuts Paper Price to $113

MINNEAPOLIS, April 5.—Directors of the Minnesota & Ontario Paper Company today announced a further reduction of $17 a ton on newsprint paper to publishers. This concession, together with that of $8 per ton made on January 1, reduces the price from $138, as fixed by contract until July 1 next, to $113 per ton for the next three months.

New Artists' Association

The Lindsay Association of Artists has been incorporated by F. F. and C. M. Lindsay and T. J. Peters to conduct an advertising service business at 1475 Broadway, New York. Capital stock is $10,000.

Wright Agency Moves

PITTSBURGH, Pa.—The Wright Advertising Company moved on May 1 from the Union Arcade to the Fidelity Building, 341 Fourth avenue.

$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES

225 Fifth Ave., New York

$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Bldg. New York

16-PAGE HOE PRESS

FOR SALE—Two decks, two plates wide. Either 7 or 8 columns. Color attachment. Type column 21¼ in. Folder does half section and either inserts or collects in two sections. Equipment includes extra roller stocks, 2 extra spindles, hoist, 1 Westinghouse 15 h. p. A. C. motor. Stereotype equipment includes 7 or 8 columns Casting Box, Trimmer, Shaver and Tail Cutter. Price, $7,500, f.o.b., for quick sale.

SOUTHERN PUBLISHERS EXCHANGE, *Incorporated*

Newspaper Properties and Equipment

12 North 9th St. P. O. Box 1807

Richmond, Virginia

Author Wins Six Cents Damages

A verdict of six cents damages was given, on April 5, by a jury before Supreme Court Justice McAvoy in New York in a suit of Alleyne Ireland, one-time secretary to the late Joseph Pulitzer, against the owners of the Chicago Evening Post because of a criticism of Mr. Ireland's book, "Joseph Pulitzer: Reminiscences of a Secretary." Mr. Ireland sued because the criticism referred to him as an "anonymous" author and because it was stated that Mr. Ireland had drawn upon his imagination in writing the book, "because no man could be so degraded as to submit to the experiences he described."

Canada May Tax U. S. Publications

OTTAWA, Ont., April 5.—While no definite announcement on the subject can be expected until the Budget is brought down in the House of Commons, it is generally expected in well-informed circles that the various means of obtaining revenue will include some form of taxation upon United States' magazines entering Canada. The latest suggested method is the imposition of a tax on advertising in all publications imported into the Dominion from the States.

Papers Raising Enforcement Fund

FORT WORTH, Tex.—The Fort Worth Tribune, an all-church paper, recently established in Fort Worth, has made an offer to raise a fund of $10,000 to $25,000 to finance a drive for law enforcement. City and county officers have said that their inability to enforce the laws and maintain order is due primarily to lack of funds.

Digitized by Google

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper.
The Pittsburg Dispatch
the same year in and year out!
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford Parsons Co., Marquette Building, Chicago, Ill.

PROMOTION IDEAS

The Oakland (Cal.) Tribune Yearbook, just off the press, is a splendid piece of promotional literature in the interest of the Eastbay district. It consists of 114 pages, with cover in three colors, full of vital information for everyone who wants to do business or has an interest in Alameda County. The feature is a statistical, industrial and market survey by Harry A. Lafler. Paul Goldsmith directed the editorial work. The work is the product of the Tribune plant in its entirety. A photograph of Mrs. Jack London, horseback riding, is the central figure of the colored cover from a snapshot made by a Tribune photographer on the famous London ranch.

The Brooklyn Daily Eagle will this year organize a tour to the Hawaiian Islands to dedicate the Hawaiian National Park created recently by act of Congress. The park will be turned over to the people in June by the ceremonies in which the Eagle party will participate. The party, which is being organized at the invitation of Secretary of the Interior Fall, will leave Baltimore June 1, and touch at Havana, Panama, Los Angeles and San Francisco before arriving at Honolulu. It will return by the northwestern route, stopping at various national parks, Portland, Wenatchee, Wash., Minot, N. D., Minneapolis and St. Paul, Madison and Milwaukee, Wis., reaching Brooklyn, July 23.

A beautifully printed booklet entitled "The Twin High Spots in New England Journalism" has just been issued by the Boston Post—referring to the Daily Post and the Sunday Post. It gives a complete analysis of circulation and the other factors which were responsible for enabling the Post to set a new American record of printing 5,135,966 lines of national advertising in 1920. The producers of the work are deserving of the highest compliments.

The Dallas Journal, published by A. H. Belo & Co., is offering cash prizes of $50 for the person who submits the slogan selected for use by the Dallas Retail Merchants Association for advertising purposes.

Model stores, containing every well known brand of household commodity, have been placed in every public school in Wichita, Kan., by the Eagle's advertising department. Aluminum "money" in negotiable denominations was furnished by a local dry goods house and children in the lower grades make change and learn their 'rithmetic lessons in addition to becoming familiar with the trade names of advertised goods.

The St. Paul (Minn.) Daily News offers a cash prize for the boy or girl sending in the longest list of small words made out of the word "miscellaneous."

One thousand four hundred and forty inches of advertising was secured between March 4 and March 31, by the (Wash.) Daily World through a "buy now" campaign, in which 24 advertisements, 15 inches on four columns each, were paid for by the local merchants and devoted to prosperity copy over the signature of the Aberdeen Chamber of Commerce. Stores paid for an amount of space in the campaign according to their volume of business, the largest merchants giving 100 inches. Each merchant was billed for the space at his contract rate. Six pieces of copy were used as samples in selling the campaign, the selling talk being based on the premise that people are not buying because they expect further cuts in prices. It was pointed out to the business men that the public must be convinced that it was to their self-interest to buy now and to talk buying now in order to keep factories operating and pay checks circulating. In the copy, clippings from other newspapers were used to show that declining market days are over.

The St. Paul (Minn.) Dispatch and Pioneer-Press have organized what is called a Flying Circus, consisting of a number of airplanes with aviators who perform all sorts of daredevil stunts in air. The circus will make the rounds of county fairs in Minnesota next fall, its services being gratuitous.

REACH MEXICANS THROUGH ADS

Massachusetts Trade Delegation Uses Papers to Make Connection

(*Special to* Editor & Publisher)

Copies of El Universal and other newspapers of Mexico City and other important trade centers of Mexico, received at Dallas, show that the long ceremonial connected with opening business relations between foreign houses and the Mexican houses is being attacked by the Associated Industries of Massachusetts from a new angle—advertising.

An excursion of Massachusetts business men to Mexico was preceded by an extensive advertising campaign. A full page ad in El Universal run several days in advance of the arrival of the party, gave the names of all members of the trade excursion, their lines of business, etc. The ad also gave the dates that the visitors would be in the city, that they would not have time to visit personally all the business men of Mexico City for business conversation, but would be glad to receive visitors at the American Chamber of Commerce or to make personal calls when invited by telephone or letter.

In the same edition, a New Orleans trade excursion follows a similar plan and uses a full page for display advertising of their coming.

National Advertiser Expanding

The Hinde & Dauch Paper Company, of Sandusky, Ohio, has acquired at Fort Madison, Ia., the plant and real estate of the former Brown Paper Company, manufacturers of strawboard and straw paper. A considerable enlargement of the mill is proposed and the company is already projecting a factory addition for the manufacture of corrugated fibre shipping boxes, etc. The former president of the Brown Paper Company, A. P. Brown, remains with the institution, having been elected to the directorate of the Hinde & Dauch Paper Company.

Booth on Coast for Hearst Papers

The New York Evening Journal and Boston American will be represented on the Pacific Coast by Arthur Booth, formerly with Botsford, Constantine & Tyler. His headquarters will be in Portland, and he is also co-operating with Everett Holman, San Francisco, who represents the Chicago Herald-Examiner on the coast.

Forbids Race Prejudiced Papers

ALBANY, N. Y., April 6.—Assemblyman Nathan Lieberman of New York City has introduced a bill in the Assembly making it a misdemeanor to print or sell any newspaper "likely to instigate prejudice against, or hatred of any class of persons, because of race or creed of such class."

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

IF You Are Interested in Features
Let us show what we are now in position to supply
The International Syndicate
BALTIMORE, MD.

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy { 2900 8111
Cable Address:
SCHOLZEM, NEW YORK

Nearly every person in Richmond reads The
NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. E. Keough, Candler Bldg., Atlanta, Ga.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
Government Circulation Statement April 1, 1920
134,686
Dominates the Metropolis of the West
MEMBER A. B. C.

Digitized by Google

NEW ENGLAND

Advertising in New England reaches about seven and one-half per cent of America's population and **more than half** of these people live in thirty-six cities. New England as a territory leads the United States in bona fide **city trade.**

The New England market has a stupendous aggregate buying power. The families are spending millions of dollars today. They will spend millions more tomorrow.

National Advertisers and Manufacturers owe it to their salesmen and themselves to use advertising in result producing daily newspapers.

This list of daily New England newspapers will move every day an enormous volume of merchandise to the consumer, if you will do your part and use adequate advertising space.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	4,808	.0275	.0175
Boston Sunday Advertiser	(S)	397,414	.55	.55
Boston American	(E)	301,595	.50	.50
Boston Globe	(M&E)	285,189	.40	.40
Boston Globe	(S)	349,003	.45	.45
Boston Post	(M)	422,631	.60	.60
Boston Post	(S)	380,461	.55	.55
*Boston Transcript	(E)	33,211	.20	.20
*Fall River Herald	(E)	10,896	.035	.035
Fitchburg Sentinel	(E)	8,817	.05	.035
*Haverhill Gazette	(E)	14,587	.055	.04
Lynn Item	(E)	15,196	.055	.04
*Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,353	.045	.045
New Bedford Standard Mercury	(M&E)	28,936	.07	.07
Salem News	(E)	19,687	.09	.07
Worcester Telegram-Gazette	(M&E)	74,281	.24	.21
*Worcester Telegram	(S)	40,031	.18	.18

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,308	.0475‡	.04
*Portland Daily Press	(M&S)	15,629	.04	.04
*Portland Express	(E)	24,053	.09	.07
*Portland Telegram	(S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel	(E)	3,131	.03	.02
*Manchester Union-Leader	(M&E)	25,864	.08‡	.06
Portsmouth Times	(E)	4,065	.02	.018

RHODE ISLAND—Population, 604,397

Newport Daily News	(E)	6,155	.03367	.02828
**Pawtucket Times	(E)	23,404	.06	.06
Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
*Providence Bulletin	(E)	86,416	.135	.135
*Providence Journal	(M)	31,886	.06	.06
*Providence Journal	(S)	48,224	.12	.12
*Providence Tribune	(E)	24,633	.10	.09
Westerly Sun	(E)	4,529	.025	.025
Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	6,930	.025	.02
Brattleboro Daily Reformer	(E)	2,802	.02	.015
Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,328	.05	.05
St. Johnsbury Caledonian-Record	(E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M)	51,638	.145	.14
*Bridgeport Post	(S)	19,858	.065	.06
*Hartford Courant	(M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times	(E)	38,064	.14	.14
New Haven Register	(E&S)	29,861	.09	.08
*New London Day	(E)	10,468	.06	.045
Norwich Bulletin	(M)	10,758	.07	.06
*Norwalk Hour	(E)	3,829	.025	.025
*Stamford Advocate	(E)	7,706	.0375	.03
*Waterbury Republican	(M)	12,158	.05	.04
*Waterbury Republican	(S)	12,301	.06	.04

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Rate on 3,000 lines.
**A. B. C. Auditor's Report, Oct. 1, 1920.

Digitized

AMERICAN BUSINESS IS GOING FORWARD

Regardless of the Views of the Pessimists

The mass of the people have more money and are making larger incomes than probably at any previous time in history.

The growing pains incident to a readjustment in many industries are by some grossly magnified far beyond sane probabilities.

Now is the time when manufacturers and retailers should insure their future prosperity by rational but confidence-inspiring newspaper advertising.

If everyone would but seek to find market for a rational product at fair prices and temporarily eliminate the tendency of crowding labor down business would more speedily reach a new normal. No one ever got rich or increased the volume of his business or profits by sitting down and crying calamity.

Newspaper advertising provides the very best and most effective way for reaching the people of the United States, who to-day have over $37,000,000,000 on deposit in our various banks.

Why waste time with intermediary impediments? Advertise your wares and let American business go forward.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, Publisher 170,000 a Day

LORENZEN & THOMPSON, Inc.

Chicago, Peoples Gas Building New York, 19 West 44th St.

Digitized by Google

THIS ISSUE: CAMPAIGN TO OUST "WE BOYS" GAINS STRENGTH

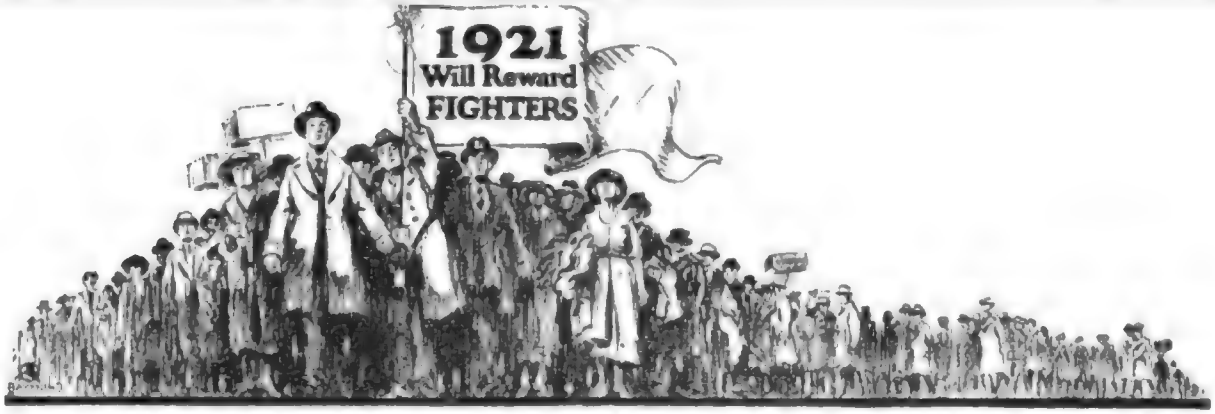
EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

(Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.)

Vol. 53 No. 46 NEW YORK, SATURDAY, APRIL 16, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per Copy



Be Inspired by These Fighting Salesmen of 1921

AT A CONVENTION of CHICAGO TRIBUNE advertising salesmen, held during the last few days of December, 1920, this slogan was adopted as the basis for work during the ensuing twelve months: *1921 Will Reward Fighters.* It met with instant, national recognition. Hundreds of letters were received by THE TRIBUNE, pledging other organizations to battle under the same standard. THE TRIBUNE, on January 15, offered ten rewards of $100.00 each for the best examples of successful salesmanship in the face of present discouraging conditions. Incidents were invited which would illustrate the absolute truth of the slogan—*1921 Will Reward Fighters.*

Brains without work are dead—and so is work without brains. The winners in THE TRIBUNE contest did not beat their heads out against stone walls—neither did they let stone walls stop them. Perseverance, determination and courage were directed by brains. Necessity proved mother to invention in almost every case. In four instances newspaper advertising was a big factor in solving the sales problem.

THE CHICAGO TRIBUNE—*Also a Salesman*

THE FACT that THE CHICAGO TRIBUNE sells more than 450,000 copies each week-day morning and more than 800,000 each Sunday morning will indicate that THE CHICAGO TRIBUNE knows something about selling. More than 25,000,000 lines of CHICAGO TRIBUNE advertising sold last year constitutes another testimonial to the salesmanship of THE TRIBUNE'S organization.

But the important thing for you to know is that THE CHICAGO TRIBUNE itself is a salesman—a super-salesman that you can hire to work with and for you. It is a salesman calling regularly in one-fifth of the homes of Illinois, Indiana, Iowa, Michigan and Wisconsin.

THE CHICAGO TRIBUNE is a salesman that works in close harmony with all other salesmen—helps the manufacturer sell the dealer, helps the dealer sell the consumer. THE CHICAGO TRIBUNE is an up-to-date, 1921 fighting salesman, ready to help your sales organization to go over the top this year. You owe it to your fighting salesmen to give them the co-operation of fighting advertising in this powerful newspaper.

Ten Fighting Salesmen Who Won CHICAGO TRIBUNE Prizes

MRS. ALICE M. B—L, who found that her Virginia *Hogs* would not bring as much on the market as it cost to raise them. How she entered into competition with the big Chicago packers—and won—is told in her letter.

J. L. BLAKE, on the other hand, was selling *Canned Goods* in Southern California for one of the big Chicago packers. How he turned a cancellation of a five-case order into a new order for 83 cases makes good reading.

JOHN S. EDMUNDS of Chicago had a big order for *Clam Dinner Sets* cancelled. Fast thinking, quick action, co-operation between merchant and manufacturer, resulted in the sale of the entire original order and an additional carload as well.

MRS. G. L. GIBSON met the "Buyers' Strike" when Kentucky jobbers announced that they were all loaded up with *Corn Flakes* for which there seemed to be no call from grocers. She cleared their warehouse for them and new orders followed as a matter of course.

J. C. HUNT found dealers in New York towns overstocked with his *Kitchen Cabinets*, local factories closed, business at a standstill. But he soon got big new orders from grateful merchants.

LOUIS C. JACOBSON had to sell a Chicago mail-order house on buying more *Advertising* than ever before in the face of greatest depression. He did it and it paid.

WILLIAM F. MOLLOY was threatened with cancellation of an order for *Grape Juice* because his customer could buy for less elsewhere. But he held the order and made two friends.

T. R. SHAW was told by his firm to sell *Soap*—lots of it. Grocers in his Illinois territory wouldn't buy, so he sold it through a clothing store and advertising.

HARRY W. WALLACE met a grocer who said he couldn't buy *Soap* or *Beans* or *Ketchup* because trade was dead in his part of Massachusetts. Wallace showed him how to bring dead trade to life.

ROBERT D. WHITE created business for himself and for his customer by demonstrating that women in a small Kansas town would buy *Easter Dresses* in *January*.

A pamphlet has been published containing these vital messages of victory from men and women on the firing line of business. A copy will be mailed to any one who sends a stamped, return envelope (size No. 10) to the Business Survey of THE CHICAGO TRIBUNE. Any one of these examples of 1921 *Fighting Salesmanship* may have within it an idea or information which you can use to enormous advantage this year.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation More Than 450,000 Daily—800,000 Sunday

THE BEST ENDORSEMENT

For Consistent and Productive

RESULTS

Is this type of letter from a client

Fisher Service & Supply Co.

Distributors of MASCO Products

Boston, Mass.
February 15, 1921.

Mr. C. F. Whitney,
Mgr.-Merchandising Service Dept.,
Boston American,
Boston, Mass.

My dear Mr. Whitney:-

Just a word of appreciation for the splendid co-operation which you have given us in putting over Masco Mops in Metropolitan Boston. I feel that had it not been for the efficient work done by your Merchandising Service Department, we would not have been able to put Masco Mops over in the short space of time that we have.

Your numbered map, your route cards, the full page in the Grocer Link, and the fine work done by your four field men in covering the grocery and hardware trade in advance of my salesmen, all proved to be of the utmost value in getting a large distribution in a remarkably short time.

I feel safe in saying if it had not been for the Boston American and its Merchandising Service Department we would not now be "mopping up Boston", as we are.

Yours truly,

William H. Fisher

FISHER SERVICE & SUPPLY CO.

Efficient Field Service

Special Map Reference

Route Information

Detailed Information on the Trade

Space in the

GROCER, DRUG and TOBACCO LINKS

With Other Co-operation

Is offered by the

Merchandising Service Department

to advertisers in the

BOSTON AMERICAN

Digitized by Google

Editor & Publisher for April 16, 1921

SERVICE!

WADE H. HARRIS, EDITOR

EDITORIAL ROOMS

The Charlotte Daily Observer

CHARLOTTE, N. C.

March 22,1921

The Newspaper Enterprise Association,

Cleveland, Ohio.

Gentlemen:

Your enterprise in furnishing live, up-to-the-minute dope from the major league training camps is scoring heavily in this part of the country. Mr. Snyder's daily stories are sure fire, red hot features and our readers are literally eating them up.

Some weeks ago we passed up the opportunity to contract for similar service from two large syndicates and now we are glad that we did, for Snyder's stuff tops theirs and more than that, it is illustrated.

Here's hoping you will maintain your present speed throughout the baseball season. We learned long ago that the sport dope we receive daily in the NEA package rings the bell every time.

Yours very truly,

Edwin Bleitz.
Sporting Editor.

NEA

write or wire
The NEWSPAPER ENTERPRISE ASSOCIATION
(A Service—Not A Syndicate)
CLEVELAND, O.

Digitized by Google

PHILADELPHIA

The third largest market in the United States

Now is the time to go after sales in Philadelphia with an advertising campaign in the newspaper which goes daily into nearly every Philadelphia home, store, factory and office.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for March

516,405 copies a day

Breaking all its previous circulation records

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, APRIL 16, 1921 No. 46

CAMPAIGN TO OUST "WE BOYS" GROWING

Washington Correspondents Adopt Protective Rules—Don Marquis Outlines Plans for Re-Organization of New York Press Club Along Lines of Bar Association

THE campaign against the "we boys" element, tipsters and hangers-on in the newspaper profession made real progress during the last week in Washington and New York.

Real newspaper men won a victory in the national capital and all except members of the newspaper profession in good standing will be barred from conferences with President Harding and all other government officials in the future.

In New York City Justice Edward J. Gavegan has informally suggested that an impartial referee be appointed to inquire into the affairs of the Press Club. At the same time April 26 has been set as the return date for an order which calls upon the New York Press Club to show cause why its affairs should not be thoroughly investigated by the Supreme Court.

A move to re-organize the New York Press Club along the lines of the New York Bar Association and make it the active protector of the profession from the unscrupulous has met with general approval and Don Marquis, columist of the New York Sun, has been elected chairman of the committee of active newspaper men now members of the Press Club who are demanding a re-organization.

This would necessitate the affiliation of all independent organizations of active newspaper men with the Press Club, it is said, but no trouble is expected on that score as petitions for membership under the proposed re-organization are already in circulation in every newspaper office in New York City and Wednesday night a total of 380 non-member signers had already been secured.

Arrangements are now under way for a meeting of all active newspaper men who are not members of the New York Press Club to be held prior to the hearing on April 26 for the purpose of organizing a committee to give support to a movement for a general clean-up in the interest of clean journalism.

Don Marquis, chairman of the committee of members of the Press Club demanding a thorough investigation and clean-up of that organization has issued the following statement:

"The committee in its plans of reorganization proposes to establish a 'Committee on Ethics,' analagous to that of the New York County and other Bar Associations, for the purpose of driving out of the newspaper business in New York City men who use their position to promote improper personal ends. The operations of such a committee would not be confined to members of the Press Club, but to anybody engaged in newspaper work in this city whose activities are considered prejudicial to the newspaper profession as a whole. It is intended that such committee shall pass on charges and give effect to its findings by filing reports with newspaper offices in this and other large cities.

"The club will also set up machinery for dealing in a severe manner with persons, not properly newspaper men, who, however, represent themselves to be affiliated with the business and solicit from wealthy men on such representations. In this way it is hoped to reduce to a minimum the 'we boys' class, who for years have worked in this city, generally without being called to account in any other way than by occasional exposure in the news papers, and whose activities have done much to bring the entire body of honorable, reputable newspaper men into disrepute.

"To these objects the Press Club Progressive Committee will welcome the support, both moral and active, of all right thinking newspaper workers, many of whom have already signified their full sympathy with the course pursued thus far."

Postponement was granted by the court upon the motion made by Charles M. Beattie, counsel for the club, that Justice Gavegan vacate his own order. Mr. Beattie asked for an adjournment on the ground he had not had sufficient time to prepare an answer. Justice Gavegan gave him until Thursday next.

In his argument Mr. Beattie declared that the abuses complained of had been abated, and that the solicitation of associate memberships for $1,000, and for representation in the History of the World War had been stopped by the officers and trustees. Mr. Beattie contended that the other matters complained of in the petition were insufficiently presented, and declared that the Board of Trustees had supplied full information.

The petitioners in the action are Patrick McEvoy, Charles Salomon, G. Selmer Fougner, August C. Reimer and Abraham Baerman. In reply, H. Francis Dyruff, counsel for petitioners, declared that the allegations contained in the moving papers were supported by affidavits and documentary evidence.

Mr. Dyruff stated that the affairs of the club were in such bad state that his clients were convinced only drastic action could straighten them out. He stated that after the completion of the present action, there would probably be brought other actions for an accounting, and for removal of officers on the ground of alleged irregularities at the last election in the club.

When Justice Gavegan granted the adjournments asked for, there was a short informal discussion among the newspaper men regarding the affairs of the club, and Justice Gavegan informally offered his services toward a compromise between the parties. He also suggested that both sides agree upon the appointment of an impartial referee to inquire into the affairs of the club.

The present constitution and by-laws under which the Trustees were enabled to enter into the contract authorizing John J. Wohltman and his solicitors to conduct the "War History" and special membership campaign are to be amended to obviate the possibility of a recurrence of these practices.

A special meeting of the Board of Trustees held on Wednesday evening developed into a very stormy session, the majority members of the Board asserting that the practices complained of had been carried on without their knowledge, that the War History subscription and membership solicitation campaigns had been discontinued in the past week and that there was no reason for going to court for relief.

The trustees' statement says:

"Whereas, This, the oldest and largest press club in the world, with more than 400 active members enrolled, consisting of some of the most prominent journalists of the country and many associate and honorary members in all walks of life, has been aggrieved and astonished to find that its honor and integrity, which have been preserved for the many years of existence, have been attacked for several days past by publications in some of the newspapers of this city;

"Whereas, Many friends of the club have been making inquiries regarding these publications, this board has decided to break from its silence and resolves to declare its standing in the matter, as follows:

"That it will not stand for having its honor and integrity impugned for unauthorized acts of two or more people who falsely claim to represent the club in their declarations. That it has never authorized and now declares that all statements in regard to the procurement of two associate memberships in the moving papers were neither authorized nor condoned by this board or this club. That if these matters had been called to the attention of President Howard or this board, which have ample power to act under its constitution and by-laws, the conditions complained of would have been immediately investigated and remedied.

"That the club and Board of Trustees deplores, and always has deplored, the necessity of obtaining funds from any source other than that of its members. That this board, however, charged with the duty of safeguarding the vested interest of its members in the club property, has faced a financial condition which rendered such action as it has taken imperative.

"That five years ago the club faced a condition which threatened its immediate disintegration and the loss of its $250,000 clubhouse in which it has more than $100,000 equity. It had an outstanding mortgage of $130,000 on its clubhouse, in which the club has invested its savings for years. It had a bond issue, secured by second mortgage, for $25,000, and tradesmen's debts, unpaid interest and unpaid taxes aggregating $35,000. Plus this, the trustees faced the problem of meeting an annual deficit of upward of $12,000.

"In this emergency, the Board of Trustees entered into a contract to have published in its name a History of the World War, and safeguarded by legal contracts so far as possible the financial interest and the honor and integrity of the club. That as a result of this contract the tradesmen's debts have been paid, the second mortgage has been met, the club is

Photo by International & Underwood

The fight against the "we boys," tipster and hangers-on is now in full swing in the national capital and here are the newly elected officers of the White House Correspondents Association who will guard President Harding from the undesirables. In the center is Frank R. Lamb, of the Washington Times, president; left, Russell Young, of the Washington Star, vice-president; right, Byron Price, of the Associated Press, secretary-treasurer. President Harding is honorary president of the organization and his secretary, George B. Christian, Jr., is chairman ex-officio of the Executive Committee.

now free from debt, except for its first mortgage of $130,000, and it has now on hand about $28,000 cash in bank to reduce its first mortgage indebtedness, as well as a deposit of $15,000 to insure the publication in the shape contracted for of its War History. In the meantime the charities of the club have been conducted on an extensive scale.

"That all those persons who have helped the club in the carrying on of its charities and in its maintenance by assisting it in its projects already stated in this difficult period through which the club has emerged should received the thanks of all members of the club and their friends."

House Cleaning In Washington

WASHINGTON, April 14.—The corps of Washington correspondents has taken the lead in the movement now assuming national proportions to clean house of all the fakers and impostors who derive personal profit by posing as newspaper men and traffick in the honor and the prestige of the craft.

At the biennial meeting of the correspondents held here yesterday, a resolution was adopted without a dissenting vote, providing for an inquiry which contemplated closing the doors of all press conferences in the national capital to all but bona fide newspaper men. The resolution struck a body blow to the brokers' tipsters, lobbyists, embassy agents and others of similar stripe who have sought to force their presence as newspaper men upon the President of the United States and members of the Cabinet.

A full and complete inquiry is to be undertaken by a committee composed of representatives of all groups of Washington correspondents with a view to establishing proper safeguards for their confidential relations with the President and the Cabinet to the end that none but recognized newspaper men may attend the confidential conferences with those officers of the Government.

Suggestions have been made that regulations to govern admission to the departmental conferences shall be similar to those which now control membership in the Press Galleries of Congress. The committee which is to conduct the inquiry will be composed of the Chairman and the Secretary of the Standing Committee and representatives of the Committee of State, War & Navy Correspondents, the White House Correspondents Association and the Treasury Department Correspondents Association.

Adoption of this resolution, offered by Robert Barry, of the Philadelphia Public Ledger and EDITOR & PUBLISHER, was made possible through the co-operation given the movement, urged for almost two years by EDITOR & PUBLISHER, by Chairman Karger, of the Standing Committee; Richard V. Oulahan, of the New York Times; James P. Hornaday, of the Indianapolis News, and spokesmen for the State, War & Navy, the White House and Treasury correspondents.

After Chairman Karger had recognized Barry for the presentation of the resolution, the Chairman read a statement in which he expressed his ideas for a settlement of the problem. He said he had been working for some time on the matter and was prepared to do his utmost to bring about the reform which all realized to be necessary.

Mr. Oulahan supported the Barry resolution on the ground that it provided the machinery for carrying out the theories of settlement which Chairman Karger had indorsed. Some of the correspondents were anxious that the resolution go deeper into the issue of respecting confidential information, but the explanation was made that the immediate business was the exclusion of men not technically entitled to attend the conferences.

The resolution as agreed to follows:

"Whereas, the Standing Committee of Correspondents is regarded by Federal officials as the governing body in all matters affecting the rights and responsibilities of newspapermen in Washington;

"Whereas, the Standing Committee's grant of authority does not extend beyond supervision of the press galleries of the Senate and the House of Representatives and its obligation with respect to Executive Departments is assumed and purely voluntary; and,

"Whereas, there exists a genuine responsibility that the President of the United States and members of the Cabinet be assured their confidential conferences are so safeguarded that none but bona fide correspondents may attend,

"Therefore, Be it Resolved, that a full and complete inquiry be undertaken at once by a committee of the corps of Washington correspondents to be composed of the Chairman and Secretary of the Standing Committee; and the chairman, president or other duly authorized representative of the State, War and Navy Correspondents Association; the White House Correspondents Association, and the Treasury Department Correspondents Association; and

"Be it Resolved, further, That, it shall be the duty of this special committee to confer with officers of the Government with a view to devising uniform regulations to govern admission to the press conferences at Executive Departments of the Government, provided however, that wherever possible the enforcement of such regulations is to be vested in correspondents associations organized for the purpose."

By a resolution offered by Charles S. Albert, of the New York World, the corps of correspondents entered formal protest to the Senate Rules Committee against the action of that committee in barring the Senate correspondents from the Vice President's lobby where the bulk of the news gathering from the upper house of Congress occurred in the past. The new rule closes the lobby by making it part of the Senate floor and correspondents are unable to enter it for their chats with senators. Existing arrangements are wholly unsatisfactory and personal relations between the Senate and the Press Gallery are badly strained. Many of the men who contributed so much to the success of the Republican fight against the League of Nations are out with declarations of war against their friends on the floor today's developments confirm the facts.

While Mr. Perry holds stock in the Seattle Star, Portland News, Tacoma Times and several other Scripps newspapers. He emphatically declares that he acted entirely independent of the Scripps organization in the purchase.

Associated directly with Mr. Perry in the active management of the Seattle papers is L. J. Clarke, of New York, former Scripps business manager in the northwest and owner of stock in several Scripps papers until ten years ago. Mr. Clarke is expected in Seattle soon, probably to become business manager of the Post-Intelligencer. James A. Wood, editor of the Post-Intelligencer under the Nettleton regime, continues on the paper and Mr. Perry declines to state whether there will be a change in the executive editorial chair. For the time being the entire old staff of the paper will remain.

As trustees of the Post-Intelligencer Publishing Company under new management will be Charles H. Lilly, wholesale seed dealer of Seattle and Mr. Perry's father-in-law; W. V. Tanner, former Attorney-General of this state; Supreme Court Judge Kenneth Mackintosh of Olympia, and Mr. Clarke. These trustees, Perry said, hold but a minority of the stock.

"Mr. Nettleton retires from any connection with the paper, though he may own shares of stock yet," Mr. Perry commented.

The brief announcement published by the Post-Intelligencer announcing the sale, was contained in the Sunday issue, as follows:

"Ownership of the Post-Intelligencer changed hands yesterday. The business details of the transfer so fully occupied our time that it was found impracticable to prepare a comprehensive statement of policy or even an outline of plans for improvement of the newspaper. Within the next few days will be published news of interest and importance to many thousands of Post-Intelligencer readers. The announcement was signed by Mr. Perry as "president and publisher", and Mr. Wood as editor.

Charges that the former ownership of the Post-Intelligencer was involved in such financial entanglements as the result of loans it obtained and that it was not as free and independent as it should were made by Mr. Perry in first public statement carried on first page, April 14. Mr. Perry's statement follows:

"I am here to vitalize the P.-I. I am going to make it brighter, more interesting and a more newsy newspaper.

"But more important for you to know is that the paper will be independent and courageous, free and fearless and a fighter for right as against wrong and corruption, whether in political parties, civic, religious or business organizations. It will stand erect doing business on the square, its face to the future. It will bend its knee to no one save God.

"The truth is that in the past the P.-I. has not been as free, independent, fearless and courageous as it should have been. Under the conditions of previous ownerships it could not be so.

"The former owner for some time held in his name the controlling stock in the P.-I. Company. In order to acquire this stock and to hold it he had borrowed money and borrowed heavily from men of large financial interests and connections. This sort of ownership caused people to feel that the P.-I. was not in position, if need be, to look certain men squarely in the eye, and if necessary tell them to go to hell. This is a necessary position for an Editor and Publisher in order to make a successful newspaper. The former controlling owner still owes these gentlemen certain sums of money.

"However, as I own sole control, put this in your pipe: These men, though they will be accorded the same fair treatment as all other persons, will not have any more to say about the policy of the P.-I., what goes in it or what stays out than will you who read this article.

"That being fully and finally settled I want to say with equal emphasis that the P.-I., as far as is humanly possible for us to do so, will not carelessly, intentionally or maliciously libel or lie about any one, even our enemies.

"It has been rumored that I was acting on behalf of the Seattle Star Company. This, perhaps, is due to the fact that I am a stockholder in the Seattle Star, a paper of which I feel justly proud. However, there is no other or further connection between the two papers. It is also rumored that I was acting on behalf of Hearst. Mr. Brisbane's telegram answers that. Mr. Brisbane's telegram read as follows:

"'Congratulations. Just heard of your purchase. As long as we did not get it am glad you did.'"

SEATTLE P.-I. SOLD TO JOHN H. PERRY

Denies Connection With Hearst or Scripps Publishing Interests—L. J. Clarke Associate In Deal—Nettleton Retires

(By Telegraph to EDITOR & PUBLISHER*)*

SEATTLE, Wash., April 10.—Sale of Seattle Post-Intelligencer to John H. Perry of New York and Seattle, President of the American Press Association and head of the Autocaster Service Company, was formally announced by Mr. Perry and confirmed in Sunday's edition of the paper.

Mr. Perry has purchased a majority of the voting stock of the Post-Intelligencer and took possession of the publication immediately. Clark Nettleton, former publisher, promptly retiring.

The sale to Mr. Perry confirms the story published in EDITOR & PUBLISHER following the failure of the Hearst interests to close their deal, to the effect that a group of old stockholders in the paper would immediately attempt to find other prospective owners. This article was denied by Mr. Nettleton, but

LABOR AND WASTE

THEY are the two most important problems that the publishers of America face today. For that reason every person will be keenly interested in what John J. Leary, Jr., industrial expert of the New York World and intimate friend of the late President Theodore Roosevelt, has to say on both subjects in a special article written exclusively for EDITOR & PUBLISHER. Leary needs no introduction to American newspaper owners. He writes with a bang and is a recognized authority on labor developments. His expressions on labor questions are always worthy of study. This is only one of the big exclusive features on matters of paramount interest that will appear in **EDITOR & PUBLISHER—NEXT WEEK.**

JOHN J. LEARY, JR.

Verree Conklin will continue to represent the Post-Intelligencer in the national advertising field.

Digitized by Google

ONE RATE ON LOCAL AND NATIONAL ASKED BY AD AGENCIES

Say Their Business Will Be Destroyed if Newspapers Accept National Advertising Through Dealers at Local Charges—Special Representatives of 1,400 Dailies Appeal to Publishers

IF newspaper publishers acquiese in the developing practice of allowing local advertisers to "job" their local contracts to national advertisers, thereby allowing the latter an advertising rate uniformly lower than the national rate net, advertising agents feel that it ultimately means the destruction of the advertising agency business. The agents contend that in equity and justice, a newspaper should never accord a rate to a local advertiser for equal amount of space that is lower than the national rate net.

A conference of the newspaper committee of the New York Council of the American Association of Advertising Agencies and the executive committee of the Six-Point League of New York, whose members represent in the national advertising field about 1,400 daily newspapers throughout the United States and Canada, was held April 8 and the agents presented their views as above outlined, with the result that the League unanimously put itself on record as upholding the advertising agencies' stand and decided to so inform immediately the newspapers represented in the membership.

Aggravating Conditions

The following detailed statement on present day practices in the field of national advertising was made by the Six-Point League on the close of the conference:

"We believe that the difficulties that beset the newspapers are further aggravated by the effort, now becoming general, of national advertisers to force publishers to accord them a local rate because they contend the national rate is too high—and as a result refuse to pay it.

"We clearly see that if this practice is allowed by publishers to continue, a very large percentage of advertising at present considered and placed as national will flow to newspapers as local copy, and the advertising agent suffers, and, of course, eventually, the newspaper.

"Take Hart, Schaffner & Marx, for instance; where these advertisers find there is nothing gained by placing their advertising as local copy, it is placed as national, and since it is national, as we understand the term, as to preparation of copy, merchandising assistance of agency, and the other details of agency work, Hart, Schaffner & Marx willingly place it as such in papers where there is no inducement of unfair differential in rate. This fact in itself should indicate to publishers how to meet the situation.

The Automobile Situation

"Take what is happening in the automobile field for example—lower local rates than national rate net have changed the whole complexion of the national advertising of the automobile. Ten years ago, 90 per cent at least, of the advertising of automobiles was placed as national advertising, today not more than 10 per cent is placed on such a basis. It would be vitally interesting if publishers could realize what a tremendous financial loss followed as a result of this successful attack on the business policy of newspapers, which defeated the plain intent of published rate cards.

"We respectfully submit it should be thoroughly understood and made a rate card stipulation that when a local advertiser makes a contract he agrees—because of his lower rate accorded for large volume, daily insertions, etc.—never to "job" his local rate to a national advertiser, the purpose of which is to break the paper's national rate and more important still to cause a publisher to break faith with the advertising agent. For the practice will work toward no other end than the ultimate destruction of the theory and principle that form the basis of the business of an agency.

"We firmly believe that a publisher is wise when he agrees to uphold the agency idea and strengthen the agencies in their plan of work. He works in his own best interest developing advertising in general and newspaper advertising in particular. We commend to your most earnest consideration, on this point, the fact that the magazines see the wisdom of this idea and foster it to the fullest extent and likewise afford the agent every possible help and protection.

"Important agencies feel that in negotiating with a client they should not be forced to admit that they are unable to secure as agents from newspapers a rate as low as the advertiser can secure by availing himself, through subterfuge and collusion, of lower local contract rates.

"In the raises in rates that swept over the country during the past two years no complaints came from the important advertising agencies, and to their everlasting credit it should be said that they in fairness, recognizing the problems that confronted the newspapers in their greatly increased cost of production, paid what in many instances were exorbitant increases—the only thing they asked being that the paper deal with them equitably and justly. Raises of rates for local advertising for equal volume of space were not made equally great—and the result, of course, is the present disparity.

"The publishers are now face to face with the charge by the advertising agents of inequitable dealing and of unfair differential for equal volume of space and we urge upon you the most earnest consideration of this viewpoint so that you may find a just solution of the difficulty.

"It is said by some publishers that the Chicago newspapers agreed to construe the Hart, Schaffner & Marx copy as local and that in this disposition of the issue may be found a possible solution. We beg to respectfully submit it as our opinion, that this solution is not based on the merits of the point involved, but rather is a solution based on expediency and begs the bigger question of a solution on the basis of moral obligation and sound business practice.

"The advertising agencies are asking our newspapers—through us—these questions:

"First—Do you consider that there is a moral obligation resting on newspapers to prevent any national advertisers from receiving a rate lower than you allow agents to quote as a net rate to national advertisers?

"Second—Is it equitable for newspapers to quote for local copy, a rate lower than the national rate net, for equal run of copy?

"Third—If you agree to their views on these two questions—how do you propose to satisfy the obligations involved?

Space "Jobbing" Called Unethical

"As an answer to their first question, we respectfully submit it as our opinion, that it is imperative, if the business of an advertising agency, as we understand it, is to continue, that newspapers must prevent a local advertiser from 'jobbing' his space at his local rate to a national advertiser if any part of the cost of the national copy is paid for by the national advertiser. 'Jobbing' space on local contracts violates the fundamental ethics of the newspaper business and a publisher should set his face sternly against this unfair practice.

"As to the second question of the agencies, we think they are on solid ground in contending that for equal run of copy a local rate should not be granted that is lower than the foreign rate net. It is a decided concession to newspaper trade custom, as it exists in our business today, for agencies to agree to a comparison of local rate with national rate net—and they do so because they can successfully contend with their clients that reputable newspapers will not accord to national advertisers direct the 15 per cent called commission, but which is in effect and reality the contribution of the newspapers to agencies only for their work of initiating and developing national advertising.

"We think that newspapers might well consider the developing effect on advertising volume of a policy that did not give to a local advertiser—for say 30,000 to 40,000 lines, a rate less than the national rate net.

Equalizing Rates

"In no other way, in our opinion, can a newspaper effectually stop the now prevailing practice of national advertisers seeking to break and destroy a newspaper's rates than to relieve the situation of the element of disparity in local rate and national net rate for equal volume of space.

"If the clothing manufacturers are successful in their present attempts to break your rates, their example will surely be followed by the others who are closely watching to note the success or failure of their attempts.

"The automobile owners started it—the clothing manufacturers now assert their right to adopt the plan, then will surely follow the food manufacturers, corset makers. Finally every manufacturer of goods of national distribution, who is willing to take the chance of successful sale through one or two local dealers, will seek to place his business at local rates. We are informed that Regal Shoes, Packard Automobile and United States Tire Company are to be placed as local advertising, if possible.

"What is to be the result? The sure destruction of the business of the advertising agent as it is understood and op-

FOREIGN AND CLASSIFIED LINEAGE LAGS IN NEW YORK MARCH TOTALS

FOREIGN advertising totals for both morning and evening newspapers of Greater New York were less by approximately 400,000 lines for March, 1921, compared with March, 1920, according to analysis of the lineage totals for the city's newspapers (printed in EDITOR & PUBLISHER last week) made by the Statistical Bureau of the New York Evening Post. With four Sundays in the month both years, foreign lineage in Sunday papers was 527,066 in 1921 and 572,150 in 1920.

Local display lineage is greater in all three classifications this March than last, while want advertising is still far below the 1920 level. Automobile display copy passed the 1920 mark in all except the morning paper total, which is about 10,000 lines below the March, 1920, line.

The total lineage for morning papers was 6,272,754 in March, 1921, compared with 6,930,886 in 1920; evening papers carried 7,023,454 lines against 7,303,900 the year before; Sunday totals were 3,180,140 and 3,361,308 lines. The tabulated analysis follows:

	MORNING Total		EVENING Total		SUNDAY Total	
	1921	1920	1921	1920	1921	1920
TOTAL SPACE	6,272,754	6,930,886	7,023,454	7,303,900	3,180,140	3,361,308
Amusements	279,422	234,728	245,922	223,395	150,326	121,936
Art	14,974	34,410	3,534	7,738	15,516	29,482
Auction Sales	123,570	144,140	13,088	11,840	25,412	18,288
Automobile Display	189,134	199,412	282,126	171,214	197,314	155,296
Automobile Undisplay	46,158	28,212	100,854	86,666	21,630	17,516
Boots and Shoes	65,700	43,473	102,240	80,456	20,570	24,424
Building Material	18,922	5,350	19,932	1,054	4,654	1,932
Candy and Gum	18,342	30,904	41,242	86,040	4,478	12,366
Charity and Religious	55,347	48,710	76,700	74,052	19,530	2,466
Dancing	13,824	10,792	5,162	4,844	3,250	3,768
Deaths, etc.	66,930	52,364	30,478	21,034	17,820	16,244
Druggist Prep.	84,280	75,694	94,932	82,398	46,924	70,162
Dry Goods	1,221,364	1,177,090	2,613,952	2,788,048	874,404	919,702
Financial	457,286	585,942	254,554	371,666	52,560	69,872
Food Stuffs	110,776	113,502	246,146	276,860	67,004	40,476
Furniture	207,085	161,046	218,964	139,630	221,493	170,478
Hotels and Restaurants	31,968	28,476	72,158	70,150	17,780	13,464
Jewelry	19,054	17,274	21,846	25,578	7,622	5,646
Legal	33,856	29,040	164,332	152,136	.....	.....
Men's Furnishings	246,664	254,123	254,940	310,790	18,518	33,392
Musical Instruction	3,384	2,510	7,448	7,974	3,226	3,492
Musical Instruments	94,453	103,890	151,497	169,940	67,975	78,312
Miscellaneous Display	278,394	453,924	269,750	291,958	146,558	220,276
Miscellaneous Undisplay	313,863	242,153	427,663	330,832	155,222	106,452
Newspapers	14,680	14,436	10,164	54,086	1,050	560
Office Appliances	30,764	28,774	2,720	1,066	1,500	520
Prop. Medicine	58,056	65,526	133,622	189,128	26,318	31,164
Public Service	16,792	27,850	12,598	29,566	2,724	4,750
Periodical (Mag.)	34,830	45,840	32,856	26,618	5,368	12,214
Publishers	76,620	77,088	17,714	34,639	64,932	62,168
Railroads	13,370	16,954	12,440	26,876	130	100
Real Estate	602,276	593,094	350,698	321,332	363,488	421,410
Resorts	31,678	36,058	20,216	18,854	15,538	16,256
S. S. and Travel	289,746	242,218	47,730	58,152	27,848	28,490
Schools and Colleges	27,294	40,832	15,856	9,240	12,900	29,472
Tobacco	47,932	117,052	44,732	148,924	7,718	2,692
Wants	697,368	1,301,026	84,364	207,616	212,432	381,928
Non-Intox. Beverages	7,610	1,946	7,540	9,330	600	368
Women's Spec. Shops	329,008	245,954	510,754	382,194	272,828	233,774
Foreign Adv.	1,066,294	1,453,750	1,032,430	1,497,530	527,066	572,150
Local Display	3,870,323	3,693,184	4,928,000	4,868,565	2,166,844	2,103,926
Undisplay Adv.	1,304,265	1,783,952	1,063,024	937,805	486,230	685,232
S. S. and Travel Guide	31,872	.....	.....	.....	.....	.....
European	4,009	806	676	.....	6	96
Brooklyn	246,232	222,874	315,250	265,096	246,132	223,048
Harlem and Bronx	79,496	58,508	49,880	22,870	78,776	59,108
New Jersey	15,912	6,930	260	.....	8,288	6,930
Graphic Section	171,302	214,492	25,330	12,140	180,362	226,632
Affiliated Adv.	10,154	3,238	69,894	17,058	9,660	3,238
Office Adv.	125,442	39,008	56,643	21,286	22,540	11,956
Total Pages	5,974	5,482	6,254	6,148	2,722	2,694

Digitized by Goog

erated today. It will force agencies, those that care to remain in the field, to work on a retainer basis, and this basis sounds the knell of national advertising, for it relieves the situation of the human element of hope for greater return for the greater effort and endeavor involved in increasing advertising volume. Big agencies, highly organized, cannot exist on such a basis of restricted income. Consider what will happen to newspaper revenue when this great developing force of agencies is eliminated by such restriction.

"The solution of the problem is not difficult as we see it. A publisher has only to ask himself two questions—is my national rate just and fair? Abundant proof can be submitted to prove it is fair. And since it is, why is it not sound business policy to see to it that no one is privileged to destroy it or prevent you from maintaining it?

The Only Solution

"Is my local rate for equal volume low and thereby unfair as compared with the national rates net? You will undoubtedly say it is low, and if it is—you should raise it to the point where it is fair and equitable.

"You may say you will lose local lineage—if so—well and good—you will certainly get it back eventually, in space volume and in money volume, the bigger thing to secure, you will undoubtedly lose nothing. You must understand that there are times when you can win by seeming to lose.

"The advertising agent is the greatest factor today working in the field of advertising development. He asks only for fair—not low—rates, for just and equitable treatment—not favors. And we have become convinced that he is the real bulwark of the advertising business, working as a scientific sales and development force, from whose efforts splendid results are produced for no one more than for the publishers, justly earning in return all possible confidence, respect and support.

"If these trained agency men, with their keen business intellect and wide and comprehensive knowledge of the actual and comparative values and worth of newspaper space, agree as they do, by paying them, that your present rates for national advertising are fair, why isn't it the better part of wisdom and sound business practice to seize upon this thought and find in it the justification necessary to raise low local rates to, or as near to, the national rates net as is necessary to protect the advertising agency and support thereby the underlying basis and principle of their business?

Ad Agents Are Developers

"Would any one question or deny today that the great development, brought about by the advertising agency, of the style and character and importance of national advertising copy, has found its important reflection in local fields by developing a greatly increased respect on the part of local merchants for advertising values, convincing him by example of the aid, the very great aid, of advertising to business?

"Isn't it fair to consider, as consequent, the tremendous moral obligation that rests on newspapers to act with justice and equity towards this great body of men and organizations that, almost alone, do the pioneer work of initiating, preparing and developing the vitally important part of a newspaper's business, its national advertising?

"The advertising agents will make to you in their own way their plea for justice and a square deal. We know of no body of men to whom such a plea can be made with such hope of success. They look to the publishers to correct the vicious conditions that will, if continued, overwhelm and destroy the agency business.

"As we see the whole situation, the advertising agency as it is constituted today is one of the main arteries of a newspaper's existence and if the present day evil influences that are at work to cut it succeed, it spells nothing for newspapers except disaster.

"The agents have never been permitted to broker their rate, and why should a local dealer be permitted to do that which general agencies, who are the developers of business, have not been permitted to do?"

Chicago Ad Men Entertain

The twentieth annual dinner of the Atlas Advertising Club, of Chicago, yielded about $1,500 for the Off-the-Street Club, which is the official charity of Chicago advertising men. The feature of the evening was the "Atlas Advertising Revue of 1921," produced under the direction of Edward D. Wheeler. The program consisted of numbers put on by representatives of the Pacific Lumber Company, Swift & Co., Warner-Patterson Company, Edison Shop, Review of Reviews, Chicago & Alton Railroad Company, Charles Daniel Frey Company, and Armour & Co. Swift & Co.'s male chorus of sixty-four voices sang and the entertainment was closed by ten dancing girls from Armour's.

Peach and Fig Growers Name Bowland

FRESNO, Cal.—The California Peach & Fig Growers' Association has appointed E. M. Bowland to direct its new publicity department. Mr. Bowland is a San Francisco newspaper man.

JUGGLING RATES WILL BREAK CONFIDENCE

View of a Prominent Special Representative on Policy of Accepting National Advertising at "Local" Charges

A few days ago a Southern publisher who stands high in the newspaper field addressed a letter to EDITOR & PUBLISHER on a topic that has recently been the subject of considerable discussion among advertising men; namely, the tendency on the part of foreign advertisers to place their contracts through local dealers instead of through agencies. He had been informed that Hart, Schaffner & Marx was one of the firms that had adopted this plan.

This publisher wanted to know what attitude publishers should take. Couldn't something be done to stop the spreading of the practice before it has become general? Personally he did not believe that the time had come when local and foreign advertising could be accepted at the same rate, although that seemed to be the best way out.

In discussing the same matter a prominent special representative said that it is only when the foreign is higher than the local rate that any question arises as to the course to be pursued when national advertisers place contracts through local dealers, rather than through the advertising agency that handles its business, or the newspaper's field representatives.

"The principal source of income of a daily or weekly newspaper is its local advertising," he said, "and most publishers will do nothing that might affect its volume. Therefore, when a local merchant brings him a contract from a national advertiser he is apt to accept it at the local rate rather than antagonize him by turning it down.

"There is no doubt in my own mind that the wide difference that frequently exists between the foreign and local advertising rate is fundamentally wrong, and leads to a ridiculous business policy when the national advertiser attempts to place his contracts through the local merchants in order to get the lower rate.

"This practice is not confined to an occasional contract placed here and there. I have been told of several instances in which national advertisers have cancelled the contracts made with the newspapers through their agents at the national rate and then have substituted those which they have placed through local merchants at the local rate.

Calls It Breaking Faith

"After a long fight the newspapers have succeeded in establishing recognition as a pre-eminent advertising medium. Will not the juggling of rates now practiced have a tendency to break down the confidence of the advertiser in newspaper advertising and newspaper methods? If one general advertiser can place his advertising through a local merchant and get the benefit of the local rate there is no reason why all should not have the same privilege. In case this plan is followed what is going to become of the general advertising agent?

"Aside from other service he performs for the client he renders a most valuable service to the newspapers in the development of new advertisers, and in guaranteeing of accounts. At present he depends for his income almost entirely upon the commission paid him by the newspapers. If the general advertiser places his business through the local merchant and not through the agent the latter will be deprived of a large part of the income he now receives from the publisher of the newspapers.

"What is my solution of the problem? If a newspaper publisher has neither the courage nor the nerve to make his foreign and local rate the same let him do this:

"Accept any contract for foreign advertising that may be offered through the local merchant but at the foreign rate.

"Make plain to the retailer the difference between the two kinds of advertising, local and foreign. Explain to him why the foreign rate is higher than the local. If the publisher cannot give convincing reasons, he doesn't know his own business.

Suggested Solution

"In order to avoid all disputes and misunderstandings it has been suggested that the following paragraph be incorporated either in the local advertising contract or among the publication's regulations:

"'The space contracted for is wholly for the use of the advertiser named. All space in connection therewith used by or paid for by the national advertiser shall be on the basis of the foreign rate card governing that quality and classification.'

"Any space the national advertiser pays for, directly or indirectly, is national advertising. Keep that fact clearly in mind. It makes no difference how such advertising reaches the newspaper publisher—whether through a general advertising agent, a special representative, the paper's own solicitor, or the local merchant, it is national advertising and should be paid for at the foreign rate."

NEWS COLUMNS PACKED WITH CASH IDEAS FOR LIVE ADVERTISING MAN

W. SHAW THOMSON, American representative of the Irish Linen Society and manager of five journals in the Economist Group of publications issued by the Textile Publishing Corporation, gave an address, "Fear or Pride in Your Advertisers," before Sigma Delta Chi, journalistic fraternity of the Pulitzer School of Journalism, Columbia University in New York City last week.

"Ideas are ready sellers in any advertising office," began Mr. Thomson. "Every day I receive men into my office who have nothing to sell me but space in their publications. What I want is ideas—ideas that will mean more business for my firm. Where do these ideas come from, you say? These ideas are in every newspaper in the country.

"Only a day or so ago a young man entered my office and in five minutes he gave me a new idea in advertising linen. He received my order—not so much because of his publication but because his idea would net me more sales for my firm.

"The mercantile department of the metropolitan newspaper has been my hobby for the past year. I have observed that especially in New York and Chicago, the mercantile departments of most of the big dailies are at the peak of perfection. The solicitors from this department set out to demonstrate to the advertiser that the newspaper advertisement is indispensable in furthering the growth of business to small as well as large advertisers.

"Where do these mercantile departments get their ideas? They are constantly on the outlook for little news items about which they build their copy.

"I operate some thirty foreign advertising accounts, and I often come up against it for ideas. Newspaper men are at the pulse of the nation. The press is the mightiest power in the world today. The Germans, during the war, published the first account of the Jutland battle in the North Sea, and accredited the victory to the German navy. This account is still a matter of dispute. But it is generally believed all over the world that the Germans claim their victory because of the newspaper accounts. I cannot advise you too strongly to keep your eyes out for ideas. Someone is always misjudging a news item which may have wonderful possibilities to the writer of advertising.

"Recently I came across a small item concerning Sergeant O'Brien of the Royal Northwestern Mounted Police who tracked a fugitive across the ice-covered territory of Northern Canada for a distance of 300,000 miles. This remarkable feat of human endurance and persistence went unnoticed by most of the editors of this country, receiving but two sticks. Surely this would have made a front page story. Someone is continually slipping-up and it is the advertising man who must capitalize these items and make them advertising copy. This story could easily have been sold to the Canadian Government to further enlistment in the Mounted Police Department.

"Don't be afraid of your ideas or be too proud to come out and make your thoughts talk," was Mr. Thomson's concluding statement.

ed by Google

"PAINT NOW" SLOGAN CREATED NEW BUSINESS AND EMPLOYMENT

Enterprising British National Advertiser's Successful Campaign May Result in Manufacturers' Associations Throughout Kingdom Adopting Similar Measures

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)

WHILE unemployment hits all, its effects are perhaps most keenly felt in those districts that have no staple industries. Such a district is the English south coast town of Bournemouth, a residential place that is a popular resort for holiday-makers and invalids. Here, the building and decorating trades were particularly at low ebb, and the trade association, the Employers' Association of the Building and Allied Trades, were up against the problem of finding a means of making work for their men at a time when, ordinarily, the demand for this form of labor was low, but now was almost at rock-bottom.

In their quandary they sought the aid of a national advertiser who had always made one of the main planks in his platform a hearty co-operation with retail dealers—the paint house of Lewis Berger & Sons, Ltd., Homerton, London. The advertising manager of the firm promptly put up a scheme to induce local residents to "Paint Now!"

Reasons of Sound Appeal

The proposal was to make an appeal to householders, shopkeepers and others to get their painting and decorating work done immediately instead of waiting for the spring. The reasons advanced were to be such as would constitute a sound appeal.

The association (the E. A. B. A. T.) raised a fund of about a thousand dollars for the local campaign in newspapers, spaces of six inches double column being run in the Bournemouth and district journals right through the winter season. To back this up and make the appeal certain of reaching the individual in the home, a series of artistic leaflets were prepared giving reason-why for a "Paint Now" decision from several angles and illustrating by three-color blocks suggested interior schemes of decoration. Of these leaflets 20,000 were to be distributed. In addition, a signed appeal by the mayor of the town was issued in poster form for display throughout the district.

Principle of "Buying Cheaper"

The arguments were not wholly based, as might be imagined, upon stress of circumstances, though this was not overlooked. In example it was urged that some things would be dearer in springtime than then—one of those things being materials and labor for house decoration. So, on the principle of buying coal at "lowest summer prices" it was obviously good economy to buy house decoration when labor and materials were plentiful and relatively cheap—when decorators had more time to study their customers' needs and supervise their work.

The "doubting Thomas" was tackled by the assurance that though something might be urged against this course if winter work were less good and enduring than springtime decorations, long experience proved conclusively that winter is a better decorating time than spring because of the absence of dust and flies, which spoil new painted work before it is dry, and because by the time the hot summer sun beats on it, winter-painted work has had time to become thoroughly hard and impervious.

But the community interest in the subject of unemployment was strikingly capitalized in another line of argument.

"How will *you* help Bournemouth unemployed?" the reader was asked. The position is put plainly. There are two ways and as a resident in the district, the householder had to take one of them. Either the building trade unemployed must be found work or the community must support them. The latter course imposed on the ratepayer an additional expense—the former simply anticipated the expense he would incur the next spring in decoration.

Then a reminder that never was the injunction to "Do it *now*" so fraught with *economy;* if decorations were to be then ordered work was provided when it was sorely needed, and the customer himself secured lower labor and material costs than would be possible in spring—would get better work and more careful attention, and brighten his surroundings throughout the dullest and drabest season of the year.

Early in the scheme the name and wares of Messrs. Lewis Berger did not figure, but local advertising of their own recapitulated some of the "Paint Now" arguments and featured the Berger paints.

It is good to be able to report that the advertising resulted in increased trade, and the association is so well pleased with its working that it has readily agreed to the suggestion of Messrs. Berger to advise other affiliated associations throughout the kingdom to adopt similar measures.

SEES AD AGENT PAID BY ADVERTISER

Publishers' 15% Commission Is Not Sufficient to Pay for Services Rendered, Says Prominent Agency Man of Ayer Letter

[EDITORIAL NOTE.—While it is not the custom of EDITOR & PUBLISHER to print anonymous matter, this interview is so treated because it represents the views of a very prominent advertising agency man who has been a leader in bringing about many of the revolutionary changes that have taken place for the better of the business in the past ten years. He is a member of the A. A. A. A. His opinion was given on the express condition that his name be not used.]

"I was much interested in the letter from F. Wayland Ayer, of N. W. Ayer & Son, printed in your issue of March 26, on the subject of the advertising agent's commission," said an advertising agent to a representative of EDITOR & PUBLISHER. "While I do not agree with him in all his views, I am inclined to think that the time is not far distant when the advertising agent will derive his principal income not from the newspaper publisher but from the advertiser.

"Those of us now engaged in handling advertising accounts accepted the system of payment for services rendered then prevailing, because it was in universal use, and because, at the time, it seemed to be the only one that could be devised to meet existing conditions and yield an adequate compensation for our work. But conditions have materially changed since then. With the passing years the demands for service made upon the advertising agent by the advertiser have enormously increased.

"Instead of confining his services to the selection of mediums, the placing of contracts, the checking of advertisements as they appear, and the settlement of bills for advertising, he now prepares copy and illustrations, makes trade investigations, acts as merchandising and production counsel, and is, to all intents and purposes, an active partner in the enterprise. While he makes a special charge for trade investigations that involve considerable expense, and for art work, the service he now renders is of infinitely greater value than that he formerly gave the advertiser and should command a far greater recompense.

"When the agent depends entirely upon the commission he receives from the publisher for his remuneration, usually 15 per cent, he is not receiving sufficient compensation to cover the actual expense of the service he renders the advertiser to give him a fair profit on the transaction. This being true, should not some other method of payment be generally adopted? It is a fact, of course, that a few agencies have already adopted a different system—that of crediting the commissions to the client, and charging the advertiser 15 per cent of the gross amount invested in advertising.

"Mr. Ayer asserts that the commission allowed by publishers is too large and should be materially reduced. In support of this position he contends that the advertising agent no longer represents the publisher who now has his own solicitors scouting for business, but the advertiser. He is still entitled, however, to what he calls a differential for his work in developing new advertisers and in the assumption of credit risks. The amount of the differential should represent the value of his service to the publisher.

"As long as the practice prevails among publishers of paying the advertising agent the present rate of commission the advertising agents are not going to make much of an effort to reduce it. If the American Association of Advertising Agencies, representing 125 or more of the leading agencies in the country, should, as a body, vote to revolutionize the method of agency compensation and adopt the plan proposed by Mr. Ayer it would have a good chance of becoming generally adopted throughout the country.

"If such a plan of compensation went into effect, thus relieving the publisher of two thirds of the expense he now incurs in securing foreign advertising, he would be able to reduce his foreign advertising rate to the rate charged for local advertising. This, it seems to me, would serve as a stimulus to foreign advertising and largely increase its volume."

WOMAN HITS STRAIGHT FROM SHOULDER AT NON-ADVERTISING MERCHANTS

"WHAT'S the use of me advertising? Everybody in this town knows me and my store."

The Pine Bluff (Ark.) Advertising Club offered a prize of $25 for the best essay on "Why I Buy Outside of Pine Bluff." A woman, Mrs. Robert Rogers, won the $25. Notice how she gives it to the local merchants, straight from the shoulder. She wrote:

"One reason why I buy outside of Pine Bluff is the lack of advertising among the merchants.

"The people of today buy through advertising, in Pine Bluff and out. We have catalogues sent with descriptions of goods, and while there may be just the same in Pine Bluff, we don't know where it is or who has it. The merchants say: 'Why don't you look for it. Here we are, at your service.'

"True enough, but we all follow the advertisement columns, and a good many times are led out of town by papers and catalogues of other cities.

"Take the working girls, and there are many of them, who have not the time to go from place to place hunting certain articles. We have the catalogues and papers before us, and know just where we can get the articles wanted. So we sit down and order certain things sent on approval, and one satisfactory purchase makes another.

"This is very much easier than spending time and energy hunting from store to store for articles that are neither displayed or advertised.

"Another reason is incompetent clerks. No merchant would think of having an untrained bookkeeper or stenographer, and yet we have to put up with untrained salespeople, some even lacking courtesy, others in knowledge of goods. Why not have meetings where the salespeople could hear good lectures on selling methods. Every customer is different. One should learn how to approach prospective customers.

"Courtesy sells as much goods as advertising. Another thing, so few know how to show their stock. For instance, in a place like Pine Bluff I should say nine-tenths of the customers are known to the salespeople. Yet we go in and are misled instead of being shown what is within our means. We are shown some very handsome, high-priced articles or else something too cheap, and we come away dissatisfied.

"We then pick up a paper or catalogue from another town and see just what we want and order it. The mail order houses try to please and thereby catch a good deal of the trade that might be kept in Pine Bluff."

Another thing this essay proves: There's no good in saying: "There's no use in advertising to women; they'll shop around anyway." This woman didn't, and the fair presumption is that hundreds and thousands of her sisters in Pine Bluff and other towns are following her example.

It's the advertiser who gets the business, locally as well as nationally.

Atlanta Claims Ad Pre-eminence

The city of Atlanta, Ga., is disclosed as the largest advertising center South of Philadelphia and the fourth largest in the United States, in a booklet compiled and published by the Atlanta Chamber of Commerce. More than $8,000,000 in advertising appropriations pass through Atlanta each year, not including local contracts.

New Henckе Accounts

The Henke Agency, Inc., Chicago, announces the Tecktonius Manufacturing Company, Racine, Wis., maker of silos, and the Jacobsen Manufacturing Company, also of Racine, producer of the "Four-Acre Power Lawn Mower, as new accounts. Newspapers, farm and trade papers wil be used.

Stromberg Account to Turner-Wagener

The Turner Wagener Company, of Chicago has been appointed advertising agent for the Stromberg Electric Company, manufacturer of time recording systems of every description.

by Google

CONTROL OF AGENTS DOES NOT CREATE UNFAIR COMPETITION

Decision of U. S. Appellate Court in Case of Curtis Publishing Company Far Reaching in Effect on Newspapers, Magazines and Other Sales Organizations

By M. E. DOUGLAS

Circulation Manager Curtis Publishing Company.

EDITORIAL NOTE: The recent decision of the Appellate Court of the United States upholding as lawful the Curtis Publishing Company's circulating system is a legal ruling far-reaching in its effect on newspapers and commercial organizations, as well as on the individual magazines of the Curtis Company that were directly involved in the case at issue. Every newspaper that has built up its own carrier and delivery system, limiting in any way its boys and agents as to the service that they shall perform for others would have been vitally affected if the Appellate Court had not seen the necessity of reversing the prior ruling of the Federal Trade Commission that the Curtis methods constituted unfair competition. From this point of view EDITOR & PUBLISHER invited Mr. Douglas to make clear for its readers the meaning of the court's decision.

AFTER litigation extending over a period of almost four years, the Appellate Court of the United States for the 3rd Circuit has decided that the Curtis Publishing Company's contract with its district agents is enforceable and that the publisher's acts under that contract have not been unfair competition.

In 1917 the Pictorial Review Company made to the Federal Trade Commission a complaint charging the Curtis company with unfair methods. While that proceeding was pending, the Pictorial Review Company applied to the United States District Court in New York for an injunction to restrain the Curtis company from continuing the acts complained of—both proceedings being founded on the same or similar facts. On June 23, 1917, Judge Hand of the United States District Court in New York denied the application for an injunction.

On July 5, 1917, the Federal Trade Commission issued a complaint charging the Curtis Publishing Company with violation of the Clayton Law and of the Federal Trade Commission Law. On April 8, 1918, after the taking of testimony before an examiner, the Trade Commission filed an amended complaint against the Curtis Company. In due course, after the hearing of witnesses in many cities, and after findings of fact were made, the Federal Trade Commission issued, on July 21, 1919, a cease and desist order requiring the Curtis Publishing Company to discontinue the acts complained of.

To the United States Circuit Court of Appeals for the 3rd Circuit in March, 1920, the Curtis Publishing Company appealed for a review of the order. The case was heard by Judges Buffington and Wooley, Circuit Judges, and District Judge Morris, and decision rendered on March 2, 1921, in an opinion by Judge Buffington.

Trade Board Over Facts

In arguing the case before the Appellate Court, the attorneys for the Trade Commission contended *that the findings of the Commission as to the facts were conclusive, and that the question of the fairness or unfairness of competition is one of fact for the Trade Commission to decide.*

On this point Judge Buffington held:

"Of course the decree in that case (before Judge Hand of the District Court) where private rights only are concerned, binds only the parties and can in no way affect the jurisdiction of the Trade Commission, but the Trade Commission thereafter, upon similar facts shown to it, held the Curtis Company was guilty of unfair competition in business. The mere existence of such an anomalous and contradictory holding or legal conclusion upon the same general facts, in and of itself suggests that in the exercise of our reviewing and supervisory jurisdiction, it is for us to decide whether or not the legal question before the Trade Commission was rightly decided by it."

The Trade Commission contended that the contract in question was a sales contract with a restrictive clause, and that it was therefore within the prohibition of the Clayton Bill.

Relation of Agency

On this point Judge Buffington said:

"The Interstate Commerce Acts, made unlawful by the Clayton Act, were limited to the lease and sale of goods * * * The relation created by this (Curtis) contract and by its expressed terms meant to be created, are one of agency * * * The subject of the contract is a large quantity of magazines, and the object of the contract is not to vest ownership of them in the other party to the contract, but to pass those magazines by the use of other agencies into the hands of the public, and the object of placing these magazines in the hands of the public is not alone to get from the real buyer of the magazine its comparatively small price, but by placing it in the hands of a vast number of buyers to thereby enable the publisher to obtain that advertising patronage which is the financial mainstay of all such periodical publishers. * * * The unique character of the subject matter of this contract, the object the publisher had in view, and the phraseology, conditions and obligation of this contract unite to make the contract one of consignment to a distributing agent who was furthering the business of his principals, and not one of a buyer who thereby acquires title for his own individual purposes."

The Trade Commission also contended that the making and the enforcing of the contract was within the prohibition of the Trade Commission Act prohibiting unfair competition in business.

Influence on Boys

On this point Judge Buffington held:

"Congress did not mean to confer upon the Trade Commission the power to grant injunctions in cases of business competition where courts would not be justified in granting injunctions. * * * We see no reason to differ from the conclusion reached (by Judge Hand of the United States District Court) and unappealed from as it is, it judicially and finally adjudges that as between these parties, the Curtis Publishing Company has not been guilty of unfair competition in business."

After quoting in full the findings of fact by the Trade Commission, Judge Buffington said: "Those findings we accept as established * * * But the case did not turn on this restricted phase, which in our judgment totally ignores the real situation and makes no findings on those facts which are really determinative of the question whether the competition of the Curtis Company was unfair business competition. The real situation as we have seen from the uncontradicted proof, among other features, consists of:

"First: The creation, through years, with great effort and large expense, of the purpose of the Curtis Company in ganization;

"Second: That the district distributing agents constitute the control, morale, recruiting and existence of the school boy selling organization;

"Third: The effort of two competitors to appropriate that selling agency to themselves, with the undisputed consequence of undermining its morale and destroying its efficiency; and lastly, that the purpose of the Curtis Company in putting in its contract the clauses objected to, was not to interfere with commerce or with the circulation of other magazines, but solely to thwart the unfair plan of two unfair competitors who sought to undermine the undivided loyalty of the Curtis district distributing agents, and through them to disrupt the Curtis school boy organization." * * *

"Taking therefore the record and pleadings as a whole, we hold as a legal judicial conclusion that the proofs are not such as would support a judgment or decree of unfair competition upon the part of the Curtis Publishing Company toward the Crowell Company and the Pictorial Review. That the Curtis Company legitimately and in the course of fair business dealing, built up and recruited by its distributing agents, a selling agency of school boys, the whole efficiency of which consisted in undivided loyalty and single-hearted service primarily of the district agents and secondarily of the boys to the Company. The whole situation was unique. This was not a case of commerce in the ordinary channels of salesmanship."

Not Unfair Competition

"There can be no doubt under the proofs that the Curtis Company in building up this boy selling organization through the distributing district agents, was not thwarting or indeed dealing with the ordinary channels of commerce, but was enlarging the sphere of commerce by enlisting in its service the selling power of school boys who but for this organization would not only not have taken part in present commerce, but would have missed the competitive training the Curtis Company alone gave them for future commerce, and which the Pictorial and the Crowell Company had no hand in giving them; and indeed it seems to us that this case would, if this injunction here complained of were enforced, succeed in really throttling commerce by disrupting and destroying an efficient agency which is extending commerce."

In conclusion Judge Buffington said:

"There is no proof in this record that any harm has been done in the past by the business methods followed by the Curtis Company, nor is there any proof that commerce has been in any way throttled thereby." * * *

And, "The foundation of our order is not doubt but certainty; for, accepting in their entirety and finality, the facts found by the Commission, by taking the whole record and the proofs on which the Commission has made no finding, we are satisfied * * * that unfair methods of competition could not legally be adjudged. If this were a case where a trial court had submitted these proofs to a jury from which to find a verdict of unfair business competition, a reviewing court would be constrained to set such verdict aside as not having testimony to support it."

"THE MOST HONEST MAN IN THE WORLD"

AUGUSTA, Me., April 1.—"The most honest man in the world is the real newspaper man," Capt. Lester M. Hart, advertising manager of the Kennebec Journal, declared in an address to the students of Cony High School here. Mr. Hart, who for 15 years was connected with the editorial department of the Portland Daily Advertiser and later the Portland Daily Press of which he became city editor, took as his subject: "The Most Honest Man in the World."

"An employe in a bank, no matter what his position, especially if he rises to be cashier, generally has to give a bond." Capt. Hart said: "The treasurer of a city and the treasurer of state has to give a bond. And yet a real newspaper man is entrusted with secrets the telling of which might wreck cities, states and countries and the only guarantee that he will not tell is his word. I say, therefore, that there is no more honest nor more honorable man in the world than he."

Mr. Hart said that newspaper work naturally divided itself into two classes: the business department and the editorial department. The latter, again, is divided roughly into the straight editorial work and the reportorial.

"Good reporters generally make good editors," said the speaker, "but there are some mighty good editors who would be mighty bad reporters."

According to Mr. Hart, the requisites for a good reporter are integrity, incorruptibility, tact, confidence, persistence and intelligence. A man who follows newspaper work will get out of it not only knowledge of men and affairs, but a mind trained for the duties of life as it could be trained in no other way. If a boy or girl is contemplating college, he can get more out of the college education if he couples it with some newspaper work than if he attempts any other avocation.

"We have a newspaper man as President of the United States," said Capt. Hart, "but that doesn't mean that every newspaper man has a chance of becoming President any more than every young hopeful is a potential president in the eyes of his fond mother. But the newspaper man who does his work, who is not afraid of long hours has more to reward him in the way of knowledge of life, insight into men's motives and acts, than he could ever acquire from all the books in the world. More than that, he learns how to meet and to handle all kinds of people and is the better himself for it."

To illustrate the various points he was making, he related numerous incidents that had come to him in the course of his life and gave some intimate pictures of world-famous men that make them appear much more human than they have been thought.

Suit Over Stock

WORCESTER, Mass.—The Sunday Express Publishing Company, acting through its president, John P. Ryan of Worcester, has applied to the Superior court for an order requiring William C. McDonald of Oxford to surrender for cancellation shares of stock in the company which, it is alleged, he is holding in violation of rights of the company.

Change for Van Bergen

W. C. Van Bergen, formerly advertising manager of the Columbian Rope Company, Auburn, N. Y., has gone with the Norwich Pharmacal Company, Norwich, N. Y., in a similar capacity.

Digitized by Google

BUSINESS EDITORS WILL HELP HOOVER SOLVE NATION'S TRADE PROBLEMS

Monthly Conferences Will Be Held at Capital to Link Business More Closely with Government—Department Reorganization Planned

(*Special to* Editor & Publisher)

WASHINGTON, April 12.—Herbert Hoover, Secretary of Commerce, has fixed the first Monday in each month for a conference at Washington with the members of the Editorial Conference of the New York Business Publishers' Association. The arrangement was made at a conference between the Secretary and members of the Editorial Conference held at Washington this evening, April 12.

During the conference, which followed an informal dinner, Secretary Hoover addressed the editors, explaining to them the problems which lie for solution before the Department of Commerce. His remarks were in the strictest confidence, as to their exact purport, but it can be said in a general way that the Secretary showed to the business editors how the Department must be strengthened and reorganized to be of the fullest benefit to American industries.

Connecting Link with Industries

Secretary Hoover was impelled to invite the editors to Washington for this conference because of the connecting link they form with the industries, some 56 of which were represented by the editors present. He feels that a thorough knowledge of the problems of the Department will enable the editors and, through them, the leaders of industry, to realize what must be done to make the Government more responsive to the needs of business and industry.

In published statements which have been issued by Secretary Hoover, he has made it clear that the Department of Commerce at present is not well organized. He has made clear his desire to see more attention paid to the domestic commerce, since it is twenty times as great as the foreign trade. In this connection, he has shown how the transportation situation must be improved, how railroad rates must be reduced and how industrial efficiency must be increased, if the best and most economical results are to be obtained from American endeavor.

Must Build Foreign Trade

Further, he has shown that the foreign trade must not be neglected if the American surplus is to be disposed of to advantage and, in this connection, he has announced that no matter what tariff barriers we erect to protect the home market, they will not take care of our goods going abroad in competition with foreign goods.

The first statement Mr. Hoover issued as Secretary of Commerce warned Americans that these steps toward increased efficiency must be taken if we are to escape the lowering in the standard of living to which most countries of Europe, and indeed the rest of the world, inevitably must submit.

The information which Mr. Hoover gave the editors was of such a nature as to form a background upon which they may paint their own recitals of the needs of the Department of Commerce to put it in a position to supply the needs of business. This background was supplied in full measure and the editors have been placed in possession of information which should prove of immense value to them in discussing the problems confronting their industries on the one hand and the Department on the other.

The series of monthly conferences is expected to be productive of probably the closest degree of co-operation between business and the Government ever achieved. The editors are at liberty to send in topics and questions for discussion and elucidation at the conferences and are to be prepared to furnish the Secretary with information useful to him in enlarging the usefulness of the several bureaus under his control.

HERBERT HOOVER

The editors were to have met Postmaster-General Hays earlier in the day, but press of business prevented him from keeping the appointment.

Conferences Start in May

During and after a luncheon, the editors conferred among themselves on matters to be taken up with Mr. Hoover. They visited Herbert Brown, Chief of the Bureau of Efficiency, discussing with him matters of Government organization and learning of various ways in which the Government may be useful to the industries.

The first monthly conference with Mr. Hoover will be on the first Monday in May and will be held in the evening. At these conferences, the editors will be free to ask questions and state views as they did at this initial conference.

The editors who attended the conference were:

Secretary of Commerce, Herbert Hoover; Engineering News-Record, E. J. Mehren; Iron Age, W. W. Macon, L. W. Moffett; Railway Age, C. N. Winter, H. F. Lane; Drug & Chemical Markets, N. W. Haynes; Machinery, Erik Oberg; McGraw-Hill Company, F. M. Feiker, J. Malcolm Muir, Mr. Cockrell, Paul Wooton; Textile World, Messrs. Carroll and Lamm; Chemical and Metallurgical Engineering, H. C. Parmelee.

Class Journal Company, Messrs. Beecroft, Sherman, Dalton, Jennings, Adair, Dusenberry, Daley.

Federal Trade Information Service, Homer Joseph Dodge; Motor Age, Mr. Ikert; American Machinist, K. H. Condit; Associated Business Papers, J. H. Neal; American Exporter, Franklin Johnston; American Silk Journal, Lace and Embroidery Review, Upholstering and Interior Decorating, C. R. Clifford; Daily Metal Trade, Cincinnati, J. F. Froggett; Iron Trade Review, F. C. Buchringer; Electric Railway Journal, H. V. Bozell; Electrical World, William H. Onken, Jr.

Electrical Merchandising, O. H. Caldwell; Farm Machinery and Farm Power, St. Louis, C. F. Riefanider; Gage Publishing Company, Frank Watts; Gas Age, C. E. Reese; Iron Trade Review, C. J. Stark; International Engineering, V. L. Havens; Coal Age, C. E. Lesher; The Poster, Chicago, Roy O. Randall; Dry Goods Economist, Messrs. Swetland, A. C. Pearson, Hastings, S. H. Ditchett.

Atlantic Coast Merchant, E. F. Roberts; Dry Goodsman, St. Louis, Flint Garrison; Engineering and Mining Journal, D. E. A. Charlton; Marine Engineering, F. B. Webster; Music Trade, Alfred T. Marks; Merchants Trade, Des Moines, A. H. Brayton; Industrial Management, J. H. VanDeventer, George P. Dunmark.

Publishers' Weekly, F. C. Melcher; Printer's Ink, Roy Johnson; World's Work, Arthur C. Page; Hardware Age, L. S. Soule; Collier's Weekly, Lowell Mellett; Millinery Trade Review, Roger Allen; Grand Rapids Furniture Record, John N. Nind, Jr.; Periodical Publishing Company,, Grand Rapids, Harry J. Daniels; Systems, Chicago, A. W. Shaw; Editor & Publisher, C. N. Odell.

ADVERTISE MORE ALASKA TIMBER

Spruce and Hemlock Near Juneau Aggregate 2,000,000,000 Board Feet

(*Special to* Editor & Publisher)

PORTLAND, Ore.—Sale of the largest body of Government timber ever advertised has just been approved, according to an announcement made by George H. Cecil, district forester of the United States Forest Service, with headquarters in Portland. The timber lies in Alaska and when sold will be utilized for the manufacture of paper.

The timber to be disposed of includes 335 million cubic feet, or approximately 2,000,000,000 board feet. It is known as the West Admiralty Island unit and is located on the Tongass National Forest in southwest Alaska, on the east shore of Chatham Straits, 24 miles east of Juneau.

An unusual circumstance is that this is the first Government sale of any size in which timber has been offered for sale by cubic measure instead of by board measure or cords.

The timber stand is made up of 15 per cent Sitka spruce and 85 per cent Western hemlock, both species being well suited for pulp manufacture. A minimum price of 50 cents per 100 cubic feet is set for the spruce and a minimum of 30 cents for the hemlock. Bids for this timber are to be sent to the district forester, at Portland, and must be received on or before June 30, 1921.

MISSOURI HAS 904 PAPERS

Blue Book Editor Finds Collection of Curious Titles

Missouri has 904 newspapers, according to Charles Fear, who is editing the Blue Book, the official manual of the State of Missouri. Fear classifies these as 237 Democratic, 128 Republican, 177 independent, 95 religious and 23 educational. Journal leads the list of names, with 57. Herald is the name of 54, Democrat is the title of 40, and there are 29 Republicans and 24 Times. Here are some of the peculiar names of smaller-town newspapers: Bloomfield Vindicator, Middleton Chips, Knobnoster Gem, Ilmo Jimplecute, Centralia Fireside Guard, Current Wave of Shannon County, Unterrified Democrat at Linn, Clinton Eye, and the Sin-a-bar Voice. Missouri has nineteen women editors.

Coast Office for O'Mara & Ormsbee

O'Mara & Ormsbee, special representatives, have opened a Pacific Coast office in the Monadnock Building, San Francisco. Ted Greenfield, formerly in charge of the Chicago office, will be manager.

Union Daily for Iowa

The Iowa Unionist, Des Moines, a newspaper which sets forth its purpose as to present union labor news, will become a daily, having heretofore been published as a weekly.

CATALINA PHONES CUBA AS NATIONS LISTEN

National Press Club Host As New Line To Havana Is Opened By President Harding And Menocal—Talk 5,700 Miles

WASHINGTON, D. C., April 11.—President Harding, sending a greeting to President Menocal of Cuba this afternoon, formally opened telephone communication from the United States to the island of Cuba; and as an incident to the formalities the Bell Telephone system staged a conversation between Catalina Island in the Pacific Ocean, with Havana, Cuba—the record in miles for a spoken conversation over a combination of wireless, land lines and deep sea cable.

The formal opening, staged under the auspices of the National Press Club, took place in the Pan-American Union Building in Washington. A distinguished and typically Washington audience including the cabinet and the entire diplomatic corps attended. Each person was given a telephone, so that practically 600 in Washington heard the greetings between the two presidents, and the talk from the Pacific to the Atlantic. A similar party was held at the Havana end of the line, where President Menocal was host to a gathering of Cuban government officials and others.

Roll Call of Cities

A dramatic feature of the occasion was a "roll call" of cities by telephone, beginning with Havana and ending with the wireless telephone operator at Catalina Island, who sent his answer through space to Los Angeles and thence by wire and cable.

The roll call was staged for the special benefit of President Harding by Col. J. J. Carty, vice-president of the American Telephone and Telegraph Company. Beginning with "Hello, Havana," Col. Carty called for and received an answer from telephone officials stationed at 26 cities across the continent, including Washington, Philadelphia, Harrisburg, Pittsburgh, Chicago, Denver, San Francisco and Los Angeles.

President Harding's message to Cuba, given to President Menocal, was one of congratulation that the two republics were linked together with a practical method of spoken communication. President Menocal replied in similar vein, and assured the United States of the continued friendship of his island republic.

Other Officials Speak

After the two Presidents had concluded, Secretary of State Hughes talked with Secretary of State Desvernines of Cuba; Secretary of the Treasury Mellon spoke to Secretary of the Treasury Hernandez of Cuba; the Cuban Minister at Washington spoke to Boaz Long, the American Minister at Havana; Secretary of War Weeks spoke to Secretary of War and Navy Marti in Havana; General John Pershing spoke to Major General Crowder who is in Havana, and Cuno Rudolph, President of the Board of Commissioners of the District of Columbia spoke to General Agromonte of the Cuban cabinet.

The engineering features of the telephone cable to Cuba were explained by Col. Carty who said that problems which had been confronting the science for years had been solved in the construction of the long submarine line. He said the conversation heard today equalled a talk from London to Pekin, and many miles further; or from London to Calcutta. The talk today was 5,700 miles in distance.

Digitized by Google

NOT NEWSPAPER PROVINCE TO BUILD MAGAZINE CIRCULATION

Peoria Merchants Aggressively Defending Position Against Merchants —Care Needed in Granting Recognition to Local Agencies— Newspaper Space Selling Ideas

By FRED MILLIS

THE proposition of the very enterprising Oscar Stein of Sandusky, Ohio, sent to newspapers over the country that they carry his magazine subscription advertising and receive a credit of fifty cents for each inquiry is, of course, ridiculous. There is hardly a newspaper in the country that would fall for it.

But this incident does bring up a question much more vital—the co-operation of many large newspapers with magazines in securing magazine circulation.

The Pictorial Review, one of the largest newspaper advertising magazines, has connections with the circulation departments of many papers. In some cases the co-operation is made by an individual paid by Pictorial Review,

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

NEWSPAPER publishers should be careful in their assistance in the building of magazine circulation. Here's the way Oscar Stein of Sandusky puts over his scheme.

and with others it is an out-and-out agreement with the paper itself.

It is a serious mistake to involve newspaper carrier organizations in this method of outside earnings. They should be putting their full time in developing their own business.

Besides these circulation departments, and in many cases the trade-aid departments of the papers are working to create new selling organizations for magazines, which inevitably will be used against the newspapers in the development of foreign advertising in the magazines.

Of course, advertising from the magazines is welcomed by the papers, but it is a mistake for the paper to go further than this.

* * *

MAKING AGGRESIVE FIGHT AGAINST MERCHANT COMBINE

PEORIA (Ill.) newspapers are meeting the aggressive attacks of the retail merchants of the city with page advertisements on newspaper costs. The first was the reproduction of a letter written to the merchants by the National Association of Newspaper Executives, pointing out that it is to the advantage of merchants to have advertising rates which will allow the publishers to improve the quality of their publications. Retail volume develops with the growth of a city and its trading territory. This growth must go hand in hand with its newspapers. No other factor is more efficient in developing a community than the newspapers.

* * *

ATLANTA JOINT MEETING TO BE OF WIDE INTEREST

WITH some agencies suggesting that the standard commission be 20 per cent instead of 15 per cent; with other agencies making a grand noise demanding the reduction in advertising rates, with retail merchants organizing over the country trying to force down local rates; with the labor unions trying to put through wage increases, and with no appreciable decline in white paper cost, the joint meeting by the National Association of Newspaper Executives and American Association of Advertising Agencies at Atlanta should be one of considerable interest and much profit to both newspapers and agencies.

* * *

BRINGING MERCHANDISING MEN TOGETHER IN ATLANTA

TENTATIVE plans have been announced by Charlie Miller, president of the National Association of Newspaper Executives for a dinner of merchandising men on one of the evenings during the Atlanta convention of the A. A. C. W. A similar dinner was held at the Indianapolis convention last year, at which about sixty newspaper men attended and discussed problems in merchandising.

"It has been suggested that a separate division of National Association of Newspaper Executives be appointed for merchandising men," says President Miller.

"But their problems are so closely linked with general advertising that it has been felt unwise to make this division in our organization. A great deal of the work of the organization has been spent during the past year developing right merchandising practices over the country."

There are quite a number of men in newspaper business who are specializing on this work and it is due them that they get together at a dinner to talk "shop."

* * *

MUCH INTEREST IN MARKET SURVEY CONTEST

THE Baltimore News, the New York World and the Indianapolis News have already announced that they are entering the Market Survey Contest, instituted by the National Association of Newspaper Executives.

Frank Webb, advertising manager of the Baltimore News, writes: "We will enter the Market Survey Contest. We are completing a Survey on Soaps in the Baltimore Market and will send this to you at the earliest possible moment to enter into the Contest. I think this is a splendid idea."

Surveys to be entered in the Contest should be sent to the National Association of Newspaper Executives at once.

The results of the contest will be announced at the Atlanta Convention. All the surveys submitted will be exhibited at the meeting.

* * *

HARPER PUBLISHES A DANDY RETAIL PAPER

RETAIL Selling, the 24-page monthly retail publication of the Daily Oklahoman and Times, of Oklahoma City, has now finished its first six months of existence. Edited by Marion C. Harper, it is without question one of the best of the merchandising publications issued by newspapers. The subscription price is $1.50 a year; and the publishers get it, too. The circulation already is more than 4,000. Any newspaper putting out a retail publication or considering starting one, should write to Mr. Harper for a copy of Retail Selling.

* * *

BE CAREFUL IN RECOGNIZING LOCAL AGENCIES

CARE in recognizing local service agencies and allowing them to place business on a commission basis is urged by the national Associating of Newspaper Executives. Too often personal connections lead newspapers to give recognition to agencies who are not really established and who do not have A. N. P. A. rating. Agencies are supposed to be business developers. Poor agency service kills good advertising accounts.

* * *

LEXINGTON HERALD A MEMBER

ONE of the additions to the National Association of Newspaper Executives is the Lexington Herald. This membership was secured by Harry Giovannoli, vice-president for the state of Kentucky.

* * *

CLASSIFIED SECTION AT ATLANTA

PLANS for an extensive special session of the classified managers who attend the sessions of the National Association of Newspaper Executives are being made by a committee composed of W. A. Griffin, classified advertising manager of the Indianapolis Star; H. G. Barringer, Indianapolis News; H Gwaltney, Milwaukee Journal.

"Newspaper publishers should realize," says Charlie Miller, "that the dues paid to the National Association of Newspaper Executives entitle them to attend all the classified sessions. The National Association of Newspaper Executives is the only newspaper organization connected with the Associated Advertising Club. Weekly newspaper sessions or classified sessions are held only with the permission and under the authority of the National Association of Newspaper Executives."

* * *

SELLING IDEAS

NOW is the time for newspaper selling organizations to comb the field for real estate copy. Make a survey of every inactive subdivision in your city. Get after not only the owners but the selling organizations. Then try to sell the real estate men campaigns instead of advertisements.

The Detroit News has started such survey of Community Shop Spaces.

"Paint Up and Clean Up" electros and suggestions for copy can be secured from Save the Surface Campaign, Headquarters, 632 The Bourse, Philadelphia.

When is a special page not a special page? It is not a special page when there is a good selling idea behind it that will produce results for small advertisers which could not be obtained with copy read indiscriminately throughout the paper. A page featuring, for example, "Thirty Specialty Shops Under One Roof" if sold for a three-months period is bound to bring real results for the advertiser.

The General Furniture Company says it will give a vacation trip to any one outfitting a home from its Chicago store. Newspaper men should write to the company and get the complete selling plan.

PERSONAL CORNER

J. L. HORNE, JR., vice-president of the N. A. N. E., for North Carolina, certainly is a bonafide member. His title is "editor and manager" so he is qualified from both sides. In sending in his picture Mr. Horne wrote: "This is sent under protest. I am like every other man who feels that the photographer is a liar. Really I am not as hard-looking as this picture indicates. I hope that my shortcomings in looks will be made up by my enthusiasm and real worthwhile work for the Newspaper Department."

J. L. HORNE, JR.

Cuban Newspaper Man Killed

Following a political quarrel Fernando Quinones, formerly political editor of El Dia, was shot and killed in Havana April 2 by Ernesto Collado. The tragedy occurred almost directly in front of the office of the Liberal newspaper, La Nacion.

Port Orford Tribune Sold

PORT ORFORD, Ore.—The Tribune conducted for the past 10 years by H T. Stewart, has been sold to a syndicate of Port Orford and neighboring citizens and will be edited hereafter by Walter Sutton.

Names Benjamin & Kentnor Co.

The Boston Telegram has appointed the Benjamin & Kentnor Company to represent it in the national advertising field.

Digitized by Google

GRIDIRON FIRE PLAYS ROUND G. O. P. LEADERS

N. O. Messenger of Washington Star Inaugurated as President—Laddie Boy Tried As Source of News and Found Wanting

WASHINGTON, D. C., April 11.—Gridiron Club dinners of the days before the war were recalled by the club's annual spring celebration at the New Willard Saturday night, attended by the President of the United States, the Vice-President, all members of the cabinet, ambassadors and other diplomats, members of the Supreme Court, the Speaker of the House, Senators and Representatives, together with men of national fame in finance, industry and railroad affairs and well known citizens of the Capital.

The inauguration of N. O. Messenger of the Washington Star as the new president of the club was severely simple and accompanied by the sobbing and tears that were said to have been indulged in by Washington business men when a similar character was commanded by President Harding for his inaugural.

Celebrities Initiated

Carter Field, Washington bureau chief of the New York Tribune, Jay G. Hayden of the Detroit News and Robert B. Armstrong of the Los Angeles Times were initiated as active members and Arthur B. Pierce, Fred East and J. F. M. Bowie were admitted to associate membership.

All had to submit to rigid cross-examination as to their qualifications, in which it appeared that each aspired to be a member of the new president's "cabinet."

Asked why he wanted to be Secretary of State, Mr. Armstrong said: "I want more junkets abroad and fewer dry dinners at home."

"Have you any qualifications for the job?"

"At least one. I can't get elected to anything at home."

Mr. Field wanted to be Postmaster-General. Asked if he could improve the mail service, he said: "I don't see how I could make it any worse, and I can improve the personnel."

Mr. Hayden insisted that he ought to be Secretary of Labor. "I thought all you Michigan people wanted to go into the Senate," said the examiner.

"No, it costs too much."

"Are'nt you aware that your ownership of stock in a distillery disqualifies you?"

"But I disposed of my shares. I traded them all for the stock of liquor. Moreover, I can transport it to Washington if anybody can."

"Laddie Boy" Was There

During the evening it was necessary for the chair to call to order a group of club members who were engaged in a controversy. One of them maintained that President Harding has a personal confidant who hears everything and knows everything that goes on, but never says a word about it. The others protested "there ain't no such animal," whereupon the first man proceeded to prove his assertion.

"Laddie Boy," President Harding's Airedale, was brought in on a leash by Jackson, his keeper, without the President's foreknowledge, and placed upon a table. The disputants asked him questions, while another was to listen for and communicate his replies.

"Laddie Boy," he was asked, "how much of the allied loans is the President going to cancel?"

All leaned forward, expectantly listening. "What was the answer?"

"Nothing at all."

"Is Colonel Harvey, at the Court of St. James, to be unmuzzled and free, or dumb?"

"Absolutely dumb."

"Laddie Boy, when President Harding called on the Senate to ratify the Bryan Colombian treaty, did the Republican senators take their medicine silently or indulge in indignant speeches?"

"Absolutely speechless."

When he was asked if Harding was the greatest President the country has ever had a chorus of "woof, woof, woof" surprised him, but he wagged his tail in approval.

A despondent-looking individual was discovered wandering around the hall, gazing mournfully about him.

"Who is that terribly lonesome individual wandering about here?" was asked.

"Yes, I am lonesome," he said. "I am the only surviving private citizen of Marion, Ohio."

There was a commotion outside; some one was coming in.

"Charley Dawes approaches quietly," it was suggested.

"Hell and Maria," cried an irritable voice, "where's the chief?"

"He's not here, general. Are you just from Washington?"

"Yes, I left those blithering idiots who were investigating war expenditures. Told 'em where to head in."

"So we gathered from the newspaper accounts. They say you swore something awful, and your testimony had to be censored."

"Not a damn bit of it. I might have cussed a little, but I held my temper. A man's got to cuss or cry, and I didn't cry."

At a stage in the proceedings the members of the cabinet were requested to rise in their places and remain standing for a few minutes. As their names were called and they arose, the guests applauded them vigorously. Then Col. Henry Hall, one of the senior members of the club, admonished them in witty and entertaining way upon the duties and conduct of their office. He began with Secretary Hughes, and solemnly entreated him not to "slap the newspaper men on the back and say, 'Hello, old top!' as Elihu Root used to do, when he was Secretary of State." And so he went down the line with an appropriate admonition to each member of the cabinet.

The souvenir of the dinner was a book of fables and wonder stories about prominent guests, illustrated with cartoons by C. K. Berryman of the Washington Evening Star, who is also responsible for the cartoons which appear on this page of EDITOR & PUBLISHER.

Employes Buy Paper Mill Stock

CHICAGO.—Tribune employes have bought up more than $25,000 worth of the 8 per cent second preferred stock of the Ontario Paper Company, Ltd., which operates the Tribune's paper mills and pulp properties. More than a third of the issue has been purchased by the Tribune.

FEATURES OF THE GRIDIRON CLUB DINNER

C. K. Berryman in the Washington Star.

by Google

BALTIMORE PRESSMEN'S WAGES CUT 10 PER CENT BY ARBITRATORS

New York Bookbinders Locked Out After "Snap" Strike—Binghamton Papers Normal With Non-Union Force—Deadlock In Boston

REDUCTION of 10 per cent in wages paid to union pressmen in Baltimore under an award by Judge Morris A. Soper as arbitrator was the outstanding event of the week in the wages and hours negotiations now going on between the various printing trades unions and employing printers. It is the first noteworthy reduction in the present controversy. Other developments included a lock-out and establishment of the open shop by 16 large New York bookbinders following a strike called in one shop last week. The union bookbinders say that the lockout is due to their refusal to accept open shop conditions, while the employers say that the strike on April 5, in a single shop was without warrant and in violation of agreements.

Binghamton Employers Satisfied

Binghamton employers are authority for the statement that the strike of the typographical union is over in that city so far as the Press and Leader, the Morning Sun, the Johnson City Record and the plants of the Vail Ballou and the Kennedy-Morris Companies are concerned. All three newspapers are said to be practically on a normal basis, printing all foreign and local advertising offered and the usual amount of news matter. They are employing non-union printers, including linotype operators, floor men, advertising compositors, all of whom are said to have signed contracts to remain permanently if desired.

Pressroom and stereotype forces are standing by their local and international arbitration contracts, although great pressure has been brought to bear by the typographical organizers to induce them to strike, it is stated. Approximately thirty strikers have gone to other towns to seek employment and the union is said to be having difficulty in holding men in the city on the promise of an early settlement.

The Morning Sun and the Vail Ballou Company have started classes for training linotype operators and are said to have more applications than can be accommodated. The local publishers hold the belief that a centrally located linotype school supported by the New York State Publishers would be of great assistance to the publishing business generally.

The Boston Situation

In Boston, where the book and job printers struck last week after employers had posted a wage reduction, charges are made by union officials that the strike was precipitated by an "inside group" in the local and national typothetae.

Through the breaking up of hitherto peaceful dealings, this group seeks to destroy and eliminate competition from the smaller and independent printers the statement charges. That the fight was originally staged to be carried through in Chicago, but was shifted to Boston, because the former city is a large periodical and magazine centre, and the unions are very strong and exceedingly well retrenched, is also alleged. It is charged that the scheme whereby the little fellows would be gobbled up, and the control pass into the hands of this inside group, was hatched in Cincinnati on March 31.

According to the union officials, plans for financing this campaign were made at this meeting, and steps taken to open strike-breaking headquarters at New York, Philadelphia, Chicago and Montreal. After mature consideration it decided to shift the fight to Boston, and Edward Vance of Akron, Ohio, alleged to be a professional strike-breaker, was and is retained to take care of the strike-breakers in this section of the country. These facts have been known in certain local quarters, and many appeals have been made to the union from employing printers of the smaller shops for protection against the alleged programme for annihilation.

Richard Seaver, chairman of the publicity committee of the Boston Typothetae, states:

"In regard to the statement that this Boston strike is engineered by a small inside group of officials, this, of course, has no basis in fact. The real issue of this strike is, as it always has been, the 44 versus the 48-hour week.

Ithaca Unites Against 44 Hours

"The strike in Boston—far from being engineered from outside—is purely a local affair. We would say that if any movement to call a strike was being planned from outside headquarters—it would be the labor union rather than the employers' side.

"In reply to the assertion that a small group of officials are trying to dominate the larger number, the facts are that there are in Boston approximately 500 printing offices. Of this number approximately 450 are merely one and two-men shops—and in the remaining 50 to 60 shops, constituting the membership of the Boston Typothetae—is gathered over 80 per cent of the printing presses, materials and financial investment of the whole industry."

There was no change in the situation in the printing trades strike up to April 15. The strike committees of the various unions were active conferring with different parties interested in effecting a settlement, but there were no new developments.

Employing book and job printers of Ithaca are united against the inauguration of the 44-hour week as proposed by the typographical and pressmen's unions, and present indications are that every shop in the city will close on May 1, a statement from the Master Printers declares. There are seven commercial shops in Ithaca, employing from 35 to 50 people. With one exception all plants are and have been for some time operated as closed shops.

Arbitrator Scores Resetting

The old evil in newspaper offices of resetting plate and matrix matter was roundly scored by Chief Justice McCoy of the District of Columbia Supreme Court in a decision in arbitration proceedings between the Washington typographical union and the Washington Newspaper Publishers Association. The arbitrator rejected the demand of the union for a wage increase except on Sunday afternoon newspapers and also rejected the counter proposal of the publishers for an increase in hours. He extended the time within which publishers may reset matter from fourteen days to thirty.

Officials of the pressmen's union accepted the award in Baltimore of Judge Soper, with the proviso that the arbitrator be requested to furnish the evidence that "the economic and physical condition of the printing industry justified the reduction." Judge Soper, in announcing the wage-cut, said in part:

"It is agreed between the parties that there has been a decrease in the cost of living of 8.2 per cent, as determined by the Bureau of Labor statistics (for the period ending December 31, last). It follows that the wages should be reduced a corresponding amount unless the consideration of the economic or physical condition of the industry leads to a different conclusion.

History of Baltimore Case

"Figures have been submitted that have convinced the arbitrator that the economic condition of the industry on March 1, 1921, was not as good as it was on September 1, 1920. During the six months period the amount of the output was decreased, the amount of new business was reduced and the percentage of profits was likewise diminished. The agreement between the parties does not specify precisely what weight should be given to the economic condition of the industry. It is left to the agreement of the parties and failing that to arbitration. Indeed, it is impossible to express precisely what consideration should be given to this factor.

"It is difficult or impossible to express the changes in the economic condition of the industry in terms of percentage, and also difficult to determine what effect an unfavorable economic condition should have upon the scale of wages, which is only one of the elements entering into the cost of production. The proper result may depend upon sound judgment, after fair consideration is given to all facts submitted.

"In this particular instance, the arbitrator believes that side by side with the reduction in cost of living there has been a reduction in the prosperity of the industry, which has gone to even a greater extent than the reduction in the cost of living. Considering both of the factors, the arbitrator decides that a reduction of 10 per cent in the scale of wages, to be effective from March 1 to May 1, 1921, as provided by the terms of the agreement, would be proper and fair."

The history of this case goes back to September 1, 1919, when a wage contract was made with the Baltimore Typothetae to run 2 years. At the end of any six months either side may call for an increase or reduction according to the rise and fall in the cost of living. September 1, 1920, the pressmen received an increase.

No Arbitration in New York

Compositors in Baltimore are looking forward to a strike on May 1, when the 44-hour week issue will come to a head. Employers are firm for the 48-hour week and mantain that the adoption of the shorter week by Baltimore printers was made provisional upon its adoption in at least 50 per cent of all cities in the country.

Conferences are proceeding between the New York newspaper publishers and committees of the Typographical Union and International Printing Pressmen & Assistants Union to formulate new wage scales and working agreements in place of those which expired during the past two months. No arbitration contracts exist between the publishers' association and either of the above unions, it is said, but it is believed that arbitration will be resorted to in settlement in case of any dispute.

LABOR WILL BE BIG A. N. P. A. TOPIC

Forty-four Hour Law and "Resetting" Rule Promise Important Action—Rumors of New Labor Commissioner Heard

Beyond the shadow of a doubt the "headliner" topic of discussion at the convention of the American Newspaper Publishers' Association will be Labor—for within the next year many publishers expect that the printing trade unions will demand of the newspapers the forty-four hour week, the same as they now plan to put into effect on May 1 in the union job and commercial shops of the entire United States and Canada.

While the present agitation does not directly affect the newspaper offices, many publishers nevertheless are involved through conducting commercial offices in connection with their newspapers. As one publisher stated it to EDITOR & PUBLISHER this week: "The I. T. U. intends to get the 44-hour week in the job shops on May 1 at any cost, even though on the basis of 44-hour pay if it cannot be obtained in any other way, so that they can make their demand for 44 hours on the newspapers a year from now. The coming convention of the A. N. P. A. must take a stand one way or the other, and I know positively that there are a great many members who will not, because they cannot, adopt the 44-hour week at the wages they are now paying for 48 hours."

The matter of resetting advertising copy that comes to the newspapers in mat or cut form, which is the I. T. U. rule in many cities, is also due for serious consideration. Within the past year the practice has been abolished in the offices of the Pittsburgh newspapers and Detroit newspapers no longer bow to the will of the I. T. U. in the matter of resetting.

Lower wages and the abolition of what is regarded by many publishers as excess manning of plants to abide by union rule and training of apprentices for the various branches of the printing trades are other phases of Labor certain to receive a thorough threshing out on the convention floor. At no time in the history of the dealings of publishers with organized labor has the situation been more unsettled.

In addition to the convention discussion, a conference of the closed-shop newspaper publishers of the country has been called by E. J. McCone, general manager of the Buffalo Commercial, to be held at the Waldorf-Astoria during the course of the A. N. P. A. meeting week. The results of this meeting are being looked forward to with much interest.

There is some talk also of the appointment of a new chairman for the standing committee on labor in the place of Henry N. Kellogg.

There is every indication that the attendance at the Associated Press and the A. N. P. A. conventions this year will break all records. Editor & Publisher has received assurances from close to 500 members that they are coming and have already made hotel reservations. This complete list and the location of each member will be printed in Editor & Publisher pre-convention number next week.

The same rules as last year will govern the A. N. P. A. luncheon, April 28, Herbert Bridgman of the Brooklyn Standard Union, being chairman of the committee in charge.

Digitized by Google

B. L. T. ONCE QUIT JOURNALISM TO EDIT SMALL TOWN ORCHESTRA'S BASS-DRUM

Nothing But Disgust When Barre, Vermont, Failed to Respond to His Merry Quips in the Ill-Fated Town News—His "Discoverer" Writes of Life

By ALVIN T. THOITS

EDITORIAL NOTE—Mr. Thoits is the man who kept Bert Leston Taylor in the newspaper business. For that reason the story that follows will be of interest to every reader of the famous writer who died a few weeks ago. Mr. Thoits, who is now the sales manager of the Welch Manufacturing Company, of Grand Rapids, Mich., says that he always considered B. L. T. a genius whose life was a mass of contradictions that made it necessary for him to have a guiding hand to achieve the best results.

THE biographers and eulogists of the late and sincerely lamented Bert Leston Taylor seem to think that his notable work began with his initiation of the "Line o' Type or Two" in the Chicago Tribune. As a matter of fact, those who knew him best and longest feel that he was a great deal more of a character than they, who knew him only after he had "arrived," are aware.

His well-merited success tempered materially the character of his work. While it was not more polished than in his earlier days, it did not scintillate so brilliantly, and those who have followed him from the first, thought they could detect in his latter efforts a subtle self-consciousness that he had left the environment and the associations of his earlier years, and that the satire which formerly was directed at the "high-brow" elements in literature, in music, in art, even in politics, must now be repointed.

As "Line" fans are well aware, it was one of B. L. T.'s most cherished pleasures to jibe at the "country weekly" in his famous column, yet the success which came to him was due in very substantial measure to the training he received on a country weekly; indeed, had that experience been eliminated, his career would have been very different.

Editing The Base-Drum

Following his matriculation as a printer, Taylor went to Montpelier, Vt., and became associate editor of the old Argus and Patriot, then published by one of the characters of country journalism, Hiram Atkins. The Argus and Patriot was that anacronism, a bitter partisan Democratic paper in the rock-ribbed Republican state of Vermont, enjoying the largest circulation of any paper in the state, and one of the most successful financially. It was a ten or eleven-column folio, with perhaps thirty columns of town news set in six-point, each item paragraphed and meticulously graded, the longest paragraph rarely over five lines in length. It was Taylor's duty to edit this immense mass of typical country correspondence. He found it easier to rewrite it than to edit it, and so quite naturally acquired the habit of condensation and of making brief, snappy epitomes of the news as it came to him.

The success of the Argus and Patriot inspired in him an ambition to start a paper on similar lines for himself, and he began the Town News at Barre, Vt., doing much if not all of the composition himself. Without the sobering influence of old Hiram Atkins, Taylor began mixing brilliant satire with the more commonplace items of news of Barre, jibing frequently at the constituency he expected to support his newspaper venture. The Town News went under, and Taylor wrote its "obituary" in the final issue, one of the drollest and wittiest satires I have ever read, and one which for real humor I do not think he ever equalled in his famous "Line," or elsewhere.

The writer was at that time editor of the Manchester Telegram, a somewhat sensational free-lance weekly paper. I was so impressed with this "obituary" that I determined to secure Taylor for the Telegram. Taylor announced that he was positively and irrevocably through with newspaper work, literature, and everything pertaining thereto, that he was then studying orchestration, and was confident that if he failed in that he could get a job "editing" the bass-drum, as he expressed it. After considerable persuasion, however, Taylor joined the Telegram. Taylor's work here demonstrated most conclusively that he possessed those abilities as a newspaper paragrapher, as a satirist, as a critic of both music and the drama, as a poet and as a jingle writer never before, I believe, combined in one individual. He was temperamental, naturally, but lovable to a degree.

"Do you ever see my stuff in Puck? Or do you shave yourself?" wrote B. L. T. when a member of the staff of that publication, to his friend George H. Larke. That was the B. L. T. that Alvin T. Thoits, the author of this article, "discovered" up in Vermont. His was a carefree life then and it was about that time he announced that he was through with newspaper work and intended to take up music. The author says B. L. T's. best work was done in those days.

Even then he was exceptionally painstaking in his work. I do not believe that he ever took more pleasure and pains in the construction of his "colyum" for the Tribune than in his working over the current local news of Manchester for the Telegram. His literary style then was quite as pure as in later years. We were fortunate at that time in bringing out on the Telegram cotemporaneously with Taylor, a cartoonist of exceptional originality and talent, J. Ed Coffin, who, had he lived, I believe would have become a second McCutcheon. Taylor collaborated with Coffin in the production of many cartoons and text, and the circulation of the Telegram went up by leaps and bounds, far beyond the mechanical facilities of the plant. Its street sales were at one time more than five times the total circulation of both local dailies.

No Dilettante at Politics

When I was tendered the offer of managing editor of the Manchester Union, I took both Taylor and Coffin to that paper. Taylor became paragrapher and dramatic and musical critic, and the Union's dramtic column at that time was a long way from being the least uninteresting and sought-for in the paper. Percy Hammond today really has nothing on Taylor's reviews of current plays that visited Manchester then. But it was in Duluth that Taylor's best work was really done.

I acquired the News-Tribune immediately following the National Republican convention in St. Louis, where McKinley was nominated, and installed Taylor as editorial writer. The political campaign was just getting well under way. Duluth was the hotbed of free-silverism. The then Republican representative, Charles A. Towne, had followed Senator Teller out of the convention hall, and espoused Bryan and his sixteen-to-one. He had been nominated for Congress by the free-silver Republicans, the Populists and the regular Democrats. It was recognized that this Congressional district was in a measure the battleground of the presidential campaign. Mark Hanna so regarded it, and there was no lack of financial means behind the Republican candidate, Judge Page Morris. The evening paper came out for Towne. The News-Tribune bore the brunt of the battle for the Republicans.

Taylor then demonstrated that he was no dilettante in writing political stuff. He didn't use a bludgeon in going after the opposition. He employed the rapier. His thrusts were inconceivably swift and rarely failed to effect a touch. Congressman Towne was more or less a would-be stateman of the old school. He had studied for the stage—if he had not been on it—had a sonorous voice which he knew how to use, and insisted on being taken at all times "seriously." Taylor never did take him seriously in the campaign. He used satire, wit and scintillating paragraphs. Towne writhed and roared—but Taylor always scored, always "picked him," as he used to say.

It is not probable that the campaign was fought anywhere more sharply and bitterly during that memorable fight than in the Fifth Minnesota district. The chairman of the Republican congressional committee was an able politician, and he was not above asking for and accepting suggestions made by others. The Towne committees were cocksure that he would win—and indeed all indications pointed that way. They were probably better supplied with campaign funds than any other congressional district in the country. Hartman, a millionaire silver mine owner of Montana was backing Towne to the limit. Towne's supporters could not possibly conceive of his defeat, and they were quite willing to back their belief by wagers—so long as their personal funds lasted. A great deal of money had been wagered at odds on Towne.

Then Taylor made the suggestion that since the Democrats were so willing to wager on Towne, wouldn't it be a good idea to use a substantial amount of the Republican campaign fund in covering the wagers, on the theory that the Democrats would probably use their own campaign funds to bet on Towne—they were absolutely confident of his success. The Republican chairman caught at the suggestion, and when the closing days of the campaign arrived, Towne's committees had practically tied up every dollar of their fund in betting on his success. Then, Mark Hanna came to the front to replenish the Morris coffers—and Towne was defeated by less than a thousand votes. He subsequently conceded that it was in great measure Taylor's satire that had turned the scale—and he never forgave either Taylor or the writer for the character of the campaign that had worsted him.

The managing editor of the News-Tribune at that time was George H. Larke, now, I believe, connected with the New York World. Himself a brilliant newspaper man, and one of the best judges of the value of "news" that I ever met, Larke often spoke of the exceptional ability of Taylor, and especially commented on his newspaper literary style, which he compared with Stevenson and Kipling. The editorial columns of the News-Tribune in those days were almost "lifted" bodily by numerous other dailies in widely different sections of the country. Yet this fact never seemed to worry Taylor in the slightest degree. In fact, he was not averse to picking flaws in his own work, but he was consistent always, a loyal friend, utterly lacking in practical business ideas, a natural Bohemian.

A Natural Bohemian

This was his nature up to about the time he went to New York, and became a member of the staff of Puck. When I disposed of the News-Tribune in 1899, I prevailed on the late Willis Hall Turner, then manager of the old Chicago Journal under the Scripps-MacRae control, to give Taylor a position on that paper. Turner put him in charge of a column of pot-pourri, news items, odd happenings, etc., which he quickly developed into really the original "colyum," as these departments are evolved today.

It was, perhaps, characteristic of Taylor in his later years, when success came to him in such measure, that he sought to minimize and belittle much of his earlier work—work which in the opinion of really capable judges was not one whit less worthy of preservation than a good deal of his later product. When connected with Puck, he wrote one of the wittiest satires on the "Water Wagon" under the title of "The Log of the Nautilus." It was published and had a large sale, yet Taylor never mentioned it, in fact excluded it from his own library.

So, with a so-called "mystery story," written in competition for some very substantial prizes offered by the old Chicago Record. It won Taylor $1,500—and his first characteristic and unconventional act with the money was to elope with the estimable young lady who is now his widow, although so far as I know there was no obstacle necessitating the elopement. But Taylor, paradoxical as his writings would indicate, was at heart as romantic as the hero of his then favorite author, Dumas's D'Artagnan. The story that gave him his start and his helpmeet he sought to relegate to the limbo of things forgotten.

Three Light Operas

He subsequently wrote considerable fiction of a popular character, several very clever stories for the Black Cat magazine, when it was at its best, subsequently for Everybody's and other magazines. While connected with the Manchester Union, he wrote the librettos for three light operas, the music being provided by a local musician of considerable ability. Taylor's librettos would not suffer one whit in comparison with Gilbert's. They were genuinely witty and humorous, *sans* the slapstick accompaniments, droll and unique in conception, and really brilliant in execution, and his lyrics were quite as finished as any of his later poetical efforts and more musical. There is no doubt that any of these

Digitized by Google

operas, had they come to the attention of capable producers, with perhaps some perfecting of the scores, would have proven quite as big successes professionally as any similar operas in the past generation. His best effort, his first, was titled "Captain Kidd, Numismatist," a truly droll and clever satire on the "get-rich-quick" tendency of the times. His other two operas were "The Explorers," and "The Fountain of Youth."

It was not possible for Taylor, whatever the subject on which he wrote, to "pad" to a specified length. Many is the time I have requested him to make a news article of a specified length. He would prepare it with the same scrupulous care and fidelity to details that has always characterized his work, but he could not and would not add a superfluous sentence or word to mar the perfect newspaper style of composition that he always affected. As a space writer Taylor would never have accumulated wealth. His style was too pure.

In his later years, Taylor illustrated strongly the influence of environment and association. It was merely the hazard of chance originally that his career into journalism, after he had definitely abandoned it.

It was a whole-souled entry into a national political campaign that prevented him becoming another Iconoclast Brann. As his "Line" became famous, and intellectuals competed with the "low-brows" for a paragraph, a line, a "wheeze," therein, Taylor became more conventional, mixed less and less with the lowly (formerly one of his greatest relaxations) jibed less and less frequently at these to whom he had directed his drolleries, and definitely aligned himself with the "high-brows."

He was a unique genius. In his earlier life he was most modest and unassuming, droll in conversation, a capital companion. Whatever he did—and he did only what interested him—he did far better than ordinary. In the sports he indulged in, if he did not excel, he was a good deal better than the average. If there was a more successful fisherman than Taylor, I never met him. He could play a stiff game of tennis, and while he was no "Chick" Evans, he was a fine golfer. Before golf became common in this country Taylor's chief exercise was bowling, and he was a good one.

In my judgment he was the best paragrapher of the past quarter century, not even excepting Eugene Field, and he was far wittier. Lacking, perhaps, the deep underlying sentiment Field evidenced in all his poems, Taylor's verses were quite as musical, and he had no peer as a maker of jingles. His humor was spontaneous, never bitter-edged. His cynicism, and he was never entirely free from it, was mild, and seemingly only served to sharpen the satire he so loved to evoke.

New Paper Trade Officers

W. J. Raybold of the Eaby Writing Paper Company was elected president of the American Pulp & Paper Association at its annual convention this week at the Waldorf-Astoria, New York. Other officers are: Vice-president for the East, Henry W. Stokes, York Haven Paper Company, York Haven, Pa.; vice-president for the West, Arthur L. Pratt, King Paper Company, Kalamazoo, Mich.; secretary-treasurer (re-elected), Dr. Hugh P. Baker; assistant to the secretary, O. F. Porter. The above constitute the executive committee with the following members-at-large: Col. W. E. Haskell, International Paper Company; Louis Bloch, Crown-Willamette Paper Company, and W. R. Shaffer, New Haven Paper Company.

"CLEANER ADS" A. A. A. A. TOPIC

Tenth Anniversary Celebrated By New York Council

While several important advertising topics were discussed by the speakers at the tenth anniversary division of the New York Council of the American Association of Advertising Agencies, held at the Hotel Commodore Wednesday evening, "Cleaner Advertising" seemed to be the one in which the greatest interest was shown. The prevailing idea was that the public will not tolerate as it once did coarse and suggestive advertising. Its morale is higher. The advertiser who offends good taste in his advertising will certainly lose out in the end. The 200 members and guests who sat at the tables heartily applauded these sentiments.

The list of speakers included Collin Armstrong, who presided; Major Jesse F. Matteson, of Chicago, president of the A. A. A. A.; William H. Johns, first president of the national organization; Eugene McGuckin, chairman of the Philadelphia Council; E. E. Dallis, Atlanta, chairman of the Southern Council; John Benson, vice-president and chairman of the Western Council, Chicago, and M. P. Gould, A. W. Erickson and Joseph A. Hanff, of the New York Council.

Mr. Johns said that competition in the advertising field had never been keener than it is today. It was a good thing for the business that competition exists for fair and honest competition is essential to keep advertising men keyed up to the proper pitch and to develop advertising along progressive lines.

Loses Suit Against K. C. Star

Dr. B. Clark Hyde, of Kansas City, lost his $2,500,000 damage suit aganist the Kansas City Star, in his appeal to the Missouri Supreme Court, after the Circuit Court at Kansas City some months ago threw the case out of court. The doctor had asked for that sum in punitive and actual damages following publication of testimony during his trial for the murder of Col. Thomas H. Swope, in Kansas City some years ago. The suit was filed nine years after the trial. The Star had published some testimony which the court later did not allow to go to the jury.

Promotion for Paul Armstrong

Paul S. Armstrong was appointed advertising manager of the California Fruit Growers' Exchange, Los Angeles, succeeding Don Francisco, who, on May 1, becomes co-manager of the Pacific Coast offices of Lord & Thomas. Mr. Armstrong has been assistant to Mr. Francisco and manager of the dealer service department.

A. A. A. A. MEMBERS NOW PLACE $300,000,000 ADVERTISING ANNUALLY

By JOSEPH A. HANFF

Chairman New York Council American Association of Advertising Agencies
(*Written Exclusively for* Editor & Publisher)

ON the celebration of the tenth anniversary of the New York Council of the American Association of Advertising Agencies, it is proper that we should take stock of our accomplishments in the past and our hopes and plans for the future.

Measured by growth, the success of our association is something to be proud of. From a mere handful of New York agents who had to be introduced to each other at the first meeting, our association has grown until we now have a strong national organization of 133 members, with a well organized headquarters in New York and local councils in the West, the East, the South, Philadelphia and New York.

Joseph A. Hanff

While the number of members of the A.A.A.A. may seem small, it must be realized that in that number is included most of the leading advertising agencies of the country and the amount of business handled by these agents is approximately $300,000,000. It also must be realized that the standard of practices adopted by this association is so high that many agencies are not eligible and either do not apply for membership or find that their applications are returned with the suggestion that they bring their organizations up to the proper standard if they wished to become members.

The work that has been done during the past ten years is varied, and deals with advertising in every branch.

Standardizing of practices, standardizing of forms, standardizing of sizes of publications, have all been given considerable thought, and work that has been done in this direction means a saving of thousands of dollars to advertisers and publishers, as well as agents. This work not only has been beneficial in the past, but it is an investment which will return dividends to the advertising world in general in the many years to come.

The Advertising Agents Association has not overlooked the room for improvement within their house.

While at the beginning there was much to be desired in the way of improvement in service and uniformity in the handling of accounts, we can honestly say that today the members of the American Association of Advertising Agencies do so conduct themselves that the mere statement that they are members is sufficient to guarantee an advertiser everything that an agency should and can be.

On account of the unbiased position occupied by the advertising agent, no other one branch of the advertising world is in position to lead the way.

Every action that they have taken and every action that they will take in the future is for the good of advertising. We believe that only if any practice is for the good of advertising can it be good for the advertiser, for the publisher and for the agent. Any practice that is not for the good of advertising even though it seems to benefit any one of the three parties concerned, in truth is not for the good of anybody who is interested in the future of advertising.

The Advertising Agency Association is being looked to at all times by all branches of advertising for their advice and leadership. We accept the honor and realize the responsibility and promise to continue to lead and direct "for the good of advertising."

CIRCULATORS SWAP POSITIONS

Stodghill Returns to Louisville—Weir Goes to Syracuse Journal

AN arrangement by which two circulation managers will return "home" has been effected in the change of positions of Howard W. Stodghill, circulation manager of the Syracuse (N. Y.) Journal and Robert S. Weir, circulation manager of the Louisville Courier-Journal and Times. The change was made by mutual consent of the circulation managers effected, and their publishers. The change will become effective on May 1, Mr. Stodghill going to Louisville to take over Mr. Weir's duties, while Mr. Weir will report as circulation manager of the Journal.

Howard W. Stodghill

Mr. Stodghill has been in Syracuse six months, having gone there from the Louisville Herald, which paper he served as circulation manager for more than four years. He is a Kentuckian by birth, and had his first newspaper experience with Lexington and Louisville newspapers. He has served nearly all the Louisville papers at some time during his life, and with the acceptance of the department managership of the Courier-Journal and Times, he realizes a long cherished ambition.

Robert S. Weir

On the other hand, Mr. Weir having been circulation manager of the Syracuse Herald some years ago, considers Syracuse "home" and after nearly three years in Louisville he welcomed an opportunity to return to Syracuse. Messrs. Weir and Stodghill were circulation managers of competing papers, but developed a most cordial personal feeling for each other, from which resulted the arrangement by which both go to jobs of their individual liking.

After leaving Syracuse, Mr. Weir went to Detroit, where he was circulation manager of the Journal up to the time he took over the Louisville combination.

New Yorkers to Meet June 30

The New York State Press Association will meet at Ithaca, June 29 and 30 and July 1, when it is expected to have Governor Miller as guest of honor. The program details are in the hands of Wallace Odell of the Tarrytown News and M. V. Atwood of Ithaca.

To Have Sunday Morning Edition

Beginning April 24, the Washington (D. C.) Times will publish a Sunday morning edition. The Sunday evening edition will be continued as usual.

Small Fire in Buffalo

Fire starting under one of the presses of the Buffalo Courier and Enquirer plant was controlled with minor damage resulting.

Digitized by Google

SPHINX FAIRYLAND FOR THE LADIES

Twenty-fifth Annual Reception Celebrated in Novel Style—"Bob" Huntsman "Steam Rollered" into Presidency

The Grand Ball Room of the Waldorf-Astoria Hotel was converted into a veritable fairyland of growing vines, flowers and singing birds for the celebration of the twenty-fifth anniversary of Ladies' Night with the Sphinx Club in New York, April 12. A canopy made of silken material covered completely the old golden ceiling. It contained over 1,500 yards and to it were suspended something over 500 yards of silk ribbon in pastel colors, blue, gold, lavender and pink, to which were held five hundred gifts of various colors. Some were on gold wires, descending from the points of the canopy.

There were twelve large shields of floral designs, with a silhouette of Pan, twenty-four disks with floral arrangement, fifty table ornaments of an unusual and attractive design and ten cages with mechanical singing birds.

The electrical effects were obtained by seven spot-lights, two mechanical devices and four color-wheels making the brilliance of the scene when the five hundred Sphinx and their ladies entered the Grand Ball Room beyond imagination.

A center decoration was a large hanging basket, the "Nest of the Faun," with various colored ribbons held by pretty maidens singing merrily, extended to the boxes in the corners of the room.

The feature of the evening was the entertainment program:

EILEEN MAYO
The Faun in the Basket
THE MELANI FOUR
European Street Singers
ORIENTAL DANCER
"SWEET LAND OF LIBERTY"
Sung by James P. Gilroy, "End Man" of the Sphinx Club Minstrels
HORTON & LA TRISKA
The Clown and the Mechanical Doll
CHENEY, HAZLETT & CHENEY
In a Popular Song Revue
HACHELL-BERGE ORCHESTRA
MAJESTIC JAZZ ORCHESTRA

The annual election of officers was carried through in a very novel way, through the use of a property steam roller operated by Harry Good, of "Carter's Little Liver Pills" fame. Judging by the remarks of Mr. Good, the members of the Sphinx do not take themselves too seriously. He reversed the usual process by focusing attention on the incapacity and inability of the officers and official boards, but inasmuch as he was operating the Huntsman Steam Roller and blowing the whistle he had no opposition.

The following officers and committeemen were duly declared elected for the season 1921 and 1922:

President, R. F. R. Huntsman, publisher Brooklyn Standard Union; Vice-Presidents, Preston P. Lynn, general manager John Wanamaker; George Ethridge, Clarkson Cowl and Dan A. Carroll, New York special representative; Secretary, Thomas A. Barrett, Orange Judd Company; Treasurer, F. St. John Richards, representative St. Louis Globe Democrat; Executive Committee, W. R. Hotchkin, Roger J. O'Donnell, Samuel Moffitt, W. W. Hallock, Corbett McCarthy, Collin Armstrong, E. D. Gibbs.

The menu was one of the Waldorf's best. The cuisine was perfect. The favors were sterling silver vanity boxes.

"We'll make it—Good," said the Sphinxers as they gazed at their able President. "We will," shot back Harry H. as he reached for his bottle of Carter's Little Liver Pills. They did. Good rode high on the steam-roller. Robert F. R. Huntsman (address letters in care of the Brooklyn Standard Union) is again President.

ASSEMBLY PASSES BETTS BILL

1921 Session Laws Not Affected—Albany Journal to Get All Printing

(*Special to* EDITOR & PUBLISHER)

ALBANY, N. Y., April 13.—The assembly today passed the bill of Assemblyman Charles H. Betts, designed to abolish publication of the session laws in newspapers by a vote of 104 to 27. The bill was defeated April 5 by a vote of 63 to 60, but at that time Mr. Betts gave notice that he would make another attempt to pass it. The bill was amended to take effect in December, 1921, instead of immediately as in the original bill, so that the laws of the 1921 session will be published as usual. Senator Fred B. Pitcher is expected to move in the Senate to discharge the internal affairs committee from further consideration of the bill, which will bring it to a vote in that body and its passage is expected.

The assembly has also passed the bill of Senator Frank L. Wiswall of Albany amending the state executive law by providing that all notices and other matter required to be published from all the state departments, be printed in the official state paper, the Albany Evening Journal, of which William Barnes is president. The measure was passed by the senate last week and goes to the Governor.

AGENCY REGISTERS TRADE MARK

"Planned Advertising" Now Protected for Hoyt's Agency

Hoyt's Service, Inc., New York, has secured registration in the United States Patent Office for its trade-mark "Planned Advertising." "Our basis for applying to the United States Patent Office for a trade-mark" says Charles W. Hoyt, "was as follows:

"Since we operate on the basis of first producing plans, which are bound in a uniform style with the words 'Planned Advertising' on the covers as a definite method of identification, then why were we not in the same position as the manufacturer of any other commodity who used a trade-mark indicating the source of origin or identification of the merchandise? Of course, the continued use and featuring of this trade-mark gave us certain rights from a legal standpoint which were quite valuable. But the registration of the United States Patent Office still further establishes the value of the trade-mark."

First "Roto" in San Francisco

The San Francisco Daily News starting May 7 will issue a rotogravure section with each Saturday issue. This will be the only rotogravure section published in San Francisco. Only one other, that of the Los Angeles Times, is published on the Pacific Coast. The rotogravure section of The Daily News will be printed in San Francisco, on a very good grade of book paper. The page will be 280 lines deep, the columns eleven ems wide, with eight columns to the page.

Hall Starts Agency

Charles Gilbert Hall, who was for many years with the advertising department of the Curtis Publishing Company, has established an advertising agency at Philadelphia. Recently Mr. Hall has been engaged in editorial work and in writing articles on business.

NOW WHAT WOULD BE THE NEED OF SAYING IT WAS THE SPHINX CLUB'S LADIES NIGHT?

Digitized by Google

SHORT TALKS AND EVERYBODY TALK CIRCULATORS' IDEA

International, New York State and Three-I Associations Announce Programs Which Provide Extra Large Quota of General Discussions

SPRING is the season when turning to thoughts of this and that is proper and it is also the season when circulation managers turn to thoughts of swapping handshakes and ideas at conventions. Right on time are the program committees of the International Circulation Managers' Association, for its meeting at Columbus, Ga., May 10-12; the New York State Circulation Managers' Association, for its session at Utica, April 19 and 20, and the Three-I Circulators' Association, meeting at Indianapolis, April 19.

J. M. Annenberg, of the Philadelphia Public Ledger, as chairman of the I. C. M. A. program committee, has secured a number of capable speakers to present interesting "papers" and to lead the discussions, and has delegated the round-table sessions for evening papers to Paul O. Sargent, Grand Rapids Press and for morning and Sunday newspapers to R. B. Kinard, Houston Post.

First I. C. M. A. Session May 9

Preliminary details will be settled at a meeting of the directors at the Ralston Hotel at eight o'clock on the evening of May 9, at which reports will be presented by the entertainment committee, auditing committee and convention committees.

With the convention called at 9 o'clock the morning of May 10, and the address of welcome delivered, reports of the directors and various committees will be read, motions and resolutions will be in order, the committee on by-laws and constitution will report and special business will receive the attention of the members.

"Long talking begets short hearing, for people go away" is the quotation which leads the list of speakers and their topics in the official program, which follow:

"What steps must a circulation manager take to protect his newspaper, carriers and newsboys against radical legislation regarding age and hours that boys may sell or deliver papers?" by M. E. Zepp, Washington Times, and George H. Reynolds, New Bedford (Mass.) Standard.

"What feature of a metropolitan morning or Sunday newspaper gets and holds the attention of the largest number of readers?" by James L. Farley, Philadelphia North American, and J. J. Kirk, Cleveland Plain Dealer.

"What feature of a metropolitan evening newspaper gets and holds the attention of the largest number of readers?" by George H. Baker, Chicago Daily News, and F. S. Levy, New York Evening Mail.

"The Psychology of circulation letter-writing," by M. W. Florer, Dallas News.

"Keeping Circulation development ahead of population increase in rapidly growing city and territory," by R. H. Berg, Miami (Fla.) Metropolis.

"The circulation value of a daily press pattern feature," George Fries, Cincinnati Times-Star.

"Reducing 'unaccounted for' circulation in press and mailing room. How we do it," by J. C. Montgomery, Detroit News, and Charles Payne, Indianapolis Star.

"The art of infusing harmony in circulation organizations, its value and how to apply it," Harold Hough, Fort Worth Star-Telegram.

"Premiums—are they necessary?" by Fred I. Cook, Scranton (Pa.) Republican.

"Circulation relations with the A. B. C.," by O. V. Fraestein, Milwaukee Journal.

"Best methods for maintaining and developing circulation in negro districts," by J. Levy, New Orleans Item.

General discussion will be called for by the president on the following topics, members being called upon promiscuously:

Motorcycle delivery on rural routes and to suburban towns.

Why the price of daily newspapers should not be reduced.

Best methods of advertising new features.

Value of state news in circulation building.

Why should a daily newspaper be delivered to the home for a lower price than sold on the street or at news-stands?

Has the increased price of newspapers had a tendency to reduce duplication?

Round table talks will follow.

Wednesday morning sessions will open with papers, as follows:

"The value of patent canvas newspaper containers for distributing newspapers to branch stations and wholesale dealers," by C. S. Wilson, Columbus (Ohio) Dispatch, and H. M. Wheeler, Hartford Times.

"Successful methods of obtaining R. F. D. circulation. How we get them," F. R. Folkes, Regina (Sask.) Leader, and H. S. Blake, Topeka Capital.

"Provided you are the leader in classified advertising, what is the best method to increase circulation on account of it?" by William Elder, Toronto Telegram.

"Constructive circulation work," by Sidney D. Long, business manager of the Wichita Eagle.

"What can the I. C. M. A. members do to get back the flat postal rate and a substantial reduction?" by John Eisenlord, Chicago American.

"Promotion stunts and ideas that I have successfully used," Robert Corrigan, Los Angeles Examiner, and W. M. Mahoney, Milwaukee Sentinel.

"The status of the circulation manager. What should be his relation to the management and editorial department?" by J. M. Schmid, Indianapolis News, and M. H. Dubbs, St. Louis Star.

"Successful circulation methods of economy," by John T. Toler, Atlanta Constitution, and W. R. Rauck, Cincinnati Post.

Round table talks will end the session and the afternoon will be marked by the following discussions:

"Educating the farmers as to the cost of producing a newspaper, and the relation of such cost to subscription price," by M. W. Hatmbacker, Oklahoma City Oklahoman.

"The sale of agencies in large towns and its abuses," by J. H. Miller, Pittsburgh Chronicle-Telegraph.

"At a probable sacrifice of circulation should newspapers attempt to maintain or approach 100 per cent circulation collections?" by J. D. Simmons, Atlanta Journal.

"The 'Flying Circus'—what it is and how to run it," by E. C. White, St. Paul Dispatch.

"Value of junior publications for carriers and agents," by Herbert Peters, Wichita Falls (Tex.) Times.

"Effective methods for building country circulation through your town agents and travelling representatives," by R. S. South, Birmingham News.

"The advantage of a list machine to replace the old galley system," by M. B. McNabb, Omaha World-Herald.

Questions and answers by members will be called for at the end of the session. Members are asked by the committee to promote good discussion by presenting questions and schemes successfully worked during the past year.

Three papers are scheduled for the Thursday morning session, as follows:

"The effect on the mind of readers of 'scare-heads, double-column heads and run-over stories," by L. W. Williamson, Memphis (Tenn.) News-Scimitar.

"The rotogravure supplement of the Sunday newspaper. Considering circulation, is the expense justified?" by C. D. O'Rourke, Dayton Journal, and Joseph H. Lackey, Nashville Banner.

"The best plan to increase rates to carriers, newsboys, and agents without increasing rate to subscribers," by T. F. Farrelly, Providence Journal and Bulletin.

General discussion will be called for on the following topics:

Value of closing stock reports as a circulation builder on afternoon newspapers.

Should the wholesale carrier's or agent's rate be uniform or varied to meet unusual conditions?

Will subscription rates be reduced within the next year? When the time comes for reduction in rates will be the carrier or agent be reconciled to reduced profits?

What prizes have been most popular with the carriers or agents dufing the past year?

What are the best features used within the past year on daily newspapers—on Sunday newspapers?

New methods of holding down the daily number of unpaid circulation.

Auditing and bookkeeping relations between circulation and business department.

Combatting your competitor who uses premiums in canvass while you sell your newspaper on its merits.

Wrapping paper and rope. The use of substitutes.

Should carriers on morning newspapers receive a larger profit than the carrier on evening newspapers?

At what hours should afternoon newspapers print their first and last editions for street sales?

Election of officers, the selection of the next meeting place, unfinished business and adjournment end the convention, followed by a meeting of the new board of directors.

The entertainment program is tentatively announced by Chairman W. E. Page of the Columbus (Ga.) Ledger, as follows:

Monday, May 9

7.00 P. M.—Officers and directors of the I. C. M. A. will be guests of the directors of the Columbus Chamber of Commerce at a banquet at the Ralston Hotel.

Tuesday, May 10

10.00 A. M.—Ladies of the party will be carried in automobiles to the Andersonville Cemetery at Americus, Georgia. This is a National Cemetery. Lunch will be served at Americus. The trip will pass through peach orchards south of Columbus.

12.15 P. M.—Members will be carried by automobile to the site of the last battle of the Civil War, on which site will be held an old-fashioned barbecue.

7.30 P. M.—The party, including the ladies, will leave for a sail on the Chattahoochee River, stopping for a southern fish fry dinner.

Wednesday, May 11

10.00 A. M.—Ladies will be the guests of the City Federation of Women's Clubs at St. Elmo. Luncheon will be served.

12.15 P. M.—Members will be guests of the Chero-Cola Company at a luncheon. A tour of inspection of this plant will be made.

4.00 P. M.—The party, including the ladies, will leave for a trip to Fort Benning. The late afternoon will be devoted to inspection of the camp, riding in tanks, aeroplanes, etc., a review of the troops, with supper as the guests of the Camp Commandant. Following supper, a night demonstration of an actual battle as fought overseas.

Thursday, May 12

Entertainment arrangements for this day will be announced on the convention floor.

* * *

NEW YORK PROGRAM

Brass tacks shine just as brightly and as pointedly from the program of the New York State Circulation Managers' Association. Starting at 9:30 Tuesday morning, April 19, the committee has planned two busy days, with papers interlarded between general discussions to keep members alert and to promote the exchange of business-building ideas. The schedule follows:

"The organization of an ideal circulation department. Responsibility of circulation, news and advertising managers to accomplish this end," by James McKernan, New York World.

FOR GENERAL DISCUSSION

Conference of department heads.

Ginger meeting of your own department to secure results.

"Newspaper costs. Present and future indications of selling prices," by M. J. Burke, Brooklyn Daily Eagle.

FOR GENERAL DISCUSSION

Mail room economies: prices, twine, paste, bags, mailers, kraft.

Tuesday Afternoon—2 o'clock.

"How are present-day business conditions affecting newspapers," by F. S. Levyn, New York Evening Mail.

FOR GENERAL DISCUSSION

How business conditions affect collections.

Daylight saving its effect.

How can subscriptions best be put on paid-in-advance basis Now?

"Building Mail Subscribers," by Willard A Bastian, Rochester Democrat and Chronicle.

FOR GENERAL DISCUSSION

Salary vs. Commission.

Price reduction. What effect on other papers than one doing this?

Building mail lists by circulars.

Should mail pay same rate as city delivery subscribers?

Credit vs. advance payments.

Follow-up. How best to.

Postage by zones. What effect?

Wednesday Morning—9.30 o'clock

"Newsboy law as it affects newspapers in New York State," by E. F. McIntyre, Syracuse Herald.

FOR GENERAL DISCUSSION

How best to interest the street boy.

Street vs. carrier delivery.

Cash Awards.

Movies and their use in result-producing

"Some plans for keeping out-of-town agents interested and increase sales," George J. Erb, Buffalo News.

FOR GENERAL DISCUSSION

Best means to use for results.

Entertainment of carriers.

Stunts that have produced.

Office-paid carrier vs. independent.

Wednesday Afternoon—2 o'clock

"Promotion by features or news," by M. D. Treble, Buffalo Times.

FOR GENERAL DISCUSSION

How can you account for increase, several features being used.

Does poster advertising pay? Billboard advertising pay? Highway advertising pay? Advertising in your own or other publications?

How best to cash in on features.

Contests. Can costs be justified?

Lady or men solicitors.

What is your best feature?

Unaccounted for—how best to check mail room and press room.

What number copies per 1,000 is high; low?

Is a New York State paper using premiums?

Are returns being allowed?

Does a newspaper canvass pay?

How best to secure best results from a canvass.

What effect has eight columns had in circulation?

Window bulletins—do they help or hurt sales?

News boxes—who is using? What results?

One-man trolleys—their effect on circulation.

Open meeting for questions and answers.

Selection of next meeting place.

Unfinished business.

Meeting of Board of Directors.

The Columbian Rope Company, of Auburn, will show the making of rope Tuesday afternoon or evening.

* * *

"3-I" PROGRAM

B. F. Lawrence, business manager of the Indianapolis Star, will welcome the Three-I Circulation Managers' Association to Indianapolis, April 19. Prepared papers will furnish meat for the special three-minute discussions, quiz sessions and open discussion of topics that will follow. The program, as tentatively prepared, is:

"What constitutes a good newspaper from a circulation standpoint; Special Saturday feature page; Value of suburban correspondence; Roto-gravure section — cost — value," by Clarence Eyster, Peoria Star.

"Increasing circulation under present conditions; Maintaining high subscription rates; Burden of cost on circulation revenue; holding subscriptions on list after expiration—account 'hard times;' Taking predated checks," by J. Paul Kienzle, Springfield Journal.

"Securing mail subscriptions; Use of premiums to best advantage; Value of club rates," by Roy Parish, Quincy (Ill.) Herald

"Securing carrier subscriptions; value of canvassers; Getting boys to build up routes; Keeping carriers interested," by C. A. Ferris, Fort Wayne (Ind.) News & Sentinel.

Selected topic, by Hilton U. Brown, Business Manager Indianapolis News.

"How Our Independent Carrier System Worked Out," by Fred V. Shuck, Springfield Register.

"Future Transportation of Newspapers," by J. A. Beckett, Decatur (Ill.) Review.

Selected topic, by J. H. Lederer, Business Manager Indianapolis Times.

Special Three-Minute Briefs

Carrier Organizations, E. C. Hewes, Danville (Ill.) Commercial News.

Co-operation between circulation and editorial departments, Charles D. Chaffee, Aurora Beacon-News.

Cutting down number of unaccounted for papers, D. A. Ring, Indianapolis Times.

"QUIZZ SESSION"

Present individual problems to the man whom you think is best fitted to give you advice.

Open Discussion Topics

Complying with Indiana Child Labor Laws.

Handling of starts and stops by carriers—independent system—salary system.

Baseball bulletin service.

Maintaining discipline among carriers waiting for papers.

Weekly or monthly carrier collections.

Labeling devices suitable for 5,000 or less.

Labor to Publish Paper

The Sacramento (Cal.) Tribune, published for a number of years as a weekly, has been incorporated with a capital of $100,000 and in a few weeks will commence publication of a daily edition, including Sunday. It announces that it will be a labor paper, "owned and controlled by organized labor of California." Its advisory board consists of nine officers of various labor unions.

Digitized by Google

BID LAST FAREWELL TO HERALD SQUARE

Old Bennett Paper Leaves Historic Home After Celebration by Present and Former Members of Telegram Staff

An event unique in the history of New York journalism and with few parallels in that of the nation's newspapers was staged in Herald Square last Saturday night—a farewell party given by the staff of the Evening Telegram to commemorate the passing of the New York Herald Building as the home of that newspaper.

More than 150 men and women, all of whom were, or are now, connected with the Herald or the Telegram attended, and besides the reunion of old friends, some of them long separated, there was music, food and festivity. Broadway stars added gaiety to the occasion, and for several hours the old city room rang with melody. The keynote was sounded by Miss Evelyn Scotney, of the Metropolitan Opera Company, who sang "Auld Lang Syne," with the audience joining in the chorus under the leadership of William J. Guard, an old Herald man who is now publicity director of the Metropolitan Opera Company.

A list of those who attended includes the names of some of the best known newspaper men and former newspaper men in America. There was Keats Speed, formerly managing editor of the New York Herald, who was lately made managing editor of the Evening Telegram and A. W. Ford, city editor of the Telegram, better known as "Andy."

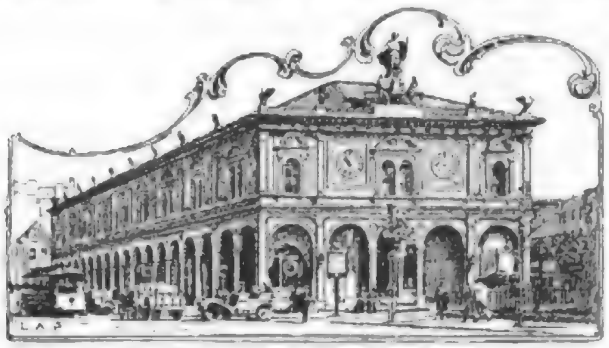
Of the staff of the Evening Telegram there were "Teddy" O'Connor, and Mack Nomburg, who "almost" solved the Elwell murder mystery; Don Allen, Ray Elmendorf, George Squires, E. J. Gibney, M. C. McLeod, "Tommy" Tompkins, Harry Ballard, Robert Gil Welsh, Paul Manis, and Wellington Wright.

Alumni of the staff included Hamilton Peltz, Robert E. Livingston, Manley M. Gillam, Joseph B. Gilder, "Tom" Gallagher, John W. Murphy, Snowden H. Summers, William A. Willis, Samuel P. Morse, George W. Bonte, Henry C. Silver, John P. Donlon, Burr Price, Capt. Henry C. Parker, John P. Regan, James A. Hagerty, Joseph J. Canavan, James S. Bestar, F. Eugene Ackerman, Deltus M. Edwards, P. T. Knox.

The man who came the furthest distance to attend was Allen Eddy, for many years on the staff of the Herald and now executive editor of the Syracuse Herald. Others included Owen A. Connor, "Bob" Hobbs, "Bill" Williams, "Dan" Rinn, for many years traffic policeman in Herald Square; Henry F. Woods and Richard C. Conover; John C. Muma, New York correspondent of the Cincinnati Enquirer; Mrs. Florence Smith Vincent, editor of the Telegram's woman's page; "Bill" Lawlor, staff artist of the Telegram; Frank B. Flaherty, formerly general manager of the Herald and Telegram; George C. Trojan, Eddie Pidgeon, Frank Sullivan, Raymond McCabe, W. Charles Wright, Frank A. DuPuy, Charles Ulrich, Oscar Armes, and Willie Greenfield.

John T. Burke, a Herald man for nearly a generation, now managing editor of the Richmond Times-Dispatch, sent a telegram of greeting, as did "Eddie" Sullivan, John Cunningham Flinn, and Cornelius Vanderbilt, Jr., formerly of the Herald staff.

Trustees of the James Gordon Bennett estate have removed and taken



Famous New York Landmark—The Old Herald and Evening Telegram Building, Now Being Dismantled.

charge of the giant bronze figures that have surmounted the Herald Building in New York since March 21, 1895, and it is understood that they will be placed on the proposed James Gordon Bennett Home for Newspaper Men. The huge bronze owls which stood along the cornice on the four sides of the building, the great clock and bell and "Puff and Guff," the twin behemoths that struck the hours on it with their sledgehammers, will no longer be seen and heard in Herald Square.

That world-known title may be changed shortly, too, if a resolution is passed by the New York Board of Aldermen to rename the junction of Broadway and Sixth avenue "Bennett Square."

The bell-ringers and the heroic-sized Minervas that stood above them with one hand outstretched were designed by Jean Carlas, a French sculptor, and were said to have cost Mr. Bennett about $200,000.

They were the last link of the present with the old Bennett régime, as the Telegram is now being produced in its building at 7th avenue and 16th street and the old equipment has in large part been removed from the historic Bennett structure.

BARS "ONE-NIGHT" NEWSPAPERS

Washington Printing Law To Base Charges on Circulation

(*Special to* EDITOR & PUBLISHER)

SEATTLE, April 12.—The state legislature recently passed a law providing that no newspaper shall be considered a legal newspaper for the publication of any advertisement, notice, summons, report, proceeding or other official document, required by law to be published unless it is published in the English language continuously as a daily or weekly newspaper for at least six months prior to the date of such publication.

Charges are set at $1.40 per folio of 100 words for the first insertion and 80 cents per folio for each subsequent insertion. Any newspaper having a circulation of over 20,000 copies is permitted to charge such additional rate as it deems necessary and just, and any person or officer authorizing the publication of any legal notice in such newspaper may legally pay such rate as is charged by such newspaper.

H. W. Moloney Succeeds Clarke

H. W. Moloney has been made Eastern advertising representative of the Los Angeles Herald and San Francisco Call-Post.

NEW HOME OF THE N. Y. EVENING TELEGRAM

REALTY'S GREAT NEED IS ADVERTISING

It Creates Public Confidence and Has Cumulative Effect from Year to Year—If Persisted in it Becomes a Substantial Asset

"We are travelling over hilly times. There are still a few hills ahead, but beyond them is the smooth level of the future," said Royal T. Weiler, president of the Allentown (Pa.) Call Publishing Company, to a meeting of the Allentown Real Estate Board.

"If there ever was a time when we had to assist in establishing confidence, both in ourselves and in business in general, it is now. One of the greatest means and influences along this line is newspaper publicity. Advertising has had to be taken on faith for the most part. You can't usually measure its full and direct effect. Spasmodic advertising ruins its effectiveness. Advertising has to be adopted on principle and stuck to because of one's confidence in its soundness and its general results.

Need Public Confidence

"The great point about advertising is that the seed you plant this year keeps on bearing next year, and the year after and as long as you keep planting fresh seed. The best advertising does not merely try to sell goods. It tries to create confidence in you and the interests you represent. Of course advertising is not worth anything unless your service makes good on the impression which advertising creates. A decent advertising appropriation is an investment not an expense. It is the too small advertising appropriations that are the expensive ones.

"Real estate men have wares to sell, but above all else have they the confidence of the public to gain.

"There is no medium of advertising that offers greater returns on the investment, that reaches your clients or prospects at more opportune moments than the daily newspaper.

"There are those who feel that newspaper advertising is expensive. They look at the cost per inch or per insertion and never get far enough along to analyze what they buy when they buy newspaper space. There is no other possible medium where you can get as much for comparatively as little money. Make your advertising today do twice what it did yesterday.

The Thrifty Way

"Advertising is the thrifty way to get your message delivered. It will save time for you and your men in whatever you are doing. Use advertising to be the time thrifty and money thrifty.

"The newspaper of admitted standards and recognized circulation is an integral part of your business—an integral part of a community.

"You and your fellow business men just at this time need every possible medium for increasing the volume of your and their business in order to overcome this temporary stagnation, and losses of the deflation period just passed.

"I feel there must be the utmost co-operation between the advertiser and publisher. For the advertiser, merchant or business man not to remain on the utmost co-operative terms and friendship with his best medium of transferring the potential energy of advertising can result in nothing short of mutual disappointment, and the community cannot escape this disappointment."

Digitized by Google

TEACHING WANT ADVERTISERS A B C OF PREPARING HIS COPY

Oakland Tribune and Brooklyn Daily Eagle Have Model Educational Systems—Every Word in Every Advertisement Must Be Specific for Best Results

By C. L. PERKINS

THERE is no doubt that, if a greater percentage of the Want-ads published brought the desired results, people would use classified more frequently to satisfy their many desires. This leads to the logical conclusion that a most effective method of selling want-ad lineage is to educate advertisers to prepare better copy—which in turn means greater results to them.

Putting into practice this idea, Morton J. McDonald, classified advertising manager of the Oakland Tribune, has had printed on the reverse side of its Want-ads blanks, suggestions for the preparation of copy.

They are as follows:

Suggestions for Writing Your Advertisement

To interest the reader you should answer these questions clearly:

EMPLOYMENT
What occupation?
What wages and hours?
What experience?
What are the opportunities?
How many in family?

REAL ESTATE
Where is the property?
How many rooms?
How large is lot?
How many acres?
Is it under crops? What kind?
What about water? Stock? Improvements?
How near railroad?
Is it bungalow, house or cottage?
Has it a high basement?
Has it garage or drive?
Is it near cars? Trains? Schools? Churches?
What of the view? The neighbors?
Mention built-in features, sleeping porch, furnace, finish.
Give price and terms.

BUSINESS CARDS
Kind of business?
What specialty?
How long established?
Name and hours?

RENTALS
Where is it?
Give name (of apartments).
How many rooms?
How about closet room?
Upper or Lower? (Flat.)
How about neighborhood? Schools? Shops? Cars?
Is there a garage?
Does rent include water? Gas?
How about sun? Heat? Use of phone?

BUSINESS FOR SALE
Kind of business?
Give location and its good points.
How long established?
What is income?
What is rent?
How long is lease?
What is stock value?
Are there living rooms?
Give price and terms.

PROFESSIONAL CARDS
Name and title?
Specializing in?
Years of practice?
Office hours?

FOR SALE
What is for sale?
What is condition?
State size. Color.
Give maker's name. (As of piano.)
Has it any special use?
Give price and terms.

AUTOS FOR SALE OR WANTED
Make and year?
Model?
Roadster?
Coupe?
Touring?
Chummy Roadster?
Mileage?
Extra Equipment?
Tires?
Mirrors?
Safety lock?
Side wind shields?
Mileometer?
Clock?
Wire wheels?
Cash or terms?

LIVE STOCK
What animals or fowls?
What is the breed? Age? Color? Condition? Training?
Give price.

"We suggest," writes Mr. McDonald, "the practice of beginning each advertisement with the article, location or situation. Inexperienced advertisers unconsciously follow these suggestions in the order in which they are given and thereby keep their points of description in the order of relative importance. This plan relieves clerks of much copy writing, and suggests to transient advertisers many points that they would not remember to insert in their copy otherwise."

> This is one of a series of articles Mr. Perkins, who is executive secretary of the National Association of Newspaper Classified Managers, is writing for EDITOR & PUBLISHER on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

An example of the value of good copy was illustrated by the fact that the following advertisement in a leading Want-ad medium did not produce results:

"Rug—good quality—large—beautifully colored—long wearing—suitable for any part of the house. Will sacrifice at small part of retail price. Act early."

The advertiser then decided to write the advertisement with more care. He therefore inserted this copy:

"Royal Wilton, 12x15, Chinese blue and buff (essential description ends here) inch thick wool nap—longest wearing domestic rug made. Type now used extensively by best decorators for bedrooms or living rooms (description of advantages ends here). Retail value $160. First $50 takes it. (Note urge to action).

Every word in this advertisement is specific, giving a definite picture of a certain rug instead of an indefinite picture of most any rug. Of course, the rug was quickly sold.

Realizing the importance of good copy, the Brooklyn Eagle has issued a booklet entitled, "Real Estate Ad-Copy Helps," with a sub-title, "Telling is Selling." The booklet starts by saying:

"The purpose of this booklet is to help you write the kind of copy that is informative and attention-getting, rather than the stereotyped and uninteresting kind. In short, to show the difference between 'the quick and the dead.'

"Let's take the usual kind first—the dead one. It reads something like this:

HOLLIS—Eleven-room house and garage; plot 85x110; at a sacrifice. Brown & Co., 84 Court St.

"The man who inserts an ad like this can't understand for the life of him why he isn't swamped with replies. He doesn't realize that there are fifty or one hundred or two or three hundred persons in Brooklyn who have desirable property for sale. He expects that little three-line ad of his to get and hold the attention of every person who is in the market for property.

"Now let us consider the other kind of Want-ad—the live wire—the ad that says something—the only kind of ad that stands a decent chance of getting results. Suppose you write an ad for this dealer something like this:

HOLLIS—Eleven-room brick bungalow, on large terraced lot 85x110, southwestern exposure, double doors, fire places, hot water heat, combination lighting fixtures, bath with shower, laundry in basement, fumed oak finish, screens and shades for all windows, beautiful shrubbery and maple shade, combined garage and chicken house, cement drive. Property is only short walk from High School, three churches, and Woman's Club; 12 miles from city, 25 minutes by L. I. Railroad. Price $12,000. Brown & Co., 84 Court St. Phone Main 7808.

"'Oh,' you say, 'that's all right, but that kind of ad will cost more money!' Certainly it will. Suppose the first ad costs sixty cents and the second ad costs TWO DOLLARS AND SIXTY CENTS, isn't the fact that the latter stands one hundred times more chance of being noticed and responded to WORTH THE DIFFERENCE?

"You've got to say something in your advertising—even if it is only a little Want-ad—if you expect to get results."

Then on each successive page are suggestions as how to write specific kinds of Real Estate advertisements. The first of these, which is reproduced herewith, gives information concerning the writing of "House for Sale" advertisements.

HOUSES FOR SALE
(City)
Classification 84

Points to Cover for Good Copy

1—Street No., Avenue No., Section.
2—Size.
3—Kind of Floors.
4—Exterior Construction.
5—Architecture.
6—Exposure.
7—Heating.
8—Lighting.
9—Finish and Decoration.
10—Plumbing.
11—Basement.
12—Roof.
13—Extras Included.
14—Grounds.
15—Garage.
16—Other Buildings.
17—Advantages of Location.
18—Transportation Facilities.
19—Reasons for Bring on Market.
20—Sale Price.
21—Assessed Value.
22—Prices at which Nearby Properties Sold.
23—Rising Values.
24—Terms of Sales.
25—Date of Possession.
26—How and When to Inspect Property.
27—Advertiser.
28—Address.
29—Telephone.

Inadequate Copy

FLATBUSH — Semi-detached, 10 rooms. $17,500. Brown & Co., 14 Court St.

Full Description Copy

FLATBUSH—Semi-detached, ten rooms, two baths, hardwood floors throughout, stone and stucco construction, outside stone chimney, large stone fireplace in library and bedroom, hot water heat and Ruud heater; artistically decorated; lawn, terrace and shrubbery; large side and rear yard; double garage. Convenient to surface cars and subway. Owner needs money and will sacrifice for $17,500. Reasonable terms. Brown & Co., 24 Court st., Main 7808.

The last page contains the following suggested ad phrases to be used in House advertisements:

Suggested Ad Phrases for Houses for Sale or Rent

1—Location and Conveniences.

"lot 75x149, runs through to Kenmore St."
"no stores or trolleys within 3 blocks."
"corner property 100x220, 2 blocks to trolley or subway."
"10 minutes' walk to Country Club."
"quiet street lined with shade trees."
"Catholic church and public library within five minutes' walk."
"10 minutes' walk to high and grammar schools."
"restricted neighborhood, 20 minutes' to shops."
"8 minutes to station, 25 minutes train service."

2—Description of Exterior and Grounds.

"room for two-car garage and driveway."
"pergola, sundial and tennis court."
"concrete curb and walks, crushed stone driveway."
"new brick house, large lawns, two-car garage."
"English type house, old grape arbor and shrubbery."
"stone colonial house, large lawn, old-fashioned garden."
"broad piazza front and side, glass enclosed sleeping porch."
"well kept private hedge along entire street front."
"stucco garage for three cars, 350-gallon gasoline tank."
"timber and stucco house, facing south, kitchen garden growing."
"slate roof, metal cornice, gutters and drain pipes all new."
"outside stone chimney, large stone fire places in library and bedroom."
"bearing apple, pear and plum trees; plentiful shade, abundant shrubbery."
"grapes, raspberries, currants, asparagus bed and 2 large cold frames."
"terraced lawn, beautifully ornamented with shrubbery; room for tennis court."
"hedged clothes yard, rustic summerhouse, ground for garden."

3—Description of Features of Interior.

"plenty of closet room."
"completely and comfortably furnished."
"dry cement cellar, newly whitewashed."
"Ruud hot water heater connected with furnace."
"combination gas and electric fixtures, electric base plugs in every room."
"laundry in basement, with stationary tubs and new gas stove."
"four bedrooms, two baths, large square fireplace, finished attic."
"two large bay windows, sleeping porch, large light rooms, tile bath and shower."
"warm in winter, cool in summer, modern throughout, sun parlor and many refinements."
"beamed breakfast room, porcelain tub, stand and toilet, screens, awnings and shades included."
"7 rooms and bath, Dutch hall, kitchenette, steam heat, electric lights, oak floors, all windows screened."
"well-built house, finished in white mahogany, new gas and plumbing fixtures, combination gas and coal range, stationary tubs, marble shower."

ONE OF THE BEST PLANTS IN OHIO

THE Toledo Times now is running full blast in one of the best equipped institutions of its kind in Ohio. The structure is 90 by 90 feet, two stories high with provisions made for the addition of another story as the requirements of the newspaper necessitate expansion. It has a basement under all capable of housing two large presses and hundreds of tons of print paper. It is of brick, concrete and steel construction.

The site is within three blocks of the proposed civic center which is expected to go up within the next five years, two blocks from the Lucas County Court House and other country buildings. It is one block from Cherry street, one of the busiest thoroughfares in the city, three blocks from the armory and six from the Ann Arbor passenger station. The Cherry street bridge, the connecting link between the city proper and the East Side, is but two short squares distant.

When the transfer was made from the old to the new plant, all the moving was done over night.

Digitized by Google

Foster will tell 'em

If you buy the dispatches of John B. Foster on Baseball, you will tickle the fans because they are eager to read what the greatest authority on America's National Game writes from day to day

JOHN B. FOSTER has just joined the staff of The Consolidated Press Association, rounding out the "Big Four" of special writers—Walter Camp, Lawrence Perry, Fair Play—who are producing the best all year 'round sporting service ever offered to newspaper readers.

Foster knows baseball from every angle. He has studied and criticized the game as a newspaper writer of distinguished attainments. He has been a part of the very fabric of baseball as secretary to the "Giants" in New York for seven years, and he has helped to build up the game to its present eminence as a maker and interpreter of the official rules. It was he, in collaboration with John T. Brush, who drew up the rules of the famous world series which each year hold all of fandom at attention.

Foster not only knows the ins and outs of the game itself, but he knows the men who play and the men who direct and manage. He will cover the world series this year and will attend all of the important baseball conferences, where his intimate acquaintanceship with every important figure in the game will place him in a special position of advantage for obtaining exclusive news of every development.

John B. Foster had his baseball beginnings as a very young man under Henry Chadwick, known to every fan as the "father of baseball," and under "Uncle Nick" Young, who for so long was president of the National League. Because of the part he had taken in rule changes and codification, and in advising about scoring methods, President Young named Foster as an official scorer for life. Mr. Foster accepted the position as an honorary one, his many other duties having prevented him from serving in an active capacity.

Foster's close association with the game is shown from the fact that for thirteen years he has been the editor of Spalding's Official Baseball Guide, having succeeded Henry Chadwick, and being one of the only three editors the Guide has ever had. Foster also has been editor of Spalding's Official Baseball Record for all the years of its publication except one.

Foster has reported not less than 4,000 big league games. He was sporting editor of the Cleveland Leader when it was a morning newspaper; and then for fifteen years was head of the sporting department of the New York Evening Telegram. For two years he was baseball writer on the New York Herald. In addition to his long experience as a graphic newspaper writer, Foster has contributed articles on sports generally, and baseball in particular, to all of the leading magazines.

With remarkable ability as a writer, and with a background of baseball experience second to none in the country, Foster's articles in the newspapers taking the Consolidated Press service will stand alone in their particular field.

John B. Foster -- Lawrence Perry

Walter Camp -- Fair Play

For Rates and Exclusive Publication Rights, Apply to ROBERT B. McCLEAN, Business Manager

CONSOLIDATED PRESS ASSOCIATION

Executive Offices: **Commercial Bank Building, Washington, D. C.**

I. P. CO. RETURNS $52.07 ON 1920 EARNINGS

Total Revenue Was $21,239,064 Against $7,170,503 in 1919—Dodge Says Company Must Cut Wages

Net earnings of $11,836,362, after taxes, depreciation and fixed charges, made 1920 the most prosperous year that the International Paper Company has ever enjoyed, and, after payment of preferred dividends, enable it to pay dividends equal to $52.07 on the common stock outstanding. This is a new high record. The income statement, 1920 compared with 1919, follows:

	1920	1919
Total revenue	$21,239,064	$7,170,594
Depreciation	1,823,100	1,840,749
Federal taxes	7,000,000	860,000
Interest, &c.	579,402	348,351
Net income	11,836,362	4,121,494
Preferred dividends	1,500,000	1,500,000
Surplus	10,336,362	2,621,194
Previous surplus	21,726,257	19,104,163
Total surplus	32,062,619	21,726,257

In 1919, earnings were only $4,121,494, which, after payment of preferred dividends, was equal to $13.24 on the common. There is now outstanding $19,850,264 in common stock. Earnings in 1917, the previous high year, were equal to $34.02 on the common.

In his report, President Philip T. Dodge states that "the industry is still carried on under unfair and oppressive conditions because Congress saw fit to remove the moderate protective duty while permitting the Canadians to prohibit the further shipment of pulp wood to United States mills from the crown lands, and this although the United States manufacturers have paid large amounts for the leases and rights to cut timber with the distinct understanding that the pulpwood should come, as it did for several years, to the United States mills."

He urged that the protection of United States publishers and manufacturers demands that, if the Canadians are to have free entry for their product, they should at least restore the right of exportation under leases which existed before their prohibition was declared.

"The cost of producing paper increased rapidly during the war and has continued until the present day. Besides the enormous increase in wood costs, machinery of all kinds, machine supplies, and the labor and material involved in repairs and maintenance are costing fully twice as much as they did in 1914 and 1915. The increases in railway freights have alone added above $9 a ton to the cost of paper and further increases in rates are imminent.

"Within the mills the wage cost per ton of paper has risen from $9.73 a ton in 1916 to $22.28 per ton. The average production per employee has decreased from above 82 tons to about 68 tons. From a mill payroll of $5,189,521 in 1916 there was a rise to $11,506,455 in 1920, including an increase of 20 per cent on May 1, 1920. If this increase had applied to the entire year, the mill payroll would have been substantially $12,311,076 for the year 1920. On substantially the same tonnage, the total mill payroll increased 137 per cent.

"While the average number of employees increased more than 20 per cent, the paper produced per employee decreased over 17 per cent. This was due in part to the decreased efficiency of labor, notwithstanding the fact that substantial investments were made in machinery and appliances designed to increase production and decrease the manual labor required and in part to the increasing item of overtime, for which an extra rate is paid when the mills are running to capacity."

Conditions since the first of the year, the report continues, have grown steadily worse. Demand for certain grades of paper has declined, with a greatly reduced demand for newsprint paper. It is stated that the company's plants are operating at about 50 per cent of capacity and heavy borrowing from banks is necessary to carry accumulating inventories, which are carried on the general balance sheet as of December 31, 1920, at $23,997,433, as compared with $23,713,388 at the end of 1919. From Mr. Dodge's statement, it might be inferred that inventories have increased since January 1.

"Negotiations with the labor organizations as to the rate of wages after May 1 are to begin in the near future," the report goes on. "In view of the great and continuing decrease in living costs, and the greatly reduced prices received for paper, there should be in this industry, as has already happened in others, a material reduction in wages.

"It is hoped and believed that the men will appreciate this necessity and the liberal treatment received from the company during the days of prosperity and that an amicable adjustment will be reached.

"But if the men should be unwilling to accept their fair and reasonable share of the general liquidation which is to restore the industry to a stable basis, and should decide against an amicable adjustment, your company is prepared to maintain its equitable rights and if all conciliatory efforts to reach an agreement fail, will adopt whatever policy may be necessary to preserve its business."

EDITORIAL NOTE—The International Paper Company sold its newsprint on contract in 1920 at the following quarterly adjustable prices:

First quarter—$90 per ton f.o.b. mill.
Second quarter—$100.
Third quarter—$115.
Fourth quarter—$130.

Its price for the first quarter of 1920 was $130 a ton, which was reduced April 1 to $110 after a previous alternative price of $114 for the second quarter, or $110 for the rest of the year.

Repeated statements of International officials during the year 1920 were to effect that the company was not selling any newsprint on the spot market.

In considering these prices, it must be remembered that these prices are f.o.b. mill, while prices in the years referred to in President Dodge's report were for paper delivered on the publisher's sidewalk.—THE EDITOR.

NEW MICHIGAN LIBEL BILL

Hits at "Malicious Defamation" of Religious Denominations

LANSING, Mich., April 13.—The Lower House of the State Legislature today received the Welsh bill, creating the crime of "general libel" and directed against Henry Ford and his Dearborn Independent, with a recommendation from the Judiciary Committee that it be passed.

The measure defines "general libel" as "malicious defamation tending to impeach the honesty, integrity, virtue, character or patriotism of the people of any religious denomination or sect, thereby exposing them to public hatred, contempt, ridicule, prejudice or disfavor." Any one who causes a general libel to be printed violates this measure, and a fine of $1,000 or a year in prison is the penalty.

THE General Program of the Convention of the Associated Advertising Clubs of the World gives comparatively little thought to the possibility of developing advertisers from the environment of our June meeting in Atlanta, which is all right but a wonderful opportunity for the newspapers—the logical medium for the southern producer and manufacturer.

That section though rich in materials is more or less commodity poor right now in spite of the fact that many of its products could be merchandised and advertised co-operatively, just as is being done for fruit by the Florida Citrus Exchange through the Thomas Advertising Agency of Jacksonville. There are a good many other products grown there which could be handled in much the same way. California with many of her products is moving in the right direction, and the South is full of manufacturing and producing enterprises, many of them small, which could undoubtedly group together and bulk up big in the aggregate, both in a selling and an advertising way.

Let's build a program for the newspaper departmental to create southern advertisers. Let's advertise this program through the newspapers all over the South. The papers, undoubtedly, will co-operate in their own interests. Let's sell the south on the fact that the newspaper is the logical 100% efficient method for solving advertising problems as well as the medium through which their selling can be absolutely interlocked with it.

Right here in Baltimore, for instance, a good many southern products could attain a tremendous popularity both among dealers and consumers if consistently and persistently merchandised at the same time they are simultaneously advertised through Baltimore's great Associated Press papers, The NEWS and The AMERICAN, which have an intensified circulation of more than 187,000, daily and Sunday, reaching the widest number of different homes in city and suburbs, covering practically the entire state of Maryland and going into nearby portions of the adjoining states.

THE BALTIMORE NEWS
Evening, Daily And Sunday.
The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 34⅛ 36½ 49½ 54 55 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

POST-DISPATCH *Only St. Louis Newspaper to GAIN* in March Advertising

THE POST-DISPATCH

Printed 1,784,720 agate lines of Total Paid Advertising in March, 1921—a new March Record for the Post-Dispatch and St. Louis.

THE POST-DISPATCH

Gained 337,120 lines of Total Paid Advertising in March, 1921, over the corresponding month in 1920—the previous March record.

THE POST-DISPATCH

Alone printed more Home Merchants' "Store News" in March, 1921, than the Globe-Democrat and the Star *combined.*

THE POST-DISPATCH

Gained more lines of Home Merchants' Advertising in March, 1921, than the Globe-Democrat, Star or Times *printed* during that period.

THE POST-DISPATCH

Alone printed more Total Paid Advertising in March, 1921, than the Globe-Democrat and the Star *combined.*

THE POST-DISPATCH

Printed More Wants and Real Estate in March, 1921, than the Globe-Democrat, Star and Times *combined.*

The Post-Dispatch Gained in Advertising Lineage in March While the Three Other St. Louis Newspapers LOST—REASON? 50% More St. Louis Circulation Daily and 100% More St. Louis Circulation Sunday.

ST. LOUIS POST-DISPATCH

S. C. BECKWITH SPECIAL AGENCY, Representatives

New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta.

PULITZER'S MEMORY IS HONORED BY SCHOOL

John L. Heaton Sets Founder of New York World as Best Example of Newspaper Man for Students at Columbia

John Langdon Heaton, for thirty years a member of the editorial staff of the New York World, delivered an address on "Joseph Pulitzer, a Newspaper Man," before the students of the Columbia School of Journalism at the celebration of the 74th anniversary of the birth of Joseph Pulitzer on April 12.

"The substance of his counsels," began Mr. Heaton, "was always cast in the loftiest spirit of public usefulness. Expediency seldom intruded. The editor of the page should be like the Chief Justice of the Supreme Court; weigh conscientiously and decide in accordance with the truth, truth, truth. The great duty of a great newspaper is to stand in the middle of the road with inflexible devotion to the conviction that both extremes—to be conservative, and to be radical—are wrong.

"I have seen Mr. Pulitzer a dozen times," continued Mr. Heaton, "and briefly, for his patience was not great, yet I can tell you something of his methods, for it was my task to study the editorials of his newspaper for thirty years in preparation for writing "The Story of a Page."

"In that innovation in journalism of Mr. Pulitzer two things were important: the man, and the scene. He was 36 years old; tall, slender, athletic, a fine horseman, gifted with unusual endurance rather than physical strength; impressing all who met him with the power of his personality; eager to rip the husks from every respectable abuse and cruelty and set them forth naked for judgment. He was a leader in the third party movement that nominated Greeley for Presidency. He was Washington correspondent for the Sun. He was a Missouri legislator, a police commissioner. At 32 he had founded the Post-Dispatch of St. Louis and made it an instant success. It was this success that enabled him to buy The World.

"Mr. Pulitzer might be characterized by his strategy and his tact. His tact was to study, contrive, experiment—almost to agonize—until the telling phrase was accomplished that would hit the reader between the eyes and stick to his memory like a cockle-burr to a fur coat. The newspaper writer should know how to write swiftly when he must; and also how to spend an hour on a few words when he has the hour, when the words are to mean something.

"Business methods along with the editorial rooms were overturned by Mr. Pulitzer. He used to say that he never spent an hour in his business office. Confidently he reasoned that if he voiced the opinions and aspirations of Lincoln's 'plain people' the business office would take care of itself. The tradition lingers. A business manager is useful to take care of the money when the editor has made the paper go. But the business manager cannot make the paper go. It is in the court records, and no secret, that the Pulitzer newspapers made large sums of money. Mr. Pulitzer spent all he could conveniently, but was obliged to make some investments. Never did an outside interest come between his clear vision and the duty he had marked out for his papers. It was a common expression with him to say of a man, 'Give him hell for that. He's a friend of mine.' Sometimes he would talk similarly of some company in which he had put money. More common it was simply to forget it. His interest was elsewhere.

"Mr. Pulitzer was a 'high-brow.' His table and his study, his carriage and his yacht, was a delight to a visitor who strove to keep abreast of current thought. He studied the best publications in three languages. He insisted upon studious habits in his editorial staff. Among the presents to his writers that attested to his thoughtfulness the first rank was held by books—history, philosophy, science, but above all, political and social discussion of problems vital to humanity.

"His love of freedom and democracy made him an instinctive rebel against tyrannous use of authority in government of the mass power of the mob. Unquestionably he would have opposed National Prohibition. He would have opposed, I am sure, the expulsion from the Assembly of duly elected members because of their political views. Though not a Socialist, he was an eager student of Socialism in theory and in practice and knew every cranny and crevice in the European political structure into which it has crept. I know he did oppose one instance of mob law in a way that well illustrated his memory and his studious habits. It was when Maxim Gorky came to this country with a woman not his wife and was astounded by the wave of indignation which the publication of the fact called forth..

"However modest and retiring we may be by nature or preference or training, if we represent a great newspaper, we do it and ourselves wrong if we do not insist upon our representative capacity and not our personal influence or standing. It is a heavy responsibility. Almost passionately Mr. Pulitzer impressed it upon the men who wrote his paper that they should feel their heavy responsibility to it as a great engine of power through publicity and to the public, who seek information in the press and accept from it guidance whether or not they are aware of it.

"If you seek his monument, look about you. If you would measure his influence upon the profession of journalism, read any great American newspaper. If you would estimate the public loss," concluded Mr. Heaton, "of Mr. Pulitzer's untimely death, view the present tragedy of national and international affairs in which his counsel would have been golden."

Following the address of Mr. Heaton, alumni, guests, the faculty and the students retired to the lobby of Journalism Hall where Clayton Whitehill, president of the senior class, placed an ivy wreath on the bust of Mr. Pulitzer.

Sues Bay State Papers

Two Worcester County newspapers, the Worcester Post and the Fitchburg Sentinel, have been sued for $25,000 each in the Superior Court by George W. Solley of Boston, formerly executive secretary of the Loyal Coalition. Solley alleges libel. In the suits, Solley alleges that libelous statements were published relating to proceedings brought against him in the Superior Court at Boston. Solley charges that the published articles were circulated in violation of an order of the court which directed that all papers were to be impounded until Solley had an opportunity to defend himself in open court.

Sherwood Leaves Briscoe Motors

Waring Sherwood has resigned as advertising manager of the Briscoe Motors Corporation, Jackson, Mich., effective May 1.

LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

In population, Brooklyn is the third municipality in the U.S.
In circulation, the Standard Union is first in Brooklyn.
Why?
Because it grows with the town.

R. J. R. Huntsman

Digitized by Google

A Rush of Advertising in the Fall

THE fall of 1921 will see a marked increase in volume of newspaper advertising. To the regular Christmas announcements will be added the increased space consumption of returning confidence. Business is going forward. New and more direct channels of distribution are being laid out, and the newspapers of the country, as the most direct and flexible medium, will be chosen to clear them.

Are You Prepared to Handle It?

The present lull offers a breathing-space which publishers should seize and put to use. It is a time to bring equipment up to date and get ready for the business that is surely coming. During the unprecedented advertising rush of the war-time years, a certain amount of confusion and extravagance due to unpreparedness was inevitable. But, in the future, no man can survive unless he has learned the lesson of instituting economies in time. Give your men the tools, and they will get out the work.

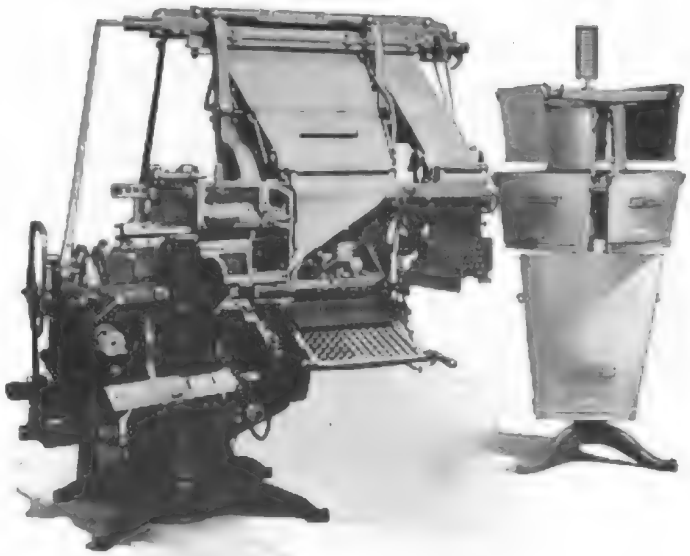
A recent survey of one representative newspaper showed that of 1484 hand-set lines (18 point and over), 1446 lines or 97⅔ per cent. could have been set on Display Linotypes

Composed entirely of LINOTYPE *material*

SET YOUR DISPLAY DIRECT FI

Unlimited Display upt

TRADE LINO

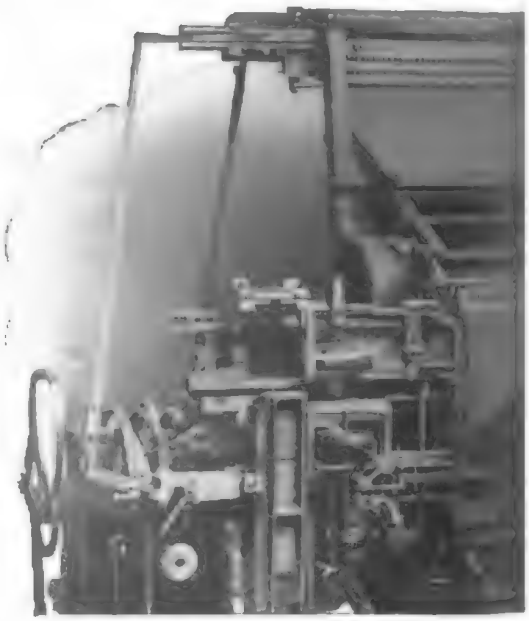


MODEL 22

MODEL 22 LINOTYPE enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.

MOD

MODEL 20 LINOTYPE makes po unlimited amount of new and *is needed*. A complete change than half a minute. A specia arm's reach of the operator giv of twelve magazines. All size able, and distribution is entire



MERGENTHALER L

29 Ryerson Stree

SAN FRANCISCO 646 Sacramento St.

CHICAGO 1100 S. Wabash Ave.

NE 549

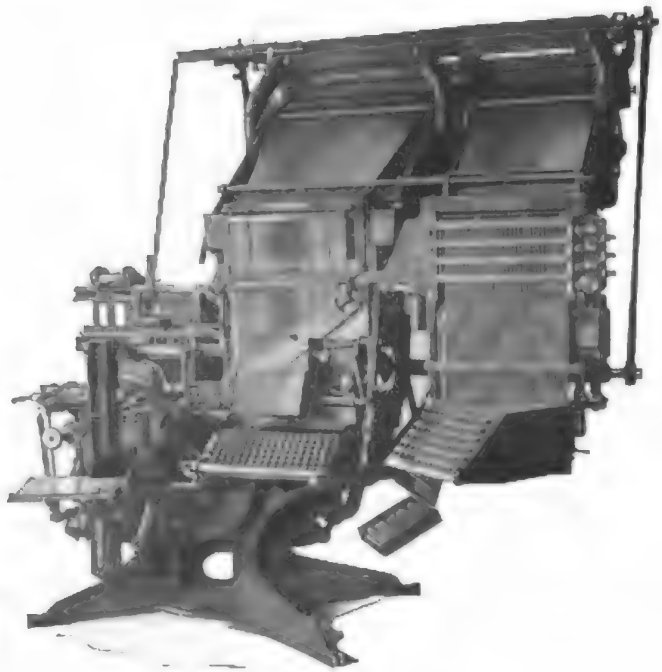
M THE LINOTYPE KEYBOARD

ıd including 36-point

PE MARK 9

20

he speedy production of an
lisplay composition *just as it*
ınd body can be made in less
igned magazine-rack within
instant command of any one
36-point are instantly avail-
matic.



MODEL 24

MODEL 24 LINOTYPE is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*

OTYPE COMPANY

rooklyn, N. Y.

ANS
ie St.

Canadian Linotype Limited, Toronto
68 Temperance St.

ely of LINOTYPE *material*

Digitized by Google

Some Linotype Display Faces

A few of the many faces which can be set like straight-matter direct from the Linotype Keyboard

TRADE LINOTYPE MARK

24 Point

24 Point Bodoni
LINOTYPE compose 1234

24 Point Bodoni Condensed
LINOTYPE composes, just 1234

24 Point Bodoni Bold
LINOTYPE compos 1234

24 Point Caslon Bold Condensed
LINOTYPE composes, 1234

24 Point Century Bold
LINOTYPE comp 1234

24 Point Century Bold Italic
LINOTYPE comp 1234

24 Point Cheltenham
LINOTYPE compos 1234

24 Point Cheltenham Bold
LINOTYPE comp 1234

24 Point Cheltenham Bold Italic
LINOTYPE comp 1234

24 Point Old Style No. 7
LINOTYPE compo 1234

24 Point Title No. 5
LINOTYPE com 123

30 Point

30 Point Bodoni
LINOTYPE comp 123

30 Point Bodoni Bold
LINOTYPE comp 123

30 Point Cheltenham
LINOTYPE compo 123

30 Point Cheltenham Bold
LINOTYPE comp 123

30 Point Cheltenham Bold Condensed
LINOTYPE compose 123

30 Point Title No. 5
LINOTYPE co 123

36 Point

36 Point Bodoni
LINOtype compo

36 Point Cheltenham Bold
LINOtype com

36 Point Title No. 5
LINOtype co

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

Composed entirely of LINOTYPE *material*

EVERYBODY READ THE "BOARDWALK EDITION" AT LOUISVILLE STYLE SHOW

THE "Boardwalk Edition" of the Louisville Courier-Journal and Times was the official organ of the "Atlantic City Boardwalk Show and Exposition," at Louisville, April 1-9. The publication, of four five-column pages, started with a circulation of more than 8,000 and increased more than 1,000 a day. In it could be found everything that makes a newspaper, including the latest style model 14 Mergenthaler Linotype. The paper was free. All copy was prepared and set up in the booth, which presented the appearance of a real newspaper office. Charles C. Swearingen, assistant advertising manager of the Courier-Journal and Times, was editor-in-chief, and Aubrey Cossar, managing editor. They had a staff of three reporters, a poet, an editorial writer and an artist to assist them.

Each booth along the "shopping district" came in for a story, and despite the fact that there were more than 100, each article was different. Four pretty girls—professional models on the show's formal program—and a troop of Boy Scouts distributed the papers. Photographs were the outstanding features of the paper.

Bert N. Garstin, business manager of the Courier-Journal and Times, conceived the idea of giving the "dream-city-by-the-sea," a miniature newspaper. As chairman of the advertising committee, he advertised in Southern Indiana and Kentucky and for the first time in its history 62,000 square feet of floor space in the armory wasn't big enough for all the crowds.

MATTHEWS RETIRES AT 83

Rochester Democrat and Chronicle Publisher with Paper 69 Years

The recent retirement of W. Henry Matthews, for fifty years the publisher of the Rochester (N. Y.) Democrat and Chronicle at the age of 83, calls attention to the career of a man who for many years was a constructive force in New York State journalism. He began his business life sixty-nine years ago in the office of the Rochester Daily Democrat sixty-nine years ago at a salary of $1.50 a week. His advancement was rapid and in twelve years he had saved enough money to buy a small interest in the business.

The Democrat was consolidated with the American in 1856 and in 1869 the Chronicle was added, and Mr. Matthews became president of the Rochester Printing Company, the publishers, the following year, a position he held for more than fifty years. At the time he took hold of the paper it had a circulation of 1,000 copies. Today it has a circulation of 50,000.

The Democrat and Chronicle is regarded as one of the strong papers of the state. It has kept up to date, has shown enterprise in getting and publishing the news, and has never hesitated to take the unpopular side of a question if Mr. Matthews was convinced that it was the right course.

Some of the first Mergenthaler machines to be put into use were installed in the office of the Democrat and Chronicle. Mr. Matthews saw a great future for the machine and was not afraid to put his money into it.

When some one asked Mr. Matthews why he retired from active business he said that he wanted more time to play. He was stopping at the Ormond Hotel, in Florida, when the National Editorial Association was tendered a dinner by the Mergenthaler Linotype Co. last month. He told the writer that when at home he spent two or three hours every day at the Democrat and Chronicle office. Mr. Matthews is president of the East Side Savings Bank and a director of the Central Bank of Rochester. He is in excellent health, plays golf, and gets as much enjoyment out of life as a man of forty.

Double Jubilee in Hutchinson

When the city of Hutchinson, Kan., celebrates its golden anniversary in 1922, it will also celebrate the golden anniversary of the Hutchinson News, the oldest paper in this section of the state. The News first appeared July 4, 1872.

New Press in Pittsfield

PITTSFIELD, Ill.—The Times has just completed the installation of the new press and other mechanical equipment which forced the paper to issue an edition of only half its regular size last week.

The Times-Union

is known as

The Service Paper in Rochester

Many newspaper friends from other cities have complimented us upon the completeness of our Service; but it is the expressions of appreciation from agencies and advertisers with whom we have been privileged to co-operate that indicate the real worth of our Advertising and Merchandising Service to **you.** We quote a few at random.

"We wish to assure you on behalf of our client, as well as ourselves that the co-operation given in connection with the Woodbury campaign is very much appreciated."
J. Walter Thompson Company.

"Certainly thank you for the splendid way in which you co-operated with us in lining up the dealers and helped to put over this Hoefler Chocolate campaign."
E. P. Remington Advertising Agency.

"We thank you very much for your letter of January 4th and for the data supplied to us on the subject of mineral oils and Agar Agar."
Hoyt's Service, Inc.

"This further evidence of your splendid co-operation in connection with the Sealdsweet advertising will be duly called to the attention of the executive officers of the Florida Citrus Exchange."
The Thomas Advertising Service.

"First of all I want to thank you for your co-operation in calling on the grocers. In checking up the situation I believe that we are all set for a successful campaign and that Vream will go over in Rochester in a satisfactory way."
The H. K. McCann Company.

"This will acknowledge receipt of your letter of October 4th in which you enclose copies of the letter you sent out to the grocery trade on Runkel's Cocoa. We appreciate the co-operation and know that it will help make this campaign a success."
Federal Advertising Agency.

We Know the Rochester Field from Every Angle.

Our Fund of Information is Valuable to Any Advertiser

Rochester Times-Union

First In Its Field

Circulation 64,018 A. B. C.

J. P. McKinney & Son, Representative

334 Fifth Avenue, New York 122 So. Michigan Avenue, Chicago

Digitized by Google

TORONTO WORLD SOLD TO MAIL & EMPIRE

Paper for Which McLean Refused $1,500,000 Sold by Receiver for $55,000—First in Canada to Issue Sunday Edition

(*Special to* EDITOR & PUBLISHER)

TORONTO, April 11.—With the purchase on April 9 by the Mail Printing Company of the good-will, plant and equipment of the Toronto Morning World and the Toronto Sunday World, one of the largest deals in the history of Canadian newspapers was consummated. The World has been in the hands of a receiver for the past year and during that period several syndicates have been formed with a view to its purchase, but none of these projects have been carried through. They have, however, given rise to the publication of numerous rumors as to the possible disposition of the property. The announcement that the Mail Printing Company had taken over the World was made in the issue of the Mail & Empire of April 11.

"We have not acquired the World Building," stated George E. Scroggie, business manager of the Mail & Empire, to EDITOR & PUBLISHER. "The real estate remains in possession of the World and will doubtless be sold by them when the company is wound up. In the meantime we have taken a short lease of the premises, as it is our intention to continue the publication of the Sunday World and we are not yet in a position to handle it in our own plant. We look forward to developing this edition. It is a fine proposition with a circulation last week of 110,000 copies and we feel that it has great possibilities.

Entire Staff Let Out

"The Morning World has, of course, been discontinued and its circulation absorbed in that of the Mail & Empire. It had a paid circulation of 25,000 copies and, to cover this, we are now running 115,000 copies of the Mail & Empire. There is a certain amount of duplication, but we will gradually check this up. The additional circulation places us in the premier position among the morning dailies of Canada.

"It is a matter of deep regret to us that it should have been necessary for the World assignee to let out the entire staff of the paper on Saturday. We have re-engaged as many of the staff as we could, including those engaged on the Sunday World and a few others who will be needed to reinforce our own staff; but, even at that, a large proportion of the staff will have to seek other positions."

Among the old timers on the World editorial staff who will be affected by the change are Harry Goss, secretary-treasurer, whose connection with the paper extends over forty years; A. N. Garrett, sporting editor for thirty-two years; and ex-alderman Herbert H. Ball, financial editor for twenty years. By a coincidence the circulation manager, John Lang, was commemorating his thirty-second year with the World on the day the Mail & Empire decided to take it over, and, as manager for the assignee, it was his duty to take part on that day in the consummation of the deal.

Mr. Scroggie intimated that the work of readjustment following the absorption of the World would take some time and would be handled gradually. More space for the Mail & Empire's plant and offices would be needed but no definite plans have yet been made for the enlargement. The deal, he added, was negotiated by J. S. Douglas, managing director of the Mail Printing Company.

Paid Only $55,000

EDITOR & PUBLISHER is authoritatively informed that the price paid by the Mail & Empire for the World amounted approximately to $55,000. This price does not include the building now occupied by the World. Just before the liquidation about a year ago it is said that W. F. McLean, the former owner, was offered $1,500,000 for the property, but refused to entertain the proposal. He even went so far as to decline to go to the hotel to discuss the offer with the representative of the syndicate who made it.

The World Printing Company still retains some of its assets, however, for no final winding up of the affairs of the company has yet been made. The purchase price of the assets sold, it is understood, will not be sufficient to take care of outstanding liabilities.

None of the liabilities of the World, however, are assumed by the Mail & Empire.

It is the intention of the Mail & Empire management to publish the Sunday World under its present name and for a time at the World office. When the presses and mechanical equipment are removed to the Mail's premises, the Sunday World will be published at the Mail & Empire office. No appointment to the editorship of the Sunday World under the Mail's management has yet been made, nor has it been decided to appoint a separate editor-in-chief for the weekly paper. The York County and Suburban News and other features of the Morning World will henceforth appear in the Mail & Empire.

The Mail Printing Company was formed in 1871 to publish the Toronto Daily Mail as a morning newspaper. In February, 1895, the Empire, a rival morning daily, was absorbed and the name of the paper was changed to the Mail & Empire. In September, 1919, the circulation of the Toronto Times (formerly the News), an evening daily, was added to that of the Mail & Empire, and now the series of expansions is still further extended by the absorption of the World.

The Toronto Morning World was founded in 1880 by William F. McLean, M.P., and in the forty years of its existence he remained the sole proprietor. Eleven years ago the paper was removed from here to its new building on Richmond street, West, where the World was published on Saturday morning, April 9, for the 15,759th and last time.

The World was the first one-cent paper in Toronto; and it was the first Canadian newspaper to publish a Sunday edition which it did in 1901.

Many of the newspaper men in high editorial places throughout the Province and the Dominion received their early training in the World office. And in the staff which now disbands, at least, partly, are some of the veterans of the profession who stayed with the World for nearly a generation.

On March 31, 1920, the World made an assignment to G. T. Clarkson for the benefit of its creditors, and, on an application to the Ontario High Court for a winding-up order, Mr. Clarkson was appointed permanent liquidator, while John Lang, circulation manager, was placed in charge for the liquidator. During the intervening months many efforts at reorganization have been made, but apparently without success. A few months ago the World withdrew from membership in the Audit Bureau of Circulations.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Hauslein, Gen. Mgr. M. Blackwood, Sales Mgr.

NEWSPRINT CONTRACT and SPOT

We offer Finnish newsprint for immediate delivery in the following sizes:

33½ / 36¼ / 54½ / 72½ — Rolls, 31 lbs. 2¾ cores

The prices on this spot lot are very attractive.

Through our Finland office we can contract to supply standard newsprint in all sizes. Our delivery facilities and prices warrant our being favored with a list of your needs.

AMERICAN TRANSOCEANIC TRADERS, Incorporated
25 WEST 43rd STREET
Affiliated House — Helsingfors, Finland
Murray Hill 0171
New York City, New York

The Bulls-eye of the Mississippi Valley

Manufacturers seeking distribution in the rich Mississippi Valley logically choose St. Louis as the first objective.

In order to facilitate merchandising this central market, The St. Louis Star's Bureau of Merchandising furnishes pertinent market data, salesman's route lists, and facts concerning specified products to any interested manufacturer or agency.

THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

don't say "Paper" —say "STAR"
Trade Mark Registered

Digitized by Google

Empi... Oil Purchasing Cor...

...ipating 7% Notes (Guaranteed)

...he extent of one-third the net profits a...

...and interest by Empire Gas and Fu...
...of high-grade refinable crude oi...

$60,000,000
...ylvania Railroad Company
6½ Per Cent. Secured Gold Bonds
Due February 1, 1936

...EST PAYABLE FEBRUARY 1 AN...
...ations of $1,000 and $500 each, with pri...
...for Bonds registered as to both principa...
...may be exchanged for coupon ...

...LIVERY AT WHICH PRICE, I Ha...
ABOUT 6.60% ON THE INVEST...
MATURITY.

...for Bonds allotted is to be made at ...
...ry certificates deliverable if, when ar...

Kuhn, Loeb ...
...ional City Company Harris, Fork...
Read & Co. Bl...
Higginson & Co. The Union Tru...
...ord Trust Co... ...la.
...mmer...

...n Paulo
...ed States of Brazil)
...king Fund Gold Bonds
...al Loan of 1921
...January 1, 1936
...Principal, premium and ...
...if held until redeemed
...per ...application and to offer a smaller amount than applied for...
...be made in New York funds at the office of Messrs. Sp...
...or in Chicago funds at the office of the Illinois Trust and ...
...against delivery of Speyer & Co.'s Temporary Receipts...
...from March 1, 1921, to July 1, 1921, and exchangeable ...
...ready, bearing the January 1, 1922, and subsequent coup...
...ion will be made to list the Bonds on the New York Stock E...

Spyer & Co. The Equit...
Lade...
Illinc...
...r & Co., Inc.
Halsey, Stuart & Co., Inc.
Cassatt & Co.
The above statements have been obtained ... but are believed to be accu...
New York, March 2, 1921.

UNITED STATES STEEL CORPORATION

To Holders of Ten-Sixty-Year Five Per Cent. Sinking Fund Gold Bonds, issued under and secured by Indenture dated April 1, 1903:

Notice is hereby given that in accordance with the provisions of Article Three of the said indenture ... Steel Corporation ... outstanding ... by the ... 1921, ... of the said ... States ... Bonds ... by lot ... May 1, ...

...at the ... Manhattan, ... coupons maturing ... of their par value, and the interest accrued to said May 1, 1921.

Dated March 1, 1921.

J. P. MORGAN & CO.
Sinking Fund Trustees

NOTICE

On March 1, 1921, Coupon Bonds of previous drawings, bearing the following distinctive numbers, were still unredeemed:

633	16,931	34,993	67,778	90,888	107,881	130,488	153,463	164,018	188,179
12,337	17,395	34,137	68,523	91,670	110,876	131,159	166,601	178,780	190,178
14,708	24,938	34,567	70,943	94,636	114,417	132,621	167,971	175,192	190,559
16,903	25,501	34,819	78,439	99,348	122,300	139,783	170,356	183,001
16,000	45,888	66,887	89,197	100,338	128,350	140,163	182,200	189,344

J. P. MORGAN & CO.
Sinking Fund Trustees

The Pittsburg Leader

ALEXANDER P. MOORE, PUBLISHER
W. E. MOFFETT, ADVERTISING MANAGER

"The purchasing power of Pittsburg is $1,000,000,000 a month."—*Babson.*

There is one newspaper in Pittsburg which goes straight to the heart of this gigantic sum every day in the Month. That newspaper is The Pittsburg Leader.

Daily telegraphic up-to-the-minute news from the fifteen most important business centers of the country has been recently added to The Pittsburg Leader's complete financial news and quotation service.

The responsive and profitable market for securities is found among the large wage earners; Pittsburg Leader readers are the large wage earners. Local Bankers and Merchants in Pittsburg recognize this fact as presented daily in their announcements.

Why confine your financial advertising to a field that has been overworked?

Go after the fertile field of Investors by presenting your offerings to The Pittsburg Leader readers.

Foreign Advertising Representatives

VERREE & CONKLIN, Inc.
NEW YORK CHICAGO DETROIT
PORTLAND, ORE.

...imble Oil a...
Two-Year 7...
...15, 1921
...e March 15 and September 15. Pri...
...in denominations of $1,000 and $500...
...t in part, on any interest date upon 60...

...ARANTY TRUST COMPANY OF...
...Farish, Esq., Vice-President ...
...are offered, subject to issue as ...
...ield about 7.55%.
...ject any and all applications fo...
...ller amount than applied for.
...office of J. P. Morgan & Co., ...
...15, 1921, against delivery of de...

Morgan & Co.

NEW ISSUE

Exempt from All Feder...
$500,000
...ity of Richmond,
5½% Direct Obligation ...
...neral Valuation (1920) ...
Debt ...
Population of City—1920 Census—171...
...ferred general obligation of the City...
...d ad valorem tax levied annually ...
...Morris, Reed, Dougherty & Hoy...
...ject to approval of ...
...bout 5½% to optional date and 5...

...mond & Co.
Arcade, Pittsburgh

...Washington

RALPH PULITZER FLAYS "HANG-DOG" PRESS

Journalism is Life in Ink and Must Portray Beauty as Well as Ugliness, He Tells Fraternity Assembled to Honor His Father

"Journalism is life in ink, and it shares all the ugliness as well as the beauty of life," began Ralph Pulitzer, principal speaker at the banquet celebrating the 74th anniversary of the birth of Joseph Pulitzer, held by Sigma Delta Chi, honorary journalistic fraternity, including the student body of the Pulitzer School of Journalism last Friday. Herbert Bayard Swope, executive editor of the World; Dr. J. W. Cunliffe, director of the School of Journalism; and Prof. Charles E. Cooper, head of the news writing and editorial department of the School, also gave short addresses.

"This society, with its ideals of promoting higher ethical standards in journalism," continued Mr. Pulitzer, commenting on the aims of Sigma Delta Chi of which he was recently elected an honorary member, "is of the utmost value. It should bring to bear on the Pulitzer School of Journalism those same influences which my father wished the school to bring to bear on work-a-day journalism in the land at large—the development of the high principles of a profession, instead of the mere tricks of a trade.

Has Lost Honesty of Life

"Hang-dog journalism is only the journalism that has lost the honesty of life. It is the journalism which plays up divorce cases, not because they are life but because they are lust; which plays up not the tragedy but the morbidness of crime; not the pathos but the succulence of sin. It slops over virtue and sobs over vice. It has hysterics over heroes and apoplexy over villains. The hang-dog journalism is the creation, in some cases, of cultivated debauchees, and in others, of virtuous vulgarians. But its sin is that it is not honest in turning life into news.

"You have on the other hand, the polite press, which believes in the sanctity of the high society and in the purity of the purse. It sees life through a rosy glow of birth and bank accounts. In its uplifted eyes crime is as sordid as poverty and sin as unpublishable as club happenings. It maintains distinguished dramatic critics to praise murder, suicide and adultery when skillfully exploited behind the footlights or between the covers of a book, but when life is the novelist or fate is the dramatist, it shrinks from these flesh and blood tragedies and dramas as being "bad form." To this section of the press, dedicated to property and propriety, life unwinds itself as a dignified, decorous frieze of politics and polo, debutantes, and dividends, banking, commerce, literature and art.

"Interest in life, honest toward life. These should be your watchwords. I think my father was the most striking example of these qualities that I have ever known. He would be absorbed in a political question one hour, and equally enthralled by a murder the next. To him they were simply different vital manifestations of life. He never printed news superciliously as being beneath his own interest but good enough for the masses of his readers. He was vividly interested in every stick that he printed.

"But he was not alone interested in portraying life but in moulding it. He belonged to that school of journalism which believes in being not merely a chronicler but a champion. He had strong views which he believed to be righteous views, and he used his papers persistently and pugnaciously to carry those views into effect.

Public Usefulness

"I have been brought up in this school, and I firmly believe in it. But at the same time I fully recognize that one of the unsolved problems of the day is the irresponsible power of the press. It used to be argued that a newspaper only held a day-to-day franchise from its readers and that an unscrupulous paper, though losing the confidence of its readers, would automatically end its influence. I am afraid that since this argument was first used viciousness has gained in vitality or else a section of the public press has grown more chronically gullible; and therefore we must rest content in the faith that the public usefulness of an aggressive press so far transcends its abuses that we must be willing to suffer for the sake of the public services.

Herbert Bayard Swope, executive editor of the World, expressed a hope, at the beginning of his talk, that journalism be placed on a par with other professions such as medicine and law.

"I hope journalism will rival kindred professions of law and medicine," said Mr. Swope. "I hope it will be standardized. There is no calendar of ethics, but there is something that we must constantly wrestle and the improvement of which we must constantly seek. Today, there is no code of rules for guidance. There are no hard and fast rules that such and such a story should be handled in such and such a fashion. But modern journalism is judged on precedent and practice of the news sense—the sixth sense, the sixteenth sense, the sixty-ninth sense, which seems to come to those chosen for the profession. This is known among newspaper men as a 'nose for news.'

"News messages gathered by reporters," continued Mr. Swope, "are the foundation by which newspaper men form public opinion. It is only persons who are mentally weak and feeble who accept editorials as gospel. Editorials are written to start an intellectual mind to function. Newspapers are becoming so effective in forming public opinion that those who make news have a priestly calling thrust upon them."

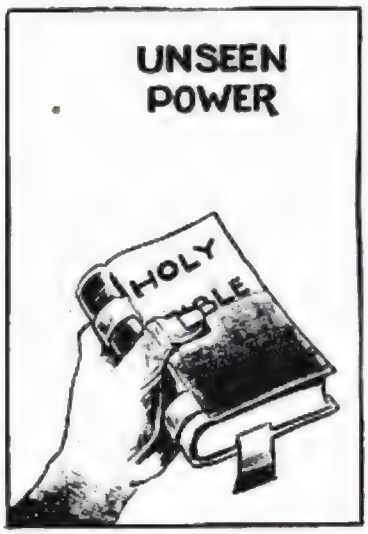
"The American newspapers," declared Mr. Swope, "have much more to teach our English brothers in make-up and writing news stories. In England we still see partisanship. Partisanship has been overcome and sent down the plank by none other than Joseph Pulitzer.

"A true tribute that could be paid to Joseph Pulitzer," concluded Mr. Swope, "would be to repair an omission regarding the official name of the School of Journalism as an act of elementary justice and recognition of the greatness of its founder by always referring to it as the Pulitzer School of Journalism."

Professor Charles E. Cooper, head of the department of newswriting and editing of the School of Journalism, pointed out in his address that Joseph Pulitzer had built two enduring monuments during his lifetime.

"Coming to this city from St. Louis in 1883," said Professor Cooper, "Mr. Pulitzer bought the World and within four years turned it from a dying newspaper with a circulation of 12,000 copies, into a live, virile, energetic fighting newspaper with a circulation of 200,000. But this was no evanescent success. Built on the strong foundations laid down by Mr. Pulitzer, the World has maintained its standing among the country's great journals since Mr. Pulitzer's death.

"In this great institution we have what I believe will be the second enduring memorial to Joseph Pulitzer, this School of Journalism made possible by his benefactions."



Male Voters and Star Subscribers

Following is a statement of the number of male voters in Greater Kansas City compared by districts with the number of *carrier* subscribers to The Kansas City Star:

	Male Voters	Star Subscribers
Kansas City, Missouri	**84,964**	**86,726**
Kansas City, Kansas	**21,584**	**23,692**
Rosedale, Kansas	**1,845**	**1,875**
Independence, Missouri	**4,207**	**4,855**
Newsboys and Newsdealers		**12,726**
Greater Kansas City	**112,600**	**129,874**

Adding surburban and out-of-town circulation, The Kansas City Star has 220,000 paid subscribers.

THE KANSAS CITY STAR

Average Net Paid Circulation during March:

MORNING	EVENING	SUNDAY
219,115	224,547	225,137

Chicago Office
1418 Century Bldg.

New York Office
2 Rector Street

Marysville Democrat

SOME DAY YOU WILL ADVERTISE IN MARYSVILLE

THAT'S THE TIME WE WANT YOU TO SPECIFY

THE MARYSVILLE DEMOCRAT

It should be on your California list

EST. 1884 CALIFORNIA FLAT RATE 25¢ PER INCH

If You Read Genesis -and Nothing Else in the Bible

You would never know how the Children of Israel got out of the Land of Egypt.

It is the same way with Audit Bureau Circulation Reports.

If you read only the first page—just a casual glance at the "Net Paid Circulation"—you fail to get the wealth of information contained in the inside pages of the report.

When you plan your advertising campaign, the consideration of circulation is important, of course. But how that circulation was obtained; who actually gets the publication; and under what conditions, is more important.

All this necessary information can be obtained by a careful study of A.B.C. reports. And with far more accuracy than from any other source.

Sound Merchandising and "Mass Salesmanship" is based on knowing your market and with a copy of the Publisher's Statement, the Auditor's Report and a copy of the publication before you, an intensive knowledge can be obtained of the markets in every city and district in the U. S. and Canada.

Read your "Scientific Space Selection," study your A. B. C. reports and you'll reach the promised land of Sound Merchandising in less than forty years.

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

Digitized by Google

CHURCH ADVERTISING IN HANDBOOK

Dr. Reisner Says Clergyman Who Does Not Let Public Know of His Services is Like Merchant Who Refuses to Advertise His Goods

NOT many books have been written on Church advertising; therefore, as the subject is an important one and much can be said upon it, there is room for the "Handbook of Church Advertising" by Francis H. Case, just published by the Abingdon Press, New York and Cincinnati. Some years ago the Rev. Dr. Christian F. Reisner, of New York brought out "Church Advertising" in which he told in an interesting manner of his own experiences in building up large congregations by the aid of advertising. Many a clergyman profited from what he wrote and attracted to their churches many more people than they had ever held before.

Mr. Case's book is based upon the addresses delivered before the Church Department of the Associated Advertising Clubs at the Philadelphia Convention in 1916. He has taken the constructive material they contained and arranged it in text book form for use as a basis of study in community training schools, in theological summaries and other religious training schools. The range of topics is indicated by the following titles of some of the chapters: "Why Advertise the Church?", "Advertising Principles Applied," "Who Shall Have Charge?", "What to Advertise," "Channels of Publicity," "Making Type Talk," "How to Obtain Funds," and "Goal of Church Advertising."

If a clergyman does not employ advertising to let the public know what kind of service his church has to offer he is in much the same position as a merchant who does not advertise the goods he wants to sell. Preaching to empty pews is not conducive to the building up of a strong church organization. If a minister is a good speaker and has something to say each Sunday that is worth hearing why shouldn't he use the same medium—the newspaper—to arouse interest and draw people to the church that the theatres employ to fill their auditoriums? Is there anything undignified in pursuing this course? Jesus Christ believed in advertising and made use of it in attracting crowds to hear Him. There were no newspapers then through which to make the Gospel known, and so He performed miracles, the nature of which caused a profound sensation throughout the then known world, and thousands of people came to listen to His teachings.

How to advertise the church effectively ought to be just as much a part of a clergyman's education as a knowledge of church organization. Mr. Case's "Handbook of Church Advertising" should be a welcome addition to every church library.

Paper Mills Must Cut Wages

Speaking at the annual convention of the American Pulp & Paper Association, in New York, April 14, Philip T. Dodge, president of the International Paper Company, made it plain that the employees of the paper mills will have to accept wage reductions, with the alternative of seeing the mills shut down. Mr. Dodge described the paper situation as critical, in view of the shortage of raw materials and the cancellation of orders by many publishers. He said there had been a marked tendency to cut orders in the hope that price reductions would follow. He asserted that the mills had supplies on hand that would run them until the end of May.

Poughkeepsie Printers Strike

POUGHKEEPSIE, April 14. Job printers of this city, failing to reach an agreement with employers, struck this morning. They are demanding $36 a week for a forty-eight-hour week until May 7, after which they demand a forty-four-hour week, with pay at $35. The employers' contract with the union expired March 1. The newspapers reached a satisfactory agreement with their employees, but the job printing concerns failed to do so. The employing printers say they will put the open shop into effect.

Meyer-Martin Bill Held Up

ALBANY, N. Y., April 14.—Samuel Gompers, president of the American Federation of Labor, today pursuaded the legislative leaders to delay passage of the Meyer-Martin bill, aimed at price fixing by the Photo-Engravers' Union, and suggested that an investigation be made of the differences between publishers and the union. He proposed that the Governor act as arbiter and said labor stood ready to accept the decision.

Fisk Rubber Earnings Decrease

The annual report of the Fisk Rubber Company shows surplus earnings, following inventory adjustments and Federal taxes, of $2,130,133. After payment of preferred dividends this was equal to $1.68 a share on the $15,494,000 common stock of $25 par value. In 1919 the company reported earnings of $3,994,657, equal to $5.99 a share on the $12,254,500 stock in that year. Net profits for the year were $5,034,950; inventory adjustments called for $2,669,117 and Federal taxes $235,700, leaving the balance named. Preferred dividends aggregated $1,086,981 and common dividends $1,474,758, leaving a deficit after dividend payments of $431,606. The profit and loss surplus December 31, 1920, was $7,789,085.

Mrs. Joseph Pulitzer Robbed

Information reaches New York that Mrs. Joseph Pulitzer, widow of the late publisher of the New York World, and her companion, Miss Maude Alice Macarow, were victims of a robbery on a train on its way from Cannes to Paris on April 12. The man escaped.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address Inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

Do You Want

Sir Phillip Gibbs

As Your European

CORRESPONDENT?

Whether You Are a Big Metropolitan Daily or a Paper with a Small Circulation in a City with a Small Population

This World-Famous Correspondent

Is Available To You. You Can Advertise and Announce Him as Your Own.

GIBBS

Will NOT TOUCH the Irish Question

He Will Cable a Weekly Dispatch Interpreting the Shifting European Situation Especially for the American Newspapers, Which We Will Distribute by Mail for Publication Sundays, or Saturdays if You Have No Sunday Edition, Beginning May 1st. You Have at Your Disposal His Superior Writing Ability, His Unequalled Knowledge of European Affairs and His First Hand Acquaintance with American Conditions. His Dispatches Will Be Written for Americans. The United States and Canada Are Deeply Affected by the Situation in Europe and Sir Phillip Will Interpret the News from This Angle.

Interest in Europe Today Is Focused on How Developments There Will Affect the United States and Canada. Readers Do Not Want Past History. They Are Tired of Reading Excuses for Past Failures and Hashed Over Accounts of the Peace Conference Which the Present Administration Has Thrown Into the Discard.

GIBBS WILL GIVE THEM WHAT THEY WANT

WIRE FOR TERMS

The Bell Syndicate, Inc.

John N. Wheeler, President,

727 World Building, New York City

13NOV23 76310
DAVIES MRS M H
% E M POTTER
R 3 BOX 34
HAYWOOD VA

3APR24 91250
HOLMES T H
% O W LOWELL
R 2 BOX 87
HAYWOOD VA

9JUL24 27450
TWYMAN T J
R 3
HAYWOOD VA

12JUN24 45610
BILLINGSLEY J F
LIONUM VA

14MAR23 49620
BLAKE R S
LIONUM VA

15FEB23 94860
HOLLOWAY THOS R
LIONUM VA

17MAY23 34560
TURNER R J
LIONUM VA

21AUG23 71690
WILLIS J H
LIONUM VA

24JAN24 28650
ADAMS JAS A
LOCUST DALE VA

23SEP23 36470
HILL J IRVIN
LOCUST DALE VA

8OCT23 65180
LOVELL E W
LOCUST DALE VA

12MAY24 37540
THOMASON JOHN W
LOCUST DALE VA

If your circulation is of a size that calls for a proof strip for mailing, why not have a strip like the one shown:

A strip that has the complete town address.

A strip that is legible, neat, economical and easy to make, together with a system that carries with it a minimum cost.

Possibly your circulation has reached the size

Where your mail room is overbalanced with labor.

Where your trains are difficult to make.

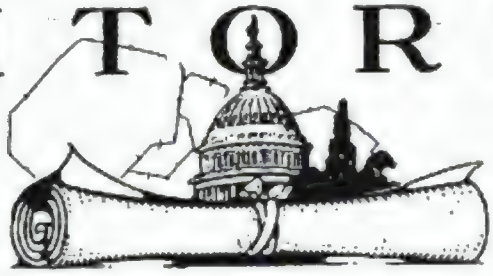
Where the necessary speed encourages poor pasting of strip.

Where the use of a mailing machine which would address club papers at the rate of **12,000** an hour, or fold, wrap and address directly on the papers at **10,000** an hour would allow you to go to press later and still make the trains.

Let us tell you more about this, and about new equipment which we have for the publisher with a small mail list, while you are at the A.N.P.A. Convention. We will be in our usual place at the Waldorf-Astoria.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD
CHICAGO

EDITORIAL



MR. McCONE OF BUFFALO

THERE are two dangerous elements in America that, broadly speaking, are more responsible for the industrial unrest in this country today than all of the ills of wage differences and working conditions that have resulted in strikes and lockouts during the last fifty years. On the one hand it is leadership such as that of the Photo Engravers' Union that not only dictates profits but asks for the right to fix credits; and, on the other hand, the self-appointed spokesmen of the employers, such as E. J. McCone, general manager of the Buffalo Commercial.

In a communication appearing in EDITOR & PUBLISHER last week Mr. McCone announced that he had called a meeting to be held in New York during the week of April 17 for the purpose of organizing what he has seen fit to call the "American Open-Shop Publishers Association." That is Mr. McCone's right and it is the right of any publisher to join him in forming such an organization. EDITOR & PUBLISHER has no fault to find with such a course, for it believes in co-operation and collective bargaining.

EDITOR & PUBLISHER's concern is not with Mr. McCone's personal beliefs on the labor question, but with the false charges that he has made against the press of America and the actual damage he has done it in the last two years by making those charges. He has publicly accused the entire press of the country with being under the dominance of its union employees. In fact he has struck at the life of the press by charging it with being censored in the interest of a class and thus has planted seeds of public distrust by casting doubt on honesty in the news columns.

EDITOR & PUBLISHER has published in detail every charge that Mr. McCone has made relative to the censorship of the American press by labor unions and every charge he has made is disposed of by that very fact, for this publication is published from a tight union shop.

Regardless of his charges, which have done a real injury to the press of America, Mr. McCone testifies to his own belief in collective bargaining through the call he has sent to other publishers.

It is possible that many of us are too close to our own labor problems to accept the broader viewpoint and for that reason it might be well for us to stop for a moment and consider the opinion of an outsider on unionism. Discussing the United States steel strike, Lord Northcliffe, one of the great publishers of the world, said:

> "Ten years ago when I acquired the control of the London Times this ancient institution was what is known as an open shop. It had never allowed Trade Unionism. I expressed my urgent wish to the mechanical staffs that they should become members of the various labor unions to which they were attached, and there are now members of fifteen different labor unions working in this and every other newspaper office in Great Britain.
>
> "I believe that the labor unions make for smoother relations. Without the labor unions our strike last week would have been a civil war. It was the control of the men by their leaders which made it a peaceful struggle. . . . Any comparison between labor in the United States and Great Britain is irrelevant. That your men should be striking for the recognition of the labor unions seems like going back to the Middle Ages."

Members of labor unions are human and are liable to err; they may be unfair in some of their demands, but the same applies to many employers. The present industrial problems of America are not going to be settled by class warfare but by organization, co-operation, and understanding established through negotiation. In considering the principle of collective bargaining, we must not overlook the fact that the independence of which we boast today was made possible by the collective action of thirteen colonies, and every advance in civilization has been made possible only by the union of persons of like ideals. This applies equally to the affairs of nations, corporations and men.—B. M.

"Labor is prior to, and independent of, capital. Capital is only the fruit of labor, and could never have existed if labor had not first existed. Labor is the superior of capital, and deserves much the higher consideration. Capital has its rights, which are as worthy of protection as any other rights. Nor is it denied that there is, and probably always will be, a relation between labor and capital producing mutual benefits. The error is in assuming that the whole of the community exists within that relation."

—Abraham Lincoln in his annual message to Congress, December 3, 1861.

PRESIDENT HARDING'S EDITORIAL MESSAGE

PRESIDENT HARDING'S first message to Congress has stirred up the style critics. The high-brows declare that it lacks the polish and finish of President Wilson's messages and reeks of the editorial sanctum rather than the study of the college professor. This may be true, but what of it?

If President Harding employs the newspaper editorial style rather than the classic style of the university is it anything to his discredit? Cannot the average American understand what he is saying much more easily?

The advantage of the newspaper editorial is that it is usually concise and to the point, it clearly presents the editor's views, and it is expressed in words which a majority of readers can understand without consulting the dictionary.

The American newspaper public is intelligent and well educated. In the presentation of news it demands cleanness and accuracy of statement and in the expression of editorial opinion, honesty and straightforwardness.

We feel certain that President Harding's state papers will be widely read, for the reason that they will be written in a way that will appeal to the bulk of our citizens. To be sure editors sometimes use language to conceal rather than to reveal thought, and if our President occasionally does this we can excuse him. If he can make his messages live utterances, straight from the shoulder, free from equivocation, they certainly will command wide attention.

April 16, 1921 Volume 53, No. 46

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Kenney, advertising; Benson Dowling, circulation.
R. L. Stanton George Strate
C. B. Groomes J. G. Tanner
F. W. Payne

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1275 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

THE INTERNATIONAL'S OPPORTUNITY

IT must be a great relief to those newspaper publishers who have been worrying lest the International Paper Co. would be unable to pay its customary dividend because of poor business, to learn from the annual report of the corporation, just issued, that its net earnings for the year, after deducting taxes, depreciation and fiscal charges, were $11,836,362, which is equal to $52.07 a share on the $19,850,264 of common stock, and that the surplus was $10,336,262 as compared with $2,621,194 in 1919.

To men who do not understand the mysteries of finance but who have been studying the newsprint problem pretty closely the last two or three years, it seems as though, in view of the unprecedented profits on the twelve months' business, it would have been possible for the company to sell its product at less than it did and still earn a generous sum for its stockholders.

It has been the contention of the International that the prices quoted for newsprint during the year were the lowest that could be fixed under conditions that then prevailed. It is quite probable that its officers were warranted in the earlier part of 1920 in taking this position, but were they justified in fixing the prices during the last two quarters at figures that were considerably greater than were necessary to give the company an adequate profit upon its investment?

It is somewhat disconcerting to be informed by the manufacturers of a commodity that they are selling their product at the lowest price that can be quoted and then be told at the end of the year that its profits were nearly 200 per cent greater than the previous year.

But now as to the future. The relations existing between the International and the newspaper publishers have never been better than they are today in spite of the differences that may still exist between them. The company has made reductions in the price of newsprint, but it is still too high, although it may never be as low as it was before the great war. That the price for the next quarter must be much less than that prevails at present is indicated by the fact that at least one foreign manufacturer stands ready to deliver newsprint of guaranteed standard quality at 3½ cents under a contract calling for the delivery of 5,000 tons a month. Several American mills stand ready to make contracts at 4 cents. The International's present price is 5½ cents.

Because of the high price of paper many publishers have for three years curtailed or wholly suspended all efforts to increase their circulations. Others who are not strong financially have had to be content either with a very small return for their work or have run their business at a loss. To these publishers a reduction of even one cent a pound will mean prosperity—the return of good times.

If the International Paper Co. wants to win the good-will and hearty support of the newspaper publishers to a degree that has never been possible before let it cut its price to a figure that will more nearly represent the cost of production plus a fair profit.—F. L. B.

"BUY NOW" campaigns have been put on by newspapers in quite a number of cities during the last three months and in nearly every case they have been followed by an improvement in local business. Sometimes the advertisements have been paid for by the merchants and sometimes by the Chambers of Commerce or Boards of Trade. The newspapers in most instances have taken the initiative and cheerfully assume responsibility for the results. There are still many cities, however, in which nothing practical has been done to start the people to buying. If the advertising or business manager is on his job he should get busy at once. A marked increase in sales by local stores will be followed by greater activity in shops and factories, more men and women will be employed and full time will be the rule in all manufacturing establishments. More business means more advertising and more money in circulation. Shouldn't the newspapers do what they can to promote this end?

PERSONAL

JOHN F. DUNN, managing editor of the Syracuse Post-Standard, is visiting New York and is a guest at the Hotel Pennsylvania.

Edgar M. Foster, publisher of the Nashville (Tenn.) Banner, has been named chairman of the program committee for the nineteenth annual convention of the Southern Newspaper Publishers' Association.

Willis McCurdy, business manager of the Winnipeg (Man.) Free Press, is in New York on a combined business and pleasure trip.

Arthur T. Robb, Jr., news editor of EDITOR & PUBLISHER, is the proud father of a baby son, born Thursday morning.

J. L. Sturtevant, publisher of the Wausau (Wis.) Record-Herald, has returned to his desk from a ten-week visit to Biloxi (Miss.). He had a very pleasant winter, won a couple of nice golf sticks and got his nerves back to normalcy, he says.

Mr. and Mrs. Austin P. Cristy are at St. Augustine, Florida. Mr. Cristy was owner and publisher of the Worcester (Mass.) Telegram for many years.

Hugh H. Thomson, former news editor of EDITOR & PUBLISHER, has been promoted from assistant secretary to secretary of the Yonkers (N. Y.) Chamber of Commerce.

Joseph A. Savadel, business manager of the Fourth Estate, is being extended the sympathy of his many friends on the death of his father on Monday, at the age of 87 years

Dr. Dan B. Brummitt, editor of the Epworth Herald, of Chicago, attended the banquet of Sigma Delta Chi, honorary journalistic fraternity, of New York, last week with his son who is a member of the Pulitzer School of Journalism.

Frank C. Bowersox, recently appointed associate judge of Mifflin county, became editor and manager of the Lewistown (Pa.) Gazette this week, succeeding George F. Stackpole, who had been editor of this newspaper for the last thirty-eight years.

Ross E. Burns, general manager of the Joplin (Mo.) Globe, was elected district governor of the Seventeenth District Rotary Clubs at the meeting in Wichita (Kan.) last week.

Stephen H. Horgan, advertising manager of Sinclair & Valentine, manufacturers of printing inks, was the speaker last Thursday at the regular weekly luncheon of the Poor Richard Club. His subject was "The Influence of Photography on Printing During One Hundred Years," a particularly timely subject in view of the fact that this year marks the 100th anniversary of the art of photo-engraving, of which Mr. Horgan is looked upon as the dean.

IN THE EDITORIAL ROOMS

RICHARD O. HANSEN, formerly of the Portland Oregonian copy desk, has been appointed night editor of the San Francisco Journal. He has also served on the copy desk of the Examiner.

H. T. Hopkins, for several years United Press northwest manager in Portland, has taken over the Northwest managership of the International News Service in the same city, succeeding Webster K. Nolan of San Francisco, who is now advance news editor of the I. N. S. in New York. Mr. Hopkins was formerly managing editor of the Dalles (Ore.) Chronicle.

Elliott F. Shepard, Paris correspondent of the New York Evening Mail and secretary of the Anglo-American Press Association, has been touring Algeria with Mrs. Shepard for several weeks.

Henry W. Francis, director of the American department of the London Daily Mail's Paris edition, has returned to Paris from a trip to the United States.

Paul Scott Mowrer, Paris correspondent of the Chicago Daily News foreign service, has become a regular contributor to the French political weekly, L'Europe Nouvelle.

Valentine T. Karnes, city editor of the Buffalo Times, is critically ill. He returned to work after an illness of several months, but was again stricken and is now confined to his home.

L. Barton Motherwell is receiving congratulations of his associates on the Portland (Me.) Express-Advertiser of which he is assistant news editor. A nine-pound girl is the explanation.

James Ferrin has joined the staff of the Worcester (Mass.) Telegram, covering the Webster-Dudley district.

Franklin Adams, formerly on the Worcester (Mass.) Telegram, has joined the Providence (R. I.) Journal.

Timothy J. Collins, who represents the Boston Globe in Quincy, was presented with a substantial purse of gold by members of the Globe Staff at a party in the city room on his 49th birthday and the completion of his 22d year of service to the paper. W. D. Sullivan, city editor, made the presentation speech. John Buchanan, a fellow townsman of Mr. Collins, long associated with the Globe, also spoke.

Miss Anna Carlson, paragrapher on the Newton (Kan.) Kansan several years ago, has been made city editor of the Manhattan (Kan.) Nationalist, succeeding Carl Haterius, who resigned to study music.

Max Buckingham, brother of Roy Buckingham of the Concordia (Kan.) Blade and formerly sporting editor of the Wichita Beacon, has joined the Arkansas City (Kan.) Traveler staff.

Miss Helen Tyler, daughter of Mr. and Mrs. Frank Tyler, well known Kansas newspaper and publicity representatives, and Herbert H. Waggoner, telegraph editor of the Hutchinson News, and son of W. R. Waggoner, of the Wichita Eagle were married last week. Mrs. Waggoner at one time was society editor of the Hutchinson Gazette.

Walter A Johnson who has been executive clerk of the Kansas State Senate has gone back to his former position as Washington correspondent of the Topeka Daily Capital and the Kansas City Kansan.

Irwin S. Kirkwood, of Kansas City Star, has purchased Norway Pine's Point, at Osgood's Lake, Maloney, N. Y.

C. R. Wheeler, formerly telegraph and make-up editor of the American Daily Standard which discontinued publication in Chicago, has joined the editorial staff of the Grand Rapids (Mich.) Press as assistant city editor.

Col. John T. Burke, Columbus correspondent and political writer for the Cleveland Leader-News, and Capt. W. C. Howells, Capitol representative of the Plain Dealer, attended a dinner given by the department of journalism of the Ohio State University, in Columbus, to editors and publishers of Ohio newspapers and members of the state legislature.

Frank D. Hicks of the Waterloo (Iowa) Evening Courier staff and Miss Romola Latchem of Iowa City, have become engaged. The wedding will take place June 2.

Edgar McNall, a member of the advertising staff of the Cedar Rapids (Ia.) Republican and Times, and Miss Bessie Vajner, also of Cedar Rapids, were married recently.

William C. Culkins, for 10 years a well known Cincinnati newspaper man who was also legislative correspondent in Columbus for several sessions, has resigned as traction manager for Cincinnati. The place was created about 18 months ago, paying $7,500 a year. Mr. Culkins had been executive secretary of the Cincinnati Chamber of Commerce and on May 1 will return to this position.

Leonard A. Remy has gone with the L'Opinion Publique, French daily newspaper at Worcester, Mass.

D. L. Runnells, formerly connected with the Flint Journal and who held the position as state editor on the Press Grand Rapids (Mich.) has been appointed market editor of the Press, a new staff position. T. Hawley Tapping, formerly city editor of the Peona (Ill.) Transcript, has taken over the state editor's desk

Thomas P. O'Neil of the Philadelphia Record local staff has been assigned to cover City Hall departments.

Charles Barrett, editor of the Arlington (Mo.) Enterprise, and John Busch, candidates for police judge, tied for the place, in the recent election, and in drawing for the honor, Mr. Barrett won.

William R. Gay, who has been city editor of the Cincinnati Commercial Tribune for the past eight months, resigned last Saturday and was succeeded by Roe Eastman, who was second on the universal desk.

W. Brand, who has been doing the court-house run for the Cincinnati Commercial Tribune, resigned last week

THE BUSINESS OFFICE

JAMES S. McCARTNEY, former treasurer of the Philadelphia Record Company is now in Paris visiting his brother-in-law, Dr. John S. Borsch. Mr. McCartney plans to go from France to South America, spending considerable time in Brazil looking over sites for a prospective string of hotels in which he is interested.

James A. Copeland, formerly advertising and business manager of the Peekskill (N. Y.) Evening News, has joined the advertising department of the Scranton (Pa.) Republican.

Gary Erb, formerly of the advertising staffs of the Philadelphia North American and the Press and more recently

FOLKS WORTH KNOWING

ANNOUNCEMENT of Daniel Nicoll's promotion to the position of publisher of the New York Evening Mail, made on April 7, was a delightful piece of news for "Danny's" host of friends. It marked the achievement of an ideal which too few newspaper men ever realize—for "Danny" Nicoll's first job as a boy was on the old Mail & Express (predecessor of the present Evening Mail at the age of thirteen years.

DANIEL NICOLL

Mr. Nicoll is now thirty-six years of age and with the exception of about five years his whole business career has been with the same newspaper. Two years of his absence from the Evening Mail were spent with the New York Commercial as secretary to the late Edward Payson Call, who was then its publisher, and where Mr. Nicoll obtained much training that has been of subsequent value to him in his climb of the business ladder. Later for three years Mr. Nicoll was actively engaged in the special agency business as a member of the firm of Gilman & Nicoll, in which he still has a financial interest as it is conducted today under the name of Gilman, Nicoll & Ruthmann.

Mr. Nicoll returned to the service of the Evening Mail in 1919 as business manager and his advancement is now made from that position. At one time Mr. Nicoll was circulation manager of the Evening Mail and in that capacity inaugurated many of the service features which have made the newspaper noted in the past few years.

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

The San Francisco Examiner
The Memphis News-Scimitar
The Rocky Mountain News
The Denver Times
The Arkansas Gazette
The Great Falls Tribune
The Pueblo Chieftain
The Colorado Springs Evening Telegraph
The Helena Independent

with the Paschall Sales Agency, has just joined the advertising staff of the Record.

Stuart S. Schuyler, for the past five years in the Chicago foreign advertising office of the Scripps Newspapers, has been appointed manager, succeeding H. P. Stone. Mr. Schuyler has been with the Scripps and Scripps-McRae newspapers since 1911.

WITH THE AD AGENTS

BENJAMIN AKIN, recently advertising manager of the International Magazine Company, publisher of Hearst's magazines, is now associated with Hulscher-Rothenburg, Inc., New York, as vice-president. Mr. Akin was sales and advertising manager of Huylers, New York, and occupied a similar position with Hessig-Ellis Drug Company of Memphis, Tenn.

The Akron Advertising Agency has acquired its own building at 115 South Union street in the residence section of Akron.

William D. Brown, a member of the Good Will Advertising Company of Minneapolis and Miss Pearl Louise Kelly, the daughter of Mr. and Mrs. William Kelly, of Des Moines, Ia., were married recently in Indianapolis.

NOTES OF THE AD FOLKS

Andrew J. Sharick, former Buffalo newspaper man, has been named general director of exploitation and publicity for the Selznick Pictures Corporation, with headquarters in New York city.

Richard Myers has become advertising manager of the American Express Company in Europe, succeeding Robert Barton, recently promoted to the office of assistant general manager for France. Mr. Barton, who was formerly on the editorial staff of Judge, has transferred his headquarters from London to Paris.

Edward N. Teall, manager of the Chautauqua Press Department of Chautauqua, N. Y., has resigned to enter the newspaper field at Worcester, Mass.

PERET THANKS AMERICAN PRESS

Anglo-American Writers Dine Leaders of French Legislature

(Special to Editor & Publisher)

PARIS, March 24.—M. Raoul Perét, president of the French Chamber of Deputies, paid high tribute to the American newspaper men in Paris, at a luncheon given today in honor of M. Léon Bourgeois, president of the French Senate, and himself, by the Anglo-American Press Association.

"I want to thank you on behalf of France," he said, "for the splendid comprehension you, and through you, your country, has ever had of the sacrifice the suffering and the ruins of my country."

Among those present were: M. Corbin and M. Moskowski, Ministry of Foreign Affairs; M. Geraud, Echo de Paris; M. Limouzain, Temps; Elmer Roberts and F. B. Grundy, Associated Press, Guy C. Hickock, Brooklyn Daily Eagle; Paul Scott Mowrer, Chicago Daily News, Sisley Huddleston of the Christian Science Monitor; Laurence Hills and Myer Agen, New York Herald; Wythe Williams, Philadelphia Public Ledger; E. W. Hullinger, United Press; Newton C. Parke and William Cook, International News Service.

John B. Johnson Dead

John B. Johnson, advertising manager of the Economist, Chicago, dropped dead while attending a stockholders meeting in that city.

PRESS THE DIPLOMAT OF THE FUTURE

Col. R. R. McCormick Tells Paris Matin Newspapers Will Voice Sentiments of People on Foreign Relations

By WILLIAM HILLMAN

Special Correspondence to Editor & Publisher

PARIS, March 29.—The diplomacy of the future will be conducted by newspapers. The foreign relations of the nations of the world will be directly in the hands of the peoples themselves, who will exchange their views and opinions by means of the newspapers rather than through the medium of ambassadors alone.

COL. R. R. MCCORMICK

This is the interesting theme developed by Col. Robert R. McCormick, associate editor of the Chicago Tribune, in a leading article published this week by the Matin. Col. McCormick declares that through the only logical channel—newspapers, which he characterizes as "modern democratic diplomats,"—will a better understanding between the United States and France be developed and maintained.

"In the time of Louis XIV," Col. McCormick writes, "an ambassador was fully competent to handle the foreign affairs of his country because he adequately represented the king, who embodied in his person the entire government.

"During the American revolution, when the new country adopted the method of representation prevalent in the world, a mission headed by Benjamin Franklin was sent to France in the belief that the members of that mission sufficiently represented the diverse elements of the American government. And this form of official representation was adequate for that epoch.

"But the principle of representation of the nation in international questions did not follow the development of the sovereignty of the people in America. Instead it retrogressed to a point where, two years ago, a single man thought himself capable of representing the whole American people at the peace conference. The error of this presumption was proven by the last Presidential election in the United States.

"Yet whatever conclusions may be drawn from the results of the last Presidential election, it is incontestable that, in the future, the foreign relations of the American people must be regulated by the people and not by one of several delegates. This control over foreign affairs was impossible in the days of Louis XIV or of Franklin when it required several weeks for letters to cross the ocean and months for news to be disseminated among the people.

"Today the transmission of news is mechanically instantaneous, and thanks to the development of independent newspapers in France and the United States, these two people can exchange daily their views and opinions on international questions.

"Until now the two people have not been served by these new facilities of communication. It is for this reason that the problems and questions of vital interest to France have been little known in the United States, and, why the difficulties, the national needs and aspirations of the American people have not been sufficiently understood by the French public.

"The officials of both countries have not made a great effort to employ the means of rapid communication for exchanging views properly.

"The splendid community of ideas which united our two peoples during the war resulted from the fact that millions of Americans were in France in direct contact with the inhabitants. This community of ideas, this marvellous accord of the peoples can be maintained in peace through cable and wireless dispatches exchanged daily between the countries.

"We should not lose a day now in taking advantages offered us by this means of rapid communication, to attain the wished-for results between the two peoples, especially since we have witnessed the bankruptcy of the ancient method of diplomatic representation."

Col. McCormick then points out that the French have had an erroneous conception of the situation and state of affairs in the United States.

"Many think that the war enriched us," he writes. "This is probably due to the fact that American war profiteers are now touring Europe spending money made by supplying the armies. The majority of the people, however, have decreased incomes and are forced to stay modestly at home in America.

"America was hard-hit by the war. Five million men were called to the colors while the rest of the population was concentrated in industrial centers for war work. The economic map of the country was entirely disarranged and the result is industrial chaos.

"I relate these facts," Col. McCormick concludes, "to show how the nations, though united by brotherly feelings, have been left in ignorance of their respective troubles and needs. The French and the American newspapers are the modern spokesmen to promote accord and understanding between the peoples—we should have recourse to them oftener."

Papes Sells Mulvane News

J. L. Papes, for the past thirteen years owner and editor of the Mulvane News, has sold his paper to Sam W. Davis, formerly of Butler, Mo. Mr. Papes published a weekly paper in Wichita for many years, and later was publisher of the Wichita Daily Star.

New Agency for "Sascha" Account

The Philip Kobbe Company, New York, has been appointed to handle the advertising of the Strohmeyer & Arpe Company, manufacturer of "Sascha" Cocoanut Oil Shampoo.

James Herr, formerly with the Mac Martin Advertising Agency, Minneapolis, has started an agency of his own in that city.

THE LOS ANGELES HERALD

AND

THE SAN FRANCISCO CALL-POST

Members of A. B. C.

Announce the appointment of

MR. H. W. MOLONEY

As Eastern Advertising Representative

Mr. Moloney for the past ten years has been a member of the staff of Paul Block, Inc.

THE TIMES BUILDING
Telephone 0853 Bryant
NEW YORK

Digitized by Google

WEST IS "UP ON ITS TOES"

National Advertisers All Ready For Break in Business Tie-up

After a swing around the business centers of the Southwest and Middle West, J. C. Reynolds, advertising director of the Dallas (Tex.) Times-Herald, arrived in New York this week brimming over with good business news and optimism for the future of 1921. "The West is right up on its toes, far more than the East is at the present moment, ready to take instantaneous advantage of the break in the business tie up that is certain to come before very long," said Mr. Reynolds. "In my swing through St. Louis, Chicago, Detroit, Toledo, Cleveland and Akron I found more newspaper advertising campaigns actually starting or in 'cold storage' ready to be released on an instant's notice than any one appears to have any conception of.

"For instance, all the big tire companies are starting right now or are about to begin intensive national advertising in newspapers all over the country. Many large automobile companies are in a like position. Dead local sales agencies and distributors are being dropped. Newspaper advertising seems to be the medium unanimously selected and the manufacturers are going in with the dealers in encouraging them and sharing their advertising and selling expenses.

"The Chicago Tribune slogan of 1921 Will Reward Fighters" has taken the West by storm and the live manufacturers of nationally distributed goods are proving to their own satisfaction that there are buyers for goods if they are gone after. One apt illustration is that the Franklin Automobile Company has done more business in Chicago in the first four months of 1921 than it did in the same period of the phenomenal year of 1920. Down in Texas, business was never better."

On the way home Mr. Reynolds will visit Philadelphia, Kansas City and other cities.

AD RATES OF 75 NEWSPAPERS

$.049 Per Inch per 1,000 Circulation for Cities 25,000 to 30,000

An analysis of the advertising rates of 75 newspapers in cities in the United States between 25,000 and 30,000 circulation, made by E. E. Harris, general manager of the Richmond (Ind.) Palladium, shows the average minimum rate per inch per one thousand paid circulation as $0.49. The Miami (Fla.) Metropolis has the highest—$0.88 and the Raleigh (N. C.) News-Observer has the lowest—$0.18. The low rate of the News-Observer is accounted for by the fact that all but 3,200 of its total 23,919 circulation is outside the city of Raleigh and is covered by a high state and foreign rate.

Almost all the newspapers with low rates have unusually large volumes of advertising, Mr. Harris found. No publishers reported any contemplation of lowering rates. One publisher said he would raise his rates in 1921.

Michigan Merchants to Advertise

J. M. Bothwell, of Cadillac, Mich., secretary of the Retail Grocers & General Merchants' Association of Michigan, announces the association is about to launch a big advertising campaign in which one of the main advantages of trading at home is set forth as high express and transportation rates, making buying at home decidedly in favor of the local merchant.

You read it in Editor & Publisher.

Southern Markets Are Active the Year 'Round

The wide variety of the products of the South tends to year-'round activity in her markets.

There is a high percentage of regular employment of labor and some branches of farming operations are at their height almost every month.

While there are "seasons" in the merchandising of most commodities, in the South as elsewhere, they so overlap as to give an unusual degree of continuity to business.

"Sell It South" is good policy, aside from other reasons, because of the extent to which there is demand in the Southern States for useful articles, throughout the entire year.

To "Sell It South," efficiently and economically, means to advertise your product in Southern daily newspapers. Through no other medium can the great Southern market be fully covered.

Southern Newspaper Publishers Association

Chattanooga, Tenn.

INTERTYPE

"THE BETTER MACHINE"

An Invitation

Publishers and Printers attending the A. N. P. A. and A. P. Conventions at the Waldorf-Astoria, New York City, week of April 25th to 29th, are invited to visit the Myrtle Room where Intertype representatives will welcome questions and gladly explain Intertype Standardization and Simplicity.

Arrangements will be made for trip of inspection by Auto to the Intertype Factory, there to see "The Better Machine" in the making.

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Chicago Memphis San Francisco

MILLER & RICHARD, Canadian Representatives.

SPAIN WANTS THE PRESS CONGRESS IN 1924

Vice-President Beteta Will Present Official Invitation at Honolulu—Convention Would Be Held at Seville World's Fair

That Spain will make a strong bid for the 1924 convention of the Press Congress of the World when the members meet in Honolulu, October 4 to 14, is the word brought by Virgilio Rodriguez Beteta, vice-president of the Congress for Spain and Latin America, who is now in New York in connection with the arrangements. Mr. Beteta bears a letter to the executive committee of the Congress from the Count of Urbina, Mayor of Seville and representative of the King of Spain in the Seville World's Fair to be held in 1924, inviting the newspaper men of the world to gather there at that time. This letter will be presented in Honolulu. Mr. Beteta says the executive committee looked upon the invitation with high favor when he submitted it unofficially at a conference in Columbia, Mo., before coming to New York. He plans going to South America in May to get the Latin American delegates in line for Honolulu.

Virgilio Beteta

Mr. Beteta says a permanent branch of the Press Congress has been established in Madrid and two committees representing the national newspaper associations have the selection of Congress delegates in hand. One is headed by Senator Daniel Lopez, editor of El Universal, of Madrid; Rodriguez Santa Maria and Ramirez Tomé, noted journalists. The other committee represents the Syndicate of Journalists and is headed by Lopez Baeza.

Spanish Decree of Approval

While in Spain, Mr. Beteta was received by the President of the Council of Ministers, Eduardo Dato, since assassinated, who pledged the moral support of the Spanish Government to the principle of the Congress to bringing about world understanding through the press. A Royal decree was issued to that effect. Later Mr. Beteta was received by the King, who showed deep interest in the purpose of the Congress.

Mr. Beteta also explained about the Press Congress at the Ateneo, Madrid's famous cultural institution and answered historical and sociological questions about his own country, Guatemala, Central America. At the close of this conference 15 of the most noted Spanish journalists, headed by Miguel di Unamuno, dean of the University of Salamanca, and including Gomez de Baquero and Salvador Canals gave Mr. Beteta their assurance of support and expressed the opinion that mankind will benefit in proportion to the growth of better world understanding, such as the Press Congress seeks to bring about.

When he left Spain Mr. Beteta brought with him the pledge of both the informative and the political groups of the national press that they are in full sympathy with the Press Congress and the assurance that Sapin will be well represented by delegates.

Speaking of the fitness of Seville to entertain the Press Congress, Mr. Beteta said:

"The World's Fair to be given in Seville in 1924 will be the biggest of its kind since the Panama-Pacific Exposition in California in 1915, at which the Press Congress was organized. So far more than 200,000,000 pesetas have been spent on the enterprise. The Count of Urbina, who represents the King in the exposition arrangements and is also Mayor of Seville, wants the Press Congress to hold its third meeting there and promises to build in the center of the grounds the Seville Palace and dedicate it to the Press Congress. Here all the meetings would be held and the Congress would be invited to make the building its permanent headquarters for the Old World. The palace would be surrounded by statues of the world's most famous journalists.

"Many things make Seville world famous and of special interest to the press of the Western Hemisphere. Seville is the cultural mother of Central and South America and also of a large part of the United States, for the early explorers and missionaries were educated there. Seville is the home of the wonder relics of the ancient Arabs. The Alcazar, considered one of the world's wonders, is located there; also the tomb of Columbus and the Tower of La Giralda.

"Seville also is one of Spain's most important commercial points, being noted for the fertility of its soil and for the channel that has been opened there joining the waters of the Gualdalquivir River with the ocean. The completion of this work will be celebrated at the time of the Exposition, to which the World Press Congress has been invited. Archives are kept there pertaining to many things of interest to the United States on the early days of America."

Mr. Beteta says the recent U. S. Senate's resolution of approval for the Congress's plans to meet in Honolulu has stimulated intense interest throughout Europe and makes assured the representation of practically all Continental nations.

Mr. Beteta is a former editor of the Daily of Central America, published at Guatemala City. He was one of the most active organizers of the Press Congress of the World at San Francisco in 1915 and represented the Guatemalan government at the Pan-American Financial Congress at Washington, D. C., in 1920. In addition to being a journalist he is a lawyer and has served as a deputy in the Guatemalan Congress. He is very proud of the fact that he was a newspaper editor at the age of twenty-two years.

Mr. Beteta is staying at the Hotel Endicott with Mrs. Beteta and their two children, to whom their parents propose providing with a thorough American education.

NAME S. N. P. A. DELEGATES

Fifteen Publishers Will Represent Dixie at Honolulu Congress

President M. E. Foster, of the Southern Newspaper Publishers' Association, has appointed delegates to represent the S. N. P. A., at the World Press Congress at Honolulu in October. President Foster was recently appointed a delegate from the Texas Press Association and if he can find somebody who will pay all expenses of the trip and then somebody to run the Chronicle while he is away, it is a certainty he will start for Honolulu next October. The S. N. P. A. delegates are:

Fred I. Thompson, Mobile Register; J. N. Heiskell, Little Rock Gazette; Mrs. Lois K. Mayes, Pensacola Journal; J. C. Harrison, Augusta Herald; Urey Woodson, Owensboro Messenger; A. G. Newmyer, New Orleans Item; T. M. Hederman, Jackson (Miss.) Clarion Ledger; John A. Park, Raleigh Times; E. K. Gaylord, Oklahoma City Oklahoman; B. H. Peace, Greenville News; E. Munsey Slack, Johnson (Tenn.) City Staff; James H. Allison, Fort Worth Record; R. E. Turner, Norfolk Virginian-Pilot. The president and secretary of the Southern publishers' association delegates ex-officio.

TO FORM PAN-PACIFIC GROUP

(*Special to* Editor & Publisher)

COLUMBIA, MO., April 14.—From the Honolulu committee now making arrangements for the 1921 meeting of the Press Congress of the World, to be held in Honolulu October 4 to 14, plans for some of the entertainment to be offered the delegates have been received by Walter Williams, the president of the Congress.

The Pan-Pacific Press Conference, as a department of the Press Congress, will hold a session in the course of the ten days. Alexander Hume Ford, secretary of the Pan-Pacific Union and editor of the Mid-Pacific Magazine, is preparing the program. So far it provides for Pan-Pacific Day to begin with a reception before the morning session at the Iolani Palace, a reception in which the children of all the schools will participate.

The children will be divided into groups, each group representing a state of the Union and marching around the Palace in a pageant of states. They will be robed in the colors of the states they represent and carry the floral emblems and flags of the states. It is expected that the ex-president of the Hawaiian Republic, Sanford B. Dole, and the former governors of the Territory, will lead the state pageant, which will be reviewed by the delegates to the Press Congress representing every country of the globe.

At the official morning session in the throne room it is probable that the organization of a Pan-Pacific Association will be perfected, and plans outlined for bringing together every year, or every two years, the editors of magazines and newspapers published in Pacific lands.

At the conclusion of the session the delegates will gather on the makai lanai of the palace building to receive the flags of all Pacific nations. This is the remarkable pageant of Pacific races that so enthralled Franklin K. Lane, when as Secretary of the Interior he visited Hawaii. The delegates then will be guests of honor at a Pan-Pacific dinner served on the Palace grounds about the band stands, on which will be performed the dances of all the Pacific peoples and the national songs of all Pacific lands will be sung by their native sons and daughters.

Following the banquet the delegates will return to the lanai to review a Pan-Pacific parade, in which Japanese, Koreans, Filipinos, Hawaiians, Latin Americans, and other Pacific peoples will participate. For years the Pan-Pacific Union has been accumulating the paraphernalia for such a pageant, and as this is Magellan Year, the entire show will be produced in all its splendor for the Congress delegates.

HEAR ROTARY CLUB IDEALS

Central N. Y. Editors Meet in Syracuse—Officers Elected

The Cental New York Press Association held its annual meeting in Syracuse April 10 and elected officers. The publishers heard Assemblyman T. K. Smith of Syracuse, founder of the Syracuse Rotary Club and district governor of the organization, tell of the club and its ideals, listened to talk by the Rev. Bernard Clausen of the First Baptist Church of Syracuse, and to a number of discussions by members on present day printing and publishing problems.

All officers were re-elected as follows: President, C. H. Skelton, Canastota Courant; secretary, M. V. Atwood, Groton Journal and Courier; treasurer, B. H. Stone, Camden-Advance Journal; vice-presidents, A. P. Bradt, Fulton Observer; J. C. Bates, Vernon News; C. Burch, Earlville Standard; executive committee, officers and C. K. Williams, Phœnix Register-Wheeler Milmoe, Canastota Bee-Journal, B. I. Sherwood, West Winfield Star.

The association went on record as opposed to the 44-hour week and any week of less than 48 hours. Strong opposition was expressed to the way the state fair association advertises the fair through plate matter which the papers are asked to use without charge.

BARRY HEADS CORRESPONDENTS

Editor & Publisher Writer Is Elected Chairman of Standing Committee

(*Special to* Editor & Publisher)

Washington, April 13.—The biennial election held today by the corps of Washington correspondents to choose the five members of the Standing Committee to serve during the life of the Sixty-Seventh Congress developed one of the most spirited contests in many years. There were six candidates for the five places and the successful aspirants, in the order of their standing in the matter of votes were:

Robert Barry, Philadelphia Public Ledger and Editor & Publisher.

Charles S. Albert, New York World.

Roy A. Roberts, Kansas City Star

Gus J. Karger, Cincinnati Times Star.

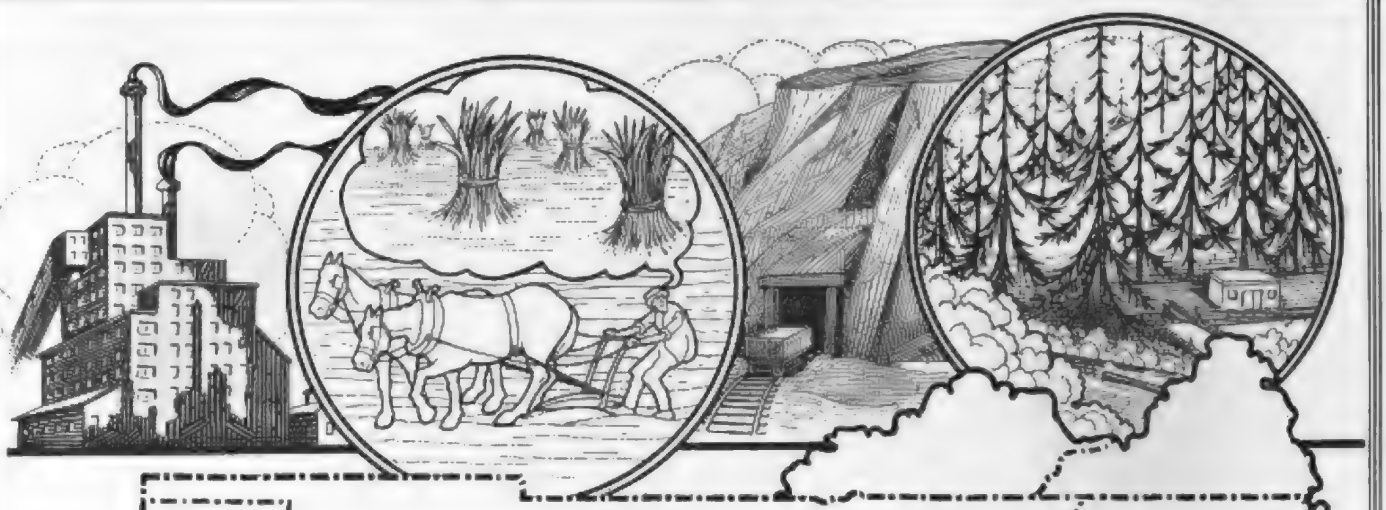
Arthur Sears Henning, Chicago Tribune.

One of the surprising developments of the contest was the relatively large number of men who wrote in the names of A. J. Montgomery, of the Christian Science Monitor, and Edgar Markham, of the St. Paul Dispatch and St. Paul Pioneer Dispatch. Their names were not posted, as the campaigns in their behalf were started after the formal nominations had closed.

Messrs. Albert, Karger and Henning are hold-overs from the Standing Committee of the Sixty-Sixth Congress. Harry C. Stevens of the Minneapolis Journal, secretary of the committee, was retired. Under the rule which has prevailed in the past the man polling the greatest number of votes becomes a chairman of the Committee.

A resolution expressing the appreciation of the corps for the work of the Standing Committee during the past year, especially in the matter of the press arrangements at the Chicago and San Francisco conventions was adopted on motion of Edgar Snyder, the veteran correspondent of the Omaha Bee.

Digitized by Google



NOT satisfied with having a reputation for cotton growing, the south developed every other line of agriculture—went into the lumber business—dug deep into old mother earth—sent "scouts" into manufacturing districts and sold the southern idea to the men of wealth.

That is why four-fifths of the total agricultural wealth is represented in crops other than cotton.

That is why the south is cutting more than fifteen billion feet of lumber each year. That is why the south is producing more than three million five hundred thousand tons of pig iron.

That is why cities are growing rapidly and the smoke of giant factories paint "*Prosperity* and *Progress*" against a background of sunny skies.

Where there is prosperity there are possibilities of greater sales for the product of merit. But such products must be advertised.

Wake Up—Northern Manufacturers Get the Correct Idea of the South

If your product is made with merit, it can be sold in the South. These newspapers will tell you HOW and then produce results.

SOUTHERN LIST

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
**Birmingham Age-Herald ....(M)	22,359	.08	.06
**Birmingham Age-Herald ....(S)	24,482	.10	.10
*Birmingham News ....(E)	58,781	.15	.15
*Birmingham News ....(S)	58,955	.15	.15
**Mobile News-Item ....(E)	10,860	.07	.07
**Mobile Register ....(M)	22,451	.07	.07
**Mobile Register ....(S)	33,718	.085	.085
FLORIDA.			
**Jacksonville Metropolis ....(E)	17,860	.07	.07
Florida Times-Union, Jacksonville (M&S)	28,986	.08 (9cS)	.08 (9cS)
**Palatka Morning Post ....(M)	1,460	.0122	.0122
**Pensacola Journal ....(M)	3,481	.025	.025
**Pensacola Journal ....(S)	4,768	.025	.025
**Pensacola News ....(E)	4,190	.03	.03
GEORGIA.			
***Atlanta Constitution ....(M)	53,154	.13	.13
***Atlanta Constitution ....(S)	80,116	.13	.13
***Atlanta Georgian ....(E)	46,167	.12	.12
***Atlanta Sunday American ..(S)	105,527	.15	.15
Augusta Chronicle ....(M)	8,703	.045	.045
Augusta Chronicle ....(S)	8,703	.045	.045
Augusta Herald ....(E)	13,816	.05	.05
Augusta Herald ....(S)	11,883	.05	.05
***Columbus Ledger ....(E&S)	8,078	.04	.04
***Macon Telegraph ....(M)	20,656	.06	.06
***Macon Telegraph ....(S)	20,660	.06	.06
*Savannah Morning News ..(M&S)	20,641	.055	.05
***Savannah Press ....(E)	14,192	.05	.05
KENTUCKY.			
Lexington Leader ....(E)	14,286	.05	.05
Lexington Leader ....(S)	14,536	.05	.05
***Louisville Herald ....(M)	49,756	.09	.09
***Louisville Herald ....(S)	54,701	.09	.09
LOUISIANA.			
New Orleans Times-Picayune ..(M)	73,334	.15	.15
New Orleans Times-Picayune ..(S)	91,127	.18	.18
***New Orleans Daily States....(E)	38,885	.10	.10
***New Orleans Daily States....(S)	37,153	.10	.10
New Orleans Item ....(E)	63,024	.15	.15
New Orleans Item ....(S)	68,990	.18	.16
NORTH CAROLINA.			
Asheville Citizen ....(M)	11,912	.04	.04
Asheville Citizen ....(S)	10,423	.04	.04
**Charlotte News-Chronicle..(E&S)	10,179	.04	.03
***Charlotte Observer ....(M)	20,159	.055	.04
***Charlotte Observer ....(S)	21,137	.07	.05
Durham Herald ....(M)	6,172	.03	.03
Greensboro Daily News ....(M)	17,081	.06	.06
Greensboro Daily News ....(S)	22,978	.07	.06
**Raleigh News and Observer..(M)	24,230	.06	.06
**Raleigh News and Observer...(S)	26,309	.06	.06
Wilmington Star ....(M)	6,850	.04	.04
**Winston-Salem Journal ....(M)	8,727	.04	.04
**Winston-Salem Journal ....(S)	9,361	.04	.04
**Winston-Salem Sentinel ....(E)	9,474	.04	.04
SOUTH CAROLINA.			
Anderson Mail ....(E)	4,325	.025	.025
***Columbia Record ....(E)	12,937	.05	.05
***Columbia Record ....(S)	13,749	.05	.05
***Columbia State ....(M)	21,862	.06	.06
***Columbia State ....(S)	22,307	.06	.06
Greenville News ....(M&S)	10,896	.045	.04
Greenwood Index Journal....(E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan ....(E)	3,132	.04	.04
***Spartanburg Herald ....(M)	4,744	.04	.04
***Spartanburg Herald ....(S)	5,913	.04	.04
TENNESSEE.			
***Chattanooga News ....(E)	20,105	.05	.06
Chattanooga Times ....(M)	22,661	.07	.07
Chattanooga Times ....(S)	23,046	.07	.07
***Knoxville Sentinel ....(E)	19,822	.07	.06
***Memphis Commercial Appeal (M)	83,359	.16	.15
***Memphis Commercial Appeal..(S)	113,841	.19	.18
***Nashville Banner ....(E)	41,077	.07	.07
***Nashville Banner ....(S)	43,116	.06	.06
***Nashville Tennessean ..(M&S)	44,675	.09	.09
VIRGINIA.			
‡Bristol Herald Courier....(M&S)	6,590	.04	.04
Danville Register and Bee (M&E)	9,950	.04	.04
Newport News Times-Herald (E)	8,464	.05	.05
Newport News Daily Press..(S&M)	6,349	.05	.05
***Norfolk Virginian Pilot ....(M)	32,596	.08	.08
***Norfolk Virginian Pilot.....(S)	38,452	.10	.10
***Roanoke Times ....(M&S)	23,438	.07	.06
***Roanoke World-News ....(E)	10,193	.07	.06
***Richmond News-Leader ....(E)	45,383	.11	.11

Government Statement, October 1st, 1920.
‡Includes Bristol, Tenn.
**A. B. C., Audit, October 1st, 1920.
***A. B. C. Publishers' Statement, October 1st, 1920.
*A. B. C. Auditor's Report, December 31, 1920.

AN AMERICAN'S CREED

By CHARLES W. MILLER

GODLINESS with contentment is great gain. For we brought nothing into this world, and it is certain that we can carry nothing out (1 Tim. vi: 6, 7). Take heed, brethren, lest there be in any of you an evil heart of unbelief, in departing from the living God. But exhort one another daily, while it is called Today; lest any of you be hardened through the deceitfulness of sin (Heb. ii: 12, 13). Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind. This is the First and Great Commandment. And the Second is like unto it, Thou shalt love thy neighbor as thyself. On these Two Commandments hang all the Law and the Prophets (Matt., xxii: 37–40). No man can serve two masters: ye cannot serve God and mammon (Matt. vi: 24). Choose you this day whom ye will serve, but as for me and my house, we will serve God (Joshua, xxiv: 15). Him that is weak in the faith receive ye, but not to doubtful disputations (Rom. xiv: 1). Behold, how good and how pleasant it is for brethren to dwell together in unity (Ps. cxxxiii: 1).

Copyright released for publication in Editor & Publisher, New York, N. Y.

ARGENTINE WANTS THE TRADE OF U. S.

Advertising Director of La Razon, Buenos Aires, Comes on Special Mission to Encourage Commerce and Start News Service

For the purpose of organizing a new cable and correspondence service for his newspaper and to inform American business firms on the opportunities of trade with Argentine and how best to take advantage of them, E. H. Milani has come to the United States for a three months' stay, representing La Razon, Buenos Aires' noted evening newspaper, of which he is advertising director. Mr. Milani is arranging to establish a direct office for La Razon at 110 West 34th street, New York, within the next few days and in the meantime will have his headquarters at the office of Editor & Publisher.

E. H. Milani

Later Mr. Milani plans to tour the principal cities of the United States, going first to Boston, Chicago, Philadelphia and Washington.

To Editor & Publisher, Mr. Milani outlined the purposes of his visit as follows:

"My trip to the United States has only object in view, namely to establish business relations with newspapers and acting as a representative of La Razon. First, I intend organizing a cable and correspondence service; second, I shall try to engage competent workmen in order to obtain for La Razon the graphic perfection which every modern paper requires. Although La Razon aims to be a thoroughly Argentine paper it holds the Americans in great esteem; it fully understands the legitimate ambitions that the nation aspires to, it also remarks the rapidity with which its universal development is going ahead. From thence emerges the interest La Razon takes in acquiring the proper knowledge of how prosperity and culture are to be obtained and demonstrated. I do not wish to pose as a diplomat, neither would I care that the simple mission which brings me to this country be given a deeper meaning.

Dr. J. A. Cortejareno
Director of La Razon

"The great future before Argentine is still unknown to North America. It is a great and wealthy country, of sound financial views, individually and collectively. American merchants and traders in general have not displayer the necessary interest in knowing the country properly. Had they done so, the market would be theirs already. It is the best country in the world for the demand and sale, at high prices, of American goods. Up to the present only English, French and German merchants know what the country is and the prospects it offers foreigners.

"The day that Argentine-American exchange be established will mark the fall in prices of American meat and wheat; bread and clothing will also come down in prices owing to the great amount of stock which will come from Argentine. On the other hand, machinery and dry goods in general, at cheaper rates, will be obtainable in the River Plate, sent there by the American markets. This exchange of products would be advantageous in every way.

"I hold the opinion that a treaty providing for free custom-house exchange between this country and ours would prove to be of much benefit to both countries.

"American products and their advantages are not properly known in Argentine owing to the small number of citizens of that nationality who are residents there. According to the latest census, there are about 5,000 to 6,000 Americans in the River Plate. English, French and German firms are very numerous, besides being fully experienced in the goods there is a demand for. For this reason the Argentina purchaser obtains his supply through those sources.

"During the late war some misunderstandings arose between American and Argentine exporters; the former's prices and conditions of payment were overrated, owing to the foreign markets being partially paralyzed at the moment, and when the goods did arrive in the country they proved to be quite different articles from those ordered. Such being the case, our importers had no alternative except to submit, as their protests met with no support whatever.

La Razon's Handsome Home in Buenos Aires

"Matters have greatly improved since then. The Argentine trader begins to see for himself that the American merchant is also a reliable man. I am ready to show any amount of figures relating to commerce, importations, exportations, etc., in Argentine, in order to convince merchants and newspaper men that Argentine is not merely one country more to be added to the list of those who negotiate with the United States, but a great country that in time may prove itself to be a very good client.

"The legitimate American pride will then begin to realize the fact that there also exists in the Southern Continent nations whose greatness is rising daily. Truth must out."

La Razon is Buenos Aires' evening newspaper. Mr. Milani says it has a circulation of 120,000 daily. The directing head of La Razon is Dr. Jose A. Cortejareno. The newspaper occupies one of the finest buildings in the city and is equipped in the most modern American fashion throughout.

WASHINGTON AD FUND VETOED

Business Men of State May Pay for Newspaper Campaign

(Special to Editor & Publisher)

Portland, Ore., April 13.—The publicity fund of the Pacific Northwest Tourist Association has been endangered by the recent veto by Governor Hart of Washington of that state's appropriation of $37,500 for the organization. A similar fund already voted by Oregon was contingent on the Washington appropriation and a fund of $18,750 from British Columbia. The Pacific Northwest Tourist Association for several years has been conducting an extensive newspaper advertising campaign to attract visitors to this part of the country. The only hope of continuing the campaign lies in a movement by Washington business men to raise their state's quota by popular subscription.

The newspaper campaign fathered by the association has had remarkable results in attracting tourists. W. J. Hofmann, advertising manager of the Oregonian, is president of the association.

Blackman Agency Gets Belt Account

The Blackman Company, New York, has been appointed advertising agent for the Mail Belting Company, Philadelphia, maker of "Leviathan" and "Anaconda" belting.

Frank Cobb On Hospital Board

Frank I. Cobb, editor of the New York World, has been appointed to the board of managers of the Manhattan State Hospital.

NEW SECRETARY FOR AD CLUB

New Yorkers Choose George Lippincott Brown as "Syd" Clarke's Successor

George Lippincott Brown has been elected secretary of the Advertising Club of New York, effective May 1, to succeed Sydney R. Clarke, who has resigned to become associated with T. F. Moore of the T. F. Moore Company, 19 West 44th street, New York.

George L. Brown

Mr. Brown for the first two years after leaving the University of Pennsylvania, was with the Philadelphia Public Ledger and the Philadelphia Press. The next ten years he spent in the sporting goods business with Abbey & Imbrie, New York; Abercrombie & Fitch, New York, and A. F. Meisselbach & Bro., Newark, N. J. He then was for two years engaged in sales research work for the B. F. Goodrich Rubber Company, of Akron.

During the war, Mr. Brown did labor control work and later was sales manager of the automotive lubricants division of the Sonneborn Oil Works of New York. He comes to the Advertising Club from the Horace L. Day Co., Inc., of New York, where he has been advertising and merchandising sales manager.

Sydney R. Clarke

Mr. Clarke has served the club efficiently and his resignation was received with deep regret. He is to be given a farewell luncheon May 4 by a number of his friends at the club. Mr. Clarke came to New York from California, where from 1903 to 1906, he served as secretary of the San Jose Chambers of Commerce, returning East, following the earthquake. From 1905 to 1910, he was secretary of the Rochester (N. Y.) Chamber of Commerce, and vice-president of the Traders' National Bank. He created and organized the Rochester Industrial Exposition and helped to organize the Rochester Advertising Club. From 1916-18, he was secretary of the convention and industrial bureaus of the Philadelphia Chamber of Commerce and was chairman of the House Committee of the Poor Richard Club. He spent 1919 in Italy as director-in-chief of all the motion picture activity in Italy for Community Motion Picture Bureau.

Joins International Harvester Staff

Chicago.—An addition to the advertising staff of the International Harvester Company is J. J. Hursh, late of the MacMartin Agency, Minneapolis, who will assist in the preparation of farm and trade paper copy.

New Advertising Service

Dade B. Epstein, advertising manager of O'Connor & Goldberg, Chicago shoe retailers, will establish a retail advertising and merchandising service in that city May 1.

Google

CHANGE IN A. B. C. RULES

Advertisers' Copies, Trading Territory, Discounts are Regulated

Several rules of the Audit Bureau of Circulations were changed at the recent meeting of the board of directors in Chicago, the regulations affected being those on the uniform audit period, advertisers' copies, suburban and trading territory of newspapers, maximum discount allowable to carrier, agent or dealer, and markings in membership lists designating temporary suspension of a member.

Hitherto, if an audit for one publication is made for a shorter period than for its competitors the average of the other newspapers for the same period was put on the second page of their reports. Under the amended rule this average will appear on the first page.

Under "Advertisers' copies" in the report will be included all copies sent to regular contract advertisers, not in excess of one copy to each advertiser.

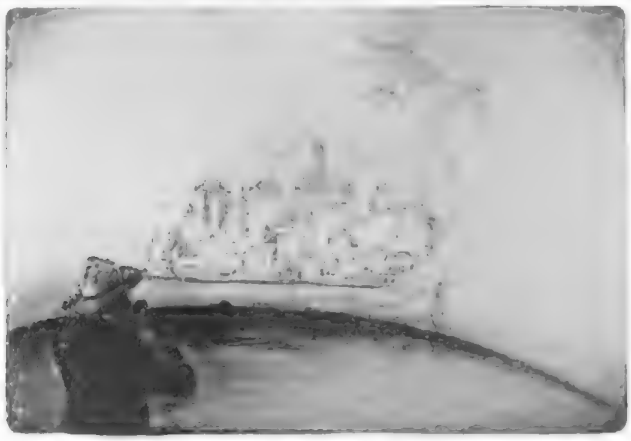
Following complaints from several publishers that territory included in reports as "suburban" in some cases worked injustice to competing publishers in the area so included the directors adopted a resolution that "in newspaper blanks * * * the words 'trading territory' be included after the word 'suburban' in paragraph 8; and that paragraph 16b be changed to read: 'State radius of area and name eight largest towns included in trading territory.'"

Discounts to carriers, agents or dealers in excess of 5 per cent will not be considered a bona fide cash discount under a new ruling and a deduction from the circulation will be made for any circulation represented in that part of the allowance in excess of 5 per cent.

Publications under temporary suspension, it was ruled, will be designated in future membership lists by an asterisk, referring to a footnote reading "Under temporary suspension of service."

Elected to A. N. P. A.

The Windsor (Ont.) Border Cities Star, the Little Falls (N. Y.) Evening Times, and the Kansas City (Kan.) Kansan have been elected to active membership in the American Newspaper Publishers' Association.



Bring Me A City!

Heeding no barrier of river, mountain, forest or desert; unmindful of distance; the telephone has spread its network of communication to the farthest outposts of our country.

The ranchman, a score of miles from his nearest neighbor, a hundred miles from the nearest town, may sit in the solitude of his prairie home and, at will, order the far-distant city brought to him. And the telephone obeys his command.

Time and space become of small account when, through desire or necessity, you would call across a continent.

This is what the "Long Distance" service of the Bell telephone has accomplished for you; what science in construction has created; and what efficiency of workers has maintained.

You take the telephone as much for granted as you do the wonder of the changing seasons. You accept as a matter of course the company's ability to keep all the parts of this great nation in constant contact.

By so doing you offer a fine tribute to the Bell organization which has created this "Long Distance" service—a service no other country has attempted to equal.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*
And all directed toward Better Service

$1,250,000,000+

has been invested in public utilities in

ILLINOIS

Of this amount electric railways account for $456,000,000; electric light and power companies $375,000,000 and gas and telegraph companies the remainder.

There are 270,000 citizens in this state who own securities of utility companies, they with their families approximate 1,200,000 people.

There are over 90,000 employees and about 80,000 persons working in industries directly dependent upon the utilities.

These few facts regarding public utilities alone make Illinois a state to be cultivated as a market for your goods.

This list of daily Illinois newspapers stand second to none in influence and pulling power. You will do well to use them.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,820	.05	.05
Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	344,538	.55	.55
Chicago Herald-Examiner	(S)	626,637	.75	.75
Chicago Daily Journal	(E)	116,243	.26	.24
†The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	52,981	.25	.12
*Chicago Tribune	(M)	437,158	.70	.70
*Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,827	.02	.02
Moline Dispatch	(E)	10,189	.04	.04
*Peoria Journal-Transcript	(M&E)	31,011	.11	.09
Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,072	.04	.04
Sterling Gazette	(E)	4,863	.03	.03

Government Statements, October 1, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1, 1920.

WISCONSIN

Tops U. S. in Savings

While savings bank deposits eclipsed all previous records in 1920 throughout the United States

WISCONSIN

banks showed the **greatest percentage of increase,** 25.66. This is some record and only goes to prove that Wisconsin is a state where an advertising campaign can be carried on with assured success.

The people have the money if you have the right merchandise.

Wisconsin is not always considered the greatest state in the Union, but it includes about the highest percentage of steady, home owning, industrious and well-to-do citizens.

Wisconsin gives you a potential market unsurpassed. Mr. Advertiser, if you would sell your merchandise in Wisconsin you **must** use Wisconsin daily newspapers. Wisconsin people are most loyal to their home newspaper.

HERE THEY ARE—NONE BETTER

	Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent ....(E)	7,915	.035
Beloit News ....(E)	7,614	.045
Eau Claire Leader-Telegram ....(ME&S)	7,957	.035
*Fond du Lac Reporter ....(E)	5,325	.03
Green Bay Press-Gazette ....(E)	9,716	.04
Kenosha News ....(E)	5,262	.025
La Crosse Tribune and Leader-Press ......(E&S)	12,085	.05
Madison (Wis.) State Journal ....(E&S)	13,371	.05
‡‡Milwaukee Journal ....(E)	115,279	.20
‡‡Milwaukee Journal ....(S)	92,769	.20
Milwaukee Sentinel ....(M&E)	82,927	.14
Milwaukee Sentinel ....(S)	74,608	.14
Racine Journal-News ....(E)	8,092	.045
Superior Telegram ....(E)	18,091	.05
‡Superior (Wis.) Sunday Times ....(S)	10,000	.055

Government Statements, October 1st, 1920.

*A. B. C. Publishers' Statement, October 1st, 1920.

‡Publishers' Statement, September 1st, 1920.

‡‡Publishers' Statement, April 1st, 1921.

R. C. PENFIELD DIES IN JAPAN

Publisher of World's Salesman Was for Many Years on N. Y. Papers

News has been received of the sudden death in Yokohama, Japan, of Roderick C. Penfield, who was for forty years a newspaper man in and about New York City. For the past year Mr. Penfield had been publishing a magazine called the World's Salesman in Yokohama, printed in five languages, in partnership with his son, Roderick Kynett Penfield, who has been managing the New York end of the business.

RODERICK C. PENFIELD

Mr. Penfield was fifty-eight years old and a native of New Jersey. With his brother, N. W. Penfield, he founded the Asbury Park (N. J.) Press, in 1887. Later he was for fifteen years editor of the weekly edition of the New York Mail & Express. At various other times he was connected with the New York Sun and the Tribune. In 1912 Mr. Penfield retired from daily newspaper work to become associated with Col. George Harvey in the editorship of Harper's Weekly. Afterwards he engaged in the printing business and published a magazine called "Opera" for several years. Two years ago, he went to Japan and became connected with the Japan Advertiser, in Tokio, and later was publisher of the Trans-Pacific Magazine. Poor health caused his return to New York and after six months' rest he went back to the Far East as owner of the World's Salesman. For many years Mr. Penfield was part owner with his brother, N. W. Penfield, of the Pictorial News Company of New York, one of the pioneer news picture businesses.

Obituary

NELSON S. CROCKER, aged 84, who was associated with the Marlboro (Mass.) Mirror, Marlboro Enterprise, Barnstable (Mass.) Patriot and the Framingham (Mass.) News, died April 10, at Chelsea, Mass. He was a Civil War veteran. His son, George E. Crocker, is foreman of the Marlboro Times.

WHARTON BARKER, one of Philadelphia's oldest and best known financiers and publicists, and the father of Samuel H. Barker, financial editor of the North American, died April 8, at his home in Roxborough, aged 75. He had been a trustee of the University of Pennsylvania for forty-one years and for many years had been interested in literary and journalistic work. In 1869 he founded the Penn Monthly, which he owned and directed until he presented it to the University of Pennsylvania. He started the Weekly Notes, a four-page weekly supplement to the Penn Monthly and later started a weekly paper called The American, which succeeded his Weekly Notes.

JOHN J. HARDIMAN, for 50 years connected with the Boston Pilot, died in Dorchester, Mass., aged 85 years.

A. J. MEYERS MYERS, for many years advertising manager of the Marion Star, President Harding's daily paper, is dead.

ESTUS L. TRAYLOR, Jr., 18, son of Estus L. Traylor, foreman of the composing room of the Kansas City Post, died recently as the result of an automobile accident. Young Traylor was at one time employed in the art department of the Post.

REV. E. W. PFAFFENBERGER, editor of the Western Christian Union at Boonville, Mo., for more than thirty years, died suddenly.

JOHN G. CONNOR, killed in an automobile accident in Wichita a few days ago, was one of the early western Kansas pioneer news-paper men. He was editor of papers at Byers, Macksville, Cullison, Mullinville, Pawnee Rock in the '70's.

FRANK I. CADWALLADER

Veteran New York Reporter Drops "In Harness," Aged 63 Years

Frank Irish Cadwallader, for forty years a New York reporter, dropped dead at his home in New York April 13, aged 63 years. A native of Indiana, Mr. Cadwallader was graduated from Cornell University and entered newspaper work on the New York Tribune, with which he served 30 years. In recent years he had covered the Federal courts and the Public Service Commission for the New York City News Association and New York News Bureau, for which he was on duty at the Federal Court up to 5 o'clock on the day of his death.

A number of special articles on subjects of public interest had come from his pen during his long career, a recent pamphlet on "The Farce of Prohibition" having attracted considerable attention. Although he characterized the dry law as unjust, and stated that he would never obey it, his colleagues in the reporters' room of the Federal Building declare that he did obey it implicitly. He had also done some notable special reporting for EDITOR & PUBLISHER in recent years He was a bachelor and leaves one brother, Bassett Cadwallader, a resident of Boston.

Philadelphia Veterans Dead

Philadelphia lost two of its veteran newspaper men this past week in the deaths of Robert Roberts Shronk and Anthony S. Chambers. The former died on April 7 at his home, aged 76 years. He had never fully recovered from the effects of an attack of influenza which he suffered three years ago during the epidemic. Mr. Chambers died on April 4, aged 83 in Overbrook. Bob Shronk and Tony Chambers were known to every newspaper man who had worked in Philadelphia for the last 30 or 35 years. Mr. Shronk had covered the old Manayunk district for the Record, the Ledger, and the North American for many years. He was active up until a few days before his death and had just rounded out thirty-three years of active newspaper service. He joined the Public Ledger staff in 1888. Tony Chambers entered the service of the Philadelphia Record in 1870 and from that time on until a short time ago he served the Record in various capacities as proofreader, news editor, and exchange editor.

Maine Farmers Honor Boardman

A tablet to honor the memory of Samuel Lane Boardman, an agricultural writer and editor of note, was dedicated in Winslow Hall at University of Maine, during Maine Farmers' Week by the Maine Federation of Agricultural Associations. Mr. Boardman was assistant editor of the Country Gentleman, Albany, N. Y., in 1859; editor of the Maine Farmer from 1861 to 1878; editor of the American Cultivator, Boston, in 1878, editor and publisher of the Home Farm, Augusta, from 1880 to 1886, and agricultural editor of the Augusta Kennebec Journal from 1889 to 1892.

Digitized by Google

WHAT OUR READERS SAY

"The All-American Team"

STERLING, Ill., April 5, 1921.

TO EDITOR & PUBLISHER: The protest of Henry L. Farrell, sport editor of the U. P., that in the selection of the All-American newspaper team the sporting features of the paper selected should be entirely omitted, was most interesting. Mr. Farrell's statement, however, that 75,000 persons go to see Yale and Harvard play football, 50,000 go to see Babe Ruth knock a home run, and 40,000 people go to a boxing match, opens up a subject for discussion which is not entirely one-sided.

Mr. Farrell claims that the people attend these games because of the interest in football, interest in Babe Ruth, and interest in the boxing match. To my mind the big crowds are worked up chiefly from the fact that page after page of free advance advertising in the sport columns—sport propaganda of the most reckless kind—is the real force that brings the big crowds. People who are normally interested in sport are worked up through the pages of free sport advertising in advance to a pitch of interest which prompts a certain per cent of the population to swell the big crowds.

However, I feel it is safe to make the assertion that the same amount of free newspaper write-ups, advertising the Yale Harvard football game in advance, diagnosing each particular player in advance, presenting the remarkable physical qualities of each member of each team day after day and week after week in advance of the game—that same amount of free advertising distributed through the columns of the newspapers of the country in regard to any other event of natural normal interest, would cause the public to flock by the thousands just the same as they flock to football, baseball or prize fights.

The free advertising that Babe Ruth has received through the sport columns of the newspapers, without in any way trying to detract from his wonderful ability as a home-run hitter, is in my humble judgment the greatest reason why Babe Ruth can pull down the salary he pulls down and draw the crowds he draws. I know because I helped start one big player, Hans Wagner, on the way, through the Adrian Telegram when he played with the Adrian team in the Michigan State League many years ago. I was then a youngster myself, general manager, editor, proprietor, boss, devil and sports writer of the Telegram, and how I did whoop it up for Hans, who was a big, bashful, overgrown boy just beginning to score big.

The coming fight between Jack Dempsey and Georges Carpentier has had a million dollars worth of the best kind of advertising absolutely free. The pictures of both fighters have been printed millions of times, their histories and their static qualifications have been enlarged upon, magnified to the nth degree and scattered like a covering of snow throughout the length and breadth of this and other lands.

After all this spectacular and free advertising if they fail to draw more than 40,000 people to their contests it is an indication that the sporting blood of the country is not nearly so superheated as our friend, Mr. Farrell, would make us believe.

Baseball clubs are organized for the coin just the same as moving picture producers and theatrical managers are out for the coin. The moving picture and the theatrical managers pay millions to the newspapers of the country for display advertising. It is perfectly safe to make the statement that fifty times as many people go to the moving picture shows and theatres in this country as go to football, baseball, boxing or prize fighting contests.

Why should football, baseball, boxing and prize fighting, which seldom, if ever, spend a dollar advertising their games (for the reason that the sporting pages are falling over themselves to advertise their games free), be given so much free publicity when the movies and legitimate theatres are spending millions in the newspapers of the country and receive but small publicity. If the movies and the theatres and the producers generally were given as much free advertising as the sporting element of the country receives from the newspapers, it would not be necessary for them to spend any good money for advertising display. Why make fowl of sporting events that attract but a small per cent of the population and cold bath of attractions that really attract the public, with less than one twentieth of the free advertising.

Understand, I agree fully with Mr. Farrell as to the value of athletics and as to the value of sane and proper handling of sport news, but the newspapers have gone to seed on the sporting end of their publications and are giving the sporting element, which is after the coin just as much as any other line of business, an advantage over every other class of business. It is a safe bet if the truth could be known, that one-quarter to one-half the space devoted to sporting news published by the big city papers as well as the small ones would hold every dollar's worth of circulation any of the papers receive from the sporting element. I believe it is also a safe guess that the sporting department of the big newspapers are bills of expense really creating a deficiency every day they are operated in the liberal manner that is now the general custom, instead of being income producers.

More than that, the sporting pages are regarded as so generally worthless as advertising pages in big business circles that about 90 per cent of general advertising contracts that are sent out over the country give voice to instructions that their advertising *must not be run on the sporting pages*. That is the best possible evidence of how the manufacturers regard the buying power of the sporting elements.

But the chief point that I desire to make is to suggest that practically anything of normal human interest could be made just as popular as football, baseball, boxing or prize fighting if the newspapers of the country would give the pages of free advance advertising that are along given to sporting stars and sporting events.

D. W. GRANDON,
Editor and Manager The Daily Gazette.

Paid 6.75 for Paper

READING, PA., April 11, 1921.

TO EDITOR & PUBLISHER: In a recent issue the Peruna manager writes: "The highest contract price paid by any publisher, as far as we have been able to learn, is 6½ cents." Allow me to remind this writer that he has not searched far or fruitfully. The Pejepscot Paper Company patrons paid 7½ cents for the first two months of 1921. They are now paying 6¾ cents. I rather think I ought to know, because I, unfortunately, am one of them.

WILLIAM McCORMICK,
Editor and Publisher, Times-Herald.

Seeks W. N. Swarthout

COBALT, ONT., APRIL 12, 1921.

TO EDITOR & PUBLISHER—We are anxious to locate one W. N. Swarthout, who followed newspaper work for a number of years. He left this country a number of years ago and was working in newspapers on the Pacific Coast during 1915 and 1916. Can you give us any assistance in locating the man?

Yours truly,
CANADIAN BANK OF COMMERCE,
H. E. MATHEWSON, MANAGER.

NO DAMAGES FOR WRONG CUT

Portland Express Wins After Printing Another's Photo as Dead Person

Publication of a wrong portrait in connection with a story announcing the death of a person is not cause for recovery of damages according to a rescript handed down by Associate Justice John A. Morrill of the Maine Supreme Court in favor of the Portland Express-Advertiser. The rescript, which was in the case of Herrick vs. Evening Express Publishing Company, was as follows:

"In case of the negligent publication in a newspaper, without any element of wilful wrong, of a wrong portrait, in connection with a true news item announcing the death of a person named therein, in such a manner as to lead a reader to believe that the published portrait is the portrait of the person named in the news item, recovery of damages for mental suffering and nervous shock, and visible illness resulting therefrom, will be denied to the parent of the person whose portrait is thus negligently published, there being no physical injury to the parent."

Paris Reporters Seek Rest Home

PARIS, March 29.—A retreat for newspaper men is at last in prospect. Practically all the other professions—thanks to the help given them by publicity in the newspapers!—now have their rest homes for the aged and indigent, and finally the journalists have raised funds and have even picked out a site, now the property of the State—at Sommerview, a quiet spot within a few miles of the Normandy coast. Here the aged members of the profession, who have worn out in the service, may spend the remainder of their lives, and here also will be afforded facilities for summer vacations for active members at slight cost. Nothing stands in the way but securing the grant of the site, and while this means cutting much red tape, which will take time, success is felt to be assured.

Portland News Wins Verdict

The Portland (Ore.) News has won the libel suit brought against it by Clement Scott of Vancouver, Wash., for $100,000. The News opposed Scott in his campaign for mayor of Vancouver and in articles opposing his candidacy intimated that he was allied with the "paving trust."

DO YOU KNOW

WEST VIRGINIA

has many manufacturing establishments of great importance, including the largest pottery, largest drug and extract factory and largest stogie factory in the world, also the largest axe factory and the largest independent tinplate mill in the world?

West Virginia is a State of almost limitless resources in the infancy of their development and utilization.

West Virginia daily newspapers bring the advertiser and consumer together, the result of which is "consumer demand." These daily newspapers do the work for you. Use them.

		Circulation	Rate for 5,000 lines
Bluefield			
‡‡Telegraph	(M)	5,071	.025
Charleston			
‡Gazette	(M)	17,079	.05
‡Gazette	(S)	20,007	.06
‡Daily Mail	(E&S)	13,500	.04
Clarksburg			
‡‡Exponent	(M)	7,481	.03
**Telegram	(E)	8,118	.035
**Telegram	(S)	9,565	.035
Fairmont			
**West Virginian	(E)	4,903	.03
‡‡Times	(M)	5,065	.03
Huntington			
**Herald-Dispatch	(M)	10,088	.035
**Herald-Dispatch	(S)	10,848	.035
Martinsburg			
‡Journal	(E)	4,000	.03
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,089	.024
Wheeling			
‡‡Intelligencer	(M)	10,338	.04
‡‡News	(E)	14,100	.05
‡‡News	(S)	14,100	.05

‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

Digitized by Google

A NEW SERIAL
for immediate release
ATLANTIDA
By PIERRE BENOIT
the story that won the
GRAND PRIX
of five thousand francs as the
BEST ROMANTIC NOVEL
of the year
Territories closing daily
WIRE NOW
McClure Newspaper Syndicate
373 Fourth Avenue New York City

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

OF THE SHAFFER GROUP

The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the year of 1920, with a total of 1,031,240 agate lines, exceeding its nearest evening competitor by 171,170 agate lines.

THE CHICAGO EVENING POST
Chicago's Class Newspaper

OF NEWSPAPERS

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

A business depression has no terrors for the North Jersey Shore—the field dominated by
THE ASBURY PARK PRESS
(Evening and Sunday)
This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.
It requires a panic, indeed, to seriously affect all of these lines of endeavor.
Member A. B. C. *Standard Rate Card*
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

TIPS FOR AD MANAGERS

Barrows & Richardson, Drexel Bldg., Philadelphia. Placing advertising for Wamsutta Mills Corp., pillow cases and sheetings, New Bedford, Mass.

Brearley-Hamilton Company, Michigan Trust Bldg., Grand Rapids, Mich. Reported to have started campaign in Michigan newspapers for D. P. Daggett Canning Co., "Daggett's Irish Stew," Coopersville, Mich.

Brooks-Ford Company, 1457 Broadway, New York. Placing 112-line, 3-column, 1-time orders with Pennsylvania newspapers for United Portable Building Manufacturing Corporation, 115 Broadway, New York.

Campbell, Blood & Trump, 1830 Penobscot Bldg., Detroit. Will shortly place newspaper schedules in Chicago, Detroit, St. Louis and Buffalo for the Ray Battery Company. This schedule will be extended to other cities as business warrants.

Chatham Advertising Agency, 3 W. 29th street, New York. Placing advertising for the Pacific Novelty Company, "Visculoid" Toys, 14 East 11th street, New York.

Wendell P. Colton Company, 165 Broadway, New York. Reported will shortly place orders with newspapers in selected sections for the Eastern Steamship Corp., Pier 19, North River, New York City.

J. H. Cross Company, 214 South 12th street, Philadelphia. Again placing orders with newspapers in selected sections for the Genuine Haarlem Oil Co., 116 Beekman street, New York.

Danielson & Son, 96 Westminster street, Providence, R. I. Placing orders with newspapers in selected sections for Intaid Company, "Fif" cigarette case, Providence, R. I., and 366 5th avenue, New York.

George L. Dyer Company, 42 Broadway, New York. Again placing copy with newspapers in various sections for Regal Shoe Company, Boston.

Erwin, Wasey & Co., 58 East Washington street, Chicago, and 25 West 43d street, New York. Placing orders with newspapers in various sections for Forhan Company, dentifrices, 196 6th avenue, New York. Reported to be handling advertising for Macey Company, filing cabinets, Grand Rapids, Mich.

P. K. Frowert Company, 151 West 42d street, New York. Placing orders with newspapers that have rotogravure sections for Mandalian Manufacturing Company, "Debutante Mesh Bag," North Attleboro, Mass.

L. S. Goldsmith, 244 Fifth avenue, New York. Again placing orders with some southern newspapers for Goodall Worsted Company, "Palm Beach Cloth," Sanford, Me.

Greenleaf Company, 516 Fifth avenue, New York. Handling advertising for Industrial Correspondence University, Inc., Philadelphia, Pa.

Moses Advertising Service, Munsey Bldg., Baltimore. Placing orders with some Pennsylvania newspapers for Tasty Baking Company, "Tastycake," 2335 Sedgely avenue, Philadelphia.

William T. Mullally, reported planning a newspaper campaign in New England, Southern and Middle Western States for Bachrach, photographer, 507 5th avenue, New York.

Picard & Co., 16 West 46th street, New York. Placing four half-page orders with newspapers in large cities for Underwood Typewriter Company, 30 Vesey street, New York.

Harry Porter Company, 15 West 44th street, New York. Placing orders with some newspapers that have rotogravure sections for Preemo Co., "Silkodono," hair and scalp preparation, 127 Duane street, New York.

Powers-House Company, 1105 Chestnut street, Cleveland, Ohio. Reported will make up a list of newspapers during the next month for Boswick Steel Lath Company, Niles, Ohio.

Frank Presbrey Company, 456 Fourth avenue, New York. Placing advertising for Rogers & Gallet, perfume, 25 West 32d street, New York. Making trade deals for the "Chalfonte" and "Haddon Hall" Hotels, Atlantic City, N. J.

Fred M. Randall Company, Book Bldg., Detroit. Again placing orders with newspapers in various sections for Ideal Power Lawn Mower Company, Lansing, Mich., and 270 West street, New York.

E. T. Howard Company, 117 West 46th street, New York. Have placed orders with some New York City newspapers for Phillips-Jones Corp., "Van Heusen" collar, 200 5th avenue, New York.

H. E. James Agency, 450 Fourth avenue, New York. Reported to be handling advertising for Mueller Company, macaroni, Jersey City, N. J.

Johnson-Read Company, 202 South State street, Chicago. Reported will start a general newspaper campaign for Wadsworth-Howland Company, paints, Chicago.

Kraft Advertising Agency, 431 Palace Bldg., Minneapolis. Reported to be planning a newspaper campaign for Automatic Gaff Company, fishing tackle, Ione, Wash.

Lord & Thomas, Mallers Bldg., Chicago. Reported to have decided upon a large newspaper campaign to run mostly in Sunday editions for Holeproof Hosiery Co., Milwaukee.

Lyddon & Hanford, Cutler Bldg., Rochester, N. Y. Again placing orders with newspapers in selected sections for Sill Stove Works, Rochester, N. Y.

Morris M. Herbert Advertising Agency, North American Bldg., Philadelphia. Placing orders with newspapers in selected sections for Congress Cigar Company, Philadelphia.

Rose-Martin, Inc., 1400 Broadway, New York. Placing advertising for E. Regensburg & Sons, "Admiration" cigars, Broadway and 34th street, New York.

Rose-Gould Company, 309 North 10th street, St. Louis. Placing orders with newspapers for Quaker Valley Manufacturing Company, Aurora, Ill.

Irwin L. Rosenberg Company, Chicago. Reported will later start a newspaper campaign for Wozlak & Co., Boulevard Clothes, Chicago.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing orders with newspapers in selected section for Corrective Eating Society, 43 West 16th street, New York.

Stroud-Brown, Inc., 303 Fifth avenue, New York. Reported will shortly make up list of newspapers for B. Fischer & Co., "Hotel Astor Coffee," New York.

Thielecke Advertising Company, 22 West Monroe street, Chicago. Handling advertising for Stephens Motor Works, Freeport, Ill.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Placing orders with newspapers in various sections for Smith, Kline & French Co., "Dr. Hand's Medicine," Philadelphia.

Hicks Advertising Agency, 217 Broadway, New York. Placing copy with newspapers and general magazines for the Great Eastern Railway of England. Placing advertising with women's magazines and general publications for the Asbury Mills, makers of "Annette Kellerman" bathing suits.

Chambers Agency, 614 Maison Blanche Bldg., New Orleans. Sending copy to Southern newspapers for the "Blue Star Remedy," manufactured by the Star Products Company, Cameron, Tex.

Thielecke Advertising Company, 22 West Monroe street, Chicago. Will start campaigns at once for the Indestructo Trunk Makers of Mishawaka, Ind. Will use national magazines. Will use trade papers, export papers and newspapers for Anderson Electric & Equipment Company of Chicago.

Tucker Agency, 303 Fifth avenue, New York. Placing advertising for Norman & Bennett, Boston, makers of shoes for men and women.

Potts-Turnbull Company, Omaha, Neb., Kansas City and Chicago. Using an extensive list of farm papers for the George H. Lee Company, of Omaha, manufacturer of "Germozone" and other standard poultry and stock remedies. Campaign started for "Egg-O-Latum," an egg preserving formula.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Making yearly contracts with newspapers for Val Blatz.

Chambers Agency, Maison Blanche Bldg., New Orleans. Making yearly contracts with newspapers for Elmer Candy Company. Making yearly contracts for Behrens Drug Company.

Southwestern Advertising Company, Oklahoman Bldg., Oklahoma City. Making yearly contracts with newspapers for Hofstra Manufacturing Co.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Making 1,000-line yearly contracts with newspapers for Vitagraph Company. Making yearly contracts with newspapers for Union Pacific Railroad Company.

Peck Advertising Agency, 347 Fifth avenue, New York. Making yearly contracts with newspapers for Englander Spring Beds.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making yearly contracts with newspapers for Swift & Co. Making yearly contracts with newspapers for Hodenpyl, Hardy & Co.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Making yearly contracts with newspapers for Orange Crush.

World Wide Advertising Corporation, 1 West 34th street, New York. Handling advertising for Harvey Craw, real estate, 522 5th avenue.

Fidelity Advertising Agency, Garfield Bldg., Cleveland. Making 1,000-line contracts with newspapers for Telling Belle Vernon Company.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Making 7,000-line contracts with newspapers for Reola Company, Inc.

McCutcheon Gerson Service, 64 West Randolph street, Chicago. Making 1,000-line contracts with newspapers for Basalck Manufacturing Company.

Lord & Thomas, Mallers Bldg., Chicago. Making 5,000-line contracts with newspapers for Bauer & Black.

United States Advertising Corporation, Toledo, Ohio. Making 5,000-line contracts with newspapers for Willys-Overland Corp.

Ferry-Hanly Advertising Company, 1120 Walnut street, St. Louis. Making yearly contracts with newspapers for Mills Chemical Company.

George Batten Company, 381 Fourth avenue, New York. Making yearly contracts with newspapers for "Klim," Merrill-Soules Sales Corporation. Making yearly contracts with newspapers for Central Oil & Gas Stove Company. Making 14,000-line contracts with newspapers for George E. Keith Company.

J. H. Cross Company, 214 South 12th street, Philadelphia. Sending out 3-inch orders to run 132 times for H. L. Lathrop.

Vanderhoof & Co., Vanderhoof Bldg., Chicago. Have secured account of the Hirsch-Weikwire Company, 337 South Franklin street, Chicago. National magazines and newspapers will be used.

Pickard & Co., 16 West 46th street, New York. Renewing contracts and sending out half-page orders to run one time for Underwood Typewriter Company.

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

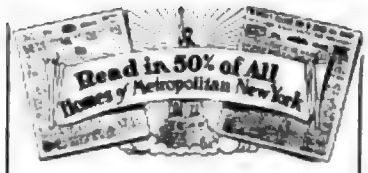
Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

The PLAIN DEALER MARKET
is all of N. Ohio
The Plain Dealer
Cleveland

No Hesitancy
Advertisers' statements are implicitly accepted in a newspaper that possesses an integrity which is not questioned.
In the great Pittsburgh district the element of hesitancy is removed from the prospective purchaser's mind when he reads an advertising proposition in
The Pittsburgh Post
For more than three-quarters of a century one of the big aids in the promotion of Pittsburgh.
DAILY AND SUNDAY

Editor & Publisher
CLASSIFIED
ADVERTISEMENTS
Reach the best employers and employees
in the advertising field

Digitized by Google



THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

SCOOP is the same little FUN-MAKING CHAP your readers used to look for day after day--and he is ready to serve you again

THE INTERNATIONAL SYNDICATE
BALTIMORE, MD.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN — New York
JOHN GLASS — Chicago

Nearly every person in Richmond reads
The
NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Marbridge Building, B'way at 34th St., New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally.. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

THE Jamestown (N. Y.) City Council, unable to accurately determine public sentiment on daylight saving, asked newspapers to take a straw vote on the question. The result gave 2,576 ballots for the saving plan and 2,269 against it.
R. T.

* * *

In a campaign to educate automobile owners to learn the license numbers which their machines carry, the Des Moines Capital is giving away gasoline in five and ten gallon lots. It publishes lists of license numbers, copied at random from automobiles on the streets of the city, and asks the owners of cars to ascertain if the numbers are from their automobiles. The lucky drivers then drive to the Capital's office, where they are presented, on some days, with certificates good for ten gallons of gasoline, and on others with coupons calling for five gallons.—J. H. S.

* * *

The Philadelphia Evening Public Ledger has just put on a new feature in the form of a Daily Movie Magazine Page. It is claimed that this page is the first daily movie magazine page in any newspaper. The feature on the page will include a daily, intimate, personal story of some movie star, carefully written synopses of recent releases or pictures about to appear, advice by experienced men and women on How to Write Scenarios, personal stories of How I Got into the Films, Latest Fashions in Filmdom, Real Love Stories of the Stars, Answers to Queries by Movie Fans, etc., etc.—E. A. M.

* * *

Ten school boys of Rockford, Ill., honor members of the Rockford Junior Press Club, are able now to tell their less fortunate fellows how things are done in the plants of the great Chicago newspaper. The features on the page Chicago for a round of the plants as guests of the Rockford Star in recognition of their work as the best newsgetters of the past month. Students in all of the thirty schools of Rockford belong to the Junior Press Club, whose members edit one page of the Star every day.—H. E.

* * *

The sixth annual Current Events Bee conducted by the Brooklyn Daily Eagle at a Brooklyn school, April 8, saw 21 high schools, a record number, represented. Each school had two representatives. They were questioned on current events in the manner in which the old-time spelling bees were conducted. Each contestant was given two chances before being eliminated. The Eagle awarded the winner a gold medal. A silver medal was awarded for second honors. The Eagle also awarded a silver cup to the school whose contestants remained longest in the Bee. Raymond M. Gunnison of the Eagle presented bronze medals to each contestant. H. V. Kaltenborn, assistant managing editor of the Eagle, was interrogator, assisted by Harold A. Strickland and J. C. Draper, school editor and assistant school editor. Mr. Gunnison also presented cash prizes awarded by the Eagle in a contest to determine the best lists of 20 questions and answers submitted by students of high schools.

* * *

Another new weekly publication, issued as a part of The Detroit Daily Times, made its appearance April 11. It is called "The Detroit Society Times" and is described by the Times as a "newspaper-magazine for women to be published every Monday as a part of the Daily Times." The section, which is in tabloid form, is printed on a special grade of print paper of a rich cream color. The first number contains 24 pages. About 40 per cent of the space is devoted to advertising. Social and women's club news is featured in the first nine pages; the rest of the reading matter is news and features, practically all of which is local. The section is profusely illustrated.

W. N. Burkhardt, managing editor of the Times, has engaged Sara Moore Eastman as the editor of the Society Times. The section is almost wholly the product of the woman's department and repertorial staff of the Daily Times. This is the second tabloid section put out by the Times since the recent change in management. The Detroit Motor Times, which first appeared March 16, is published every Wednesday.—B.

PROMOTION IDEAS

THE Grand Rapids Press has instituted a merchandising department in connection with its advertising service.

* * *

The Grand Rapids (Mich.) Herald has started a rotogravure section in its Sunday edition under the direction of Ray F. Barnes, president and general manager of the Newspaper Engraving Company. Mr. Barnes plans to feature not so much illustrations of national interest as views and portraits which appeal especially to the readers of western Michigan, although national and international subjects will receive a certain amount of space along with the others. The rotogravure section will be issued on the first Sunday of each month.

* * *

The St. Paul Daily News offers a cash prize for writers of limericks for the children's page.

* * *

Maurice Hogan, advertising director of the Portland (Me.) Herald, was awarded the prize for the best idea on "How to Quickly Sell Merchandise," in a campaign conducted by Murray's Newspaper Service of New York. Hogan's idea was as follows:

"We all know that the most successful advertising campaign put over was the Liberty Loan campaign. Its wonderful illustrated pictures and well-written copy convinced everyone that a bond was a good buy. Every paper in the United States carried the copy and the advertisements were paid for by the business men of each city. I believe a smaller idea carried out would help a lot in moving merchandise from the shelves, also help turn the factory wheels, help prevent more unemployed, help the unemployed back to work, and last, but not least, help sell merchandise in our city."

The Fountain of Youth?

A unique record among newspapers of today is that of the Westfield (N. Y.) Republican, which, although in existence continuously since 1855, has had but four editors, all of whom are alive today. Founded in April, 1855 it is credited with being the first Republican newspaper printed in this country. A letter to the present editor and publisher, H. W. Thompson, has just been written by the first editor, M. C. Rice, now residing in Lawrence, Kan., at the age of 90 years. The other editors are: F. A. Hall and E. A. Rose.

—in making up advertising schedules, agencies invariably include such newspapers as the

Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
First National Bank Bldg.

Known Throughout the World

Why are advertisements coming from England, France, Italy, Norway and South America published in

The
Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

The Day
דער טאג

The National Jewish Daily

Digitized by Google

PAYS IN A GENERATION

Ontario Government Proves What Can Be Done in Reforestation

Addressing the annual meeting of the Canadian Lumbermen's Association at Ottawa, Ont., Hon. E. C. Drury, premier of Ontario, urged co-operation in reforestation and used an apt simile in the course of his remarks, saying: "We have forgotten in the past that trees grow, that they are produced in the same way as the annual crops and by the same sun and rain and wind. We have got the trees out of their class. We have been classing them similar to minerals—as something to be got off the ground as soon as possible and often by wasteful methods."

Mr. Drury recounted what was being done by the province in respect to reforestation, and suggested that municipalities might profitably engage in it. "The time has come when our forests must cease to be exploited. They must become the care of the government, for private enterprise cannot wait on or handle a crop that takes so long to mature," he warned.

Hon. Benjamin Bowman, provincial Minister of Public Works, suggested that revenue received from lumbering should be spent in providing for the future. The convention heard two remarkable stories in connection with reforestation. Dan McLachlin, prominent lumberman, told how in 1880 his general manager cleared a piece of land in this district. In 1920—forty years later—the firm cut a second growth of popular that gave two 16-foot logs and one 12-foot log.

A somewhat similar story was told by W. J. MacBeth of Toronto. In 1884, his wife cut a small balsam shoot and planted it. The tree is now 80 feet high and 20 inches in diameter.

In other words, reforestation pays in little more than a generation.

Beard Buys Port Angeles Paper

E. E. Beard, former proprietor of the Vancouver (Wash.) Columbian, has purchased the Port Angeles (Wash.) Herald, afternoon daily with a Sunday morning edition, from A. V. Watts. Mr. Beard recently returned from Alaska where he had temporary charge of the Juneau Daily Capital.

Newark Papers Join A. B. C.

The Newark (N. J.) Evening News and the Newark Ledger have been admitted to membership in the Audit Bureau of Circulations. Other dailies which are on the latest list of A. B. C. papers are: Billings (Mont.) Gazette, Brockville (Ont.) Recorder and Times, Chambersburg (Pa.) Public Opinion, Columbia (Mo.) Daily Tribune, Goshen (Ind.) News-Times, Hagerstown (Md.) Morning Herald and Daily Mail, and Wilmington (N. C.) Morning Star. New weekly members are the Newark (N. J.) Sunday Call and the Wilmington (Del.) Sunday Star. The total A. B. C. membership is 1716.

Oxford Mill Resumes

Work was resumed in all departments of the newsprint mill of the Oxford Paper Company, Rumford, Me., after a two weeks' suspension because of business conditions.

Quits as a Daily

The Fergus Falls (Minn.) Free Press has suspended daily publication, but will continue as a weekly. It is a Non-partisan League publication.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

BANKRUPT SALE

Of plant and assets of Record Publishing Corporation. Pursuant to authority of a decree entered into by the District Court of the United States for the Eastern District of Virginia, on the 21st day of March, 1921, in the matter of Record Publishing Corporation, Bankrupt, the undersigned will offer for sale, at Public Auction, to the highest bidder, free and clear of all liens and encumbrances, in front of the premises, 211 Twenty-fifth street heretofore occupied by Record Publishing Corporation as a place of business, in the City of Newport News, Virginia, on Friday, April 22, 1921, at 11 o'clock a.m., the following property of said Bankrupt Corporation, to-wit:

(1) Newspaper and printing plant and equipment, including 16-page Scott Press, four linotypes, furniture and fixtures.

(2) Two (2) Lots of land located in Park Place, Elizabeth City County, Virginia.

(3) All accounts due said Bankrupt Estate by Sundry parties.

Terms: Cash.

For further information apply to Wm. C. Stuart, Attorney for Trustee.

FRED H. SKINNER, Trustee in Bankruptcy.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printing Presses

Printing Presses for 7 or 8 column Quarto, Newspaper Presses, Job Presses, Paper Cutters. Wanner Machinery Co., 716 South Dearborn street, Chicago, Ill.

For Sale

Goss Comet 4, 6, and 8 page Press. This machine has printed a daily with small circulation and always received good care. Duplex 4, 6, and 8 page Flat Bed Press. This is an angle bar machine in fine running condition. Reasonable prices. Quick shipments. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale

Rebuilt Goss Matrix Rolling Machine for wet mats complete with direct geared motor equipment. Price reasonable. The Goss Printing Company, 1535 South Paulina street, Chicago, Ill.

For Sale

Two No. 5 Linotypes with motors, Lee feeders and extra magazines, all in good working order; complete Monotype equipment, with DD keyboard, compressor, display molds, etc.; also pony Whitlock cylinder with Cutler-Hammer control and motor; the above at bargain prices for quick sale; make me an offer for the lot. Address Drawer 1218, Charleston, W. Va.

For Sale

One R. Hoe & Co. combined saw table and trimmer; old model; in excellent condition. For further particulars write Adde & Co., Portland, Me.

For Sale

Following newspaper rotary presses with stereo. outfits:

32 pp. Hoe straight-line press.
16 pp. Hoe straight-line press.
12 pp. Hoe Unique press.
8 pp. Goss Clipper press.
8 pp. Goss half-tone supplement press (electrotyped).

Full details and particulars on request. Baker Sales Co., 200 5th ave., New York City

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted

Twelve, 16 or 20 page rotary press with stereotype equipment. Please send details to Daily Star, Sault Ste. Marie, Canada.

Wanted to Buy

32-page newspaper press, length of type column 21 inches, with stereo. outfit. Give description, price and where can be seen. Baker Sales Company, 200 Fifth avenue, N. Y. C.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

PUBLISHERS

OUR NEWSPRINT

Quality—Highest
Service—Best
Price—Lowest

Best line of Half-tone news, Standard news, and Rotogravure papers available.

Before contracting ASK

J. & J. SCOTT, Ltd.

Pulp & Paper

33 W. 42nd St., New York City

Phone Vanderbilt 1067

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, and Form Tables, all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINNESOTA

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Contest Features

and many other good ones that I have sold. Live wire salesman and copy writer is ready to build up your local advertising; age 31, married, with over ten years' selling experience; an aggressive organization who is determined to make 1921 a big year on local advertising will find it to their advantage to communicate with Box C-965, Care Editor & Publisher.

Advertising Solicitor and Service Man

Able to get and hold business; have handled general line of copy and service work; 30 years old; want place with a paper of 10,000 and up; eight years' experience; at present employed and will come on short notice. Address Box C-949, Care Editor & Publisher.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, Care Editor & Publisher.

Agency Position

Wanted by young man with several years' experience as newspaper reporter, classified salesman and assistant manager, and display salesman. Can write copy and make layouts; also more than six months' experience as office manager of office employing one hundred clerks. Central states preferred. Address Box C-980, Care Editor & Publisher.

Classified Manager

Position wanted on daily newspaper; town of 50,000 to 200,000 in middle west preferred. Previous experience in display selling and assistant classified manager of classified department carrying 3,000,000 lines last year. Address Box C-979, Care Editor & Publisher.

Circulation Manager

Several years' experience on metropolitan and small city dailies desires to make connection with live daily in city of 50,000 or over. Age 29. A real producer. Best of references as to character and ability. At liberty May 1. Address Box C-993, Care, Editor & Publisher.

Circulation Manager

seeks change; hard working, careful and thoroughly trained in the principles of management and circulation work; over 20 years' successful experience with morning and afternoon papers. Best of references as to ability. Address Box C-984, Care Editor & Publisher.

Advertising Man

Young advertising man, university trained, thoroughly experienced, desires position on staff of live paper or as advertising manager of small daily. Successful solicitor, effective copy writer, consistent business builder. Must be permanent and have real future. Available upon reasonable notice. Box C-983, Care Editor & Publisher.

Dramatic Correspondent

New York Dramatic Correspondent for out-of-town newspaper. Part time. Energetic and thoroughly experienced. Address Box C-987, Care Editor & Publisher.

Newspaper Man

Thoroughly experienced newspaper man who can inject personality in publication, seeks location with newspaper owner who is willing to divide earnings amicably. Am a worker and can do the work of any department. Know what rates should be and can get out and mingle and get business. If your newspaper is not showing progress there is a reason and I can correct it. Highest references as to character and ability. Married, 41 years old, good habits, smoke nearly all the time except when ladies are around. If interested write Box C-978, Care Editor & Publisher, or wire. Am employed at present but seek larger field.

Telegraph Editor

wishes position. Has had New York experience on copy desk; experience also as city editor. Prefer place east of Mississippi River. Terms in first letter. Address Box C-986, Care Editor & Publisher.

All 'Round Newspaperman

Wants immediate employment with afternoon daily, south of Boston preferred; American, 38, married; a hustler; experienced advertising salesman who can lay out and write copy; editorially, can write features, cover desk or street; for full particulars, highest references, etc., wire or write J. B., 64 Rush street, Somerville, Mass.

Vigorous Man

Thirty-eight years old, with experience on metropolitan and small papers, now employed, seeks position as business manager where he can earn salary, and bonus on increased business, or where he can earn an interest in publication. I am thoroughly capable and have been successful in soliciting and developing advertising accounts; also have five years' enviable record as a circulation builder in difficult territory. Address Box C-991, Care Editor & Publisher.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Press Erector

Twenty years an erector for the Goss Printing Co., now in business for myself. Reasonable rates. For particulars write D. B. Bushonville, 1016 Ashland Block, Chicago, Ill.

You Need Me

You or some other wide awake publisher can utilize my services to our mutual advantage. Here are my qualifications: College education, trained on newspapers in cities of from 35,000 to 200,000, experienced in every department of the editorial and advertising ends, developed auto section in town where practically no auto advertising was carried and made it leading ad medium for motor cars in state. As ad manager increased business for morning daily 40 per cent in two months. Proven executive ability, good feature and human interest writer, 27 years old, married, references. Reason for changing—no future in present position. Seeks place as executive on daily newspaper in city of 50,000 or less as Sunday Editor or with publication or corporation where executive ability and thorough knowledge of news writing and advertising are essential. Address Box C-988, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Help Wanted

Foreman mailing room by morning paper of about 60,000 daily and Sunday, 150,000—weekly. Must be sober, reliable, expert in handling men, and will at all times conduct the affairs of the mailing room in the interest of the management and co-operate with same. Correspondence confidential; give references and state experience. Address Box C-928, Care Editor & Publisher.

Young Man

Wanted—Young, energetic American as salesman of newspaper supplies; without necessarily any sales experience, but with good appearance and preferably a working knowledge of the paper or publishing business; excellent future for the right man. Address Box C-954, Editor & Publisher.

Wanted

High-class advertising manager, an experienced circulation manager and a city editor for daily at Ashland, Kentucky, starting May 1. Give full details in first letter. Only men of proved ability wanted. Address Box C-990, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity

Representation is offered by Advertising Agency of good reputation to one or two good publications, either American or foreign language. Address Representative, Room 3002, Pulitzer Bldg., New York City.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

News from Ireland

At the request of several influential journals in United States and Canada we are compiling a weekly news dispatch (mailed) setting forth impartially, dispassionately and accurately the developments of the Irish situation. This service will cover all the news, not sensational events only, and will, therefore, furnish a correct perspective of a very complex problem. Each dispatch will contain 1,500 to 2,000 words. Only one paper in each area served. Special requirements of individual newspapers receive prompt attention. Executives are invited to write or cable for particulars, terms, etc., to New Bureau, 2 St. Philomena Road, Glasnevin, Dublin.

Fight Fraud Ad Law in Connecticut

Hartford, Conn., April 10.—Considerable criticism has been aroused in the Connecticut press by a bill in the legislature relating to fraudulent advertising. The proposed law would make newspapers amenable to punishment for publication of such advertising and would be subject to a fine of $500.

Stephan Returns to Newspaper Work

John C. Stephan has become manager of the classified department of the Evansville (Ind.) Journal. He has been associated with the advertising department of A. I. Namm & Son, Brooklyn, the Chicago Herald and Examiner and the New York Herald.

CHAPIN QUITS ST. LOUIS STAR

Cartoonist Will Join Staff of Country Gentleman on May 1

(*Special to* Editor & Publisher)

St. Louis, April 11—A. B. Chapin, one of the best known cartoonists in the middle West, has resigned from the St. Louis Star, effective May 1, when he will go to Philadelphia to become cartoonist for the Country Gentleman. Chapin has been a cartoonist on Missouri newspapers for more than twenty years. He came to the Star from the Republic, when that paper suspended publication in December, 1919. He had been with the Republic seven years. Previously he had been with the Kansas City Star.

Chapin has been drawing cartoons for the Curtis publication for more than a year. His best known series here has been "Breaking into the Big League." The Star has made no definite selection of a successor to Chapin.

Cedar Rapids Paper Adds to Staff

In an effort to produce a paper of the Sunday morning class on Saturday night, the Cedar Rapids (Ia.) Evening Gazette has made a number of staff changes. Among those to most recently join the staff are Robert Thompson, formerly with the old Chicago Standard and the City News Bureau at Chicago; Thomas Levish, another City News Bureau man, who is assistant news editor under Frank D. Wasson, and Gladys Arne, who is doing society and features. Miss Arne comes from the Davenport Times.

Joins Magill-Weinsheimer

Thomas F. Willoughby has resigned as advertising and sales promotion manager of the H. H. Robertson Company, Pittsburgh, to become Indiana and Ohio representative of the Magill-Weinsheimer Company, Chicago, printers. He is succeeded by Andrew W. Crawford, formerly of the Boston office of the Saturday Evening Post.

Pacific Representative for Hearst

Portland, Ore.—The New York Evening Journal and the Boston American have appointed a Pacific Coast representative in the person of Arthur Booth, of this city. Mr. Booth was formerly connected with the Botsford, Constantine & Tyle Advertising Agency.

Daily Paper for Liquor Fight

To lay their plan for Government control of liquor before the electors of North Essex, the Windsor (Ont.) branch of the Citizens' Liberty League will publish a daily newspaper until after April 18, the date of the Ontario referendum.

Roswell C. Moyer with Howell

Roswell C. Mower, formerly advertising manager of the Hoover Suction Sweeper Company, has become a member of the firm of Will H. Howell & Associates, Chicago, direct-mail advertising service.

Tennessee Paper Names Special

The Morristown (Tenn.) Evening Mail has appointed Frost Landis & Kohn to represent it in the national advertising field.

$15,000 buys

one-half of only daily newspaper property of a small city. Owner of this interest drew $40 a week salary in 1920 and $1,300 in cash dividends. Proposition V. T.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

EQUIPMENT FOR SALE

24-page *High Speed Straightline Goss*. New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.
16-page *Straightline Goss*. 7 or 8 cols. Type length 21⅝ in. Complete stereotype equipment, including motors.
Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 7; 1 Intertype, Model A; 1 Intertype, Model B.
Immediate Deliveries
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1897
Richmond, Virginia

SHOWALTER'S
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place'
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

If you are interested in
12 em FEATURES
Let us show what we are now in position to supply
The International Syndicate
BALTIMORE, MD.

Shaughnessy Second Assistant P.M.G.

Washington, D. C., April 11.—Appointment of Col. Edward H. Shaughnessy of Chicago as second assistant postmaster general was announced today. He is a former railway train master and served with the American Expeditionary Force. Courtland Smith, former president of the American Press Association, was appointed a special assistant at $1 a year.

Digitized by Google

The Detroit News

THE circulation of The Sunday Edition of the Detroit News is the greatest in Michigan. Since January 1, 1921, it has averaged more than 235,000 net paid, leading even the week day issues of the News.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy { 2960 5111
Cable Address:
SCHOLZEM, NEW YORK

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

EASY TALK

By PHILIP R. DILLON

Pi Alley or Pie Alley?—I have in hand the "Boston Guide Book," published by the New England News Company. I read the following:

"To the right of the City Hall is a narrow passage running northwards, called "Pi Alley." It contains a quaint old eating house with the sign of the bell in hand, dated 1795. It is a faithful reproduction of the taverns fashionable in London two centuries ago."

I have also in hand a picture postal card which I brought from Boston several years ago, upon which is printed a view of "Pie Alley."

It is well known that the New England pie is dear to editors all over the country, as subject matter for editorial fun writing. What is so easy at hand and symbolic as "Pie Alley"? And, because it is spelled "Pie" by nearly all the editors out of Boston, I doubted the spelling in the Guide Book.

But now comes a Boston man who writes a surprising letter to the New York World, telling the following:

". . . Pie Alley got its name, as has been stated, from the fact that the comps in the old Herald office (there was a still older structure on the same site) found it easier to throw "pied" type out the windows than to "distribute" it into their cases. It collected on the window sills and thence easily found its way into the narrow alley separating the building from the Sherman House. I know this because I saw this "pi" myself in old "Dog Alley." This time I don't mean a thoroughfare, but the space between rows of frames or stands in a composing-room. There were, to be sure, two or three beaneries on Pi Alley that served pie with an "e." In one of them, facetiously dubbed "Delmonico's" by the novelist Albert Ross (Linn Boyd Porter), he foregathered with a little group of fellow Herald men. The Bell-in-Hand, with its old-style wood carving for a sign, was on the same (southern) side of the alley. . . ."

This is vastly interesting. It corrects a libellous error. I could never understand why Boston perpetuated such a rude name as "Pie Alley"—Boston, of all cities. And right near where the "Saturday Club" met. Now I see that Boston is always proper, and is in no way responsible for the vulgar literacy of other people.

Other cities and towns followed Boston in naming Spring, Summer, Autumn and Winter streets. None but Boston, so far as I know, dubbed a thoroughfare Pi Alley. Yet, hath not each newspaper its pi alley? A good Greek name, properly interpreting the neighborhood of the composing room.

The official name of Boston's Pi Alley is Williams Court.

* * *

Artemus Ward—There has been a mild renaissance of "Artemus Ward," the humorist, due to a mistake by Gilbert K. Chesterton. I notice that the name is spelled variously in newspapers, as "Artemus," "Artemas," "Artemis." The Century Dictionary gives the spelling "Artemus." Possibly some reporters and editors have in mind the name of Gen. Artemas Ward, who was commander-in-chief of the American army on the day that a detachment of that army fought the Battle of Bunker Hill. I do not know of any precedent for the spelling "Artemis."

Congress Gets Advertising Bills

WASHINGTON, D. C., April 12.—Senator Smoot of Utah has introduced a bill in the new Congress establishing a sales tax in lieu of excess profits taxing methods. Other bills of interest to publishers and advertisers introduced the first day of the session include one by Senator King of Utah which would make conferences to assist price-fixing illegal; one by Representative Upshaw (Georgia) to prohibit publication of foreign language newspapers or magazines without publication of an English translation of every article in parallel columns; and one by Chairman Haugen of the House Agricultural Committee to prohibit the misbranding of manufactured articles by amending provisions of the Pure Food Law to make it unlawful to misstate the contents of sealed packages and to send out deceptive advertising concerning commodities held for sale.

DEMOCRATIC PUBLICITY DIRECTOR

Richard Linthicum Gets Important National Committee Appointment

Chairman George White announced April 13 the appointment of Richard Linthicum of the editorial staff of the New York World as Director of Publicity of the Democratic National Committee, completing the personnel of his headquarters "cabinet." Mr. Linthicum will go to Washington, D. C., April 25, to take up his duties. For nearly ten of the twelve years Mr. Linthicum has been on the personal staff of Ralph Pulitzer, president of the Press Publishing Company, which owns the World, as a newspaper analyst and as a member of The World's Bureau of Accuracy and Fair Play. In addition to this specialized work, he has been a contributor both to the editorial and news columns of the World.

RICHARD LINTHICUM

Mr. Linthicum is well known as a newspaper man in the West as well as the East, having been managing editor of the Chicago Times, under the ownership of Carter Harrison the younger, managing editor of the Chicago Journal when Finley Peter Dunne ("Mr. Dooley") was editor in chief; Sunday editor of the Chicago Times-Herald, and his last four years in Chicago as assistant managing editor and editorial writer on the Chicago Chronicle with the late Horatio W. Seymour, who was a leading editorial writer on the World at the time of his recent death.

Some of Mr. Linthicum's contributions to Democratic national campaign literature are: "Wit and Wisdom of Woodrow Wilson," widely circulated by the Democratic National Committee and published in permanent book form by Doubleday, Page & Co. (1916); "A B C of the League of Nations," with Robert Goldsmith as collaborator, officially published by the Democratic National Committee in the 1920 campaign; "Primer of the League of Nations," a series of twelve editorial page articles in the form of questions and answers, published in The Evening World and widely reproduced.

In the 1920 campaign he also wrote the campaign editorials for the Democratic papers supplied by the Western Newspaper Union.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

Another
Big Plant
Now in Course of Construction at
Perth Amboy, N. J.
Large increase in Savings Deposits during past year.
For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

The Miami Herald
South Florida's Best Advertising Medium
Best, Because
It goes into the home—and stays there.
That, alone, makes it a REAL SELLING POWER
With livest local news, correspondence from all surrounding territory, full Associated Press reports and the International News Service, THE HERALD stands out as the leading newspaper in this section.
Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building New York

F I R S T
In three months of 1921 The New York Times published a greater volume of advertising lineage than any New York newspaper. The excess of The New York Times over the second morning newspaper was 1,629,278 agate lines and the total of The Times was nearly as great as that of the third and fourth morning newspapers combined.

Record of New York Morning Newspapers

	Agate Lines
THE NEW YORK TIMES	5,156,300
Second newspaper	3,527,022
Third newspaper	3,025,596
Fourth newspaper	2,501,870
Fifth newspaper	2,353,241

Southern California

HAS A UNIQUE BUYING POWER

IN addition to its regular population, whose buying power is tremendous, Southern California's ability to absorb Nationally advertised goods is greatly increased each year through the influx of tourists.

Tens of thousands of people spend six months of the year in Southern California and the other half of the time at home in eastern, middle west and northern states. They spend millions yearly for the necessities and luxuries of life.

The habit of using Nationally advertised goods in Southern California, the "home of advertising," will be carried home with them.

Not only does the advertiser in Southern California secure the support of its permanent residents but he reaches people who come from all sections of the World.

The habit formed here of using certain goods will undoubtedly be carried away with them, thus stimulating a demand of these same goods thousands of miles away.

A newspaper campaign to include the smaller communities as well as the large cities is assured of success. This list of daily newspapers will help you to reach the *HOMES* of this rich territory.

	Circulation	Rate per 5,000 lines
Anaheim Daily Herald	1,500	.0142
Bakersfield Echo	5,284	.03
Brawley News	*1,775	.0178
Calexico Chronicle	925	.0178
Fullerton Daily Tribune	*1,700	.0214
Glendale Evening News	1,800	.02
***Long Beach Daily Telegram	10,736	.04
Monrovia News	1,000	.0178
Ontario Daily Report	2,000	.0178
Orange Daily News	1,637	.0142
Ocean Park Evening Bulletin	1,517	.0142
Redlands Daily Facts	*2,313	.02
Riverside Enterprise	4,000	.02
Santa Ana Register	*6,166	.035
San Bernardino Sun	5,700	.04
Santa Monica Evening Outlook	1,500	.0142
San Luis Obispo Telegram	*1,453	.0142
San Pedro Pilot	*2,136	.02
Ventura Free Press	896	.015

Unless otherwise noted, circulation figures are publishers' statement.

*Sworn statement.

***Member of A. B. C.

EFFECTIVE SALESMANSHIP

A statement which should be of interest to every manufacturer with goods to sell and to every man having to do with newspaper advertising

EFFECTIVE SALESMANSHIP is only possible where the prospect is known to be able to buy the goods offered.

Neighborhood or community selling is easily accomplished through the aid of definite information possessed by the retailer or your agent familiar with the situation.

To expand community selling into effective national or state by state campaigns requires that you broadly employ the same definite principles in hundreds or thousands of widely scattered communities.

Advertising has been proven to be the cheapest and most effective process for producing leads that lead to sales or for making sales.

To throw money for advertising blindly at the map through buying space in the general mediums (magazines and periodicals) is wasteful and ineffective.

To buy space in all newspapers regardless of their location or the class of people whom they are made to reach is wasteful and extravagant.

To spend money in bill boards, paint signs, theatre programmes and such except for a splash is wasteful and ineffective.

The Kind of Newspaper Advertising Which Is Best.

Any effective and competent sales and advertising manager who is seriously on the job can employ newspaper advertising with 100 per cent. efficiency.

He can ascertain where people with certain definite incomes live and directly reach them.

He can find out the places where the wealth and industrial progress of the country centre and reach them group by group.

He can select the daily newspapers calculated to reach the different kinds of people, those made for the masses of unthinking for cheaper goods or those for the better grade people for higher priced articles.

A Simple Demonstration of What Can Be Done.

These figures taken from authoritative sources merely hit a few of the high spots. The great wealth and industrial energy of the country cluster around the big cities. The farmers and rural populations have not as much excess money to spend for new things.

In comparing Connecticut and South Carolina, it was merely intended to check up two states of relatively the same total population but widely different in consistency of industry, and without any intention of criticism.

	Connecticut	South Carolina
Population	1,380,631	1,683,724
Total Banks	220	461
Individual Deposits, All Banks	$737,314,000	$230,743,000
Total Farmers	26,815	167,434
Farmers Making Income Tax Reports	67	87
Net Income Shown on Farmers' Reports	$815,197	$736,345
Manufactured Products	$545,472,000	$138,891,000
Crop and Live Stock Products	$94,012,000	$633,522,000
Literate White Families	254,394	28,745
Average Daily Newspaper Circulation	332,366	102,040
Farm Acreage	565,000	6,502,900
Illiterates	51,000	276,753
Negroes	15,174	835,843
Literate Negroes	14,382	609,601
Income Tax 1916—Personal Return	9,713	1,204
Income Tax 1917—Personal Return	31,632	11,960
Income Tax 1918—Personal Return	86,480	20,239
Income Tax 1916—Tax Collected	$2,824,846	$77,198
Income Tax 1917—Tax Collected	$10,270,627	$1,713,385
Income Tax 1918—Tax Collected	$17,690,343	$2,732,593
Income Tax 1916—No. up to $5,000	3,134	495
Income Tax 1918—No. up to $5,000	78,289	17,286
Income Tax 1916—$5,000 to $10,000	3,327	456
Income Tax 1918—$5,000 to $10,000	4,966	2,269
Income Tax 1916—$10,000 to $25,000	1,995	211
Income Tax 1918—$10,000 to $25,000	2,285	580
Income Tax 1916—Over $100,000	130	3
Income Tax 1918—Over $100,000	89	2
No. of Automobiles	101,500	75,000
Expenditures for Better Roads	$5,018,820	$1,676,000
Families per Automobile	2½	4
Expenditures for Public Schools	$9,688,037	$3,570,000
Urban Population	999,839	224,832
Rural Population	114,917	1,290,568
Number of Dwellings	181,911	302,842
Number of Families	246,659	315,204
Total Taxable Wealth	$2,153,000,000	$1,301,000,000
Real Property	$1,452,000,000	$506,000,000
Live Stock	$23,000,000	$25,000,000
Farm Machinery	$61,000,000	$220,000,000
Manufacturing Machinery	$135,000,000	$55,000,000
Number of Farms	26,815	176,434
Manufactured Products	$545,472,000	$138,891,000
Number Establishments	4,104	1,885
Wage-Earners	226,264	71,914
Capital	$620,194,000	$203,211,000
Wages	$125,220,000	$24,173,000
Materials	$288,511,000	$91,009,000
Number of Soldiers Furnished	50,069	53,482
Income Profit and Internal Revenue Tax 1919	$79,618,864	$18,660,561
Income Profit and Internal Revenue Tax 1920	$106,849,888	$27,074,436

Why Grope in the Dark or Do Business By Guesswork?

Any man with anything to sell can to-day select almost the exact audience best calculated to produce the largest number of buyers for his goods at the lowest possible cost per sale by using newspaper advertising intelligently.

The sales manager who still gropes in the dark ages of before the war and before he had access to the wonderful data available to any one able to read and willing to work, cannot compete with one who can.

To know approximately that there are only 21,738 people who reported incomes in excess of $1000 a year in a state with 2,559,123 population, while in an adjoining state with 2,337,885 people 47,098 made income tax statements is a clear indication regarding business prospects.

We can now answer the direct question "How many people are there in Georgia, with 2,895,000 population, with incomes from $8,000 to $9,000 a year?" The answer is 577. In Connecticut, with 1,380,631 population, there are 626 such people.

A study of daily newspaper production shows that they are produced and read most thoroughly in our industrial centres where most of our money is.

The daily newspaper automatically segregates the promising prospects from the mass. Practically every worth-while prospect with money to spend buys and reads a daily newspaper.

The Lesson of the Hour and Plans for the Future.

Carelessly scattering general publicity is on the wane.

Business men have found that such advertising does not sell goods or cause distribution.

The best advertising to promote national distribution and sales is newspaper advertising directly hooked up to the names of dealers carrying the goods.

Salesmanship of the day places highest premium on knowing how.

Our largest and most successful concerns of the future will be those who can satisfy the public that their chief call for preference is the highest quality of goods at the lowest possible price.

Service at same prices will take the place of salesmanship which prides itself in spending fortunes to promote constantly increased sales for goods sold at the highest obtainable prices.

JASON ROGERS.

New York, April 12, 1921.

Member A. B. C.

The New York Globe

170,000 a Day

LORENZEN & THOMSON, Inc.

NEW YORK
10 West 44th St.

CHICAGO
Peoples Gas Bldg.

THIS ISSUE: AMERICAN NEWSPAPER PUBLISHERS PRE-CONVENTION NUMBER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 47 NEW YORK, SATURDAY, APRIL 23, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

March Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the Month of March, 1921.

Books — The Daily News, 4,987 lines. Next highest score, 4,160 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Churches — The Daily News, 5,780 lines. Next highest score, 1,009 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Clothing — The Daily News, 288,983 lines. Next highest score, 276,090 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Department Stores — The Daily News, 525,523 lines. Next highest score, 297,742 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Educational — The Daily News, 3,866 lines. Next highest score, 3,816 lines.	THE DAILY NEWS	**FIRST!**	6 days against 6
Out of the Loop Stores — The Daily News, 55,008 lines. Next highest score, 14,375 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Foodstuffs — The Daily News, 50,142 lines. Next highest score, 45,913 lines.	THE DAILY NEWS	**FIRST!**	6 days against 6
Furniture — The Daily News, 55,280 lines. Next highest score, 35,882 lines.	THE DAILY NEWS	**FIRST!**	6 days against 6
Household Utilities — The Daily News, 10,050 lines. Next highest score, 7,495 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Real Estate — The Daily News, 6,256 lines. Next highest score, 5,124 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Shoes — The Daily News, 33,801 lines. Next highest score, 28,217 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Tobacco — The Daily News, 10,992 lines. Next highest score, 6,821 lines.	THE DAILY NEWS	**FIRST!**	6 days against 7
Total Display Advertising — The Daily News, 1,215,320 lines. Next highest score, 812,378 lines.	THE DAILY NEWS	**FIRST!**	6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

"OHIO FIRST"

Ohio must be considered in any National Advertising Campaign whether of minor or major importance.

Ohio leads all other states in the number of large centers, having five cities with a population of 200,000 or over and ties Massachusetts with seven cities having over 100,000 population.

No Other Territory Can Offer Such a Market.

There are also 21 cities in Ohio with over 25,000 population and each city has its own daily newspapers. No other paper will do and no other paper can sell your merchandise.

Co-operate with Ohio merchants and increase your sales in one of the best trading territories in the country.

		Circulation	2,500 Lines	10,000 Lines
‡Akron Beacon-Journal	(E)	34,678	.085	.085
‡Akron Times	(E)	23,506	.06	.06
Akron Sunday Times	(S)	24,082	.07	.07
*Athens Messenger	(E)	8,930	.03	.03
Bellaire Daily Leader	(E)	3,987	.03	.02
Bellefontaine Examiner	(E)	4,071	.0143	.0143
*Cambridge Daily Jeffersonian	(E)	7,458	.03	.03
Cincinnati Inquirer, 5c.	(M-S)	71,450	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	160,666	.32	.32
Cleveland Plain Dealer	(S)	217,513	.37	.37
Columbus Dispatch	(E)	74,538	.16	.13
Columbus Dispatch	(S)	76,147	.15	.14
Columbus (O.) State Journal	(M)	57,195	.12	.11
Columbus (O.) State Journal	(S)	30,284	.12	.11
Dayton News	(E)	39,032	.10	.10
Dayton News	(S)	34,137	.085	.085
Dover Daily Reporter	(E)	3,969	.02	.02

		Circulation	Lines 2,500	Lines 10,000
Ironton Irontonian	(M)	3,180	.0179	.0179
*Lima News	(E&S)	16,648	.06	.05
Lima Republican-Gazette	(M&S)	9,124	.035	.035
Middletown Journal	(E)	4,484	.0214	.0214
Newark American-Tribune	(E)	6,475	.025	.025
New Philadelphia Daily Times	(E)	5,453	.02	.02
Piqua Call and Press-Dispatch	(E)	6,043	.025	.025
Portsmouth Sun and Times	(M&E)	12,629	.06	.06
Portsmouth Sun-Times	(S)	9,309	.04	.04
**Springfield News	(E)	15,763	.04	.04
**Springfield News	(S)	13,331	.04	.04
Toledo Blade	(E)	83,227	.25	.23
Warren Daily Chronicle	(E)	5,572	.025	.025
*Youngstown Telegram	(E)	23,843	.07	.07
Youngstown Vindicator	(S)	24,990	.07	.07
Youngstown Vindicator	(E)	25,373	.07	.07

Government Statements, April 1, 1921.
*A. B. C. Publisher's Statement, April 1, 1921.
†Publisher's Statement.
‡Government Statement, October 1, 1920.
**A. B. C. Publishers' Statement, October 1, 1920.

First In The South-
The Times-Picayune

In Circulation, Advertising Volume, Character and Service, The Times-Picayune leads all the newspapers of its field and completely dominates the entire New Orleans Market. National Space Buyers long have learned from actual experience that the concentrated circulation of The Times-Picayune offers them a rare economy because they can cover the whole trading area thoroughly and responsively by use of the single medium.

Results from the largest and most successful newspaper advertising campaigns show that New Orleans is distinctly a morning newspaper city. The Times-Picayune has established national records in advertising.

For "Character, the Grandest Thing," The Times-Picayune always has striven throughout its eighty-four years of useful service to its community.

The Times-Picayune is independent in politics, supporting men rather than parties, is no man's mouth-piece and is progressive in its own policies, standing for progress in public affairs.

The Times-Picayune columns are closed to objectionable advertising and closest supervision is exercised even to rigid censorship of classified matter.

The powerful influence with which The Times-Picayune has supported public betterment leads those true Southerners of "The Land of the Valley" to know it as "Our Times-Picayune."

The Times-Picayune

NEW ORLEANS, SECOND PORT, U. S. A.

General Representatives: Conc, Hunton & Woodman, Inc., New York, Chicago, Detroit, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco

The Times-Picayune's Dominant Circulation

New Orleans is a "home delivery" city, in a newspaper way—a morning newspaper city. The Times-Picayune delivers 39 percent more papers into the homes of New Orleans than both the other newspapers combined; 84 percent of The Times-Picayune's city circulation is home-delivered.

Rainy days, holidays and other conditions that cut street sales can't touch The Times-Picayune's circulation that goes into the homes and stays there. A recent survey of 570 city homes shows that less than 10 percent of the home-delivered Times-Picayunes ever come away from the homes the day delivered and nearly all of those are either brought back again or given to others who in turn take them home. No other New Orleans newspaper is delivered into 48 percent of homes to which The Times-Picayune is delivered.

The Average Circulation of the three New Orleans newspapers, as computed from A. B. C. publisher's statements, is:

	Total Circulation	City Circulation	Home Delivered
TIMES-PICAYUNE	76,354	46,529	39,296
Second paper	67,262	40,856	17,217
Third paper	37,902	28,623	10,913

All the facts are in its favor but The Times-Picayune's biggest "sell" is—Practical Results.

The Automobile Situation in New Orleans is an instance of how completely The Times-Picayune blankets the buying power. A strict canvas of each of the 16,000 automobile owners in New Orleans showed that The Times-Picayune is read by more than 94 percent of those who read any newspaper at all.

One of the large department stores, by a questionnaire, found that it could reach more than 71 percent of its customers by using The Times-Picayune alone. The Times-Picayune is dominant in New Orleans because it reaches the classes as well as the masses.

NEW ORLEANS IS DISTINCTLY
A MORNING NEWSPAPER CITY

The Times-Picayune

NEW ORLEANS, SECOND PORT, U. S. A.

General Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco

The Times-Picayune's Remarkable Record

In both the local and national field The Times-Picayune established notable records in 1920. The Times-Picayune carried more local display, classified, national and total advertising than any other New Orleans newspaper.

The Times-Picayune printed more advertising in 1920 than any other newspaper in the South and was seventh in the United States in the morning-and-Sunday field, ranking next to the New York World.

The Times-Picayune was first in America in per cent gain (32.2%) and second in volume gain (4,106,705 lines) of national advertising among all seven-days-a-week newspapers. The Times-Picayune was second in America in national advertising volume and third in America in national advertising percentage gain among morning-and-Sunday newspapers. This notable standing is based on national newspaper figures compiled by the Advertising Age and Mail Order Journal.

For the last seven months of 1920 an auditing firm kept account of all New Orleans newspaper advertising, dividing it into thirty-seven classifications; of these 37 divisions The Times-Picayune led the field in 26.

The Times-Picayune was the First New Orleans newspaper in

Classified	Hotel-Restaurant
Women's Wear	Household Goods
Financial	Railroad
Foodstuff	School and College
Furniture	Tobacco
Passenger Automobiles	Toilet Goods
Automobile Trucks	Office Equipment
Tire and Accessory	Steamship-Travel
Automobile Undisplayed	Resorts
Men's Furnishings	Publications
Women's Shoes	Building Material
Jewelry	Auction Sales
Misc. Display	Musical Goods

The Times-Picayune

NEW ORLEANS, SECOND PORT, U. S. A.

General Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco

The Times-Picayune's Merchandising Service

From the Manufacturer's and Distributor's standpoint, New Orleans is different from any other market in the United States. Trade customs are deep-seated. Methods must be adjusted to meet conditions.

The Times-Picayune maintains the largest and most highly organized Merchandising Bureau of any newspaper in the South. In the last year it has made more than a hundred market analyses, trade investigations and blanket surveys besides many special investigations for advertisers and advertising agencies.

The Times-Picayune helps to form trade connections, has complete retail route lists of 23 retail classes of trade always ready for sales representatives and accords other assistance such as introduction and in some cases sales help.

The Times-Picayune publishes its own merchandising newspaper, "The Store," which is mailed regularly to every retail merchant in the city, wholesalers, wholesale salesmen, buyers, department heads, department store heads and buyers and many others. This newspaper carries complete news of the retail market besides instructive articles on handling advertised goods and news of current and coming advertising campaign. Its circulation averages 10,000.

The Times-Picayune's Merchandising Bureau gladly helps to plan the advertiser's entire merchandising campaign in New Orleans, shaping it to take advantage most profitably of local conditions. This bureau gives advertisers finger-tip information on the New Orleans market on short notice. These things and many more constitute a service highly valuable to advertisers.

Times-Picayune expert merchandising service is actual and fruitful, not promissory.

The Times-Picayune

NEW ORLEANS, SECOND PORT, U. S. A.

General Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco

C. B. E.

of Chicago

Why Wall Street is reading a Philadelphia paper

A business man with large interests said to us recently: "Do you know that all Wall Street is reading the Public Ledger?"

When asked why, he replied, "To get Evans's daily letter from Chicago. Bankers say it is the clearest and sanest financial letter that ever came out of the Middle West."

That the world's greatest money center, well served by an excellent local press, should look for its Chicago news to a paper published in another city, is eloquent testimony to the brilliance of the report which Clinton B. Evans puts on the wire from Chicago six nights a week.

Mr. Evans has for years been editor of The Economist, the leading financial paper of the West.

That cities other than New York appreciate his letter is shown by the fact that many newspapers print it regularly by arrangement with the Ledger Syndicate.

■

Through the Ledger Syndicate newspapers may obtain exclusive city rights to Mr. Evans's letters.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

"Concentration is the Nation's Watchword"

Concentrate in
The Philadelphia Bulletin

City Population - - - - - -	1,823,779
Dwellings in Philadelphia - - -	390,000
Persons per Home - - - -	4.7

The circulation of The Bulletin for the month of March was:

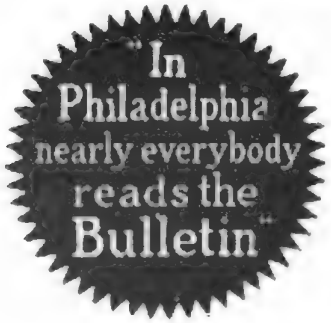
516,405 copies a day

Exceeding all previous months of publication.

Dominate Philadelphia

Create maximum impression at one cost by concentrating your advertising in the newspaper "nearly everybody reads"----

The Bulletin



The Bulletin's circulation reaches far beyond the highest point ever attained by a daily or Sunday newspaper in the State of Pennsylvania, and is one of the largest in the United States.

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, guessing, coupon or other artificial methods of stimulating circulationare used by The Bulletin

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, APRIL 23, 1921 No. 47

Is Commercialism Smothering Journalistic Ideals?

An Editorial

DID the startling screamer headlines of the war period so obsess newspaper editors that they cannot return to normalcy? Or is it the reading public that, long worked up to daily expectancy of sensational news, declines to resume the normal state of mind?

Editors and public, like the drug addict, seem unable to quit the drug or even to reduce the dose.

Headlines still shriek, but over petty nothings. Events of trivial consequence and flashing interest are played up today as conspicuously as were great history-making battles. A divorce case, with commonest, vulgarest infidelities, is presented as prominently and detailed as infinitely as was ever the capture of a city that changed the map of the world. The Joffres, Haigs, Foches, Pershings and Hindenburgs with all their world-moulding movements, have given place on the first page to the Stillmans, Stokeses, Hamons, Elwells and Shontses, with their salacious scandals that "shine and stink and stink and shine like rotten mackerels in the moonlight."

Sense of real news values seems to have disappeared.

A shattered world is waiting to be rebuilt and sadly deranged domestic business conditions must be readjusted. Humanity throughout the earth is in a deplorable state of confusion and suffering. Never before in history were so many intricate facts to be collected and collated that statesmen and public may understand conditions and work out remedies.

The world is looking to America for guidance, and America is looking to its press which hitherto in every crisis has shed its light. And the press is presenting most painstakingly and prominently, not the vital facts of world conditions and of American industrial derangement, but column upon column of keyhole disclosures of illicit "love nests," tales of ladder-peeping sneaks in backwoods camps, comings and goings, uprising and down-sittings of race track pimps and touts, with unlimited other nothings about nonentities, under daily headlines that shriek from margin to margin of the first page, and supply the sensation of today, to be forgotten tomorrow. The best to be said of most of the lurid news purveyed of late is that it is of so little real consequence as to be soon forgotten.

The thoughtful newspaper man does not fail to see this. But he will deny responsibility for the condition, and with some justice. The press cannot emancipate itself greatly in advance of where public demand will sustain it. There is a sad perversion of public taste and sentiment which reacts upon the press and forces it largely to be what it is. At the same time, any deterioration of the press carries with it reaction in public opinion and morale that cannot but spell further grief, perhaps disaster, to the cause of democratic institutions and even of Christian civilization itself. These are ticklish times. The Nero who fiddled while Rome burned may have in history as his counterpart a sovereign press that was content to abdicate its power and go hawking its tawdry sensations to a degenerating public, while moral stamina, industrial system and international helpfulness, that have been centuries in developing, are set back or permitted to disintegrate entirely for want of serious fact and virile thought.

The practical editor, whatever his ideals, is forced to see that it is the sensational paper that sells. The public, affecting to disapprove, buys. What is the editor with truly high ideals to do about it?

No fact in life is really more melancholy than that high ideals so often seem utterly unsuited to actual conditions. The conscientious business man has this fact forced on him in many of his dealings, but the editor is face-to-face with it always. He may know the right thing to do and want to do it, but his business success is at stake, and the business methods and conditions are inexorably fixed.

The editor might like to reform the methods and conditions, but that is impossible; single-handed, he can only whistle against the wind. He must decide whether he will conform to the conditions of competition and succeed, or stand by his convictions of right and fail. It is a decision he must make every day—yes, a hundred times every day. The most pitiful part of it is that those with the highest ideals, the keenest sense of right and acutest conscience are the ones who must suffer most. There is no graver, more vital, more insistent, more fundamental editorial decision. It cannot be dismissed as a moral platitude. It reaches to the very deeps of the editorial soul. It is the matrix that shapes every phase of editorial policy.

Is it better to follow your high ideals and suffer, or is it better to give them up and be so spiritually dead that your carrion stinks to the stars? Which is really the success and which really the failure? What's the answer? What is your answer for yourself?

What is the answer that has been made by one and all of the great outstanding masters of our profession in the past—Franklin, Garrison, Greeley, Medill and the rest of the matchless leaders of journalism in their own days and shining examples still? They reared their ideals so high and stood upon them so upright that they caught strength from divinity, the direct source of all power.

There is no fixed condition of human thought and emotion; nothing is so volatile; it will respond to nothing so quickly as to sincere righteousness of purpose bravely maintained. Right is no weakling that must go hobbling on crutches, to fall in a faint at its first sight of Wrong, but is a stalwart, pugnacious, triumphant youngster if given a chance. He will fight for you valiantly and win you many a worth-while friend if you will faithfully stand by him.

The character and influence of the newspaper depend far less upon the editorial page today than formerly, because the high development of news-gathering facilities has brought facts to the first place in importance. Facts are the food upon which public opinion feeds. Given the facts, the people will do their own thinking. The editorial becomes more and more interpretive of the news and less protagonistic, but the editor's opportunity for power to sway opinion is not therefore reduced. In his selection and display of news he subtly controls public information, thought and feeling. The character of the newspaper is clearly marked by the nature of the news it prefers to play up. Its influence upon its community for elevation or degradation depends for more upon its first-page headlines than upon all its editorials and high-class features. Two papers carrying the same press service may be at opposite poles in character and influence simply because of the selection of news for display. Precisely the same dispatches, differently edited, may make one paper a power for good in its community and another a pestilence.

A correct account of an event of public interest and importance—that is real news. Events of interest that are not important have a semi-news value, and events of importance but not of interest also have limited value as news. The conjugal infelicities of the Stillmans are interesting in a way but of no importance outside their set. The Einstein theory is important but too abstruse to be interesting to the common mind. But of material for full-value news there is no lack—there never was so much of it at

(Continued on Page 44)

A.P. AND A.N.P.A. CONVENTIONS CALENDAR

MONDAY

10.00 A. M.—Associated Press Directors' Meeting, 51 Chambers street. American Newspaper Publishers' Association directors' meeting, Boston Globe office, in World Building.

11.00 A. M.—A. N. P. A. Advertising Bureau Committee meeting in Bureau's Office, World Building.

2.00 P. M.—A. N. P. A. Paper Committee's meeting in A. N. P. A. Office, World Building.

TUESDAY

10.00 A. M.—Associated Press Annual Business opens in Waldorf-Astoria.

12.30 P. M.—A. P. Annual Luncheon in Grand Ballroom, Waldorf-Astoria, Hon John W. Davis, Speaker; Message from President Harding.

2.00 P. M.—A. P. Convention Afternoon Session in Waldorf-Astoria; Election of Officers.

5.00 P. M.—A. P. Convention Adjournment.

7.45 P. M.—Entertainment for A. P and A. N. P. A. members at Friars' Club as guests of Mr. Koenigsberg.

WEDNESDAY

10.00 A. M.—American Newspaper Publishers' Association Annual Convention Opens at Waldorf-Astoria.

11.00 A. M.—Associated Press new Board of Directors Meets in Waldorf-Astoria to Elect New Officers.

12.30 P. M.—A. N. P. A. Advertising Bureau Luncheon in Grand Ballroom of Waldorf-Astoria.

2.00 P. M.—A. N. P. A. Afternoon Convention Session.

3.30 P. M.—Audit Bureau of Circulations Directors' Meeting at Hotel Biltmore.

THURSDAY

10.00 A. M.—A. N. P. A. Morning Convention Session.

12.30 P. M.—A. N. P. A. Annual Luncheon in Grand Ballroom of Waldorf-Astoria, Postmaster-General Will H. Hays, speaker.

2.00 P. M.—A. N. P. A. Afternoon Session; Addresses by International Labor Union Heads.

FRIDAY

10.00 A. M.—A. N. P. A. Convention Morning Session; Consideration of Unfinished Business; Annual Business Meeting; Election of Officers and Appointment of Advertising Bureau Committee.

Digitized by Google

PUBLISHERS' CONVENTION FLOOR DIRECTORY

A. N. P. A. INFORMATION BUREAU, Room 153 (Myrtle Room).

BUREAU OF ADVERTISING, A. N. P. A., Room 120.

William A. Thomson — William Flad, Jr.
Thomas H. Moore — Miss C. M. Weinman
F. Guy Davis — Miss Mae Dirks

DUPLEX PRINTING PRESS COMPANY, In Foyer.

J. C. Squier — Henry F. Bechman
Wesley Dammes — Irving K. Stone
Charles S. Brown

EDITOR & PUBLISHER Room 116

Mr. Brown — Mr. Groomes
Mr. Ferguson — Mr. Staunton
Mr. Redmond — Mr. Dowling
Mr. Mellon — Mr. Stratz
Mr. Robb — Miss McMahon
Mr. Blanchard — Miss Montanye
Mr. Sammis — Miss Sirota
Miss Higgins — Miss Ferro
Mr. Barbour — Miss Sheldrick
Mr. Perkins — Miss Lambert
Mr. Keeney — Miss Schrift
Mr. Tanner

FOURTH ESTATE, Room 106

B. F. GOODRICH TIRE & RUBBER CO, In Foyer.

GOSS PRINTING PRESS COMPANY, Room 117.

George A. Eddy — R. P. Thomas
M. L. Redfield — Harvey D. Bell
M. B. Brueshaber — Harry F. Sheldon
J. W. Spencer

F. J. HASKIN SERVICE, Room 107

Frederick J. Haskin — W. J. Cobb
Mrs. Polly Ferguson

R. HOE & CO., Room 112

Mr. Roesen — Mr. Smart
Mr. Gallien — Mr. Rudd
Mr. Reynolds — Mr. Peterson
Mr. Rosen, Jr. — Mr. Crain
Mr. Ball — Mr. Higgins
Mr. Mount

INTERNATIONAL FEATURE SERVICE, Rooms 102-104.

Mr. Koernigsberg — Roy Moyer
S. S. Paquin

INTERNATIONAL SYNDICATE, Room 141

H. E. Miller

INTERTYPE CORPORATION, Myrtle Room (153).

H. R. Swartz — Mr. Schuh
G. C. Willings — Mr. Lund
W. S. Scudder — Mr. Van Horn
T. A. MacElwee — Mr. Hayles
B. F. Chittick — Mr. Houck
F. A. Hill — Mr. Dunham

KING FEATURES SERVICE, Rooms 114-115 (Banquet Hall).

M. Koenigsberg — John D. Raridan
I. S. Alofsin — C. B. Travis
Guy Fisher — J. A. Easton
Frank R. Margeson — Joseph V. Connolly
Walter E. Moss — Roy D. Moore
Sherley Olympius — John A. Bogan, Jr.

LANSTON MONOTYPE COMPANY, Floor Office and Rooms, 226-228.

Richard Beresford — S. E. Haigh
Walter Lach — W. C. Kirby

LEDGER SYNDICATE, Room 100

John E. Watkins — Edgar J. Parker

LEISHMAN TELEGRAPH PICTURE SERVICE, Room 113.

MERGENTHALER LINOTYPE COMPANY, East Room (151).

Harry Gage — Charles S. Gunn
Walter Savory — George W. Loop
Hugh C. Curry — R. J. Slattery
F. B. Forbes — E. H. St. John
G. H. Sievert — C. W. Reed
J. E. Mackay — C. C. Boyer
H. Scheffel — E. Manifold
Mark H. Boynton — F. J. Mueller
W. D. B. Mitchell — Z. B. Boone
Thomas P. Quinn — J. A. Bateman
A. B. Bedell — Walter C. Bleloch
Charles Fischer — Fred W. Bott
W. H. Stubbs — Thomas Bland
M. J. Kerrins — R. W. Orcutt

NEWSPAPER FEATURE SERVICE, Rooms 114-115 (Banquet Hall).

M. Koenigsberg — J. D. Gortatowsky

POLLARD & ALLING MANUFACTURING COMPANY, Room 110.

William J. Stretch

THOMPSON FEATURE SERVICE Room 109.

R. S. Thompson — H. R. Shart
A. L. Fowle — John R. Colter

SPEEDAUMATIC COMPANY, Top Private Staircase.

William Ayer McKenney
H. M. Pierce — F. M. Simmons
Miss S. Johnsen

NEW YORK TRIBUNE SYNDICATE, Room 124.

W. H. Johnson — H. P. Staton
C. V. McAdam

WOOD FLONG COMPANY and WOOD NEWSPAPER MACHINERY COMPANY, Space in Foyer.

Henry A. Wise Wood — Nelson Maynard
Ben Wood — C. A. Puget

WORLD COLOR PRINTING COMPANY, Room 144.

R. S. Grable — Edith Yormark
W. H. Heine

AD BUREAU GUESTS NUMBER 700

F. H. Sisson and E. J. Cattell Speakers at Annual Luncheon

Over seven hundred guests are expected to attend the annual luncheon of the Bureau of Advertising of the American Newspaper Publishers Association at which the speakers will be Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, and Edward J. Cattell, city statistician of Philadelphia. The luncheon is scheduled for 12.30 p. m. on Wednesday, April 27, in the grand ballroom of the Waldorf-Astoria. William F. Rogers, advertising manager of the Boston Transcript, and chairman of the committee in charge of the bureau, will be toastmaster.

Koenigsberg Host at Frolic

Fun will invade the business atmosphere that usually surrounds American editors and publishers in New York during convention week on the evening of Tuesday, April 26. The hour is 7:45 p. m., the place is the Friar's Monastery, 110 West 48th street, the event is "A Lollypop Lark," with M. Koenigsberg, president of the Newspaper Feature Service, as host. Entertainment features are being kept as a surprise. One never knows what can happen in the Friars' home, Mr. Koenigsberg says.

New Home for Birmingham Post

The Birmingham (Ala.) Post recently closed a five-year lease on a two-story building at 1732 First Avenue, north, and alterations fitting the building for newspaper publishing purposes are now in progress. A new Goss press is being installed with a capacity of 30,000 papers per hour.

Oklahoma Leader Shifts

(*By Telegraph to* Editor & Publisher)

Oklahoma City, April 20.—The Oklahoma Leader staff has been reorganized. William McLaren succeeding Edwin Newdick as managing editor and Dan Hogan and Oscar becoming associate editors. John Hagel continues as business manager and takes over the duties of J. L. Rylander, who recently resigned as advertising manager.

Atholstan Suit Up May 10

The case in which Lord Atholstan, proprietor of the Montreal Star, is suing Louis J. Tarte and Eugene Tarte of La Patrie, Montreal, for $50,000, with interest of $12,357.74, alleged to be due on two promissory notes dated March 13, 1915, may be tried in the Superior Court at Montreal, May 10, before Justice MacLennan. It is possible that the case may be tried before that date if the calendar is clear.

Digitized by Google

PUBLISHERS IN NEW YORK FOR CONVENTIONS

Editor & Publisher's Registration Largest on Record—Representatives From Mexico, Canada and Hawaii—Labor and Advertising Rates To Be Principal Topics of Discussion

Small Newspapers Want Representative on A. P. Board of Directors

THE Associated Press announces that the speaker at its annual luncheon, to be held Tuesday noon at the Hotel Waldorf-Astoria, New York, will be John W. Davis, retiring American Ambassador to Great Britain. The luncheon will be held in connection with the annual meeting of Associated Press members, being arranged for the recess time between morning and afternoon sessions. Frank B. Noyes of the Washington Star, president of the A. P., will preside as toastmaster and will read a letter from President Harding to Associated Press members.

The largest A. P. convention attendance on record is indicated by EDITOR & PUBLISHER's advance registry of delegates. Gmo. Enriquez Simon of El Universal, Mexico City, and Wallace R. Farrington of the Honolulu (H. I.) Star-Bulletin will be the champion long distance travelers in attendance. Both have informed EDITOR & PUBLISHER of their intentions to be present.

Associated Press convention activities began in New York yesterday, when the board of directors entered upon their pre-meeting sessions, which will be continued today and Monday, when it is expected all applications for membership and other routine business will be cleared up.

On Tuesday, April 26th, the members of the Associated Press will assemble in annual meeting at the Astor Gallery of the Waldorf-Astoria. The annual report of the board of directors will be given and officers and directors for another year will be elected, as well as advisory boards, nominating committee and auditing committee. The new board of directors will meet Wednesday morning to elect officers.

The retiring officials of the A. P. are:

President, Frank B. Noyes, Washington Star.

First vice-president, Calvin Cobb, Boise (Idaho) Statesman.

Second vice-president, J. L. Horne, Jr., Rocky Mount (N. C.) Telegram.

Secretary, Melville E. Stone, New York.

Assistant secretary, Frederick Roy Martin, New York.

Treasurer, J. R. Youatt, New York.

The five directors whose terms expire are:

Victor F. Lawson, Chicago Daily News.

W. H. Cowles, Spokane Spokesman-Review.

R. M. Johnston, Houston Post.

D. E. Town, Louisville Herald.

Frank P. MacLennan, Topeka State Journal.

The nominating committee has made the following nominations to succeed the retiring directors, the rule requiring at least ten nominations.

E. P. Adler, Davenport (Ia.) Times.

John Stewart Bryan, Richmond (Va.) News-Leader.

W. H. Cowles, Spokane (Wash.) Spokesman-Review.

Victor F. Lawson, Chicago Daily News.

(*Continued on Page* 48)

OFFICIAL ANNOUNCEMENT OF A.N.P.A. CONVENTION ARRANGEMENTS

THE annual convention of the American Newspaper Publishers' Association will be held at the Waldorf-Astoria Hotel, New York City, on Wednesday, Thursday and Friday, April 27, 28 and 29, 1921.

All sessions of the convention, beginning with the opening session at 10 a. m., Wednesday, April 27, will be started promptly at the hour advertised. This will be necessary in order to complete the program, which is of unusual length and unusual interest.

* * *

IF in the judgment of the members, Federal taxation is of sufficient interest to require extended discussion, an evening session will be arranged so that the subject may be discussed at length.

* * *

THE annual meeting of the members will be held Thursday, April 28, at 2 p. m. for the election of officers and such other business as may properly come before the meeting.

The attention of members is called to the fact that representatives at the convention and the annual meeting should come from the home office and that any exception to the rule shall be passed upon by the committee on credentials.

* * *

A BULLETIN containing reports of all committees will be distributed at the opening session.

* * *

ALL who address the convention will be limited to five minutes, and all who address the convention are urged to announce their name and publication.

* * *

MEMBERS will register by signing a card giving the name of the individual representing the publication, the name of the publication and its location. The registration desk will be opposite the entrance to the convention hall.

* * *

THE Information Bureau will be in the Myrtle Room, where representatives of the association will be constantly in attendance.

* * *

A POST OFFICE has been arranged where all mail addressed to the members in care of the convention will be held on call.

* * *

THE second annual luncheon of the association will be held at the Waldorf-Astoria, Thursday, April 28, at 12:30 p. m.

The board of directors having determined that each member shall be entitled to not more than three seats in all, and to purchase seats for those only who are on the payroll of the member and employed at the home office, has adopted the following rules:

The Board fully realizes that no member would intentionally violate the rules governing the luncheon, but feels it necessary to state that any member who should violate any of the rules will be subject to the penalty of exclusion next year.

First—Seats $5 each. No seats shall be sold to anyone not a member.

Second—The privilege of members to purchase seats is not transferable, nor are the seats transferable.

Third—No money shall be refunded for seats unless due notice is given to the treasurer before 12 o'clock (noon), April 27, 1921.

Fourth—Checks and requests for seats must come from the home office of each publication.

Requests and remittances should be addressed and checks made payable to George H. Larke, treasurer, 904 World Building, New York City. Prompt acknowledgment will be made. Seats will be assigned by the committee in the order in which remittances are received and location will be shown on the seating chart.

* * *

THE committee hopes for the cordial co-operation of the members and requests them not to ask for any exceptions to the above rules, as the committee has no power to grant exceptions. Members must realize that an exception made for any one member should in justice be made for all representatives of the luncheon committee.

Representatives of the luncheon committee will be in attendance during the convention in the Myrtle Room, adjoining the east side of the convention hall.

THE LUNCHEON COMMITTEE,
H. L. Bridgman, chairman.

Postmaster-General Hays To Speak At A. N. P. A. Annual Luncheon

EVERYTHING is in readiness for the annual convention of the American Newspaper Publishers' Association at the Waldorf-Astoria Hotel, New York, beginning Wednesday morning and continuing through to Friday afternoon. Newspaper men from every part of the United States and Canada, and from as far away as Mexico City and Honolulu, already are in New York or will be here before the all-important conference opens. EDITOR & PUBLISHER's registry of delegates, printed on another page of this edition, indicates the largest attendance in the history of A. N. P. A. conventions.

The principal speaker at the annual luncheon, to be held Thursday, at 12:30 p. m., will be Postmaster-General Will H. Hays. The luncheon will be entirely informal, attendance being limited to A. N. P. A. members. Arrangements are being made for about 400 diners. Herbert L. Bridgman of the Brooklyn Standard Union is chairman of the luncheon committee.

Wednesday noon a luncheon will be given under the auspices of the Advertising Bureau. Reservations already have reached almost the 700 mark. The speakers have not yet been announced. William F. Rogers, of the Boston Transcript, chairman of the committee in charge of the Advertising Bureau, will be the toastmaster. The speakers will be Francis H. Sisson of the Guaranty Trust Company and E. J. Cattell of Philadelphia.

The big topics for discussion and action, as they loom up on the eve of the meeting, will be: Labor, Advertising Rates, Relations with Advertising agencies and advertisers, Federal Taxation, newsprint, and closer co-operation with national and sectional newsprint organizations that cover much the same ground that the A. N. P. A. does. Throughout this edition of EDITOR & PUBLISHER will be found presentations of conditions affecting every one of these matters such as should leave nobody in doubt about the necessity for coming to a definite understanding on each one.

In particular there is a plan on foot to departmentalize the A. N. P. A. so as to take in as an integral part of it such bodies as the National Association of Newspaper Executives, the International Circulation Managers' Association, the National Association of Newspaper Classified Managers and to work in closer harmony with the Southern Newspaper Publishers' Association, the Inland Daily Press Association, the National Editorial Association and various state bodies, with many of which A. N. P. A. members are affiliated.

At any rate there are a number of A. N. P. A. publishers, whose newspapers are connected with some or all of the several large divisional organizations as they exist today, who are desirous of testing out the proposition at next week's convention. The result will be watched with keen interest.

The labor situation right now is at one of its most critical stages in the history of newspapers' dealing with or-

Digitized by Google

AMONG THE MEMBERS ELECTED TO THE A. N. P. A. WE HAVE WITH US—

GEO. A. OSBORN
Fresno Herald

M. E. NICHOLS
Winnipeg Tribune

A. F. BUECHLER
Grand Island Independent

B. H. READ
Idaho Falls Post

J. G. NOLAN
Newark Frese Zeitung

ganized unions. The seriousness of matters is further complicated by reports that the A. N. P. A. standing committee on labor is to be reorganized. Just a few of the other vital phases of labor, on which the A. N. P. A. may be called upon to take a stand, are: Advertisers' insistence on lower space rates despite demands of printers for higher wages and less work; union rules compelling "re-setting" and the manning of plants up to specified standards; ways and means of training printing apprentices; price-fixing in the photo-engraving business.

Now that New York State has made illegal the latter practice it is expected that a movement will be launched immediately to have it abolished by law in states wherein are located 37 cities where photo-engraving prices are governed by agreement between the union and employing engravers.

Federal taxation is considered of such importance as the cause of consideration of holding an extended evening discussion on Wednesday and Thursday.

Whether or not it is possible to draw a line of distinction between national and local advertising that will satisfactorily solve the problem raised by recent efforts of national advertisers to get the benefit of lower rates by placing their business through local dealers is a question that just now has newspaper publishers at their wits' ends. Special representatives of newspapers and the American Associations of Advertising Agencies have appealed to publishers to either refuse to accept such business as local copy or to equalize national and local rates. If publishers allow retailers to job their space to national advertisers, it means the end of their business, as it is conducted to-day, the advertising agencies say. Doubtless it will be put up to the A. N. P. A. convention to take a stand one way or the other.

Many publishers also think that the time is ripe for the A. N. P. A. postal committee to take up with the new Post Office Administration the matter of revision of second class rates, with the view of abolishing the present zone system.

Large city publishers invariably are desirous of doing away with the zone method, whereas the smaller ones, who make up the larger portion of the A. N. P. A. membership, either favor retaining the zones or if changed at all done in some way that will give them protection which they contend is necessary against invasion of their territories by the metropolitan dailies. For years this question was fought out on the A. N. P. A. convention floor and no policy could be agreed upon. The result was that the postal committee was unable to present any united front when the zone proposition came up and the legislators were permitted to handle the matter as they saw fit.

Perhaps by this time the publishers have awakened to the necessity for getting together on common ground and forgetting petty commercial jealousies.

There seems to be opposition toward re-electing the present board of officers. They are:

President, T. R. Williams, Pittsburgh Press.

Vice-President, Paul Patterson, Baltimore Sun.

Secretary, John Stewart Bryan, Richmond News-Leader.

Treasurer, George H. Larke, New York World.

Directors: Frank G. Bell, Savannah News.

Edward H. Butler, Buffalo News.

J. E. Atkinson, Toronto Star.

WALLACE ODELL
Tarrytown News

JOHN A. PARK
Raleigh Times

FRANK B. SHUTTS
Miami Herald

H. W. MARSHALL
Lafayette Journal-Courier

Elbert H. Baker, Cleveland Plain Dealer.

Hilton U. Brown, Indianapolis News.

Harry Chandler, Los Angeles Times.

Charles H. Taylor, Jr., Boston Globe.

H. L. Rogers, Chicago Daily News.

Lincoln B. Palmer, of New York is general manager of the A. N. P. A.; Henry N. Kellogg, of Indianapolis is chairman of the special standing committee on labor; William A. Thomson and Thomas F. Moore are director and associate director, respectively, of the Bureau of Advertising, with headquarters in New York. All hold their offices by appointment.

A. N. P. A. DEPARTMENTS ROGERS SUGGESTS

N. Y. Globe Publisher Says Association Does Not Cover Ground it Should as Now Organized—Wants Sectional Bodies

"That there is an opportunity and necessity for producing closer and more effective co-operation between the newspapers represented in the American Newspaper Publishers' Association, opportunity for making membership in it absolutely necessary to every daily newspaper and necessity for making it function more harmoniously with outside organizations cannot be denied," said Jason Rogers, publisher of the New York Globe, to a representative of EDITOR & PUBLISHER this week.

"The recent conference between the Six Point League, composed of special representatives, and the committee representing the American Association of Advertising Agencies, the so-called national association of Newspaper Executives in connection with the Associated Advertising Clubs, the necessity for the organization of the Publishers' Buying Corporation, and other outside activities among newspapers, all these, in my opinion, could and should have been obviated by the proper department organization of the American Newspaper Publishers' Association.

"Referring to the conference between the specials and the advertising agents on the important question of local and foreign advertising rates, it may be frankly admitted in advance that this contact on matters such as

A. B. SCHROPP
Lebanon News

J. K. R. SCHROPP
Lebanon News

T. H. PRESTON
Brantford Expositor

J. E. YOUNG
Windsor Star

H. A. GRAYBILL
Windsor Star

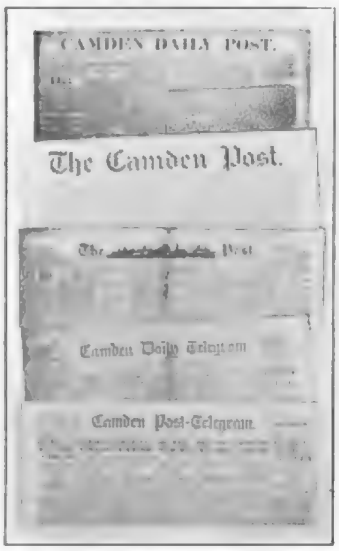
Digitized by Google

A HUNDRED YEARS OF NEWSPAPERS CELEBRATED BY CAMDEN

The American Star, Founded in 1821, Is Direct Ancestor of West Jersey Press of To-day—Courier and Post-Telegram Hosts At Jubilee

By EDWARD A. MUSCHAMP

CAMDEN, N. J., April 20.—There is New York, for instance, and London, and Paris, and Peking, and even "your suburb across the river" as an English evangelist once referred to Philadelphia in an address before a Camden audience. But after all, what is mere size and what are mere numbers? Here is a city that has but 116,309 inhabitants and yet a city that is known the world over—the home city of Walt Whitman and Kid Gleason, the city that has produced more "canned music" and "canned soup" than any other single community anywhere, and, incidentally the city that during the past week has been holding a newspaper celebration, the occasion for which is one of which any American city might well be proud.



The evolution of the Camden Post-Telegram. The dress has changed, but what was news in 1879 would still make the front page of 1921.

In other words, the week just passed marked the 100th anniversary of the establishment of the first Camden newspaper—the American Star, which made its initial appearance on Tuesday, April 17, 1821.

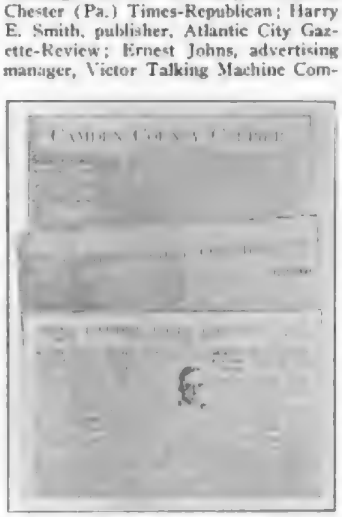
Camden wasn't very much more than a speck on the horizon one hundred years ago; but today, in point of accomplishments, it is one of the most important cities of the world. The newspapers of Camden have played an important part in the development and building up of their city and the celebration during the past week, therefore, takes on a significant civic and industrial interest as well as a journalistic one.

Today, there are more than a dozen publications issued in this city, including two wide-awake afternoon dailies—the Post-Telegram and the Daily Courier; one of the best edited weeklies in the country, the West Jersey Press—the latter incidentally, having a remarkable journalistic record. The West Jersey Press is the direct lineal descendant of The American Star and the only publication in Camden, and one of the few publications in the country, that can trace its ancestry back over an unbroken period of one hundred years.

The centenary celebration started Monday afternoon with the opening of an interesting exhibit of newspapers issued in Camden at various times during the last hundred years, and models, photographs and various prints which told the story of the development of the art of printing and the making of newspapers during the last century. This exhibition was arranged by the Camden County Historical Society, was held in the Cooper Free Library and was open to the public every day throughout the week.

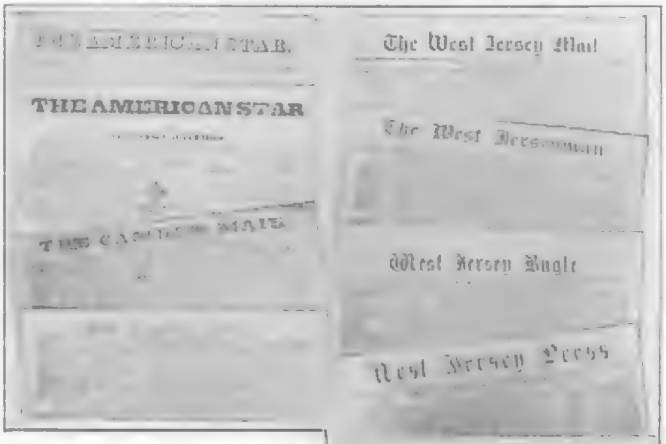
On the same day the exhibition opened J. David Stern, editor and publisher of the Daily Courier, entertained a group of New Jersey, Pennsylvania and Delaware newspaper men at a luncheon, and an inspection of the Courier Building and a tour of the city. Mr. Stern's guests included:

William B. Bryant, publisher Paterson Press-Guardian; George C. Ladd, business manager, Vineland, Evening Journal; W. K. Hoyt, office manager, Trenton Evening Times; Walter M. Dear, treasurer, Jersey City Journal; John W. Clift, publisher, Summit Herald; Phillip H. Baldwin, business manager, Newark Sunday Call; Louis Hannoch, assistant business manager, Newark Sunday Call; L. T. Russell, publisher, Newark Ledger; Harry J. Auth, business manager, Newark Star-Eagle; Eugene W. Farrell, business manager, Newark Evening News; Albert J. Feyl, president, Atlantic City Press-Union; Clarence J. Pyle, business manager, Wilmington (Del.) Evening Journal; William F. Metton, business manager, Wilmington Every Evening; Charles R. Long, treasurer, Chester (Pa.) Times-Republican; Harry E. Smith, publisher, Atlantic City Gazette-Review; Ernest Johns, advertising manager, Victor Talking Machine Company, Camden; H. A. Magoon, vice-president, New York Shipbuilding Company, Camden; Mayor C. H. Ellis, Camden; Dr. John T. Dorrance, president, Campbell Soup Company; F. Morse Archer, president, National State Bank, Camden; former Judge William T. Boyle, Camden; Harry T. Saylor, managing editor; J. David Stern, editor and publisher; W. L. Tushingham, business manager; Albert L. Ingram, advertising manager—all of the Camden Courier, and M. O. Menaige, Ludlow Typograph Company, New York City.



Be it the Camden County Courier of 1886, or the Camden Daily Courier of the past thirty years, it gave its readers what they wanted—old fashioned varnishes, news late enough to go under a postscript head, or the news of the nation that a fast-growing community demands.

On Monday evening a centenary dinner was held which was attended by the Camden newspaper men and many of the business and professional men of the city. E. E. Read acted as toastmaster and the speakers included Professor Roscoe C. E. Brown, of the Pulitzer School of Journalism, Columbia University; Mayor J. Hampton Moore of Philadelphia, former resident of Camden and a former newspaper man who in his early days "covered" many a Camden story; and William H. Chew, of the West Jersey Press.



One hundred years of continuous publication—the evolution of a single newspaper from the American Star of 1821 to the West Jersey Press, flourishing as a weekly in 1921. In the hundred years heads have not changed but have merely grown more numerous, it will be noticed. Are readers becoming more frivilous?

Each afternoon of the week there was a special programme carried out at the exhibit. On Tuesday an address was made by John F. Harned, chairman of the Centenary Committee who in his youthful days edited and published a small paper. On Wednesday, delegations of school children visited the exhibit and were given a talk by Howard M. Cooper. On Thursday a paper on "The Art of Printing" which was written by William H. Ketler, city librarian and former well-known newspaper man, was read by Mrs. Miriam Early Lee Lippincott.

One of the most interesting and worthwhile features of the week was the souvenir book, "History of the Press," a copy of which was given to each guest at Monday night's dinner. The "History," which is a handsome volume of sixty-four pages, was written by Charles S. Boyer, president of the Camden County Historical Society, and printed by Sinnickson, Chew & Sons Company, publishers of the West Jersey Press. This book should serve as a model for similar anniversary celebrations in other cities, and the brief foreword of the publishers is so apt and so pertinent that it is reproduced herewith.

"The 'History of the Press,' which appears in the following pages, was prepared by Charles S. Boyer as a part of the 'History of Camden' which he proposes to publish at some time in the future. The manuscript was so interesting that the publishers of the West Jersey Press requested the privilege of putting it into book form, that the record of newspaper publishing in this section might be suitably preserved.

"It also seemed appropriate that the designing and printing of this volume should be done in the book department of the West Jersey Press, the only paper now published in Camden, as Mr. Boyer shows, which can trace its ancestry back one hundred years.

"The publication of this book we also feel to be a more fitting and dignified way of celebrating a centennial anniversary than by issuing a special historical edition of the 'West Jersey Press.' Such editions, too frequently, are commercialized, and of little or no permanent value."

The Camden dailies, while not issuing any special anniversary numbers, are putting out regular issues every day that in themselves tell in the most practical way the story of the growth and development of the city in recent years.

The Post-Telegram, which is the oldest of the two dailies, has during recent years enlarged and strengthened its staff, added materially to its mechanical facilities, and recently ordered a new high-speed quadruple press from the Goss Company, which will cost $50,000 and which will be installed and ready to run early next fall. The Post-Telegram staff includes: F. F. Patterson, Jr., president and general manager; W. J. Patterson, secretary-treasurer; T. N. Patterson, advertising manager; Upton S. Jeffreys, editor; Frank S. Albright, city editor; Edgar R. Holme, business manager; S. S. Norcross and Charles Anders, advertising assistants; Charles M. Curry, secret society and religious editor; Calvin A. Shipe, news editor; Benjamin W. Courter, special writer; Daniel P. McConnell, sports editor; Roland Ringwalt, editorial writer; James Knight, foreman of composing room; Elwood Samuels, foreman of press room; John C. Gravenstine, foreman of advertising room; William Rothman, circulation manager.

The Daily Courier, which was published for many years by George A. Frey, and which was purchased a year and a half ago by J. David Stern, former publisher of the Times of New Brunswick, N. J., and the News-Record of Springfield, Ill., and Walter L. Tushingham, who has been connected with the Courier for many years, has also made big strides forward under its new ownership and management. The Courier building and plant now represent an investment of approximately $250,000, and the staff includes: J. David Stern, editor and publisher; Walter L. Tushingham, business man-

(*Continued on page 43*)

Digitized by Google

DIRECTORY OF A. N. P. A. AND A. P. CONVENTION DELEGATES

Name of Paper	Representative	N. Y. Address
Aberdeen (S. D.) American	J. H. McKeever	Empire
Adrian (Mich.) Telegram	Stuart H. Perry	Commodore
Akron (O.) Beacon Journal	J. H. Barry	Commodore
	E. A. Neutzenholzer	Commodore
Akron (O.) Times	Ross F. Walker	McAlpin Annex
Albany (N. Y.) Journal	Robert B. Waters	Waldorf-Astoria
Albany (N. Y.) Knickerbocker Press	Lynn J. Arnold, Jr.	Yale Club
	Arthur D. Hecox	Pennsylvania
Albany (N. Y.) Telegram	H. E. Hill	St. James
Albert Lea (Minn.) Tribune	L. S. Whitcomb	McAlpin
Allentown (Pa.) Chronicle and News	Rodney R. Iredell	Pennsylvania
	Walter J. Lerch	Pennsylvania
Alliance (O.) Review	E. C. Jenkins	Waldorf-Astoria
Alton (Ill.) Times	E. E. Campbell	McAlpin
	Wm. H. Murphy	McAlpin
Altoona (Pa.) Mirror	J. G. Humes	Waldorf-Astoria
	Harry L. Johnston	Waldorf-Astoria
Altoona Tribune	Joseph Arbuckle	Room 1209, 71 Broadway
Amsterdam (N. Y.) Recorder-Democrat	William J. Kline	McAlpin
	Gardiner Kline	McAlpin
Anderson (S. C.) Mail	G. Paul Browne	Pennsylvania
Ansonia (Conn.) Sentinel	I. M. Emerson	
	H. F. Emerson	
Asbury Park (N. J.) Press	J. L. Klumonth	Embassy
Ashtabula (O.) Star Beacon	C. A. Rowley	Empire
Athens (O.) Messenger	F. W. Bush	Waldorf-Astoria
Atlanta (Ga.) Constitution	Clark Howell	Astor
Atlantic City (N. J.) Press	Albert J. Feyl	Pennsylvania
Atlantic City Union	F. E. Croasdale	Pennsylvania
Auburn (N. Y.) Citizen	Charles D. Osborne	Belmont
	William O. Dapping	Waldorf-Astoria
Aurora (Ill.) Beacon-News	A. M. Snook	Waldorf-Astoria
Austin (Tex.) Statesman	W. C. Storey	Marseilles
Baltimore (Md.) News and American	Frank D. Webb	Astor
	John Elmer	Astor
	Herbert Wyle	Astor
Barre (Vt.) Times	F. E. Langley	McAlpin Annex
Bartlesville (Okla.) Enterprise	J. S. Leach	McAlpin
Battle Creek (Mich.) Enquirer & News	A. L. Miller	Waldorf-Astoria
Bethlehem (Pa.) Globe	Harold B. Farquhar	
	J. M. Litsch	
Binghamton (N. Y.) Sun	H. G. Moore	Vanderbilt
Birmingham (Ala.) Age Herald	E. W. Barrett	Vanderbilt
	C. M. Stanley	Vanderbilt
Bisbee (Ariz.) Review	Ralph E. Ellinwood	
Bloomington (Ill.) Bulletin	Franklin P. Alcorn	47 W. 34 34th St.
Bloomington Pantagraph	C. C. Marquis	Empire
Boston Christian Science Monitor	John B. Watts	Biltmore
Boston Globe	Charles H. Taylor, Jr.	
Boston Herald	Robert L. O'Brien	Waldorf-Astoria
Boston Transcript	William F. Rogers	Wolcott
Bradford (Pa.) Era	J. W. Milligan	
Brantford (Canada) Expositor	L. A. Preston	Park Avenue
Bridgeport (Conn.) Times	James L. McGovern	Commodore
Brooklyn (N. Y.) Eagle	Herbert F. Gunnison	
	Raymond M. Gunnison	
	Edwin G. Martin	
	Harris M. Crist	
Brooklyn Standard Union	R. F. R. Huntsman	
	Herbert L. Bridgman	
	Charles F. Dodd	
Buffalo (N. Y.) Commercial	E. J. McCone	Astor
Buffalo Courier & Enquirer	W. J. Conners	Astor
	W. S. Bennett	Astor
Buffalo News	J. F. Melia	McAlpin
	E. H. Butler	McAlpin
Burlington (Ia.) Hawk-Eye	J. F. D. Aue	Commodore
Burlington (Vt.) Free Press	W. B. Howe	Empire
Camden (N. J.) Courier	I. David Stern	Vanderbilt
Casper (Wyo.) Tribune	J. E. Hanway	Waldorf-Astoria
Cedar Rapids (Ia.) Gazette	J. L. Miller	McAlpin
Charleston (W. Va.) Gazette	Robert L. Smith	Pennsylvania
Charlotte (N. C.) Observer	C. B. Johnson	Waldorf-Astoria
Chattanooga (Tenn.) News	George F. Metten	Waldorf-Astoria
Chattanooga Times	H. C. Adler	
Chester (Pa.) Times & Republican	Charles R. Long	Waldorf-Astoria
	F. C. Wallace	Waldorf-Astoria
Cheyenne (Wyo.) State Leader & Tribune	W. C. Deming	Seville
Chicago Herald & Examiner	Bradford Merrill	
Chicago News	Victor Lawson	Waldorf-Astoria
	Hopewell L. Rogers	Waldorf-Astoria
Chicago Post	Carroll Shaffer	Yale Club
	D. E. Town	McAlpin Annex
Chicago Tribune	J. M. Patterson	University Club
	S. E. Thomason	Ritz-Carlton
Cincinnati (O.) Post	William McIntosh	Waldorf-Astoria
	Maurice Levy	Waldorf-Astoria
Cincinnati (O.) Commercial Tribune	Harry W. Brown	Waldorf-Astoria
	Wade Mountfortt	Waldorf-Astoria
Clarksburg (W. Va.) Exponent	W. Guy Fetrick	Broadway Grand
	J. Monroe Boyer	Broadway Grand
Clarksburg (W. Va.) Telegram	J. J. Devine	Waldorf-Astoria
	A. J. Bishop	McAlpin
Clarksville (Tenn.) Leaf-Chronicle	W. W. Barksdale	Battery Park
Coatesville (Pa.) Record	C. H. Heintzelman	Prince George
Coffeyville (Kan.) Journal	Hugh J. Powell	Pennsylvania
Colorado Springs (Colo.) Telegraph	C. C. Hamlin	Belmont
Columbia (S. C.) Record	R. Charlton Wright	Vanderbilt
Columbia State	F. C. Withers	St. James
Columbus (O.) Dispatch	R. F. Wolfe	Waldorf-Astoria
	Arthur C. Johnson	Waldorf-Astoria
Concord (N. C.) Tribune	J. B. Sherrill	Empire
Connellsville (Pa.) News	W. D. McGinnis	Pennsylvania
Cortland (N. Y.) Standard	W. H. Clark	St. James
	E. H. Clark	St. James
Corvallis (Ore.) Gazette Times	Edgar B. Piper	Waldorf-Astoria
Dallas (Tex.) News & Journal	E. B. Doran	Waldorf-Astoria
	C. E. Lombardi	Waldorf-Astoria
	W. A. Dealey	Waldorf-Astoria
Danville (Ill.) Commercial News	W. J. Parrett	McAlpin Annex
Davenport (Ia.) Democrat & Leader	F. D. Throop	Waldorf-Astoria
Davenport Times	E. P. Adler	Waldorf-Astoria
Dayton (O.) Journal & Herald	F. D. McDonald	Astor
	E. G. Burkam	Waldorf-Astoria
Decatur (Ill.) Review	H. C. Schaub	Woodstock
Des Moines (Ia.) Capital	Lafayette Young, Jr.	Plaza
Detroit (Mich.) News	George E. Miller	Waldorf-Astoria
	Herbert Ponting	Astor
Dubuque (Ia.) Telegraph-Herald	F. W. Woodward	F. P. Alcorn Co., Marbridge Bldg.
Duluth (Minn.) Herald	M. F. Hanson	Waldorf-Astoria
East Liverpool (O.) Review Tribune	Louis H. Brush	Waldorf-Astoria
Easton (Pa.) Free Press	C. N. Andrews	Marlborough
	Evan Dalrymple	Marlborough
Elgin (Ill.) News	L. F. Black	McAlpin
Elizabeth (N. J.) Journal	Augustus S. Crane	
	Elmer E. Stanion	
	Frederick L. Crane	
Elmira (N. Y.) Star-Gazette	W. J. Copeland	McAlpin
	F. E. Tripp	McAlpin
El Paso (Tex.) Times	E. C. Davis	McAlpin
Erie (Pa.) Dispatch	Robert Noland	McAlpin Annex
Erie (Pa.) Times	J. J. Mead, Sr.	Waldorf-Astoria
Fairmont (W. Va.) Times	C. E. Smith	Waldorf-Astoria
Fairmont (W. Va.) West Virginian	S. W. Wright	McAlpin
Fayetteville (N. C.) Observer	John A. Park	Waldorf-Astoria
Findlay (O.) Republican	R. L. Heminger	McAlpin
Fort Scott (Kan.) Tribune-Monitor	George W. Marble	McAlpin
Fort Smith (Ark.) Southwest American	P. M. Walker	Pennsylvania
Fort Wayne (Ind.) Journal-Gazette	L. G. Ellingham	Waldorf-Astoria
Fort Wayne (Ind.) News & Sentinel	O. G. Foellinger	Waldorf-Astoria
Fort Worth (Tex.) Star-Telegram	Louis J. Wortham	
	A. L. Shuman	
	Amon G. Carter	
Frederick (Md.) News-Post	R. E. Delaplaine	McAlpin
	W. T. Delaplaine	McAlpin
Fresno (Cal.) Herald & Republican	George A. Osborn	Vanderbilt
Fulton (Ky.) Leader	R. T. Moore	
	J. H. Moore	
Galveston (Tex.) News	John F. Lubben	Waldorf-Astoria
	J. D. Lorentz	728 Tribune Bldg.
Gary (Ind.) Post	J. R. Snyder	Pennsylvania
Geneva (N. Y.) Times	G. B. Williams	St. James
	W. A. Gracey	St. James
Glens Falls (N. Y.) Post Star	Arthur P. Irving	St. James
Gloversville (N. Y.) Herald	Emmett H. Cullins	Waldorf-Astoria
	F. B. King	Waldorf-Astoria
Gloversville Leader-Republican	Rank L. Rogers	Waldorf-Astoria
	Edward H. Mills	Waldorf-Astoria
Grafton (W. Va.) Sentinel	Edward H. Holt	Old Colony Club
Grand Rapids (Mich.) Herald	A. H. Vandenberg	Biltmore
Greensboro (N. C.) News	E. B. Jeffress	Waldorf-Astoria
Greenville (N. C.) News	John A. Park	Waldorf-Astoria
Greenville (S. C.) News	B. H. Peace	McAlpin
Guthrie (Okla.) Leader	L. A. Niblack	Commodore
Hackensack (N. J.) Record	J. Douglas Gessford	
	Russell L. Binder	
Harrisburg (Pa.) Patriot & News	Richard M. H. Wharton	Waldorf-Astoria
Hazelton (Pa.) Standard-Sentinel	Henry Walser	Waldorf-Astoria
Henderson (N. C.) Dispatch	Henry A. Dennis	Prince George
Honolulu (H. I.) Star-Bulletin	W. R. Farrington	
Hoquiam (Wash) Washingtonian	Albert Johnson	Breslin
Houston (Tex.) Chronicle	Marcellus E. Foster	Plaza
Huntsville (Ala) Times	I. E. Pierce	Waldorf-Astoria
Hutchinson (Kan.) News	W. Y. Morgan	Waldorf-Astoria
Indianapolis (Ind.) News	Hilton U. Brown	Waldorf-Astoria
Indianapolis Star	Ernest Bross	Waldorf-Astoria
	B. F. Lawrence	Waldorf-Astoria
Jackson (Tenn.) Sun	C. E. Pigford	Waldorf-Astoria
Jamestown (N. Y.) Journal	Fred P. Hall	Pennsylvania
	Henri M. Hall	Pennsylvania
Janesville (Wis.) Gazette	H. H. Bliss	Wolcott
Jersey City (N. J.) Journal	Walter M. Dear	
Johnstown (Pa.) Democrat	Warren W. Bailey	Pennsylvania
Joplin (Mo.) Globe	Ross E. Burns	Pennsylvania
Joplin News-Herald	P. E. Burton	Waldorf-Astoria
Juneau (Alaska) Empire	E. L. Ray	Waldorf-Astoria
Kalamazoo (Mich.) Gazette	F. F. Rowe	Waldorf-Astoria
Kansas City (Mo.) Star	Irwin Kirkwood	Ritz-Carlton
	A. F. Seested	Waldorf-Astoria
Kingston (N. Y.) Freeman	Jay E. Klock	Waldorf-Astoria
Kokomo (Ind.) Tribune	J. A. Kautz	Waldorf-Astoria
LaCrosse (Wis.) Tribune	Frank H. Burgess	Waldorf-Astoria
Lafayette (La.) Gazette	A. C. Lincoln	Waldorf-Astoria
Lafayette (Ind.) Journal Courier	Henry W. Marshall	McAlpin
Lancaster (Pa.) Examiner & New Era	J. R. Gilbert	William Clnb
	Oliver J. Keller	William Clnb

Digitized by Google

DIRECTORY OF A. N. P. A. AND A. P. CONVENTION DELEGATES

Name of Paper	Representative	N. Y. Address
Lancaster (Pa.) Intelligencer & News Journal	J. H. Stahlman	Yale Club
	J. F. Steinman	Yale Club
	C. S. Foltz	Waldorf-Astoria
	H. C. Carpenter	Waldorf-Astoria
	F. S. Foltz	Waldorf-Astoria
Leavenworth (Kan.) Post	Albert T. Reid	care N. Y. Evening Mail
Lebanon (Pa.) News	John K. R. Schropp	McAlpin Annex
Lewiston (Me.) Journal	Arthur G. Staples	Prince George
	B. H. Dingley	Prince George
Lewiston Sun	L. B. Costello	Pennsylvania
Lexington (Ky.) Leader	H. Giovannoli	Waldorf-Astoria
Lincoln (Neb.) Star	Herbert E. Gooch	Commodore
	Fred I. Archibald	Commodore
Little Falls (N. Y.) Times	John Crowly	Elks Club
Little Rock (Ark.) Democrat	Elmer E. Clarke	Pennsylvania
Los Angeles (Cal.) Times	Harry Chandler	
Louisville (Ky.) Courier Journal & Times	R. W. Bingham	Waldorf-Astoria
	Arthur Krock	Waldorf-Astoria
Louisville (Ky.) Herald	C. F. Gladfelter	Plaza
Louisville Post	Lewis C. Humphrey	St. James
	W. W. Stouffer	St. James
Lowell (Mass.) Courier-Citizen	Philip S. Marden	Commodore
	S. Foster Whipple	Empire
	William, G. Spence	Empire
Lynchburg (Va.) News & Advance	M. K. Duerson	Waldorf-Astoria
Lynn (Mass.) Item	C. H. Hastings	Commodore
McKeesport (Pa.) News	Jesse E. Long	McAlpin Annex
	E. J. Long	McAlpin Annex
Macon (Ga.) News	R. L. McKenney	Waldorf-Astoria
Macon Telegraph	W. T. Anderson	Pennsylvania
Madison (Wis.) Journal	I. U. Sears	Waldorf-Astoria
Marietti (O.) Register-Leader	John Kaiser	McAlpin
Massillon (O.) Independent	E. K. Gaylord	Waldorf-Astoria
Meadville (Pa.) Tribune-Republican	Walter I. Bates	Waldorf-Astoria
Memphis (Tenn.) Commercial Appeal	C. P. J. Mooney	Waldorf-Astoria
Meriden (Conn.) Record	E. E. Smith	Astor
	Wayne C. Smith	Astor
	W. A. Kelsey	McAlpin
Meridian (Miss.) Dispatch	Ben I. Rapport	Astor
Mexico City (Mex.) El Universal	Gmo. E. Simoni	141 Broadway
Miami (Fla.) Herald	Frank B. Shutts	Waldorf-Astoria
Middletown (N. Y.) Times Press	M. I. Stivers	Continental
	H. A. MacGowan	Continental
Milwaukee (Wis.) Journal	H. J. Grant	Plaza
Milwaukee Sentinel	John Poppendieck	Prince George
Minneapolis (Minn.) Journal	H. V. Jones	Belmont
	W. S. Jones	Waldorf-Astoria
Missoula (Mont.) Missoulian & Sentinel	Martin J. Hutchens	Flanders
Moberly (Mo.) Monitor-Index	W. C. Van Cleve	McAlpin
Mobile (Ala.) Register & News-Item	Frederick I. Thompson	Vanderbilt
Moline (Ill.) Dispatch	P. S. McGlynn	Waldorf-Astoria
	John Sundine	Waldorf-Astoria
Morgantown (W. Va.) Post	Gilbert B. Miller	McAlpin
Moscow (Ida.) Star Mirror	W. H. Cowles	
Mount Vernon (N. Y.) Argus	Franklin A. Merriam	
Muncie (Ind.) Star	H. F. Guthrie	McAlpin
Muscatine (Ia.) Journal	Lee P. Loomis	Waldorf-Astoria
Muskogee (Okla.) Phoenix	Tams Bixby	Pennsylvania
Nashville (Tenn.) Banner	E. B. Stahlman	Waldorf-Astoria
	F. C. Stahlman	Waldorf-Astoria
	E. M. Foster	Waldorf-Astoria
Newark (N. J.) Call	Louis Hannock	
	Philip H. Baldwin	
Newark News	Eugene W. Farrell	
	Edward W. Scudder	
New Bedford (Mass.) Standard & Mercury	B. H. Anthony	
	Edward Anthony	
	George A. Hough	
	James T. Murray	
New Bern (N. C.) Sun-Journal	John A. Park	Waldorf-Astoria
New Britain (Conn.) Herald	T. F. Jackson	
	J. Vance	
New Brunswick (N. J.) Home News & Times	W. B. Boyd	115 Broadway
Newburgh (N. Y.) News	Frederick H. Keefe	
	Frederick W. Wilson	
New Haven (Conn.) Times-Leader	Wm. A. Hendrick	Marseilles
New London (Conn.) Day	Theodore Bodenwein	Pennsylvania
	O. G. Andrews	Pennsylvania
	Gordon Bodenwein	Pennsylvania
New Orleans (La.) Times Picayune	D. D. Moore	Waldorf-Astoria
	L. K. Nicholson	Waldorf-Astoria
New York Evening Mail	Daniel Nicoll	
New York Evening Post	Edwin F. Gay	
	Donald Scott	
	Z. L. Potter	
	L. D. Fernald	
	C. McD. Puckette	
	C. C. Lane	
New York Journal of Commerce	Alfred W. Dodsworth	
	John C. Cook	
New York La Prensa	Jose Camprubi	
	Victor Barcas	
	Jose Santualaria	
New York Staats Zeitung Herold	Victor F. Ridder	
New York Times	Louis Wiley	
New York Tribune	Howard Davis	
Niagara Falls (N. Y.) Gazette	A. D. Deuel	Waldorf-Astoria
North Adams (Mass.) Herald	T. A. Haggerty	Commodore
North Adams Transcript	James A. Hardman	
Norwich (N. Y.) Sun	Wm. H. Clark	St. James
	E. H. Clark	St. James
Oakland (Cal.) Enquirer	W. W. Chapin	Vanderbilt
	C. H. Brockhagen	Vanderbilt
Oakland Tribune	J. R. Knowland	Waldorf-Astoria
Ogden (Utah) Standard Examiner	Harry D. Reynolds	225 Fifth Avenue
Oklahoma City (Okla.) Oklahoman & Times	E. K. Gaylord	Waldorf-Astoria
Olean (N. Y.) Times	M. G. Fitzpatrick	Biltmore
Oshkosh (Wis.) Northwestern	O. J. Hardy	McAlpin Annex
Ottumwa (Ia.) Courier	J. F. Powell	Waldorf-Astoria
Owensboro (Ky.) Messenger	Urey Woodson	Waldorf-Astoria
Owosso (Mich.) Argus-Press	George T. Campbell	
Paducah (Ky.) Sun	Edwin J. Paxton	Embassy
Passaic (N. J.) Herald	E. A. Bristor	
Passaic (N. J.) News	R. E. Lent	
Peoria (Ill.) Journal & Transcript	Merle Slane	Commodore
	Henry M. Pindell	Commodore
Perth Amboy (N. J.) News	D. P. Olmstead	
	J. Logan Clavenger	
Philadelphia Record	J. P. Dwyer	Waldorf-Astoria
	Rowe Stewart	Waldorf-Astoria
	W. H. Neville	Waldorf-Astoria
Phoenix (Ariz.) Gazette	C. H. Akers	Waldorf-Astoria
Phoenix Republican	Charles A. Staugger	Pennsylvania
Pittsburgh Chronicle Telegraph	C. W. Danziger	Majestic
	Urban E. Dice	Majestic
Pittsburgh Dispatch	C. A. Rook	Care W. G. Brooks, 225 Fifth Avenue
	C. R. Sutphen	Care W. G. Brooks, 225 Fifth Avenue
	A. Rook Carroll	Care W. G. Brooks, 225 Fifth Avenue
	C. A. Rook, Jr.	Care W. G. Brooks, 225 Fifth Avenue
	A. H. Carroll	Care W. G. Brooks, 225 Fifth Avenue
Pittsburgh Post	J. E. Trower	Astor
Pittsburgh Press	H. C. Milholland	Waldorf-Astoria
	T. R. Williams	Waldorf-Astoria
Pittston (Pa.) Gazette	William J. Peck	Waldorf-Astoria
	F. A. Kaiser	Waldorf-Astoria
Plainfield (N. J.) Courier News	Charles H. Frost	
Port Huron (Mich.) Times-Herald	E. J. Ottaway	Commodore
Port Jervis (N. Y.) Gazette	D. F. Cook	
Port Jervis Union	Fred D. Salmon	
Portland (Me.) Express	William H. Dow	
	William B. Dimon	
	Fred H. Drinkwater	
Portland (Ore.) Journal	P. L. Jackson	Waldorf-Astoria
	D. J. Sterling	Waldorf-Astoria
	S. R. Winch	Waldorf-Astoria
Portland Oregonian	E. B. Piper	Waldorf-Astoria
	W. E. Hartmus	Waldorf-Astoria
Portland Telegram	J. E. Wheeler	Waldorf-Astoria
	G. T. Law	Waldorf-Astoria
Pottsville (Pa.) Republican	J. H. Zerbey	Waldorf-Astoria
	J. H. Zerbey, Jr.	Waldorf-Astoria
	E. L. Clifford	Waldorf-Astoria
Providence (R. I.) Bulletin	S. O. Metcalf	University Club
Providence Journal	John R. Rathom	Biltmore
	Allison Stone	Biltmore
	A. L. Poorman	Biltmore
Raleigh (N. C.) Times	John A. Park	Waldorf-Astoria
Reading (Pa.) Eagle	John W. Rauch	Imperial
Richmond (Ind.) Palladium	E. H. Harris	Pennsylvania
Richmond (Va.) Times Dispatch	E. P. Hasbrook	Story, Brooks & Finley, 200 Fifth Ave.
	John T. Burke	
Roanoke (Va.) Times	W. E. Thomas	McAlpin
Roanoke World-News	Junius P. Fishburn	Princeton Club
Rochester (N. Y.) Herald	M. Bruce Potter	
	E. C. Mason	
Rochester Times-Union	E. R. Davenport	McAlpin
	Frank E. Gannett	
Rockford (Ill.) Register Gazette	Robert E. Ward	Waldorf-Astoria
	W. E. Jewett	
Rockford Star	Roscoe S. Chapman	Waldorf-Astoria
	Russell Chapman	Waldorf-Astoria
Rock Island (Ill.) Argus	John W. Potter	Waldorf-Astoria
	F. J. Mueller	Waldorf-Astoria
Rocky Mount (N. C.) Telegram	I. L. Horne, Jr.	Gregorian
Rome (Ga.) Tribune-Herald	N. C. Remsen	McAlpin
Rome (N. Y.) Sentinel	A. C. Kessinger	Waldorf-Astoria
	A. R. Kessinger	Waldorf-Astoria
Rutland (Vt.) Herald	Howard L. Hindly	Woodstock
Sacramento (Cal.) Bee	V. S. McClatchy	Prince George
	J. V. McClatchy	Prince George
	W. H. James	Prince George
St. Johnsbury (Vt.) Caledonian-Record	Herbert A. Smith	St. James
St. Louis Globe-Democrat	E. Lansing Ray	Waldorf-Astoria
St. Louis Post-Dispatch	A. G. Lincoln	Breslin
St. Louis Westliche Post	G. A. Buder	Waldorf-Astoria
Salem (Mass.) News	J. Mathews	McAlpin Annex
Salt Lake City (Utah) Deseret News	Elias S. Woodruff	Plaza
San Diego (Cal.) Union & Tribune	John O'Mara	
	Malcolm Ormsbee	
San Francisco Bulletin	R. A. Crothers	Astor
San Francisco Chronicle	M. H. deYoung	Ritz-Carlton

(Continued on next page)

Digitized by Google

DIRECTORY OF A. N. P. A. AND A. P. CONVENTION DELEGATES

Name of Paper	Representative	N. Y. Address
San Jose (Cal.) Mercury Herald	W. P. Lyon	Joyce
Sault Ste. Marie (Mich.) News	George A. Osborn	Vanderbilt
Savannah (Ga.) News	Frank G. Bell	Pennsylvania
Schenectady (N. Y.) Union-Star	F. R. Champion	McAlpin
Seattle (Wash.) Post-Intelligencer	J. E. Verree	225 Fifth Avenue
Seattle Times	C. B. Blethen	Waldorf-Astoria
Shawnee (Okla.) News	H. G. Spaulding	Woodstock
Sioux City (Ia.) Journal	W. H. Sammons	McAlpin
Sioux City (Ia.) Tribune	Eugene Kelly	Waldorf-Astoria
	John H. Kelly	Waldorf-Astoria
South Bend (Ind.) News-Times	J. M. Stephenson	Waldorf-Astoria
Spartanburg (S. C.) Journal & Herald	Wm. W. Holland	Empire
	Charles O. Hearon	Empire
Springfield (Ill.) State Journal	Lewis H. Miner	Wolcott
Springfield (Mass.) Republican	Richard Hooker	Commodore
	Arthur H. Junker	Commodore
Springfield (Mo.) Leader	H. S. Jewell	Waldorf-Astoria
Staten Island (N. Y.) Advance	Blanchard M. Preble	
	Nora H. Golden	
Superior (Wis.) Telegram	S. W. Buchanan	McAlpin
Syracuse (N. Y.) Post Standard	J. D. Barnum	Biltmore
	W. P. Baker	Commodore
	R. W. Disque	Commodore
Tacoma (Wash.) Ledger	Frank S. Baker	Waldorf-Astoria
Tampa (Fla.) Tribune	J. T. Beckwith	World Building
Tarrytown (N. Y.) News	Wallace Odell	
Terre Haute (Ind.) Star	J. E. White	McAlpin
Terre Haute Tribune	A. C. Keifer	Majestic
	L. L. Keifer	Majestic
Toledo (O.) Blade	Grove Patterson	Astor
	H. D. Bradley	Astor
	W. F. Hedrick	Astor
Toledo Times	R. C. Patterson	McAlpin
Topeka (Kan.) State Journal	F. P. MacLennan	Waldorf-Astoria
Toronto (Ont.) Globe	W. M. Findlay	Plaza
	G. H. Wilson	Plaza
Toronto Mail & Empire	J. S. Douglas	Waldorf-Astoria
	George E. Scroggie	Waldorf-Astoria
Toronto Star	W. C. R. Harris	McAlpin
Towanda (Pa.) Review	D. M. Turner	Latham
	H. M. Turner	Latham
Troy (N. Y.) Record	D. B. Plum	Commodore
Troy Times	R. P. Anderson	Astor
	J. M. Francis	Waldorf-Astoria
Tulsa (Okla.) Tribune	Richard L. Jones	Empire
	Taylor McPherson	Empire
Tulsa World	Eugene Lorton	Waldorf-Astoria
	F. O. Larson	Waldorf-Astoria
Uniontown (Pa.) Herald & Genius	H. G. Sturgis	Pennsylvania
Utica (N. Y.) Herald-Dispatch	J. C. Fulmer	St. James
Utica Observer	Prentiss Bailey	Somerset
Utica Press	W. V. Jones	Verre & Conklin, 225 Fifth avenue
Warren (O.) Tribune	Mrs. Zell Hart Deming	Waldorf-Astoria
Washington (D. C.) Herald	J. E. Rice	Pennsylvania
Washington Post	Edward B. McLean	Waldorf-Astoria
	Arthur D. Marks	Waldorf-Astoria
Washington Star	Frank B. Noyes	Ritz-Carlton
	Fleming Newbold	Ritz-Carlton
Washington (N. C.) News	Carl Goerch	Waldorf-Astoria
Washington (Pa.) Observer & Reporter	John L. Stewart	Waldorf-Astoria
	Howard L. Christman	Waldorf-Astoria
Waterbury (Conn.) Republican	W. J. Pape	Pennsylvania
	Irwin B. Myers	Pennsylvania
Waterloo (Ia.) Courier	A. W. Peterson	McAlpin
Westerly (R. I.) Sun	Wilfred B. Utter	Pennsylvania
Wheeling (W. Va.) Register	Wm. L. Brice	Claridge
Wichita (Kan.) Beacon	Henry J. Allen	Waldorf-Astoria
Wichita Falls (Tex.) Times	Rhea Howard	
Wilkes-Barre (Pa.) Times Leader	Ernst G. Smith	McAlpin
Williamsport (Pa.) Gazette Bulletin	H. R. Laird	Waldorf-Astoria
Williamsport Grit	Dietrick Lamade	Waldorf-Astoria
	Frederic E. Manson	Waldorf-Astoria
	Charles D. Lamade	Waldorf-Astoria
	George R. Lamade	Waldorf-Astoria
Williampost Sun	Wm. I. N. Cox	
Wilmington (Del.) Every Evening	Wm. F. Metten	Waldorf-Astoria
Wilmington (Del.) News	Edgar L. Haynes	Waldorf-Astoria
Woonsocket (R. I.) Call	Samuel E. Hudson	St. James
	Buell W. Hudson	St. James
Worcester (Mass.) Post	James J. Conroy	Commodore
Worcester (Mass.) Telegram & Gazette	Theodore T. Ellis	Waldorf-Astoria
	Roland F. Andrews	Waldorf-Astoria
	W. L. Thomas	Waldorf-Astoria
Yonkers (N. Y.) Statesman	E. A. Oliver	
York (Pa.) Dispatch	W. L. Taylor	Herald Square
York (Pa.) Gazette & Daily	I. W. Gitt	Waldorf-Astoria
Youngstown (O.) Vindicator	W. O. Brown	Commodore
Zanesville (O.) Times Recorder	W. O. Littick	Waldorf-Astoria
	C. W. Gibson	Waldorf-Astoria
	H. C. Smith	Waldorf-Astoria

ROGERS SUGGESTS A. N. P. A. DEPARTMENTS

(*Continued from Page 12*)

were discussed, was a great mistake, for the specials are of necessity constantly soliciting business from the agents, always seeking to develop and continue friendly relations, and are not qualified to handle general matters relating to their employers' affairs with the agents.

"Likewise, the self-constituted group of newspaper 'executives' in connection with the Newspaper Department of the Associated Advertising Clubs is a misnamed body, whose activities would undoubtedly be better carried on as a department of the A. N. P. A. as a sort of advertising managers' unit.

"The Publishers' Buying Corporation was developed to care for the print paper requirements of newspapers without supply, after they had been denied relief by the chairman of the paper committee of the A. N. P. A. and told to hustle for themselves.

"Unless the American Newspaper Publishers' Association can be made to serve all the requirements in the way of co-operative service for its members —which should include all daily newspaper—it is defective in its functioning.

"I sincerely believe that through proper departmentalization of the A. N. P. A. its service and its meetings could be made so valuable that no daily newspaper could afford to remain without the fold. Instead of staging a one-ring show, so to speak, filled with a more or less routine and uninteresting (to many) program, several meetings could be going on at the same time, each covering a phase of business, and each under the direction and guidance of an expert and recognized authority on that particular subject. The routine and perfunctory program could be greatly curtailed, to a short general meeting, or continued for the benefit of those who are interested in such matters.

"I believe that the organization should be made representative of different sections of the country and that sectional meetings should be held from time to time for the convenience of the smaller newspapers, which do not feel justified in assuming the expenses of a trip and stay in New York.

"I believe that the whole matter of dues and assessments should be revamped and should start with a purely nominal annual fee of $25 to $35, to cover routine and bulletin service, and that all other moneys should be raised by assessments, based on

a. Circulation

b. Advertising rates

or c. Machines.

"The present A. N. P. A. in its various functions is costing the newspaper publishers of the United States upwards of $100,000 per year, or over $500,000 for a period of five years. This is a lot of money to be spent for anything short of maximum efficiency. It is to be hoped that at the meeting next week some of these considerations may be discussed or brought into being. I am merely expressing my views for such constructive use as may be made of them."

EDITOR & PUBLISHER

will issue its

ANNUAL A. N. P. A. and A. P. CONVENTION NUMBER

THURSDAY, APRIL 28

and a

SPECIAL CONVENTION EXTRA

SATURDAY, APRIL 30

A cordial invitation is extended to every visiting newspaper man to make Editor & Publisher's headquarters his headquarters during the Waldorf-Astoria convention.

Editor & Publisher will maintain convention offices as heretofore in Suite 116, convention floor, where stenographers, telephone and typewriter facilities will be provided for your convenience.

The convention staff of Editor & Publisher will be as follows:

Mr. Redmond	Mr. Perkins
Mr. Mellon	Mr. Keeney
Mr. Robb	Mr. Tanner
Mr. Blanchard	Mr. Groomes
Mr. Sammis	Mr. Staunton
Miss Higgins	Mr. Dowling
Mr. Barbour	Mr. Strate
Miss McMahon	Miss Sheldrick
Miss Montanye	Miss Lambert
Miss Sirota	Miss Schrift
Miss Ferro	
Mr. Brown	Mr. Ferguson

Telephone, Beekman 4330

Digitized by Google

PUBLISHING BUSINESS AND LABOR WILL SETTLE PROBLEMS IN PEACE

Post War Adjustments Will Be Made Easily—Both Sides Now Striving to Learn Where They Are At—Greatest Saving Must Be Made by Abolishing Waste

EDITORIAL NOTE: Mr. Leary is the industrial expert of the New York World. Last year he was awarded the Pulitzer Prize of Columbia University, for the best reporting during 1919. This was for his work on the great coal strike. He was intimately associated with President Theodore Roosevelt, having acted as his scout and adviser on labor and political matters, and is the author of "Talks With T. R.," one of the "best sellers" of 1920.

HENRY CLEWS used to tell a story, old perhaps as himself, that had to do with the demise of an aged colored woman.

"Aunty," said one of the group, "you've had a lot of troubles and worries in your life."

"Yes, chile," responded the dying woman, "and the worst of them never happened."

The story applies, I think to the labor troubles not only of the publisher but of every other manufacturer and employer of labor in the United States. He has many troubles, or thinks he has the road ahead is full of goblins and the Lord only knows what. If the world and particularly the labor world is not en route to the demuition bow wows, he'd like to know where it is headed.

Frankly, I do not consider the labor situation as serious or warranting any such amount of worry as some display. Like the old negro mammy's troubles the worst of them won't happen unless—and here is the big point—the publisher as a class develops an acute post-war psychosis. If he does, there will not be only serious troubles now, but much more serious troubles will be stored up against the future.

Personally I am not at all afraid of what the unions in the publishing trades will do. I know that for a generation or more, these unions have kept the peace in the industry as the unions in no other trade have kept it. Moreover, this highly organized industry has been freer from industrial troubles than many unorganized industries. As a rule, publisher and printer—and I use the term printer in its generic sense—have gotten along splendidly. Strikes have been few. So have lockouts. To a greater extent than in any other industry there has been teamwork.

And to a greater extent than in almost any other industry, the skilled, competent men are the men carrying union cards. By this I do not mean to say that all men carrying union cards are competent. Many "blacksmiths" have them. Whether or not the publisher is loaded up with "blacksmiths" is largely a question of management, and one for which himself or his foremen are chiefly responsible.

Moreover, the men at the heads of the printing trades unions, with one exception, are men who have been tried by the years, constructive and conservative. The one exception, and perhaps the one that scares the publisher more than anything else, is surrounded by men who will not let him run amuck. The fact that he is in office in a conservative organization is one of those things which happen, but which do not, as a rule, become a habit. His election did not mean that the members of his organization have run wild overnight.

Now I know, and I believe that most men in the publishing business know, that the heads of these organizations are not men who live only for today. They are not opportunists. They have a stake in the business just as much as the publisher. It is because of this fact that they stood against the demands of their men not in one city but in scores of them during the period of acute labor shortage and rising wages, to insist on the keeping of contracts and avoiding those things that would have resulted in chantic conditions. They were the best friends the industry had then, for if they served their own people, they also served the publisher. It required bowels and courage to do that then. It also required foresight. These are not the kind of men who run amuck or deal unfairly. They are not going to do anything that is calculated to injure the business. They know the difference between wages and earnings and are not unacquainted with the law of vanishing returns.

Were it not for these men a condition far more serious than some seem to think now threatens the industry would have developed. To my way of thinking, the great big battle of the publishers was fought out in this city two years ago, when the outlaw strike of pressmen and the "vacation" strike of printers broke. The international union heads met that situation in two-fisted man fashion, and they won. Had they lost, there is not a big newspaper center in the country but would have had a similar battle. As it was, even in New York, the newspapers were not affected.

Incidentally, that battle in New York might never have developed had not smart alecks in the book and job trade seen or thought they saw an opportunity to strengthen their own position and weaken that of the international by driving a wedge between it and the locals. They drove the wedge all right, and they strengthened the locals to the point that they felt big enough to stand the whole book and job trade on its head. Then the international officers saved the day.

On the other hand, the preponderating majority of the publishers wish peace with their employes and may be depended upon to refrain from looking for trouble. This is not altogether because the publisher is any more generous with his help than any other group—witness the low wages of unorganized editorial employes as compared with unionized men in many cities—but mainly because he is a business man and one way or another has learned better.

Given these conditions, I cannot see why the post-war adjustments in the newspaper publishing business should not be made as easily as in any other industry and with less trouble than in most.

But they cannot be made overnight. They must be approached with a spirit of fairness and an appreciation not only of conditions as they are but of the facts preceding these conditions, and with due allowance for the fact that the publishers have to deal with very human men, who, like themselves, are recovering from the war fever.

The truth, if we wish to acknowledge it, is that we all have been on a great big financial drunk. During this period the publisher, as a class, thanks to the excess profits law, has had an enormous volume of general and other advertising that otherwise would not have been his. It was to a large extent advertising paid for by Uncle Sam.

This extra advertising set up a sense of false prosperity in many counting rooms. The cash was coming in, the volume of lineage was good. It was silk-shirt days for the publisher, only instead of buying silk shirts, as the temporarily wealthy longshoreman did, he bought twin sixes and allowed extra expenses and leaks to pass that ordinarily he would have stopped and stopped quickly. Then, as the shrewder foresaw, the silk shirt days ended almost overnight, leaving expenses up in the air, and net receipts if not in the cellar at least seemingly headed that way.

For this condition the more prudent made provision. They had had their drunk, but like the forehanded tippler (in pre-Volstead days) they had arranged for the morning after. That which all should have expected did not find them unprepared.

Now the expected (or unexpected) is here. The tendency, the necessity is to reduce expenses and get back to what President Harding calls normalcy. And as the first step towards this, the publisher, like every one else, reaches for his mechanical payrolls and begins to figure how much, if any, he can cut wages. He compares wage rates with pre-war days, decided that the increase is terrific and unnatural and that it must be wiped out.

Right there, he makes an error of the first magnitude. Wages will go down in time, that is to say, wages as measured in terms of dollars but not in terms of what dollars will buy, but they never will go back to 1914 or 1915. What the new level will be no man can tell. It will, however, be substantially above 1914. And it is a wise man or a very foolish man, who will presume to say when that level of stability is reached.

Furthermore, it is a more reckless publisher than I would be who just now makes up his mind to reduce or try to reduce wages. It is true that common labor has gone down; it is true that cotton mills and other employers of semi-skilled men have cut wages radically and without serious trouble; it is true, in all probability, that railroad wages are coming down. But the publisher is not dealing with unskilled or semi-skilled men. He is dealing with mechanics whose increase in wages at no time compared with the increases in unskilled lines. To a great extent, his employes suffered from increasing living costs just as the so-called white collared and investing classes did.

True also, living costs have gone down. According to the department of labor figures the decrease is important. Unfortunately, however, the wage worker buys food, not figures; clothes, not statistics, and to date he has not found the decrease to be as marked as headlines would seem to indicate. He has not really begun to feel it yet and may not for some time. Or to state it differently, he too, is having his troubles adjusting himself. He does not know where he is at any more than the rest of us, publishers included. Furthermore, his advances were well in the rear of advancing living costs. Fair play might demand that he be allowed to remain as far in the rear of declining costs.

Until he knows where he is at, until the publisher, as well, has a more nearly accurate idea of what is going to happen, the play of the publisher in my opinion as well as that of the trades union leader, is to take a leaf from old Mark Hanna's book and leave well enough alone. If, and I think this is possible if not almost certain, scales in most cities are left where they are for the present, the net result in the end will be beneficial. It will, when the process of readjustment of living costs has progressed further be much easier to make changes if changes are to be made.

But, says the publisher, I must reduce my expenses. You leave me where I am.

Not at all. I am not a publisher, but I am a practical newspaper man who knows something of the business from selling the finished product on a street corner up to but not including actual service in the publisher's office. I had the advantage (though it did not seem an advantage at the time) of learning my trade in an office where, at times, the cashier was "sick" on pay days. In that office we had to economize, we had to watch expenses. And to this day, I am impressed by the waste in many offices.

In my opinion, now that the saloon has gone, there is no business in which the waste is as great as in the average newspaper office. In a measure, the nature of the business compels this. But much of it is unnecessary, much of it due to sheer laziness, much more to carelessness and force of habit.

So holding, if I were a publisher, before attacking my mechanical payrolls, I would look elsewhere for leaks and possible economies. In the editorial

I have long known Mr. John J. Leary well and intimately. I vouch for him absolutely. He is a man of exceptional intelligence and energy, of entire discretion, of excellent judgment. —Theodore Roosevelt.

Digitized by Google

rooms, I would look at petty expenses—this is not always as petty as the name might imply—and see how, through small change thrown away here and there the total is boosted to quite a respectable amount. This is because of petty grafts of one sort or another that have been allowed to creep in. In one New York office not long since, a new night city editor who had to be shown and who knew something of the necessity of working with the counting room in a period of less than a month cut this account, so far as it lay within his control, approximately $100 a week, and actually improved the service by doing so.

"Dead Hook" Costly

Telegraph, cable and telephone tolls will in most offices stand looking into. There are, I venture to suggest, few offices in which much matter comes in by wire that in all conscience could be sent in by mail even under Burleson and with no loss of time. Furthermore, the excess of telegraph ordered and received over the amount used in some offices is nothing short of appalling. In many offices the "dead hook" is a very costly institution that nobody pays much attention to.

Excess composition (overset), excess breaking of pages between editions, editions that serve no purpose other than to "keep up with the Joneses," offer their avenues for retrenchment. I know that overset is necessary, but I also know that when it begins to run into many pages as it does in many offices each night, that something is radically wrong. There are times when big news breaking late makes heavy overset necessary. But there are few such times. The truth is that excessive overset results from the fact that copy is allowed to run freer than space conditions should permit. Because the machines and the men are there, it does not occur to anybody that to set it, though it may not be used, costs money. The contrary is the fact. More careful editing, closer work on the several desks means the elimination of this waste and incidentally better papers. It is never as satisfactory to cut a story in type as it is in copy. A three-line item in the paper is better than a column story in the hell box.

Copy Should Be in Early

This of course pre-supposes that city and other departments shall turn in early copy. In most offices with which I am familiar, the peak of copy comes in morning offices well into the evening, in afternoon offices about noon. This will always be the case, but insistence on early copy from everybody can and will lower that peak. By everybody, I include the departments not excepting editorial. There are few editorials that cannot be in the composing room by dinner time. Matters arising after that time if important enough for editorials, are usually important enough to require, if they are to be worth while, something more than a few moments consideration. The same is true of dramatic criticism—the critique hastily written after a mad dash down town may be as good as one done more deliberately, but it seldom is.

This means on the other end few broken pages. There is no reason why, as is the case in many offices practically every page is broken between editions. Pages carrying departments as well as those where the room for news is light should rarely be broken once they are locked up. The saving here comes two ways in the actual casting of new plates and in time lost in re-dressing presses, leaving time for the casting of plates for Sunday and other editions, and, perhaps, making possible economies in the use of casting and press equipment. In summer, when the tendency of rollers is to go blooey, the time that may be saved, used to allow slower runs, will as I know from experience, run into real money.

Reverting again to the editorial department and the necessity of closer co-operation with the mechanical departments, there is no reason why Sunday and other special copy should not flow to the composing room in a systematic, steady stream beginning Monday morning and not be lumped in a few days of each week. It can be done and work no hardship on any person.

Again, the counting room will bear overhauling. Is the publisher paying too high a price for the advertising that he is printing? How many of his advertising staff, usually high salaried men, are copy collectors and how many are copy getters? How many of them are glad hand artists, whose gladdest hand is for the boss, and how many originate and get accounts? How many are living on the strength of past performances? Again, to what extent is the advertiser, big and little, allowed to edit his advertisements in type instead of in copy and at the expense of the office?

Also there often is circulation that costs more than it is worth to anybody, and reading matter out of all proportion with advertising.

But, says Mr. Publisher, there are conditions in my mechanical departments that are impossible. That is probably true in many cases. But whose is the fault? Within the month the national head of the largest union pledged his word, and it is good, to New York newspaper proprietors to clean up conditions that might be unduly burdensome and unfair. I believe others will do likewise. Before worrying too much about this, why not see to what extent co-operation in cleaning up these excrescences will get results?

All blame for bad conditions cannot be placed upon unions or union leaders. The publisher must take his share exactly as he must pay for neglect of an essential part of publishing a newspaper, to wit, close contact and supervision with every department and the men in it. There is, and the publisher cannot blink the fact, too much on his part of what James Gordon Bennett used to call "country life in America." Because of it, many do not devote the personal attention to the departments and the foremen and journeymen that he should. Bennett, in his life time, was known as an "absentee proprietor." He was; he was abroad practically all of his time. But when he was in New York he was in his departments and he was better known to the men in these departments than were most publishers and proprietors of New York papers who were in New York 95 per cent of their time.

This sort of thing spells no loss to the men, but it does spell a loss to the publisher or proprietor. If he does not care enough about them and the work they do to look in on them once in a while, they cannot be expected to care a lot for him and his welfare. They are human and, say what you will, they like to see the boss about once in a while. The fact that the boss is visibly "on the job" helps.

Furthermore, the contacts with the men are not what they should be. A newspaper office should be the most democratic place in the world. Actually in many large offices the real higher ups are frequently about as accessible as the Ahkoond of Swat and about as well known. All is left to foremen.

And in the selection and retention of foremen—petty despots in many offices—lies much of the publishers' troubles. To illustrate:

The press room of a certain New York office was not long ago in a condition bordering on anarchy. Costs were high, editions were late, everything was about as bad as it could be. Worse, the condition threatened to spread into other offices. Foremen were changed. The new man, practical, and a rabid trades unionist, incidentally drafted for the purpose, changed conditions within a month. He began by serving notice on all hands that there would be no more favoritism and that factions and office politics must end. If they didn't something would happen. Today that press room is one of the best in the city, costs are down, efficiency is up and the foreman has as easy a job as there is in the city.

Yet again, in another office I might name, the turnover in one department is beyond all excuse. The man up stairs is responsible because he insists on changing foremen and, worse than that, has been known to retain a foreman who played favorites even to the extent of "firing" old employes through unfair means to make room for friends. In at least one case, a union very properly intervened. Had it been my office that foreman would have left the office propelled by my boot and followed by his clothes. This would not be altogether because of any over developed sense of fair play. A big factor in rousing my ire would be that the man was destroying that intangible yet precious thing—office esprit de corps. Costs are high in that department. Why? How many publishers are in like boats?

In that same office another mechanical department runs as smoothly as a Jules Jurgenson watch. The foreman has been on the job for years. "Sits" under him are a thing desired. His costs are low. Why?

One answer that will be made to these suggestions, I am sure, will be: "But we have employed efficiency experts and industrial engineers to correct errors and we know we are all right." Perhaps you have used so-called experts and engineers. My experience is that the average efficiency engineer is a man who never has been efficient in anything of his own. He may be long on figures, he usually is. At drafting what he calls graphs he is usually an A-1 performer. The graphs look pretty but—

What do they know about type, what do they know about printers, what do they know about presses and press room practices?

I was in the composing room of a big office not long ago talking with a printer friend, a splendid mechanic who learned his trade in the days when hand composition was going out and the machine coming in. I had worked with him and knew him to be a real mechanic and a good, working executive. We spoke of management.

"We haven't much here," said he. "There's so and so over there—you know him. He's a shark on straight matter, can keep the elevator in the air all night. He's setting "bastard" measure agate and not earning enough to buy his salt. Over there on number blank is so and so. You don't know him but on agate tabular stuff he's a swift. On straight matter, he's just about average. He's on straight brevier. Can you beat that?"

I could not tie it, much less beat it.

For a hard shell printer of that type I would give more than I would for a Pullman full of efficiency engineers. He may not, probably does not know how to operate a slide rule, or to make graphs, but—and this is the main point—gives the chance he and his type would cut leaks.

Competent Men

Many an office has competent men of this type. The publisher more likely than not does not know of him, probably never will know him for he does not know his men. He relies on the foreman for the selection of men for preferment. And most foremen, as a rule, will not recommend anyone for a place in the sun who might endanger their jobs. It is petty, but it is human nature, at least one kind of human nature.

Without hope of reward or preferment, that type of man will not show publisher or proprietor what he may know. If he tries to do so, he imperils his place and gets nothing. If he tells the foreman or shows him, if his ideas are tested, he may get a few dollars a week for his trouble. He may, on the other hand be told to mind his own business. There are foremen who know it all.

This, of course, is all beside the fact that in numerous cities scales expire soon and must be renewed. In all, I believe there is a clause providing for arbitration. That has worked well, been a fine shock absorber in the past when labor had the upper hand. It should work as well now. To this the objection may and probably will be raised that arbitrators "always or nearly always" rule against the publisher. If that be so it is due to one of two things, either the publisher had a case that he deserved to lose on, or, as perhaps as often the case, he agreed to an arbitrator who could be depended upon to give the union something no matter how bad its case.

(*Continued on page 36*)

PAPER MILL WORKERS REJECT OFFER

MEMBERS of 48 Locals of the International Brotherhood of Pulp, Sulphite and Paper Mill Workers by a vote of 6,338 to 5 have rejected a 30 per cent decrease in wages and an increase in hours from eight to nine, offered them by the manufacturers. In case of a strike approximately 25,000 men would be involved and the production of fifty mills, owned by nineteen companies, would be affected. Practically all labor contracts with mills fall due in May. Union leaders have been demanding a 10 per cent increase in wages.

Six companies whose agreements fall due May 1 are: Fort Frances Pulp and Paper Company, Grand Lake Bag Co., International Paper Company, Minn., and Ont. Paper Company, Pejepscot Paper Company, and Tidewater Paper Mills.

Those whose agreements expire May 11 are: Abitibi Paper Company, De Grasse Paper Company, J. R. Booth Paper Company, E. B. Eddy Paper Company, Hanna Paper Corporation, Hoboken Paper Company, Itsaca Paper Company, St. Regis Paper Company, St. Maurice Paper Company, Schroon River Paper Company, Sherman Paper Company, Spanish River Paper Mills, and Union Bag and Paper Corporation.

"RESETTING" RULE OF I. T. U. ABOLISHED IN PITTSBURGH AND DETROIT

Also Condemned as Waste by Washington Arbitrator—Opinion of Late John Mitchell Recalled—Printers' Publication Criticizes I. T. U.'s President and A. N. P. A.'s Commissioner

RESETTING of advertising matter supplied to newspapers in plate or matrix form, long fought by publishers and acknowledged by labor leaders as a waste, has been brought to the front again by the recent decision of Hon. Walter C. McCoy, chief justice of the District of Columbia Supreme Court, who acted as arbitrator in the proceedings between Columbia Typographical Union No. 101, and the Washington Newspaper Publishers' Association, the negotiation of a contract between the Pittsburgh newspaper publishers and the local typographical union, in which no provision was made for resetting of such matter, and the abolishment of the rule in Detroit.

Considerable feeling has been aroused in typographical union circles over the omission of the resetting clause from the newest contract, which has not been underwritten by the International officials, who have also stated that they would refuse to sanction a strike by the Pittsburgh Union to regain the reset provision. Commenting upon the omission and International President McParland's attitude toward it, the Typo Blade, a miniature three-column daily published in Detroit, of which William G. Kay is managing editor and business manager, said in a two-column story in a recent issue:

"When Pittsburgh made its scale recently, the laws of the I. T. U. governing the resetting of mats and plate matter were eliminated.

"Plain inexcusable blundering — that's the least any real union man can say of it. Tragedy—of the most pitiable sort—is what most members will say.

"For many years the members of local unions have given their best efforts to retain the reproduction laws on the books of the organization. Attempts have been made in hundreds of instances by publishers to do away with the resetting laws, but in every instance, except this last, the local union has stood as a stone wall against all such attempts, and has successfully combatted the propaganda of the people who have endeavored to have the laws changed to suit their individual purpose.

"The publisher of the Buffalo Commercial has been parading around the country attacking the typographical union on the reproduction question. He claims it is an economic waste.

"But in spite of these things it remained for Pittsburgh to open the gate—put every local union on the defensive by being forced to face the argument that the resetting 'buck' is going to make employers feel more kindly toward you and the I. T. U.

"Don't you know they are searching for just such holes in the line where their rapid fire artillery can quickly be brought into play?

"We are surprised, Mr. McParland, surprised that a progressive can also be an ultra conservative. We must have been sadly lacking in understanding not to have seen the extreme conservatism of the progressive, etc."

President McParland of the I. T. U. sets forth the details of the Pittsburgh dispute in the current Typographical Journal as follows:

"I have been in receipt of a number of letters relative to the Pittsburgh newspaper scale recently negotiated. The facts in the case follow:

"In 1919, Pittsburgh Typographical Union No. 7 negotiated a scale with the newspaper proprietors which, among other things, provided that mats should be reproduced within 8 hours after their issue 'or be considered read.' The section reads:

"'Section 13a. All type matter in local mats or plates when furnished the office instead of copy shall be reproduced within 48 hours after the date of publication or thereafter be dead. No overtime shall be worked in the reproduction of mats or plates.'

"The effect of this was, of course, to kill resetting of matrices. Former President Scott refused to underwrite the contract, but it was permitted to ride until its expiration on December 31, 1921. In the report of the Albany convention, on Page 61 of the supplement to the Typographical Journal of September, 1920, will be found the following:

"'Proposition No. 93—By Delegate Graves (Pittsburgh):

"'Add the following to section 174, general laws:

"'"Upon refusal by employers to reset borrowed advertisements in strict accordance with the provisions of a contract with a subordinate union, the president of the International Typographical Union shall be immediately notified by the local president. This refusal shall be deemed a gross violation of contract and the executive council shall forthwith order the subordinate union to strike."

"'Committee reports unfavorably.

"'Delegate Graves (Pittsburgh) favored the proposition.

"'President Scott said Pittsburgh union relinquished the resetting of mats in a contract that is not underwritten by the International Typographical Union. . . .

"'The report of the committee was adopted.'

"I was asked by a telegram from Pittsburgh officials to come to that city. Upon arrival I was presented by the scale committee with a contract from which the reset clause was entirely eliminated. After some discussion I was asked if I would underwrite the contract. I replied that I would not, and further informed the committee that, in my judgment, they were seeking to regain on a falling market something which they had surrendered on a rising one, and I thought their task was impossible under present economic conditions. I further informed the committee that I would not approve an application for strike sanction over the matter. The following day the committee signed up a contract with the proprietors which provided for an increase of $7 a week and a reduction of the working day by a quarter of an hour. Contracts were sent to me in the course of time and I refused to underwrite them. No application for strike sanction had been made. I was not asked to meet the proprietors, nor did I do so."

Justice McCoy's decision, the salient points of which were noted in EDITOR & PUBLISHER of April 16, touches upon resetting as follows:

"It is difficult to regard 'resetting' as anything but waste. That there is something to be said in favor of the practice is to be inferred from the fact that it has been agreed to. I am of the opinion that the publishers' proposition should be adopted, except that the time within which matter must be reset should be thirty days instead of one year. Obviously the fixing of this time is guess work on my part, but I increase the time over the present limit (14 days), thinking that it will make practicable the provisions against overtime work in resetting."

This position had been strongly stated before by both publishers and union representatives, among the latter notably by John Mitchell, when he acted as arbiter in the dispute between Typographical Union No. 6 and the New York City Publishers' Association. Mr. Mitchell, after reviewing the publishers' and printers' arguments on the point, said:

"However, I cannot reconcile the opinions I have entertained, the views I have expressed and the decisions I have made all through this proceeding with the continuance of a practice which is wasteful of material and unproductive of results. I recognize that it is necessary for workingmen to protect themselves in their trade, just as I recognize that it is necessary for business and professional men to protect themselves in their respective spheres of activity and if the question here submitted were the resetting of local advertising matter, of which there is a large volume and which if discontinued would throw out of employment large numbers of men, I could see the necessity of arriving at a different conclusion; and if that question—the question of resetting local advertising matter—were submitted for my determination I should have no hesitancy in deciding that all such matter should be reset. Many reasons might be advanced for the continuance of established trade custom of resetting local advertising matter which do not exist for the resetting of out-of-town advertising furnished in plate or matrix form. I cannot, however, see that there is any essential difference in out-of-town advertising, whether it be contract or non-contract. The very authority the printers have quoted in support of their claim that there should be no decision changing unfavorably the conditions of labor [President Wilson] would seem to justify an abandonment of unproductive labor. The United States Government as a necessary part of its war policy has required men to leave employments which were not 'essential' to the prosecution of the war and to seek employment in what are termed the 'essential' industries.

"In many industries, this order has caused men to give up positions which they had held for years, and surely if citizens are required in the interest of their country's welfare to change from one occupation to another, there is infinitely more reason for discontinuing a trade practice which is not only non-essential, but which is productive of nothing and which in the very nature of things must be distasteful to the man engaged in it."

Another matter which is of vital interest to newspaper publishers is an announcement this week by President McParland, of the I. T. U., that the executive council of that organization has made the following ruling on the 44-hour week as it applies to newspapers running job offices:

"Newspapers printed in job offices would come under the provision of the shorter workweek arrangement. Members working in daily newspaper offices who do job work for other institutions would also come under the provisions of this law."

Members of the American Newspaper Publishers' Association in all parts of the country, as well as thousands of other newspapers, are affected by this rule and it will probably be liberally discussed by the A. N. P. A. at its convention next week.

Another angle of the labor situation which is likely to come before the A. N. P. A. is its relation with the international printing trades unions through the International Arbitration Board, which have been criticised by the promoters of the open shop movement among newspaper publishers and also by members of the association who claim to have received no benefits under international arbitration.

H. N. Kellogg, who represents the A. N. P. A. on the board, has also been criticised by members of the typographical union for alleged interference in labor disputes outside his jurisdiction.

The Typo Blade, which was quoted above, in a recent issue takes issue with Mr. Kellogg. It reproduces a letter written by him to Charles C. Walden, proprietor of Printing, New York, bearing date of November 27, 1920, in which Mr. Kellogg states that John McParland, president of the I. T. U., had sent him a copy of his letter with respect to an incorrect statement in Printing.

Mr. Kellogg, in his letter, quotes section 149 of the International Typographical Union's book of laws for 1920.

"I presume you did not know of the rule quoted above when you placed the responsibility for the strike of the Hebrew compositors in New York City solely upon President McParland. It therefore appears that you have probably unwittingly placed the matter before your readers in an incorrect light," wrote the A. N. P. A. labor commissioner.

The Typo Blade takes exception to the activities of Mr. Kellogg in the interest of fair play and of President McParland. The last two paragraphs of the article follow:

"The International Typographical Union has been doing business with the American Newspaper Publishers Association for more than twenty years. In all of the agreements entered into for settling disputes between publishers and subordinate unions there has never been any provision that the representative of the publishers should undertake to tell any other employers' organizations what position it should assume as regards the affairs of the International Union; neither has it ever been known that he was selected to be in any manner an apology for any officer of the International Union or to determine what should be the judgment of such officers or any one else regarding the law of the present body."

"The correspondence quoted above as having been published in Printing seems all the more ridiculous after we have learned that the vote of the Executive Council authorizing the strike in New York was unanimous."

NEWSPAPERS GIVE ADVERTISERS GREATER VALUE THAN EVER BEFORE

By D. D. MOORE

EDITORIAL NOTE—Mr. Moore is the editor and manager of the New Orleans Times-Picayune.

THE newspapers of the United States have long been insisting that prices for labor and commodities must be reduced before there can be a return to normal business conditions. The advertiser has had his problems, and it is natural that he should now be insisting that newspaper advertising rates be reduced.

It is the old story of chickens coming home to roost. While the newspaper editor has been fighting for price reductions on other things his own cost of production has been going steadily up. Now he is wondering how he will be able out of this year's earnings to pay Federal taxes on the earnings of 1920 and have even a modest dividend to show for 1921. Wages of printer, pressman and stereotyper continues to advance. Postage, expressage, freight rates and other expenses mount higher and higher as the volume of advertising decreases.

All in all it looks as if 1921 may hold more serious problems for newspaper publishers than have any of the years that have gone before.

Of one fact we must not lose sight: while almost every commodity advanced in price from 100 to 300 per cent advertising rates have nowhere advanced in like proportion. The average newspaper in the United States now is giving the advertiser greater value in the light of production costs than it ever before gave.

OPEN SHOP IN N. Y. SUBURBS

Westchester Publishers, Except One, Refuse 44-hour Week

Open shops now exist, or will be started in several newspaper offices in Westchester County, N. Y., as it became known this week following a series of conferences between members of the Publishers Association. Others are not affected by the printers' demand for the 44-hour week, because of prior agreements or because they do not operate job shops. The status of the various newspapers follows:

Yonkers newspapers not affected—agreement for 48-hour-week runs to February 1, 1922.

Mount Vernon Daily Argus not affected—no job shop.

New Rochelle papers not affected—48 hour agreement runs to September.

Port Chester is open shop.

White Plains expected to go on open shop basis May 1, if printers continue demand for 44-hour week and $45.

Tarrytown is uncertain—publishers are willing to continue present hours and wages, which is $6 over the scale this time last year, but will go on open shop basis if 44-hour week is insisted upon.

Ossining Citizen-Sentinel will become open shop.

Peekskill Daily News has agreed to 44-hour week. It was formerly published by Belknap Press, which signed short week agreement and publishers have continued the agreement.

Bradley Leaves St. Louis Star

(By Telegraph to EDITOR & PUBLISHER)

ST. LOUIS, Mo., April 20.—B. E. Bradley has sold his holdings in the Star, resigned as vice-president of the publishing corporation and has taken Mrs. Bradley to California for her health. This was made known today by Elzey M. Roberts, publisher of the Star.

AMEND ANTI-TRUST LAW ON MONOPOLY OF PRODUCTS USED IN TRADE

Publishers' Success in Amending Donnelly Anti-Trust Law Expected to Result in Similar Efforts in Other States Where Photo-Engravers Fix Selling Prices

THE Meyer-Martin Bill, which is considered to be the entering wedge for putting an end to price-fixing agreements now existing in many cities throughout the country between the International Photo-Engravers' Union and employing photo-engravers, passed both houses of the New York State Legislature, April 16, in the closing hours of the session, under an emergency message by Governor Miller.

Samuel Gompers, president of the American Federation of Labor, was in Albany working against the passage of the bill. When the measure came up in the Senate April 15, Senator Seymour Lowman of Elmira, offered an amendment, the purpose of which was to put labor organizations in the same category with agricultural associations and dairymen as to exemption from the provisions of the Donnelly Anti-trust law. This amendment, adopted so near the close of the session, was believed to have killed the bill, but the emergency message of the governor enabled it to be brought to a vote. Mr. Gompers had suggested that an investigation be made of the differences between the union and the publishers and that Governor Miller act as arbiter.

Advertisers also Concerned

Passage of the Meyer-Martin Bill is the direct result of the efforts of the Publishers' Association of New York City and the New York Publishers Association to have price fixing on photo-engraving made illegal. Organizations of advertisers, advertising agencies, the business press and periodical publishers gave the measure their support, as did several chambers of commerce of the state.

The Donnelly Anti-Trust Act prohibiting combinations in restraint of trade, to which the Meyer-Martin Bill is really an amendment, heretofore has applied merely to commodities in common use. New York courts held in criminal proceedings that photo-engravings were not commodities in common use. Therefore it has been impossible to proceed against the Photo-Engravers' Union of the Photo-Engraving Board of Trade between whom the alleged agreement exists.

Under the Meyer-Martin amendment, section 340 of the New York State general business law, now reads (the italics denote new matter):

"Contracts for monopoly illegal and void. Every contract, agreement, arrangement or combination whereby

"A monopoly in the manufacture, production or sale in this state *of any article or product used in the conduct of trade, commerce or manufacture or* any article or commodity of common use is or may be created, established or maintained, or whereby

"Competition in this state in the supply or price of any such article, *product* or commodity is or may be restrained or prevented, or whereby

"For the purpose of creating, establishing, or maintaining a monopoly within this state of the manufacture, production or sale of any such article, *product* or commodity, the free pursuit in this state of any lawful business, trade or occupation, is or may be restricted or prevented, if hereby declared to be against public policy, illegal and void."

A new section, modeled on the Federal Clayton Act, is added giving those injured by practices in violation of this act the right to injunctive relief against such practices. This differs from the former procedure which required criminal prosecution by the state against violators of the act and left the institution of civil suits for damages by individuals as the only means of redress for those injured by the illegal practices.

Martin Saxe, who represented the publishers in the handling of the Meyers-Martin Bill, gives the opinion that the law removes the restriction concerning commodities in common use and will prohibit anything in the nature of a combination or association to fix prices, regardless of whether the articles on which prices are fixed are in common use or not. He expresses the belief that the New York agreement between the union and the employers will have to be broken as soon as Governor Miller signs the bill.

Union May Test Law

Edward J. Voltz, president of the New York Photo-Engravers' Union, says his organization will obey the law but that legal action may be taken to test its constitutionality. No announcement has been made yet as to what the employing engravers will do in the matter of revising prices to bring about conditions of free competition again.

The price-fixing agreement which is in existence in New York is a matter of international standing, being in operation in 38 cities of the United States and Canada. So it is expected that the success of the New York State publishers will result in publishers of other states taking the Meyer-Martin bill as a model for similar legislation unless conditions are modified when new contracts are made.

At present the "Chicago Plan" of fixing prices of photo-engravings, officially known as "Clause 10," is included in photo-engraving contracts in the following cities:

Buffalo, N. Y.; Cedar Rapids, Ia.; Dallas, Tex.; Des Moines, Ia.; Duluth, Minn.; Fort Worth, Tex.; Fresno, Cal.; Galveston, Tex.; Houston, Tex.; Indianapolis, Ind.; Kansas City, Mo.; Milwaukee, Wis.; Minneapolis, Minn.; Newark, N. J.; New York City; Oakland, Cal.; Oklahoma City, Okla.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Rochester, N. Y.; Sacramento, Cal.; San Francisco, Cal.; San Jose, Cal.; San Antonio, Tex.; Seattle, Wash.; St. Joseph, Mo.; St. Paul, Minn.; St. Louis, Mo.; Sioux City, Ia.; Stockton, Cal.; Superior, Wis.; Syracuse, N. Y.; Tacoma, Wash.; Toronto, Ont.; Utica, N. Y.; Victoria, B. C.; Vancouver, B. C., and Waterloo, Ia.

Chicago Omits "Clause 10"

The 1921 contract of the Union with the Chicago commercial engraving establishments does not contain Clause 10. It is generally believed that it was omitted because of action by the Federal Trade Commission in 1918, declaring that the combination agreement was in restraint of trade, but that business is being conducted in accordance with the spirit of the clause.

The system of fixing the prices of photo-engravings began operation in Chicago in 1916, when the Employing Photo-Engravers organized a club with which the union made an agreement, it containing the clause (known as No. 10):

"In order that the Union may secure the adoption and carrying out by all photo-engraving concerns in Chicago of the scale of wages and working conditions herein specified and have the responsibility of said club for their observance and performance, the Union hereby requests and the Club hereby agrees, that the Club will admit to its membership all reputable photo-engraving concerns in Chicago; and in consideration hereof and of the assumption of the responsibility by the club for any and all violations of said scale of wages and working conditions by every member of the club, the union agrees that its members will work only for such photo-engraving concerns as are members of the club, provided that the club shall not arbitrarily, or for any good cause, refuse admission to or deny retention of membership in the club."

In reporting on this matter to the Photo-Engravers' Convention in 1916, President Woll said:

"A careful analysis of this clause will clearly evidence that this provision is not a price fixing arrangement." He further stated that it was the purpose of the Union to adhere to its contract with the Chicago Club and that in the end, members of the Union would not hesitate to refuse to work for firms who persisted in their efforts to ruin the trade (meaning by that, employers who indulge in price cutting), claiming at the same time that no court in the land had a right to compel workmen to work against their will.

History of Fixing Plan

When the agreement was concluded in Chicago, the Labor Commissioner of the International Association of Manufacturing Photo-Engravers visited various cities in company with President Woll and urged employers and unions to adopt what immediately became known as the "Chicago Plan." Among the first cities to sign up were: Indianapolis, Milwaukee, Minneapolis, New York, Portland, Ore., St. Louis and St. Paul, Minn. In other cities representatives of the unions and employers accepted the principle but did not formulate contracts embodying it.

Within a year similar contracts to Chicago's were made in fifteen cities: Baltimore, Chicago, Dallas, Des Moines, Duluth, Fort Worth, Houston, Indianapolis, Kansas City, Milwaukee, Minneapolis, New York, Oklahoma City, Philadelphia, Pittsburgh, Portland, Ore., San Antonio, St. Louis, St. Paul, Seattle, Sioux City and Waterloo, Ia.

In March, 1916, the Photo-Engravers' Board of Trade of New York City, at a meeting attended by representatives of thirty-four photo-engraving concerns located in Greater New York, announced a general average minimum increase of 20 per cent in the price of photo-engraving. In discussing the matter, one of the officers of the board, referring to what has been called the standard scale for photo-engravings, said:

"It is based on cost plus legitimate profit. One of the important items in the cost is in the increased cost of labor necessitated by a new labor agreement entered into by the Board of Trade with the Photo-Engravers' Union, which becomes operative April 3."

Former Suit Failed

Almost immediately after the action mentioned was taken, the matter was brought to the attention of District Attorney Swann of New York by the president of a company operating a very large photo-engraving establishment that had refused to join the combine. The District Attorney announced his intention of investigating the matter with a view of determining whether or not there had been a violation of the New York Anti-Trust law.

Suit was brought during 1917 against the New York Photo-Engravers' Board of Trade under the Donnelly Anti-Trust law. Early in the proceedings it was ruled that the action taken by the Photo-Engravers' Union was not contrary to law, and after deliberating for months the court decided that the *employers violated no law because photo-engravings are not commodities under the law.*

The Appellate Division of the Supreme Court refused, December 22, 1919 to interfere with the decision of General Sessions Judge Mulqueen in dismissing the indictments obtained by District Attorney Swann against Photo-Engravers' Board of Trade for violation of the Donnelly Anti-Trust law.

The Federal Trade Commission brought action in 1918 against the employing photo-engravers of Chicago on the allegation that the combination provision in the Chicago agreement, which was exactly the same as that in effect in New York city, was in restraint of trade.

In November, 1918, the New York Photo-Engravers' Union took another step in their combination program by fixing rates for which photo-engravings made by their members *must* be sold. The publishers termed this "a usurpation of the rights of employers and certainly an interference with the management of their business, which amounted almost to control."

The union representatives took the stand that the policy of the Photo-Engravers' Union was merely to obtain what it considered to be a just compensation and that an attempt to overcharge would be frowned upon equally with an attempt to cut prices. The union men declared that if it were known unfair charges were being made for any item of items in the cost of making a photo-engraving, such items would be reduced.

However, prices have maintained their upward trend ever since. The New York publishers continued their efforts to break up the agreement and succeeded in March, this year, in having the Meyer-Martin bill introduced in the legislature to amend the Donnelly Anti-Trust law so as to bring photo-engravings within its scope. The bill was successfully enacted as law on April 16 in spite of the efforts of Samuel Gompers to kill it.

BETTS BILL BECOMES LAW

Session Laws Will Not Be Printed in N. Y. Papers After December 31

(*Special to* Editor & Publisher)

ALBANY, N. Y., April 18.—The Betts bill abolishing the publication of the session laws in the newspapers of the state was passed by the Senate at the closing session Saturday under an emergency message of Governor Miller. The bill, which provided for the immediate discontinuance of publication, was amended to make it effective December 31, 1921. It was reported that the secretary of state had already made contracts with publishers for the printing of the session laws of 1921 and if the bill was passed in its original form they would have damage claims against the state amounting to $500,000.

Senator John Knight fought the bill for two hours threatening to keep it in committee, but finally withdrew his objections when Senator Lusk, majority leader, promised he would join in urging Governor Miller to send a message to the next legislature advocating publication of the session laws in digest form. Senator Knight declared that it was either right or wrong to print the session laws and if publication was "grand larceny" as charged by the proponents of the bill there should be no compromise.

Crane Outlines Delusion of Men

BOSTON, April 15.—The four great delusions of men are that virtue is disagreeable, that work is an affliction, that violence is effective and that happiness is obtainable, according to Dr. Frank Crane, who spoke recently at the Boston City Club before more than 1,000 delegates from Rotary Clubs.

BUDGETS FOR NEWSPAPERS ARE WAY TO BETTER BUSINESS PRACTICES

Their Preparation and Value Is Explained—Under Their Operation Publisher Can Mark His Business Course for Year—Banks Favor It

By C. W. BUGGY

EDITORIAL NOTE—Mr. Buggy is the general auditor and assistant business manager of the Daily Oklahoman. He is well qualified to discuss the subject of budgets, as the paper with which he is associated operates under the budget system.

THE budget system of control is one of the most interesting business practices we have today. What it is, what it will do and how to inaugurate it and how to operate it are among the questions that publishers everywhere are asking. I do not want to discuss theories or elaborate on technical differences, but will dwell exclusively on the practical preparation and operation of budgets for publishers.

The controller of a New York financial institution said recently, that budgets are "Effective in indicating the probable expenses for the fiscal period before the expenses are incurred, instead of giving an unsatisfactory review of them afterward." I know of no better definition of the budget than this. I want you to note particularly that it is "effective in indicating probable expenses." It is not claimed that the budget system possesses any inherent power to foresee the future, but it is well known that a budget system properly prepared and intelligently operated will promote economy and control expenditures before they are made and will call attention in advance of the financial figures not assuming the proportion as previously desired. It has been found that the budget expresses "grief" in advance of the period instead of afterward, which most of us know is the usual case.

Preparing the Sales Budget

It has not been until recently that any except the larger organizations have used the budget system to any extent. There are several reasons for this. First, a lack of proper understanding of the function of the budget; second, inability to obtain practicable working knowledge of the budget through ordinary channels, how to prepare and operate one, except with the assistance of the budget experts. The latter course being the best, but of course, somewhat expensive for many of the publishers.

I inquired as late as April 1st, of representative publishers of business books as to purchasing a book on the preparation and operation of budgets, but I was told that not a first class book on this subject was on the market. For this reason, it is discouraging to one seeking this knowledge through literature. There is no doubt in my mind that the lack of dependable literature on this subject has had its effect. I believe many an accounting man or business executive would have had the function, at least, of the budgetary system of control, were he able to read and study the subject in a thoroughly reliable book. However, we are now hearing of "Household Budgets," showing an advance in accounting in the home.

Publishers Are Manufacturers

As publishers, we are manufacturers of a commodity, a newspaper. While we may use different terms to express our earnings, expenses and product, nevertheless, we are manufacturers, just as much as an automobile firm or an ice cream maker. Manufacturing, sales and administration constitutes the important functions of our business. If you are operating a cost system, these heads for the budget system should be right in order.

There are three classes of budgets, the sales, or quota; the costs of operation or expense; and the working capital or the finance budget.

Only the first two classes will be discussed within this article. The finance budget is interesting to the treasurer or to the financial man and determines his cash needs for the period, month by month, whether he will have an excess of cash on hand at various times, or whether he will have to obtain a loan to care for his indebtedness.

The sales or quota budget is, as its name implies, the predetermination of earnings or quota in points or money for a future period, based upon past experience and the outlook for the future.

CIRCULATION QUOTA BUDGET
1921

Month	City Carriers				Street Sales		Country Dealers				Total			
	Last Year	Proposition	Actual	%	Last Year	Proposition	Last Year	Proposition	Actual	%	Last Year	Proposition	Actual	%
January	1031	0010	1000	96.6	2371	2413	6234	6400	6241	100.1	11878	12,400	12,683	100.2
February	1700	1800	1800	100.0	2200	2330	6700	6900	6600	101.6	10600	11,500	12,700	100.5
March	1200	1200	1200	97.0	2121	2100	6000	6000	6000	100.0	11,000	11,000	11,000	101.0
April														
May														
June														
July														
August														
September														
October														
November														
December														
TOTAL														

Chart A in Newspaper Budget System

The determination of the sales budget should be first. Why? Because, it is useless for the manufacturing or mechanical division to attempt to determine their needs and costs until the units to be made and consequently sold have been established. Every publisher regulates his operating cost as near as he can with comparison to his earnings. That is only logical. It is natural, therefore, that the sales units and the earnings are the first to be established.

In the establishing of the sales units, I have found the graphic chart to be exceedingly beneficial. I am of the opinion that no budgets should be prepared, without the guidance of the graphs. In that all budgets are prapared showing "tendency," it can readily be seen that the graphic charts and the budgets are closely associated.

We have two sources of revenue—circulation and advertising. The revenue from advertising, all other things being equal, is dependent upon the circulation. The circulation quota and revenue should be the first item to be established in the budget. It is undeniable that many of our publishers enter a new year without a definite idea or plan regarding circulation. That is one thing which the budget compels you to do. Let me quote the plan which one of our publishers uses in this connection. A conference is called about December 1st, between the business manager, advertising manager, managing editor and the circulation manager. The managing editor is in the conference so that he is thoroughly conversant with the demands of the circulation department upon him and that he is better equipped to prepare his own departmental budget at the proper time. Probably all the readers have been in conference on the circulation question, so that but little space may be taken in this connection.

The Circulation Budget

The policy to be determined is whether to increase, decrease or keep the present circulation. The tendency is usually upward or to increase. The next question to be decided is how much and how soon. The answering of this question is, as every circulation manager knows, more or less dependent upon the expenditure of money. By that I mean, a heavy drive within a short period will probably cost you more than getting the increase over a longer period. There are many angles to the question which, of course, must be decided under varying conditions. Assuming, however, that the circulation policy for the new year, has been established, let us refer to form "A" and we will see the basis of the budgeting of the circulation quota and revenue.

You will note a similarity of the budget to the comparative operating statement. I have filled out several months to show the working out of this in practice. I want to call your attention to the comparison of the budget figures (proposed) to the actual figures as to the individual months and period to date. The number of heads is optional with you, but the more, of course, the easier you will be able to determine your budget, and in case of error, easily see where the discrepancy exists. The small figures you will notice are cumulative.

Do not imagine you will be a 100 per cent man in the beginning. One hundred per cent each month is goal and you will notice that these percentages are added during the year so that you may determine how you are progressing each month and year to date. At the end of twelve months, should you be fortunate to budget correctly, you will have a 1,200 per cent figure for your goal. You will note the ease with which the budget is compared with the actual figures and the variances easily detected, step by step.

You will notice in the city carriers' column that January and March fall behind expectations, while February shows a slight increase. The year to date, however, shows three points lacking to meet with the prospective column. You will notice in the country dealers' column that the reverse is true and that each month has exceeded the goal. The total earnings from circulation has exceeded expectations due to greatly increased February earnings.

The total is now fourteen points ahead or nearly an average of five points a month. January and March would be a normal increase and within bounds, but February is distinctly abnormal. While the figures shown represent dollars, many budgets would also include units. In newspaper publishing, this would mean the number of copies in the circulation quota and lines, inches, or columns in the advertising budget. Where the unit price is expected to change during the year, it is well to include units and money. If the unit price is fixed, there is no necessity of including it in the budget. Many budgets have told an erring story traceable to circulation. There appears to be a tendency to over estimate the ease with which circulation can be procured and to under estimate the cost of procuring it. More especially is this true when the circulation is forced.

The Advertising Budget

It is not infrequent under these circumstances to see the circulation quota fail to rise to the expected figures or that the cost of selling circulation has risen so abnormally as to cause a policy of retrenchment during the budgetary period. Such an action causes an immediate readjustment of the budget in so far as it can then be readjusted. You should remember that advertising sales have made their budget upon the circulation basis, so that it may effect the earning from advertising also. The operating cost you will probably not experience much difficulty in readjusting. I suggest that you prepare your circulation budget very carefully.

The form for the advertising budget is the same as the one for circulation, with the exception of the headings. You will probably head these "Local and Foreign." It is necessary to subtitle these headings on another form, usually in conformity with the measurement classifications, such as classified, autos, banks, department stores, and the like. The sub-budget is totaled and brought forward to the advertising budget. The sub-budget and the budget can be combined, if you wish, but it usually makes an unwieldy sheet to handle. It is usual to include units (inches, lines or columns), with the earnings in the preparation of the sub-budget.

Advertising Sales Quota

The determination of the advertising sales quota has many angles. The first thing to do is to put down last year's figures. I would then consult the graphic chart showing the sales for the past few years. I would also note abnormal and subnormal figures with relation to the probability of affecting the sales this year. A close study of the chart will repay you and at the same time will show the sales tendencies. It is altogether likely you show seasonal changes and you should note carefully how these compare year to year. Get from the circulation manager his chart of circulation for the past few years and the proposed quota struck in and see how it compares with your sales. Try the comparing of a chart like Babson's on business in your section and see how your sales stand. This should give you the tendency of business in general and your advertising should at least compare with this from a favorable standpoint.

It will be useless for me to attempt to show the advertising managers how to figure their sales quota, when the promotion departments are busy every day doing work along this line and

Digitized by Google

which they can "take their own medicine." Whether you are nearing dominance in your field or whether the other fellow is falling are factors which must be taken into consideration. At the present time, industrial conditions will play an important part in your program. In the agricultural section, this is also true to some extent. Your foreign representatives, should aid you considerably in their field and should be able to tell you what you may expect from their efforts.

The budgeting of your local display will cause you to look at the problem from all sides. But you should not experience any special difficulty, if you weigh the tendencies as we have shown. It must be understood that you will not expect to reach 100 per cent continually throughout your budget. Your experience in the past, however, has trained you in your mature judgment to view the future by the past and present, aided and controlled by the forms and suggestions,—I see no reason to be reticent in the determining of your sales quota. Our accounting and statistical records at the present time are in better condition than ever, and, together with the general law of averages, forecasting is not as difficult as it may first appear.

Editorial Expense Budget

Month	Payroll				Cuts		Total						
	Last Year	Proposition	Actual	%	Last Year	Proposition	Last Year Volume	Last Year Expense	Proposition Volume	Proposition Expense	Actual Volume	Actual Expense	%

Form B Used in Budget System

The budget earnings, circulation and advertising, are now brought together and totaled. The miscellaneous and non-operating revenue are added. There is nothing of special interest in this form as it only summarizes and brings together the findings of the two previous forms.

Expense Budgets

With the sales budget established, you should not have the least difficulty in preparing your budgets on the cost of operation. Each department will have a sheet containing the various divisions and sub-divisions. The units and costs for the past year and for several years past are known. In a brief way, it cost so much to produce so much. If the present conditions are the same, it resolves itself to one of proportion. More often, present conditions are not the same, but the conditions are known and usually the effect they will have on your production and the cost. The item of newsprint for instance will be a difficult item for you to handle. I refer to the unit price, but the quantity has been established by the circulation department (number of copies) and by the advertising department (number of pages).

Payroll may present a perplexity due to the downward tendency in amount. A budget sheet showing editorial costs are shown in form "B." The costs of circulating, mechanical, business office, et cetera are determined in a similar manner. These departmental expense sheets are brought forward to master budget form.

The master budget frequently contains, on one sheet, the earnings as well as the costs. This is a decided convenience for the executive, as the control can be easily digested and the tendencies carefully watched. The master budget is the summary and a reflector of the tendencies and your activity. This is the sheet the executive is interested in and not in the departmental detail, excepting of course, where there is a wide divergence between the proposed and actual figures.

The forms as shown are only basis suggestions. They merely serve to illustrate and are shown because they have been used and given satisfaction. You could use these budget sheets as an operating report when filled out, should you wish. This is not usually done, however. The placing of the figures on the budgets by the bookkeeper entails but very little extra labor.

The compilation of the figures in the budget form and the discussion incident thereto often points to economies and improvements.

You can readily recognize that the procedure in the preparation of the budgets is based upon the earnings. And from that basis, we determine our costs and profits. By that I mean we attempt to make our costs come within our earnings. These calculations on our part should be checked and be comparable upon a percentage basis. Budgets have been made upon the basis. "What is the minimum business we will get during the year and what is the maximum expense during the same period." This thought should not be entertained. Even should you plan to make drastic changes within your organization, your various percentages should be comparable with the past year or years. By the percentage method, I am endeavoring to make the $1.00 as the total of selling circulation, advertising and miscellaneous earnings. And from the dollar, we subtract our costs and leave our net profit. Too many of us lose sight of the fact that unless we keep our affairs proportionate and relative, the bigger we grow, the quicker may come our reckoning day.

If you will keep your budget on the dollar basis also, each department can see its efforts clearly reflected in the columns—whether they are adding an additional penny to the dollar or deducting it.

The budget will show how many pennies the department head can spend out of the dollar's earnings.

It is often difficult for some to get the proper relation between the figures. When this is reduced to a dollar basis, every one can clearly see the relation. Following the same thought, I would like to impress upon you in the preparation of your budgets the advisability of preparing them slowly and systematically, checking up proportions continually, rather than preparing them hurriedly and making them incomplete, and trusting that they will come out all right. If you prepare budgets under these conditions, they will not serve you properly. I can say that I fully realize that to work out a set of standard forms for any business budget is a task which I do not care to minimize. This can only be accomplished successfully after several trials.

I would like to suggest that in the preparation of the first budget that you make it for a short period, say three or six months instead of a year. To the beginner, to see his figures eight months hence differ materially with the actual figures, may serve to discourage him from further attempts at budgeting, or worse still may seriously affect some of his proposed plans which were based upon the budget figures. There are times of course, when things unforseen occur that no one could foretell. This necessitates a revising of the budget to the end of the period. But it is also a fact that through the use of the budget, these differences are readily seen and usually seen far enough in advance to make a quick readjustment of the plans and finances.

While it is true that our experience and findings of the past may be the keystone of the formation of our budget, yet it is equally true that your present knowledge and view of the future outlook should ably assist you in the final figures. I make this statement because many organizations are born during the year and there is no reason why a year should slip by before the advantages of the budget should be taken advantage of.

I am firm in the belief that many of our organizations have been saved from the rocks, because they budgeted at the beginning of the year, instead of weeping at the year end. They foresaw their obstacles and prepared to meet them, instead of plunging blindly into the abyss.

The budget is the result of your brains. It is of your making. It will serve you or deceive you in just the proportion to the thought and time you give it or the careless slipshod manner in which you have prepared it.

The careful completion of the income expense budget is the beginning of the finance budget previously mentioned. To the larger publisher in good financial condition, it tells him when excess funds may be safely diverted to other channels, either for non-operating profit or for the increase of capital assets.

To the publisher who is not financially strong, I'll say just this. Prepare your budget, carefully and conscientiously. Check up on yourself for a few months. The next time you want a loan, take a statement and your budget to your banker. Show him by the cold blooded figures which he likes to talk about, the reason why you need the loan and when you will be able to pay it back. Many a publisher is thoroughly deserving of financial assistance which he cannot procure, because he cannot show his future operating conditions based upon something more than say so. The banker can understand the budget (he probably uses one himself), he can see your past, prospective and actual conditions and the tendencies, in which he is interested. If you are deserving of credit, I know that a budget carefully prepared will go a long way in assisting you in your application for credit courtesy.

The stumbling block in the inauguration of a budget is the "Resolve."

Resolve.

Dailies Merge in Hoopeston

The Hoopeston Morning Chronicle has been purchased by the Evening Herald. Chester Aldrich, editor of the Herald, will merge the papers under the name of the Herald-Chronicle. Charles W. Warner, former president of the Illinois Press Association, established the Chronicle 38 years ago.

Jewish Paper in Worcester

The new Worcester (Mass.) Jewish Monthly made its appearance this week and the first copy was sent to Henry Ford. B. Larz Newton is literary editor and Stanley Monopole, city editor. The publication will be issued semi-monthly from now on and later it is planned to make it a weekly.

NEWSPAPERS VICTORS IN PEORIA FIGHT

Department Stores Capitulate Before Firm Stand of Star and Journal-Transcript for Integrity of Rates and Opinion

By Fred Millis

(*By Telegraph to* Editor & Publisher)

Indianapolis, April 18.—The boys are coming out of the trenches in Peoria. A wire received today from Gen. H. M. Pindell, publisher of Peoria Journal-Transcript, that the last hold-outs among the boycotting department stores surrendered Saturday to his army, ably assisted by the Peoria Star. Since January 15 it has been a real scrap in the old distillery town. Spoiled through a decade of bullying their own way on every question in Peoria, whether civic or business, the department stores under the leadership of Block & Kuhl, the biggest store in the city, determined that they would break the Peoria papers when it was announced to them in December that a raise in rates was going into effect January 1.

For years the merchants had played one newspaper against the other, so shrewdly had they maneuvred and so carefully had they nursed along competition that they had dictated advertising rates. Peoria advertising rates have been ridiculously low, so low that but a few years ago the Journal-Transcript was fourth in America in advertising volume. An effort in 1917 to get a more equitable rate was met with a laugh. Soon after this rate-increase was asked for both the general manager and the advertising manager of the Journal-Transcript joined the army. Mr. Pindell was sick in a hospital for several months. During this time the department stores coerced a substitute manager to accept ridiculously low contracts, far below the already low rates, notwithstanding enormously increased publishing costs. These are the contracts that expired January 1, 1921. The rate was approximately ten per cent over the audited cost of producing advertising space. But the department stores would not listen to it. "Profiteering" was their cry. Despite all skilled wire-pulling the merchants could do, the publishers stuck together. The fight, the publishers knew, was more than to secure equitable advertising rates. It was for editorial freedom and absolute independence of action on part of the publishers.

Attempts were made to foment strikes among the newspaper employes. Stories of all kinds as to the financial stability of the publishers were circulated. Bulletins were sent to all employes of the stores telling them to boycott the papers. An effort was made to separate the Star and Journal-Transcript, but the publishers stayed by their guns and won.

One by one the merchants came back. Eleven went out at the start. The hold-outs got down to five at the beginning of last week. These were the five largest and were users of much more space than all the rest put together, but the publishers knew that they had won because the five began to fight among themselves. They could not stand the pressure any longer.

The five capitulated Saturday, the day that had been set for the start of rate advances by the publishers. It had been determined that advertising rates instead of decreasing, as the merchants insisted, would increase a cent an inch a week as long as the merchants

(*Continued on page* 23)

"4 A'S" ALSO ASK FOR EQUAL RATES ON NATIONAL AND LOCAL ADS

A. A. A. A. Executive Board Endorses Joint Reports of New York and Chicago Committees—Armstrong Explains Agency Viewpoint

EQUALIZATION and standardization of local and national advertising rates was urged in a resolution adopted last week by the executive board of the American Association of Advertising Agencies at its quarterly meeting in New York. The board had before it the joint report of the officers and executive committee of the Six-Point League and the newspaper committee of the New York council of the A. A. A. A., which was printed in full in EDITOR & PUBLISHER last week, and the report of the Newspaper Representatives' Association of Chicago and the Western Council of the A. A. A. A., which was similar in tenor to the New York report. Both are unanimous that local and national rates of newspapers should be standardized and equalized. The A. A. A. A. resolution, which has been transmitted to daily newspaper publishers throughout the United States and to members of the A. A. A. A., the newspaper publishers' associations and the associations of special representatives, follows:

"RESOLVED: That in view of the growing importance of national advertising in newspapers, and in order that national advertisers may not be discriminated against in favor of local advertisers, we earnestly urge all newspaper publishers to give serious consideration to the matter of promptly equalizing and standardizing their local and national rates. This executive board does not believe the national advertiser should pay any more than the local advertiser for the same amount of space used under similar conditions."

Commenting on the resolution, a letter signed by James O'Shaughnessy, executive secretary and Collin Armstrong, national chairman of the committee on newspapers, said:

"It must be obvious to anyone that, so long as irregularities in rates prevail, advertising agencies representing national advertisers cannot be criticised for endeavoring to purchase space at the lowest possible rates. The executive board of the American Association of Advertising Agencies desires to emphasize the fact that its action in this matter is an integral part of its avowed policy to co-operate with publishers for the establishment of the one-price principle in newspaper advertising, an achievement that the board firmly believes will not only simplify and encourage newspaper advertising but redound to the benefit of all who are concerned."

LOCAL COPY TOO BIG RATES TOO LOW

Equalization of Charges, Involving Increase In Local Need Mean No Loss In Revenue To Publisher, Agencies' Viewpoint

By COLLIN ARMSTRONG

National Chairman, Newspaper Committee, A. A. A. A.

Though the announcement of the desires and policy of the American Association of Advertising Agencies are, in my opinion, lucidly and comprehensively set forth in the letter to publishers, special representatives and the members of our Association, and in fact to all interested in newspaper advertising, it seems to me that two points cannot be over-emphasized.

One is that this association "earnestly urges all newspaper publishers to give serious consideration to the matter of promptly equalizing and standardizing their local and national rate" and that it "does not believe the national advertiser should pay any more than the local advertiser for the same amount of space used under similar conditions."

In arriving at these conclusions, our executive board was not unmindful of tradition, precedent and the interminable arguments that have been advanced for years in support of a greater or less difference between national and local rates. These last, in my judgment and that of many others familiar with the subject, are based largely upon theory and conjecture, not upon demonstrable facts.

I am constrained to answer only one argument advanced by many publishers, namely, that local advertisers cannot afford to pay more than they have been paying. In my opinion, the answer to that is that if they can spend only as much money as heretofore, let them reduce their space to fit the amount of their appropriation. It seems to me that many of the larger local advertisers have, of late years, been prodigal of space; in fact seem to have succumbed to the same mania of many publishers in their desire to consume print paper.

To my mind, one of the strongest arguments in favor of equalization of local and national rates is the fact that the printed sheet that comes from the newspaper press costs a publisher exactly the same per page, or any other unit and he should get from each advertiser the same price for the portions of that sheet that he desires to sell to advertisers.

The other point I wish to emphasize is that this move on the part of our Association "is an integral part of its avowed policy to co-operate with publishers for the establishment of the one-price principle in newspaper advertising." The committee, of which I have the honor of being chairman, started in the direction indicated a year and a half ago by calling the attention of publishers to the injustice, as much to themselves as anyone else interested, of allowing rebates to direct advertisers.

I would not attempt, in the limits of the space you have asked me to fill, to recount all of the arguments in favor of that proposition that we have set forth orally on many occasions and by circular letters to publishers during the last year or more, but I cannot refrain from calling attention to two conspicuous examples of success based upon adherence to the one-price principle, namely, the magazines and other periodicals and the great department stores of the country.

I think it is generally admitted that one of the greatest handicaps on newspaper advertising as compared with magazine advertising is the simplicity of the magazine system. As to the department stores, their success rests upon the broad fundamental of one price to all. There is naturally price competition between them, competition in buying, in merchandising and in organization, but it all rests upon the firm foundation of one price to all.

An agency has recently announced, as the typical characteristic of its service, that it takes the "guess" out of advertising. I earnestly hope they have done so, but scores of other agencies have been endeavoring with varying degrees of marked success, to do the same thing. What we want to do is to take the "guess" out of newspaper advertising rates. When that has been accomplished newspaper advertising will come into its own to a measure that will fulfil the most sanguine expectations of those who are engaged in that greatest of economic factors.

PEORIA PUBLISHERS WIN

(Continued from page 22)

were out of the papers. The last increase was to have been on Saturday.

These things won the day:

First, solidarity of purpose of two publishers.

Second, the situation licked itself.

EDITOR AND PUBLISHER'S representative went through Peoria's stores two days before they capitulated. The usually live progressive city was dead, the bargain basement of Bloch & Kuhl's, the city's biggest store, usually jammed with people, had only three people besides clerks. One woman was buying shoes on the third floor in the unusually large shoe department. In fifteen minutes but six people went up in the elevators, which normally would have carried two hundred or three hundred at that time of day.

Peoria people, not being held by the usual large advertising, went to Chicago to buy. Advertising of Bloomington, Springfield, Davenport and other close lying cities took away from Peoria much of its usually large out-of-town trade.

An interesting incident of the fight was a costly lesson in circular printing indulged in by the Peoria merchants in their Peoria Merchants' News, printed by the publisher of the Galesburg Republican-Register. Thirty thousand of these were printed each week and distributed by boys and by mail in Peoria. The cost was a fraction more than 72 cents an inch, which was higher than advertising rate the papers were asking—and the circulars pulled absolutely no results.

Henry M. Pindell said over the telephone:

"We won because we were right and because we stuck together. It was a fight not only for living advertising rates but for absolute freedom of action. We have thrown off the yoke the merchants have persisted in hanging on us. We fought a clean fight, notwithstanding the tactics adopted by the stores. We hope that we have set an example for other publishers who may find themselves in a predicament similar to ours."

The National Association of Newspaper Executives, which assisted the Peoria publishers in their fight wired to Mr. Pindell:

"Congratulations on clean victory you have made for publishers of America. There can not be at any time in the future any question as to who controls the Peoria Journal-Transcript. We send our hearty congratulations to executives of Peoria Star and congratulate both of you on the way in which you stood together."

DEFENDS INTERLOCKING EDISON PLAN

Vice-President Maxwell Says It in No Way Comes within Scope of Agitation Over Placing National Advertising Locally

The discussion that is now going on in regard to the action of certain national advertisers in placing their advertising through local dealers in order to get the advantage of the lower local rate, has aroused much interest in advertising circles. Manufacturers who have followed this course are considerably perturbed over the opposition that has suddenly sprung up among advertising agents and newspaper publishers. Others, where dealers advertise their products on their own hook, are apprehensive lest they be classed with the farmer.

William Maxwell, vice-president of the Thomas A. Edison, Inc., which has developed $3,500,000 worth of newspaper advertising among its dealers during the past year, in talking with a representative of EDITOR & PUBLISHER on the subject said:

"I am very much disturbed by the article in your April 16th number, entitled "One Rate on Local and National Asked by Ad Agencies." We are in sympathy with the newspapers, in their efforts to prevent the camouflaging of manufacturers' advertising, by the use of a local dealer's name, but if any action is taken to apply the foreign rate to Edison interlocking newspaper advertising, on the ground that it is our advertising and not that of the local dealers, it will have the effect of reducing, by 50 per cent at least, the newspaper advertising, that is now being done by Edison dealers.

"When we started our interlocking campaign, about a year ago, Edison dealers were using only about 20 per cent as much newspaper space as they are now using, and their advertising, with certain exceptions, was spasmodic. At the present time, half of our dealers are regular advertisers and the newspapers can count, with certainty, on this advertising, for every month in the year. Furthermore, the dealers, who are not using the interlocking copy, are stimulated by the interlocking campaign to make more extensive use of newspaper space.

"Edison interlocking newspaper advertising is local advertising, pure and simple. It is meant to bring people into the dealer's store, and, when it does not accomplish such result, we feel that it is abortive. I can conscientiously say—in fact, am willing to make affidavit—that the idea of obtaining local rates for foreign advertising never entered our heads when we planned the interlocking campaign. If anyone will take the trouble to study the Edison interlocking copy and our methods of procedure, he will quickly see that we are merely endeavoring to stimulate our dealers to more extensive use of newspaper space by making it easy for them to advertise, and contributing, in various ways, to the effectiveness of their newspaper advertising.

"So far as I am aware, the interlocking campaign has not taken any business away from an advertising agency. If a dealer is big enough to employ an agency and is advertising continuously, we don't consider that he needs our service, and we are co-operating with several agencies, who are handling Edison dealers' business. What we are

Digitized by Google

MANY OBSTACLES PREVENT ADJUSTING RATES AT THIS TIME

A Few Suggestions That May Help Solve the Problem—Tentative Atlanta Program Announced—List of Retail Publications—Round Table for Advertising Managers

By FRED MILLIS

THE action of the Six-Point League of New York City protesting to the newspapers of the country against the wide divergence in local and national advertising rates brings up a very serious problem which newspaper executives will try to solve at their Atlanta Convention.

This article should not be taken as making any pronouncements of the policies of the newspapers. But it is merely a discussion of a few of the phases from the publisher's viewpoint.

The statement of the Six-Point League has some very good suggestions in it, though logically some of them are impractical. The first suggestion that it be explicitly stipulated in contracts that a local advertiser agree never to "job" his local rate to a national advertiser is particularly a good one. It should be easy for the A. A. A. A., the A. N. P. A., and the National Association of Newspaper Executives to make an agreement to put this practice into effect.

The "Credit" Practice

But the practice of department stores in securing credits for advertising space run and running the actual copy of manufacturers in their own space at local rates is so firmly entrenched that it is going to be almost impossible to break this business practice.

The Six-Point League makes much of the Hart-Schaffner & Marx switch from a national advertising basis to placing their advertising through their local retail outlets, but Society Brand, Fashion Park, Kirschbaum and other clothing manufacturers have been placing their advertising through retailers for years. Kirschbaum, for instance, has a dealer service which includes the preparation of advertising copy of all kinds. So advertising agencies need not take any undue alarm because of this Hart-Schaffner & Marx incident for a practice such as this can only be made where a manufacturer operates through one retail outlet in each city.

Present marketing methods involve so many "push" salaries to special clerks, quantity discounts and advertising allowances from the manufacturer that a newspaper would have no way of checking on whether or not a retailer was reselling his space to a manufacturer. Anyone who doubts this statement should take any department store advertisement and attempt to analyze it. How can one tell whether the box in the advertisement devoted to the illustration and sale of Creme Elcaya has or has not been paid for by James C. Crane?

Cannot Be Traced

How can one tell what part of Maurice L. Rothschild's advertisements in the Chicago papers are paid for by H. S. and M. Practically all the Rothschild copy is on Hart-Schaffner & Marx.

Likewise there is hardly a chain grocery that is not getting many advertising allowances. Toilet and drug sundries manufacturers for years have co-operated with retailers in their advertising. In many cases the retailers have sold the space they bought at retail to the manufacturers at the higher national or foreign rates. These things are outside of the control of the newspaper.

Such transactions go one by the millions every month. Resolutions can not stop them.

As to rates, most newspapers advance their local and foreign charges so that the foreign rate less the agency discount is below the average local rate. Many newspaper publishers point out that, although they are very much interested in national advertising, their first obligation is to the local retailers.

Advertising agents must come to realize that newspaper publishers cannot reduce rates. Good business practice would lead them to advance at this time in most cases, but this is impossible due to the widespread of propaganda among retail merchants insisting on lower rates, the best publishers can do is to maintain their present standards. On the other hand publishers cannot reduce their national rates. Therefore advancement in rates which would bring local and national nearer together is practically out of the question at this time.

The best solution of this problem is a little straight thinking on the part of newspaper publishers. They should recognize as one of their first principles in rate-making the fact that all competitive business must be privileged to advertise in their papers on an equal basis. This means that bakers should all have the same classification of rates. Cigar stores in competition with one another should be on an equal basis.

On the other hand all jobbers should be on the same basis. This leads to the following suggestion for a simple and common sensed division between national and foreign:

First—All business selling goods at retail or direct to the consumer should be classified as local, whether the copy comes from a retail store, is sent in by an agency or is sent in by a manufacturer. This business should go on the net local rate scale.

Second—All businesses distributing merchandise through retail channels and not coming in direct contact with the ultimate purchaser of a commodity should be placed on the national or distributing rate, named in common practice as foreign rate. This rate, of course, is subject to a discount by a recognized advertising agency.

Illustrative of the two rules above:

Advertising for United Cigar Stores should run on a net local rate. On the other hand, advertising on some "house-brand" of a wholesaler in the city in such a newspaper should go at the national rate. It should make no difference whatever where the business originates. If it is a distributing proposition, it goes on the national rate. If it is a retailing proposition, it goes on the local rate.

Publishers, in considering this question should frankly face the fact that the difference between local and national rates have been established in order to allow advertising agencies to exist and to make money. Newspaper publishers generally know that it pays to co-operate and work with the agencies in every possible way.

The National Association of Newspaper Executives will attempt to thresh out in its joint meetings at Atlanta, with the agency men both of the A. A. A. A. and outside of that organization, the many phases of the rates problem.

* * *

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

LIST OF RETAILER PAPERS COMPILED

A NUMBER of inquiries have come in recently from advertising agencies and others both to EDITOR & PUBLISHER and to the National Association of Newspaper Executives asking for a list of newspapers publishing Retailer and Dealer publications. The following list is published as incomplete. Many newspapers are putting out publications of some kind which have not come to the notice of the Association. Many newspapers are just entering this field. Here is the incomplete list:

New York World
Chicago Herald-Examiner
Chicago Tribune
New York Evening Journal
New York American
Cleveland News
Batavia (N. Y.) News
New Orleans Item
New Orleans Times-Picayune
Indianapolis Star
St. Louis Globe-Democrat
Oklahoma City Daily Oklahoman
Portland (Ore.) Journal
London (Ont.) British Whig
Milwaukee Journal
San Antonio Express
Worcester (Mass.) Telegram & Gazette

DEFENDS EDISON PLAN

(Continued from page 22)

endeavoring to do is to give service to the dealer, who does not have an advertising agency and who would not incur the expense of individual agency service. Some of these dealers, without our service, would not advertise at all, and practically none of them would be a steady advertiser.

"I feel that if other manufacturers will do what the Edison Laboratories are doing, it will mean a material increase in newspaper advertising, a much more regular expenditure for newspaper advertising and a considerable economy to the newspapers. It seems to me almost incredible that the newspapers of this country should do anything to discourage such an enterprise as the Edison interlocking newspaper advertising. Such action would deserve to rank with or take precedence over the fabled killing of the goose that laid the golden eggs."

The interlocking advertising system of the company, to which Mr. Maxwell refers, was fully described in the February 26th issue of EDITOR & PUBLISHER. Under this system the Edison Company performs for the dealers precisely the same service that is furnished by an advertising agency except that it has nothing to do with the payment of bills for advertising, and receives no commission from publishers. It prepares copy, furnishes the newspapers, direct mats or stereotypes, makes all arrangements with the newspapers for the appearance of the advertisements, and checks them up after they have been published.

The Edison Company, as already stated, pays no part of the bills for local advertising but assumes the entire expense of the service performed by the advertising department for the dealer and the newspaper publisher as outlined above.

RATE FIGHTS TRACEABLE TO BAD PUBLISHER MANAGEMENT

A NEWSPAPER is a through mail train on which an advertiser merely buys a ticket to ride from one point to another.

In the ten or fifteen cities of the United States where newspaper publishers have locked horns over advertising rates with retail merchant organizations in the last few months, it is very evident that the publishers have not realized the above point.

An analysis of each one of these situations shows that the publisher has followed a groveling attitude towards all his advertisers. It is in these cities where you find practically everyone of the common sense rules of solid business building publishing violated. In these cities you find the automobile and amusement publicity rampant. The lack of a healthy classified volume is also very apparent.

Search the files of the newspapers in these cities for years back and you will find a noticeable absence of news about the things that the merchants or employees of the merchants have done. This does not refer to the free puffs which load down the papers. It refers to the fact that the merchants have been able to keep the newspapers from publishing real news which happened in those cities which the merchants did not want to get in print.

Dirty selling tactics and keen competition between the papers running back through the years is a condition that is found in those cities where newspapers are facing merchants' boycotts.

The only thing for newspapers in these cities to do is to get together, clean house, declare their absolute editorial independence, eliminate entirely unfair and unsportsman-like selling methods, secret inside advertising rates, position given advertisers without extra pay and automobile and theatrical puffery. These with the rest of the barnacles must go, else the newspapers will not be able to face the business men in their respective communities with clean bills of health and moral courage.

Dealing as they do daily with hundreds of customers, newspapers should be particularly careful to follow well defined business practices.

One incident that recently came to the notice of the writer was of a newspaper which had been selling its advertising space to the largest department store in the city for 35 cents an inch, while the regular contract price was 60 cents an inch. How this newspaper thought that it could have the business respect of that department store is beyond imagination.

It is time for the publishers of the country to scrutinize their business practices very carefully. Their books should be open to everyone, their advertising contracts should be above-board. It is particularly noticeable that in the cities where there is no cut-throat competition and where the newspapers are noted for following set policies there has hardly been a ripple from the merchants on the question of rates.

Constructive Representation

THROUGH our trade paper advertising you know our grasp of the newspaper business.

You can gauge our understanding of newspaper representation if you inquire among our own publishers, and the prominent advertisers and agencies.

If your present representative is serving you well, stick to him. Newspapers have come in for their share of general depression.

If you are considering a change in representation, we should like to talk with you. We believe that the Katz organization represents the highest development in newspaper representation today. We offer you a large staff of competent salesmen. Offices in five principal cities. We work altogether on a commission basis.

E. Katz Special Advertising Agency

15 East 26th Street, New York City

Harris Trust Bldg.	Waldheim Bldg.	Candler Annex	Monadnock Bldg.
CHICAGO	KANSAS CITY	ATLANTA	SAN FRANCISCO

Digitized by Google

CHILD LABOR LAWS CAUSE CONCERN AMONG CIRCULATORS

Principal Topic of Discussion at New York State, New England and Iowa—Illinois—Indiana Conventions This Week—No Good Reasons for Reducing Prices

(By Telegraph to Editor & Publisher)

UTICA, N. Y., April 20.—A paper on "The News-boy Law" by E. F. McIntyre, of the Syracuse Herald, was the feature of the New York State Circulation Managers' Association Convention, held here yesterday and today. He said in part:

"Personally I have no patience with these long-haired men and short-haired women who constitute themselves as the self-appointed guardians of the poor, little bare-footed newsboy. These are our reformers, and like the poor, we shall have them with us always. Probably they concern themselves about the poor, hungry and mistreated newsboy because having no children of their own, they naturally know all about the methods of bringing love, health and happiness to the offspring of others.

"But this horde of notoriety-hunger disturbers make the very serious error of thinking of the present-day newspaper carrier as the bare-foot urchin who disported himself as a bootblack on the sidewalks of New York and other weird melodramas of the early nineties. As a matter of fact, the average newspaper carrier today lives in better homes, is better clothed and his parents probably are the social superiors of those who would reform him. The boys are bright, capable and intelligent fellows, who eventually will become America's best business men, because of the training they receive on their newspaper routes."

The meeting was probably one of the best that has been held by the organization since its formation. The attendance was large, the subjects discussed were practical and well handled and the delegates present all declared that they had been instructed in what they heard and saw. The local newspaper men entertained the visitors handsomely, a banquet and two or three luncheons being given. Speeches by editors of local papers resulted in some excellent observations.

Another paper that attracted much attention was that of F. S. Levy, of the New York Mail, on "How present day conditions affect newspapers." He said in part:

"In the last analysis the only conclusion that can be reached is the surprising situation we find in the showing of the two and three-cent daily morning and evening, and six to ten-cent Sunday papers against the former one-cent daily morning and evening and five-cent Sunday paper. The constant increase of circulation under increased prices augurs the fact that the public at large is satisfied that newspapers are worth their present fair and equitable charge, and also that it is not necessary for newspapers to sell their product at a loss as they persisted in doing in the past.

"The better newspaper product now going to the public warrants the present charge, and further indicates that there is absolutely no need for change of the price to meet falling business—that does not exist. Summed up, present-day conditions have stabilized newspaper sales and prove that newspapers have at last come into their own. They need not fear loss of public prestige or sales in the future if existing standards of excellence are maintained."

Suggestions for obtaining best results from carriers were made by C. E. Blewer of the Binghamton Press, who said:

"The following are a few things we try to do to keep our carrier working: First, get his confidence and make him feel that we want him to be successful; second, always follow up all complaints and let the carrier know that if he does not do his work well he will have to answer to the Circulation Manager; third, do not allow him to become careless with his collections and if there are any subscribers who will not pay him be prepared to send a man from the office to help him. Never keep a boy who will not keep up his collections and pay his bills promptly. Let him feel that you are backing him at all times. Give the carrier something to work for, beside the natural increase, to stimulate his enthusiasm. The Circulation by carrier is the base of nearly all daily newspapers and any circulation manager who will follow out the suggestions that have been mentioned is bound to get good and permanent results from his carriers."

"There is no good business reason why a newspaper should be sold continually for less than the cost of the materials in it, any more than we would expect any other product to be sold continually for less than its cost" said Michael J. Burke of the Brooklyn Daily Eagle. "Therefore, maintain a three cent price for your paper and get some of the revenue that is properly yours. Secondly; I strongly urge those of you whose paper is non-returnable to remain that way. And those of you whose paper is returnable, I strongly urge to discontinue the practice, and thus greatly reduce your costs by not wasting your most expensive material—newsprint."

"How We Built Up Our Mail List" was the subject of a talk by W. A. Bastian of the Rochester Democrat and Chronicle, which contained some good suggestions. He said:

"Our market page has been a source of favorable comment from our patrons, who say it is the best in this vicinity. Another big factor is our Western New York news, which our subscribers thoroughly enjoy, and our classified advertising department, which has become an institution in itself.

"We do not, in as far back as twelve years or more, which covers the period of my affiliation with the Democrat and Chronicle, have we ever given premiums or sold the paper for less than the price published in order to secure subscribers, occasionally we receive new subscriptions through our correspondents in the various towns, subscription agencies and news dealers. We make no clubbing offers with magazines or allow any commission or discount whatever on these orders.

"The majority of our subscribers have been secured through our own canvassers, who solicit and also collect the R. F. D. routes at the same time and through subscriptions that come in voluntarily. Our representatives have been in the employ of the Democrat and Chronicle for a great many years and cover the same territory year after year, which gives them the advantage of getting thoroughly acquainted with their route, conditions existing, and also saving of time in making unnecessary stops if subscribers are paid in advance. They have made a great many friends who look forward for them to make their annual or semi-annual call and know when to expect them. The routing is arranged to conditions best adapted for the subscriber. This helps them materially in securing renewals and new business."

In a talk on "Keeping out-of-Town Agents Interested" and increasing their sales, George Erb, Jr., manager of country circulation for the Buffalo News, said:

"Don't lose sight of the fact that your agent is selling your paper for the profit derived therefrom. There may be some fascination about the newspaper game so far as it effects some of us but it does not extend to the out of town agent. Upon the attractiveness of your proposition depends the extent of his services to build up your sales.

"Get his good will and co-operation. Make him see that it is to his interest as much as to the paper he represents that his sales show an upward trend. Call his attention to new features and drill him incessantly on the superior merits of your paper. Get him to feel that it is the best paper he sells and to that stage where he will recommend it to new people moving into his territory.

"Your road man can help greatly in this respect but the road agent must be of the right kind. Some road men have been known to do more harm than good among the agents. The road man should be of the right temperament, personality and disposition. They and the country circulator should be good mixers but at the same time be able to draw the respect of the agent to the extent of commanding results. Some large papers have road staffs that are more a liability than an asset. The men are usually underpaid to begin with and whenever you see them they either need a shave or their clothes need pressing. You can easily imagine what kind of an impression this type of man would make on a dealer, much less a boy or his parents."

"Divide your country territory into districts or zones and place one of your road men permanently in charge of each zone. Don't shift them about. By devoting all his time to one zone a road man can keep more thoroughly in touch with conditions and changes that are occurring there. He gets to be very familiar and in close personal touch with his agents and the results will be greatly to your advantage.

"Keep your agents enthusiastic and building up their sales by offering cash and other prizes and by the use of contests. Promote new business by clean legitimate methods but put the taboo on the use of premiums and the clap trap schemes so much in use on some of our large papers. Schemes of this kind bring in a quick rush of business but it is never permanent.

"Most large dealers do not like to show any partiality to any one paper for fear of getting in wrong with the others, but you can get good results by doing your promotion work direct among the boys whom the dealers supply. A card record of every agency boy and those you supply direct should be kept on file in your office.

"Have the contests which you conduct at the large agencies started off by your own road man. Don't leave it to the agent to handle. Follow the contest up closely with a letter each week telling the participants how to go about securing new business and urging them to greater efforts. The road man should step in each week and have a personal talk with every boy in the contest. A proposition to the dealer at such a time to get him to co-operate in pushing along the contest is good.

"A bonus of say 50% to the agents on increased sales will bring in good business. This works well for about two or three months until it gets too hard for the agent to make any further increase.

"An offer to pay your agents a certain sum for each copy that they increase will bring in new business from those dealers who are slow to increase for fear that they may have a few copies left over on their stands. They often find they can sell the additional copies and the increase is allowed to stand permanently.

"A special edition for certain towns will enable your canvasser to introduce your paper into many more new homes than it would be possible to do in any other way.

"When you find a town that has fallen down, go there with one of your road men. Size it up well and determine about how many copies you think it should sell. Figure out what that increase would be worth to you and make a proposition to your agent to pay him that sum as a prize if he will put your sale up to the stipulated figure. Usually he will find some way to do it. If not, he will be sure to show some increase anyway.

"If you are not getting the business you should from any of your big towns and cannot locate the right sort of agent to handle your paper on a commission basis, why not put on a salaried agent to represent you there. We have experimented in this respect and the results so far attained have greatly exceeded our fondest expectations.

"It is an excellent plan to have a card record of every town in which you circulate. The card should give information regarding your

(Continued from Page 34)

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

Let's Pool Our Energies!

OF course the first aim of every newspaper advertising man is to develop maximum space for his own publications, but at the same time let's pull together for our common good. Let's pool our energies to develop more national newspaper advertisers, starting in our own columns.

Of the products represented in Baltimore by Howard E. Jones and Company, Mr. H. P. Strashaugh of Aberdeen, Md., is right here along side of us, and we certainly ought to be able to convince him that his Sugar Corn, which Howard E. Jones & Co. are pushing with the Baltimore dealers, would go over immensely better if with newspaper advertising it were similarly pushed with Baltimore consumers.

Likewise Sunsweet Tomato Catsup from Seaford, Delaware, so close to us that we can certainly get to Messrs. Greenbaum Bros. and present the advantages their Catsup would enjoy if it were advertised through The NEWS and The AMERICAN which have an intensified circulation of more than 187,000, daily and Sunday, reaching practically every buying home in Baltimore, covering Maryland and going into nearby portions of the adjoining states.

The rest of the Jones & Co. line includes Danish Pride Evaporated Milk of the Danish Pride Milk Products Co., Sheboygan, Wis., Excello Cake Mixture manufactured by E. C. Gatlin Co., Kansas City, Sardines put up by E. A. Holmes Packing Co., Eastport, Me., Magic Chef Vegetables of the Wisconsin Distributing Co., Milwaukee, American Maid Grape Jam of the Paul De Lancy Co., Brocton, N. Y., and Cal-Gro Yellow Cling Peaches the product of the California Growers Association, Los Angeles. These firms are further away from us and while every one of these products could enjoy greater returns if given substantial advertising support, newspapers closer to them and who find their goods in even greater volume in their nearer markets, will undoubtedly be able to do more intensive constructive work with them than we can at our greater distance away. The point is that if we all share in this development work more national advertising will be developed in newspapers and we will all get more.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

WILLIAM ALLEN WHITE

Special Correspondent of the United News

ON A BUSINESS, INDUSTRIAL AND POLITICAL SURVEY OF THE MIDDLE-WEST AND EAST

A GREAT REPORTER ON THE BIGGEST STORY OF THE DAY

Starting May 1, copyrighted stories by Mr. White will appear exclusively in the United News wire report from the principal cities of the Middle-West and East.

From Washington Mr. White will give his observations on the work of the new Administration.

UNITED NEWS

United Press Associations Headquarters **World Building, New York**

Digitized by Google

TWO NEW TABLOID DAILIES FOR BOSTON ONE FOR NEW YORK, IS RUMOR

Hearst Buying Machinery for Both Cities—Chicago Tribune May Invade Hub—Flattery Says Boston Record May Change Hands May 1

IT seems quite certain now that the New York and Boston newspaper fields are in line for enlargement, numerically speaking, both new ventures emanating from the sanctum of William Randolph Hearst, who, it is understood, has purchased several new presses more than one of which have already been completed. The drives for the new presses have already been ordered and partly completed.

Two or more of the new machines are manufactured to turn out "tabloid"-size newspapers, one of which has been built for New York and the other for Boston. The proposed new New York daily is to be published in the afternoon and evening, while the new Boston daily, also "tabloid" size, is to enter the morning field.

William Randolph Hearst may not be alone in his entrance on the Boston newspaper horizon with an illustrated daily, for success has so favored the New York News, which has run up a circulation of over 400,000 in less than two years, that it is rumored from no idle source that the Chicago promoters of this daily are to enter the Boston field with a similar enterprise.

The New York News has "bucked" the field now for nearly two years and any new paper published along these lines will naturally profit by the mistakes and experience of the News, which has proven, at least in New York, that England is not the only country in which an illustrated daily paper can flourish.

Two A. P. Memberships

It has been known for some time that Mr. Hearst's official agent has been dickering with M. Douglas Flattery, president of the Boston Evening Record, for the purchase of this daily. Neither has Hearst had this field to himself, for Mr. Flattery has received several offers for the sale of the Record, but to date he has received no proposition attractive enough to urge its sale.

Mr. Flattery states at this writing that the Record has not yet been sold, although he expects matters to come to a head around May 1st, when it is probable the Record management will change hands. The consummation of this proposed deal by Hearst would allow Mr. Hearst to use the Record's Associated Press membership for the Boston American and the Advertiser membership, which paper he purchased several years ago from the Record, for the new morning illustrated paper, in addition giving him a plant in which to publish the new paper.

If Mr. Flattery does sell the Record, one of the most versatile characters ever connected with the newspaper business will drop this line of endeavor. Mr. Flattery is the master of easily half-a-dozen major professions. When you call on a newspaper owner and editor, and find that he has been a soldier, an opera conductor, composer, author, playwright, doctor, lawyer, a business man with his finger in all kinds of real estate and industrial matters, a man who, at fifty, can disarm his opponent with the foils, and whose dominant interest today is the study and the combating of malignant diseases, you have M. Douglas Flattery.

Mr. Flattery has just returned from Washington, where he outlined to President Harding a concrete plan for a co-ordination of medical research work in which the President has expressed the keenest interest. At the President's request, Mr. Flattery will prepare a brief and send it to the White House, that the President and some of his associates, notably Gen. Charles E. Sawyer, may examine the details at their leisure.

For the Public's Service

Mr. Flattery, who is managing director of Loew's theatre enterprises, chairman of the board of the Murray & Tregurtha Corporation, manufacturers of marine engines; president of the Old Colony Woolen Mills Company; director of the Miami Fisheries Company and a director in various financial institutions, endowed the radium clinic at Carney Hospital and also donated the laboratory building; he endowed a fund of $500 yearly and a gold medal at Harvard for the most important discovery in any part of the world in the preservation of health and the prevention of disease, and he also endowed the Flattery Fellowship in Research Medicine of the Harvard Medical School. In addition he recently has endowed a research fellowship known as the M. Douglas Flattery Foundation in the University of Lyons, France.

It is a fundamental of the Flattery system that the scientific information gleaned by his investigators shall be communicated to the public at the earliest possible moment and in such form that the layman may understand it and appreciate its value.

The plan Mr. Flattery has in mind contemplates a co-ordination of research work by the various colleges and research organizations, under the supervision of a small, unpaid commission; and a Federal appropriation to be disbursed where necessary to aid the work and also for the payment of cash prizes to investigators.

Few men have led as varied a life as Mr. Flattery. When 15 he ran away from his home in Dungarvan, Ireland, to join the army, for he had been reading Dumas, and had an idea of becoming a d'Artagnan. He had one serious disqualification for enlistment, however. In a fight a brick had hit him in the eye, and that eye was, and to this day is, blind.

A Sabre Champion

Flattery had 10 shillings in his pocket. He got hold of the recruiting sergeant.

"Now, look here," he said. "I've got 10 shillings and I want to join the army. When you put your fat hand over my eye, and the doctor asks me to count the dots on the chart with the other one, you tap me with your finger on the back of my head the number of dots, and if I get by, the 10 shillings is yours."

And the 10 shillings changed hands.

He then commenced sabre drill. It is a fact that within two years, "though my form was rotten bad," he stated, "never having had a good teacher in the elegance of the art," he took the prize for the best swordmanship in the British army.

In speaking of his aptness for doing so many things, Mr. Flattery states: "Master your subject at the very beginning. Know what you are doing, and why. After that give the details to an able deputy and leave him alone, once he understands your wishes, to work them out in his own way.

"For example, before I bought my automobile, I took the course at the Y. M. C. A. Before I drove the machine or hired a chauffeur I had taken it to pieces and put it together again.

Stud Poker Best Education

"When I saw what a hold the moving pictures were gaining on the attention of the American people and decided to install them in certain of my theatres I employed a man to come to my office who spent two hours a day with me until I knew every practical detail of the business.

"That's my idea of self-education.

"This education business. While attending a Harvard Club dinner in New York, a professor on either side of me began an argument relative to the best system of education, the Cambridge (England) or the Oxford, and they asked me what I thought.

"I answered:

"'Gentlemen, if you really want my opinion, here it is. The best thing, the most important thing, in my thought for young gentlemen, in college, and particularly, let us say, in the junior and senior years, is a course in stud poker.'

"They laughed, but I didn't say it wholly in fun. A young fellow that plays poker has to think hard and quick. He has to judge men, grasp the situation, and act on it. He has to tell what is in his hand, and bid for what is in his opponent's. He has to know strategy and human nature."

It is problematic what other lines of endeavor Mr. Flattery will enter in years coming, for he himself says he always is open to suggestions.

"There are only two things I've never wanted to be. One's an actor. The other's a preacher."

Detroit to Advertise for Tourists

DETROIT, April 19.—A nation-wide publicity campaign is being launched by the Detroit Convention and Tourists' Bureau. A budget of $40,000 has been decided on for advertising space buying.

New Machines in New Jersey

Intertype machines have recently been installed in the following New Jersey newspaper offices: Ocean City Sentinel, Bridgeton Evening News, Atlantic City Gazette-Review, Freehold Transcript and Long Branch Daily Record.

A JOB WELL DONE

THE work of welding The Sun and The New York Herald into a single entity (now The New York Herald) has been completed. It stands out as the most successful amalgamation of newspapers in the history of journalism.

Advertising space in The New York Herald has been sold on the basis of 200,000 circulation. The Post Office Statement of April 1st, 1921, shows net paid circulation of 202,088—more than the combined net paid circulation of the two papers when amalgamated.

On contract, the present general advertising rate in The Herald averages about 40% less than the combined rate of the two papers when amalgamated.

Since the amalgamation, The New York Herald has carried more Display advertising than any other New York Morning Newspaper, with one exception.

THE NEW YORK HERALD

Digitized by Google

In the First Three Months of 1921

THE PITTSBURG PRESS

Published Nearly

SIX MILLION Lines of Advertising

(Exact Measurement 5,786,830 Agate Lines)

Demonstrating that THE PRESS' field is the most productive of results to advertisers in the world today.

In the nine months' period Ending March 31, 1921, THE PRESS made

30% Gain in Circulation

Which we believe is the largest percentage of increase in circulation of any metropolitan newspaper in the United States, and further increasing THE PRESS' overwhelming lead over all other Pittsburg daily and Sunday newspapers.

Average Daily For March ..... 155,344 **Average Sunday** For March 174,254

(From April 1, 1921, Government Circulation Report)

This is a record achievement in view of the fact that no artificial circulation promotion schemes were employed—such as premiums, contests, prizes, canvassing, etc., and in view of the drastic newsprint conservation measures in force—such as non-allowance of returns, no extra editions, no free lists, limiting editions, etc.

THE PRESS' great increase in circulation, therefore, is the result of NATURAL GROWTH, due to the ever-increasing RECOGNITION OF ITS SERVICE to the public.

In Pittsburg Everybody Reads THE PRESS

GREATEST RESULT GETTER

Member A. B. C.

THE PITTSBURG PRESS

O. S. HERSHMAN,
President-Editor
H. C. MILHOLLAND,
Vice Pres.-Adv. Mgr.

Eastern Representative,
I. A. KLEIN,
Metropolitan Tower,
New York

Western Representative,
GLASS & IRVIN,
Wrigley Bldg.,
Chicago

Digitized by Google

The Friday Night Leased W
the Consolidated Pres
Dominant Place i

Ten Thousand Miles of Leased Wire have been added to
been contracted for by Sunday Newspapers i

WHY?

Because articles mailed a week or ten days in advance of publication hav the demand for features of the news as they occur. This demand is s economies of a leased wire system.

Because this service does not duplicate any of the Saturday night services.

Because the entire report of fifteen thousand words is ready for composi it comes from the wire or early Saturday. It means early copy.

Because in the foreign as well as the domestic dispatches the news element

Because the Consolidated Press Association's dispatches are carefully e written.

A Fifteen-thousand Words Report including Dispatc

René Viviani—

Former Premier of France returning from a month's visit to America will resume his weekly dispatches by cable from France. What he reveals as the international situation develops will be of intense interest.

George N. Barnes—

A member of the British War Cabinet and of the British peace delegation, Mr. Barnes enjoys today the confidence of the government in power and also of the Labor Party which is fighting Lloyd George. He is a balance wheel of conflicting interests in England and is a forceful writer.

Maximilian Harden—

By the series of brilliant dispatches he has sent to Consolidated Press papers this year Mr. Harden has added immeasurably to the world-wide reputation he already had as Germany's foremost publicist. His was the pen the Kaiser could not silence in the grim days of war. It is just as fearless in depicting the conditions of today in Germany.

William Bird—

An American newspaper man who is winning fame for his clear-headed simply written and wonderfully interpretative dispatches from Europe's tur moil. Mr. Bird has a "roving commission." His dispatches come from Paris from London, or Rome, or Madrid.

Stuart West—

Financial editor of the New York Globe and a recognized authority on financial affairs since 1897. He has covered every big event in the world of finance in the last twenty years and is an expert in analyzing market con ditions and the outlook from week to week.

Harden Colfax—

The pseudonym employed to cover the activities and best thought of a group of business experts, who are following the trend of affairs not only in Wash ington but in New York, Chicago, St. Paul, San Francisco, and other trade centers.

Ralph Barton—

Devotes himself largely to the laboring man in the news, the toiler in the fields, and the great mass of workers. His writings on labor conditions, on the controversy as to the open and the closed shop, on co-operative develop ments in the field of labor, and on farm conditions and interests, are as accurate as they are convincing.

EXCLUSIVE Franchise to only one new

ROBERT B. McCLE

Consolidated P

Jay Jerome Williams, Eastern Superintendent
Eleventh Floor, World Building, New York

Executive Offices—Commercial

re Service of Association has won a the Sunday Newspaper Field

ur System since the First of this year. The Service has practically Every State from Coast to Coast

led to satisfy
l alone by the

iday night as

ominates.

and are well

Because in sports as well as finance, business, national politics, international affairs, humor, women's news, the dispatches possess a human element which make them appeal to readers of all classes in any community.

Because the service has already had many scoops in interpreting accurately and intelligently the news of the world or forecasting the trend of events in business, the realm of sport, politics, government and international diplomacy.

Because the rates of the Consolidated Press Association are reasonable and cover all costs for delivery and service.

s by the following Staff of Distinguished Reporters:

Betty Baxter—

Chronicler of Washington Society. Her letters each week, covering every phase of the many-sided social life of the National Capital, are written in a breezy, gossipy vein which gives the reader an intimate contact with the personages and personalities in Washington.

essie Henderson—

No newspaper feature in years has scored such a tremendous success as "Seven Days in li'l ol' New York," wired out of Gotham every Friday night and giving the most easily read story of the week's events that one can imagine. Jessie Henderson never fails each Sunday morning to give all of America a good sound laugh at the expense of our hectic metropolis—so verdantly green in its many ways of wisdom.

Robert C. Benchley—

Associate editor of "Life" and one of the foremost humorists of America, Mr. Benchley, takes each week an outstanding piece of news and renders an interpretation of it from his own humorous point of view. His recent suppositious interview with Dr. Einstein on "relativity," and his opening of the baseball season, depicting the game as directed from the grandstand, have been newspaper classics in their own particular field.

Robert T. Small—

A nationally known reporter whose assignments of the last twenty years have taken him to many parts of the world. He is one of the clearest and most graphic writers in American journalism. Friend and confidant of many Presidents and men of power politically, he writes timely dispatches on national events with the sureness of competent knowledge and a background of wide experience.

Elizabeth King Stokes—

Regarded as one of the ablest reporters developed in the last few years, Miss Stokes writes of national politics from the viewpoint of the woman. It is not the viewpoint of feminine prejudice, but of a vision which gives to woman the place she has won in the councils of the nation.

Lawrence Perry—

One of the best posted writers on all varieties of sport. He has a style that is readable and distinct. Lawrence Perry's dispatches are distinctive for he lives in an atmosphere of professional and amateur sports the year 'round.

Walter Camp—

While accepted everywhere as the final authority on football, Walter Camp writes in a sport field as wide as the country itself and comprehensive enough to take in every possible phase of games in the great outdoors. His dominant position as a sport writer goes right around the clock of the seasons.

aper in each city. For rates address

Business Manager

ss Association

Building, Washington, D. C.

Horace Epes, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Digitized by Google

A. P. AND A. N. P. A. DELEGATES INVITED TO WORLD'S PRESS CONGRESS

Wallace B. Farrington Comes All Way To New York Conventions From Honolulu—Endorsements Being Received Daily From All Parts of World

THE American Newspaper Publishers' Association and the Associated Press both have been formally invited to have representatives at the Press Congress of the World in Honolulu, October 4 to 14, 1921. Herbert L. Bridgman, the Brooklyn Standard Union, already has been appointed a delegate by the A. N. P. A. and others will be named later, probably immediately during the annual convention.

Wallace B. Farrington, chairman of the Hawaiian committee on arrangements and publisher of the Honolulu Star-Bulletin, is in New York to attend the conventions and will outline the program of entertainment and details of the journey. Also representing the Congress in New York at the present time is Virgilia Rodriguez Beteta, vice-president for Spain and Latin-America.

Reduced Fares

High success is reported by Mr. Farrington in his negotiations for reduced rates for delegates attending the 1921 meeting of the Congress. Mr. Farrington arrived in San Francisco March 29 to arrange concessions and reservations.

The A. N. P. A. directors endorsed the Congress when it was to have been held in Sydney, N. S. W., last year. The endorsement still holds for the Honolulu convention. A. N. P. A. members desirous of attending have been asked to advise the headquarters office so credentials may be issued.

"The Press Congress," Mr. Farrington told a representative of EDITOR & PUBLISHER, "will be one of the most important and momentuous assemblages of newspaper men ever held, and we could hardly hope for greater assurance than we have at present that it will meet greater success than we at first thought possible."

A final statement of the basis on which concessions will be granted delegates cannot be made now, but this much, Mr. Farrington says, is practically assured:

Delegates will find it easily possible to make the trip from Chicago to Honolulu, attend all the sessions of the Congress, enjoy all the entertainments provided in the Hawaiian Islands, take at least the one major excursion to Hilo and the famous volcano, Kilauea, on the Island of Hawaii, and return to Chicago at a maximum financial outlay of less than $500. This amount will include meals en route and in Hawaii, excellent hotel accommodations in Honolulu, and perhaps another extensive side-trip of great interest. As delegates live nearer Honolulu they will, of course, find the expense of the journey lessened.

Membership Growing Fast

Mr. Farrington will remain on the mainland a month or six weeks to complete arrangements for the meeting.

Membership in the Press Congress is being increased daily through the election of delegates to represent press associations and the appointment by governors of delegates to represent the several states of the United States. A majority of the governors' appointees have been reported to the office of President Williams, at the University of Missouri, five being appointed as the official representatives of each state. A smaller per cent of the press associations of the United States and foreign countries have reported election or appointment of their delegates.

In cases where the formal invitation to representation was not received by the officials of an organization of newspaper men, a letter to President Williams will bring the details of the system of representation. Every press and advertising association is entitled to five voting delegates for every twenty members on its roster.

If election of delegates is being delayed until the regular annual meeting of the club or association, notification of the reason of such delay will be appreciated by President Williams.

Nominations for election to membership are also being received from journalists already members, and the executive committee announces it will be glad to give consideration to further nominations made in this manner. In nominating a person for membership, his connection with the profession should be given in full.

Press Congress Has No Dues

In answer to a number of inquiries regarding membership dues in the Press Congress, the executive committee has directed the President to announce positively that no financial obligation rests on any member and that no such obligation will be imposed. Each delegate to the Honolulu meeting will pay his own transportation and living expenses on the basis of whatever concessions are secured. Some financial arrangement for future work and expansion of the Congress probably will be considered at the meeting. If so, this will be decided by a vote of the delegates and will not be binding on anyone by virtue of present membership in the organization.

Every member of the Press Congress will receive the benefit of concessions secured for official delegates representing press associations or states. Some misunderstanding has arisen over this point. The reason for the appointment of such official delegates is to insure the adequate representation of all organizations of newspaper men.

Delegates to the Honolulu meeting who will continue their travels from Hawaii to the Orient, Australasia, or other foreign countries are cautioned by the executive committee to exercise the greatest care in making passport arrangements.

The Press Congress received the official stamp of approval of the United States Government when, on March 5, the Senate unanimously adopted a resolution endorsing the organization, expressing gratification that it is to be held in Honolulu, and urging the press of all nations to be represented. The resolution approving the Congress was introduced by Senator Selden P. Spencer of Missouri.

UNSEEN POWER

NO THIRD TERM FOR KARGER

Barry Heads Standing Committee, With Henning as Secretary

(Special to EDITOR & PUBLISHER)

WASHINGTON, April 21.—The third term rule was approved here this week when the new Standing Committee of Correspondents met for organization for the period of the Sixty-Seventh Congress. Gus J. Karger, of the Cincinnati Times-Star, was re-elected as chairman of the Committee, making for his third term.

Mr. Karger declined to serve for another two-year period, and tendered his resignation as chairman. He expressed his appreciation of such an indorsement of his service in behalf of the press galleries of Congress, especially that his renomination was moved by the two new members of the Standing Committee, Roy A. Roberts, of the Kansas City Star, and Robert Barry, of the Philadelphia Public Ledger.

When Mr. Karger's resignation was accepted by the committee, Arthur Sears Henning, of the Chicago Tribune, and Mr. Barry, were nominated for the chairmanship, but Mr. Henning insisted on withdrawing his name. Mr. Barry became the new chairman, and Mr. Henning consented to serve as secretary of the committee.

CHARGE FOR CHURCH NOTICES

Burlington Hawk-Eye Sets Rate at One-Fourth Regular Tariff

The Burlington (Ia.) Hawk-Eye, of which J. L. Waite is editor, which heretofore has printed Church and other religious, educational and benevolent organization notices free of charge, has turned over a new leaf and fixed a special rate of one-fourth the regular rate, for all such notices.

For an article on the subject contributed to the recent issue of the Hawk-Eye, Mr. Waite points out the very important fact that although the institutions under the old arrangement paid nothing for the service rendered the expense had to be met by the rate charged regular advertisers. In other words if part of the public gets its advertising free, the remaining portion must be charged enough to make up the deficiency.

Concerning the new policy Mr. Waite says:

"Where this innovation has been tried, the churches are the gainers by it. They prosper as well, or better, financially and retain their self-respect in that they pay for their advertising on the same basis as they pay for fuel, and light, repairs, insurance and janitor work. The business men in the churches recognize the correctness of the principle and are unwilling to remain in the eleemosynary class."

Until You KNOW Our

Weekly Business Review Page

You cannot appreciate its monetary and prestige-making value to your paper.

THE Briggs Business Page is a permanent weekly feature. It carries nearly 10,000 lines of local display per month from your best manufacturers and wholesale merchants. We sell it and our service department keeps it sold.

Our solicitors are reliable; our solicitation is clean; we make friends for you; we create revenue for your Saturday or Monday editions.

An increasing list of leading publishers are willing to speak for us. Some of them have been clients of ours for 5, 10, 15 to 20 years.

We employ no strong arms or hundred per cent boys; we have helped to drive them out. And while doing it have built up a business as legitimate and as permanent as yours.

We will be glad to send samples and references.

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

GILMAN, NICOLL & RUTHMAN

SPECIAL REPRESENTATIVES

ANNOUNCING THE OPENING OF OUR

BOSTON OFFICE

LOUIS GILMAN
NEW YORK

STANLEY PRATT
BOSTON

C. E. TULLY
NEW YORK

On May First we will formally open our Boston Office, in charge of Mr. Stanley Pratt. This step has been taken on account of the ever increasing volume of business from the New England territory.

We have opened this office in order that we may give our publishers the same intensive service in New England that has marked our activities in other fields. Mr. Pratt has been placed in charge, as he has been identified with the advertising business in the New England territory all his life.

Our service is individual to each paper represented. To render such service we have a larger staff in proportion to the number of papers represented than any other firm in our field.

Such publishers who believe they are entitled to more national business than they are now receiving are invited to investigate our standing, not only with publishers we now represent but also with advertisers and agencies.

A. G. RUTHMAN
CHICAGO

A. W. STUCK
NEW YORK

M. G. ANDERSON
CHICAGO

NEW YORK
WORLD BUILDING

BOSTON
TREMONT BUILDING

CHICAGO
TRIBUNE BUILDING

Digitized by Google

CHILD LABOR LAWS AFFECT CIRCULATORS

(*Continued from Page 26*)

agent, his average monthly draw and monthly data on the sales of your competitors, the location of the town and the manner in which it can best be reached and most important of all it should give the character of the population. In our case we find this factor to have a considerable bearing on our sales. The more of the better element in town the better our paper sells. The cards should be checked over monthly and letters sent those dealers who have shown an increase.

"In the smaller towns get the boy if you can to handle your paper exclusively. Among this class of agents a catalogue, one issued in the spring and another in the fall can be used to bring in new business. Pick out prizes that have a strong appeal to boys, and be as liberal as you can in making your offers to them. Don't expect them to get new business for little or nothing. A new subscriber should be worth not less than from 35c to 50c when secured through a carrier.

"A cash offer to the boys at times is very good. Real money has a stronger appeal to the boys very often than anything else you can give them. Send out a special offer on something new about each month to supplement the catalogue.

"Send out a sales talk occasionally to your boys outlining some plan whereby they may be able to increase the number of papers being sold in their town. Never fail to call his attention to the increase in his profits resulting from an increase in his sale. The live sort of boy is out to make all the money he can off his route and you cannot dwell on that phase of the matter too strongly."

At the banquet held last evening, Hugh Hughes, managing editor of the Utica Press, paid a high tribute to the circulation manager and said that he should have the qualifications of the salesman, the traffic manager and the big executive, characterizing him as one of the big factors in the newspaper business.

A. W. Cockerill, president of the Association, presided at all the sessions and never was greater interest manifested in the subjects under consideration. All the men felt that they had got something that not only strengthened them individually but the organization as well.

* * *

NEW ENGLAND ASSOCIATION

(*By Telegraph to* Editor & Publisher)

Boston, April 21.—The regular April meeting of the New England Association of Circulation Managers was held at the City Club here today with 15 of the 44 members present. It was the first meeting under the new president, W. E. Potter, of the Manchester Union-Leader. J. W. Nolan of the Springfield (Mass.) Union was elected a director to fill the unexpired term of I. M. Hammond, Jr., of the Boston Transcript, whose election at the last meeting to secretary-treasurer left a vacancy on the board. A resolution proposed by H. M. Wheeler of the Hartford Times, making assistant circulation managers eligible for associate membership without voting power, was declared unconstitutional for the present, and as Mr. Wheeler was not present the resolution was dropped for the present. Meanwhile assistant circulation managers will be welcomed at the meetings.

Papers read at the meeting were:

"How can publishers determine what kind of news or features attract new readers and the best way to check up on it," J. W. Nolan; "It was feasible in morning papers to reduce the number of carriers to a small group of older boys or men to handle different sections of the city—each group to be in charge of a monitor equipped with an automobile," R. H. Beach, Springfield Republican; "Value and practicability of using patented newspaper container for distributing newspapers to branch stations and wholesale dealers," was scheduled to be delivered by H. M. Wheeler, who was absent, but it was generally discussed.

"Transportation of newspapers—the advisability of a newspaper running its own garage and employing its own repairmen; whether a Ford or some other car is the best for a newspaper with about 30,000 circulation; what are newspapers doing to reduce the tremendous cost of newspaper delivery," was the many-angled topic discussed by E. D. Delehanty of the Worcester Telegram. "The Child Labor Law and how it affects the delivery of daily newspapers" was the topic of G. H. Reynolds of the New Bedford Standard.

Other papers delivered were: "Mailing lists, how orders are handled, original orders filed and so forth," by F. S. Hoy, Lewiston Sun; "Summer business, what methods used to get it," E. L. Coughlin, Portland Express; "Distribution of papers to city newsboys, the best way to supply him on his corner; is it advisable to establish distributing point and place them in charge of boys hired by the office?" E. L. Nutting, New Haven Journal-Courier.

* * *

"3-I" CONVENTION

(*By Telegraph to* Editor & Publisher)

Indianapolis, Ind., April 20.—A distinct impression was made on members of the "3 I" Circulation Managers' Association, in annual convention here today, by John H. Lederer of the Indiana Daily Times, who in his address said:

"Distribution of newspapers should show as reasonable a policy of administration as that pursued by any other manufacturing business and distribution cost should be handled with as much care. The cost per thousand of circulation reflects in the profit and loss statement of newspapers, just as the cost of any commodity is reflected in profit and loss statements of the manufacturer.

"In my opinion the cost distributing circulation is a very important factor. Upon it depends another strong influence in newspaper publishing business that retroacts to the advantage of the publisher—namely, the value of his circulation to advertising clients who use space in his publication for the purpose of developing the market in the territory covered by the newspaper. The lower the cost per thousand of maintaining circulation the more valuable is the circulation to the advertiser.

"The reader that subscribes to your paper regularly because he likes your paper is the more valuable to the advertiser. The subscriber who has a paper forced upon him through some inducement which costs the newspaper a high price is not only irresponsive to the advertiser's appeal but tends to increase your cost per thousand distribution. He is not a valuable reader from the advertiser's standpoint and at same time helps to reduce the black ink figure or increase the red ink figure in the profit and loss statement.

"Neither is the transient reader of your newspaper a valuable asset from the advertiser's standpoint. And still we have newspapers spending immense amounts of money to obtain distribution hundreds of miles away from home and beyond the possibilities of results to local advertisers. Local advertisers occupy the greater percentage of the total advertising space in daily newspapers. The regular subscriber who is located so that he can respond to the local advertiser's appeal is the reader that makes your newspaper a good advertising medium. If your circulation is situated so as to be responsive to your local advertiser it will also be 100 per cent responsive to your foreign or general advertisers.

"I have known of newspapers who in eagerness to show a high mark figure in circulation, seemed to have no regard whatever for money when it came to soliciting rural route mail subscriptions. No doubt, each one of you has some time during your newspaper career convinced yourselves that the cost of soliciting and maintaining a rural route mail subscription is the highest of any division of your circulation. And then did you stop to think of the value of this subscriber to your advertisers?

"The rural route mail subscription is the most expensive to maintain and the least responsive to the majority of your advertisers."

"As a circulation builder, we believe that the independent system of carriers has no equal," said Fred V. Schuch of the Springfield (Ill.) State Register, who outlined his methods and results as follows:

"Our system is not the independent system in the strictest sense of the word. It is what you might call the 'Little Merchant Plan' or the 'Profit Sharing Plan.' Our boys do not own their routes, nor are they permitted to carry subscribers outside of a territory specified by the office. These routes or territories are leased to the carriers free of charge and the boy is permitted to carry and derive the profits therefrom as long as he gives the service, pays his bill weekly and shows signs of aggressiveness tending toward building up the list of subscribers.

"A recent survey revealed that 72 of our 108 carriers were maintaining bank accounts and 20 were carrying insurance policies, paying the premiums from the money they earned from their routes. So you see we are able to get good boys, boys who will throw the paper where the subscriber wills. The independent system also enabled us to reduce our circulation office working force 50 per cent.

"One year ago the State Register was able to show only 54 per cent of its carrier circulation paid weekly and less than one per cent paid in advance. Under the present system 95 per cent of the carrier circulation and 97

(*Continued on Page 38*)

NEWS BULLETINS

Will give you more and better publicity than any other method of Advertising, if they are easily read.

The Syracuse Herald, Syracuse Journal, and the Syracuse Post-Standard are all posting Clean, Clear, Printasign Bulletins.

SCOOP the other papers by Installing a Printasign Now! Any of your office help can operate it. Write for samples, price and terms.

The Printasign Co. 701 E. 40th St. Chicago, Ill.

Only character can give lasting value to a newspaper. For more than a generation, The Minneapolis Journal has been known as a clean, plain-spoken, interesting and serviceable newspaper, finely representative of the people who read it.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

The Times-Star Leads in Cincinnati by Larger Margins Than Ever Before

Most space buyers and advertising managers know the supreme position of the Times-Star over all other mediums, Daily or Sunday, in this territory, either in Cincinnati or within the trading radius—but all space buyers want to have the story fresh in their minds. These figures are for your consumption and information—display lineage only is given. We do not lump classified with display, but we do include the Sunday figures of the morning papers and still lead the field by a gigantic total.

JANUARY—1921

	Local Lines	National Lines	Total Lines
Times-Star	693,742	117,530	811,272
Post	515,998	84,630	600,628
Times-Star Excess	177,744	32,900	210,644
Enquirer—			
Daily	213,395	35,679	
Sundays	344,050	47,236	
	557,445	82,615	640,360
Times-Star Excess	136,297	34,615	170,912
Commercial Tribune—			
Daily	180,901	20,258	
Sundays	105,518	5,495	
	286,419	25,753	312,172
Times-Star Excess	407,323	91,777	499,100

FEBRUARY—1921

	Local Lines	National Lines	Total Lines
Times-Star	617,960	134,820	752,780
Post	410,452	111,636	522,088
Times-Star Excess	207,508	23,184	230,692
Enquirer—			
Daily	167,398	50,218	
Sundays	249,949	52,339	
	417,347	102,557	519,904
Times-Star Excess	200,613	32,263	232,876
Commercial Tribune—			
Daily	134,778	28,042	
Sundays	72,165	4,480	
	206,943	32,522	239,465
Times-Star Excess	411,017	102,298	513,315

MARCH—1921

	Local Lines	National Lines	Total Lines
Times-Star	819,364	194,677	1,014,041
Post	496,363	145,131	641,494
Times-Star Excess	323,001	49,546	372,547
Enquirer—			
Daily	220,752	66,265	
Sunday	263,753	70,588	
	484,505	136,853	621,358
Times-Star Excess	334,859	57,824	392,683
Commercial Tribune—			
Daily	152,873	26,586	
Sunday	75,390	8,988	
	228,263	35,574	263,837
Times-Star Excess	591,101	159,103	750,204

THE SCORE FOR THE FIRST THREE MONTHS OF 1921 AS COMPARED WITH 1920

	Total Lines 1921	Total Lines 1920	GAIN	LOSS
TIMES-STAR	2,578,093	2,308,308	269,785	
Post	1,764,210	1,827,448		63,238
Enquirer . .	1,781,622	2,036,452		254,830
Commercial Tribune	815,474	831,207		15,733

During January, February and March the Times-Star printed 813,883 lines more than the Post.—796,471 lines more than the Enquirer (Daily and Sunday)—1,762,619 lines more than the Commercial Tribune. The excess of the Times-Star in these three months is nearly 200,000 lines more than the next newspaper printed during the month of March. The decided increase over 1920 as compared with the losses of all the other papers is particularly significant at this time when there is a general tendency to consider more than ever the productiveness of advertising mediums.

The Marked Leadership Which the Times-Star has Maintai ed Continuously So Many Years is a Clear Indication of the Character and Responsiveness of Its Tremendous HOME Circulation.

THE TIMES-STAR IS THE ONLY A. B. C. PAPER IN CINCINNATI

Digitized by Google

CLASSIFIED COLUMNS A BIG BAZAAR

New York American Uses Department Store Copy To Promote Universal Employment of Its Want Advertisements

Likening its classified advertising columns to a big store with many departments, the New York American is working out a new plan of promotion, using large display space in its own paper, cast in department store style, to sell the idea to the public. C. L. Perkins, who is in charge of the American's classified advertising, describes the plan in the following words:

"Our advertising salesmen are considered in the same light as merchandising buyers in retail stores. Their duty is to get people to put merchandise on our shelves; my duty is to sell this merchandise—to get results for our advertisers."

How both tasks are being helped is shown by the following extracts from advertisements, which appeared in the American during the past few days:

Solves the H. C. L. Problem:
Read daily and patronize the
MODERN BAZAAR

You have no realization of what the Modern Bazaar, the American's "For Sale—Miscellaneous" columns, will do in cutting living costs until you've tested it. A $42 filing cabinet for $18, for instance, used perhaps, but you'd never know it. Clothing, furniture, household utilities; a vast variety of items and all at tremendous savings.

Baby Carriages That Spell Comfort

Strong, sturdy carriages; easy running; easy riding. See
For Sale—Miscellaneous
Page 20

The copy is illustrated with high class cuts of the type found in the best department store copy and has appeared in three, four and five-column size. A variety of articles in common use are illustrated, with text indicating the savings to be made by purchases through the classified columns, and, as in the example above, the reader is told where to look for his needs in the classified columns of the current issue.

With New Toledo Agency

Geoffry J. Dwyer, who joined the advertising department of the Willys-Overland Company of Toledo, Ohio, in 1916 and G. R. Carpenter, who has been in charge of publications and publicity for that company since January, 1920, have joined the staff of the United States Advertising Corporation of Toledo, Ohio.

FAIR-PLAY TO BOOTH

No Record Disclosed of Sale to Maintain Five Cent Newsprint Price

An investigation by Editor & Publisher has not disclosed facts to support the story published in this newspaper of April 9th, on page 38, in which it was stated that J. R. Booth, the Ottawa paper manufacturer, had offered and sold his newsprint output to the Canadian Pulp & Paper Association at $100 a ton. Neither has Editor & Publisher's investigation disclosed that other mills were preparing to induce the Canadian Pulp & Paper Association to purchase their newsprint output for the balance of the year at a stated price of 5 cents.

The investigations of Editor & Publisher have failed to show that the Canadian Pulp & Paper Association has actually bought and sold or contemplated the purchase and sale of any newsprint.

The story appearing in Editor & Publisher under the head, "Where the Five Cent Paper Goes," was republished in this newspaper after its publication and circulation in Canada through the columns of an accepted reputable and recognized daily newspaper of that Dominion.

PUBLISHING BUSINESS AND LABOR

(*Continued from page* 18)

It is not so very long since that, in a controlling case, the arbitrator selected was not only an interested party, but more vitally interested than any member of the local union which was seeking more money. How he came to be selected I do not know. I have tried to learn. But the union not only got all it expected to get, but all that it asked to get and was reprimanded for not asking for more.

Selecting Arbitrators

If publishers wish to go into that sort of arbitration, it is their fault if they lose, just exactly as the union would be foolish to agree on a notorious union buster to pass upon their case.

The semi-professional arbitrator, the college professor who knows nothing of business but is willing to tell those who do all about it, the pseudo labor experts, now very much favored in arbitrations, are not necessary. In each community there must be some person of intelligence who is independent and honest enough to hear any case and be reasonably certain of giving to the side with the best case the decision.

Meantime, if further suggestion be acceptable, let the publishers through their association or their executive committee, take up the question of providing expert examination of members plants with a view to cutting out waste and instituting economies. There are practical men available, hard shell printers of the type I have quoted, press men who know the game and editorial department men who know how to conserve the other fellow's money and, who as a means towards that end will not start with demands for new machinery and equipment that will cost more than it will save or insist upon the installation of systems that would slow up any office.

I am not so sure that it would not be worth the time of a committee of the association to consider the wisdom of setting up machinery for doing just this sort of work at the expense of the member served.

That, of course, is only a suggestion.

But my advice as to attempting radical revisions of payrolls at this time is similar to that of Punch on marriage: Don't.

That advice goes also in the matter of attempting the "open shop." Some may wish to try it—indeed I am informed that during the convention a sort of side show will be set up near the big tent for the exhibition and advancement of this proposition. Misery always did like company. The side show will necessarily attract some attention. It is well that it receive attention.

It may be well for those who be tempted to consider the proposition to remember that the professional advocates of the open shop are almost invariably men who have no shops, who for the most part are lawyers lacking briefs, and who, in industry, are little more than devils' advocates.

Inverted I. W. W.'s might be a better description.

A. P. War Correspondent Dead

Philip M. Powers, formerly war correspondent of the Associated Press at Berlin, with the German Army, and the American forces, died in a Boston hospital April 18, of spinal meningitis. Mr. Powers, after his graduation from Dartmouth College, joined the staff of the Boston Sunday Post, and later became a member of the Boston Herald staff. He entered the service of the Associated Press in 1915 and was attached to foreign service.

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 34⅛ 36½ 49½ 54 55 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

Better Than One Out of Three!

One subscriber to every 2½ homes is the record of The Kansas City Star (Daily and Weekly) in the state of Kansas.

In Missouri, excluding the city of St. Louis, the record is better than one subscriber for every 3 homes.

	Families	Star Subscribers
Kansas	410,129	167,685
Missouri	597,863	206,398

(*Excluding St. Louis*)

THE KANSAS CITY STAR
Chicago Office 1418 Century Bldg.
New York Office 2 Rector Street

INTERTYPE

"THE BETTER MACHINE"

Get Started Right

Publishers and Printers:

The right kind of line casting composing machines is what your business demands.

Intertypes are built to endure hard usage, to cover the widest range of typographical requirements. To be dependable at all times.

You can make money—Yes, substantial profits in your composing room if you GET STARTED RIGHT, the standardized way.

You should get first hand information as to why the standardized, simplified and dependable INTERTYPE is the line casting composing machine to install. Make a clean sweep, get the benefit of Intertype, standardization and simplicity.

Ask your neighbor Publisher why the Intertype is "The Better Machine."

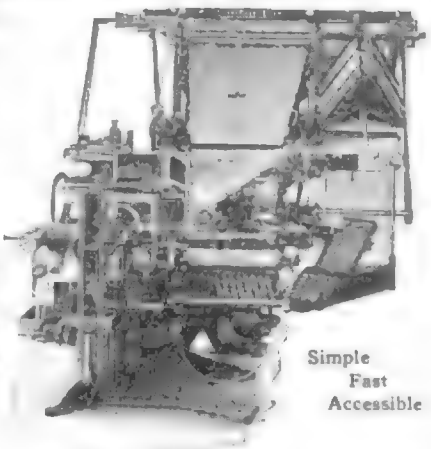
We offer a practical demonstration of Intertype simplicity, standardization and efficient versatility, at your convenience.

The latest achievement of Intertype Engineers and Designers--

The MODEL D-s.m.

equipped with six magazines for text, headletter and Display Composition.

Sets all matrix sizes from 5-pt. to a wide Display 36-pt.



Simple
Fast
Accessible

CONTROLLED BY ONE OPERATOR

Display Matrices

following are specimens of modern type faces in series, now ready for Display Composition up to 36-pt. on the Model D-s.m. Intertype.

36 Pt. Century Expanded
INTertype

36 Pt. Century Bold
INTertype

36 Pt. Cheltonian
INTertype

36 Pt. Cheltonian Wide
INTertype

36 Pt. Cheltonian Bold
INTertype

36 Pt. Cheltonian Bold Condensed
INTertype

36 Pt. Bodoni Bold
INTErtype

Set it on The D-s.m.

INTERTYPE CORPORATION

BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y.

Middle Western Branch - - - - - - Rand-McNally Building, Chicago, Ill.
Southern Branch - - - - - - - 160 Madison Avenue, Memphis, Tenn.
Pacific Coast Branch - - - - - - 86 Third Street, San Francisco, Cal.

Visit us at A.N.P.A. and A.P. Convention, Myrtle Room, Waldorf-Astoria, Week of April 25th

Digitized by Google

CHILD LABOR LAWS AFFECT CIRCULATORS

(Continued from Page 34)

per cent of the entire city circulation is paid weekly and the remainder in advance."

"In summing it all up after a year's trial we have found the following to be true. 1, circulation increased; 2, net earnings increased; 3, expenses reduced; 4, cooperation of our carrier's parents; 5, better class of carriers; 6, better service by our carries; 7, city ciculation strictly paid."

D. W. Ring, city circulation manager of the Indianapolis Times, outlined a simple method or plan which, he said makes it a very easy matter to reduce unaccounted for copies to the minimum, he said:

"We now and for the past several years have made the foreman of the mailing room absolutely responsible for all papers printed, and under no circumstances are papers drawn from any source other than through him or one of his employes. As a result of this responsibility you can rest assured that he is extremely careful that the papers for which he is charged are delivered to his department.

"An absolute record of the number of papers received is kept by the employe carrying papers from the press room to the mailing room. If the size of the paper permits his handling 200 copies at a time, the boy on the folder stacks papers in piles of 200 and a notation for each bundle carried is made on a record sheet used for that purpose, the number of papers carried being dependent upon the number of pages.

"As a result when an edition run is off, the foreman of the mailing room knows the exact number of papers that he has received. Then if he is either short or over he immediately gets in touch with the press room foreman to ascertain the reason for discrepancy. Spoils are recounted and all other possibilities for mis-count rechecked.

"If error is not found on recheck the press run figures compiled in office are checked for possible error. If the original orders for various editions as given foreman of press room are found O. K. then it is simply a question of some employe of the mailing department having made an error in his count, either shorting or giving some dealer, substation or street man the incorrect number of papers as the case may be. However, this seldom occurs as mailers know how carefully this count is watched and that any report of miscount can practically be traced to the man who was responsible for same."

"To build up an organization of carriers that are on their toes, get the boys that have the 'pep,' make them know that your paper is the best, show them some fun along with the work and you will have an organization that will do wonders for your circulation," according to E. C. Hewes, of the Danville (Ill.) Commercial-News, who said:

"Our carriers are shown a good time along with their work. At least every two weeks and, in winter each week, they are taken to a show, once a year a banquet is given them and in the summer an all day picnic is the amusement. The boys stick longer and show more loyalty than on papers where their entertainment is not considered.

"These show nights are fine to talk things over too, as the boys are always on hand early. Occasionally the carriers are permitted to bring their substitutes along and this also helps us when securing new carriers. Our paper, from January 1 to April 1 of this year, made three changes in our force of 65 carriers. This shows that the boys are satisfied."

J. A. Beckett of the Decatur (Ill.) Review, discussing "Future Transportation Problems," declared the railways must get down to a basis of operation that will enable them to compete with motor passenger and freight systems if they expect to do any "short haul" business.

Sixty circulators from Illinois, Iowa and Indiana attended the meeting. Following the welcoming address by Ben F. Lawrence, general manager of the Indianapolis Star, many subjects pertaining to newspaper circulation were discussed.

Charles D. Chaffee of the Aurora (Ill.) Beacon-News, gave a three minute brief on the co-operation between circulation and editorial departments of a newspaper. Other papers read were: "Increased Circulation Under the Present Conditions," by J. Paul Kienzle, of the Springfield (Ill.) State Journal; "Securing Mail Subscriptions," by Roy Parish of the Quincy (Ill.) Herald; and "Securing Carrier Subscriptions" by C. A. Ferris, of the Fort Wayne News and Sentinel.

After the addresses and briefs an open "quiz session" for the discussion of individual problems was conducted. At the close of the afternoon meeting an open discussion, covering the subjects of Indiana Child Labor Laws, the handling of starts and stops by carriers, baseball bulletin service, maintaining discipline among the carriers waiting for papers, and weekly or monthly collections, was conducted.

The newspaper men were entertained Tuesday evening by the Indianapolis newspapers with a theatre party at Keith's. The delegates were taken on a sight seeing tour of Indianapolis Wednesday morning. After an inspection of the newspaper plants the convention divided into groups. The morning newspapermen then spent their time in the conference at the Indianapolis Star office and the evening newspapermen met at the Severin Hotel. The delegates were entertained at noon lunch by the Indianapplis newspapers at the Severin Hotel.

The next meeting will be held in Chicago, October 12 and 13. Officers elected for coming year are: President, Vattier Snyder, assistant circulation manager Indianapolis News; vice-president, Charles D. Chaffee, circulation manager Aurora (Ill.) Beacon-News; secretary-treasurer, G. S. Galloway, Rockford (Ill.) Register Gazette; directors, W. A. Cordingly, Des Moines Register & Tribune; W. H. Coonradt, Decatur (Ill.) Review and Charles Payne, Indianapolis Star.

COAST CITIES SHOW GAIN

Total March Advertising 10 Per Cent Below Last Year

Two cities in the United States, Los Angeles and Oakland, Cal., are the only ones listed by the New York Evening Post Statistical Bureau as having printed more advertising lineage in March, 1921, than in March, 1920, the total for 25 cities showing a loss of about 10 per cent for the same periods. Of the 115 newspapers listed, 19 show gains and 96 show losses, while 23 of the cities show losses, varying from 28,926 lines to 1,237,950 lines. The totals for the respective months were 1921: 98,111,941 lines; 1920, 110,041,110 lines. The summary by cities follows:

	1921.	1920.	
New York	13,296,208	14,234,746	938,538*
Birmingham	1,921,360	2,035,334	113,974*
Chicago	5,984,865	6,600,741	705,876*
Philadelphia	6,404,616	6,878,205	473,589*
Los Angeles	6,725,558	6,681,542	44,016†
Baltimore	4,174,305	4,837,520	663,215*
Boston	4,968,464	5,963,181	994,717*
Detroit	4,382,644	5,425,560	1,042,916*
Cleveland	4,078,725	5,316,675	1,237,950*
Washington	3,914,577	4,159,483	244,906*
Buffalo	3,421,268	4,189,444	768,176*
St. Louis	3,744,330	4,286,200	541,880*
Indianapolis	3,019,521	3,582,837	563,316*
Minneapolis	2,713,816	3,220,448	506,632*
St. Paul	2,189,578	2,622,354	432,776*
Milwaukee	2,672,229	2,982,275	310,046*
S. Francisco	3,804,990	4,184,096	379,106*
New Orleans	3,063,948	3,398,360	334,412*
Cincinnati	3,101,100	3,560,400	459,300*
Louisville	2,421,509	2,602,813	181,304*
Houston	2,310,238	2,391,592	81,354*
Columbus	3,000,690	3,133,790	133,100*
Provsdence	2,495,378	2,524,304	28,926*
Seattle	2,571,212	3,535,112	963,900*
Oakland	1,820,812	1,694,098	126,714†
Total	98,111,941	110,041,110	11,929,169*

*Loss.
†Gain.

N. Y. Commercial 125 Years Old

The New York Commercial will entertain at a dinner on May 23, at the Hotel Commodore, in celebration of its 125th anniversary. President Harding, Vice-President Coolidge, and Secretary Hoover, will be among the speakers and Secretary of State Hughes will be chairman.

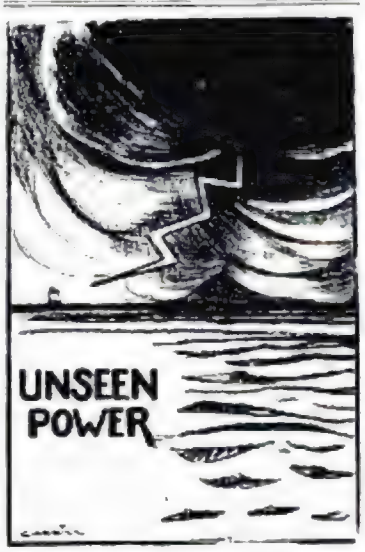
Fire in Johnstown Ledger Plant

Fire which broke out in the plant of the Johnstown (Pa.) Ledger, a morning newspaper, April 14, destroyed its three-story building with a loss of over $200,000.

Iron Mountain Daily News Out

(By Telegraph to Editor & Publisher)

IRON MOUNTAIN, MICH., April 20.—The Daily News began publishing April 11 under direction of Frank J. Russell, publisher of the Marquette Mining Journal. It takes over and succeeds the Press, a weekly, and the Tribune Gazette, a daily.



LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

WHAT'S THE ANSWER?

WHY DID

The Bradford Era

RUN 3,224,704 LINES OF ADVERTISING IN 1920

(A record for an eight page paper)

WHY Did It Run 384,874 Lines More Than Its Nearest Competitor?

BECAUSE

Advertisers KNOW it reaches those who have the purchasing power

and BECAUSE advertisers KNOW it has the confidence of buyers

THEY BELIEVE IN IT

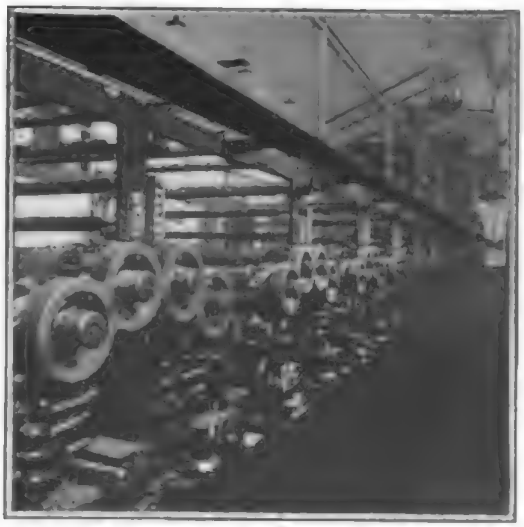
GOSS

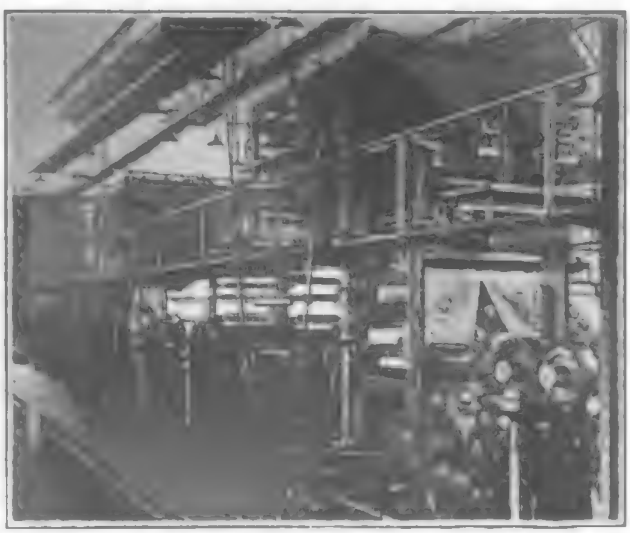
HIGH SPEED LOW-CONSTRUCTION "UNIT-TYPE" PRESSES

25-FOUR PAGE WIDE UNITS & 12" HIGH SPEED" FOLDERS

INSTALLED IN THE PLANT OF

Chicago Daily Tribune.





THE GOSS PRINTING PRESS CO.

CHICAGO NEW YORK LONDON

Digitized by Google

SENATE BARS LOBBIES TO REPORTERS

Protest Committee, Headed by C. S. Albert, Will Present Newspaper Argument to Rules Committee in a Few Days

(Special to Editor & Publisher)

WASHINGTON, April 20.—Charles S. Albert, who does the Senate for the New York World, and is the dean of that corps of correspondents, has been selected as the spokesman of the Washington fraternity to protest against the exclusion of newspaper men from the lobbies of the Senate. Mr. Albert was author of a resolution adopted by the correspondents at their general meeting on April 13, and his associates on the Standing Committee believed it to be eminently fitting that his dual claim to represent the Gallery should be recognized by having him chairman of the committee to appear before the Senate Committee on Rules, of which Senator Philander C. Knox, of Pennsylvania, is the chairman.

The Washington correspondents view the closing of the Senate lobbies as a matter of very great concern to the entire profession, since it reflects a state of mind developed by politicians who believe themselves entrenched in power. The mere fact that the Republican Party happens to control the Senate is of no consequence. Democrats have acted likewise under like conditions.

The action of the Rules Committee operates to the very decided disadvantage of newspaper men, who are obliged to stand in a vestibule and send it their names through one page. The Washington correspondents feel that the Senate is an institution for the transaction of the public business and not a millionaires' club where the sole thought of members is personal comfort and relaxation. The newspaper men entered no complaint over the closing of the marble room in order to treble the lounging space of the Senate. They made no comment on the decision to have an open air café exclusively for senators on the north balcony of the Capitol. They were only mildly satirical in their references to the reopening of the marble baths in the Senate Office Building, where none but Senators might dip in mirror-like pool or stretch upon marble slab for alcohol rubs by Nubian slaves. They are concerned solely with the facilities for the prompt collection of the news of the Senate.

Editors in many cities have taken up the fight of the Washington correspondents. There is a decided opinion among a considerable body of Senators favorable to an open discussion of the matter on the Senate floor with a view to having the action of the Rules Committee set aside.

Mr. Albert has undertaken to effect an amicable settlement of the problem. Mr. Knox has requested that ample test be given the new arrangements, but it is not felt the Press Gallery can submit in silence to a lengthy trial. Mr. Albert and his associates on the special subcommittee of the Standing Committee, Messrs. Barry and Roberts, will appear before the Rules Committee within a few days.

PRAISES "WE BOYS" OUSTER

President Harding Assures Co-Operation to Protect Press Corps

WASHINGTON, April 21.—President Harding has given his unqualified indorsement to the campaign of the corps of Washington correspondents against the tipsters, fakers and agents of stock brokers and foreign governments. He has assured the White House reporters of his full co-operation to safeguard the relations between the Executive and the Press. Secretary Christian is no less enthusiastic over the steps taken to deny admission to all persons who are not bona fide correspondents.

The President has addressed a letter to the White House Correspondents' Association, stating he was "interested and pleased" over the revival of that organization.

"In your efforts to insure that there shall be proper safeguards about the privileges of the White House press headquarters and that unauthorized persons or interests shall not be permitted to avail themselves of special opportunities that are afforded to the press in that confidential relation which it properly sustains with public officials, you may be assured of my hearty co-operation."

The President's letter has been framed. It hangs in the press room at the White House as a symbol of the relationship between the Executive and the Press and as a warning to prospective intruders.

Results are following the activities of the "we boys" and other fakers, who seek to ply an illicit trade at the expense of the honor and privileges of newspaper men. One "ringer" has been detected and ejected from the White House. He sought to obtain an advance copy of President Harding's message to Congress. He shouldered his way into Secretary Christian's office with newspaper men on the morning that the President was to go to the Capitol.

Members of the White House Correspondents' Association demanded his credentials. His only pretense was that he was a member of the Press Club and he thought that gave him all the privileges of a newspaper man. He was told to be on his way and not to stop to pick any flowers en route.

Frank R. Lamb, of the Washington Times, the new president of the White House organization, spends more time at the White House each day than anyone with the possible exception of the President and Mrs. Harding, and during every minute of his long watch he is working to keep out fakers.

The State, War and Navy Correspondents, under the leadership of Frank W. Connor, of the New York World; the veteran Edward M. Hood, of the Associated Press; Norman W. Baxter, of the Philadelphia Public Ledger; Emmett M. Daugherty, of the New York Tribune, and "Col." Matthew Tighe, of Universal Service, have been assured of full co-operation by Secretary of State Hughes, Secretary of War Weeks and Secretary of the Navy Denby.

The correspondents who cover the Treasury, Justice and Commerce Departments, have a separate organization. At their recent meeting, they named an executive committee to handle the matter of safeguarding press conferences with Secretaries Mellon and Hoover and Attorney General Daugherty, and will co-operate with the general committee provided for in the Barry resolution adopted by the correspondents at their general meeting on April 13. The central committee representing all branches of newspaper work will begin the preparation of uniform regulations in a short time.

Homer J. Dodge, of the Federal Trade Information Service; W. A. Collins, and Donald MacGregor, both of the New York Herald; Isaac Gregg, of the New York Sun; Samuel W. Bell, of the Philadelphia Public Ledger; and Rodney Bean, of the New York Times, have taken the lead in the fight against the tipsters on that run.

One unfortunate development of the agitation has been an inclination of some of the correspondents to go to the extreme of censuring bona fide newspaper men for alleged violations of the confidences of Cabinet officers. That is a matter of such serious aspect that caution is being urged upon its proponents.

Newsprint Service Bureau Moves

The Newsprint Service Bureau will move on April 25 from 18 East 41st street to the Canadian Pacific Building, 342 Madison avenue, New York.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Mee's Fashion Feature
665 Fifth Avenue, New York
I. L. Hewlett, Gen. Mgr. M. Blackwood, Sales Mgr.

The New

Sunday Morning

Issue of

The Washington Times

Together with the existing Sunday Evening Issue

Offers the National Advertiser

An immediate circulation in excess of 125,000

And makes it possible for him to place his advertising message before the greatest circulation ever achieved by a Washington newspaper in the rich territory of the District of Columbia, Maryland, and the two Virginias.

Foreign Representatives:

Eastern Office:
I. A. KLEIN,
Metropolitan Tower
New York City.

Western Office:
E. T. R. MURFEY,
503 Hearst Bldg.,
Chicago.

Publishers

RARE OPPORTUNITY TO SECURE LOW PRICED USED PRESS

Hoe Sextuple

Capacity, 48,000 papers per hour (2-4-6-8-10-12 pages); 24,000 (14-16-18-20-22-24 pages); 12,000 (28-32-36-40-44-48 pages).

Must be sold during convention. For appointment in New York address Box A-510, Editor & Publisher.

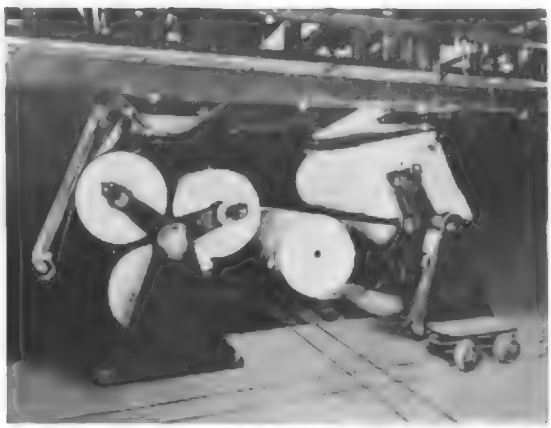
1921 WILL REWARD FIGHTERS

(CHICAGO TRIBUNE SLOGAN)

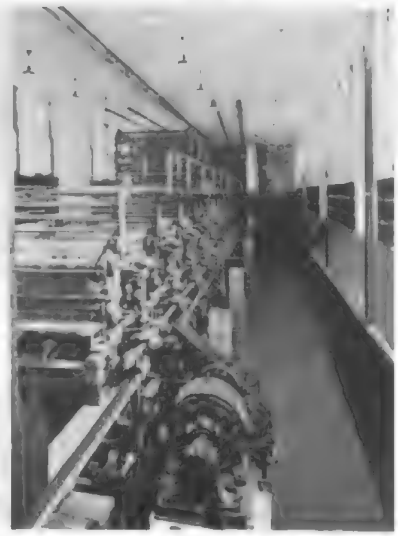
THE CHICAGO TRIBUNE PREPARED FOR THE FIGHT BY INSTALLING IN THEIR NEW PLANT

CLINE FULL AUTOMATIC PRESS CONTROL AND CLINE PAPER ROLL STANDS WITH TENSION AND MARGIN ADJUSTMENT FOR THEIR SIX GOSS UNIT TYPE OCTUPLE PRESSES

Six Cline full automatic controllers arranged for selective operation from push-buttons on various combinations of press units



View of two Cline roll stands and tension belts showing provision for making paster without stopping press; also method of handling paper and chucking rolls without spindles.



One of the six Cline double-motor press drives (floor removed).

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Digitized by Google

I. T. U. HEAD SEES TROUBLE

Says 15,000 Men Will Walk Out May 1 To Enforce 44-Hour Week

(*By Telegraph to* Editor & Publisher)

Denver, Colo., April 13.—Three hundred members of the various locals of the Typographical Union attended the "get-together" meeting here Sunday afternoon which was addressed by John McParland, president, and J. W. Hays, secretary-treasurer, of the International Typographical Union, who stopped in Denver for a conference en route to Colorado Springs, Colo., for an annual finance conference of the Printer's Home.

The two executives asserted approximately 15,000 men in the United States would walk out on May 1 in accordance with plans to enforce and establish the 44-hour week as opposed to the 48-hour week.

"We have already laid plans to begin to levy a ten per cent assessment on all members in our unions to assist the strikers in the event of a walkout," Mr. McParland explained. "We expect our greatest trouble to arise in the South and Southeast though we expect to encounter difficulties here in Denver and elsewhere in the Mountain States."

The wage hearing requested by the job printing trades of Colorado has been set by the State Industrial Commission for April 21.

BIG BOSTON SHOP RESUMES

Plympton Press Recognizes Old Scale of Pressmen and Binders

(*Special to* Editor & Publisher)

Boston, April 18.—What was called by officials of the Allied Printing Trades Council "breaking the backbone" of the printers' lockout occurred late last week, when more than 400 members of the bindery-workers, pressmen and feeders' unions returned to work at the Plympton Press at Norwood, following a settlement of the strike.

The unions will retain the same wage scale as that established last September, being held by the unions, and upheld by arbitration proceedings, that the September raise constituted an established scale.

This action on the part of the management of the Plympton Press is directly in opposition to the stand of the Boston Typothetæ, which claimed that the September increase was a "voluntary affair" and not a permanent addition to the wages of their employees. By breaking with the Boston Typothetæ and resuming work under the former rates of pay, the Plympton Press, it was declared, has set a precedent which will be followed by many of the other employers.

It was also announced that the controversy between the unions and Berwick & Smith, employing printers of Norwood, has gone to arbitration—much to the chagrin of the Boston Typothetæ, which has declared for "open shop" conditions throughout its members' plants and persistently refused to rescind the arbitrary cut in wages effective April 4.

I. C. M. A. CONVENTION CALL

Meeting, Less Than Month Off, Requires Immediate Arrangements

James McKernan of the New York World, chairman of the I. C. M. A. publicity committee, makes the following announcement on the coming annual convention:

"Your transportation committee, through its chairman, A. E. MacKinnon, has covered the question of transportation so thoroughly in the current issue of the I. C. M. A. Official Bulletin, that I do not think it necessary to touch on that subject in this article, but as chairman of the publicity committee, I desire to remind the members of our organization who are readers of this paper that the convention is to be held in Columbus, Georgia, on May 10th, 11th and 12th, which is less than a month off, and those who expect to attend should make their arrangements now.

"Our worthy president, William M. Argue, calls attention to the numerous questions and business of importance that will be transacted at this meeting. J. M. Annenberg, chairman of the program committee, has prepared a most interesting program, covering every phase of the circulation managers work.

"W. E. Page, chairman of the entertainment committee, has promised an interesting and unique entertainment for the members after the regular business of the convention is concluded. The entire town from Joe Couch, the mayor, to the humblest citizen has promised our good friend Page, that they will give the members of the I. C. M. A. and their friends a time that will be long remembered. One of the features of the big program will be a realistic battle scene at Camp Benning.

"Every member who can possibly get away from his desk should attend this meeting."

LESS NEWSPRINT BY 9 PER CENT

North American Mills Made 176,291 Tons During March

The 44 companies reporting to the Newsprint Service Bureau produced 156,183 tons and shipped 151,556 tons during March. Production exceeded shipments by 4,627 tons. Production figures include 1,149 tons of hanging, of which 225 tons were made in Canada.

The average daily production of newsprint paper for March amounted to 78.8 per cent of the average daily output during the three months of greatest production in 1920, allowing for new machines recently started.

The decrease in production was due to shortened operating time caused by shut downs for repairs, lack of power and insufficient orders.

Production by the reporting United States mills during the first three months of 1921 was 33,473 tons or 11 per cent less than in the first three months of 1920, and production by Canadian mills decreased 15,236 tons or 7 per cent during the same period, making a total decrease of 48,709 tons or 9 per cent by the 44 reporting companies.

Stocks during March increased 3,091 tons at United States mill points and 1,553 tons at Canadian points. Total stocks at all reporting mills amounted to 4,644 tons more on March 31 than on February 28. The total of 50,665 tons on hand March 31 amounted to about 9 days' production.

The summary follows:

United States Mills

	Production Total Tons Per Month	Shipments Total Tons During Month	Mill Stock
1921—January	104,781	98,806	23,471
February	85,555	80,158	28,911
March	90,564	87,371	32,002
3 Months	280,900	266,335	.....
1920—3 Months	314,373	302,168	23,319

Canadian Mills

1921—January	71,518	67,360	15,118
February	63,607	61,575	17,110
March	65,619	64,185	18,663
3 Months	200,744	193,120	.....
1920—3 Months	215,980	212,995	10,861

United States and Canadian Mills

1921—January	176,291	166,166	38,589
February	149,162	141,733	46,021
March	156,183	151,556	50,665
3 Months	481,644	459,455	.....
1920—3 Months	530,353	515,163	34,180

SEES LOWER PAPER PRICES

Great Northern Head Says Company's Wages Will Probably Come Down

(*Special to* Editor & Publisher)

Boston, April 18.—Garret Schenck, president of the Great Northern Paper Company, stated last week that he is expecting lower prices for newsprint this year than those named for the first quarter of 1921 by various paper companies.

Continuing, Mr. Schenk states: "Probably less newsprint will be used in 1921 than last year, though I do not expect that this will affect our production appreciably. At present we are running at full capacity and expect to keep production at 100 per cent for some time. The only unit that we have shut down was the Madison (Me.) sulphite mill, where we employed about 90 men.

"As far as our company is concerned, no reduction in wages has as yet been determined upon," he states, speaking of the possibility of a strike among paper mill workers on or about May 1 when present wage agreements expired, to combat the proposed wage cut, said to be between 25 and 30 per cent. "However, it is but natural to expect that there will be deflation in the wages paid to employees of paper companies in common with the trend in other industries. As the price of paper declines, costs must be reduced to maintain a fair margin between outlay and income, and labor should expect to bear its proportion of the reduction. At the employment peak of the year, we have about 10,000 workers on the payroll. We expect to meet the union representatives the latter part of this month to take up the question of a new scale of wages. If the large companies make an adjustment in the wage scale before that time, it is fair to assume that the scale agreed upon will be accepted by us."

Morrison Buried In Portland

The funeral of David F. Morrison, chief editorial writer of the Portland (Ore.) Telegram, who died March 2 in Shanghai, China, was held on April 11 in Portland. The services were conducted by the Elks' lodge and the pallbearers were Portland newspaper men.

HOLMAN PANHANDLE PRESIDENT

Can't Cut Rates, Texas Publishers Decide At Amarillo

(*By Telegraph to* Editor & Publisher)

Amarillo, Tex., April 19.—The Fourteenth Annual Convention of the Panhandle Press Association was held at Amarillo, April 15 and 16, with newspaper publishers from all parts of the Texas Panhandle and from adjoining portions of Oklahoma and New Mexico present.

Amarillo was selected as the convention city and officers were elected as follows: Seth B. Holman, Hereford, President; R. H. Nichols, Amarillo, Tribune, Vice-President; F. R. Jamieson, Manager Plains Chamber of Commerce, Secretary.

Discussion was devoted largely to problems of the newspaper business in this section.

L. D. Shaw and J. C. Thomas spoke on "The Editorial Page"; Miss Mabel Timmons on "The Social Column"; J. L. Pope on "Summarizing in the Country Weekly"; Horace Russell on "Can the Buyer Strike?" L. G. Waggoner and Joe Taylor of Dallas, also spoke.

In the discussion of wage increases, the local firm of Russell & Cockrell announced they would join the "open shop" movement if present demands are forced. A questionnaire distributed among the delegates showed the average Panhandle linotype operator receives $40 a week.

At the Friday afternoon session sterentyping in country print shops, free publicity and proposed reductions in subscription and advertising prices were discussed at a round table. The consensus of opinion was that reductions could not be made under present conditions.

As a result of the session it is probable decided action will be taken by the Panhandle Press Association against the use of all free advertising, especially that of large state fairs, which feed much free matter, but little advertising to the press.

NEWSPRINT CONTRACT and SPOT

We offer Finnish newsprint for immediate delivery in the following sizes:

33½
36¼
54½
72½

Rolls
31 lbs. 2¾ cores

The prices on this spot lot are very attractive.

Through our Finland office we can contract to supply standard newsprint in all sizes. Our delivery facilities and prices warrant our being favored with a list of your needs

AMERICAN TRANSOCEANIC TRADERS, Incorporated
25 WEST 43rd STREET

Affiliated House
Helsingfors, Finland

Murray Hill 0171

New York City
New York

Financial Advertising

I represent these papers exclusively in the financial districts of New York and Chicago. This list tells the story.

Atlanta Constitution (Chicago only)
Boston Transcript (New York and Chicago)
Buffalo Courier (New York and Chicago)
Buffalo Enquirer (New York and Chicago)
Chicago Journal of Commerce (New York and Chicago)
Cincinnati Commercial Tribune (Chicago only)
Davenport Times (Chicago only)
Denver Post (New York and Chicago)
New Orleans Times-Picayune (Chicago only)
Paterson Press Guardian (United States)
Philadelphia North American (New York and Chicago)
Providence Journal (New York and Chicago)
Providence Bulletin (New York and Chicago)
San Francisco Journal of Commerce (New York and Chicago)
Troy Record (New York and Chicago)

Joseph A. Klein
Publishers Representative

42 Broadway, New York
108 So. La Salle St., Chicago

PASCHALL NAMED FOR PRESIDENT

Poor Richard Club Elections Scheduled For May 16

(Special to Editor & Publisher)

PHILADELPHIA, April 12.—The Poor Richard Club has nominated candidates for the club offices to be voted on at the annual election to be held in the club house on Camac street, on May 16. The polls will be open from 4 to 8 P. M. With the exception of the secretaryship and the choice of three directors, for terms of three years, there are no contests, and the nominations are equivalent to election. The nominations are as follows:

President, Irvin F. Paschall, advertising manager of the Farm Journal; first vice-president, Philip C. Staples, vice-president of the Bell Telephone Company of Pennsylvania; four vice-presidents, Karl Bloomingdale, retiring president, and member of the firm of the Bloomingdale-Weiler Advertising Agency; Cyrus H. K. Curtis, head of the Curtis Publishing Company, and publisher of the Public Ledgers; Rowe Stewart, general manager of the Record, and president of the Associated Advertising Clubs of the World; and Charles A. Stinson, president of Gatchel & Manning, photo-engravers; secretary, Jerome B. Taft, of the Biddle Advertising Agency, and William H. Martin of the Holmes Press; treasurer, J. M. Fogelsanger; directors, E. S. Edmondson, advertising manager of the North American; Edwin L. Lewis, general passenger agent of the Philadelphia & Reading Railway; Jack A. Lutz, advertising director of the W. B. Saunders Company, medical publishers; John H. Sinberg, realtor; Walter Lee Rosenberger, of the J. H. Cross Advertising Agency; and Charles H. Henkels, art director of the Eugene McGuckin Advertising Agency.

ONE HUNDRED YEARS OF CAMDEN NEWSPAPERS

(Continued from page 13)

ager; Harry T. Saylor, managing editor; Frank Sheridan, city editor; Hugh Hinckle, telegraph and suburban editor; Frank Ryan, sports editor; Mrs. Helen Hess, society editor; and these reporters—Bernard Bertman, Louis J. Gale, Frank Alcott, Vincent Clark, Charles Leo McKeone, D. E. de Buys, and William Abbott.

No article dealing with Camden newspapers—especially the account of an anniversary celebration—would be complete without some reference to the late Henry L. Bonsall, who was known and respected by practically all of the older newspaper editors and publishers throughout the East. Mr. Bonsall served as an army correspondent for a number of metropolitan newspapers throughout the Civil War and also worked at various times in New York City before he settled down permanently in Camden. He started the Daily Post—the forerunner of the present Post-Telegram, on October 2, 1875.

The fame of Camden has been carried by advertising into every corner of the earth, for Camden is the birthplace and home city of the Victor Talking Machine Company and the Joseph Campbell Company of "Add-Hot-Water-and-Serve" fame. This same city is also the home of the famous Esterbrook Pen Company, New York Shipbuilding Company, Camden Iron Works and C. Howard Hunt Pen Company.

It is but comparatively a few years since Camden was indeed a "little town," and its remarkable growth during the last twenty-five years is one of the most astonishing chapters in the recent industrial, commercial development of this country. And it is doubtful if any single influence has been a bigger factor in encouraging and stimulating the growth of the city than the Camden newspapers. They have been steadfastly devoted to the growth and development of their city and have missed no opportunity to aid.

Today, the Camden newspapers, with their well-equipped plants, good news service connections, capable and trained newspaper men in charge of their editorial and news staffs, and good, live distributing facilities, give every indication of marked growth both in circulation and advertising during the coming years.

Galveston News Is Eighty

The Galveston (Tex.) News celebrated its 80th anniversary April 11.

You can't "camouflage" character!

By and large, there are two kinds of newspapers—those folks swear by and those they swear at—

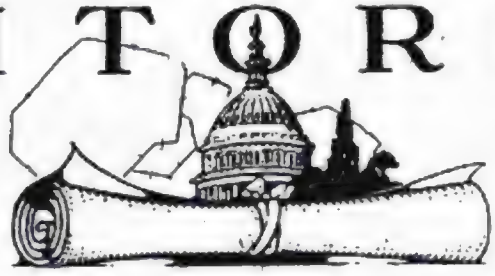
THE NEW ORLEANS ITEM has been the banner bearer in every fight for cleanliness and decency since the paper came under it's present management nearly fifteen years ago.

The soul of a newspaper rests with the purposefulness and honesty of it's editorial policies.

You can't "camouflage" character with a comic. The paper that is closest to it's readers will carry your message closest to their pocket-books.

"In New Orleans it's the Item"

EDITORIAL



WELCOME TO OUR CITY!

THE stage is set for Convention Weew in New York and on Tuesday when the curtain goes up on the annual meeting of the Associated Press, and on Wednesday on the meeting of the American Newspaper Publishers Association the city will be in the hands of a host of Editors and Publishers representing nearly every prominent daily newspaper in the United States.

The importance of these two conventions to the newspaper industry cannot be over estimated. They are the press congresses in which questions are discussed and decisions are made that affect every daily in every city. The men who attend them are the live wires of journalism.

Perhaps the most important topics that will come up in the A. N. P. A. meeting are labor, Federal taxation, postal rates and paper. Of these labor demands and will doubtless receive the most serious attention. Publishers are anxious to get all the light they can on such topics as "What is to be done about the demand for a 44-hour week?" "Are wages to be cut in the mechanical department to meet present conditions or are they to remain on a war basis?" "Is the open newspaper shop preferable to the closed shop?"

The Associated Press meeting will be devoted to the presentation of the annual reports and various subjects connected with the assembling and distributing of news.

In Room 116 on the Thirty-third street corridor of the Waldorf-Astoria Hotel, where these two conventions will take place, EDITOR & PUBLISHER will hold a continuous reception for the newspaper men and women and other visitors. A warm welcome awaits every one who accepts our invitation to avail himself of our hospitality and our headquarters facilities.

LABOR UNIONS CANNOT FIX PRICES

AFTER a long and bitter fight between labor organization and the newspaper publishers over the Meyer-Martin amendment to the Donnelly anti-trust law the bill was finally passed in the closing hours of the New York legislature. In its amended form its anti-monopoly provisions apply to the sale of all commodities instead of to commodities only of general use.

Under the Donnelly act, previous to the adoption of the amendment, the photo-engravers' union claimed it had the right to dictate to employers the prices to be charged for photo-engraving work. The latter were perfectly willing to advance prices to the high figures named by the unions because they meant a large increase in their profits after paying the extraordinary increase in wages demanded by the union.

Those who objected to this fixing of prices by the union because they regarded them as excessive were the newspapers, magazines and publishing houses. Such action by the photo-engravers' union put an end to all competition in the field. Prices were far in excess of what they should be for the work done, but the publishers had to pay them or go without illustrations. It was as clean-cut an example of hold-up as has presented itself in recent years and was just as obnoxious as a combination by manufacturers and dealers to regulate prices in order to maintain profits.

The amendment to the Donnelly anti-trust act puts an end to this intolerable and unjust practice. If labor unions are allowed to fix prices at which commodities are to be sold, thus taking from employers the right to name such prices, they would be just as dangerous a force in the industrial world as any combination of manufacturers that attempted to fix prices. That this particular peril will be removed under the Meyer-Martin amendment is probable when the issue comes before the high state courts for adjudication, as it undoubtedly will.

Labor unions and associations of employers of labor are desirable organizations in a republic like ours. They are helpful in many ways not only to their members but to the country. When, however, they abrogate to themselves the power to strangle competition and force the public to pay any price they may fix for a manufactured product they become a menace to industrial progress.

"Whatever may be a man's abstract talent, if he have not the hearts of the people, if he have not patriotism, if he prefer a reputation among diplomatists, and the good will for foreign courts, to the wide dear love of his common country-men—the glory of the proudest office is but a sham, and all his gain is loss."—Walt Whitman.

NO ROOM FOR A RELIGIOUS DAILY

THE demise of the American Daily Standard of Chicago after an undernourished existence of two months emphasizes the futility of trying to establish a religious daily newspaper on a commercial basis. The experiment has been made many times and, with one exception, with the same result—failure. The Christian Science Monitor has won out, but it owes its success more to the fact that it has specialized upon news rather than upon religious intelligence.

The New York World was founded in 1860 as a religious daily, but it was so indifferently supported by the Christian public that it would have been forced into bankruptcy had it not been converted into a purely secular newspaper. The American Daily Standard, the latest venture of this character, failed, as other similar ventures have failed because the public prefers to read the secular newspapers already established. It wants its news unflavored and undiluted. It believes in the integrity and the morality of the daily press and has no desire to be "preached" to or at seven days in the week. Secular newspapers have their faults but irreverence or a lack of religion are not among them.

With these facts in mind is it any wonder that the religious daily newspapers as such do not succeed? As long as the secular newspapers continue to give "all the news that's fit to print" in an impartial manner there is no room for a purely religious daily.

NO one can accuse our Editor President of inaction. He has been in office less than two months and yet see what he has already accomplished! His newspaper training has taught him the importance of getting things done on time. A dilly-dallying policy does not appeal to him.

April 23, 1921 Volume 53, No. 47

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*

James Wright Brown, Editor
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon *Walter Sammis*
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keaney, advertising; Fenton Dowling, circulation.
R. L. Staunton *George Strate*
C. B. Groomes *J. G. Tanner*
F. W. Payne

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmunds, 1777 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais Bourbon.
10 cents a copy. $4 a year; foreign $5; Canadian $4.50.

IS COMMERCIALISM SMOTHERING IDEALS?

(Continued from Page 9)

any time since the world began. Multitudinous facts regarding international fraternity are crying aloud for newspaper space. The crimes of profiteering are shielded in silence. Outrages against the rights of citizenship are demanding publication and serious thought.

The struggles of nations to revive economic life would if truly told be more fascinating than any romance and of profoundest importance. Adjustments of wrong conditions growing dangerously critical throughout all industry and trade of the world need thorough discussion and full setting forth of the facts. The sore heart of mankind today is set on grave things, not on nonsense. There is no lack of opportunity for big news, vital news, human interest news that stir the popular mind and heart far more deeply and make impress for good far more permanent and important than do the shallow obscenities of the divorce court.

The editor of one of the largest newspaper feature services tells me that for several years he virtuously sought to supply only the kind of features he thought newspapers ought to have. The best he could attain was 60 clients. Finally the policy was changed. Efforts were made to find out just what the newspapers wanted, and they were given that. By sufficiently lowering and loosening the quality of the service its clientèle was boosted into the hundreds. This would seem to carry a reflection upon newspaper editors, but the editors can pass the responsibility and the opprobrium on to the public.

It is an overstatement that the press is taking the place of the pulpit, or that it ever can, or wants to. Each has its own place and function, and the one cannot replace the other. Each can supplement the other. Both can work, each in its own way, toward the same ends. They can bring about results in the public conscience that may sometimes seem to be alike. But the pulpit puts the leaven into the human loaf, while the press reflects mankind as it is. The press at its best is a ceaseless series of moving pictures of the punishments that follow crimes, of the suicides that follow sins, of the want and despair that come of improvidences or unjust conditions, of the successes that result from right endeavors and of the sweet and serene old age that ripens with righteous living.

According as it interprets life, the press is necessarily a mighty power for or against elevation of the public conscience. There are two sets of forces ever active—one pulling down, the other pulling up. As times change these forces take new shapes, new phases, new names; but through all the ages and under all conditions they are substantially the same—the one animated by love of truth and justice, the other by greed; the one working for the great brotherhood in which there is a common glory and a common joy, the other animated by a selfishness that is ready to see humanity damned, root and branch, if it can only put money in the purse and attain to the gratification of the lust for place and power. It is a ceaseless, unflagging battle, of vital and far-reaching results; and it is the first business of every editor to squarely answer for himself the question:

Which way am I pulling? Am I with the forces which diminish the sum total of human joy and dwarf the world's manhood, or am I on the side of those forces which flood the world with truth and justice and promote the character which is the basis of all real advancement?

The newspaper is a business enterprise, of course, and what brings in profit must be primarily considered. But direct profit-making is not all of life, particularly not all of editorial life. Very few enter it for the profit in it and fewer still remain long in it for the money emoluments, because they seldom are large at best. The real journalist, the successful one, the influential one, the happy one, is he who is seeking not merely to get for himself but also to give of himself.

Even if direct profit-making were all of newspaper life, the fact remains that direct profit-making is not the best profit-making. The newspaper capital that pays the best dividends is character—"good will," it is called.

Digitized by Google

PERSONAL

E. E. BRODIE, publisher of the Oregon City (Ore.) Daily Enterprise and new president of the National Editorial Association, was welcomed home from his trip through the United States and Canada by a dinner at the Oregon City Commercial Club. The Hawley Pulp & Paper Company, which has mills at Oregon City, presented Mr. Brodie with a gold fountain pen.

William D. Leahy, editor and publisher of the Milford (Mass.) Daily News, has been elected exalted ruler of the Milford Lodge of Elks.

Oscar Woodruff, veteran editor of the Dansville (N. Y.) Express is recovering from a serious illness.

D. J. Colbert has been appointed editor of the Addison (N. Y.) Advertiser, which recently changed hands. Mr. Colbert was formerly with Elmira newspapers.

A. T. Norman, owner and editor of the Hempstead (Tex.) News, having been chosen county agent for the Bureau of Extension of the United States Department of Agriculture, will no longer edit his newspaper. He has employed B. M. King, formerly of Lexington.

Norman Dodge, vice-president and general manager of the Mergenthaler Linotype Company, left New York April 16 on board the steamer Cedric for a business trip of several months' duration in England, France and Germany. Fred C. Grumman, assistant manager of the New York agency, accompanied Mr. Dodge. While in London they will attend the Sixth International Printing, Stationery and Allied Trades' Exposition, April 30 to May 14.

Leon M. Conwell has been elected general manager of the Somerville (Mass.) Journal to succeed the late Joseph O. Hayden, for more than 44 years manager and majority owner. After graduating from Princeton in 1893 Mr. Conwell became a reporter on the Philadelphia Record. Later he was night editor and city editor of the Philadelphia Press and was assistant to the Sunday editor of the Press when he came to Somerville in 1904 as editor of the Journal. Mr. Conwell is a nephew of the late Mr. Hayden and will continue as editor.

George F. Booth, formerly publisher of the Worcester (Mass.) Gazette, has returned from a vacation at Atlantic City and is now on his way to the Pacific Coast. He is accompanied by Mrs. Booth.

Charles S. Parker, for nearly 50 years editor and owner of the Arlington (Mass.) Advocate and Lexington (Mass.) Minute Man, recently observed his 82nd birthday by attending to his usual newspaper duties. The office staff presented him with a gold pencil.

Dr. John W. Cunliffe, director of the Columbia School of Journalism, will make an address, "College Journalism and Professional Journalism," before the Southern Intercollegiate Newspaper Conferences in Richmond, Va., April 22. The opening address will be made by N. M. McKnight, president of the Eastern Intercollegiate Newspaper Association and editor of the Columbia Spectator.

William G. Dwight, editor of the Holyoke (Mass.) Transcript, attended the annual banquet of Sigma Delta Chi, honorary journalistic fraternity of the Columbia School of Journalism, last Friday night, with Mrs. Dwight. Their daughter, Miss Helen Dwight, is a member of the school and officer of Theta Sigma Phi, honorary journalistic sorority.

Frank J. Markey, of the Chicago Tribune Syndicate, is back in New York for the publishers' convention, after a trip around the country.

Lemuel C. Hall, editor and publisher of the Wareham Courier and the Cape Cod Magazine, and president of the Massachusetts Press Association, has just returned from Florida, where he attended the National Editorial Convention.

Will Wilke, of Grey Eagle, Minn., former president of the National Editorial Association, has gone to Vancouver, B. C., to assist in making preparations for the World's Press Congress at Honolulu.

Joseph M. Page, editor of the Jerseyville (Ill.) Democrat, this week celebrated his golden wedding anniversary with a reception given in the office of his paper. Mr. Page was for several years secretary of the National Editorial Association and also secretary of the Illinois Press Association.

Hon. Thomas Rees, publisher of the Springfield Illinois State Register, with Mrs. Rees has returned from a trip of several weeks through the South and the Hawaiian islands.

Elias B. Dunn, known to newspaper men throughout the country as "Farmer" Dunn, is being put forward by his friends for the post of chief of the Weather Bureau. Mr. Dunn came by his sobriquet of "Farmer" from the newspaper wits at the time that the U. S. Weather Bureau was transferred from the War Department to that of Agriculture. He has just completed an exhaustive treatise on "Weather and How to Forecast It," which will be issued in a few days by Dodd, Mead & Co. His candidacy has been endorsed by the New York City publishers.

C. A. C. Jennings, editor-in-chief of the Toronto Mail and Empire delivered an address on "Journalism" before the Davenport High School Literary Society last week. This was the last of a series of vocational talks to the students of Toronto's newest collegiate.

Capt. Edward J. Stackpole, Jr., who was recently discharged from Walter Reed Hospital, where he was treated for more than two years for wounds received in France, has rejoined the staff of the Harrisburg Telegraph.

Ivy L. Lee, former director of publicity of the Pennsylvania Railroad, and associated in an advisory capacity with a number of railroads and other corporations, was the speaker at the April luncheon of the members' council of the Philadelphia Chamber of Commerce last Thursday.

J. David Stern, editor and publisher of the Camden (N. J.) Daily Courier, has announced the opening of a Philadelphia office in the De Long Building.

Stephane Lauzanne, editor of Le Matin, of Paris, sailed April 20 on the steamer France after a visit to the United States.

M. P. Linn, of the St. Louis office of the S. C. Beckwith Special Agency, is spending a few days in New York.

Col. C. B. Blethen, vice-president of the Seattle Times, is in New York for the A. N. P. A. convention.

George McAneny, formerly president of the Borough of Manhattan, New York, and president of the aldermanic board, was named recently as chairman of the Transit Commission, a body with a mandate to clear up the muddled transit situation in New York.

Arthur W. Crawford, general manager of the Chicago Tribune Newspapers' Syndicate, is telling his friends about the "greatest boy in the world." Arthur W., Jr., recently arrived at the Crawford home.

C. F. Crandall, managing editor of the Montreal Star, is in New York this week.

FOLKS WORTH KNOWING

FROM newsboy to publisher would be a truthful title to many a biography of American newspaper-makers, but there are not so many who could write "from Reporter to Publisher," and fewer still who have made the latter advance so rapidly as has Bernard L. Cohn, recently named publisher of the Memphis News - Scimitar. Mr. Cohn's newspaper experience began in New York, where he served the city dailies while a student at Columbia University and continued when he returned to Memphis as a reporter for the News-Scimitar. He soon became Sunday editor, but in 1912 left the editorial rooms for the counting office and jumped rapidly from advertising solicitor, to advertising manager and then to business manager.

BERNARD L. COHN

Last year saw his appointment as general manager and when the ownership of the News-Scimitar changed in March, 1921, he was made publisher and president of the Memphis News-Scimitar Company.

IN THE EDITORIAL ROOMS

WARREN MOSES, after covering the legislature for the Great Falls (Mont.) Tribune, has been given charge of news concerning the oil development of the state.

Guy L. Mooney, graduate this spring of the school of journalism of the University of Montana, has been added to the staff of the Great Falls (Mont.) Leader.

Lawrence M. Wilson has resigned from the Great Falls (Mont.) Tribune, and will make a trip by motor boat down the Missouri River to New Orleans. He will start June 1 from Fort Benton below the three great falls of the Missouri and expects to be gone two months.

Raymond A. Kierman, federal building reporter for the Boston Traveler, who recently became a benedict, had the honor of putting "Rookie" Denby, now Secretary of the Navy, through his preliminary paces when he was a sergeant of marines.

Frank A. Lovell, Sunday editor of the St. Paul Dispatch, has become managing editor of the Racine (Wis.) Times-Call.

Joseph W. Becker, of Jerseyville, a well known Central Illinois newspaper editor and publisher, has been made managing director of the Illinois Tuberculosis Association with headquarters in Springfield.

Miss Grace Mae Comstock, formerly society editor of the Springfield Illinois State Register, and Lynn D. Searcy, former reporter on the Springfield Illinois State Journal have announced their marriage, which occurred in Peoria, January 31. Miss Comstock at the time was a feature writer on the Peoria Transcript. Mr. Searcy has resigned from the State Journal and will be associated with W. M. Comstock, father of the bride, in the publication of the Oconto (Wis.) Reporter-Enterprise.

Lynn C. Lightner, formerly of the Harrisburg (Pa.) Telegraph, has become wire editor of the Harrisburg Evening News.

Miss Margaret C. Getchell, of the Worcester (Mass.) Telegram woman's department, is the author of a play, "Spruce Cone and Bunchberry," which

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

The Pittsburgh Gazette-Times
The Toledo Blade
The Louisville Herald
The Newark Star Eagle
The Decatur Herald
The Sandusky Register
The Huntington Herald Dispatch
The Bristol Herald Courier
The Kokomo Daily Tribune

is being presented by several young women's societies in that city.

Stewart B. Maguire, formerly a desk man on the Worcester (Mass.) Telegram, but now connected with the Syracuse Post-Standard, has been visiting in Worcester.

Miss Bessie M. Gleason, formerly of the Worcester (Mass.) Telegram, is now in China, and is writing a series of articles on conditions in that country for the Telegram.

Malcolm Molland, who joined the Worcester (Mass.) Telegram copy desk several weeks ago, sold his first movie scenario to the Maurice Tourneur Company recently for $1,000. He resigned the day he sold the production, and plans to devote his time in the future to writing plays at his summer home near New London, Conn.

Alexander Lapointe, who recently returned to his home in Worcester (Mass.), after three years' service with the Y. M. C. A. in Russia, has joined the staff of the Boston Telegram. He was formerly a makeup editor on the Worcester Telegram.

Herbert A. Laduke has been made an assistant city editor on the Worcester (Mass.) Telegram, taking the city desk two nights a week.

John W. Hart, formerly of the Atlanta Constitution, has joined the copy desk of the Worcester (Mass.) Telegram.

Leo A. Smith has left the Marysville (Cal.) Appeal to take charge of the Ventura (Cal.) Free Press as editor and manager.

Miss Katherine M. Crosby entertained recently for Miss Margaret C. Getchell, editor of the woman's page of the Worcester (Mass.) Telegram, whose marriage to Eugene Parsons will be one of the May ceremonies. The bride-to-be was given a kitchen shower. The guests were newspaper women of Worcester associated with Miss Getchell. Miss Crosby will succeed Miss Getchell as woman's page editor.

William E. Hooper, a member of the financial staff of the New York Tribune, will speak to students of the Pulitzer School of Journalism on "Railroad Financing" on April 26.

John Lewis, for the past year editor of Liberal publications at Ottawa, has resigned to rejoin the staff of the Toronto Globe. He entered the service of this paper as a reporter in 1883 and from 1890 to 1902 was one of its editorial writers. He has been doing similar work for other Canadian papers since then and will contribute to the editorial columns of the Globe.

F. T. Birchall, of the staff of the New York Times will address the Columbia School of Journalism on "Truth in the News" on April 26. Will Irwin talked on "National and International Journalism" before the news writing and editing department of the school on April 15th. He was the guest of Professor Charles P. Cooper, head of this department.

Hugh F. Eames of Towanda, Pa., has joined the Corning (N. Y.) Evening Leader as news editor. Mr. Eames was originally a resident of Wellsboro, Pa., and served on the Philadelphia North American staff for several years.

Henry A. S. Ives has connected himself with the St. Paul Dispatch-Pioneer Press as editorial writer.

William D. Leahy, editor and publisher of the Milford (Mass.) News, has been elected exalted ruler of Milford lodge, B. P. O. E.

IN THE BUSINESS OFFICE

J. V. AMBROSE has become associated with the New York office of Frost, Landis & Kohn, publishers' representatives. During the seven years he has been in the advertising business, Mr. Ambrose has been associated with the American Association of Foreign Language Newspapers and the H. L. Winer Special Agency.

Raymond Bissell, business manager of the Buffalo Commercial, is being urged for reappointment to the city board of education by the Schoolmasters' Association of Buffalo. His term expires shortly.

Philo Kane who left newspaper work several years ago to enter the insurance business, has returned, and will have charge of automobile advertising for the Springfield Illinois State Register. P. H. Giblin, former automobile advertising manager, has gone to Detroit to engage in bond-selling with his brother.

Harry F. Aitchison, manager of the advertising department of the Twin City Daily Sentinel of Winston-Salem, N. C., formerly a newspaper man in Fitchburg (Mass.) has been visiting in Worcester and Fitchburg.

James Ewing, advertising manager of the New Orleans Daily States, has been elected president of the Young Men's Business Club, an organization of the leading business and professional men in the city.

Elias S. Woodruff, business manager of the Salt Lake City Deseret News, left Salt Lake, April 14, for a business trip to the East. He will attend the publishers' conventions.

Arthur H. Brownsworth, after 16 years, service in the Sandusky Star-Journal's circulation department, the last four years as manager, has resigned to sell the Paige and Studebaker automobiles in Sandusky.

THE ADVERTISING FOLKS

WILLIAM LAMBERT, Middletown (N. Y.) newspaper man, has been named sales manager of the Farmers' Service Company, of Batavia, N. Y.

Henry A. Bruno, advertising manager of the Aeromarine Engineering and Sales Company, New York, was in Boston the past week with a view to interesting Boston business men in the possibilities of commercial aviation.

C. Seymour Clark has been appointed director of publicity and advertising for the Robertson-Cole motion picture interests.

Clarence Cranmer, member of the Poor Richard Club, has just been made sales manager of the Rex Seal Products Company with offices in the Widener Building, Philadelphia.

Edgar Cole, who recently resigned as director of publicity for the Philadelphia Rapid Transit Company, and who was formerly on the staff of the North American, sailed this week for Europe for a private enterprise interested in scientific research. He will visit England, France and possibly go as far as Cairo, Egypt.

George B. McDonald, director of the bureau of business standards for the A. W. Shaw Company, spoke on "industrial Markets and Merchandising," at the luncheon of the Advertising Club of St. Louis, April 12. Gerrit A. Beneker, painter, spoke at an evening meeting of the club under the auspices of the educational committee. Eugene Taylor spoke before the Women's Advertising Club on "Photographic Salesmen's Samples."

The Atlanta Journal
Atlanta, Ga.

March again brought over

A Million Lines of Advertising

To The Atlanta Journal

The people of Atlanta's territory are working hard and buying with judgment.

Advertising in The Journal Sells the Goods

To NEWSPAPER PUBLISHERS:

I am in touch with a supply of 900 tons supercalendered paper at 5¼c. a pound.

About 350 tons 33½ inch rolls
About 550 tons 66½ inch rolls
About 40 tons 70 inch rolls

This is suitable for comic sections or roto-gravure. If interested, communicate with me and I will put you in touch with the people having the paper in New York for immediate delivery.

JASON ROGERS
The New York Globe

BENJAMIN & KENTNOR COMPANY

ESTABLISHED 1893

REPRESENTING DAILY NEWSPAPERS

NATIONAL ADVERTISING

225 FIFTH AVENUE
NEW YORK

MALLERS BUILDING
CHICAGO

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE—The director of this new column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there are newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the largest and best newspaper magazine published? I hope to make this colum the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

John Brown's body lies a-moldin' in disgust
But his soul goes marching on!

* * *

SO saying, with its natal debt paid to the Father of the Forum, the first meeting of the F. F. F. E. (Feminine Fraternity of Fourth Estaters) is declared open-above board, and ready for war!

MILDRED E. PHILLIPS

Since its foundation the (Masculine) F. F. F. E., those male penpushers who delegated us to the covering of pink teas and Ladies' Aid Society ice-cream socials, have dominated EDITOR & PUBLISHER, paper and press.

But the worm always turns, as there now is evidence!

It took a member of the staunch old family of color to do it. In spite of threats from an organized body of male editors more formidable than the Printers' Union, this loyal seconder of Burke's famous words "Gentlemen, there are those amongst us mightier than we" has thrown open the editorial doors of EDITOR & PUBLISHER with a "Come on in ladies of the Fourth Estate, the whole sheet is yours, if you can earn it!"

And so—Here we are!

With a "Long wave the editorial banner of one James W. Brown" who will go down in the pages of history as the only publisher-editor in this twentieth century who dared distinguish himself by the sagacious act of recognizing the Mary Kings, the May Humphreys, the Fay Stevensons, the Margaret Moers Marshalls, the Marion Spitzers and the rest of us, en masse!

A soul truly worthy of an ancestor!

To satisfy the morbid masculine curiosity of the gentlemen who are craning their necks over the transom we wish to state once and for all that this is a "coluym" of the sisters, for the sisters and by the sisters of the fourth estate; that all masculine members of said Pen Pushers' Union are henceforth and forever excluded—even on state occasions, when the newest and most guaranteed receipt beginning "2 pounds of raisins" and "add the yeast" is published.

Therefore, our first want ad is as follows:

"Wanted: A woman newspaper cartoonist to cartoon the brothers in the fourth estate as they have for years cartooned us. Nell Brinkley need not apply!"

* * *

IT behooves us to push the pen mightily girls and show these men columnists that, in spite of our years of pink teas, personals, and W. C. T. U. meetings, there's no moss growing on our ears, even if we do keep them covered!

And by the way, did you happen to know that the man who started all this calumny about "woman covering up their years" was found frozen to death outside Sing Sing prison the other day? Just over his heart was pinned the confession which had brought him to the Place of Reckoning for poor conscience-stricken souls. It was sad—but brief: "Frost bitten ears, and masculine jealousy of feminine ear puffs caused the ruin of my reason, and now my death!"

This, of course, did not appear in the millions of "coluyms" which have daily borne something facetious about the "girls and their hidden ears." It was suppressed, as all really feminine propoganda is, by a manhandled man-brained press!

* * *

BUT we can change all that, and do much more! And we can do it through this "coluym" if we all band together and write our heads off and our wits dry. We intend to back Edward Bok, F. P. A., the Office Dog, quite off the columnist's map.

* * *

WE'VE started out to make the Friars look like a bunch of deacons, and we'll do it!

* * *

THIS is an open invitation for every newspaper woman who loves the game, and wants to make it a "real woman's game for newspaper women to contribute to the "Coluym". We want to hear from every woman writer, editor, publisher in the wide world. Tell us about your part in the game Miss Chinese Newspaper Woman, Miss French Newspaper Woman, Miss Newspaper Woman from Every Country in the World. We're all members of the F. F. F. E., and the only dues you have to pay is paid in the way in which we make our living—with our typewriters.

That's the only method by which we can "put the coluym over the top" and prove ourselves real newspaper women, and not pink tea artists.

Incidentally, we shall prove ourselves right, and our editors of the past respected, but wrong!

Write what you want to, whether it be a harangue in *vers libre* against your city editor, or "Foolish questions asked newspaper women." (This last includes proposals.)

And, by the way, next week we are going to spring a dreadful piece of news about a "consoeur" of ours—Watch for it—and don't forget to address the Editress of the Coluym with your little bit.

Pasley Hewing "The Line"

The Chicago Tribune's column, "A Line o' Type or Two," which was inaugurated by Bert L. Taylor who died recently, is now being conducted by a man well known to Central Illinois newspaper folks and who started out as a reporter on the Decatur Review several years ago. Fred Pasley, now in charge of the famous column, left Central Illinois for the west and was also for a while in Manila, P. I., on the Times. He for a while was in charge of "Ye Towne Gossip," run as a daily feature by the Chicago Examiner.

DRY MATS

Our Mats have

Uniform thickness

Uniform shrinkage

Uniform prices

and there is adequate protection for the type. They are easily removed from the mold and do not stick or pluck, because they are especially chemically treated.

Surely enough good qualities to warrant a trial.

For Newspaper Work, Rush Edition Work, Job Work, Color Work.

We are the American Representatives of

Clemens Claus
Manufacturer of
"IDEAL DRY MATS"

Max Nitzsche
Manufacturer of
"FLEXITYP-MATER DRY MATS"

Get in touch with us while at the A. N. P. A. Convention
Write or phone for our prices

W. B. WHEELER CORP.
Formerly Albert de Barry, Jr., Inc.
6 Church Street
New York, *Phone Rector 9030* **N. Y.**

Digitized by Google

SMALL PAPERS WANT AN A.P. DIRECTORSHIP

(Continued from Page 11)

Frank P. MacLennan, Topeka (Kan.) State Journal.

D. D. Moore, New Orleans (La.) Times-Picayune.

Stuart H. Perry, Adrian (Mich.) Telegram & Times.

Henry M. Pindell, Peoria (Ill.) Journal and Sunday Journal-Transcript.

E. Lansing Ray, St. Louis (Mo.) Globe-Democrat.

D. E. Town, Louisville Herald.

To fill the unexpired term of two years of A. C. Weiss of the Duluth (Minn.) Herald, resigned, these two nominations were made:

H. V. Jones, Minneapolis (Minn.) Journal.

J. H. McKeever, Aberdeen (S. D.) American.

Retiring Advisory Board

The advisory boards who have served the past year are composed of the following members: EASTERN DIVISION: Richard Hooker, Springfield (Mass.) Republican; A. P. Moore, Pittsburgh (Pa.) Leader, chairman; E. L. Haynes, Wilmington (Del.) Morning News; W. H. Dow, Portland (Me.) Express & Advertiser; Edward H. Butler, Buffalo Evening News, secretary.

CENTRAL DIVISION: Marcellus M. Murdock, Wichita (Kan.) Eagle, chairman; Gardner Cowles, Des Moines (Ia.) Register; Tams Bixby, Muskogee (Okla.) Phoenix; J. T. Murphy, Superior (Wis.) Telegram; Mrs. Zell Hart Deming, Warren (Ohio) Tribune, secretary.

SOUTHERN DIVISION: H. C. Adler, Chattanooga (Tenn.) Times, chairman; J. N. Heiskell, Little Rock (Ark.) Gazette, secretary; J. L. Horne, Rocky Mount, (N. C.) Telegram; John S. Cohen, Atlanta (Ga.) Journal; L. J. Wortham, Ft. Worth (Texas) Star Telegram.

WESTERN DIVISION: C. B. Blethen, Seattle (Wash.) Times, chairman; J. R. Knowland, Oakland (Cal.) Tribune, secretary; F. H. Hitchcock, Tucson (Ariz.) Citizen; J. E. Wheeler, Portland (Ore.) Telegram and A. M. McKay, Salt Lake City (Utah) Tribune.

On Wednesday, April 27th, the board with the newly elected directors will meet, probably at the Waldorf-Astoria for the election of the president, first and second vice-presidents, secretary, assistant secretary and treasurer.

Eyes on McKeever

Especial interest is being manifested by smaller newspapers in the Associated Press in obtaining the election of one of their number to the board of directors. Their attention seems to have centered on J. H. McKeever of the Aberdeen (S. D.) American and News, one of two candidates nominated to fill out the unexpired term of A. C. Weiss, who when elected was publisher of the Duluth Herald. Speaking in behalf of Mr. McKeever, one of the most active of the smaller A. P. members said:

"While the Associated Press needs the aid of the financially strong papers, in order to carry on its work, at the same time, the little papers are vital to the growth and expansion of our Association, and representation is vital to true co-operation. It is a fact that out of the 1,257 members of the association, nearly 550 are papers with less than 5,000 circulation, and about 200 more range from 5,000 to 10,000.

"Quite a few of the members have expressed their opinion that it would seem fair to have at least one out of the fifteen members on the Board chosen from the ranks of the majority of the individual members."

It is considered likely that the board of directors will act on the retirement of Melville E. Stone as general manager and appoint Frederick Roy Martin, now acting general manager, to the full title of general manager. For several years past Mr. Stone has been in poor health and it is understood that prior to the last annual convention he presented his resignation, but the board did not act upon it. Instead immediately after the convention and the reelection of Mr. Stone as secretary and general manager the granting to him of an indefinite leave of absence was announced.

Another matter that is awaited with much interest is the report of the committee that has been investigating the charges of suppressing news made against the Associated Press by Upton Sinclair in his book "The Brass Check." The committee has been at work for several months and while it is not definitely known that it will present a report to the convention, it is considered possible.

WITH THE AD AGENTS

ROBERT B. DAVIS has been elected vice-president of the Arnold Joerns Company and will direct charge of the Detroit office, with Tom Killian, vice-president, heading the Chicago force. Frank W. Pekar has joined this agency as auditor and assistant treasurer.

Walter Mulhall, until recently of Philadelphia, is now associated with the Basford Agency in New York City.

The Periodical Publishing Company, Grand Rapids, Mich., has sold its control of the George E. Helme Furniture Advertising Service to the Meyer Both Company, of Chicago, art and advertising organization, which will continue the work in the interest of furniture retailers throughout the United States.

Frederick H. Toye, Little Building, Boston, has been recognized as an advertising agent and the application of the Derby-Brown Company for transfer of recognition to Derby Brown, Inc., 113 State Street, Boston, has been approved by the Boston publishers.

F. V. Broady has joined the sales staff of the Walter J. Peterson Company, Grand Rapids (Mich.) advertising agency. He formerly was with the Brearley-Hamilton Company, Grand Rapids.

J. H. Kurff, artist, is now with the Newspaper Engraving Company, Grand Rapids, Mich. He formerly conducted a studio of his own in Muskegon, Mich.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

The Pekin (Ill.) Times is arousing interest among automobile owners by means of a unique daily feature inaugurated a few days ago. Each day a reporter notes the number of a passing automobile and it is published in the paper. The owner of the car is entitled to 15 gallons of gasoline by calling at the office of the Pekin Times.—L. G. S.

• • •

L'Auto, the leading daily sports paper in Paris, has just leased an additional building next to its present establishment and is preparing to open a maison du sport, or general sports headquarters. The intention is that all persons interested in amateur and professional sports of all kinds shall use the maison du sport as an information bureau and as a meeting place. Rooms will be provided for meetings of recognized sports organizations, and for arranging matches and games. The newspaper also proposes to arrange for lectures from time to time by authorities in the various branches of sport.—W. A. B.

• • •

The Chicago Herald & Examiner publishes an interesting column headed "WHY—Pet Peeves of Patient People." The column is made up entirely of contributions such as "Why does it cost more to get a divorce than to get married?" or "Why do they give the names of everyone in the movie company, from the janitor to the chimney sweep, before they run the picture?" etc. The contributors ease their minds and every reader can find one or more "pet peeves" in the column which please him by expressing his exact sentiments.—D. R.

• • •

The St. Paul Daily News offers a cash prize of $5 to the person devising the best finish for "The Spasms of Sarah," a nonsensical serial which has been running in Maurice Almy Aldrich's "Hornet's Nest" column on the editorial page. The News also offers a cash prize for the boy or girl furnishing the best idea for a contest for the page.—J. T.

• • •

In view of wide interest in "Main Street," Sinclair Lewis' novel of small-town life, why not get art on unsightly vacant lots and corners on the "Main street" of your town. The bigger the city the better the feature, though a paper in a small city or town that prides itself on appearance should arouse comment and perhaps civic action by the "stunt." The Detroit Saturday Night used this feature to good effect. It was surprising how many unsightly and unseemly buildings can be found.—E. C. L.

• • •

The Marion (Ill.) Daily Republican has had excellent success with its recipe column. They first mailed return postal cards to 100 of the most prominent women in the city and with the publication of the first of these recipes invited all of their readers to send in their best recipe. This brought a ready response which ran for several months, printing only one a day on the society page. Later the head of the high school Household Science department was interested in the plan and she required everyone of her class to submit one of their recipes for publication. This created considerable interest and assisted the high school domestic science department in their work. The recipes were all saved and will be published in book form at a later date.—O. P.

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway
Department of Colonization and Development

165 E. Ontario St. Chicago
335 Windsor Station Montreal
1270 Broadway New York

NEW ENGLAND

In 1900 New England had a little less than 5,000,000 people. Today its total population is nearly 7,500,000, an increase of about 50 per cent.

This tremendous increase, combined with the fact that nearly 85 per cent is inland population has made FOOD IMPORTATION necessary---and you will find food advertising campaigns meeting with success in this territory.

New England workers are on the alert to welcome all that is good in all kinds of food and they DEPEND on New England daily newspapers to introduce them and tell all about the new brands. Advertise your goods where results will be quickest, through the advertising columns of the New England

DAILY NEWSPAPERS

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,053	.025	.0175
Boston Sunday Advertiser	(S)	380,668	.55	.55
‡Boston American	(E)	301,596	.50	.50
‡Boston Globe	(M&E)	285,189	.40	.40
‡Boston Globe	(S)	349,003	.45	.45
‡Boston Post	(M)	422,631	.60	.60
‡Boston Post	(S)	380,461	.55	.55
Boston Transcript	(E)	37,012	.20	.20
Fall River Herald	(E)	11,035	.035	.035
*Fitchburg Sentinel	(E)	9,685	.05	.035
*Haverhill Gazette	(E)	14,963	.055†	.04
§Lynn Item	(E)	16,186	.06	.04
‡Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,044	.045	.045
*New Bedford Standard-Mercury	(M&E)	27,827	.07	.07
*Salem News	(E)	19,818	.09	.07
Worcester Telegram-Gazette	(M&E)	72,922	.24	.21
*Worcester Telegram	(S)	42,900	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,858	.0475†	.04
*Portland Daily Press	(M&S)	14,358	.04	.04
Portland Express	(E)	24,740	.10	.07
Portland Telegram	(S)	22,855	.10	.07

NEW HAMPSHIRE—Population, 443,083

Keene Sentinel	(E)	3,222	.03	.02
‡Manchester Union-Leader	(M&E)	25,564	.06†	.06
‡Portsmouth Times	(E)	4,066	.02	.015

RHODE ISLAND—Population, 604,397

‡Newport Daily News	(E)	6,186	.03387	.02928
**Pawtucket Times	(E)	23,404	.06	.06
‡Pawtuxet Valley Daily Times (Artic)	(E)	2,130	.021429	.021429
Providence Bulletin	(E)	89,106	.135	.135
Providence Journal	(M)	31,374	.08	.08
Providence Journal	(S)	81,737	.12	.12
**Providence Tribune	(E)	24,633	.10	.09
‡Westerly Sun	(E)	4,529	.025	.025
‡Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	7,035	.025	.02
Brattleboro Daily Reformer	(E)	2,825	.03	.015
‡Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,874	.05	.05
St. Johnsbury Caledonian-Record	(E)	3,920	.0214	.015

CONNECTICUT—Population, 1,380,631

**Bridgeport Post-Telegram	(E&M)	51,638	.146	.14
**Bridgeport Post	(S)	19,856	.085	.08
*Hartford Courant	(M&S)	29,856	.06-.07	.10-.09
Hartford Times	(E)	42,537	.14	.14
‡New Haven Register	(E&S)	29,861	.09	.06
*New London Day	(E)	10,853	.06	.045
Norwich Bulletin	(M)	10,756	.07	.05
*Norwalk Hour	(E)	4,101	.025	.025
*Stamford Advocate	(E)	7,839	.0375	.03
*Waterbury Republican	(M)	11,155	.05	.04
*Waterbury Republican	(S)	12,272	.05	.04

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
‡Government Statements, October 1, 1920.
**A. B. C. Publishers' Statement, October 1, 1920.
§Publishers' Statement.
†Rate on 3,000 lines.

Digitized by Google

WHAT OUR READERS SAY

The Case of Upton Sinclair

I.

Los Angeles, Cal., April 10, 1921.

To Editor & Publisher: In carrying his case to the advertising pages, Mr. Upton Sinclair leads where I cannot follow. He has ample means at his disposal. Revolutionism, when shrewdly practised, is a highly lucrative art, and Mr. Sinclair is doubtless its most successful practician. My own line of activity, on the other hand, brings small returns. If, as he avers, I have sold out to the capitalists and have become a paid agent of the White Terror, there must be a large fund due me from some quarter, even though an undesignated and unapprehended one. But as no part of this fund has yet reached me, I cannot compete with him in the field of advertising. I therefore gladly avail myself of the invitation of Editor & Publisher to restate this case of an impudent attempt to humbug the public for the sake of personal publicity.

This controversy has run through the pages of the Weekly Review and of the New York Globe, with a brief invasion of the Kansas City Star. Mr. Sinclair has employed a tortuosity of method and a tergiversation of speech well calculated to baffle or wear out any opponent; he has not hesitated to alter certain of my statements to a form more serviceable to his purposes; he has here and there turned a trick of not uncleverly theatricism, and he has indulged freely in silly vituperation.

Yet not a single turn, twist or wiggle, not a single fabrication, nor any of the idiotic accusations he has so liberally flung at me, has served to weaken in the slightest degree my original statement. The case, in fact, comes out the stronger for the ordeal of debate. On one matter alone, which I shall deal with later, he scored a point; and by a smart and spectacular maneuver he has for the moment turned attention from the question at issue. But the debate, controversy or even judicial trial in which all the advantage flows unbrokenly to one side is unknown in history. He is welcome to this point. It has nothing to do with the original statement, and though by a variety of devices he has sought to make the most of it, the indictment remains unaltered.

Pricking the bubble of pretentious fakery is a somewhat thankless task. The venturesome one who attempts it quickly finds himself in an unenviable position. He meets the savage resentment of the faker, desperately resolved not to be shorn of his prestige nor dislodged from his graft. He meets also the aroused group consciousness of other fakers (so long as they are not direct competitors of the one under fire) who hold fast to the ethic that every thimble-rigger has the right to work his own pile of the street in his own way.

He meets further the sullen anger of the lowbrow section of the hoohery, fiercely insisting upon its inalienable right to be bilked and humbugged to the limit; and the ebullient anger of that most hopeless and pathetic section of the hoohery, the radical intelligentsia, more prone than even the unlettered rustic of the crossroads to believe, in spite of fact and reason, the things they want to believe. He meets also the amused and half-cynical mood of a part of the public which cares little how the battle goes, but watches it for whatever it may furnish in the way of diverting turns.

But he knows that somewhere back of all these are those that, with conscience and understanding, follow closely to note who is telling the truth and who is distorting or evading it, and he feels that for these he must carry his task to completion. If there be those who consider all this a needless expenditure of time and labor on an unworthy subject, very well; let them pass on to something more entertaining and instructive. I am not to be dissuaded from what seems to me no less a public service than a personal obligation, and I mean to have my say. Too many in past times have played this man's game for him by leaving him in possession of the field.

II.

My original statement had to do chiefly with the untruthful charges made by Mr. Sinclair to the muzzard press immediately after the election. Only incidentally did I touch upon the like untruthful charges made during the campaign. But Mr. Sinclair in his replies has repeatedly harked back to the campaign; and so it seems to me needful to take up that matter as well.

The campaign for Congress was from the beginning an imposture. Mr. Sinclair had been out of the Socialist party for three years; he had returned to the fold in July and almost immediately thereafter had been nominated. No political principle was involved in the campaign. No definite cause sought to muster its strength at the polls. The combination alleged to have nominated and supported Mr. Sinclair contained two such mutually contradictory groups as the Single Taxers and the Socialists.

The end really sought in the campaign was an increase of the circulation of the Appeal to Reason and an increase of the sale of "The Brass Check." Mr. Sinclair's candidacy was formally proclaimed in the Appeal of August 28, in a 12-inch double column announcement under the heading, "Upton Sinclair in Congress." This announcement, rewritten and in more abbreviated form, reappeared in the same issues of September 11, 18 and 25. On October 2, it was again expanded and this time headed "A Victory for Sinclair Is a Victory for Debs." On October 9, somewhat reduced, it had its final appearance.

Persons interested in a matchless exhibition of carefree, joyous and absurd mendacity should not fail to read these announcements. All restraints were thrown aside, and the writer turned himself loose. "Upton Sinclair will be a member of Congress after March 4th," read the first one, "If you and the other Appeal readers want him elected to Congress. . . . If a majority of the voters in Sinclair's district were to read every week from now until election day just Upton Sinclair's page in the Appeal, Sinclair is elected hands down."

There was no earthly chance of Mr. Sinclair's election, no chance even of his making a conspicuous showing, and both the writer and the candidate knew the fact. That Mr. Sinclair, in his last speech, October 31, admitted not only that he could not be elected, but that this forecast had been made by him at an even earlier date, only throws into stronger relief the humbug that characterized his campaign.

But this was only a beginning. Every conceivable falsehood regarding the situation in the Tenth District was jammed into these announcements; and so unskilful was the lying that it repeatedly contradicted itself. The capitalists were both "ignoring" Sinclair and yet "fighting him tooth and nail." (There is not the slightest evidence that they regarded his campaign with any seriousness.)

They were suppressing the fact of his candidacy, and yet "flooding Sinclair's district with lying literature." (If any anti-Sinclair or pro-Osborne "literature" was at any time distributed, my mailbox and doorstep were neglected, and I never saw it.) They are represented as having "combined" against him by eliminating a Democratic candidate. (As a matter of fact, in the preceding campaign there was also no opposing Democratic candidate, Osborne having won the Democratic nomination in the primaries.)

Though Mr. Sinclair himself gave space in the Appeal, September 11, to the fact that the Times had attacked his candidacy, the gorgeous prevaricator who wrote his advertising for him asserted (Appeal, September 25,) that "the newspapers are keeping the voters of the Tenth California district in absolute ignorance of the fact that Upton Sinclair is the Socialist candidate for Congress."

No one knew better than did Mr. Sinclair the utter falseness of some of these statements and the contradiction involved in the others. But the falsehoods he did not disavow. He sought only to profit by them, and he actively aided in their circulation. He publicly admitted that the Times had attacked him as the candidate in the Tenth District; and he might easily, if he had cared anything about the truth, have admitted other references made by the Times to his campaign.

Mr. Sinclair charges that the Times omitted his name from a list of candidates in the primaries. I assume that he may be right about this, though I do not recall it and have not looked it up.

The presumable date would be some time before August 23, since on that day he telegraphed the charge to the Appeal. But he wholly forgot, and he has since continued to forget, to acknowledge that the Times included him in its mention of candidates on August 29. The clipping of this mention I cut out at the time to show to a friend. In that issue, under the four-column heading, "Who's Who on Tuesday's Ballot," the Times gave him some longed-for publicity, closing its comment with this sentence: "As the Tenth District gave the heaviest Republican vote of any Congress District in the United States two years ago, it is not likely that Sinclair's candidacy will occasion much excitement in the district." It did not, and Mr. Sinclair, if he has even ordinary sense, knew that it would not. All the shouting, the beating of tomtoms and the hare-faced lying were intended for another purpose.

Each of the Appeal announcements carried the inevitable coupon. The faithful were implored to contribute funds to insure Mr. Sinclair's election. The main activity of the Appeal during the last eighteen months has been the soliciting of funds, and every plea, argument or device that could wring a penny from the most impoverished of the credulous has been employed. "Press funds," "paper funds," "Debs Is Dying' funds" and a score of other special solicitations have filled its pages. That the editor, Emmanuel Julius, has recently published a volume with the title "Dust" is significant. It is the thing he is after, and he ought to know.

The action of the Post office Department a few months ago in cutting off three or four of the main grafts of the Appeal has somewhat diminished its range, but in the midsummer of 1920 it had a free hand. In his speech of August 22, reported by the orator himself in the Appeal of September 11, Mr. Sinclair announced that he had just received a telegram from Mr. Julius requesting him (Mr. Sinclair) "to ask the Appeal Army to subscribe money to pay for sending the Appeal to Reason to every voter in my district for the campaign."

But Mr. Sinclair, though a candidate for Congress, was also an author. He had a book to sell, and he had no intention of allowing Mr. Julius to hog the whole game. In the same speech he called attention to "The Brass Check." It was a most important work, and he knew, "from the inside, that the Los Angeles Times is scared to death about it." One of the writers in the Times, he said, had attacked him on the ground that he was running for office in order to sell his books. His reply was simple and direct. "Well, you know," he said, "I never expect to read anything true about myself in The Los Angeles Times, but that is true. (Laughter and applause.) I will take up that challenge right here and now. I am running for office to sell 'The Brass Check.'" (Laughter and applause.) (Appeal to Reason, September 11, p. 1, col. 3.)

No "capitalist-party political hack" could have made an avowal of private interest. And there was a time, in the better days of the Socialist party, when a Socialist candidate voicing such an admission would have been instantly yanked from the ticket and the Socialist local which dared to support him would have been suspended or expelled from the organization. But those days had passed, as Mr. Sinclair knew, and he knew also that he had an unlimited franchise to work the game as he pleased.

III.

Then came the election, and any one who had followed the course of the campaign might well have been prepared for the sequel. On November 3, the day after election, Mr. Sinclair telegraphed to the Appeal to Reason: "All Los Angeles papers, two morning and three afternoon papers, suppress all election returns from the Tenth Congressional district in order to avoid mentioning the name of the author of 'The Brass Check.' Not one word has been mentioned concerning our election results." Earlier in the day, as he admits, he had telegraphed the same message, lacking the second sentence, to the New York Call and to certain other insurgent journals.

Both telegrams were in several ways untrue. That is, they were compound prevarications. The Times had that morning, in the first column on the first page, under the two-column heading, "Van de Water Is Victor," published the following statement: "Congressman Osborne is far ahead of his Socialist opponent, Upton Sinclair, in the Tenth Congress District."

Mr. Sinclair's telegram to the insurgent press on the following day was more shrewdly worded. It read: "Second-day boycott by Los Angeles newspapers of all election returns Tenth Congressional District continues unbroken." This telegram was evasive and misleading. The Times had that morning, again in the first column of the first page, under the two-column heading, "Van de Water Lead Grows," published this paragraph: "Osborne was re-elected to Congress from the Tenth District by a big increase over his vote of four years ago, according to the latest count. The returns tabulated from a majority of the precincts showed that he had fairly snowed under his Socialist opponent, Upton Sinclair."

Evidently, in the office of the Times, as had also been shown during the campaign, there was no insuperable objection to the mention of the name of the author of "The Brass Check." No figures were given for either Sinclair or Osborne, although a fragmentary tabulation for certain other candidates was printed on the 3d and a fuller tabulation on the 4th. In his replies to my published statements Mr. Sinclair has studiously ignored his untruthful charge about the boycott on his name and has emphasized the omission of the figures. He has advanced many objections, demurrers and cross-complaints. He has said that he forgot having sent the telegram to the Appeal (a singular lapse, on the assumption that he reads the paper to which he contributes weekly, for the item appeared, appropriately headed, in the second column of the first page of the issue of November 13). He has ventured the conjecture that the Times statement of November 3 was not in the Pasadena edition (it was, however); and he has said that the tabulation of the vote on November 3 was complete except for the Tenth District (it wasn't, a fact which he subsequently admitted). Much more of a like nature he has brought in, but always he has come back to the omission of the figures in the issues of November 3 and 4; and it has pleased him to charge me with disingenuousness in not having conceded that their omission confirmed the alleged truth of his telegrams of November 3 and 4.

If, before sending his telegrams, he had taken the trouble to look at the Times for the corresponding period two years earlier, he would have found the same omission. The tabulation of the vote in the issue of November 6, 1918, gives the figures for the Ninth District, but omits those of the Tenth. Even in the tabulation of the official vote, in the issue of November 20, 1918, the Tenth District is wholly omitted. Mr. Sinclair will admit, I presume, that he was not then a candidate.

If the omission of Tenth District returns in the issues of the Times for the 3d, 4th and 5th of November, 1920, was due to the cause ascribed by Mr. Sinclair, what was the cause for a like omission in 1918. The most probable cause in both instances is that to local newspaper men a contest in the Tenth District between Henry Z. Osborne and a Socialist—any Socialist, even Mr. Sinclair—is no contest at all. If any industrious reporter chooses to record the figures, they may be published, but they are far likelier to be ignored. That the incomplete figures for 1920 were published on November 6, Mr. Sinclair ascribes to his having loosed an avalanche of protests from his friends in America and England. It may be so, but I am inclined to think that a real boycott should be made of sterner stuff and that it could not so easily be broken. Anyhow, the assertion is authoritatively denied. There were some protests (Mr. Sinclair's recent statement that I had said there were none is an outright lie); but of three members of the staff who ought to have known about the matter, two had never heard of them, and the third, who had seen a few, declared that they had had no effect. "How could they?" he asked. "We had him anyhow all the time." Here, however, was a faulty recollection. On November 3, Mr. Sinclair had not been mentioned. But the answer is far more suggestive of the real editorial attitude than is Mr. Sinclair's vainglorious assertion.

Mr. Sinclair may have thought that he was cutting some figure in the campaign; but in spite of every effort made by him to attract attention and in spite of the publicity occasionally given him by the Times (and perhaps by the other papers, which I seldom see), his candidacy was virtually unnoticed. Judging from the result, there seems small reason for discrediting the view of the newspaper men. Mr. Sinclair, with a clear field against his opponent, which ought to have enabled him to draw to his support every disgruntled person of every shade of opinion, polled a fraction over 17 per cent. of the vote. This was indeed a much better showing than had been made during the Socialist slump of 1914-18, but it compares ill with the showing made in 1912, when the Socialist candidate, in a four-cornered contest, polled within a fraction of 21 per cent. (20.97) of the vote.

Furthermore, in charging this omission to a boycott against the author of "The Brass Check," Mr. Sinclair forgets or repudiates his own previous assertions. For the alleged boycott by the local newspapers against him is an ancient grievance. In the Appeal for February 28, 1920, one may find a long bill of complaint. Mr. Sinclair, so he himself tells us, is an accomplished tennis player. He is taking part in the Pasadena tournament and has scored some notable victories.

But the Los Angeles newspapers refuse absolutely to print his name. He knows that the reporters have the news, for he "took the trouble to inquire of the man who gave it to them." But the "high-up editors cut it out!" Let no one suppose, however, that Mr. Sinclair is resentful because of this outrageous treatment. It is more in compassion than in anger that he speaks. "Imagine, if you can," he writes, "the state of mind of editors who imagine they are causing me pain by denying me fame as wielder of a tennis racket! The infinite, incredible pettiness of them, the childish silly spite!"

Appearing in the Appeal (which predates its issues)) for February 28, 1920, this must have been written not later than the 15th. It is hardly likely "The Brass Check," which had but recently reached the market, could so soon have awakened such a concert of antagonism on the part of the editors. Let us suppose, however, that the harm had already been done. But Mr. Sinclair elsewhere tells us of a far earlier origin. In "The Brass Check" (p. 199), he ascribes it to a little episode occurring "ten or twelve months before America's entrance into the war." That would be about May or June, 1916. So that the boycott, if there really was one, long antedates the publication of this book. But boycott or no boycott, his name, for some unaccountable reason, continued to appear in the Times.

In my final letter to the Globe I called attention to the fact that he had set in motion the charge of a boycott on his name, to be repeated by the radical press long afterward, and that though by November 20, he knew that it had been disproved, the charge was never modified or retracted.

Mr. Sinclair scoffs at this point as nonsensical, and avers that since he broke the boycott he is under no obligations to acknowledge anything. Let me put the matter more plainly. On November 3, he telegraphed the allegation of a boycott on his name. Even assuming that he "overlooked" the Times comment of November 3, he knew, from the repeated publication of his name during the campaign, that the allegation was untrue. On November 4, when he had fresh proof of its untruth, he repeated the term "boycott," but he betrayed his knowledge that the charge of the day before was false by shifting the application of the term to the returns.

The printing of both returns and name on November 6, he explains by asserting that he broke the boycott. Let us assume, in spite of the probabilities, that he did. But in that case, as he well knew and had unwittingly admitted, the boycott which he broke was not a boycott on his name but on the returns. On November 20, both returns and name were again printed.

It is hardly likely that a new batch of protests had in the meantime been sent in, or that the fear and dread inspired by the original batch were still operative. Here he had cumulative disproof of the charge which he had falsely made on November 3. Yet he permitted it to circulate as far as would go. Perhaps by this time he will see the point.

So, then, that part of the first telegram which asserted that neither his name nor any announcement of the results had been printed was either a bare-faced falsehood or a reckless assertion made without an examination of the first column of the first page of his morning paper. That part of it which asserted a boycott on his name is contradicted not merely by the publication of his name on the same day, but by several publications of his name, at least one of which Sinclair acknowledged, during the campaign. That part of it which ascribed the omission of the figures to this alleged boycott is contradicted by the like omission, two years earlier, when Sinclair was not a candidate. And that part of it which ascribes this alleged boycott to his authorship of "The Brass Check" is contradicted by earlier statements of Sinclair himself.

The second day's telegram is less overtly false. But in omitting to acknowledge the publication of his name and the result of the election and in using the phrase "second-day boycott," it is evasive and misleading. Taken together, the telegrams constitute a glaring example of intricate and complex prevarication. The various shifts, turns and fabrications and the silly accusations he has since made, in the attempt to bolster up his case, have but swelled the mass of evidence against him. There is but one thinkable interpretation—an attempt to humbug the public in the interest of personal publicity.

IV.

This was the case, except for such further light as I have here added. It was a solid and impregnable case; and Sinclair, by his rattle-headed raving, all too plainly revealed the fact that he knew and understood. And then fortune, which in all ages has so indulgently favored the charlatan, turned a trick for him, the immense value of which he instantly realized and which he has since used to his utmost advantage.

In the Call of November 7 appeared what purported to be a dispatch from Pasadena, dated November 6. This dispatch (or item, let us say) asserted that in spite of the efforts of the Los Angeles newspapers to suppress the fact, it was now known that Sinclair had polled 20,000 votes, and that the wonderful result was a presage of victory two years hence. To one saturated as I am with the products of the Sinclair publicity bureau this item bore the ear-marks of the authentic stuff. Like

(*Continued on page 52*)

Every Newspaper in America should belong to the National Association of Newspaper Executives.

This page is addressed to the newspaper publisher who by chance is not a supporting member of this organization and is in direct answer to the question in his mind of what the National Association of Newspaper Executives is doing that justifies his joining.

Membership

THE National Association of Newspaper Executives is made up of advertising and business managers and in some cases of general managers or publishers who keep a close contact with the advertising departments of their papers.

The Association does not seek to touch on cost of paper, labor or other materials. It does not concern itself with news policy or other phases of publishing except those which directly touch the advertising department.

Bonus Plan

The bonus plan for paying advertising and representatives worked out by the Association for its members during the past year was invaluable.

Standard of Merchandising Practice

In co-operation with a committee of the American Association of Advertising Agencies, the committee on agency relations of the National Association of Newspaper Executives has set out a standard of merchandising practice for newspapers which is being generally adopted by other organizations over the country. This standard, handsomely printed, was furnished to all members. Hung in the advertising offices, it has saved many a publisher hundreds of dollars for postage and printing and promotion work.

Rate Trouble

Much assistance has been given to individual newspapers during the past year in opposing fights made by local merchants and advertising agencies on rate increases. The office of the Association has been a clearing house for information.

Confidential Digest

Each year the Association issues after its annual convention a digest of the information and ideas brought out in the many meetings. The sixty-four-page book last year was pronounced by scores of publishers as the most complete volume of its kind ever printed.

Routine Work

Through its secretary-treasurer's office at Indianapolis a clearing house for specific information on advertising practice and policies is maintained. From July 1, 1920, to March 1, 1921, answers were given to 462 questions from newspaper members. Sixty-one special investigations were made. Available men and forty-six positions were brought together.

It is the purpose of the Department to mail to these members each month information of some sort of value. The compilation of the percentages to gross sales which retailers should understand for advertising, prepared by the Department and sent to the members, has been reprinted now for the third time. More than 25,000 of this set of figures have been placed in retailers' hands over the country by members.

Round Table Page

Through a round-table page in Editor and Publisher each week, articles of interest are discussed by different members of the Association.

Retailer Publication Symposium

A symposium and ranking of the retailer publication of the newspapers of the United States and Canada was made by a secret committee of the Association. A similar symposium is now being made of market analyses prepared by newspapers. These reports will be judged by a secret committee of the American Association of Advertising Agencies.

Standing Committee of Agency Relations

This committee, working throughout the year, is taking up with agencies practices which worked to the detriment of newspapers.

Atlanta Convention

The Association will meet in Atlanta in connection with the convention of the Associated Advertising Clubs of the World to work and not to play. There will be morning, afternoon and night sessions, crammed full of brass-tack practical discussions of the many problems which constantly confront the newspaper advertising executives. These meetings, with the exception of one or two, will be closed meetings—open only to members of the Association.

Selling Newspapers as a National Advertising Medium

The National Association of Newspaper Executives is the only newspaper organization allied with the Associated Advertising Club. It is taking advantage of this opportunity to "sell" the newspaper to the general advertising fraternity.

Dues

Money received by the Association is spent for meetings, printed matter, postage and stenographic help. The dues for papers in cities of 100,000 or larger are $25 a year; for newspapers of smaller cities, $10 a year.

Attendance at Meeting

Publishers can send their advertising managers to the Atlanta convention with the practical assurance that they will attend every session. A check is kept on attendance and any publisher can find out from the secretary's office how many of the sessions were missed by his representative.

Send your membership application with check for year's dues today to office of Secretary-Treasurer, Fred Millis, News Building, Indianapolis

INDIANA

AND HER INDUSTRIAL DEVELOPMENT

First among the forces that have combined to make possible industrial development in Indiana must be put the geographical location. Included within her borders is the center of population and the center of manufacturing for the United States as a whole.

Indiana is superbly situated to capture wide markets and to secure cheap raw materials. Moreover the state touches the Great Lakes and lies across the path of the great trunk lines of railroads and also many north and south lines and has therefore exceptionally good transportation facilities.

Indiana, with over three million population, prosperous cities and wide awake, well edited daily newspapers makes it a state worthy of the consideration of any National advertiser.

This list of home dailies will interest the family in your product and one market problem will be solved.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,005	.025
Decatur Democrat	(E)	3,114	.025
Evansville Courier	(M)	23,513	.05
Evansville Courier	(S)	21,318	.05
**Fort Wayne Journal-Gazette	(M)	25,406	.07
**Fort Wayne Journal-Gazette	(S)	23,829	.07
†Fort Wayne News and Sentinel	(E)	33,313	.08
*Gary Evening Post	(E)	6,789	.045
*Indianapolis News	(E)	118,205	.20
LaPorte Herald	(E)	3,638	.025
Richmond Palladium	(E)	11,937	.05
South Bend News-Times	(M)	10,617	.05
South Bend News-Times	(E)	6,551	(17,168)
South Bend Tribune	(E)	17,028	.055
Terre Haute Tribune	(E&S)	21,670	.06
*Vincennes Commercial	(M&S)	4,532	.025

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.
†Publishers' Statement.

WHAT OUR READERS SAY

(*Continued from page 50*)

Huxley's bathybius, even though later the great man had to disown the thing, it superficially answered all the scientific tests. Ordinarily it is a sound inference, the validity of which I have tested, that all propaganda celebrating the attainments and the triumphs of Mr. Sinclair which issues from anywhere within a 12-mile radius of the Pasadena City Hall, has an identical origin.

Furthermore, to doubt the text or the date of this item was to doubt the integrity of the Call; and the Call, which so often is impelled from the highest ethical motives to flay the capitalist press for its sins, would assuredly never do such a thing as pad a dispatch with fulsome verbiage or fake a date.

If the date on this item was correct, then the news of the 20,000 votes was sent *after* it had been printed in the Times; and here, then, was another bit of fakery to add to an already mountainous pile. But for all that, the authorship was unproved, and when I first used the item for publication I contented myself with pointing out its absurdities, without ascribing it to Mr. Sinclair.

Most provokingly, this use of it went unchallenged; and so, on the principle that silence gives consent, I used it the next time with an implication of Sinclairean authorship. The letter in which this implication was contained appeared promptly in the Kansas City Star and so was quickly seen by Mr. Sinclair. Other letters in which it was embodied were later sent to the Globe and to the Weekly Review. Mr. Sinclair thereupon gathered up and transmitted to the Weekly Review his proof that the original telegram was a mere skeleton, that it was signed by Michael Rudolph and that it was sent, not on November 6, but on November 5.

That the telegram bore the signature of Michael Rudolph rather than that of Upton Sinclair I choose to regard as of mighty small importance. Mr. Rudolph, estimable and worthy person though he may be for all I know to the contrary, is the secretary of the Los Angeles Socialist party local, and if the recent swindling imposture known as the Sinclair campaign had such a thing as a general manager, this was the man. He pays flattering tribute to Mr. Sinclair's greatness as a maker of Socialist propaganda, and anybody who wants to see a perfect example of single-thoughted souls with hearts beating in unison will do well to scan his testimonial to the book "100 Per Cent" in the Appeal of November 6, 1920, p. 4, col. 2.

So that the difference between the name of Mr. Rudolph and the name of Mr. Sinclair on a document of this particular sort at that particular time means to me, rightly or wrongly, no more than the difference between Tweedledum and Tweedledee. But the fact that the telegram was a mere skeleton was important, and far more important was the date, for this was fatal to my theory that the news had been taken from the Times.

My letter to the Weekly Review was still unpublished when Mr. Sinclair's missive reached the editor. The Sinclair contribution dealt with a multitude of matter besides the Rudolph telegram. Mr. Sinclair had carefully fabricated one of my statements to make it refer to a previous telegram sent to the Call, and here also was the original to prove the error of my imputed statement.

There was much more. But the editor was tired of the whole thing; he had already indulged Mr. Sinclair far more than any unfriendly editor had ever done before; he had no reason, from experience, to suppose that the missive contained anything of the slightest importance, and he had already definitely decided to close the discussion. He gave the stuff but a cursory examination and sent it back.

Here was Mr. Sinclair's opportunity of extricating himself from a desperate situation. Mr. Sinclair could again proclaim himself to the world as an accused innocent who was denied a hearing. A breach had been opened in what till then had been a solid front.

Into that breach he rushed, exulting. The charge was spectacular and effective. It was magnificent, and it was war! One cannot but pay tribute to a telling manœuver, even to a villainous cause. To all the impressionable, highbrow and lowbrow alike, who do their reasoning on the run, the case was clear.

Mr. Sinclair's screaming advertisements told the story. Because a wearied editor, already overburdened with too much Sinclair, had arbitrarily closed a controversy, Mr. Sinclair was vindicated. A long series of glaring and shameless fakeries had been expunged from the record, and this life-long victim of newspaper malice again stood forth in the posture of greatness undiminished and innocence unassailed.

The success of this manœuver emboldened him to another and the most audacious exercise in fakery he has yet attempted. In his letter published in the Globe of March 22 he pretends not to have seen in print his letter published in the Globe of February 4. He further pretends that with that earlier letter was printed the skeleton of the Call telegram of November 5-6.

Under cover of this pretense he assails me for having, as he alleges, disingenuously criticised the telegram as it appeared, rewritten and expanded, while knowing the text of the original. This flabbergasting fakery is easily exposed by the fact that the original was not published, that it was confessedly omitted by the editor of the Globe, that there was not the slightest indication in the letter as printed that the telegram had been rewritten and that there was no earthly way in which I could have known the original.

The only explanation of this impudent fakery is that as the Weekly Review had already closed the controversy and as I had announced that my letters to the Globe were finished, he could do this thing with no risk of exposure. This episode of itself is sufficient to reveal the character of Mr. Sinclair.

V.

And so Mr. Sinclair thinks the case settled. But it isn't, and it never will be in the way he hopes and imagines. He has powerful resources—egotism, audacity, persistence, unscrupulousness and the auxiliary of material means, both personal and contributory; and he has an unfailing medium through which to work, the credulity of the ignorant and the impressionable. But it is all too little. He needs more.

The press made this man; and it can unmake him. It began by treating him as a sensation. Then it turned to denouncing him, and afterward to ignoring him. In every case it played directly into his hands. Everything he is and has he owes to the press; he has capitalized his grievances against it; he has watered his stock by successive increases in the capitalization, he has floated vast issues of paper, which have been avidly taken up by the boobery, and the returns are enormous.

The press cannot extinguish this man by merely denouncing him. For the conservative, or even the moderate liberal press, to denounce him is to draw the radical and the militant liberal press to his support. The insurgent press, as a rule, has no better opinion of Mr. Sinclair the individual than has the conservative press. It knows him. But it finds his propaganda useful, and it chooses to regard a conservative attack on him not as personal but as an attack on the general cause of insurgency. So it defends him, uses him and contributes to his prestige. Nor can the conservative and moderate press gain anything in the contest by ignoring him. That policy he can outwit, as he has so signally done, by a direct appeal to the boobery.

The press can unmake him only by persistently and pitilessly exposing his fakeries. Though fortune favors the faker, and though the rule holds good for Upton Sinclair as it did for Alexander the Paphlagonian and for every audacious charlatan that ever lived, this advantage can be neutralized and the faker obliterated.

Mr. Sinclair asserts that I am a "defender" of the newspapers. Of course he knows better. They are no friends of mine, in so far as I can discover; or if they are, they have shrewd ways of dissembling their friendship. Long before Mr. Sinclair was ever heard of I was doing battle in my humble way for honest news. Only I have always insisted that the duty of telling the truth was quite as obligatory upon the insurgent as upon the conservative press.

I have always maintained that the insurgent journal which, while assailing the conservative press for distorting, suppressing or exaggerating the news, itself indulged in the same practises, dishonored the cause for which it professed to labor. No, if Mr. Sinclair really wants to learn, I may tell him that what I am defending is the boobery from swindling exploitation and the cause of social justice from a shameful discredit. And surely no one, for his own aggrandizement, has ever so humbugged this boobery and so discredited the social movement as has Upton Sinclair.

Here, for the present, though I have a hand a great mass of other Sinclairean fakeries for further exposition, I may rest. But one matter seems needful for a closing mention. Mr. Sinclair has several times indulged, with a waxing excitability as the case proceeded, in rather ungentle aspersions on my veracity. There are those who will lightly say that anything of that kind from that source needs precious little attention. But I choose to take it up and to express a pertinent belief which may or may not be justified.

There are a considerable number of persons still holding, in a world gone mad, to conventional ideas of truthfulness who know with some degree of real knowledge both Mr. Sinclair and me. Among them are some of my erstwhile comrades of the Socialist party from whom I am now irrevocably parted on questions of the deepest import and who are naturally enough incensed at me for my repudiation of present Socialist policies. I venture to believe that not less than nine out of ten of these persons (including the now alienated ones) will credit anything I say about Upton Sinclair, and that not more than one (if that) out of ten of them will credit anything that Upton Sinclair says about me. From the vitreous domicile of chronic unveracity one should never throw stones.

W. J. GHENT.

* * *

* The manuscript of this article left my hands on April 10. A couple of days later it occurred to me that I might to easily have allowed this point to go unchallenged, and that a look over the records might prove illuminating. At the office of the Registrar of Voters I found that Mr. Sinclair's nominating petition had been filed on the final day, July 22. In the files of the Times, in the issue of July 23, I found the list of "all the candidates." Mr. Osborne was named as the Republican candidate for Congress in the Tenth District, but there was no mention of Upton Sinclair. Mr. Sinclair's charge was apparently vindicated. But on the following morning appeared an announcement which resolved Mr. Sinclair's charge into an impudent fraud. On page 3 of part 2 of the Times, under the heading "Politics," is this item: "Nomination petitions which reached the Registrar of Voters office just before midnight on Thursday and *not given out with the original list* (italics mine) were filed by the following candidates: Ninth District—Ralph L. Criswell (Rep.). Tenth District—Milton Bryan (Dem.); Upton Sinclair (Soc.)." The Times had thus used the official list given to the press, and on this list, because of the lateness of filing the petition, Mr. Sinclair's name had not appeared. The additional list, bearing Mr. Sinclair's name, was given to the press on the following day and was promptly printed by the Times. It is incredible that Mr. Sinclair did not know this fact. It was of course his business to know. This charge of the omission of his name he has repeatedly circulated all over the country. It is now shown to be a shameless fake.

W. J. G.

[Editorial Note—Mr. Ghent was secretary of the Rand School of Social Science for a number of years and later president. Prior to that he was associated with Samuel M. Jones in his campaigns for mayor of Toledo and governor of Ohio. In 1911-12 he was secretary to Victor L. Berger. He was editor of the California Outlook from 1915 to 1917 and at the same time served as a National Executive Committeeman of the American Alliance for Labor and Democracy. Among his books are Our Benevolent Feudalism, Mass and Class and Socialism and Success.]

• • •

Sinclair Replies To Harris

Pasadena, Cal., April 11, 1921.

To Editor & Publisher: My attention has just been called to a letter dated March 19 from W. W. Harris of the New York Herald, and published by you. The letter deals with certain statements made in "The Brass Check" concerning an investigation into conditions in the Chicago Stock Yards made by the New York Herald under the direction of Mr. Harris, and subsequently denied publication. Mr. Harris states that the most important parts of my story are untrue. He says:

"It is true that Mr. Bennett authorized going after the article, but he made Sinclair or anyone else no promises about its publication."

It is a question of my word against the word of Mr. Harris. Your readers will accept which one they please. Here is my word, as emphatic as I know how to make it. Mr. Harris came personally to see me where I was living then, in Point Pleasant, N. J., to try to persuade me to go to Chicago to make the investigation myself. Mr. Harris represented to me that he was an ardent Socialist, fully in sympathy with my point of view, and that he would guarantee me to publish the material, if I would get it. My answer was that I was quite sure that even though Mr. Harris himself might wish to publish the material, Mr. Bennett would not permit him to do so, and I said that I would have nothing to do with the proposed investigation; I would not waste a minute thinking about it, unless Mr. Harris would first obtain from Mr. Bennett a definite authorization to make the investigation and a definite promise to publish the material. Mr. Harris agreed that this was a reasonable proposition, and he promised to write to Mr. Bennett, who was then in Bermuda, and show me Mr. Bennett's reply. He came to see me again in Point Pleasant, and submitted to me a copy of his letter to Mr. Bennett, embodying my conditions, and a cablegram just received from Mr. Bennett saying: "Go ahead with Packingtown story," or words to that effect.

Mr. Harris then goes on to state that the suppression of the story was not due to the reason I have stated. All I know about that is what I was told by Mrs. Ella Reeve Bloor, who made the investigation together with a Herald reporter, and who was intimately in the confidence of Mr. Harris. Mrs. Bloor wrote me a long letter telling me what had happened. Mr. Bennett had killed the story without explanation, and Mr. Harris was broken-hearted about it. He had pleaded with her to do everything in her power to persuade me not to take any action in the matter, out of a sense of fair play to Mr. Harris, who was a comrade, and had gone into the enterprise from the motives of a comrade, and who would be ruined with the Herald if I took action against it and exposed the whole situation.

The Herald had caused me to write an introduction for the proposed series of articles, and I had a heavy claim for damages against it, as well as the price agreed upon for the introduction. But the Herald never paid me a cent, and I finally dropped the matter, out of consideration for "Comrade" Harris and my old friend Mrs. Bloor.

That was fourteen years ago, and it would seem that holding a job upon a "Brass Check" newspaper has had the usual effect upon the psychology of Mr. Harris. He is no longer an ardent young Socialist, but a hired man.

Upton Sinclair.

• • •

Journalism's Primary Function

Springfield, Mass., April 20, 1921.

To Editor & Publisher: Now that Editor & Publisher is devoting more attention to the principles, intellectual, ethical and civic, underlying the editorial side of journalism, your readers may be interested in a criticism of the American press published by the New Statesman in the course of a discerning review of Upton Sinclair's book, "The Brass Check," which it by no means accepted at its face value. But the writer says:

"Certainly it is true that in no other country has the press developed so satanic an ingenuity of perversion, so extraordinary a facility in presenting a man as a fool or an undesirable, in making him say or imply what never entered his mind. The evil is not to be explained in any simple fashion, but there are two contributory reasons which may be described as constant.

"The first is that American reporters and interviewers do not use shorthand. The country which has produced the most efficient class of commercial stenographers in the world accepts the view that stenography is a drawback to the recording of public speech and tolerates the practice of having the reporter's own language put within inverted commas as a verbatim transcript of what was said. The second reason is that a straight report of a meeting is not news in the American newspaper world; it is not a story."

Here are two concrete criticisms of prevailing journalistic methods. These methods have largely come to be taken for granted. But to a journalist trained in a different technique they appear as hindrances to the fulfillment of the primary function of a daily newspaper—which is the accurate, painstaking, uncolored presentation of thoughts and events.

E. N. Jencks, Jr.

Mr. McCone of Buffalo

Buffalo, N. Y., April 19, 1921.

To Editor & Publisher: It has just been my privilege to read the editorial which appears on page 36, of Editor & Publisher of April 16, in which among other things the writer is charged with being one of the two dangerous elements that you hold are responsible for the condition of industrial unrest existing in this country.

In all friendliness, the writer wishes to take issue with you, for the reason that I do not believe that the editorial in question is the result of any firmly established conviction upon the part of the party who wrote this editorial, but rather I am inclined to feel that the article represents merely an unfortunate selection of language.

The facts are that the writer has made certain very definite charges against the closed-shop press. I have repeatedly challenged the publishers of closed-shop newspapers to meet me in a joint debate of the issues involved, but for some unknown reason all of those challenges have been ignored. I now wish to challenge any member of your editorial staff to a debate upon the subject of "The Closed-Shop Press," and if honored by an acceptance I will attempt to prove to the satisfaction of our audience that not a single closed-shop newspaper in America can be pointed to as enjoying editorial freedom. It is true that a great many publishers have, through the columns of their papers, issued a broad denial of the conditions that I allege exist, but they have all failed in one very important particular; they have failed to present any proof that my contentions were wrong. On the contrary, we are ready to present an overwhelming mass of documentary evidence to sustain our charge, but lacking an acceptance to our challege to date, a large amount of our evidence of a censorship of the press has never reached the public eye.

You may be interested to know that the publishers of 26 great daily newspapers, having a total combined daily circulation of more than 1,600,000 copies, are now eligible to become members of the American Open-Shop Publishers Association, and I have the personal assurance of a majority of these publishers that they would be glad to have the opportunity to assist in proving the existence of that damnable thing that you innocently or purposely deny—a censorship of the press by the radical labor unionists.

E. J. McCone, General Manager,
Buffalo Commercial.

• • •

Mr. E. J. McCone,
General Manager Buffalo Commercial,
Buffalo, N. Y.

Sir: This will acknowledge receipt of your letter of April 19, addressed to one of my associates, with respect to the editorial in Editor & Publisher for April 16: entitled: "Mr. McCone of Buffalo."

Inasmuch as I inspired the editorial to which reference is made, and sanctioned its publication in our columns, and in the last analysis am responsible for its presentation, I feel that I should say to you very frankly that I am in hearty sympathy and accord with the sentiments expressed.

Moreover, it is my judgment that the leaders of public opinion in America share this view. This is also the judgment of the members of the staff of Editor & Publisher.

In further response to your letter, permit me to say that I find Mr. Mellon is disposed to meet your wishes as to a joint debate but says that it must be under the following conditions, because he is not a public speaker and would, therefore, be at a great disadvantage when your experience of the last two years is considered.

Mr. Mellon will prepare a manuscript of 1,500 words and you a manuscript of equal length. When both are completed and ready for publication, you will exchange copies of your articles for answer and each will hold reply in rebuttal to 500 words.

I will agree to publish both the first arguments and the arguments in rebuttal in a single issue of Editor & Publisher, on a date to be announced later, giving the same treatment and display to each.

The readers of Editor & Publisher will be the judges. That is a greater audience than could otherwise be reached, and at the same time it is one that is keenly interested in the subject.

It must be understood, however, that Editor & Publisher, aside from printing the views of Mr. Mellon and yourself, will take no part in the debate but will at all times hold itself ready to express its opinion in the editorial columns and Mr. Mellon will not write the editorial.

If for any reason upon reflection you decide that it will be more advantageous for your cause to present all of your basic facts in one issue of Editor & Publisher, instead of in a limited space as suggested by Mr. Mellon, then I should be glad to renew our offer of last September and place our columns at your disposal for the proper presentation of the truth. Of course, with reasonable space limitations and with the further understanding that the Seattle and Winnipeg incidents are old stuff with us, having been adequately chronicled in our columns.

James W. Brown, Editor.

Palatka News Changes Field

The Palatka (Fla.) Daily News has changed from the evening except Sunday field to the morning except Monday. A Sunday edition is being issued.

The Associated Newspapers move their New York office to 114 Liberty street April 23.

IOWA

Iowa farm property increased 128 per cent over 1910. Value in 1910, $3,745,860,544 and on Jan. 1, 1920 it was $8,525,266,091.

Value of land and buildings increased 133 per cent; of implements and machinery 224 per cent; of live stock 56 per cent.

The value of an average farm, land, buildings and other property stood at $39,942 in 1920 as against $17,259 in 1910.

Iowa is greater in area than Connecticut, New Hampshire, Rhode Island, Vermont, Maryland and New Jersey combined and there are more families and people living in Iowa than there are in all of the following states combined: Rhode Island, Vermont, New Hampshire, Maine and Delaware.

A territory with farm land valued at nearly a *Billion* and an income from crops alone at a *Billion per year* with over 750,000 individual accounts in savings banks, averaging over $400 each is some territory. It is a territory any advertiser needs.

These daily Iowa newspapers will carry your story of your goods into the city stores and to the farms and country merchants.

THESE PAPERS WILL CONVINCE YOU

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye ..... (M)	10,401	.035
Burlington Hawk-Eye ..... (S)	12,960	.035
*Cedar Rapids Gazette ..... (E)	19,008	.055
Council Bluffs Nonpareil ..... (E&S)	15,147	.05
*Davenport Democrat & Leader ..... (E)	15,153	.06
*Davenport Democrat & Leader ..... (S)	17,332	.06
Davenport Times ..... (E)	24,322	.08
Des Moines Capital ..... (E)	49,805	.14
Des Moines Sunday Capital ..... (S)	33,931	.14
Des Moines Register and Tribune.... (M&E)	111,560	.20
Des Moines Sunday Register ..... (S)	92,761	.20
†Iowa City Press-Citizen ..... (E)	6,647	.035
**Mason City Globe Gazette ..... (E)	9,516	.035
*Muscatine Journal & News Tribune..... (E)	7,991	.035
Ottumwa Courier ..... (E)	12,373	.05
Sioux City Journal ..... (M&E)	51,723	.11
Sioux City Journal ..... (S)	33,795	.11
**Waterloo Evening Courier ..... (E)	15,554	.05

Government Statements, April 1, 1921.
*A. B. C. Publisher's Statement, April 1, 1921.
**A. B. C. Audit, October 1, 1920.
†Publisher's Statement.

A LATE SERIAL

The Ghost Garden

by Amelie Rives
(Princess Troubetzkoy)

Already ordered by

New York World	San Diego Sun
San Francisco Star	Evansville Press
Cincinnati Post	Oklahoma City News
Seattle Star	Columbus Citizen
Los Angeles Record	Houston Press
Des Moines News	Tacoma Times
Cleveland Press	Duluth Herald
Spokane Press	Dallas Dispatch
Akron Press	Portland News
Sacramento Star	Memphis Press
Terre Haute Post	Toledo News Bee

A Southern story of exquisite charm and sentiment, with a background of the supernatural

Wire your order

McClure Newspaper Syndicate

373 Fourth Avenue New York City

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. New York — Lytton Bldg. Chicago

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. *Standard Rate Card*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KENMONTH, Publisher
Asbury Park, N. J.

OF THE SHAFFER GROUP

The Indianapolis Star had larger gain in advertising during the year of 1920 than any other Indianapolis newspaper, exceeding the gain of its nearest competitor by 173,097 agate lines.

THE INDIANAPOLIS STAR

Largest Morning and Sunday Circulation in Indiana

OF NEWSPAPERS

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

TIPS FOR AD MANAGERS

Doremus & Co., 44 Broad street, New York. Making yearly contracts with newspapers for National City Company.

Theo F. McManus, 44 East Hancock avenue, Detroit. Making yearly contracts with newspapers for Dodge Brothers and Maxwell-Chalmers automobiles.

Lord & Thomas, 5 South Wabash avenue, Chicago. Making 5,000-line contracts with a selected list of newspapers for Pepsodent Company.

F. A. Grey Advertising Company, 14th & Oak streets, Kansas City. Making 5,000-line contracts with Pacific Coast newspapers for Cactus Remedy.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Making 5,000-line contracts with newspapers in selected cities for Orange Crush Company.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making 5,000-line contracts with Western newspapers for Portland Cement Association.

Carl S. Von Poettgen, Kresge Bldg., Detroit. Making 5,000-line contracts with newspapers for the Briscoe Motor Corporation.

Martin V. Kelley Company, Second National Bank Bldg., Toledo. Making 5,000-line contracts with Lexington Motor Corporation, Connersville, Ind.

Critchfield & Co., Brooks Bldg., Chicago. Making 10,000-line contracts with middle West newspapers for Fitzpatrick Brothers, Chicago.

George L. Dyer Company, 42 Broadway, New York. Sending out schedules for the United States Tire Company. Sending out schedules for Kuppenheimer Clothes.

Collin Armstrong, Inc., 1463 Broadway, New York. Making 1,000-line contracts with newspapers for Lamport & Holt S. S. Lines.

Albert Frank & Co., 14 Stone street, New York. Making 3,000-line contracts with G. L. Miller & Co., financial. Making yearly newspaper contracts for International Mercantile Marine Company.

George W. Ford, 214 Rhodes Bldg., Atlanta. Making contracts with newspapers for Atlantic Ice & Coal Corporation.

Southwestern Advertising Agency, Continental Bldg., Oklahoma City. Making newspaper contracts for Firestade Laboratories, Inc.

Dillard-Jacobs Agency, Candler Bldg., Atlanta. Making yearly newspaper contracts for Dr. Blair's Laboratories.

Frank Seaman, Inc., 470 Fourth avenue, New York. Making yearly contracts with newspapers for Studebaker Corporation.

Joseph Richards Company, Inc., 9 East 40th street, New York. Handling account of Richard E. Thibaut, Inc., New York. Lists for spring campaign call for concentration in New York territory, using newspaper space.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Again renewing newspaper contracts for the Goodyear Tire & Rubber Company, Akron.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with newspapers for International Silver Company, Meriden, Conn. Reported to be handling advertising for Waldes & Co., "Koh-i-noor" fasteners, 315 Fifth avenue, New York.

Fonda-Haupt Company, 286 Fifth avenue, New York. Reported will make up lists during June, using newspapers for National Black Goods Company.

J. W. Gannon, Inc., 220 Fifth avenue, New York. Handling advertising account for Eastern territory for the Alexander Lumber Company, 253 Broadway, New York.

Gardner Advertising Company, 1627 Locust street, St. Louis. Reported to be handling advertising for Circle A. Corporation ginger ale, Waco, Tex., and St. Louis.

H. W. Kastor & Sons Advertising Agency, Lytton Bldg., Chicago. Placing orders in magazine section of newspapers for Tiffnite Co., jewelry, Chicago.

Philip Kobbe Company, 208 Fifth avenue, New York. Placing advertising for Thro H. Gary Company, "Unicum" hair nets, 69 Irving place, New York.

Chas. D. Levin, Inc., 158 West 45th street, New York. Placing orders with newspapers in a few selected sections for Carbona Products Company, cleaning fluid, 302 West 26th street, New York.

Louis V. Urmy, 41 Park Row, New York. Again placing orders with newspapers in various sections for E. Pinaud, toilet preparations, 84 Fifth avenue, New York.

Brearley Hamilton Company, Grand Rapids, Mich. Has secured the advertising account of the Marine Wheel Company, successors to the Michigan Wheel Company, motor boat propellor wheels and motor boat accessories.

Zimmer-Thien, Kresge Bldg., Detroit. Placing orders with a few newspapers in selected sections for Kermath Manufacturing Company, marine motor, Detroit.

Turner-Wagener Company, 28 East Jackson Blvd., Chicago. Handling advertising for Stromberg Electric Company.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing orders with newspapers in selected sections for International Mercantile Marine Company, New York City.

Long-Costello, Inc., 153 North Michigan avenue, Chicago. Reported to be handling advertising for the National Refining Company, oils & greases, Cleveland.

H. K. McCann Co., 61 Broadway, New York. Again placing orders with newspapers in various sections for Standard Oil Company, 26 Broadway, New York.

Theo. F. McManus, 44 Hancock avenue, Detroit. Again placing orders with newspapers in various sections for Cadillac Motor Car Company, Detroit.

Metropolitan Advertising Company, 120 Liberty street, New York. Placing orders with New York City newspapers for Climax Compression Tube Company, 505 Fifth avenue, New York, and 200 Cherry street, Buffalo.

Sherman & Labair, 120 West 32d street, New York. Placing advertising for Famous Authors Library Association, Philadelphia.

Walter B. Snow & Staff, 60 High street, Boston. Placing experimental campaign with newspapers in Boston and vicinity for Electric Boiler Corporation, Cambridge, Mass.

Street & Finney, 171 Madison avenue, New York. Reported to be again sending out orders for Gorton-Pew Fisheries Company, Gloucester, Mass.

Frank Seaman, Inc., 470 4th avenue, New York. Planning national advertising campaign for the Du Pont Motor Car Manufacturing Company, Wilmington, Del.

The McAdam Advertising Service, Nat. Bank Bldg., Wheeling, W. Va. Using newspapers and direct-by-mail for Auto Sales Company, Wheeling, W. Va., distributor of motor cars through West Virginia. Using West Virginia newspapers for Concrete Steel Bridge Company, Clarksburg, W. Va., builders of concrete structures. Using business papers, newspapers and direct by mail for R. C. Dancer, Inc., wholesale wall paper, Wheeling, W. Va.

Critchfield & Co., Brooks Bldg., Chicago. Planning advertising campaign for a new motor car to be manufactured by George A. Coates of Indianapolis.

Dorland Ad Agency, 9 East 49th street, Chicago. Planning a trade paper campaign and later a general advertising campaign for the Turn Auto Company, New York.

Philip Kobbe Company, 208 5th avenue, New York. Placing advertising for Hood Rubber Products Company, Watertown, Mass., automobile tires.

Potts-Turnbull Company, Gates Bldg., Kansas City. Handling advertising for the Quisenberry Food Manufacturing Company, Kansas City.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Handling advertising for Haynes Automobile Company, Kokomo, Ind.

F. Wallis Armstrong Agency, North American Bldg., Philadelphia. Again placing orders with a few newspapers in selected sections for Insurance Company of North America, 232 Walnut street, Philadelphia.

Brandt Advertising Company, 5 S. Dearborn street, Chicago. Reported to be handling advertising for Reolo Company, Cleveland.

John Buchanan Advertising Agency, Globe Bldg., Boston. Again placing orders with some Eastern newspapers for Bangor & Aroostuck R. R., Bangor, Me.

Campbell-Ewald Company, Marquette Bldg., Detroit. Reported will shortly start advertising with newspapers generally for Aluminum Products Company, "Lifetime" aluminum cooking utensils, Lemont, Ill.

Charles L. Doughty, 621 Main street, Cincinnati. Reported will make up a list of newspapers during June for Perry G. Mason Company, household necessities, Cincinnati.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 40-inch orders to run 15 times in a large list of newspapers for R. J. Reynolds Tobacco Company, "Prince Albert" tobacco.

George Batten Company, 381 Fourth avenue, New York. Making 10,000-line contracts with a few newspapers in large cities for the National Blank Book Company, Holyoke, Mass. Renewing contracts for Bell & Company.

Morse International Agency, 449 Fourth avenue, New York. Making 2,000-line contracts with eastern newspapers for the Weir Stove Company, Taunton, Mass.

Wood, Putnam & Wood, 178 Tremont street, Boston. Making 5,000-line contracts with a selected list of newspapers for Royal Worcester Corsets.

Federal Advertising Agency, 6 East 39th street, New York. Making 3,000-line contracts with rotogravure newspapers for Treo Company.

Brearley - Hamilton Company, Grand Rapids, Mich. Has secured account of D. P. Daggett Canning Company, of Coopersville, Mich., and has started a newspaper campaign in Michigan on Daggett's "Irish Stew."

Hoyt's Service, 116 West 32nd street, New York. Will make up lists about June 1, using newspapers, magazines and trade papers for Dentinol Pyorrhocide Company, 1480 Broadway, New York, manufacturers of "Pyorrhocide" powder.

Wales Advertising Company, 141 West 36th street, New York. Will make up lists during May and June, using newspapers, magazines, trade and farm papers for the Boston Varnish Company, Everett Station, Boston.

Granville S. Standish Advertising Agency, Union Trust Bldg., Providence, R. I. Will make up lists during May and June for the Holmes Company, 365 Elmwood street, Providence, R. I., makers of jewelry and gifts.

Lindenstein Moves

S. G. Lindenstein, Inc., publishers' representatives, will move April 27, to the Canadian Pacific Building, 342 Madison avenue, New York.

1920

Indication of Lineage Increase
1920 vs. 1918
in the

BOSTON AMERICAN

on

Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918

Buy Space in Boston's Greatest Evening Newspaper

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

is all of N. Ohio

The Plain Dealer
Cleveland

Don't miss

Editor & Publisher

Annual Convention Number

April 30th

Early edition issued Thursday morning on FREE distribution at Room 116, Waldorf-Astoria

The Detroit News

THE Detroit News is preferred by advertisers because they find it reaches Michigan's greatest buying zone with thoroughness unapproached by any other paper.

Yale Class Votes The Times Best Paper

New Haven, April 17—In the poll of the seniors of the Sheffield Scientific School, Yale,

THE NEW YORK TIMES

was again voted the favorite and the leading newspaper of the United States. The class numbered 84 members, including 72 Republicans.

The Asheville, N. C. Times

is rapidly forging ahead under the new management of capable newspapermen and due to its change of political policy.

Indications point to the fact that the TIMES will soon be the LEADING PUBLICATION in this progressive Southern city.

Represented by

Frost, Landis & Kohn

CHICAGO NEW YORK ATLANTA

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

World Building, New York

Another

Big Plant

Now in Course of Construction at

Perth Amboy, N. J.

Large increase in Savings Deposits during past year.

For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

NOTES OF ASSOCIATIONS AND CLUBS

A TWO-DAY convention of the Missouri Press Association, a one-day convention of Missouri Writers' Guild, an advertising day, and a day devoted to the editorial page and special features of newspapers will make up the 1921 Journalism Week at the University of Missouri, May 23 to 27.

The week will close with a Nationally Advertised Banquet. It is planned to have every article served or used at the banquet or given as souvenirs consist of a nationally advertised product.

The meeting of the Missouri Writers' Guild will be held May 23. Tuesday, May 24 will be devoted to discussions of the editorial page and special features. Wednesday is to be advertising day. In connection with this there will be interesting exhibits of advertising, including specimens of work done by students in the advertising courses of the Missouri School of Journalism. Another exhibit, arranged by the educational committee of the Associated Advertising Clubs of the World, will show the original drawings and lay-outs for the national advertising campaign of the Old Colony Trust Company, of Boston.

Invitation to the Montana State Press Association, to meet at Whitefish July 28, 29 and 30, has been extended by Editor G. M. Moss, of the Whitefish Pilot to T. J. Hocking of Glasgow, Mont., president; and to S. E. Peterson of Great Falls, secretary. Entertainment planned includes an automobile trip to Lake McDonald in Glacier National Park, and another to Kalispell and Somers and a steamer trip on Flathead Lake.

The Savannah (Ga.) Advertising Club is planning to entertain the members of the New York Ad Club next June, when they stop off in that city enroute to attend the annual convention of the Associated Advertising Clubs of the World at Atlanta.

The New England Business Papers Association elected Henry G. Lord of the Textile World president at its recent meeting in Boston. Arthur R. Nagle was elected secretary-treasurer.

The Pilgrim Publicity Association, Boston, held its annual election of officers last week at the Hotel Bellevue, with President George C. Frolich presiding. Officers were named for the coming year as follows: President, Henry Kuhns; vice-president, H. Wesley Curtis; treasurer, George D. Moulton; secretary, Mark W. Burlingame; directors, Alfred T. Haskell, E. H. Kittredge, William H. McLeod, Daniel Starch and E. F. Worcester. The speaker of the evening was Dr. Teyhi Hsieh, who has been pleading for an *entente cordiale* between China and the United States at gatherings in various parts of the country, who declared before the Pilgrim associates that the time is now ripe for American merchants and manufacturers to invade China commercially.

The Poor Richard Club, Philadelphia, has been presented with a silver golf trophy by Bartley J. Doyle, member of the club, and president of the Keystone Publishing Company. The cup will be contested for in the club's annual golf championship and any member who wins the championship three times will keep the trophy permanently.

The Press Club of San Francisco held its "Fifteen Years After" show at midnight, April 16, the anniversary of the fire which destroyed the city in 1906. Artists of the Chicago Opera Company entertained.

The Newark (N. J.) Advertising Club, it has been announced, will join the Poor Richard Club of Philadelphia, on the trip to Atlanta in June to attend the convention of the Associated Advertising Clubs of the World.

At the annual meeting of the Advertising Club of Minneapolis, William Unsgaard was elected president, Frederick Kammann, first vice-president; I. J. Hentschell, second vice-president; Truman G. Brooke, secretary-treasurer and J. B. Bushnell, Miss Agnes Rooney and Clare G. Ferguson, directors.

The Technical Publicity Association of New York at its monthly meeting on April 14 elected the following officers: President, W. A. Wolff, Western Electric Company; vice-president, G. W. Vos, Texas Company; second vice-president, Cyril Nast, New York Edison Company, secretary, O. M. Bostwick, Sprague Electric Works; treasurer, R. P. Kehoe. The active members of the new executive committee are: H. J. Downes, American Locomotive Company, and W. B. Ruse, Jenkins Brothers; associate members, W. E. Kennedy, Simmons-Boardman Publishing Company, and C. S. Baur, Iron Age.

The Grand Rapids (Mich.) Advertising club has begun the issue of the Spur, semi-monthly, for the interests of club members. The purpose of the periodical is to offer mutual helps and suggestions which will create a closer understanding between the various advertising and publishing interests of that city. Ben Dean, advertising agent, is editor, and O. E. Munn, secretary-treasurer of the Periodical Publishing Company, is business manager. At a meeting of the advertising club held last week, the following officers for the new year were elected: President, John B. Hutchins; vice-president, Ray F. Barnes; secretary-treasurer, A. E. Howell.

OPEN OFFICE IN BOSTON

Stanley Pratt In Charge For Gilman, Nicoll & Ruthman

Gilman, Nicoll & Ruthman, for years with offices in New York and Chicago, will open an office in the Tremont Building, Boston, on May 1. Stanley Pratt who has been in the advertising business in New England all his life, has been selected as manager. He was until recently assistant advertising manager of the Fisk Rubber Company, and during the war was with the Emergency Fleet Corporation. Prior to that, Mr. Pratt was advertising manager of the Boston Traveler, and was also at one time connected with the Boston Journal and the Boston Herald.

STANLEY PRATT

The ever-increasing importance of the New England territory and the increased volume of business emanating from that territory prompted Gilman, Nicoll & Ruthman to open an office in Boston. The Gilman, Nicoll & Ruthman organization now comprises six men, all actively engaged in solicitation work for the nine papers they represent.

W. W. Bowen Dead

W. W. Bowen, publisher of the Journal and The Farmers' Fireside Bulletin, of Arlington, Tex., died recently.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

World Wide

ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy } 2900 5111

Cable Address:

SCHOLZEM, NEW YORK

THE

NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.

Foreign Representatives

Marbridge Bldg., New York City

Lytton Bldg., Chicago, Ill.

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

Digitized by Google

FARMER STILL ENJOYS PROSPERITY

A Good Prospect for Advertising Western Agents Are Told—Grain Growers Have Not Used Credit to Great Extent

(By Telegraph to Editor & Publisher)

CHICAGO, April 18.—Farmers are not in nearly as desperate a financial plight as politicians and state farm organizations would have us think, F. W. Thurnau, of Vanderhoof & Co., told the western council of the American Association of Advertising Agencies at a recent lunch. Judged by reports recently gathered from the 12 Federal Reserve districts, there is absolutely no reason to believe that the farmer is broke—not even reason to believe that he is in as strained financial condition as many of his city business brothers.

About 55 per cent of the wheat crop was marketed prior to November 1, when the price was in excess of $2 a bushel, said Mr. Thurnau.

"We hear much about the farmer not being able to raise wheat for less than $2.50 or $3 a bushel, but how does he arrive at those figures? Simply by an inflated valuation of his farm, based on production ability and prices born of war-time conditions.

"But after all, the farmer is in better shape financially than he was three, four or five years ago. It is true that he sustained losses, but when figured on a sane and actual basis, these losses appear more on paper than in actuality. In the South, where tobacco and cotton are the dominating crops, conditions are not so favorable as in the grain and raising country.

"A prominent Iowa Banker in speaking of farm conditions in the middle western farm territory states that 70 per cent of the farmers are not only solvent but prosperous; 25 per cent, bent but not seriously, and only 5 per cent in difficulty and his statement seems nearer the truth than any consideration of actual conditions that has come to our attention.

"I believe I am safe in stating that city men have used their credit to twice the extent that farmers have," confirmed Mr. Thurnau. "Notwithstanding the fact that the farmer last year bought over half of the automobiles and trucks manufactured, notwithstanding that he bought farms at inflated valuations, he still has funds that make him a bigger market for advertised products than ever before, as soon as he gets a true perspective of the recent past and present."

Other speakers at the luncheon were R. F. Clark, of Erwin, Wasey and Co., Chicago; F. G. Cramer, of the Cramer-Krasselt Company, Milwaukee; and John Benson, of Benson, Gamble and Slaten, Chicago.

ADS FOR BETTER HOMES

Furniture Men Organize for Million Dollar Campaign

The organization of the Furniture Publicity Bureau, which will supervise the national advertising campaign for better American homes, was completed at a meeting of about 100 furniture manufacturers and retailers in Chicago last week. The men in attendance pledged enough money to make immediate organization of the bureau possible so that a campaign will be inaugurated to secure pledges amounting to not less than $1,000,000 and covering a period of three years. A schedule of assessments ranging from $5,000 to $50,000 depending upon gross sales of the manufacturer or retailer, has been proposed to finance the bureau.

Publicity will be in charge of a managing director. National magazine and newspaper advertising as well as other forms of publicity will be employed to induce people to buy better grades of furniture and to educate them in harmonious home furnishing. At the meeting here a constitution was adopted and the following officers were elected:

President: P. E. Kroehler, Kroehler Furniture Company, Naperville, Ill.; vice-president, John L. Young, Retail Furniture Association of the United States; secretary, William B. Baker, Chicago, National Furniture Council; treasurer, Clarence S. Dexter, secretary-treasurer of the Grand Rapids Chair Company, Grand Rapids.

Sunday Paper In Albuquerque

The Albuquerque (N. M.) Evening Herald has begun publication of a Sunday morning paper. With the Sunday Herald is consolidated the circulation and special departments of the New Mexico Ruralist, a farm and ranch weekly newspaper, which has been published since April, 1918, by the Central Printing Company, publishers of the Evening Herald. The Sunday Morning Herald carries the leased wire service of the United Press, magazine and comic features.

EXTENDING SALMON ADVERTISING

Past Year's Campaign Increased Sales as High as 200 Per Cent

SEATTLE, Wash., April 18.—Extension of the advertising and publicity campaign recently undertaken in Eastern and Southern cities to strengthen the salmon market was decided upon by leading American salmon packers at a meeting recently held here.

Sales increases running as high as 200 per cent in some localities, as a result of the industry modernizing its methods of marketing, have been reported by jobbers. Limited resources do not permit a general extension of the campaign immediately, according to statements made at the close of the meeting, but the field of advertising will be broadened and efforts intensified as rapidly as resources become available.

"The retail demand for salmon which was wiped out during the war, can be restored through advertising and sales promotion if from now on jobbers and retailers get the proper support from salmon packers," G. P. Halferty, chairman of the publicity committee of the association, declared. "In every city where advertising has been started, and where trade scouts have carried on sales promotion, there has been an appreciable movement of the commodity."

A. B. C. Directors Meet April 27

The Audit Bureau of Circulations board of directors will meet at the Biltmore Hotel, New York, April 27.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Brass leads and slugs at 60c. per pound. First class condition. Itemized list furnished on request. Enquirer-News Co., Battle Creek, Mich.

For Sale

Scott wet matrix rolling machine, Scott two-page steam table; reasonable. Dunkirk Printing Company, Dunkirk, N. Y.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Peckham Machinery Co.

Marbridge Building
N. Y. City
Phone, Fitzroy 6659 Room 1029

10 Years Selling Web Presses, Linotypes and Newspaper Equipment

An experience of 30 years in Selling and Equipping Newspaper plants at your service

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, and Form Tables, all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINNESOTA

PUBLISHERS

OUR NEWSPRINT

Quality—Highest
Service—Best
Price—Lowest

Best line of Half-tone news, Standard news, and Rotogravure papers available.

Before contracting ASK

J. & J. SCOTT, Ltd.

Pulp & Paper

33 W. 42nd St., New York City

Phone Vanderbilt 1057

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

BETTER MEN FOR BETTER POSITIONS

SITUATIONS WANTED

Business or General Manager
Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of reference. Now employed. Address Box C-901, Care EDITOR & PUBLISHER.

Advertising Manager
Advertising Manager of 12 years successful experience as business builder wants position in Iowa or Middle West. Three years last position. Disengaged account of ownership. Copy writer and layout man. $60.00 per week. A salesman of his own copy. Married. Can come at once. W. Ramsell, Sioux Falls, South Dakota.

Advertising Man
28 years old, thoroughly experienced and with a record of accomplishment, is open for position as advertising manager-solicitor. Making good in present position, but don't like the field. Best of references. $40 a week. Address Box C-996, Care EDITOR & PUBLISHER.

A Timely Tip if you Need An Advertising Man
With wide experience, clean cut record. Quick to utilize the essentials of advertising and selling for the promotion of business.
Served as Advertising Manager with retail, wholesale and manufacturing establishments. Handled ad copy service departments with daily newspapers and printing plant, also as plan and copy man with agency.
Desire permanent position in larger field of activity with a live going organization. Salary $3,000 for first year. Address B. W. Orr, General Delivery, Canton, Ohio.

Circulation Manager
I have increased circulation over close to 50% and circulation receipts over 300% in present position in the past year. 20 years' circulation experience on the largest papers in the country. 38 years old. Member I. C. M. A. Address Box C-995, Care EDITOR & PUBLISHER.

Wanted
Young man twenty-two years of age, single, wants position as traveling salesman for newspaper supply house. Have had several years experience in newspaper circulation work. Best of references. D. R. Schroder, Box 190, Greenville, S. C.

"Gibby"
of the Pittsburgh Post has buried the "hatchet" and left the sport desk—would like to connect with some feature syndicate, sport feature or high grade publicity work. Ten years continuous work at one desk is my recommendation. Address Florent Gibson, The Post, Pittsburgh, Pa.

Editorial Writer
Young married man, trade paper experience, with knowledge of newspaper work, desires to make permanent connection with progressive newspaper in growing city. Address Box A-506, Care of EDITOR & PUBLISHER.

Editorial Writer
Paragrapher—seeks new field. Can manage news department. Address Box C-994, Care EDITOR & PUBLISHER.

Situation Wanted
By experienced Circulation Manager with years of experience, best of references, Member I. C. M. A., used to hand work. Address Box A-500, Care EDITOR & PUBLISHER.

Managing Editor
Fifteen years Hearst service, last five years Assistant Managing Editor largest afternoon paper on Pacific coast. Am all round, experienced newspaper Editor now employed, wants a change. West preferred. Answer Box A-504, Care EDITOR & PUBLISHER.

I Want A Job
I know the newspaper business inside out, from newsboy to publisher and in every department, circulation, advertising, accounting, editorial, mechanical, and I want a job as business manager or general manager, where I can cash in on this knowledge. Twenty years of successful experience and a clean record to offer. Know how to turn out a good looking sheet, but what is more important can make a popular and profitable one, and have done so. Married, aged 40, presentable appearance, like people, can get business and will go wherever opportunity beckons. Address Box C-993, Care EDITOR & PUBLISHER.

Publicity Man—Editor
Writer, 25, experienced, college degree, now available. Will consider $3,600 or more. Holds unexpired contract, $5,000, as publicity manager of defunct concern. Considerable reputation in certain section. Record of definite accomplishments. Fine credentials. Write for them. Address Box A-508, Care of EDITOR & PUBLISHER.

HELP WANTED

Circulation Director
for position with big eastern daily. Ability and experience of the highest grade are required. Salary will be adequate. Write fully. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Editorial Writer
Young, experienced, broad gauge man for high grade Independent Republican daily newspaper in large Eastern city. Give full information in first letter as to experience, references, etc., and send samples of work and photograph. Your communications will be held in strict confidence. Box C-998, Care EDITOR & PUBLISHER.

A Good Opening
awaits a competent working printer on an evening newspaper near New York. Ideal working conditions and a good permanent position. Man must be possessed of executive ability and be able to handle men and be a working foreman himself. Address full particulars to Box A-505, Care EDITOR & PUBLISHER.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Editorial Service
We will furnish you our daily editorial service at a minimum charge together with our "editorialettes" on current events.
Competent staff of writers. Will accept limited number of orders for this service. Samples furnished. Editorial Service League, Springfield, Ohio.

The Biggest

Two-Fisted Circulation Getter

in America

Square-standing, twenty-four-hour producer wanted—a real man who can jolt thousands of people out of reading perfunctory newspapers and into reading ours, which is a prosperous publication in a rich and populous field and now enjoying a reputation as the "Business Man's Newspaper," with the lack of dominant circulation which goes with it.

The man who gets this job will not be hampered by circulation details (distribution is now adequately and expertly handled); his whole time and heart and brain and effort will be devoted to MAKING NEW READERS.

If you are the man, an opportunity unparalleled in American journalism is yours. No man living is too big for this job. Sell yourself in a letter to Box C-999, "Editor & Publisher."

All communications will be considered as strictly confidential.

FOR CIRCULATORS AND MANAGING EDITORS

Earl Gaddis of Omaha World-Herald Trying to Bring Men Who Make and Sell Papers Into Organization

Organization of the circulation managers and managing editors of the newspapers in the territory extending from Milwaukee to Denver, and from the Twin cities to Kansas City and St. Louis, is a step proposed by Earl B. Gaddis, assistant publisher of the Omaha World-Herald.

Mr. Gaddis proposes the name of the Midwest Circulation Managers and Managing Editors Association for the organization. He is busily engaged just now in ascertaining the sentiment of the region for such a move. To date he reports that the sentiment is strong for the step.

"My reason for including managing editors is that they have no organization of their own," said Mr. Gaddis, "and because their interests are more nearly tied up with the circulation department than any other branch of a newspaper. They make the product and the circulation men sell it. There must be a co-operation between the two departments and there is, on all daily newspapers that are scoring big successes these days.

"There are problems in common which should be discussed by the two sets of newspaper officials. For the circulation men to go on in their organization without the helpful advice and assistance of the managing editors seems futile, and I hope to see the Midwest organization developed to a point where the consolidation will be appreciated and felt."

SUIT CUT MONITOR CIRCULATION

Drop from 120,729 to 27,268 in Two Years Shown by P. O. Statements

BOSTON, April 19.—Recently published Post Office statements for the six months period ending March 31, 1921, reveal an astounding decrease in the circulation of the Christian Science Monitor in the past two years, apparently directly traceable to the now famous Christian Science litigation. The six months' average circulation of the Christian Science Monitor ending the past March 31 was 27,268, as compared with 87,877 for the same period one year ago and 120,729 two years ago.

There is a probability that the whole controversy between factions of Christian Scientists may be reopened and that there may be further hearings before a master, not only in the Krauthoff case but in the case of John V. Dittemore. Judge Braley intimated that such would be his course, a few days ago, if there are further matters of fact to be considered.

The litigation began two years ago, and arose over the removal of Mr. Dittemore as a director. After various sessions in court the case was referred to a master. Judge Dodge was appointed, made his report, favoring Mr. Dittemore's contention, and the Supreme Court full bench eventually, after argument, received it and has had it under consideration since early last winter. It had been expected that a decision might be forthcoming last month; lately, interested parties have said that a decision might come in May. But now there is a possibility of further delay.

One thing has apparently been settled within the past few days, and that is John V. Dittemore's name must be continued as a director of the Christian Science Church in future editions of the church manual, until his status is decided.

In the phase of the litigation considered last week Judge Braley indicated that the court would be better pleased if the numerous counsel in the case would get together on the minor ramifications of the dispute and would not bring them all into court.

Planning for Atlanta Convention

The "On To Atlanta" committee of the Advertising Club of New York is making plans for a large attendance at the annual convention in Atlanta in June. The question now under discussion is whether a train or boat shall be chartered, and the matter will be decided by a vote of the members. The polls opened April 16 and will close April 25 at noon. The "On To Atlanta" committee is composed of Fred P. Motz, chairman, Manning Wakefield, Harvey C. Wood, W. G. Bryan, Harry D. Reynolds, W. M. Ostrander, H. I. Longstreet and J. M. Ethridge.

$15,000 buys

one-half of only daily newspaper property of a small city. Owner of this interest drew $40 a week salary in 1920 and $1,300 in cash dividends. Proposition V. T.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

EQUIPMENT FOR SALE

24-page *High Speed Straightline Goss*. New in 1910. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.
16-page *Straightline Goss*. 7 or 8 cols. Type length 21¾ in. Complete stereotype equipment, including motors.
Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 8; 1 Model 7; 1 Intertype, Model A; 1 Intertype, Model B.
Immediate Deliveries
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1807
Richmond, Virginia

SHOWALTER'S
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

Digitized by Google

—first of all a great newspaper, it is naturally one of the outstanding advertising mediums of the U. S.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
First National Bank Bldg

Los Angeles—The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.
Government Circulation Statement
April 1, 1921

143,067

Largest Daily Circulation in the Entire West

REPRESENTATIVES

New York: Herbert W. Moloney 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Nearly every person in Richmond reads The

NEWS-LEADER

The NEWS-LEADER'S circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER'S circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives

The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.

J. B. Keough, Candler Bldg., Atlanta, Ga.

More Than an Introduction

When a newspaper does more than introduce an advertiser to a community, there must result a spirit of mutual satisfaction.

For more than three-quarters of a century

The Pittsburgh Post

has introduced advertisers to the purchasing power of the great Pittsburgh district.

Each introduction is accompanied by an indorsement which cannot be dissociated from the character of such a paper.

DAILY AND SUNDAY

Editor and Publisher

Classified Advertisements

find good positions for good newspapermen

FARMERS' NEWS WINS FOR NEWSPAPERS

Joplin Globe's Department So Successful That Its Editor Is Invited to Give Week's Lecture Course at Missouri School

Results of a farm department in a daily newspaper were explained to students and instructors in the College of Journalism, University of Missouri, in a course conducted at Columbia, Mo., last week. The course was most unique, in that it was an entirely new feature in journalism. The lecturer was Cowgill C. Blair, editor of the daily and Sunday farm departments of the Joplin (Mo.) Globe. As the Globe is said to have been the first daily newspaper in the United States to inaugurate a daily farm department, recognition was given that publication by the University of Missouri, which requested Mr. Blair to lecture to the journalism school. A week's course was conducted, with the lectures occupying from three to five hours daily.

From this one week's course, arrangements have been made for a two weeks' course to be conducted next April at the School of Journalism. The 1921 meetings will not only include a repetition of last week's course and additional lectures, but also a laboratory course in which farm departments will be conducted in the Daily University Missourian, the college publication issued by the students.

Too Long Ignored

Successful results from a weekly farm page prompted the Joplin Globe to establish a daily farm department. The department carries news of farms and farmers and while it is largely local in nature, it also features farm development, technical, scientific, social and economic. The department really is a service to rural life, and its promotion features have been materially effective.

In establishing a farm department, the Globe did so in the belief that the great agricultural industry had too long been ignored by the daily press. Its importance, as affecting both circulation and advertising, has been felt by the Globe in the way of increased rural business.

What the farmer thinks of the daily farm department is shown by the Globe's experience. Within ninety days after the department was created, 3,500 additional rural subscribers had been added to the circulation. These new rural subscribers, added to the list already maintained in the rural sections by the Globe, gave the paper a circulation among the farmers of its territory that surprised even the paper's own manager.

Every Farm Product Advertised

Business concerns, particularly those catering to the farmer, began using the Globe as an advertising medium with which to reach this new business. But while that and other classes of advertising increased, the farmer himself has been the largest user of space in the farm department. He has advertised his auction sales, his livestock, his poultry and eggs, used machinery he desired to replace with new, and virtually every marketable product on the farm.

Farmers' organizations have used much space in conducting educational campaigns, for soliciting members and for other purposes. The Ozark Fruit Growers' Association, an organization greatly responsible for the great fruit industry of the Southwest, has used the farm department as an advertising medium, when a series of educational publicity was carried. A big Southwest Missouri nursery, which never before could be interested in daily newspaper space, maintains a regular appropriation for such advertising and frequently inserts a full 8-column advertisement, carried in the farm department.

In its promotion service the Globe, while increasing its rural circulation to a most remarkable extent, has taken an active part in community development in its territory. One result is the presence of seven county farm agents devoting their entire time to the work, whereas there was none when the farm department was established.

Residents of the cities and towns served by the Globe also have displayed much interest in the farm department, and Mr. Blair's services are frequently sought by the city folk for information regarding gardens, poultry, fruit and shade trees, etc.

When the Globe inaugurated its weekly farm department, Mr. Blair was engaged in operating a farm. As he also was a trained newspaper man, he was employed to edit the department and did so while continuing his vocation of farmer. However, since it was decided to make of the department a daily feature, Mr. Blair has been devoting his entire time to it. With the department in charge of a practical farmer, the confidence of the farmer was obtained and his support given.

COURSE FOR ONTARIO WEEKLIES

University of Toronto Will Give Week's Instruction This Year

A short course in journalism and allied subjects is to be arranged by the University of Toronto for the publishers of Ontario weekly newspapers. The course is to consist of a week's duration and will be held either during the week or the week after the Canadian National Exhibition. It will include English literature and composition, Canadian constitutional history, public health and hygiene, newspaper correspondence and such subjects of a technical nature as the Canadian Weekly Newspaper Association may desire. Although the course was designed primarily for the publishers of the weekly newspapers of Ontario, it will be open to anyone who pays the registration fee of not more than $2.

According to W. J. Dunlap, director of university extension, the best available authority on journalism in the United States will be invited to give lectures on the subject. Other instructors already decided upon are: Professors W. J. Alexander, English; George M. Wrong, Canadian constitutional history, and J. J. Fitzgerald, hygiene. An authority on newspapepr iurisprudence will be named later. It is believed that the course, if successful, will be a forerunner of a regular course in journalism as a part of the university curriculum.

Postpone Kansas City Journal Sale

(By Telegraph to EDITOR & PUBLISHER*)*

KANSAS CITY, April 19—Sale of the Kansas City Journal by representatives of the Federal Court was postponed Monday afternoon until April 25 by request of the receivers of the property. No statement was made, but it was understood the postponement was to give Kansas City persons opportunity to raise a fund of $250,000 to take over the property. Page ads in Kansas City newspapers have appealed to the public to buy shares in a proposed reorganization company to keep the paper from dying.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Tried and Found True

Whether as a household necessity for the family or a productive salesman for advertisers

The Pittsburg Dispatch

has stood the test for generations.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford Parsons Co., Marquette Building, Chicago, Ill.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

AND

THE WARHEIT

bring into being the most powerful advertising medium in the Jewish field

The Day

דער טאג

The National Jewish Daily

Digitized by Google

Pennsylvania

continues its century-old leadership in production of individual wealth and is more fertile as an advertising field than ever before.

Every successful National Advertiser uses Pennsylvania daily newspapers in a big regular way, many started years ago.

Pennsylvania people, like people of any other state, pay primary attention to their local newspapers—and national advertising campaigns run in Pennsylvania daily newspapers pay handsomely.

CULTIVATE THIS MARKET THROUGH THESE DAILIES

	Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item.....(E)	32,561	.10	.10
*Altoona Mirror ....(E)	23,556	.06	.06
Bethlehem Globe ....(E)	7,764	.04	.04
*Chester Times and Republican (M&E)	15,110	.055	.05
Coatesville Record ....(E)	5,429	.021	.021
Connellsville Courier ....(E)	5,267	.0179	.0179
*Easton Express ....(E)	13,260	.05	.05
Easton Free Press ....(E)	13,969	.05	.05
*Erie Dispatch (M) Herald (E) (M&E)	19,493	.065	.065
*Erie Dispatch-Herald ....(S)	18,738	.07	.07
*Erie Times ....(E)	27,787	.08	.08
**Harrisburg Telegraph ......(E)	32,558	.095	.095
**Lancaster Intelligencer and News-Journal ....(M&E)	26,266	.10	.10

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.

	Circulation	2,500 Lines	10,000 Lines
§Oil City Derrick ....(M)	6,467	.04	.035
Philadelphia Record ....(M)	111,883	.25	.25
Philadelphia Record ....(S)	125,555	.30	.30
*Pittsburgh Dispatch ....(M)	57,521	.17	.15
*Pittsburgh Dispatch ....(S)	76,651	.22	.18
§Pittston Gazette ....(E)	3,847	.03	.025
*Pottsville Republican ....(E)	11,416	.055	.05
§Scranton Republican ....(M)	31,153	.12	.10
Scranton Times ....(E)	35,904	.12	.10
*Sharon Herald ....(E)	4,942	.02	.02
Warren Mirror ....(E)	3,780	.0179	.0179
*Washington Observer & Reporter (M&E)	15,640	.06	.05
§Wilkes-Barre Times-Leader....(E)	18,037	.06	.05

**A. B. C. Publishers' Statement, October 1, 1920.
§Government Statement, October 1, 1920.

The World

First in America in "Public Service"

H. F. Harrington and E. S. Watson, instructors in Journalism at the University of *Illinois*, in a special story written exclusively for Editor & Publisher, place the **NEW YORK WORLD FIRST IN PUBLIC SERVICE AS CAPTAIN OF AN ALL-AMERICAN NEWSPAPER TEAM,** based upon conclusions of more than one hundred students of the University who make a study of newspapers as a part of their regular school work.

The basis of the award as captain of the team is the World's fidelity in living up to the standard set by Joseph Pulitzer, its founder, who established The World as

"An institution that would always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunders, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

First in Total Dry Goods Lineage year 1920—All possible combinations.

	Total Lines.	World's Lead.
The two Worlds (one ownership)	**8,159,147**	
Nearest two Competitors (one ownership)	6,107,341	2,051,806
Next two Competitors (one ownership)	6,008,131	2,151,016
Nearest two Competitors (separate ownership) .	7,715,447	443,800
Next two Competitors (separate ownership) .	7,260,732	898,415
Next two Competitors (separate ownership) .	6,689,645	1,469,502

First in Total Dry Goods Lineage First Three Months 1921—All possible combinations.

	Total Lines.	World's Lead.
The two Worlds (one ownership)	**1,961,768**	
Nearest two Competitors (one ownership)	1,664,317	297,451
Next two Competitors (one ownership)	1,583,536	378,232
Nearest two Competitors (separate ownership) .	1,951,963	9,805
Next two Competitors (separate ownership) .	1,748,282	213,486
Next two Competitors (separate ownership) .	1,617,538	344,230

First in Number of Advertisements Printed Year 1920—All possible combinations.

	Total Advertisements.	World's Lead
The two Worlds (one ownership)	**1,990,784**	
Nearest two Competitors (one ownership)	562,573	1,428,211
Next two Competitors (one ownership)	435,223	1,455,561
Nearest two Competitors (separate ownership) .	1,208,786	781,998
Next two Competitors (separate ownership) .	1,170,760	820,024
Next two Competitors (separate ownership) .	1,161,961	828,823

A. B. C. Publishers' Statement Six Months Ending March 31, '21

The World	The Sunday World	The Evening World
346,246	**621,341**	**312,764**
92% in Metropolitan Trading Area	**82% in Metropolitan Trading Area**	**95% in Metropolitan Trading Area**

Readers with Buying Power lead Advertisers to the columns of The Worlds for Increased Sales

The Evening World

CHICAGO	NEW YORK	DETROIT
1603 Mallers Bldg.	63 Park Row	521 Ford Bldg.

Google

EDITOR & PUBLISHER

Blue Ribbon Fiction

JUST THE FICTION YOUR PAPER NEEDS!

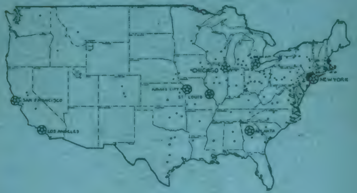
"ARAMIL HOLDS THE RANGE"

THE BOOK OF TEAR.
BLUE RIBBON SHORT STORIES

AMONG

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE

BECKWITH *COVERS* UNITED STATES



● Indicates cities with a population of 30,000 or more
★ Indicates Beckwith offices

THE above drawing, adapted from a map recently issued by the United States Department of Commerce, emphasizes the widespread influence of The S. C. Beckwith Special Agency and the strategic position of their eight complete offices.

Each point not only commands and concentrates upon a definite restricted territory as an individual unit, but likewise dove-tails and assists the other offices as a smooth running cog in the complete organization.

The great bulk of the population of the United States is between the Mississippi and the Atlantic Ocean, and where people live, there business is.

Five Beckwith offices completely surround and serve this great territory. Twelve salesmen concentrate in the New York territory alone. Kansas City covers west to the Rockies, and San Francisco and Los Angeles the Pacific Coast.

No point of importance in advertising is more than a night's ride from some Beckwith office, making possible a personal solicitation within a few hours after a "tip" is received or a call requested.

The S. C. Beckwith Special Agency maintains twenty-six active advertising salesmen besides fifty other department heads and employees.

A total of seventy-six people.

It is the oldest, largest, most powerful and best known special agency in America.

The S. C. Beckwith Special Agency—World Building, New York

COMPLETE BRANCH OFFICES AT

CHICAGO DETROIT ST. LOUIS KANSAS CITY
ATLANTA LOS ANGELES SAN FRANCISCO

Service!

The N.E.A. Art Factory and Home of The Fun Family Where News Pictures, Sketches, Comics and Cartoons Are Prepared for More Than 450 Client Newspapers

Write or Wire

Newspaper Enterprise Association

A Service – Not a Syndicate

Cleveland Ohio

Google

City
Population
1,823,779

Seal of Philadelphia

Separate
Dwellings
390,000

If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be "Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for March:

516,405 copies a day

Breaking all its previous circulation records

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

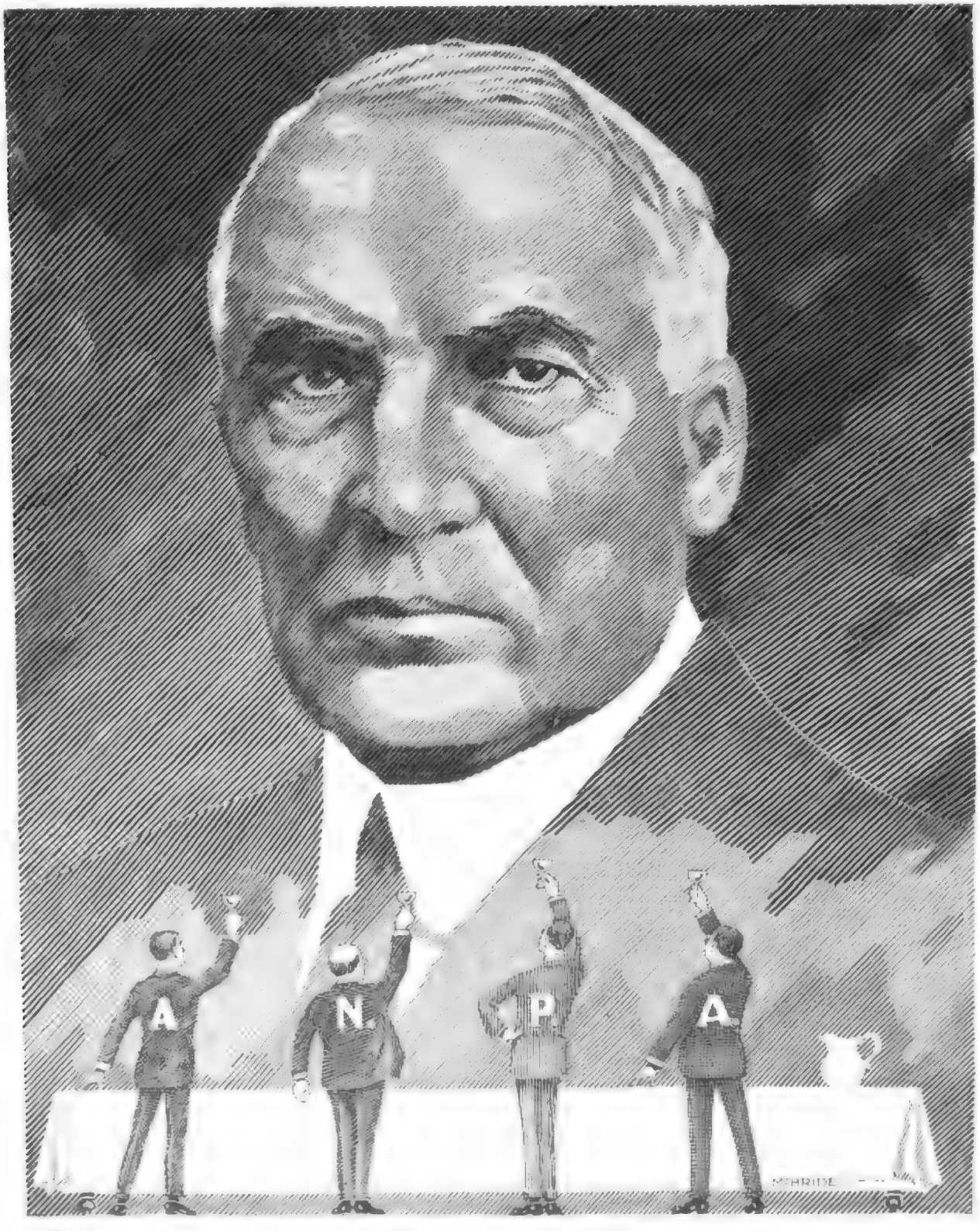
The circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, APRIL 30, 1921 No. 48



"This association expresses to President Harding on behalf of the American publishers our assurance of support in the difficult problems that confront him."

Digitized by Google

WITH THE MARCHERS IN THE ANNUAL PEACOCK ALLEY PARADE

Editors and Publishers from Every Part of the Country Express Interesting Views on Labor, Advertising Rates, Newsprint and other Problems in Exclusive Interviews with EDITOR & PUBLISHER

COL. ROBERT EWING, of the New Orleans States, who missed last year conventions because of illness, was on hand this year looking as blooming in health and as prosperous as ever." We have ben hit less by the business depression than many other cities in spite of the fact that sugar, rice and cotton have declined in price amazingly. How do I account for it? I think that it is due largely to the fact that so many new buildings are going up. We are erecting 14 and 16-story buildings on foundations laid on concrete piles sixty feet or more in depth. With so much building going on money has been more plentiful. Of course we are not as prosperous as we were in boom time during the war, but at the same time we have no reason to complain."

* * *

"I don't believe," said C. D. Morris, editor and publisher of St. Joseph (Mo.) Gazette, "that local merchants should be allowed to carry national advertising on a local contract. In a broad sense it is destructive to the business and beneficial to neither publisher nor advertiser. We have the same rate for both local and national advertising, so the question is not giving us any trouble just now."

* * *

THE 44-hour-a-week demand of the printers is worrying some of the newspapers that have job departments. A few have already yielded and therefore view with equanimity the approach of May 1. Others are going to fight the unions to a finish. Dietrich Lamadi, president and general manager of the Williamsport (Pa.) Grit, told the writer that the employing printers of that city will not grant the 44-hour week. "We consider the demand unwarranted and shall resist it to the end," he said. "When the strike comes on May 1, we will be prepared to meet it. I am afraid that in some cases the employers are not planning ahead and hence will be placed at a disadvantage when the strike does come. In offices where nothing has been done to meet the situation the printers will have a much better chance of winning out than in other offices. In these days of business depression the Typographical Union shows poor judgment in forcing a shorter week upon their employers who are still paying our printers war-time wages."

* * *

"WHY would it not be a good plan for EDITOR & PUBLISHER to start a movement in favor of changing the publishers' meetings to some other time, in future?" This was a suggestion made by William A. Hendrick, publisher of the New Haven Times-Leader. "Under the present arrangement," Mr. Hendrick pointed out, "they always come during the latter part of April, and, in a considerable number of cities, the typographical scales expire at exactly that time, with their attendant troubles. I understand that scales are expiring this year in more than 100 cities. It would seem as though the meetings could be held at some other time, without any great difficulty. I believe it is a mistake to hold them at the worst possible time in the year for publishers who have labor unions to deal with.

MISS BEATRICE COBB, editor and publisher of the Morganton (N. C.) News-Herald, has the distinction of winning her spurs in a State which is noted for conservative thought. The Old North State never "surrendered" on the question of giving the vote to women and the majority of the people down there are and were opposed to such a new-fangled idea. But their conservatism never feazed Miss Cobb who in five years has climbed to a secure position as a progressive newspaper editor.

Miss Cobb fell heir to a weekly paper, which was owned and published by her father and since the day she took hold, it has been one of livest weekly papers in the State. She is the only woman member of the North Carolina Press Association and no program for a meeting of that body is considered complete unless she is down for an address. She served as secretary for some time, and, like she always does, made good in a large way.

Miss Cobb is the "whole works" on her paper and runs it without anybody's help or assistance. She has an up-to-date job printing establishment—in fact everything about it is up-to-date, the editor being most up-to-date of all. In order to keep up-to-date she attends all sorts of meetings of her brother editors and that accounts for her being in New York this week. She is up to learn what the other fellow is doing—and will.

Besides running her paper, Miss Cobb comes pretty near running the town of Morganton, which is one of the oldest in the State. She publishes the only paper in Burke county, and when she says a bond issue is all right, the voters are sure to back up her judgment. She is the town's adviser and mentor and also the county's.

* * *

"EAST Liverpool is not as badly off as some other towns in Ohio," said Louis H. Brush, president and publisher of the Review, in speaking of the business situation. Ours is a pottery town and the plants are working 75 per cent of capacity. Hence the local situation is not at all depressing. If Congress adopts some tariff legislation this fall the situation will be much better. German pottery is not coming into the market and hence our American manufacturers have an opportunity to sell a lot of pottery. Local advertising has held up wonderfully well.

* * *

"OUR foreign advertising has fallen off 30 per cent," said Lyman F. Black, of the Elgin (Ill.) Daily News, "during the present business depression. In my opinion this condition will not continue for many months longer. The difference between our local and foreign rate is not very great and our intention is to make them the same by raising the local rate. We have accepted some national advertising through our merchants at the local rate, but for many reasons would prefer to have such advertising come through the agent."

* * *

"IF you want an example of what advertising will do let me call your attention to the case of Kansas City, Kansas," said Marco Morrow, general manager of the Capper publications. "When we started the Kansas City Kansan three months ago, the merchants were complaining about poor business. They believed in their city and in its possibilities, but the town lacked a live newspaper to wake up people and tell them what they had to sell.

"The Kansan has been established three months. At the end of the second month it showed a profit and has been going ahead at a fine rate ever since. You never saw such a change come over a city in your life as has taken place in Kansas City. Business in the stores has increased 50 per cent. The merchants are having a hard time to get goods fast enough to keep up with the demand. There's a snap and a go about the town that it did not have before.

"The business men now feel that they have a paper that is a credit to the city. They advertise more liberally than their contracts provide, which is a good sign. They like the way we run the paper. We do not accept a line of advertising, from the department or other stores of Kansas City, Missouri, which is just across the river. The circulation, now 19,000, goes into the homes of the people the merchants want to reach. Everybody reads the Kansan religiously and wants to help it succeed. When some of the women learned that we wanted to secure a membership in the Associated Press they voluntarily circulated a petition to the Board of Directors in our behalf, for which they obtained several thousand signatures. When you have such a spirit as that behind you is there any douht as to the future of that newspaper in that city?"

* * *

THOSE of us who have visited San Francisco and Oakland, Calif., in the summer can testify to the delightful coolness of the weather in the hottest months. Perhaps some of us do not realize the advantages of this kind of weather during the hottest months of the year, from a production standpoint J. R. Knowland, president and managing editor of the Oakland Tribune, who for twelve years represented California in Congress tells me that men work harder and more effectively in the two coast Cities than they do in Los Angeles or other interior places. "This is especially natural," he said, "when the weather is hot people do not feel like exerting themselves any more than they have to. When the weather is cool they feel like hustling.

"I am afraid the 44-hour-a-week proposition is going to be adopted by the job offices on the Pacific Coast. We in Oakland wanted to oppose the movement, but the San Francisco employers were forced or voluntarily favored the plan. If it goes into effect the time will not be remote when the newspaper compositors will also demand a like reduction in hours. Should this happen it will work a hardship to all newspaper publishers."

(*Continued on page 90*)

CONTENTS OF THIS ISSUE

	Pages
AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION CONVENTION	9
Annual Peacock Alley Parade	6
Toast to President of The United States	5
Paper Conservation Committee Report	96
Annual Luncheon	14
Turning Out Trained Machine Operators in 13 Weeks at A. N. P. A. Printers' School	68
Report of Advertising Bureau	13
Advertising Bureau Luncheon	17
Special Standing Committee on Labor Report	100
Hearst Staff Entertains	105
ASSOCIATED PRESS CONVENTION	7
Victor Lawson Polls Record Vote in Election	7
President Harding Asks for Aid of Press in Nation's Manifold Problems at Annual A. P. Luncheon	19
NEWSPRINT	
Paper Mills Wage Parleys Fail, but No Shortage Danger Seen by Manufacturers	92
British Object to Paper Import Duty	50
French Paper Makers Need no Tariff	40
LABOR SITUATION	16
A. N. P. A. Standing Committee Report	100
Audit Bureau of Circulation Seeks Postmaster-General Hays' Help	106
Accuracy and Fairness Only Win Confidence of Readers	44
Advances in Journalism Teaching	72
Advertising Created Grapefruit Market	66
Book on "Essentials in Advertising"	70
Circulation Statements, New York and Brooklyn Daily Newspapers, 1914-1921	13
Establishing Link Between Science and Public	58
Fears Radio to United States Is in British Hands	77
Future of Motion Picture Industry Lies with Newspapers	36
Hays Says Censorship of Press Is Not Duty of Post Office	14
Hunches	103
It Is An Ill Wind that Does Not Bring Newspapers Some Good	64
Junior Publications Build Morale	86
Kansas City Journal Purchased by W. S. Dickey	93
Lifting Copyrighted News Unlawful	105
Missionary Instinct Developed Press to Lead Public Opinion	42
Newspaper Advertising Completes the Sale	78
Newspapers Should Not Involve Themselves in Sales Counsel	88
Peanut Value Increase $1,580 Per Ton by Advertising	32
Public Ledger Can Receive Radio Day or Night, Rain or Shine	76
Rotogravure Special Section	11, 12, 29, 30, 79, 80, 97 98
Selling a Sunday Article Yourself	74
Tire Dealers Ready for Good Business	34
Turning a Losing Daily Newspaper into a Paying Property	22
Want Ads Guarantee Independence	26
When Old Herald Building Was Center of New York News Activities	32
John P. Young, Dean of Managing Editors, Dies at 71	21

LAWSON POLLS RECORD VOTE IN A. P. ELECTIONS

Melville E. Stone Retires as General Manager and Will Be Counselor and Secretary—Martin in Full Charge—Kansas City and St. Louis in Warm Service Fights

"NOTHING would give me more assurance at this time than to know that the new Administration would be able to deserve and retain the lavish measure of good will and confidence that has been accorded to it thus far," declared President Warren G. Harding in a letter to the Associated Press which was read to the 700 members in attendance at the annual luncheon on Tuesday at the Waldorf-Astoria. "Mutual tolerance and moderation, will I am sure, be amply repaid in accomplishment for the good of the country we all wish to prosper," concluded the President.

Mr. Harding's plea for the aid of the press was seconded by John W. Davis, former Ambassador to the Court of St. James and now general counsel of the A. P., who, in the course of his address at the luncheon said:

"Certainly those on whose shoulders the burden rests are entitled to every opportunity to formulate their policy without premature criticism or unsolicited advice."

Mr. Davis also took occasion to refer to the present state of the Versailles treaty, stating that he saw no reason why one Senator opposed to a treaty should be given as much consideration as any two Senators, no matter how eminent, in favor of it. "Is there any reason today," he asked "why the same senatorial majority which can adopt a declaration of war and pass the most far-reaching and important statutes, cannot be equally trusted to advise and consent where treaties are concerned."

Officers were elected by the new board of directors, which met at the Waldorf-Astoria, Wednesday morning, as follows:

PRESIDENT, Frank B. Noyes, Washington Star.

FIRST VICE-PRESIDENT, Herbert F. Gunnison, Brooklyn (N. Y.) Daily Eagle.

SECOND VICE-PRESIDENT, Stuart H. Perry, Adrian (Mich.) Telegram & Times.

COUNSELOR AND SECRETARY, Melville E. Stone, New York.

GENERAL MANAGER AND ASSISTANT SECRETARY, Frederick Roy Martin, New York.

TREASURER, James R. Youatt, New York.

EXECUTIVE COMMITTEE, Victor F. Lawson, Chicago Daily News; Charles H. Clark, Hartford, Conn., Courant; C. A. Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times, John R. Rathom, Providence Journal.

The holdover directors are:

Term Expires 1922

Clark Howell, Atlanta Constitution.
V. S. McClatchy, Sacramento Bee.
Charles Hopkins Clark, Hartford Courant.
Charles A. Rook, Pittsburgh Dispatch.
Elbert H. Baker, Cleveland Plain Dealer.

Term Expires 1923

W. L. McLean, Philadelphia Bulletin.
Frank B. Noyes, Washington Star.
Adolph S. Ochs, New York Times.
John R. Rathom, Providence Journal.
H. V. Jones, Minneapolis Journal.

The terms of the newly elected directors expire in 1924.

The meeting was notable in several respects. It was the largest attendance ever drawn by an A. P. meeting.

Some of those elected to the board of directors received the heaviest vote ever recorded in such a contest.

No new members were elected.

Membership as an English language daily was denied to the Westliche Post of St. Louis, raising possibilities of legal action by G. A. Buder, its publisher.

A strenuous campaign for election to membership by the Kansas City Kansan was withdrawn when it became evident that the membership was heavily against the proposition.

The members also upheld the protest of Louis Golding of the St. Joseph (Mo.) News-Press against the admission to the A. P. ranks of the Maryville (Mo.) Democrat - Forum, although Maryville is 42 miles from St. Joseph and does not compete in the latter city. The News-Press contended that Maryville was included in its rural circulation territory and that the admission of it and other newspapers in that territory to Associated Press membership would constitute an invasion of the News-Press contractual right to protection.

Other members from the same state spoke in favor of admission of the Maryville newspaper, and President Noyes during the discussion introduced a resolution drafted by the board of directors to the effect that it was the sense of the Associated Press membership that the right of protest by a member should be limited to a radius of 12 miles from the point of publication. Several members opposed this motion, declaring that it involved a surrender of their rights under their membership contracts with the association, and it was defeated by a heavy vote. In support of the resolution it was urged that such limitation of the protest right would make possible the representation of the Associated Press where it is not now directly covered and that the enactment of the rule would affect directly only four A. P. newspapers, which have no competition with Associated Press membership within the radius named in the resolution.

Three of the 10 nominees for directorships withdrew their names on the floor. They were John Stewart Bryan of the Richmond News-Leader, Henry M. Pindell of the Peoria Journal-Transcript and E. Lansing Ray of the St. Louis Globe-Democrat. The vote on the seven candidates for five places on the board was the heaviest in the history of the Association, over 4,000 votes being cast.

Mr. Pindell, in withdrawing his name, addressed the meeting as follows:

"I don't want anyone to get the impression from what I am going to say that I would not want to be a director of the Associated Press, as I regard it as one of the highest honors that could be bestowed on anyone. I am not flattering myself that if I wanted to I could beat Victor F. Lawson for director, and I would say with all candidness, that if I could beat Mr. Lawson I would not want to do it. Mr. Lawson, perhaps in conjunction with Melville E. Stone, was an organizer of the Associated Press. Mr. Lawson has dreamed and loved the Associated Press ever since it was organized, and he has exemplified in his service for the Associated Press those high ideals which have always characterized his Chicago papers.

"I very heartily and sincerely second the nomination of Mr. Lawson. I think six years is long enough for any one person, save Mr. Lawson, to serve. I urge you to elect Mr. Lawson and keep him on the directorate always."

Mr. Lawson was re-elected for three years receiving over 3,700 votes out of a total of approximately 4,000, the largest vote ever given to an A. P. director. D. D. Moore, of the New Orleans Times-Picayune also surpassed the previous record of approximately 3,200 votes, his total being over 3,500. Frank P. MacLennan, of the Topeka State Journal, D. E. Town, of the Louisville Herald and W. H. Cowles, of the Spokane Spokesman-Review also were elected by a heavy vote, Mr. Cowles, receiving about 3,100 ballots.

E. P. Adler of the Davenport (Ia.) Times received approximately 2,200 votes and Stuart H. Perry of the Adrian (Mich.) Telegram, one of the younger members of the Association, received well over 1,000.

H. V. Jones of the Minneapolis Journal was the successful contestant with J. H. McKeever of the Aberdeen (S. D.) American-News for the place on the board vacated by the resignation of A. C. Weiss, Mr. Jones getting about 3,400 favorable ballots.

Organization, checking of proxies, and casting of ballots for the directors consumed the greater part of the morning session, which started an hour late due to confusion of standard and daylight saving time, which became effective in New York Sunday. Adjournment was taken for luncheon and business was resumed in mid-afternoon with the election of advisory boards and committees, leaving on the schedule the applications for membership of newspapers which had been referred to the convention under the Association's rule on protests.

Interest ran high in two of these cases—the application of the Kansas City Kansan, Senator Arthur Capper's new daily, for membership, which had been protested by the Kansas City (Mo.) members, the Star and the Journal. And that of the St. Louis Westliche Post for the right to print in English instead of German, which is compulsory under its present membership.

The Kansan withdrew without discussion, Marco Morrow of the Capper Publications drawing a few laughs and applause by his good-humored address in withdrawing the application. A strong preliminary campaign had been made by this paper, a circular having been distributed among the members carrying an argument by Senator Capper and letters to the Associated Press from Kansas City (Kan.) civic business and educational leaders petitioning the grant of a membership, largely on the ground that the city was no longer merely the "Kansas Side" and, with its population of 100,000 was entitled to treatment as a locality distinct geographically, governmentally and socially from the city in Missouri the newspapers of which were attempting to block its progress.

The St. Louis Westliche Post took

PRESIDENT HARDING'S MESSAGE TO THE ASSOCIATED PRESS

"I WOULD be very grateful if on the occasion of the annual luncheon of the Associated Press you would express to the gathering my great regret that public engagements make it impossible for me to accept the invitation to be present. The opportunity to meet so pleasantly a company of fellow newspaper men such as will there be gathered, presents a real temptation to play truant and join you; but it seems quite impossible.

"As a newspaper publisher I am disposed to arrogate to myself a bit of special qualification to judge the service that the journalistic press has rendered to our country in the difficult period through which we have passed, and which is not yet ended. I know how earnestly and effectively the press tried to hold up the hands of all who were carrying forward our nation's activities during the war.

"On the other hand, my service in public life gave me some special insight into the relations between the government and the instrumentalities of publicity. No more unqualified, intelligent and patriotic service was rendered to the nation and the great cause, than that so freely given by the newspapers. Looking back upon it as one of the chief assets on the side of national morals, I cannot but bespeak a continuance of the lofty motives that inspired it, and of the generous, considerate, helpful attitude.

"The world and our own nation have yet manifold onerous problems to solve and burdens to bear. I know that among those entrusted with national administration there is the ardent wish to serve with whatever of ability we may possess, and without any reservations in behalf of partisanship or personal interest. Nothing would give me more assurance at this time than to know that the new administration would be able to deserve and retain the lavish measure of good-will and confidence that has been accorded to it thus far.

"Mutual tolerance and moderation will, I am sure, be amply repaid in accomplishment for the good of the country we all love and wish to prosper.

"Most sincerely yours,

"WARREN G. HARDING."

Digitized by Google

its case to the floor for the third successive year and was again denied the right to print in English after a warm discussion. G. A. Buder of the Westliche Post and E. Lansing Ray of the Globe-Democrat were the opposing leaders. Mr. Buder left the convention and the city immediately after the vote, and could not be reached for a statement, but it was reported around the Waldorf corridors that he intended to take his fight to the courts.

The Washington Herald, which was refused A. P. membership last year was again voted down by the convention.

No newspapers were elected to membership, it was stated, all recent applications on which there were no protests having been previously acted upon by the board of directors and announced in EDITOR & PUBLISHER at the time of their election.

The following boards and committees were elected at the Annual Meeting of the Associated Press:

ADVISORY BOARDS

Eastern Division

A. P. Moore, Pittsburg, Pa., Leader, Chairman.

Edward H. Butler, Buffalo, N. Y., News, Secretary.

Richard Hooker, Springfield, Mass., Republican.

E. L. Haynes, Wilmington, Del., Morning News.

W. H. Dow, Portland, Me., Express & Advertiser.

Central Division

M. M. Murdock, Wichita, Kans., Eagle, Chairman.

Mrs. Zell Hart Deming, Warren, O., Tribune, Secretary.

F. F. Rowe, Kalamazoo, Mich., Gazette.

H. G. Spaulding, Shawnee, Okla., News.

Leo P. Loomis, Muscatine, Ia., Journal.

Southern Division

H. C. Adlor, Chattanooga, Tenn., Times, Chairman.

J. N. Heiskell, Little Rock, Ark., Gazette, Secretary.

J. L. Horne, Jr., Rocky Mount, N. C., Telegram.

John S. Cohen, Atlanta, Ga., Journal.

L. J. Wortham, Fort Worth, Texas, Star & Telegram.

Western Division

A. N. McKay, Salt Lake, Utah, Tribune, Chairman.

C. B. Blethen, Seattle, Wash., Times, Secretary.

Dwight B. Heard, Phoenix, Ariz., Republican.

J. R. Knowland, Oakland, Calif., Tribune.

C. A. Morden, Portland, Ore., Oregonian.

NOMINATING COMMITTEE

Eastern Division

Arthur G. Staples, Lewiston, Me., Journal.

A. R. Kimball, Waterbury, Conn., American.

Central Division

R. F. Wolfe, Columbus, O., State Journal.

Henry W. Marshall, Lafayette, Ind., Journal.

Southern Division

E. B. Stahlman, Nashville, Tenn., Banner.

F. G. Bell, Savannah, Ga., News.

Western Division

Frank S. Baker, Tacoma, Wash., Ledger.

Arthur L. Fish, Salt Lake, Utah, Telegram.

AUDITING COMMITTEE

Eastern Division

W. J. Pattison, Scranton, Pa., Republican.

Central Division

C. C. Marqtis, Bloomington, Ill., Pantagraph.

Southern Division

Frederick I. Thompson, Mobile, Ala., Register.

Western Division

Frank H. Hitchcock, Tucson, Ariz., Citizen.

Steady growth and development of its news-gathering and distributing facilities are noted in the report of the directors, submitted on Tuesday. It is stated that the A. P. is now operating over 70 leased wired circuits and more than 50 bureaus, that the mileage of leased wire circuits was increased 4,600 miles, making the total 69,432, the number of operators increased to 785 and the number of automatic printing machines to nearly 200. The service was strengthened in Europe and Latin America and, the directors relate, at many of the important international conferences in Europe, the A. P. staffs were larger than those of the European agencies. By their conduct abroad, it is added, they are welcome everywhere—except only in Russia.

Revenues amounted to $5,372,090 and expenses to $5,191,143, leaving an excess of approximately $181,000 for the year. The emergency reserve fund amounted December 31 to $340,000. The employes' benefit reserve fund is credited with $110,625, the board having restored to it the $34,686 expended during the year for pensions, death and disability benefits. Thirteen employes are on the pension roll, death benefits were paid to the beneficiaries of six deceased employes and disability benefits amounting to $20,352, were paid to 256 employes.

MEMBERSHIP 1,258

Membership on December 31 included 1,258 newspapers, of which 738 received leased wire service. In six years, the directors point out, the membership has grown from 908 to 1,258, but the members receiving leased wire reports has fluctuated only between 58 per cent and 60 per cent.

The report in full follows:

To the Members of the Associated Press:

"The passing of another busy year serves to intensify the conviction that the founders of this association laid the cornerstone of one of the most impressive structures of co-operative effort of our time. Whatever its defects of plan, whatever its mistakes of policy, whatever its errors of omission or commission, the Associated Press, after twenty-one years of eventful existence, remains the most successful and comprehensive press association in existence, and nobody, friendly or unfriendly, has yet devised a more satisfactory machine for collecting and distributing the news of the world.

"We have passed through another Presidential campaign, serving to papers representing all shades of political belief reports of political events, often most bitterly controversial. Complaints have been negligible, and those who depend upon American newspapers for facts believe that the Associated Press is a trustworthy chronicler of current happenings. With over seventy different leased wire circuits and more than fifty bureaus, with a frequently changing personnel, with the inevitable errors of haste to overcome, the organization continues to grow in the confidence of its members, and thrives upon the daily criticism that it cordially welcomes.

"During the year we were able not only to strengthen parts of our operating machinery that had been temporarily weakened by the inroads which military service made upon our staff, but also greatly to amplify our facilities for increasing the value of the report to our members. New leased wire circuits and additional mail services have been established in every division. The mileage of leased wires was augmented by 4,600 miles, making the total 69,432. The number of operators increased to 785, and the number of automatic printing machines to nearly 200.

"Abroad we expanded our news resources as conspicuously as at home. We depend less upon the European news agencies and more upon our trained staff men. At many of the important international conferences in Europe, for example, our staffs have been larger than those of the European agencies. It may interest the members to note that more than one hundred men are now regularly employed in our bureaus outside the United States, and that it is an established policy to recruit our foreign staffs from those who have been trained in our bureaus at home.

"Our cable service to Alaska and our wireless reports to Hawaii, the Philippines and Porto Rico keep our territorial papers in daily touch with the continent. Our reports to Mexico and Cuba and our developing service to our members in Panama, Colombia, Ecuador, Peru, Chile, Argentina and Brazil have effected a metamorphosis in the exchange of news between the United States and its Southern neighbors. No longer can it be truthfully said that inconsequential gossip and sensational crimes form the substance of the news reports exchanged between the United States and the rest of this hemisphere. In our relations with our Latin-American members we have found them anxious for news of the highest importance, and the era of exchanging trivialities appears to be happily at an end. The Canadian Press, Ltd., our worthy ally to the north, continues its healthful expansion in the Dominion, and our Latin-American services, both in character and volume, are a credit to the journalism of the republics to the south of us.

"In every emergency our staff has responded with that characteristic devotion to the service which is one of its most cherished assets. Our men know that to represent the Associated Press is to wear the badge of honest journalism. They are welcome everywhere—except only in Russia. They are never called upon to seek news by deception or ruse.

"They are careful, dependable, indefatigable and imperturbable in excitement. They are trained to avoid error, but to admit mistakes unreservedly. The fourth estate in the United States and throughout the world is held in higher esteem because of the simple policy of honesty and square dealing which Associated Press representatives and other American reporters of similar high standards have unfailingly adopted.

"The Employes' Benefit Reserve Fund is credited with $110,625, the Board having restored thereto the total amount expended for pensions, death and disability benefits during the year. This amount was $43,686. Thirteen employes are on the pension roll. Death benefits were paid during the year to the beneficiaries of six deceased employes, and disability benefits, amounting to $20,352 were paid to 256 employes.

"Our revenues amounted to $5,372,090 and our expenditures to $5,191,143, leaving an excess of approximately $181,000 for the year's operations. Our Emergency Reserve Fund amounted on December 31 to $340,000.

"The Board continues to consider each application for membership with a view not only to the local situation but also to the general interests of the organization. It adopts no policy of forced growth. On December 31 the membership was 1,258. Of these, 738 members received a leased wire report. In six years the membership has grown from 908 to 1,258, but the percentage of papers receiving a leased wire report has remained almost stationary, fluctuating in these years only between 58 per cent and 60 per cent.

"In April the Board granted leave of absence at his own request to the general manager. Since then he has attended the meetings of the Board and the Executive Committee and has given counsel liberally to those who are continuing the active operation of the organization he has so brilliantly served throughout the years.

"Failures on the part of members to respond to the co-operative efforts of the management are few, and these are usually attributable to misunderstanding or temporary lack of vigilance. Those in closest touch with the news-gathering activities most appreciate that the efficiency of our service is in large measure dependent upon the unremitting co-operation of the entire Associated Press membership.

NO INTENTIONAL VIOLATIONS

"Members who permitted their staff to sell news to others than their fellow-members or not to supply their local news promptly to the organization have been cited from time to time to appear before the Board. In every instance they have pleaded ignorance of what their staff was doing in violation of the By-Laws. But such instances have been few, and we can report a general realization of the importance of the mutual exchange of local news which is one of our fundamental principles.

"The Board cannot at this time definitely fix the date when it will undertake the decennial revision of assessments to be based upon the latest Federal Census. It must await the compilation of various data by the Census Bureau.

"Victor F. Lawson," W. L. McLean, Frank B. Noyes, Adolph S. Ochs, Clark Howell, V. S. McClatchy, Charles Hopkins Clark, Charles A. Rook, W. H. Cowles, R. M. Johnston, D. E. Town, Elbert H. Baker, John R. Rathom, Frank P. MacLennan."

An attempt to change the association's protest rule failed when a resolution, recommended by the board of directors by which members were asked to limit the radius of their territory to 10 miles, failed. The rules of the A. P. regarding territory of newspaper members have been changed several times since their formulation when the Association was reorganized in 1901, but some of the papers which hold old memberships continue to exercise a wider radius. The resolution was defeated by a viva voce vote.

The Association passed the following resolution:

"Resolved, that the members of The Associated Press in convention assembled tender their thanks to the President, Board of Directors and officers of the Associated Press for their efficient work during the past year, which has made the Associated Press the greatest news gathering organization in the world and a credit to the United States."

INCREASED SERVICE TO MEMBERS A. N. P. A. GOAL

Asserts Authority on Agency Recognition—Dues Increased for Field Service of Labor Committee —Wants P. O. Circulation Statements Continued with Government Audit in Disputes

THE outstanding accomplishments of the American Newspaper Publishers' Association during its 35th annual convention in New York this week were:

Opposition to the acceptance of national advertising as local business at local rates.

Request that members cease to extend recognition on national accounts to agencies until the A. N. P. A. recognizes them and that the Six Point League of New York and the Chicago Newspaper Representatives discontinue passing upon credits and making suggestions or recommendations for recognition of advertising agencies and that members of the A. N. P. A. instruct their special agents to confine making such recommendations to their publishers individually.

Appointment of a committee to negotiate new international arbitration agreements with the printing craft unions.

Recommendation that the Government retain the semi-annual statement of circulation required by the post office, abolition of which is sought by the Audit Bureau of Circulations. Audit of circulations by the Government in case of complaint by responsible parties is urged by the publishers.

Pledge of support to members in opposition to the 44-hour week and the maintenance of the 48-hour working week for printers.

Recommendation by the paper committee that members stay out of the spot market and discount all selling threats that the future will bring higher prices or that strikes in the mills will cause a shortage of newsprint.

Denunciation of the fixing of a minimum selling base of any article or product used in the conduct of trade, commerce or manufacture, as destructive of competition and tending to create a monopoly and as detrimental to the best interests of all citizens. This refers to the passage of the Meyer-Martin bill in New York which aims at ending the price-fixing agreement between the photo-engravers' union and the employing engravers and was said by members to presage action in several states where such agreements are effective.

Appointment of a committee to receive suggestions as to the administration of the association and to put forward subjects for discussion at future meetings of the association.

T. R. Williams of the Pittsburgh Press was re-elected president and Howard Davis of the New York Tribune was elected treasurer to succeed George H. Larke of the New York World. Other officers and directors elected Friday morning were:

Vice-president, Paul Patterson, Baltimore Sun (re-elected).

Secretary, John Stewart Bryan, Richmond News-Leader (re-elected).

The above, with the following directors, constitute the board:

J. E. Atkinson, Toronto Star (re-elected for two years).

Elbert H. Baker, Cleveland Plain Dealer (re-elected for two years).

E. H. Butler, Buffalo Evening News (re-elected for two years).

Hilton U. Brown, Indianapolis News (re-elected for two years).

Frank G. Bell, Savannah News.

Harry Chandler, Los Angeles Times.

Hopewell L. Rogers, Chicago Daily News.

Charles H. Taylor, Jr., Boston Globe.

Howard Davis and D. D. Moore were added to the committee-in-charge of the Bureau of Advertising, other members of which were elected as follows, with William F. Rogers of the Boston Transcript again serving as chairman:

Lafayette Young, Jr., Des Moines Capital.

Harry Chandler, Los Angeles Times.

William Findlay, Toronto Globe.

Fleming Newbold, Washington Star.

David B. Plum, Troy Record.

S. E. Thomason, Chicago Tribune.

Louis Wiley, New York Times.

John B. Woodward, Chicago Daily News.

Increased activity of the Association in behalf of members' interests and vigorous assertion of its prerogatives in fields which have been invaded by other organizations are foreseen by many members in the adoption of increases in dues to pay the expenses of field workers for the special standing committee on labor, the pledge of support to members who are fighting against the 44-hour week, assertion of the Association's prior rights in the recognition of advertising agencies and the appointment of the committee of five headed by Gardner Cowles of the Des Moines Register to receive suggestions for the administration of the Association.

As usual a belligerent minority was present, largely composed of members of the Publishers' Buying Corporation, who protested against the first report of the paper committee and caused it to embody its conclusions in a resolution which was adopted by the Association Thursday.

The resolution follows:

In accordance with your directions of yesterday, your Paper Committee assembled this morning at nine o'clock for discussion of the resolution as amended by Major Stahlman.

The Committee members present were, Messrs. Adler, Wardman, Thomason, Bell, Hanson and Dow. Others present who participated in the discussion, at the invitation of the Committee, and who offered suggestions were Messrs. Jason Rogers, Pape, Finan, Zerbey, Weston, Paul Patterson and Palmer.

After a full discussion of the matter, your Committee decided to offer for your consideration the following resolutions:

WHEREAS, Production of newsprint has been largely increased during the past six months by the starting of fourteen new machines, increasing the available tonnage to about seven hundred tons per day in the United States and Canada, and

WHEREAS, European newsprint is largely adding to the present available supply in the United States, and

WHEREAS, The consumption of newsprint in the same period has substantially decreased with the result that, in the opinion of your Committee, the present supply on the American continent is largely in excess of the present consumption, and

WHEREAS, In the opinion of your Committee, newsprint consumption in the year 1921 will continue at a substantially lower level than the consumption in the year 1920; therefore be it

Resolved, The present contract price of newsprint is, in the opinion of your Committee, the price not determined by manufacturing costs, but by previous competitive conditions which do not now obtain.

Second, that on the present spot paper market, newsprint is freely offered in quantity at four cents, with some quotations reported at three and three-quarter cents.

Third, that in view of the present situation with respect to available production, supply and consumption, your Committee recommends to the members of the A. N. P. A. that they be not stampeded into purchases on the spot market, or under contract, by selling threats and predictions of higher prices, strikes, etc.

Fourth, that your Committee is directing its best endeavors towards collecting all available information at its New York office and it urges upon every member that before making new commitments either on the spot or contract market, that he shall freely make use of the data available at the New York office and consult with your Committee. Your Committee further urges that in order that its services may be of the highest benefit, every member should report to the New York office all quotations with full details which he may receive, as to mill, tonnage, sizes, conditions, etc.

Fifth, this committee does not assume that its function is to give advice to its members, but it will, upon request, furnish all available data and information upon which the action of members may be based.

Sixth, by reason of the organization of your Committee, it is not within its proper functions and powers to enter into co-operative buying for the members, but your Committee believes that co-operative buying movements, among various sectional groups of smaller consumers, is advisable.

Seventh, your Committee further emphasizes the necessity for continued adherence to the present conservation policies as being the most effective method for restoring the normal price levels and preventing waste.

The "insurgents" also protested the postponement of the election of officers from Thursday afternoon to Friday, declaring that most of the members were compelled to leave the city Thursday night or Friday and that the election would be in the hands of what they termed the "administration clique." This opposition faded away by the time the election came before the meeting Friday morning and the old officers were returned without a contest.

It was the protests of these and other members that were also responsible for the appointment of the committee of five referred to above to guide the Association's future course. The committee consists of Gardner Cowles; Marcellus E. Foster, Houston Chronicle; A. W. Peterson, Waterloo (Ia.) Cou-

PRESIDENT HARDING'S MESSAGE TO THE A. N. P. A.

I HAVE to acknowledge with great pleasure the invitation which you have presented to me, on behalf of the American Newspaper Publishers' Association, to be present, with Mrs. Harding, at the thirty-fifth annual convention luncheon at the Waldorf-Astoria on April 25. For many reasons, of which those of fraternal chracter are perhaps the most compelling, I am regretful that it will be impossible for us to accept. The demands of public affairs are such that since inauguration it has been quite impossible for me to make any engagement which will take me away from Washington.

I do not need to tell you how deep is my interest in the work of your association. My own participation in the publishing business throughout the entire period of my mature life—and, indeed, rather longer for that matter—has filled me with profound appreciation of the work that this organization has accomplished. The American newspaper publishers are entitled to a special and very great measure of recognition for their work in behalf of National unity and effective performance of the great duty that was laid upon them during and scince the war. I am bold to say this as one modest publisher whose contribution, of course, was a small one; but I say it also as a public man who saw and knew the great services of the American newspapers in the supreme crisis of the world's history.

I am convinced that today there is no group of men in all the Nation who have a more thorough appreciation of the tremendous problems which confront our country in this era of reorganization and rehabilitation than is possessed by the members of your association. As the head of the Government rather than of a party, and with no thought of personal or partisan advantage, I am moved to bespeak for the Government and for all the people a continuance of that splendid and patriotic attitude which marked the work of the American newspaper press during the war and has characterized it ever since. Our problems of peace, I feel quite competent to assure you, are hardly less difficult than those of war. We have need for the most generous measure of unity and co-operation among all the forces of the land, and I take this occasion, most earnestly, to ask that the Government, and those responsible for its administration, may have that assistance in the most generous measure in which their deserts may justify.

Very truly yours,

WARREN G. HARDING.

Digitized by Google

rier, Daniel Nicoll, New York Evening Mail and Joseph B. Finan of the Cumberland (Md.) Times.

Unanimity was evident, however, in the discussions of labor which took place Wednesday afternoon and all day Thursday. The Association is dead against the 44-hour week and passed the following resolution expressing the Association's sentiments:

"RESOLVED—That the American Newspaper Publishers Association declares against reduction of the hours constituting a week's work below forty-eight hours, and instructs the Committee and officers to that effect.

"RESOLVED—That the American Newspaper Publishers Association endorses the efforts of its members who are endeavoring to maintain the forty-eight hour week and pledge them its co-operation and support."

FIGHT PRICE-FIXING PACTS

Price-fixing by agreement between labor unions and employers as practised in the photo-engraving trade was heartily condemned by members from all parts of the country and several members said it was their intention to push legislation similar to the Meyer-Martin law recently enacted in New York, which was reported fully in EDITOR & PUBLISHER last week. The A. N. P. A. is not committed to such action, but passed the following resolution:

"The American Newspaper Publishers Association in convention assembled views with concern the efforts of labor unions to fix the selling price to the consumer of articles or products; and therefore

"RESOLVED that the fixing of a minimum selling base of any article or product used in the conduct of trade, commerce or manufacture, is destructive of competition and tends to create a monopoly and is detrimental to the best interests of all citizens."

Re-setting of matrices and plates of borrowed advertising matter received considerable attention during the afternoon, the Pittsburgh publishers telling of their recently negotiated contract from which the reproduction clause was omitted. The dictatorial attitude of the Pittsburgh union in the past was severely criticised by O. A. Williams, chairman of the scale committee of the Pittsburgh Publishers Association, and it was stated that the success of the publishers was largely due to a determined stand on the ground that capital and labor should work together for mutual benefit, rather than that either should dictate the other's course.

Advertising and circulation problems received attention Friday morning, and the action of the Audit Bureau of Circulations for the abolition of the semi-annual statement of circulation to the Post Office was countered in a resolution introduced by Elbert H. Baker of the Cleveland Plain Dealer urging the United States Government to continue the requirement of the law of August, 1912, for statement of circulation by newspapers every six months and providing that in case of complaint of inaccuracy in the statement by a responsible party, the United States Government will insure an audit of the statement complained of.

FOREIGN AT LOCAL RATES

Warm discussion followed the introduction of the question of differential between local and national advertising rates and the attempt of national advertisers to secure local rates and classification for their copy. The following resolution was adopted:

"RESOLVED, that it is the sense of this Convention that its members oppose as far as local conditions make possible the movement to secure the acceptance of National Advertising as local business at local rates."

Action by the association in the matter of agency recognition was put before the convention in President Williams' report, in which he said:

"A serious question has arisen in connection with the work of your committee on advertising agents, and at this convention you will be asked to decide whether the original purposes for which the association was founded thirty-four years ago shall be carried on in the future by your association or turned over to your own individual employes."

Emphatic action was taken on Friday morning and the feeling of the association was phrased as follows:

RESOLVED, That the American Newspaper Publishers' Association, through its duly appointed Advertising Agents' Committee is the proper organization to pass upon national recognition of advertising agents.

RESOLVED, That members of the American Newspaper Publishers' Association, except in local cases, be requested not to recognize advertising agents until they have been recognized by the American Newspaper Publishers' Association.

RESOLVED, That the American Newspaper Publishers' Association request the Six Point League of New York and the Chicago Newspaper Representatives' Association, and other organizations of special representatives or employes, discontinue passing upon credits and making suggestions or recommendations for recognition of advertising agencies, and that the members of the American Newspaper Publishers' Association be requested to instruct their special agents and employes to confine making recommendations to their publishers individually.

NEW LABOR AGREEMENTS

International arbitration contracts with the labor unions expire next May, at the time of the next convention, and the prevailing sentiment was that the agreements should be renewed. The following committee was appointed to negotiate the new contracts:

Chairman, Victor H. Lawson, Chicago Daily News; Irwin Kirkwood, Kansas City Star; E. H. Baker, Cleveland Plain Dealer; E. Lansing Ray, St. Louis Globe-Democrat; W. J. Pape, Waterbury Republican; Amon G. Carter, Fort Worth Star-Telegram; Aug. S. Crane, Elizabeth Journal; D. B. Plum, Troy Record; Marco Morrow, Topeka Capital; E. B. Piper, Portland Oregonian; Ervin Wardman, New York Sun and Herald; Charles D. Atkinson, Atlanta Journal; C. P. J. Mooney, Memphis Commercial-Appeal; A. W. Peterson, Waterloo Courier; W. S. Jones, Minneapolis Journal; Charles H. Taylor, Jr., Boston Globe; M. F. Hanson, Duluth Herald; Chris H. Rembold, Cincinnati Times-Star; Roy Howard, Scripps-McRae League, Cleveland; Frank B. Noyes, Washington Star; Ralph H. Booth, Grand Rapids Press; Bradford Town, Chicago Evening Post; Frederick I. Thompson, Mobile Register; Frank E. Gannett, Rochester Times-Union; T. R. Williams, Ex-Officio.

The pledge to President Harding follows:

"The American Newspaper Publishers' Association in convention extends felicitations to a fellow publisher, who has been called to high responsibilities in a time when great sanity and poise, as well as undeviating patriotism and Americanism are called for at the seat of national government.

"Since we met in convention a year ago President Wilson has completed his eight historic years as President and another great American, Warren G. Harding, Senator and Publisher, has become chief executive. Having every confidence in his high patriotism and lofty purposes, knowing that this training in statecraft and his capacity to serve and lead a sound public sentiment, this Association expresses to President Harding on behalf of the American publishers our assurances of support in the difficult problems that confront him, and to voice the faith that the ship of State will be safely steered through troubled waters into safe harbors."

NECROLOGY

The names of those who have died since April, 1920, are:

Arnold, Lynn J., Knickerbocker Press, Albany, N. Y.; Arntzen, C. M., Citizen, Tucson, Ariz.; Buckout, Frank, Star, Tucson, Ariz.; Burnham, Edw., Union, Manchester, N. H.; Clement, Edw. Henry, Transcript, Boston, Mass.; Clifford, Elmer L., American, New York City; Clifford, F. L., Minneapolis, Minn.; Diehl, Chandler, Light, San Antonio, Texas; Drake, Edw. Kirk, Journal, Elizabeth, N. J.; Gleed, Chas. S., Journal, Kansas City, Mo.; Hasbrook, Col. C. E., Times-Dispatch, Richmond, Va.; Joyner, Allan B., Citizen, Tucson, Ariz.; Jennings, Milton R., Journal, Edmonton, Canada; Kelly, John C., Tribune, Sioux City, Iowa; Long, Geo. H., Telegraph, Macon, Ga.; Miller, Chas. L., Republic, Rockford, Ill.; Norton, Geo. W., Express, Portland, Me.; Perrine, William, Evening Bulletin, Philadelphia, Pa.; Phelps, Frederick, S., Times, Erie, Pa.; Pond, N. P., Democrat & Chronicle, Rochester, N. Y.; Powell, Harry M., Star, Peoria, Ill.; Scripps, James G., San Diego, Cal.; Searles, Edw., F., Globe, New York City; Smith, George, McLeod, Tribune, New York City; Smith, Gerardus, Gazette, Schnectady, N. Y.; Smith, Wm. Alden, Jr., Herald, Grand Rapids, Mich.; Summers, Gabriel, R., News-Times So. Bend., Ind.; Thomas, Chas. L., Bee, Omaha, Neb.; Webb, Sam, Phoenix, Ariz.; Whitney, H. G., Deseret News, Salt Lake City, Utah.

The memorial resolution follows:

"To some of us these names bring a sense of personal loss, and for the whole association this annual memorial emphasizes the struggle of life and the certainty of death. We whose lives are still turning in mazes of heat and sound may well pause to commemorate our fellow-laborers in the high calling of publishing. With patriotism and courage they discharged their duties as men and citizens; while it was day they gave their best to the upbuilding of the newspaper industry of this nation, and now that the inevitable hour has struck, laying aside their burdens, they rest in their long home.

"Now, therefore be it

"RESOLVED, That this memorial be spread in the minutes of the American Newspaper Publishers' Association, and that this Resolution be adopted by a rising vote, and that copies be sent to the families of the deceased members."

THANKS FROM MERGENTHALER

Acknowledging gratitude for the efforts of the A. N. P. A. last year to secure the election to the Hall of Fame of Ottmar Mergenthaler, inventor of the linotype, Herman C. Mergenthaler, his son, has notified the association that there is $200,000, a part of his father's estate, in the hands of Johns Hopkins University, Baltimore, for any plans that may benefit the newspaper industry. Mr. Mergenthaler's letter enclosed a copy of the resolution adopted by the A. N. P. A. last year and an editorial which appeared in EDITOR & PUBLISHER of May 1, 1920. The letter follows:

To the Members of the American Newspaper Publishers' Association: As a result of the resolution adopted by the A. N. P. A. convention, April 21, 1920, endorsing Ottmar Mergenthaler, inventor of the linotype, for enrollment in the Hall of Fame, I should like the members to know that the electors of the Hall of Fame gave enough votes to place my father's name on the preliminary and again on the final ballot, where it will remain until such a time when the electors, at five-year intervals will give a majority vote in order to finally elect the candidate.

It is with grateful appreciation that I now take the opportunity to thank the members for their efforts in my behalf.

At previous conventions the question of Schools of Journalism, Typographical Arts and Mechanical Research Work is sometimes discussed and I refer you to the enclosed letter, which is a copy of one addressed to the convention April 20, 1920, more particularly to the paragraph stating that the sum of $200,000 is in the hands of Johns Hopkins University, Baltimore, Md., to be used for a memorial to Ottmar Mergenthaler and for purposes stated in the above mentioned letter. I merely cite this as a reminder to the convention in session, in the event that there are any plans maturing, or to be suggested that will best benefit the newspaper industry, the fund referred to is a nucleus which may be utilized or added to.

(Signed) HERMAN C. MERGENTHALER.

President T. R. Williams, of the Pittsburgh Press, summed up the newspaper problems before the convention in one phrase "the high cost of production." He declared that the salvation of the newspaper business rests upon the maintenance of present revenues and their increase, in order to meet costs, which, he emphasized, were little, if any, below the high war peak. While voicing the general conviction that further advances in wages to mechanical forces and reduction of working hours are unwarranted, he cautioned the members that "recessions in wages can only be based upon the increased purchasing power of the dollar, in order not to lower the higher standard of living that labor has so deservedly earned. Continued raising of the standard of living of the wage earners is essential to national advancement."

PRESIDENT WILLIAMS' REPORT

Mr. Williams' report in part follows:

"You are called together in your thirty-fifth annual convention at a time when not only important problems confront the newspaper business, but also grave problems confront the world.

"A portion of the world is yet at war; another considerable portion, exhausted, is suffering the after effects of war and the uncertainties of peace conditions unconsummated; our own country is technically yet at war and our business, trade and industry is struggling towards normalcy in readjustment from war conditions. In this labyrinth of world perplexities, it would seem that no achievements conceivable could be greater than for American newspapers to bend their energies towards assisting our government in quickly establishing peace throughout the world and getting all back to productive work, in re-establishing trade and commerce, in repealing unnecessary war-time measures, including especially the obnoxious features of the federal taxation laws, which admittedly have been so greatly responsible for the upsetting of sanely conducted business. With these funda-

(*Continued on Page* 16)

KIDS THAT GREW TO RULE

"Cunning rascal," said members of the Williams family as they chucked the youthful T. R. under the chin. Around the Pittsburgh *Press* they still call him Tom—but we call him President—of the A. N. P. A.

If members of the McCormick family were inclined to lay wagers, one, at least, made a bet that Bob would some day be a colonel, for even then Col. R. R., of the Chicago *Trib* and New York *News*, had the pose.

Even at the innocent age of three Lincoln B. Palmer, manager of the A. N. P. A., practiced resting his left hand on the table—and had "nothing to say, absolutely nothing to say."

One of the joys of childhood is the "pushing around," and Capt. Joseph Medill Patterson, of the Chicago *Tribune* and New York *News*, liked it so well he has been doing it since with others.

It is plain to be seen that the Roberts family was proud of Elzey when he was aged three—comparable, we would say, to what Elzey thinks of the St. Louis *Star* today.

"A devil may care but a devil will," said the youthful Mike as he gave his sombrero a careless swing and gazed Westward. Manhood's result: M. H. DeYoung and the San Francisco *Chronicle*.

A study in Iowa's fashion "some" years ago. J. S. Young liked it so well that he stuck there and today you can reach him in care of the Cedar Rapids *Gazette*.

Another Iowa fashion study, made in the days when it was still possible to get a "wee bit o' scotch" in those regions. Verne Marshall of the Cedar Rapids *Gazette* as he appeared then.

"I KNEW HIM WHEN—"

When C. S. Stanton, of the San Francisco *Examiner*, was young and Broadway was on his reportorial beat he had a way he did.

At the age of 17 Gardner Cowles, of the Des Moines *Register and Tribune*, was working his way through college, but even then dressed well.

Even at the tender age of eighteen it was plain to be seen that young Lafe Young was a chip off the old block—then, as now, a newspaperman. FIRST.

"What a boy!"—What expression could have been more natural when Clark Howell, of the Atlanta *Constitution*, was 19.

Having passed the Tommy stage, President Williams blossomed out as a Westmoreland (Pa.) county school teacher at the age of sixteen.

C. H. T., Jr., address Boston Globe—older, much older now, but unchanged, we would say.

At this happy period in his life everybody called him Dave Town—now his D. E. means something in the Shaffer Group.

Charles K. Blandin, of the St. Paul *Dispatch* and *Pioneer Press*, who explains that the youngest publisher in Minnesota—and he said the people of Swanton, Ohio, where

[illegible] the Newspaperboard Manor, a [illegible] dozen [illegible] Cedar Rapids Journal, wasn't the U. S. Navy. At that, he's [illegible] Longfield, Ill., [illegible]

When great and really meaning it was the way Hon. T. Marshall, the Cedar Rapids Tower [illegible] he put through his youth. He certainly worked it.

$200,000,000 NATIONAL ADVERTISING IN NEWSPAPERS DURING 1920

More by $50,000,000 Than Best Previous Year—A. N. P. A. Advertising Bureau's Market Surveys and Expansion of Activities Welcomed by Advertisers

THE eighth annual report of the committee in charge of the A. N. P. A. Bureau of Advertising, made to the Convention Wednesday morning, estimated the 1920 volume (of national newspaper advertising) exceeded $200,000,000, as against $150,000,000 the previous year. It was the judgment of the committee in charge that the Bureau of Advertising has furnished successfully the leadership in this development and that the maintenance and development of this position will depend largely upon the effectiveness of the Bureau. Increased support enabled the Bureau to meet the expenses of its growing work and to add largely to its surplus.

The committee's report follows:

"In its 1920 report your committee referred to the year then ended as 'the Bureau's best and most useful year.' It is gratifying to characterize the year now ended in the same way. In point of growth and service rendered, the organization undoubtedly has set a new record for progress.

"The volume of national newspaper advertising showed an impressive increase in 1920 as compared with 1919, despite the business lull which developed late in the year. It is estimated that this 1920 volume exceeded $200,000,000, as against $150,000,000 the previous year. In the first quarter of the new year, in the face of a general shrinkage of all national advertising, the newspapers made by far the best showing among mediums employed by national advertisers and the outlook for the balance of the year is favorable.

"Your committee is aware that economic conditions of the recent past have been favorable to newspaper advertising in the national field. It understands also that as advertising becomes a more exact factor in the selling of merchandise and as national advertisers are obliged to analyze more closely their market opportunities and their selling costs, newspaper space gains in favor as a medium of determinable results and sure economy.

"Part of this growing understanding of the value of newspaper advertising has been automatic, but a larger part has been due to education and solicitation offered by the various factors in the newspaper industry.

"In the judgment of your committee, the Bureau of Advertising has furnished successfully the leadership in this development.

"The Bureau's experiences in the past year indicate this useful position which it has gradually acquired. Advertisers welcome its solicitations, seek its advice and ask its help. Agencies invite its representatives to address their staffs, to call upon their clients and they turn to it daily for data on matters ranging from market opportunities to style and size of copy. Newspaper men co-operate closely with it in soliciting, distributing its literature and in many other ways that add to the Bureau's effectiveness.

Better Facilities

"With increased funds and a larger personnel, the Bureau has been able aggressively to carry forward its personal solicitation of national advertisers and its compilation and distribution of informative data. It has been able to cover more ground in this direction than ever before in its history and the direct results of its work are seen in the advertising now running. In virtually every field of merchandising its efforts produced results, in some instances after a period of solicitation covering several years.

"Its representatives were enabled to appear before many conventions and meetings held in the interests of advertising, to discuss the newspaper as a medium and opportunities for special solicitation were developed as a result.

"With its western office in Chicago fully established, it has done more intensive work in the middle western field, and your committee has authorized the drawing of a plan covering the establishment of a third office in San Francisco.

"Measuring the necessity for enlarging the Bureau's work by its capacity and opportunity for service, your committee again urges more general support of the Bureau among those members of the A. N. P. A. who are not now subscribing, but who have long been profiting by this organization's efforts.

"The establishment of branch offices of the Bureau, while indicating splendid progress, also entails responsibility. The Bureau's representatives constantly need data, based upon surveys and investigations for use in their solicitations. Increasing the scope of its work means increasing its service and this growth requires a steadily growing investment.

"One of the Bureau's chief needs at the moment is better equipment for research and statistical matter. The participation of the non-members among the A. N. P. A. personnel will make this possible, and your committee once more reminds this section of the A. N. P. A. membership of the great opportunity for advertising development which their non-participation is delaying.

"While the newspapers have reached a point of supremacy in volume of national advertising, it is the judgment of your committee that the maintenance and the development of this position will depend largely upon the effectiveness of the Bureau of Advertising. We newspaper men sell advertising and advocate it to merchants and manufacturers. We can best demonstrate our belief in the efficiency of our own product by using it ourselves. After all, the big function of the Bureau is to advertise newspaper advertising.

General Solicitation

"The representatives of the Bureau carried forward personal solicitations in many fields, including electrical appliances, food products, clothing, automobiles and accessories, lumber, writing paper, cement, soap, toilet articles, roofing, office appliances. Many manufacturers and distributors in these lines and in their sub-divisions were visited and helped to a better understanding of our medium.

"The electrical industry, covering makers of vacuum cleaners, washing machines, electric irons, ranges, heaters and the like, was well covered with gratifying results.

"Work done with many of the national associations of producers and distributors has been reflected in increased advertising. In many instances the Bureau's service has been gratefully acknowledged by advertisers who have been willing to admit the Bureau's influence in shaping their advertising programs.

"Addresses made by Bureau representatives before organizations of manufacturers, distributors and dealers have been productive of results. In one instance alone, inquiries following the presentation of the newspaper story before an organization of advertisers have kept the Bureau occupied periodically throughout the year.

"The Bureau continued its efforts and its service in connection with the Government advertising and received official acknowledgment for this work.

"Following its necessary custom of working in confidence with advertisers, a custom imposed upon it by manufacturers who are unwilling to give publicity to their advertising plans, the Bureau made no public reports of its activities, but your committee was able to follow its work in detail by semi-monthly confidential reports submitted to its members.

"Representatives of the Bureau spent 152 days in traveling during the year just ended.

"As this report is being made, the Bureau has on hand demands for information and service which tax its capacities to the limit. This work will undoubtedly be translated into terms of new advertising during 1921.

Salesmanship & Print

"The Bureau's solicitations by mail, made possible by the production of some extremely valuable printed matter, have been an important factor in its program and it is planned to increase this type of work during the coming year.

"The expenditure on literature was the largest in the Bureau's history, and the results, as attested by numerous letters on file, would indicate that it was a most productive investment.

"The Bureau's best piece of literature was its book, 'National Advertising and the Newspapers,' a well-bound volume, illustrated with maps and charts. It covered the uses of the newspaper as a national medium from practically every angle. The first edition of this book of 4,057 copies was exhausted within a short time of its publication, and a second edition was made. In response to demands from members for extra copies of this book, the Bureau arranged to supply publishers with lots of 25 or more at cost, and 1,035 books were distributed in this manner.

"'National Advertising and the Newspapers' has been a staff of solicitors in itself, and it has served in many instances to influence advertising appropriations, without further solicitation on the Bureau's report.

"The book has been used as a textbook in several schools.

"Another interesting document was a

(*Continued on page* 18)

NEW YORK AND BROOKLYN CIRCULATION STATEMENTS, 1914-1921

Filed with the Government, of six months ending April 1, 1921; compiled by Statistical Department of New York Evening Post, Inc.

	1914 April 1	1914 October 1	1915 April 1	1915 October 1	1916 April 1	1916 October 1	1917 April 1	1917 October 1	1918 April 1	1918 October 1	1919 April 1	1919 October 1	1920 April 1	1920 October 1	1921 April 1	Com-p'r'd 1920 Apr.1 with Oct.1 Gain or loss	Com-p'r'd 1920 Apr.1 with Oct.1 %Gain or loss	Com-p'r'd 1921 Apr.1 with Oct.1 Gain or loss	Com-p'r'd 1921 Apr.1 with Oct.1 %Gain or loss
American	352,164	361,709	333,345	349,345	335,435	383,297	413,918	451,799	423,041	384,414	396,960	383,366	385,271	379,040	406,311	27,262‡	7.2‡	21,040‡	5.4‡
Herald	101,006	109,192	106,580	98,651	92,853	99,597	133,918	130,209	128,814	108,972	107,642	109,267	†214,891	205,127	202,088	3,039‖	1.4‖	12,803‖	5.9‖
Press	81,931	98,259	94,025	110,869	103,657	*.....	*.....	.....	.....	.....	.....	.....	.....	.....	.....	....	..	....	..
Sun	65,514	70,387	71,708	71,749	68,309	*122,239	*150,439	141,758	121,639	117,807	117,414	131,951	.....	.....	.....	....	..	....	..
Times	246,118	259,673	298,248	318,274	334,744	340,904	344,436	357,225	352,794	368,492	393,178	362,971	351,939	342,553	352,528	9,975‡	2.9‡	589‡	0.1‡
Tribune	55,335	64,410	70,965	82,674	93,848	101,611	100,766	100,551	95,661	89,478	108,011	117,053	119,479	126,192	142,384	16,192‡	18.1‡	22,905‡	19.2‡
World	380,540	391,944	376,590	391,156	391,831	398,984	387,549	407,308	363,166	346,312	368,318	370,289	365,014	373,403	385,892	12,489‡	3.3‡	20,878‡	5.7‡
News (Tabloid)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	249,646	336,149	86,503‡	34.7‡	....	..
Eve. Journal	758,534	797,477	762,506	782,249	774,604	816,597	825,299	808,608	731,047	657,912	675,118	685,428	712,778	622,892	649,834	26,942‡	4.3‡	62,944‖	8.8‖
Eve. Mail	130,137	157,044	135,861	159,520	144,381	159,690	147,666	156,529	130,083	109,908	102,204	155,160	158,288	172,703	155,148	17,555‖	10.2‖	3,140‖	1.9‖
Eve. Post	17,475	18,513	22,010	20,598	21,151	20,477	23,682	20,809	26,501	32,234	32,369	30,026	33,818	36,825	38,596	1,721‡	4.7‡	4,778‡	14.1‡
Eve. Sun	110,056	122,763	140,203	155,069	170,464	171,247	186,185	192,250	180,998	178,437	†194,695	198,491	205,565	191,719	190,218	1,501‖	0.7‖	15,347‖	7.4‖
Eve. Telegram	163,869	220,484	220,679	223,848	207,663	218,463	215,282	217,846	204,622	186,612	190,687	181,519	134,407	120,148	109,511	10,637‖	8.8‖	24,896‖	18.5‖
Eve. World	360,902	386,505	390,066	403,787	398,727	404,358	423,810	431,222	367,101	324,745	355,069	339,199	335,233	351,684	313,143	38,541‖	10.9‖	22,090‖	6.5‖
Eve. Globe	144,982	185,471	181,347	187,429	175,267	210,991	208,138	214,836	188,772	177,344	179,906	188,780	179,192	181,475	164,429	17,046‖	9.4‖	14,763‖	8.2‖
Bkn. Citizen	32,893	32,454	32,972	33,130	34,260	34,378	34,683	35,214	34,216	34,864	35,699	39,586	39,498	39,365	40,126	761‡	1.9‡	628‡	1.9‡
Bkn. Eagle	44,754	44,227	44,552	44,096	44,776	44,332	43,209	44,101	46,525	46,068	49,656	45,328	51,496	53,431	58,521	5,090‡	9.5‡	7,025‡	13.6‡
Standard-Union	62,142	63,289	61,984	62,226	61,231	64,994	67,717	71,144	66,620	50,642	54,088	55,100	57,991	58,916	62,755	3,839‡	6.5‡	4,764‡	8.2‡
Bkn. Times	38,142	41,050	41,787	42,023	43,540	44,127	44,923	44,654	53,410	34,704	41,289	41,480	43,280	45,102	46,897	1,795‡	3.9‡	3,617‡	8.3‡
Totals	3,146,494	3,424,851	3,385,328	3,536,633	3,496,761	3,636,286	3,747,620	3,826,063	3,515,010	3,248,945	3,402,303	3,434,994	3,338,140	3,550,280	3,654,530	.....	..	....	..

*Morning Sun and Press consolidated. Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920. †Average for two months. ‡Gain. ‖Loss.

Digitized by Google

CENSORSHIP OF THE PRESS IS NOT PART OF POSTAL DEPARTMENT, SAYS HAYS

Postmaster-General, at Annual A. N. P. A. Luncheon, Pledges Better Second Class Service—No Publisher's Grievance Too Small for His Personal Attention

"THERE are two things in connection with the relation of the newspapers and the Post Office Department which I would state and re-emphasize," said Postmaster-General Will Hays, addressing the annual luncheon of the American Newspaper Publishers' Association, at which he was guest of honor, Thursday.

"First, it is no part of the primary business of the Post Office Department to act as a censor of the press. This should not and will not be.

"Second, we are going to get along together and do the right thing in all of these matters of classification rates and so forth, and I want it distinctly understood that there will never be any occasion when a publisher with any kind of a grievance is not thrice welcome to sit down with the head of the department and work it out."

To Improve Second Class

Concerning late deliveries of newspapers, Mr. Hays admitted that in nine cases out of ten the fault was with the post office, for he pointed out that the paper comes off the press and into the post office on unvarying schedule, and in this connection he pledged himself to see that the second-class mails get through on the dot.,

"It is also my opinion," said the Postmaster-General, "that the postal establishment is most certainly not an institution for profit nor for politics, but an institution for service. You can't expect men and women to give service if they are to be shuttlecocks of politics."

The luncheon was presided over by T. R. Williams, president of the A. N. P. A., and was attended by more than 600 members. President Harding, in a letter to Herbert L. Bridgman, chairman of the luncheon committee, expressed his regrets that neither Mrs. Harding nor himself could accept the invitation to be present personally. "But I am convinced that there is no group of men in all the nation who have a more thorough appreciation of the tremendous problems which confront our country in this era of reorganization and rehabilitation than is possessed by the members of your association" wrote President Harding. "As the head of the Government rather than of a party, and with no thought of personal or partisan advantage, I am moved to bespeak for the Government and for all the people a continuance of that splendid and patriotic attitude which marked the work of the American newspaper press during the war and has characterized it ever since."

Word Right From Pres. Harding

Mr. Hays said:

"In a visit yesterday with President Harding I inquired what word he had to send and he told me to tell the publishers that 'We expect your help in bringing this Republic and its varied interests into the straight forward track again.'

"My own first interest, of course, is in the effort to improve the postal service. I have also a deep interest in the plan for a general reorganization of the whole Executive branch of the government. In both of these matters I know you are interested.

"Referring to the necessity of and the plan for a general reorganization of the Executive Department:

"Everyone is more or less familiar with the present organization of the government. We know we have ten great executive departments, each presided over by a member of the Cabinet, but many are not familiar with the fact that there are more than 40 independent governmental establishments—such as the Federal Trade Commission, all of which carry on their work a Post the superintendence of any Cabinet officer—directly under the supervision of the President and Congress. This vast machinery, employing upwards of 600,000 persons has not, unfortunately, taken its present form as the result of any careful, constructive planning on the part of Congress, but from its beginning in 1789 is the result of evolution—over a period of 130 years.

"It is not necessary to point out the numerous duplications of overhead, of plant, equipment and personnel, which unavoidably accompany this scattering of similar work among different departments.

"The Administration proposes to eliminate these defects. You are familiar with the joint Congressional Committee on Reorganization which has been appointed, consisting of three members of the House of Representatives and three Senators, with Senator Smoot of Utah as Chairman. (Without this service I believe Senator Smoot is worth a half billion a year to this country in the next four years.) Legislation is now pending to authorize the addition of a personal representative of the President to the membership of this committee in order to insure the necessary cooperation between the executive and legislative branches. The committee has, of course, an enormous task—one which will require many months for its completion. It has undertaken to make a detailed survey of the work of all branches of the government, and within the current year it is expected that the results of its survey will be incorporated in a bill and reported to Congress for action, with the approval of the President in advance.

"It would seem natural to expect:

"First—The change of the name of the Department of the Interior to Department of Public Works, and the concentration in that department of all civil public works of the government, as well as all those services which have to do with the administration and utilization of the public domain.

A Department of Public Welfare

"Second—The establishment of a new department, the Department of Public Welfare, to have charge of all bureaus and offices which handle relief work for the veterans of the war with Germany, including the Bureau of War Risk Insurance, the Federal Board for Vocational Education, and the hospitalization division of the Public Health Service. In this department would be placed also those bureaus which deal with health questions generally, and with education and social welfare.

"Third—The stripping of the Treasury Department of all except its necessary and proper fiscal functions.

"Fourth—The transfer of all non-military work from the War Department and the Navy Departments to the regular civilian departments of the government.

"Fifth—The enlargement of the Department of Commerce and the transfer to that department of all agencies which have to do with the promotion of commerce and the protection of navigation.

"Sixth—The establishment of a centralized purchasing agency to do the buying for all branches of the executive establishment.

"Seventh—The establishment of a budget bureau, to aid the President in the direction and control of the work of all executive departments and independent establishments, and in the formation of a definite financial and work program for the government as a whole.

"Now as to the postal service in particular: The post office service is taken generally for granted like the sequence of the seasons. Men forget that it is a fact that the United States postal service is the biggest distinct business in the world. We have 300,000 employes immediately connected with the operation, with one hundred million customers. The annual turnover of the business in the Post Office Department amounts to nearly 3,000,000,000, with an expenditure of $600,000,000 annually.

"As an adjunct to the campaign for increasing our trade with South America, international money orders may now be exchanged with many of the South and Central American countries, and negotiations are being now conducted with the postal administrations of all the others, and it is expected that very soon it will be possible for American exporters to receive payment for their goods wherever shipped in South America by postal money orders payable in dollars at their local post offices.

"In this connection, too, I might suggest that I hope it will be possible to induce the commercial interests of the chambers of commerce to send delegates to the Pan-American Postal Congress at Buenos Aires next August to help develop this.

280,000,000 Miles of R. M. S.

"We have this month caused a resumption of the mail boat service in New York harbor whereby mails from abroad are removed from the steamships at quarantine and delivered at the post office or railroad stations in New York, preventing the delay that would otherwise occur where the mails are kept on the steamships until the vessels came to the piers next morning. Also, provision has been made to give the New York public the benefit of mailing correspondence up to fifteen minutes of sailing time, commencing June 1.

"We have now under consideration the inauguration of a sea post service. The fact is that now with the conclusion that has been reached, of the arrangements for sending mail to Soviet Russia, the foreign mail service is nearly again at normalcy.

"The railway mail service is of course the one chief transportation agency and the mileage is over 280,000,000 miles annually in which distribution is performed, with an additional 90,000,000 miles annually of 60-foot storage cars. The growth of the parcel post and the natural increase in the postal business has made our facilities in many places entirely inadequate, but this will be corrected as fast as possible, consistent with the general financial condition.

"The air mail service is not generally recognized. The air mail service is desirable per se, but I believe that the basic value of an air mail service is its potentiality as a second line of defense in case of necessity. I think it has great value per se. It is my opinion, however, that there should be a closer connection between the air mail service and the air service of the War and Navy Departments, and we have moved to that end in a very definite way.

"The new radio service was opened on April 22, to furnish expeditious information to citizens living in the more isolated agricultural sections. The Post Office Department sends by radio this information, which is compiled by the Bureau of Markets and Weather Bureau of the Department of Agriculture, at practically no expense to the Government through the utilization of a chain of radio stations constructed to provide rapid means of communication for the air mail service. The remote agricultural sections particularly are benefitted just as they are by the extension of the rural free delivery, which shall continue.

Will Go Limit for Personnel

"I am determined in all seriousness to go to great lengths to develop the spirit in the Department in which we are 300,000 partners. It is not a matter of higher wages. The last adjudication in this regard was an increase of approximately $70,000,000 per year, and with an decrease now while other wages are coming down, it takes care in a reasonable manner of the wage situation. The working conditions, however, in many places are unsatisfactory and a large amount of work must be done in that direction. There is no doubt about the quality of our employees. They have the brains and they have the hands to do this job well, but some place along the line the heart has been lost out of the works.

"We are going to have a welfare department just as definite in its duties and certain in its functioning as the fiscal department or any other department. It will be in charge of an individual competent to look after it, doing nothing else. Every other large industry in the country from a perfectly selfish business standpoint has adopted every possible welfare measure.

"I have said, and I reiterate, that it is my opinion that the postal establishment is most certainly not an institution for profit nor for politics, but an institution for service and it is the most earnest purpose to improve that service.

"The men and women who constitute the great army of employees are doing a distinct Government and public service and they are entitled to an appreciation commensurate with the efficiency and importance of that service. The first element of proper appreciation is to make certain that honest and efficient service shall be honestly recognized and that the merit system shall control without any subterfuge under any circumstances whatsoever. I have said, and I repeat, that my purposes are: First, to make such rectifications as in all decency and fairness must be made to assure a square deal. Second, to strengthen and broaden the Civil Service at every point wherever possible to the end that merit may govern. Third, with absolute fidelity to put the entire service upon a purely business basis so sound and so serviceable that no political party will ever again dare attempt to ignore or evade it ultimately.

"I want at this point to interject a word of most earnest commendation of the purpose and performances and the future great value of the Joint Postal Commission now at work in Washington. This consists, as you know, of five Senators and five Congressmen, with a citizens' advisory council of seven. I am confident that when the commission's work is completed there will be plans developed which when put into execution will go far toward materially helping the situation.

Millions of Newspapers Daily

"Finally, our present chief concern, in this presence, is with what are known as second class mails. I suppose that it is necessary to have such classifications, and to reckon as first class the mails which pay the highest rates of postage. Yet I am sure that you, and pretty much everybody else, will agree with me that no mail matter is of more first class importance than newspapers and periodicals.

"Consider, if you please, the magnitude of it. The periodical press of the United States sends out more than two hundred million—probably two hundred and fifty million—copies of each issue. Of course, not all go through the mails. But a large proportion, perhaps the major portion of them, do. Millions and millions of newspapers go out every day; other millions of papers and magazines every week; still other millions of periodicals every month. And then, for each million periodicals going through the mails, there are four or five million readers—really, we shall be presently dealing in numbers which will deserve the attention of Professor Einstein with his theory of Relativity as applied to the bounds or the boundlessness of the universe.

"Now all these are dependent upon the mails; and at least so far as the daily newspapers are concerned they are thus dependent to a degree which makes them worthy to be reckoned as of first class importance. For the one unpardonable sin of the post office is, not to deliver the daily paper on time. If it is merely a letter, a bit of so-called first class mail matter, which doesn't show up when you expect it, why, perhaps the other fellow didn't write it on time, or perhaps he carried it about in his pocket a few days before mailing it.

"But with the newspaper mail, such excuses don't go. We all know that the newspapers go to press on time, that they get off the press on time, and that therefore if they do not reach their subscribers on time the fault lies not with the publishers but with the post office department.

"And generally speaking, that's so. I'm not going to dodge the responsibility. There's no use in dodging when the dodging isn't good. Such delinquency or delay is, moreover, more serious and aggravating, generally, than in the case of letters. Of course, some letters are of urgent importance. But the newspaper is pre-eminently a thing a man wants when he wants it, and if he can't have it when he wants it, he doesn't want it at all.

"Now you see, in wishing to speed up the postal service for periodicals I am looking out for my own peace and comfort. That is why I am particularly desirous of improving the operations of the Post Office Department—that and the incidental reason that we want to serve the whole public as efficiently as possible. And that is why I want to bespeak not merely your sympathy and forbearance, but also your active co-operation in a task in which we are all deeply interested. It is a task, too, in which success is attainable only through such co-operation. For, believe me, the task is gigantic.

Constructive Criticism Needed

"There is nothing, then, that the Post Office Department welcomes more than constructive criticism. Group together the bane and antidote, and while complaining of the error point out the method of correction. For it often happens that the man who is served knows better how he should most satisfactorily be served than does the man who serves him.

"Now my colleagues and I are interested in making the postal service just as efficient as it can possibly be; and while we are aiming at such an achievement in all departments, we certainly give precedence to no other over that which has to do with the newspaper and magazine publishing trade. And, of course, you gentlemen of that great trade are equally interested, though in a different way, in having us do that. But you and I look at the problem from diametrically opposite points of view, and we each have need to see it as the other sees it. Just as the lines of vision from the two sides come together upon the object to which they are directed, so our interests, beginning so far apart, come together in the task which is to be performed.

"I don't know what service you can render me, in suggestion or advice. If I did know, I wouldn't need the service, for I could do it myself. But I promise you, or I warn you, that if ever I do see a chance to suggest something which will conduce to a more perfect co-ordination of our efforts toward the common end, I shall unhesitatingly butt right in.

"Here is an illustration of what I mean: The other day on a visit to the Washington Post Office I discovered that they received 700,000 letters per day, 600,000 of which were deposited between four and seven o'clock in the afternoon; that 90 per cent of that impossible peak was circular matter which could be mailed any old time, and that 75 per cent of it all was government mail. An unexcusable condition. After we cleaned our own house I took the liberty of suggesting to business men generally, to all who send out many letters that they deliver their mail matter to the post office as fast as possible. The Washington postmaster has been able to change thirty-two men already from night to day work because of the relief and it is succeeding elsewhere as certainly.

"I think that it was legitimate for me to make this suggestion to business men, because it was obviously for their own good as well as for the convenience for the postoffice, and it will be equally legitimate for you or any business men to make suggestions to the Post Office Department for the facilitation or the expedition of in any way the improvement of the service.

Relations Very Much Alike

"In one important respect your work and mine are very much alike, and that is, in their intimate relationship to the whole people. Wendell Phillips said of the newspaper that it is 'school, counsellor, church, all in one; every drop of our blood is colored by it.' And in that there is little if any exaggeration. The newspaper and periodical press enters into every home in the land, and has its influence upon every individual. Well, just so the Post Office Department enters practically every home in the land, and serves every individual. There is no other department of government that so generally, so universally, comes into contact with the people.

"Here is the problem, and here is the solution. It is the fundamental principle of democracy, that we shall help one another; that all citizens shall co-operate in the work of government. And the work of government is not merely electing men to Congress to make laws, and electing a man President to execute the laws. It is just as truly government work to collect the mails, to transmit them to their destination, and to redistribute them and deliver them, and it is fitting for every citizen to regard himself as practically interested in that work, just as much as in the work of election day.

"There are two things in connection with our relation which I would state and re-emphasize. First, it is no part of the primary business of the Post Office Department to act as a censor of the press. This should not and will not be. Second, we are going to get along together and do the right thing in all of these matters, of classification, rates, etc., and I want it distinctly understood there will never be any occasion when a publisher with any kind of a grievance is not thrice welcome to sit down with the head of the department and work it out. Any other attitude is, of course, to me unthinkable.

REPORT OF A. N. P. A. AND S. N. P. A. JOINT COMMITTEE ON SCHOOLS FOR COMPOSING MACHINE OPERATORS

Pursuant to your instructions at last year's convention your committee solicited the members of this Association for subscriptions with which to support the printers' school organized at Macon, Ga., last year. The S. N. P. A. had already started this plant when the A. N. P. A. gave it official recognition and agreed to co-operate.

Your committee was instructed to solicit subscriptions covering a term of three years upon a basis of $10.00 per annum for each machine or typesetting device. Through extensive correspondence covering several months your committee finally secured contracts from A. N. P. A. members approximating 1,000 machines. When we consider the fact that there are more than 5,200 machines represented in the A. N. P. A. membership, you will see that the school is being supported by about 20 per cent of the A. N. P. A.

The funds subscribed, your committee thinks, are sufficient to operate the school for the trial period of three years. However, it is unfortunate that 20 per cent of the members are putting up the funds for an undertaking that is proving so beneficial and which has such sound logic and reasoning behind it. The 1,000 machines subscribing give us a fund of approximately $10,000 per year or $30,000 for the three years. This money is used to pay freight, installation, insurance, motors and repair parts for the machines.

We have 27 linotypes loaned to us by the Mergenthaler Company, one Intertype loaned by the Intertype Company, and six monotypes loaned by the Monotype Company. Of course, the installation of this large amount of equipment has approximately absorbed our first year's subscriptions of $10,000, but during the ensuing two years we shall not have this expense and your committee feels that the funds will take care of repairs and insurance very comfortably.

The equipment which is now being operated in about half what the committee desired to install, 50 machines being our original ambition.

For the purpose of refreshing your memories the committee desires to state that it made a contract with a business college which has been operating in Macon for twenty-five or thirty years, to the effect that the business college absorb all cost of operation outside of repairs to the machines and insurance on the plant. At the head of this college is a practical printer who has worked in all departments of printing offices, numbering in his experience some of the largest dailies. He knows what is necessary to make an acceptable printer and your committee's arrangement with him is that he must turn out competent men. For this reason the applicants for training must have a high school education. In this way the publishers are sure to bring into their composing rooms boys and men who have a different viewpoint of life and business from those who have been allowed to drift in heretofore. We think the personnel of the printing fraternity will, in the course of time, be greatly improved, and that a few of these educated and high-class boys sprinkled among the radical element will have a very beneficial effect.

As stated, the school is now equipped with twenty-seven linotypes of various models, including a new No. 14, one intertype and ten monotypes.

With this equipment the school works under schedules that enables it to train and put into the market about four hundred students annually. The course of instruction covers an average of thirteen weeks.

Students with the equivalent of a high school education are admitted. Men and women are in attendance, and the ages range between eighteen and forty-five. Enrollments are from practically every state in the Union, and students are placed in positions in nearly all of the states. Some students have enrolled from different parts of Canada.

The tuition price is based on $50 a month, or $150 for the course, and quite a number of the students are men of affairs, who deposit with the school for safe-keeping liberty bonds or other securities, sometimes amounting to more than a thousand dollars in value. Many of these students followed the printing business earlier in life, and left it for other callings, but have been attracted back to it by the publicity campaigns through the newspapers that have fostered the school.

The faculty consists of expert machinists and trained printers, equally divided in numbers, so that there is a teacher for every seven students, though this may vary more or less under different conditions.

The students who have been sent out have for the most part been trained as machinist-operators able to care for their own machines, and at the same time produce an average of about four thousand ems per hour of 8 point type. They have had constant drilling in the rules of typography, style-sheets, etc., and have been taught to set every class of matter that is encountered in the average newspaper office. This service will constantly improve through experience in dealing with the problems that arise.

Publicity campaigns must be carefully maintained, because of the general antagonism to the school idea in the craft, arguments being used that students who go through school cannot be placed in positions. Also that the business is a rough business, that the atmosphere of the printing office is not conducive to health, that typesetters suffer from metal poison, and many other objections that are equally as ridiculous.

As a matter of fact every student who has been trained in the school has found employment immediately at very satisfactory pay, and if it were not for the prejudice and adverse advertising that is done within the craft the school would be overrun with students. As it is, however, student-getting is the biggest of the school's problems, and co-operation of the members of the company will be absolutely essential in order to insure the best results from the splendid equipment that the manufacturers are furnishing.

Contrary to first ideas, the school has not been a local enterprise by any means. It draws students from Indiana and from New York State as readily as from Georgia or from North Carolina, and Texas has really led in the number of positions furnished to students and in the number of students furnished to the school. Arkansas probably comes next, while Oklahoma and Pennsylvania make a splendid showing.

During the first few months of the school's operation, when the equipment consisted of less than ten machines, one hundred and twenty operators were put into the market. The prospect is that between three hundred and four hundred will be trained during the next twelve months.

Your committee regrets that it has been able to interest but a few of the publishers of the larger dailies and yet these are the identical people who have most trouble with their composing rooms. Many of the publishers who subscribed to the school asked the question as to whether or not they could depend upon the school for printers in case they needed them. Your committee's attitude has been that we should endeavor to train these men and let them find positions where they would or might without any desire or effort to control the places in which they should work. The whole conception of the school is based upon the broad lines of helping the entire industry in a very constructive and systematic way, turning out a supply of men who are competent and who will eventually find their places in composing rooms throughout the country.

We find the greatest demand for printers coming from the small country offices, and we are very glad to have these students go to the country office to complete their training and gather the experience which will make them more efficient, and in the course of time these men will gravitate into the larger offices.

The Typographical Union has so far outwardly resisted the acceptance of these men, claiming that they could not learn enough in three months' time to justify their being given cards. The Union claims that it takes four years for a man to learn the printing business. However, a great many of these men have been taken into the Union strictly on a basis of their competency and merit. We know very well that the Unions cannot afford to reject competent men. The very existence of the Union depends upon keeping the competent men in the organization, and your committee is satisfied that this problem will take care of itself.

As a matter of fact every student who has on the type-setting machines the Union at Fairmont, W. Va., made a contract with the Fairmont paper, September 3, 1920, to August 31, 1921, specifying that beginners on type-setting machines should receive 35 cents per hour and at the end of thirteen weeks they should receive journeymen wages. The Union, in this instance, and we might say this is generally the case, accepts thirteen weeks as the time required in which to learn to operate a type-setting machine. Of course, the man who has had three or four years' training as a printer has an advantage over a high school graduate. It might with equal weight be stated that the high school graduate has a great advantage over the printer with his three or four years' experience.

We believe that the plan upon which we are operating the school is a good one and the results achieved fully justify this assertion.

We recommend that the Association make greater effort to enlist the co-operation of its entire membership in this enterprise. If we had the funds we should proceed to equip a printing office which will be able to teach all branches of printing and do it in a systematic and scientific manner so that all composing rooms could properly be the main dependence for men to handle all branches of the publishing business. If more than is necessary should be subscribed to this enterprise, the funds could very properly be used in promoting a similar school in another section of the country. We urge that there should be no reservations because of the location of this school.

A. N. P. A. COMMITTEE REPORT ON TAXATION

During the past year there has been little of a definite character which your Committee on Taxation could do. During the presidential campaign it was considered a certainty that regardless of which party assumed control of the Government, a radical modification of the present income and excess profit taxes would be made. It was useless to attempt to secure changes in the interpretation and application of the present law when there was an apparent certainty that the law would be repealed or modified before another year's tax could be levied.

The message of President Harding to the present Congress unequivocally demands the abolition of the excess profits tax on corporations and it is not expected that there will be material opposition in either branch of Congress to the removal of that tax.

The grave question is as to what substitute or additional tax may be imposed. Chairman Good, of the House Committee on Appropriations, has gone on record as stating that the excess profits tax should be and could be abolished and sufficient revenue derived for the necessary conduct of the Government without any form of consumption tax, provided proper economy in expenditures is observed. This view is not wholly concurred in by other members of the House and Senate.

Numerous proposals have been made both by members of the Congress and others, to levy a sales tax in one of three ways: A general turnover tax, a limited turnover tax or a retail sales tax. It seems evident that legislation will be proposed levying some new forms of taxation which would affect all newspaper publishers. For that reason your Committee on Taxation recommends that a new and larger committee be appointed which shall be instructed to keep in close touch with legislation developments and in particular to co-operate with representatives of other business and industrial organizations to the end that only such legislation shall be adopted as will provide adequate revenue and that no harmful or discriminatory measures shall be adopted.

Under the existing excess profits and income tax laws publishers generally have suffered more unjustly than most other classes of business enterprise.

We believe that it should be the duty of the new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

A. N. P. A. COMMITTEE REPORT ON NATIONAL FOREST RESOURCES

The national forestry program being one in which every user of news-print is directly interested, the Board of Directors at its meeting of September 29th, 1920, authorized the organization of a Committee on National Forest Resources, with the appointment of E. H. Baker as Chairman.

Careful consideration has been given to the matter of national forest resources by the Paper Committee and Board of Directors of the Association for some time past. It was the judgment of the Board and of the Committee that the Association should endorse the principle suggested by Col. H. S. Graves, former chief, and Col. W. B. Greeley, present Chief of the Forestry Branch of the Agricultural Department. This provides for the adoption of a national forestry policy in co-operation with state and individual timber owners as in distinction from the policy of national control of all timber resources, commonly designated as the Pinchot policy. It must be apparent to the most casual observer that the necessity for a national policy is imperative. It is stated that but one-sixth of the original timber resources of the Nation remains while the demand is steadily increasing. The problem of conserving and increasing the forests of the country is beyond the scope of State or individual effort. A definite national policy providing for fire protection, methods of cutting and proper disposition of the waste, that the land may be left in proper condition for a succeeding growth, reforestation where necessary, and the various manifold phases of the problem is the only possible solution.

It is the carefully considered judgment of your Committee that this is possible and feasible only through a national policy of co-operation on the part of the national government with the States and the individual owners. Many of the States are without national timber resources and are not adapted to forestry while others of the States count their forests as one of their principal natural resources. It must be apparent that aside from all other considerations an attempt to force government control would lead to endless controversy and defeat or seriously injure the result sought.

Your Committee actively took up with representatives of other organizations similarly interested, plans for formulating a definite program based on the principles announced by the Forest Service Department. A conference was held in New York City on October 15, 1920, attended by representatives of the following organizations:

American Paper and Pulp Association.
National Lumber Manufacturers' Association.
National Wholesale Lumber Dealers' Association.
Association of Wood-Using Industries.
American Forestry Association.
U. S. Chamber of Commerce.
U. S. Forest Service.
American Newspaper Publishers' Association.

Unanimous agreement was reached on all essentials of a federal legislative program, more specific in detail but substantially in accord with the recommendations made in June to the United States Senate by Chief Forester W. B. Greeley, and a committee was appointed to arrange for the introduction in Congress of bills embodying this policy. This was followed by the introduction of the Snell Bill (Exhibit A). The Chairman of your Committee attended hearings on the Snell Bill in Washington on January 26 and 27.

Special statements have been prepared and printed in Association bulletins (Exhibit B), fully outlining the details of the national forestry program, together with copies of both the Snell Bill and the Capper Bill (Exhibit C), as indicating the two different policies.

It is the opinion of your Committee that this matter is of such importance it should receive the early and active support of every member. It is quite certain a large part of the present high price of news-print may be attributed to the rapidly diminishing stands of pulp wood in the Lake and Eastern States. While the paper market has notably softened in recent months and will doubtless go still lower, it seems equally certain that with the return of normal conditions, the price of print will again tend to rise owing to the fact that the stands of timber are being constantly reduced and that the circle of distance from the mills is constantly widening. This situation will steadily grow worse for many years and even if a national policy of reforestation were in full effect at this moment, it would take many years to bring about a growth sufficient to make us even partially independent of foreign sources of supply. Unless we act with energy and persistence in this matter, the necessary legislation will be long in coming.

REPORT ON WATER POWER BILL

The Water Power Bill (Exhibit A) was passed by the Senate May 28, and signed by the President June 28, 1920. The passage of this Bill ended a long and persistent effort on the part of your Association to secure legislation under which the Nation's wasting water powers might be utilized. The great importance of the passage of this measure to users of news-print is that the economic development of the vast pulp wood resources in the Pacific Northwest and Alaska is now possible. In these sections the necessary water power developments are practically all within the public domain and their utilization has been retarded through impossibility to finance the necessary power developments under the existing forms of government permits.

A. N. P. A. MANAGER'S REPORT

The following is a report of the business of the New York Office for the year 1921:

Five hundred and nine (509) publications were enrolled as members in this Association on January 1, 1920, of which five hundred and four (504) were active and five (5) associate. During the year sixty-three (63) members were elected, of which fifty (50) were active and thirteen (13) associate. Five (5) associate members became active members. Of the active members ten (10) ceased to hold separate membership owing to consolidation with other members. One (1) member consolidated with a non-member which refused to become a member. One (1) member was reinstated, three (3) resigned, one (1) suspended publication and five (5) were dropped for non-payment of dues. One (1) associate membership terminated, making a total membership on December 31, 1920, of five hundred and fifty-two (552), of which five hundred and forty (540) were active and twelve (12) associate.

1920

NEW MEMBERS—ACTIVE

Fall River (Mass.) Herald.
Pensacola (Fla.) News.
Erie (Pa.) Tageblatt.
Newburyport (Mass.) Daily News & Herald.
Rock Island (Ill.) Argus.
Paducah (Ky.) News & Democrat.
Lexington (Ky.) Leader.
Madison (Wis.) State Journal.
Galesburg (Ill.) Evening Mail.
Lincoln (Neb.) Daily Star.
Bellingham (Wash.) Herald.
Easton (Pa.) Express.
Janesville (Wis.) Gazette.
Norfolk (Va.) Virginian & Pilot.
Colorado Springs (Col.) Evening Telegraph.
New York (N. Y.) Amerikai Magyar Nepszava.
Fresno (Cal.) Herald.
Newark (N. J.) Freie Zeitung.
New York (N. Y.) La Prensa.
Tarrytown (N. Y.) Daily News.
Grand Island (Neb.) Independent.
New Rochelle (N. Y.) Evening Standard.
Lewiston (Me.) Journal.
London (Can.) Free Press.
Miami (Fla.) Herald.
Brantford (Can.) Expositor.
Washington (D. C.) Herald.
Philadelphia (Pa.) Press.
Attleboro (Mass.) Sun.
New York (N. Y.) Commercial.
Jackson (Miss.) Daily News.
Burlington (Iowa) Gazette.
Gary (Ind.) Post.
Fairmont (W. Va.) Times.
Sharon (Pa.) Telegraph.
Batavia (N. Y.) Daily News.
Raleigh (N. C.) Times.
Lawrence (Mass.) Telegram
Bisbee (Ariz.) Daily Review.
New York (N. Y.) News.
Boston (Mass.) Christian Science Monitor.
Hackensack (N. J.) Evening Record.
Glens Falls (N. Y.) Post Star.
London (Can.) Advertiser.
Rochester (N. Y.) Post Express.
Winnipeg (Can.) Tribune.
Kokomo (Ind.) Dispatch.
Chicago (Ill.) American Daily Standard.
Beaver (Pa.) Times.
Muncie (Ind.) Press.

NEW MEMBERS—ASSOCIATE

Shawnee (Okla.) Morning News.
Orangeburg (S. C.) Times & Democrat.
Norristown (Pa.) Times.
St. Johnsbury (Vt.) Evening Caledonian.
Denton (Tex.) Record Chronicle.
Anniston (Ala.) Star.
New Britain (Conn.) Herald.
Ashtabula (Ohio) Star & Beacon.
Lebanon (Pa.) Daily News.

(*Continued on page* 102)

FOR OTHER A.N.P.A. CONVENTION REPORTS SEE INDEX ON PAGE 6

Digitized by Google

INCREASED SERVICE TO MEMBERS A.N.P.A. GOAL

(Continued from Page 10)

mentals established, it will be with more telling effect that newspapers can continue preaching the gospel of optimism, the restoring of confidence, the bringing back to normal of our country's business.

"Obviously the accomplishment of these things forms the solution of our present newspaper problems, which gathered together and boiled down to a phrase is *abnormally high cost of production*. Certain industries, especially some that profited immensely through the war and the boom period, have tried to solve this problem by simply closing down their plants and waiting until costs of production decrease. This naturally the newspaper cannot do, even if it thought it the best policy.

"Necessarily a continuous business, the newspaper must meet the problem in both its branches—*materials* and *labor*. And without trespassing on the complete reports to be made on Labor and Newsprint by your committees, permit me to point to the fact that 'while daylight is ahead we are not out of the woods,' that the average contract price of newsprint for the first six months of this year is higher than the average contract price for last year, and that labor is at its very highest point known in the newspaper business, with further increases granted in some scales reported in the past sixty days. These are the conditions that prompted an experienced publisher recently to predict that many newspapers will become bankrupt this year unless they devise means of securing additional revenues.

"While the outlook in the newsprint market may be regarded as improving from the publisher's viewpoint, it has been pointed out that the market may become demoralized to such an extent that, later in the year, some publishers may be tempted to make reductions in subscription or advertising rates and throw down the bars to all the old-time wasteful practices and bad business methods, the abolishment of which has been the chief constructive advantage gained during the war and the newsprint manipulations of 1920. These advantages must not be surrendered for any temporary fluctuations in costs.

"Higher costs of production which are likely never to recede to the low point of some years ago, and the necessity of conservation of natural resources indicate a trend towards smaller and (let us hope), better newspapers in the future with correspondingly higher subscription and advertising rates.

"Among new activities of your association during the past year have been the Newsprint Conservation Committee, appointed under a resolution of last year's convention; the appointment of a committee to promote the enactment into law by Congress of a constructive measure for the conservation of our national forest resources; a report made during the year by your Committee on Standard Advertising Contracts, which is a step forward in connection with a subject of great importance to publishers as well as to advertising agencies; the inquiry by your Association into the news ink and carbon black situation, with a view of protecting publishers against possible danger of lack of supply and unwarranted prices.

Established Activities

"Valuable assistance was rendered by your Association to the committee in connection with cable and radio communications.

"Your manager has aided a notable fight made for the passage, in the New York State Legislature at Albany, of the Meyer-Martin bill in combating bolshevism, sovietism and syndicalism in the photo-engraving trade; and against this un-American principle must be directed the entire strength of your Association and that of every publisher individually. Other new activities might be enumerated, the work being carried on more or less informally by present committees or through your manager or board of directors.

"Additional thought has been given to the perplexing question of stabilizing the newsprint market when the price recedes to normal, and to co-operating with the newsprint manufacturers by encouraging economies and elimination of waste on their part, by standardizing roll sizes, avoiding wasteful freight hauls, keeping paper within contract weight, securing reasonable contract conditions, etc.

"Referring again generally to the business that has brought us together here today, the growth of the idea of co-operation among newspapers must be gratifying to everyone. I refer particularly to the progress made by the inter-State and State publishers' associations in getting together in greater numbers and more constructive programs than ever before.

"Possibly of greatest importance, however, has been the formation and growth of co-operative efforts among publishers of the different cities and town localities for the protection and advancement of mutual interests. Competitive publishers in a field have not only got on speaking terms with each other, but have advanced to a condition of mutual trust. Truly, great advancement has been made in eliminating wasteful (and almost criminally wasteful) competitive methods that lead nowhere except to depletion of the cash drawer.

Opportunities for Additional Work

"Opportunity for further increasing the usefulness of your Association is limited only by the money you put into it and your willingness to help. On every hand there are opportunities for additional work on matters of mutual concern, and for enlarging and extending the work already started.

"There have been pointed out the possibilities of the employment, if resources permitted, of a newspaper mechanical engineer, whose services would be at the command of members at any time in presenting the last word in efficiency in plant construction, operation, etc.; also the possibilities of usefulness of a legislative expert, whose business it would be to supervise matters relative to Federal, and possibly State legislation affecting newspapers.

"Under present conditions, however, the greatest need of your Association for the advancement of its aims and purposes, is a keener interest and a greater willingness on the part of members to make sacrifices of their own time and effort for the advancement of work for the benefit of all. While the offices of both your manager and the chairman of the Special Standing Committee are working up to the limit, and even beyond it, much of the work is of such a nature that it must be done by capable members. Your interest and help will pay big in return of results obtained.

"Remember, you get out of your Association about what you put into it. Payment of dues cannot accomplish it all. By indifference you not only lose, but fail to give those to whom the work has been entrusted helpfulness and stimulus. Even a kick is welcomed by Mr. Palmer, I believe, rather than your silence. Your advice should not be saved for convention time. Co-operation of all members is especially needed in supplying the chairman of your Special Standing Committee with new labor scales and other information on labor subjects of interest and value to other members, in order to bring the labor bulletins up to the highest possible point of value to all; also in supplying your New York Office with all items of information on credits, frauds, fakirs, etc., in order to make the bulletin service relating to advertising of still more value."

SPECIALS ABIDE BY A. N. P. A.

To Withhold Recognition Activities for Present—Define "National"

Following passage by the A. N. P. A. convention of the resolution, Friday, against the Six-Point League and the Chicago Newspaper Representatives Association's practice of passing upon and recommending "recognition" of advertising agencies. Members of the two newspaper representatives' associations held a luncheon meeting at the Hotel McAlpin, with the Six-Point League as host, and agreed that it would be wise to suspend such activities at least until it could be seen whether or not the A. N. P. A. carries out its promise of expediting recognition applications. There have been many complaints in the past that the A. N. P. A. took too long a time to approve or refuse.

It was also the mind of the two representatives' bodies that there should be a standard definition of what constitutes national or foreign advertising, as the result of which the following was adopted:

> "National advertising is advertising which emanates either directly or indirectly from a manufacturer or wholesaler of a product trade-marked or otherwise capable of being generally advertised with standard copy of comparative uniformity, paid for wholly or in part, directly or indirectly, by the manufacturer or wholesaler."

On the matter of equalization of national and local rates, the majority opinion was that in cases where there is much difference between the two classes now it would be impossible for publishers to put both on the same basis immediately. While it is desirable to many agencies, national advertisers and "specials," the best that can be hoped for is that it may be worked out some way in the future.

Col. Mortimer D. Bryant, president of the Six-Point League, presided over a company of about 75, thirteen of whom were Chicagoans.

N. Y. State to Resist 44-Hours

The New York State Publishers' Association at a special meeting held at the Waldorf-Astoria, New York, Thursday afternoon, unanimously passed a resolution pledging its moral, financial and material support to those New York State publishers upon whom demands have been made for a work week of less than 48 hours, and also pledged to co-operate with them in resisting any such demands. About 25 members, who were in New York for the A. P. and American Newspaper Publishers' Association convention attended.

GOVERNMENT 44-HOUR CONFERENCE FAILS

No Agreement Is Reached At Meeting Before Secretary Davis—Printer's Differences Now Local Proposition

Washington, April 29.—No agreement was reached today at the conference between Secretary of Labor Davis and employers and employes in the printing business. The meeting was on the 44-hour week demanded by the employes in place of the 48-hour week now in effect.

The new schedule is requested for May 1. Davis said today conferences will not be continued. This means that the differences must be settled in each city and by each publishing house and job office as a local proposition.

No strike order was issued, it was understood.

Kansas Against 44-Hour Week

(By Telegraph to Editor & Publisher)

Kansas City.—Officials of the International Trade Compositors' Association, a branch of the U. P. A., are conferring with labor leaders here and the shop owners' organization looking towards a settlement of the proposed printers' strike May 1. Many of the local unions in the smaller Kansas towns are expected to turn down the plan for strike assessments in the event the nation-wide strike of union printers in job shops goes into effect May 1. Most of the newspaper plants in the state, it is learned here, will decline to sign the 44-hour week contract.

Many Sign for 44-Hour Week

Indianapolis, April 28.—Contracts providing for the forty-four-hour week in book and job printing offices have been signed by employing printers in 230 cities throughout the country, Walter W. Barrett, Vice President of the International Typographical Union, said here today. National headquarters has instructed subordinate unions to declare strikes on May 1 in all offices where the forty-four-hour week has not been adopted.

Exceptions are authorized where contracts extend beyond May 1.

"Bix Six" Votes Assessment

By an overwhelming majority Typographical Union No. 6, in a referendum vote taken Monday, decided to make an assessment of 10 per cent on the earnings of all its 9,000 members, bringing in approximately $200,000 a month, to be used in aiding the book and job printers of the country to obtain the forty-four-hour week beginning May 1.

No Settlement in Baltimore

Baltimore, April 26.—No move which gives any prospect of avoiding the printers' strike scheduled to begin here next Monday has been made, according to Arthur L. Jackson, President of the Typographical Union, and both Mr. Jackson and the employers say they have no doubt the strike will occur.

Strike Threatens in Denver

Denver, Colo, April 27.—Demand of local printing crafts unions for reduction in working hours is likely to culminate in a strike May 1 and may prevent publication of the official ballots for the coming municipal election. In the event of a strike, a court order forcing the printers to turn out the ballots may be the only recourse left to the authorities, J. H. Hamilton, secretary of the commission, said today.

AD BUREAU MEMBERS HEAR TRUTHS ON CONDITION OF COUNTRY

Francis Sisson and E. J. Cattell Speakers at Annual Luncheon—Nearly 800 Guests—Chairman William F. Rogers Is Toastmaster

THERE were 760 names on the seating list of the luncheon of the Bureau of Advertising of the A. N. P. A., Wednesday, and several hundred of applicants for tickets had to be refused on the score of the limitation of the grand ball room of the Waldorf-Astoria. That means numbers alone, which is a tribute to the luncheons of former years rather than a criterion by which to judge the luncheon of this convention. But if the tribute is to continue to grow in proportion to the merit and the enjoyableness of the occasion, more will be turned away next year or a larger room have to be chosen for the luncheon.

Guests of the Bureau were not burdened with heavy speeches; nor were their minds, already crowded with thoughts of matters pertaining to their business forced to attention to new problems nor surfeited with dissertations upon the "power of the press" and the vast and important duties the publishers owe to the public and the burden they bear in being the "moulders of public opinion and the upholders of the political and social morals of this great people."

Instead—and this, indeed, has been true generally of the Bureau of Advertising luncheons—they listened to some homely truths on the condition of the country and the financial condition of the world, told by a man who has devoted years of intensive study to the questions of the day as they assumed imminence, and an eloquent address by a master orator whose patriotism pervades always his welcome remarks.

Got To Work Quickly

The presiding officer, William F. Rogers, chairman of the committee in charge of the Bureau, wasted no time in starting the speaking. Though William A. Thomson, director of the Bureau, was not scheduled for an address, Mr. Rogers asked him to take the lead. Mr. Thomson's few sentences were devoted to urging the publishers for a wider support of the Bureau and some cogent reasons why it has a right to greater co-operation.

A less provincial comprehension of the economic situation in America was urged by Francis H. Sisson, vice-president of the Guaranty Trust Company, of New York.

Mr. Sisson laid upon organized labor the blame for the increase in railroad rates and the small earnings by the roads. He declared that while the cost of living had advanced 90 per cent in 1920, above living costs in 1915, railroad labor had increased its wages 150 per cent.

Dealing with the farmer and the projected tariff, he said that the tariff barrier for which the agriculturists were fighting would not benefit them, but would rather work to their injury in the long run. The creation of new markets only, he said, could relieve the present condition and make for prosperity, not artificially increased prices. Mr. Sisson's address in part follows:

Mr. Sisson said:

"New problems, new situations, new relations, new conditions, political, social and economic, have risen on all sides as the aftermath of war and are demanding consideration. Confusion of thought and ignorance of facts seem to make up the prevailing mental attitude of all nations, including our own. Leadership out of this mental darkness which has spread over all countries is the pressing demand of the hour. The world's trade, industry and finance were all thrown completely out of balance by the war, and there must be a complete economic reconstruction of the whole world.

Causes of Depression

"That is the situation we face today, and it presents a problem in which we are involved in common with all other nations, and whether we will or no we must consider our relations to other nations as an essential feature of our own national life. We can no longer dwell within the narrow insularity and provincialism of the past. We can no longer be content to live and let live, but we must live and help live if we are to enjoy the fullness of life ourselves. While before the war we were a debtor nation in the sum of five billions of dollars, we are today the world's creditor in the sum of more than 15 billions of dollars and our entire relationship to the world's business and the world's interest is completely altered—a change which we are tardily recognizing and the full significance of which we have not yet begun to comprehend.

"The fact that we have not awakened to the complete meaning of our new status in world affairs and of the reactions here of international economic forces is evidenced on every hand. Only a few days ago, for instance, farmer organizations petitioned the President and the Interstate Commerce Commission to readjust railroad rates to a pre-war basis and are bringing pressure to bear on Congress to pass the emergency tariff bill now pending before that body. The farmers also have sought the President's aid to obtain a general decrease in Federal Reserve Bank rediscount rates based on farm commodities and a large increase in Federal Reserve Notes. A bill has been introduced in the House of Representatives proposing to limit the interest chargeable by the Federal Reserve Banks. Organized labor is seeking to maintain war-inflated wages and special privileges, seemingly unconscious of the fact that the international political and economic forces which made those wages and privileges possible have been supplanted by equally irresistible forces of deflation.

Railroad Rates and Operating Costs

"These instances are a few of the more striking activities of the day that are symptomatic of our persistent provincial point of view and of our misunderstanding of the true causes of the prevailing economic depression in this country. So long as such a widespread misconception of those causes exists there can be no solution of the paramount problem confronting us, namely, economic stabilization and the maintenance of our national prosperity. While we have made many important readjustments since the peak of inflation in May of last year, we have not accomplished the most important of all—mental readjustment to the stubborn and inescapable facts in the case.

"Rail rates are unquestionably too high in instances, not only for the welfare of business generally but also for the best interests of the railroads themselves. There they should be reduced. But the farmers and business men who are clamoring for a general readjustment of these rates to a pre-war basis should realize that they are demanding drastic action on the part of the Interstate Commerce Commission which would mean financial disaster to the railroads and eventually to the commerce of the country. Here is a striking instance of the lack of knowledge on the part of some of our people regarding one of the most vital domestic problems of the day.

Railway Wages and Cost of Living

"It should be patent to all that to reduce rates without first reducing railroad operating costs would be calamitous. Operating costs, however, cannot be materially curtailed so long as sixty-three per cent of railroad revenue is absorbed in wages, as contrasted with only forty-three per cent in 1917. So, in the final analysis the farmers' quarrel is not with the railroad managements but with organized railroad labor which is opposing a reduction in the largest item of operating cost and thereby penalizing the farmer and all other producing interests in the country. Instead of applying pressure on the Interstate Commerce Commission, the farmers should address themselves directly to the railroad brotherhoods and demand a deflation of unjustifiable war wages and a full day's work for a full day's pay.

"At the level established by the increased wage award of 1920 railroad wages represented an increase of 130 per cent over 1915, while the cost of living, as estimated by the National Industrial Conference Board, was only 90 per cent above the cost of living for 1915.

"The annual return on railroad investment for the last eleven years proves that the railroads did not profiteer during the war and after-war periods. On the contrary, their return steadily declined while the earnings of railroad employees were mounting by no less than two billion dollars in three years. This increase in payroll was to compensate for increase in the cost of living. But the railroad investor was not only compensated in the same depreciated dollar that the working man found to be worth only fifty cents in purchasing power, but the investor received fewer dollars. Railroad dividends declined from an aggregate of three hundred and twenty million dollars in 1917 to two hundred and seventy-eight million dollars in 1920. During that period railroad wages, however, increased from one billion, seven hundred and thirty-nine million dollars to three billion, sixty million dollars.

The Tariff Fallacy

"The throwing up of tariff barriers for which the farmers plead will, in the end, not only fail to accomplish its purpose—the bettering of the farmers' condition—but will do the very opposite. Here again a more comprehensive understanding of the international economic situation would save us from committing a serious legislative blunder. And the crux of this misconception lies in the failure of the advocates of the Emergency Tariff Bill to realize that this country has been transformed from a debtor to the leading creditor nation of the world. Measures of this character can only produce results which, in the end, will prove uneconomic and unsound and will not reach the fundamental cause of the present unfortunate plight in which the farmer is now placed in respect of his unsold products.

"Actual relief of the present condition can come only through the creation of new markets and outlets for the products of the farmer and not in artificially increasing the prices of goods entering into domestic consumption. The result can be accomplished best by opening up our foreign markets to take over our surplus supplies.

"The future prosperity of the country depends largely upon our activities in foreign fields of commerce and a policy so archaic and provincial as to shut off our commercial intercourse with the world cannot remedy the unfavorable conditions against which we are now fighting.

"A systematic campaign to bring about lower Federal Reserve discount rates and to increase the volume of our currency has been launched in Washington by a group of Senators from Western and Southern States. The specific objectives sought are a general decrease in rediscount rates based on farm commodities from 7 to 6 per cent and an increase of one and three-quarter billion dollars in Federal Reserve Notes.

Efforts to Revive Inflation

"There has also been referred to the House Committee on Banking a bill which would limit the interest chargeable by the Federal Reserve Banks to 5 per cent per annum.

"Both this bill and the so-called campaign which I have just mentioned are unsound and once more demonstrate the crying need for greater economic knowledge in this country.

"Wholly aside from the question of whether paper based on farm commodities merits a preferential rediscount rate—and, incidentally, I have full faith in the sound judgment of the Federal Reserve Board to determine the issue wisely—the fundamental mistake lies in the effort to bring political pressure to bear on the Federal Reserve Board, which should be as free from such considerations as the United States Supreme Court. The policies of the Federal Reserve Board must be determined by economic factors alone.

"The passage of the bill which proposes to limit interest rates of the Federal Reserve Banks would automatically revive currency inflation and deprive the Federal Reserve Banks of all power they now possess for controlling inflation. The inevitable result would be to recreate conditions which could precipitate money panics, one of the chief things the Federal Reserve System was designed to prevent.

"After passing through the throes of monetary inflation and its resultant vicious circle of ever-soaring prices and costs, the country's actual circulating medium was decreased only one hundred and twenty-five million, two hundred and ninety-two thousand dollars between April 1, 1920, and the corresponding date of this year. To add one and three-quarter billion dollars to Federal Reserve Notes would not relieve the financial condition of the farmer or business man, but, on the contrary, would jeopardize it even more, through reviving currency inflation and all its attendant evils. More productivity and more thrift, not more inflation, are demanded in this country today.

Complete Readjustment Needed

"We must not take a backward step. We must go on with the necessary readjustments until they have been completed. We cannot have stabilized conditions otherwise. Our farmers must remember that while they have borne the brunt of deflated prices so far, and the average price paid to the producers of the principal crops in this country on April 1 was 58 per cent lower than a year ago, the forthcoming crop will be raised cheaper than the last by about 25 per cent. The supply of farm labor at the beginning of this month was 95 per

(Continued on page 104)

Digitized by Google

$200,000,000 NATIONAL ADS IN NEWSPAPERS

(Continued from page 13)

series of 'Letters to Traveling Salesmen.' These were prepared after several requests had been received from advertisers for help in explaining the benefits of newspaper advertising to their own salesmen. More than 1,500 sets of these letters have already gone out, and they are still being sought by advertisers and agencies at the rate of 25 to 30 copies a day. A second edition has been ordered.

"There were many similar pieces of literature issued including 'A Retailer's View of National Advertising,' a summary of 'newspaper arguments' for the use of newspaper solicitors, and a series of promotional advertisements which are still running in several hundred papers throughout the country. These promotional advertisements have undoubtedly been helpful in restoring business confidence and reviving interest in newspaper advertising.

Market Surveys

"During the year the Bureau completed two major market surveys and is finishing a third. In addition to these, it made numerous supplementary investigations bringing old surveys up to date and getting fresh market information. It also produced many minor surveys of great importance. One of these just completed was made at the request of tire manufacturers who desired to ascertain the condition of tire stocks in the hands of retail dealers.

"So important was the information to the industry, that much of this report was gathered by telegraph and the Bureau is in receipt of letters that would indicate that the findings have been of immense value to tire manufacturers and will be an important factor in re-establishing tire advertising in the newspapers.

"An interesting side light upon this survey was the demand on the part of important bankers for copies and the desire of manufacturers that the bankers should be advised that conditions were ripe for a revival of business.

"The surveys as well as the Bureau's literature carry with them the names of the supporting newspapers of the Bureau and are of marked value in bringing the markets of the Bureau's members to the attention of advertisers. Instances have been reported during the year where campaigns have been laid out on the market information furnished by the Bureau.

Organization

"Your committee, appointed at the 1920 convention, consisted of:

"William F. Rogers, Boston Transcript; G. Edward Buxton, Jr., Providence Journal; Harry Chandler, Los Angeles Times; William Findlay, Toronto Globe; Lafayette Young, Jr., Des Moines Capital; Fleming Newbold, Washington Star; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times; David B. Plum, Troy Record; John B. Woodward, Chicago Daily News.

"The committee organized at a meeting at the Waldorf-Astoria, New York, April 23, 1920, 1 P. M., by re-electing William F. Rogers, chairman, Lafayette Young, Jr., vice chairman and Howard Davis, treasurer. The chairman appointed David B. Plum chairman of the finance committee, with Louis Wiley as his associate. During the year M. D. Hunton was succeeded by Harry D. Reynolds as advisory member from the Six Point League, and Edwin S. Wells was succeeded by Charles B. Nichols as advisory member from the Newspaper Representatives' Association of Chicago.

"Your committee has continued intact throughout the year, except for the resignation of Col. G. Edward Buxton, Jr., who retired from the Providence Journal to enter the textile field.

"Your committee has held three meetings during the year, one of these on October 14, in connection with the Convention of the American Association of Advertising Agencies and the Audit Bureau of Circulations, at Chicago.

Membership

"One year ago the Bureau had 477 members, and its report of February 28 shows a membership of 448. Part of this shrinkage in membership is explained by consolidations that have taken place during the year. In the point of actual withdrawals, there was less fluctuation in the Bureau's membership than any year in its history. Of its present membership 281 are members of the American Newspaper Publishers' Association.

"Of the 555 members of the A. N. P. A., therefore, 274, or nearly 50 per cent, are not supporting the Bureau of Advertising.

Finances

"Notwithstanding the increase in expenses made necessary by the opening of a Western office, the Bureau has ended the year with a splendid financial showing. Its books were closed on February 28, and its accounts audited by Howard Greenman, C. P. A., at the direction of the committee. The total gross income for the year was $58,134.78, while the total expenses were $48,581.00, leaving a net income of $9,553.78.

"Some of the Bureau's fixed charges, such as rental, etc., have increased during the latter part of the year, and the calls upon its income will be larger in the succeeding year. There is, however, every indication that the Bureau will have sufficient funds to meet its expenses and to provide necessary enlargements. Further support, however, is highly desirable for every new member now means further extensions and more intensive work, and every effort in this direction means enlarged returns.

Conventions

"The Bureau co-operated with the Newspaper Departmental of the A. A. C. of W. convention at Indianapolis, the associate director, the Western Manager and several members of the committee in charge being in attendance.

"Representatives of the Bureau also attended the various newspaper conventions during the year and other meetings held in the interests of advertising.

Sixth Annual Luncheon

"The sixth annual luncheon of the Bureau was held at the Waldorf-Astoria Hotel, April 21, with an attendance of more than 750, after 100 additional applications had been refused for lack of room. The speakers included John Sullivan, secretary-treasurer, A. N. A., Harry Dwight Smith, President A. A. A. A., Hon. E. T. Meredith, Secretary of Agriculture, and the director of the bureau. The chairman, William F. Rogers, presided.

Thanks

"Your Committee thanks the officers of the A. N. P. A., the members of the Six Point League of New York and the Newspaper Representatives' Association of Chicago for courtesies and co-operation extended during the year. It is also deeply appreciative of the interest shown in its work by the trade press, and of the helpful spirit evidenced at all times by the American Association of Advertising Agencies, the Association of National Advertisers and the Audit Bureau of Circulations.

"The Committee also thanks the members of the Bureau for the excellent support given to the organization during the past year.

"The financial report of the Bureau follows:

Financial Statement and Report

Statement of Assets and Liabilities as of February 28th, 1921

ASSETS

Cash in Banks	$14,332.86	
Petty Cash	33.78	
Liberty Loan Investments	1,000.00	
Due from Members	3,323.51	
Furniture and Fixtures	389.07	
Accrued Interest	22.75	
Total Assets		$19,101.97

LIABILITIES

Dues Paid in Advance	$ 571.50	
Unpaid Expenses	1,646.09	
Total Liabilities		2,217.59
Balance, being Surplus at February 28th, 1921		$16,884.38

Income Account—March 1st, 1920, to February 28th, 1921

GROSS INCOME

Members Dues, less amount written off as uncollectible	$57,856.91
Sale of Newspapers, as Collected	10.15
Sale of Binders, as Collected	1.50
Interest on Bank Deposits and Liberty Bonds	266.22
Total Gross Income	$58,134.78

EXPENSES

Total Expenses, as Paid	$46,545.86	
Add: Depreciation of Furniture and Fixtures	389.05	
Add: Unpaid Expenses at February 28th, 1921	1,646.09	
Total Expenses		$48,581.00
Net Income		$9,553.78

I hereby certify that, in my opinion, the above Statement of Assets and Liabilities fairly states the condition of the Bureau of Advertising at February 28th, 1921, and that the attached Income Account shows the operations for the period from March 1st, 1920, to February 28th, 1921.

A detailed report of my examination of the accounts of the Bureau of Advertising has been rendered under this date to William A. Thompson, Director.

H. GREENMAN,
Certified Public Accountant.

New York, March 29th, 1921.

Signed on behalf of the Committee in Charge,
WILLIAM F. ROGERS, Chairman.

AN AMERICAN'S CREED

By CHARLES W. MILLER

HAVE we not all one Father? Hath not one God created us? Why do we deal treacherously every man against his brother by profaning the covenant of our Father? (Mal. ii: 10). Owe no man anything, but to love one another (Rom. xii: 8). For by one Spirit are we all baptized into one body, whether we be Jews or Gentiles, whether we be bond or free; and have been all made to drink into one Spirit (1 Cor. xii: 13). Render therefore unto Cesar the things which are Cesar's; and unto God the things that are God's (Matt. xxii: 21). Therefore all things whatsoever ye would that men should do unto you, even so do ye unto them: for this is the Law and the Prophets (Matt. vii: 12).

Copyright released for publication in Editor & Publisher, New York, N. Y.

MARK G. PERKINS DEAD

Owned Fremont Herald and Started Omaha Commercial Club

Mark G. Perkins, editor and owner of the Fremont (Neb.) Herald, dropped dead at the family home, April 20. Mr. Perkins was born in Rochelle, Ill., on April 9, 1862. He started at the bottom in the printing trade, getting his first experience at Storm Lake, Ia. He then went to the Chicago Tribune in 1876, as a sub-reporter and employe in the mechanical department. In 1886 he became Des Moines manager of the American Press Association and was later transferred to Omaha in the same capacity. While residing in Omaha he was one of the three men to begin the Omaha Commercial Club and was also one of the charter members of the Ak-Sar-Ben Society.

Mr. Perkins purchased a half interest in the Columbus (Neb.) Telegram in 1904. The following year he took over the Fremont Herald, which he had since published. Mr. Perkins was a staunch democrat from the time Bryan first aspired to the presidency.

WASHINGTON AD CLUB GROWS

Its Better Business Bureau Complimented at Annual Dinner

The annual dinner of the Advertising Club of Washington, D. C., was held in Wardman Park Inn, Tuesday evening, April 19th. It was very largely attended and the meeting included the wives and sisters of the members. Rowe Stewart, president of the Associated Advertising Clubs of the World, was the principal speaker. Richard H. Lee, chairman of the National Vigilance Committee; H. H. Charles, vice-president of the associated Advertising Clubs; John E. Raine, Vice-president of the Associated Advertising Clubs; J. Wesley Barber of the Barber Advertising Agency, and H. H. Levi, president of the Washington Advertising Club, were the other speakers. Frank Hogan presided.

After an excellent dinner a number of vaudeville acts were put on. All the speakers commented on the wonderful increase in the membership in the Advertising Club within the last six months. Washington was commended, too, for the success of its Better Business Bureau. Some of the speakers asserted that the Washington Bureau was the best and the most successful, and the enthusiasm of the Washington merchants and the newspapers over the work of the Bureau was considered most unusual in view of its newness, it generally requiring a longer period to create a functioning organization.

A nominating committee consisting of Joseph A. Berberich, chairman; George Ostermayer, Maurice Kafka, and E. C. Rogers was appointed to bring in nominations for the annual elections to be held in May.

New Legion Publication

The Albany (N. Y.) Publicity Service, conducted by Raymond C. Martin and John T. E. Davis, formerly of the editorial staff of the Albany Argus, has been designated by the state committee of the American Legion as the Central New York advertising agents for the Empire Legion, official publication of the Legion in New York state. The paper will be sent to each of the 100,000 legionaires in the state.

Francisco Luis, City editor of El Debate, Madrid, Spain, is visiting in New York.

Digitized by Google

PRES. HARDING HOPES FOR AID OF PRESS IN NATION'S MANIFOLD PROBLEMS

John W. Davis, Late Ambassador to Great Britain, Calls Newspapers Greatest Educational Institution at Annual Luncheon of the Associated Press

THE annual luncheon of the Associated Press which took place immediately after the close of the morning session brought together the largest number of members that has ever attended one of these functions. American flags were draped from the boxes and on the wall behind the speakers' dais, most appropriate decorations for a gathering representing the bone and sinew of American Journalism.

In spite of the large number of guests there was plenty of elbow room at the tables, for which those publishers with ample waistcoats were particularly grateful. As the members made their way to their places an orchestra in the balcony at the end of the room played inspiring music.

Looking over the assemblage from the dais one could not but be impressed by the number of men present whose hair was tinged with gray. While the young men in journalism are on the firing line it is the older men who won the battle that established on a sure foundation the publications they own or control.

At the Speakers' Table

Among those seated at the speakers' tables were: Victor F. Lawson, of the Chicago Daily News; Herbert S. Bridgman, of the Brooklyn Standard Union; Charles A. Rork, Pittsburgh Dispatch; Elbert H. Baker, Cleveland Plain Dealer; Frank P. MacLennan, Topeka State Journal; Calvin Cobb, Boise (Idaho) Statesman; Clark Howell, Atlantic Constitution; John R. Rathom, Providence Journal; V. S. McClatchy, Sacramento Bee; Charles Hopkins Clark, Hartford Courant; Frederick Roy Martin, Melvin E. Stone, and J. R. Youatt, of the Associated Press; and L. B. Palmer, general manager of the American Newspaper Publishers' Association.

Frank B. Noyes, President of the Associated Press, before introducing the orator of the occasion, made one of his brief and philosophically cast addresses that have been one of the features of these annual gatherings of the Association. In introducing John W. Davis, recently Ambassador to Great Britain, he alluded to the fact that Mr. Davis had been selected as general counsel of the Associated Press succeeding Mr. Jennings, whose death occurred during the past year. Mr. Davis received a warm welcome from the members when he arose to speak. He spoke without oratorical effort in a straightforward and clear manner that held the attention of his hearers until the end of his remarks. It was agreed by those who heard him that his address was one of the best delivered before the Association in recent years.

Thanked for War Service

A letter from President Harding bespeaking a continuance of the lofty motives that inspired American newspapers during the war was read at the luncheon. Frank B. Noyes, president of the A. P., in behalf of the Association, pledged support and sympathy to the President in the great tasks before him and gave the only toast offered on these occasions: "The President of the United States."

Beginning his remarks, Mr. Noyes sounded an optimistic note. He said:

"It is in a troubled world that we meet today, but least of all is it a time for us to indulge in pessimism. The rising sun as it reaches in its turn each vexed and burdened country on this vexed and burdened globe is still a rising sun and we hope and believe that each sunrise will find a world a little more tranquil, a little more at rest.

"This betterment will not come automatically though. It must come by human effort and in that effort this nation of ours must play a great part.

"While today all over the world each country seems to devote itself to hating its nearest neighbor, this must pass and an ordered world begin again to move forward.

"It would be hard to assemble a gathering more diverse in its political or economic beliefs than in our meeting today.

An Optimistic Note

"I believe though, and I take it as a sign of great hopefulness, that everyone here desires that, forgetting past dissensions, this nation through its leaders should do its best possible for our allies and for the whole world, and, broadly speaking, what is good for one will be good for all.

"It seems to me that the people of the United States are singularly united in cordial support of our President, in full confidence that he will find the right path for us to follow in this world-wide welter of confusion.

"In this feeling, I am sure everyone here joins.

"Heavy indeed are the burdens that he will bear, tangled indeed are the problems that he faces. We bid him good cheer in meeting, as he must, his great responsibilities. He will have our support and our sympathy in the great tasks he is confronting.

"I give you the only toast it is our wont to offer on these occasions:

"The President of the United States, Warren G. Harding."

The letter from President Harding was then read. It is published on page 7.

Introducing former Ambassador John W. Davis, who was the guest of honor, President Noyes said:

"When this organization was in the process of formation, those who were responsible for planning it sought the advice of many great legal minds, but as our chief adviser selected Frederic B. Jennings.

"Through all the years since then until his death last year, Mr. Jennings was our trusted general counsel.

"He was, of course, a very great lawyer. He was in addition a very wise and sober adviser. But those of us who were privileged to be in close contact with him through these twenty years do not remember him, do not think of him as the eminent lawyer, from whose knowledge and wisdom we profited, but as the dear, dear friend who has gone before.

"To find a successor for Mr. Jennings was not easy. Our legal pathway is not strewn with flowers, but I am glad to say our legal perplexities are not those of a defendant. On the contrary we have been engaged in blazing new paths in search of elemental justice in establishing our rights to the fruit of our labor and expenditure—our property right in the news we jointly collect.

"Those to whom the direction of your affairs is entrusted were unanimous in their desire to have one man take up the work of Mr. Jennings and within the last few days he has agreed to become our general counsel.

"That he is a great lawyer goes without saying, that he is also a great diplomat also goes without saying, that he will be a wise and prudent adviser we are sure, that he has a gracious and delightful personality is certain, that he will take us into his heart as we have taken him into ours is our sincere hope.

Mr. Davis' Speech

"He has served his apprenticeship in such minor tasks as Congressman, as Solicitor General of the United States and as Ambassador to the Court of Saint James, and now enters upon his real life work.

"It takes an experience in public life to drive home the vital connection between governmental policy and the daily news. On the personal side, of course, politicians shrink from publicity, even as the modest flower shuns the sun, and although sometimes they succeed in overcoming their aversion to the limelight, it is not without a struggle. But the essential and indispensable thing when any line of action is proposed is to get the facts to the people. That done, the majority under our theory of government must decide, and I, for one, believe they can be trusted to decide with wisdom.

"Naturally, in view of past and present events, I am thinking at the moment in terms of the foreign relationships of the United States. To a large and increasing extent these lie in the keeping of the daily press. History, I think, will show that occasions are rare when those in charge of foreign relationships can blaze out an independent path.

"In the words of Lincoln, they do not control events but are controlled by them, and they must adapt their course to events as they unroll and to the public opinion of those whom they are called upon to serve. If this opinion is fed with distorted facts, unworthy suspicions or alarming rumors; if every careless utterance by thoughtless and insignificant men is to be given prominence in print; if every casual difference of view is to be magnified into a crisis, sober judgment and deliberate action become impossible. It is far easier, as most of us know, to raise a storm than to quell it.

A Good Omen

"It is a good omen that American newspapers unquestionably are giving more space to foreign news than in former times, and much more space proportionately than are their foreign colleagues. Perhaps at no time in our previous history was it more necessary that we should accurately know and understand what is passing in the rest of the world.

"This is neither the time nor the place for any discourse on American foreign policy. Certainly those on whose shoulders the burden rests are entitled to every opportunity to formulate their policy without premature criticism or unsolicited advice. It is clear, however, that among the problems which beset at the moment this anxious planet, three stand easily in the front rank.

"The first of these is the German indemnity. Until this subject is removed by rational agreement from the field of controversy, there neither can be nor will be any return to normal conditions of trade and commerce, and no permanent return to international peace.

"The second is Russia, where 178,000,000 people, occupying some of the most fertile areas of the globe, are slowly sinking under the weight of an intolerable despotism into political and social anarchy. It is a catastrophic process which outside interference is powerless to affect, but whose world-wide results cannot be computed."

Mr. Davis continued:

The attitude of the present government of Russia, Mr. Davis declared, was well summed up in a remark of the Bolshevik envoy Krassin to a friend of Mr. Davis' in London recently. M. Krassin was asked what was the Soviet policy toward the peasants and proletariat of the Muscovite Empire in the days to come.

"We intend to return them to the serfdom in which they were happy," was the reply of M. Krassin, which, Mr. Davis noted, bespoke both the frankness and the callous nature of the men now in control of Russia.

Looking to Future

"The third undoubtedly is America, whose attitude toward the problems that have followed the ending of the great world war still awaits definition although two years and a half have passed since the guns were stilled. What that attitude is to be America alone has the right to decide, but the rest of mankind is well within its rights in calling upon us for decision.

"Please understand that I have no desire either to suggest or introduce any controversial question which might disturb the prevailing harmony of this harmonious gathering. Least of all do I desire to rake over the embers of past contention. I am thinking entirely in terms of the future. But the spectacle of a great nation, unable in a time of real crisis to take decisive action, and powerless because of divided counsels to move either forward or back, is one which should give us food for serious thought. A tiny sailing craft whose steering gear is out of order is of little consequence in its trouble to anyone but itself; but when a great liner lies wallowing in the waves along frequented lanes, with its fires banked and engines stopped, while captain and crew debate, it is not only in peril itself, but a menace to all who travel on the sea. One cannot but wonder whether the fathers in their excess of caution did not go further than modern reason should demand.

"John Hay, when Secretary of State, despairingly exclaimed that the fathers in their wisdom had decreed that for all time the 'kickers shall rule,' and that a treaty entering the Senate was like a bull entering the arena; one could not tell when or how the blow would fall, he could only be sure that the bull would not come out of the ring alive.

Would Change Senate Rules

"The constitutional requirement of a two-thirds vote in the Senate to ratify a treaty had its origin in the jealousy of some of the thirteen original States toward their neighbors; but Rhode Island is no longer afraid of New York, and Maine does not shudder at the thought of Texas.

"Is there any reason today why the same Senatorial majority which can adopt a declaration of war and pass the most far-reaching and important statutes, cannot be equally trusted to advise and consent where treaties are concerned? What earthly excuse is there for giving to one Senator opposed to a treaty as much weight as to any two who favor it? In the era of broader national and international interests upon which, willingly or unwillingly, we are

(*Continued on page 99*)

Digitized by Google

REPORT OF A. N. P. A. PAPER COMMITTEE

Gentlemen: Your Committee is composed of the following:—E. P. Adler, Chairman; Frank S. Baker, F. G. Bell, W. H. Dow, M. F. Hanson, H. V. Jones, Bradford Merrill, E. Lansing Ray, C. I. Stewart, S. E. Thomason, Ervin Wardman, T. R. Williams, Ex-Officio.

The Paper Committee has held the following meetings since last April:

August 11, 1920.—Joint meeting of the Board of Directors and this Committee, following which the Paper Committee issued a statement (Exhibit A) calling attention to the necessity for further conservation of news-print.

September 29, 1920.—Joint meeting of the Board of Directors and this Committee, following which President Williams appointed Mr. E. P. Adler, as Chairman of the Committee to succeed Mr. E. H. Baker, who had resigned.

November 8, 1920.—Joint meeting of the Board of Directors and this Committee, at which an invitation received from the News-Print Service Bureau to attend a luncheon of its members on the following day was accepted.

November 9, 1920.—Meeting of Board of Directors and this Committee with the News-Print Service Bureau, at which Mr. P. T. Dodge, presided. The meeting resulted in the perfecting of an arrangement by which, in future, the two organizations will be represented each by a committee of five with a view to maintaining contact and affording opportunity for discussion of mutual problems. President Williams offered several suggestions as possible lines of co-operation (Exhibit B).

December 10, 1920.—Meeting of this Committee with a committee of the News-Print Service Bureau for discussion of mutual problems. The discussion followed the suggestions tentatively submitted by President Williams at the joint meeting of November 9th. Each of the suggestions was discussed in detail (Exhibit C) and plans were formulated for the preparation of statistics and various data for the use of the committees at their next meeting.

As we meet today we are confronted with as serious, if not with as many, threatened dangers as confronted us one year ago. There is, as you will be told by Mr. S. E. Thomason who is in charge of tariff matters, grave danger that duty may be placed on news-print and pulp wood not only such as may be imported from Europe but from Canada as well. The Ways and Means Committee has under consideration not only such duties but a duty on spruce logs.

While the spot market is much lower than a year ago and also ranges well under the contract market, nevertheless the contract market is still far and above a price which reflects production cost and some $10 higher for the first half of this year than the average of 1920.

Production costs in all lines reflect increases, as will be shown later in the report of the Committee appointed to cover that subject, and higher labor costs are indicated both by increased wage scales and decreased hours.

While publishers have succeeded in many instances in increasing the selling price of the printed paper and the advertising rate, nevertheless the volume of advertising shows such continued decrease as compared with last year we should see to it that every possible economy is exercised, both in order that income may exceed expense and that we may not be the cause of making such demand on the market that prices will not soon reach a more normal point.

Should the threatened strikes occur we may find it necessary, in order to survive, to put into immediate practice conservation measures similar to those promulgated by the War Industries Board or even make far more drastic reductions of our consumption in order that we may not, because of our extravagance, be confronted with even higher prices than now prevail.

While full details of advertising, production, imports and exports of news-print paper, as well as publishers' and mill stocks on hand have been published in the bulletins, it may be interesting to note that 85 newspapers in 17 major cities show a loss in advertising for the first three months of this year as compared with the same period of last year, of 20,859,306 agate lines.

Production of news-print, notwithstanding largely increased capacity of the mills, showed a decrease during the first three months of this year as compared with the same period of last year, of 47,910 tons. This covers United States mills reporting to the Federal Trade Commission and Canadian mills reporting to the News-Print Service Bureau.

Imports of news-print paper reached their highest mark in December, 1920, when the total amounted to 81,789 tons. Of this amount, 14,206 tons were imported from Germany and 8,905 tons from Scandinavia, 58,275 tons coming from Canada. Imports have since fallen off, the January total being 68,949 tons of which 14,895 tons came from Europe, and the February total, 58,893 tons, of which 9,675 tons were imported from Europe.

United States exports of news-print have fallen off considerably. In February 2,533 tons were exported as compared with 5,597 tons in November, 1920.

Publishers' stocks of news-print, as represented by stocks on hand and in transit reported to the Federal Trade Commission, showed a steady increase from October to January 31st, when there was 53 days' supply; February showed 50 days' supply, as compared with 34 days' in February, 1920; March, 49 days as compared with 31 days in March, 1920.

Total mill stocks at all points, covering United States mills as reported to the Federal Trade Commission and Canadian mills as reported to the News-Print Service Bureau, have shown a marked increase since January when there were 42,227 tons as compared with 24,240 tons in January, 1920; there were 54,180 tons in March as against 35,965 tons in March of last year.

Advertising and Subscription Rates

This is no time for publishers to yield to the importunities of various advertisers and advertising agents to reduce advertising rates. Production costs have not as yet diminished. The labor scales, both directly and indirectly, have increased and continue to increase. Other costs continue either stationary or show an upward trend. News-print on contract averaging about five and one-half cents for 1920 now averages six cents for the first six months of this year, or an increase of $10 per ton over last year's average. This condition should make it patent to all that, with the reduction in volume of advertising, publishers who yield to the clamor for reduction of advertising rates may be confronted with serious difficulties.

As postal rates are scheduled for further increase on July 1st, it is obvious that subscription rates may not be lowered without entailing further loss.

In answer to a request of the labor unions, a number of news-print manufacturers met with Union representatives in N. Y. City, February 24th, at which time the Unions presented propositions calling for an increase of approximately 10 per cent in wages on expiration of existing contracts. Some mill contracts expire May 1, and others May 11. The manufacturers met in N. Y. City March 30th to consider the demands of the Unions, and it was unanimously declared that because of business conditions a substantial reduction in wages is absolutely necessary.

Conferences with Manufacturers

A conference between a committee of manufacturers and representatives of the labor unions followed on April 8, when the manufacturers presented the following proposition:

"Thirty per cent reduction in wages, no extra rate for overtime, nine-hour for day workers, no union jurisdiction over labor outside mill structures, one year contracts re-adjustable on 90 days' notice from either side."

Union representatives decided to submit the proposals to a referendum vote of locals on Sunday, April 17th, together with the following:

"In case satisfactory agreements are not made between now and the time of expiration of present agreements, work will automatically cease in the mills of the companies represented, with the termination of agreements now in force."

The referendum vote of the labor unions overwhelmingly rejected the reduction in wages proposed by the employers.

A meeting of news-print manufacturers was held on Monday, April 25th, to further consider the matter. Officers of the Great Northern Paper Company, which is not a member of the manufacturers' group represented in the dispute, held a meeting with Union officials in Boston, April 26th.

Hearings Before the Ways and Means Committee

Early in December, 1920, the Association received information that a measure had been tentatively agreed upon for the introduction and passage by Congress of a bill as an emergency measure, for tariff and customs purposes, to put foreign exchange on a parity with the American dollar. As such action would have nullified to a large degree the eight-cent provision of the present tariff law, which allows news-print valued at not above eight cents per pound to enter this country duty free, your Committee immediately undertook protective measures. This was followed within a few days by the announcement that the plan to put foreign exchange on a parity with the American dollar had been definitely abandoned.

Hearings on Schedule M covering papers and books were had February 5th and 7th, 1921, before the Ways and Means Committee which was considering tariff revision. Your Committee was represented by Mr. S. E. Thomason, who forcefully opposed any tariff on news-print or wood pulp and filed a brief (Exhibit D), on behalf of the Association.

The news-print manufacturers did not attend the hearings but filed a brief as part of a special report of the American Paper and Pulp Association (Exhibit E). They asked a duty of $15 per ton on news-print with the suggestion that such duty be suspended in the case of Canada and applied only by executive order whenever it may be shown that the Canadian provinces are maintaining or imposing restrictions that are inequitable or unfair.

The Sub-Committee of the Ways and Means Committee which is drafting the tariff clauses on lumber for incorporation in the new Tariff bill, has under consideration a duty on spruce logs of $1.50 per thousand, which affects spruce used in the manufacture of paper.

Your Committee has made application for a hearing by the Sub-Committee, to ask exemption from tariff of spruce logs used in the manufacture of news-print.

Spot Market

European paper was offered during January, 1921, at prices ranging from 5½ to 6 cents f.o.b. dock N. Y. City, which were lower than the average contract prices of domestic mills for the first quarter of the year. Domestic paper was offered in considerable quantities at prices ranging from 5 to 5¼ cents f.o.b. mill.

The market continued to soften until in the latter part of February and through March the price of domestic paper averaged between 4½ and 5 cents mill. Early in April, domestic quotations were made at 4¼ cents mill and we learned of the purchase of one car at 4 cents. The market today is between 4¼ and 4½ cents mill.

Offers of Scandinavian paper, sidewalk delivery New York, in 1,000 ton lots, have been made at prices better than 3½ cents, although from 4 to 4½ cents is the generally quoted price. German news-print is offered on contract at a price which will approximate 4¾ cents New York.

At the time of the 1920 Convention news-print was selling on the spot market at 15 and 16 cents per pound. Resolutions were adopted by the Convention calling upon publishers to pledge themselves to make no further purchases on the spot market and to hold consumption for the balance of the year within the same tonnage used between May 1st and December 31st, 1919. During the last week in April a number of leading newspapers in New York, Chicago and other major cities announced they would make no further purchases on the spot market, the publishers having individually decided to keep within their contract tonnage. The action of the Convention, together with this action on the part of representative publishers, had an almost immediate effect on the spot market, for early in May quotations ranged from 13 to 14 cents with some offerings reported at 11 and 12 cents. Spot market quotations continued with slight fluctuations until August when the quotations for domestic spot were from 11 to 12 cents f.o.b. mill and European paper 10 to 11 cents c.i.f. New York.

Immediately following the Convention your Committee took steps to ascertain as nearly as possible the amount of European news-print which might be available for importation into this market on the theory that if a sufficient amount of European tonnage were available it would have the effect of stabilizing the spot market and bringing it down more nearly to contract prices and at the same time would have a beneficial effect on 1921 contract prices.

(*Continued on page 96*)

For other A. N. P. A. Committee Reports See Index on Page 6

JOHN P. YOUNG, DEAN OF MANAGING EDITORS, DIES AT 71

His "History of Journalism on Pacific Coast," Was History of San Francisco Chronicle, "Coast" and Himself—Recently Told Editor & Publisher of His Career

(Special to Editor & Publisher)

SAN FRANCISCO, Cal., April 23.—John P. Young, for forty-four years editor of the San Francisco Chronicle, died here today. He was 71 years old, and was born in Philadelphia, August 9, 1849.

John P. Young

He came to California in 1877, and was the first man to assume managerial duties on the Chronicle. During his long career here he was identified with many phases of the civic development of the city.

To have been associated with one newspaper for forty-three years as managing editor was a distinction held by Mr. Young of the San Francisco Chronicle. In fact he was regarded as the dean of American managing editors, his history of "Journalism on the Pacific Coast" being at once the history of the Chronicle, the "coast" and himself. Unique also was the fact that during his long connection with the Chronicle Mr. Young always was under the régime of one person—M. H. de Young, noted editor and publisher of the Chronicle.

Recorder Stirring Events

John P. Young lived through and helped to record many stirring events that have gone to make up the history of the Pacific slope in general and the State of California in particular. His was an adventurous and notable career. When 16 years old he ran away from Philadelphia and enlisted in the Navy. Relatives obtained his release while he was on his first long cruise.

After four years' work in a Philadelphia store he went to Arizona, where he had several thrilling experiences with Indians while he was engaged in the mercantile business. He continued on to San Diego, Cal., where he became business manager of the Union. Soon he changed to the editorial department. There his success was immediate.

Seeking broader fields, Mr. Young in 1873 went to Washington, D. C., where during four years he served as city editor of the Washington Chronicle. He then returned to California to take a place with the San Francisco Chronicle. After covering the 1877-78 session of the California legislature he was appointed managing editor of the Chronicle.

Career of Ceaseless Study

He then entered upon a career of ceaseless study and activity that did much to win the Chronicle a place among the foremost newspapers of the United States. He wrote a number of books and monographs on historical subjects, notable among them being "Protection and Progress," "Growth of the Modern Trust System," "Journalism in California," "Development of Manufacturing Industries in Japan," and "Bimetallism and Monometallism." Mr. Young was married in 1884 to Georgina Brown of St. Louis.

The rounding out of Mr. Young's 40 years' service with the Chronicle in 1917 was marked by an unusual ceremony, when he was presented with several handsome gifts by M. H. de Young and the business and editorial forces of the paper. Mr. Young traveled widely and was one of the founders of the Commonwealth Club of San Francisco, a leading civic organization of the Pacific Coast.

Merged With Chronicle

J. R. Young's devotion to M. H. de Young, publisher of the Chronicle, and the latter's son, the late Charles de Young, is a matter of common knowledge. Mr. Young, in a reminiscent mood recently, talked of his experiences of the last half century to Editor & Publisher.

"I consider myself," he said, "so completely merged in the Chronicle organization that I find it difficult to separate my identity from it since my connection with the paper on the first of April, 1877. I am sometimes pleased to think that my life has been part of the history of the Chronicle since that date and when I review it I find that it is with the less hustling part of its career that I have been more closely identified.

"Perhaps my most interesting experience in the news gathering line occurred immediately after my first connection with the Chronicle. On May 7, 1877, the Chronicle received a dispatch from its then Washington correspondent, A. M. Gibson, detailing the confession of a man named George M. Pinney, whose meteoric career in San Francisco was linked with the leading politicians of California. Pinney was an enlisted men in the United States Navy. The enlistment, however, was a mere formality. He was placed in the Navy Pay Office to help carry out the schemes of some higher up politicians who were interested in helping certain naval contractors.

Started on Pinney Case

During his incumbency Pinney was at one time worth over a million dollars, an amount accumulated by him in mining stock gambling. Unfortunate ventures put him on the toboggan and political and other complications suggested flight. Men glad to get rid of a dangerous associate provided him with money which he soon got rid of and suddenly turned up in Washington where he surrendered himself as a deserter with no other object than to unload his story and get even.

"Being first from Washington it naturally occurred to Charles de Young to utilize my knowledge of the national capital, and I was at once plunged into the midst of the biggest newspaper sensation experienced by San Francisco since the Vigilante Affair in 1856. I was the new reporter, but the editor recognized that I had the goods, and day after day I had the leading story to care for, although some of my associates in the local room were much more experienced newspaper men and better writers. If there was any rivalry, however, I was unconscious of the fact. I simply went about my business without waiting to be detailed by the city editor and it was only some years after Charles de Young's death that I learned I was known about the office as 'his man.'

"Out of this sensation grew a big libel suit and its outcome was the political death of a number of men who had managed the affairs of the Republican party for a number of years, and one of its after effects was connected up with the sand lot troubles in a fashion calculated to mislead observers who failed to get to the bottom of things. There had been a serious depression due to the almost complete failure of crops in the season 1876-7 and the working men were up in arms against what they called the Chinese invasion. Naturally they seized upon the disclosures of the Chronicle concerning governmental affairs, and added them to their list of grievances. Kearney and the other sand lot orators were violent in their denunciations of the existing order of things, and the newspaper offices were kept in a turmoil, but the so-called riots so much commented on by the Eastern press were really mild affairs, a statement borne out by the fact that a citizens' committee armed with no more effective weapons than pick handles had no trouble in subduing the rioters.

The Constitution of 1879

"The constitution of 1879 has been referred to as a product of this uprising, but there is no ground for such an assumption. The convention which formed the instrument was called in 1876, and while the Workingmen's Party had a small representation, its members were too insignificant numerically to make any impress on the document. As a matter of fact the constitution was the product of the best legal talent of the state, and despite its alleged radical character the authors of the principal articles were corporation lawyers.

"The Chronicle was the only paper in the state with the exception of one or two small interior journals, advocating the adoption of the instrument. It went into the fight for all it was worth. Its columns were filled with arguments, and its proprietors hired halls and secured speakers. When the votes were counted it was found that the instrument had carried by over 10,000 majority. Subsequently its critics who had denounced it as the apotheosis of radicalism admitted that it was a very conservative organic law.

"Charles de Young could detect a piece of news as quickly as any man in the business, but he had some peculiar ideas concerning 'scoops.' On occasion he could be very original in that regard. During the contest I spoke of I prepared an article which I headed 'One Hundred and One Reasons Why the Constitution Should Be Adopted.' He was much taken with it and it was put into type. In the course of the evening he dropped into the office and asked me what position I had given it. I told him that we were so crowded I was forced to hold it over. 'It's got to go,' he said. 'Show me where,' I retorted.

Dominant Note of Chronicle

"The paper was crammed with matter pertaining to the constitution, and he looked over the forms and considered throwing some of it out. He was reluctant to omit a single item. Finally he settled the question by ordering the foreman to leave out the market reports, remarking at the same time that no markets would be needed if the constitution was beaten.

"Perhaps this was the dominant note of the Chronicle when I joined it. The paper was not a big one but Charles de Young believed in spreads. The opportunity to make one presented itself when General Grant, after his tour of the world in 1879, landed in this city. The welcome took the form of a water pageant which the Chronicle reported with all its attendant circumstances, devoting seventeen columns to the descriptions which were written by sixteen reporters. It was conceded to be the fullest report of a single event ever made in a newspaper up to that time. Apparently it set the pace, for extended reports soon became the fashion in this country and abroad.

"Some years after this event the Chronicle created a mild sensation by printing a nine-page monogram on the subject of bimetallism. It was the first time that a daily newspaper ever attempted to print a book in a single issue. Not long after the paper followed the example it set for itself by writing an Industrial History of Japan. It occupied eight pages and was reproduced as a United States Senate Document.

The Earthquake Catastrophe

The monograph on 'Bimetallism or Monometallism,' although copyrighted, was liberally printed by Senators and Representatives who compensated by making due acknowledgment. Both of these books were written by me, and represented a desire to familiarize myself with the burning questions of the day.

"The same comment extends to my 'Protection and Progress,' which, by the way, secured for me recognition in the Britannica as an authority on the subject of protection, and the declaration by the American Protection Tariff League that it was 'the best ever.'

"It doesn't often happen that an editor is called upon to help resurrect a paper. When a paper reaches the condition of requiring help it is usually beyond the possibility of resurrection. But San Francisco's little trouble in 1906 added to my experiences and I was called upon to help put the Chronicle on its feet again.

"The antecedent circumstances are a good deal more interesting than the slower work of rebuilding, but the story of the fire and the way it was handled by the Chronicle has already been told. All that I can add to it is a fact of peculiar interest to newspaper men. Every one connected with the editorial department of the paper reported for duty before seven o'clock. Many of them had wives, but in some way they convinced them, as I did mine, that devotion to the paper superseded every other consideration, and all of that exciting Wednesday they joined with me in a vain effort to get out an extra.

The Same Old Story

"The then city editor made his assignments as coolly as if he were dealing with an ordinary, extraordinary affair, and the boys brought in their stuff and wrote it up in a matter of fact way which testified that it needed something more than a city on fire to disturb their serenity. The contributions to the joint daily issued under the auspices of the three morning papers from the office of the Oakland Tribune proves that this is no vain boast, for that tripartite journalistic product is singularly free from exaggeration. The rest of the world was much more agitated than the men who wrote the stuff. I might add that I have preserved the copy of an editorial which never saw the light, that would have made the fabled Phoenix stare with wonder if it had been allowed to see it.

"I could go on babbling this way indefinitely, but the stories I would have to tell would all be of the same sort, a tribute to the organization of the Chronicle and to the efficiency of the men who have worked for it since I assumed the duties of managing editor."

Digitized by Google

TURNING LOSING DAILY NEWSPAPER INTO A PAYING PROPERTY

Experience of Harry Talmadge and N. C. Wright with the Newark Star-Eagle an Object Lesson—They More Than Quadrupled Its Value and Circulation in Five Years

By CHARLES GRANT MILLER

THAT newspapers, like men, cannot serve two masters is a fact that finds no more striking illustration anywhere than in the recent history of the Newark (N. J.) Star-Eagle. The personal political organ, serving the selfish interests of its owner, must pay its own way, and the cost is heavy.

The Newark Star-Eagle, that is credibly said to have cost its former politician proprietor $2,000,000, was suddenly turned overnight by its new owner into a paying newspaper that, in the five years that have passed, has run up its circulation from 20,000 to nearly 70,000, increased its income five-fold, built the finest newspaper plant in the state and is now making substantial profits as a reward.

HARRY S. TALMADGE

Newark, a city of only 400,000, within a half hour of New York and dominated largely financially, industrially, socially, and journalistically by the great metropolis, would seem to afford little opportunity for extraordinary newspaper development. Before the Civil War the old Newark Advertiser was for many decades a journalistic giant, until it fell captive in the camp of politics, and declined in prestige. The Register and the Journal, both once strong morning papers, fell under the same baleful influence. Eventually all became merged in the Morning Eagle and the Evening Star, owned by Senator James J. Smith.

It is doubtful whether the Eagle and Star at any period turned a profit for Senator Smith, unless it was at the very last, under the management of his son, George Smith. The latter says that when he took charge in 1910 the combination was losing a quarter of a million a year, but that he forced the personal political element out of the management and made about $12,000 the last year he had it.

When the property was sold under the hammer in November, 1916, it was bought by Harry S. Talmadge and Nathaniel C. Wright of the Toledo Blade for $235,000 in association with Paul Block and Clarence Vernam. They killed one of the papers, and have since been offered $1,000,000 for the one that remains. Since then, Talmadge and Wright, in association with Vernam and Block, have bought the Detroit Journal.

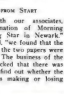
Talmadge is convinced that only a few cities can support more than one morning paper, two evening papers and two Sunday papers. He doubts if even in New York more than two morning papers and two Sunday editions are really profitable as newspaper enterprises. The passing of the Philadelphia Press, the St. Louis Republic, the Cleveland Leader, the Chicago Inter-Ocean, Herald and Chronicle and other once-powerful papers is evidence to his mind that under present publishing conditions there are very few cities indeed where two or more morning papers exist that more than one makes a real profit.

He cited, for example, the Cleveland Leader. "As publishers of the Leader Wright and I worked tremendously hard to make it successful. We certainly had the same business ability there that we have had in making other properties pay. When Wright and I took over the active management of the Toledo Blade under a leasing arrangement with the owners we often wondered as we rode back and forth between Cleveland and Toledo how it could be that the same men could be failing at one end and winning at the other. We were impressed by the fact that personality and methods do not entirely account for the success or failure of any newspaper. Hard as we tried, the losses of the Leader, the second morning paper, could not be stopped. We know now, that Cleveland is a one morning paper city. In the old days when the Leader was making money the Plain Dealer was not.

SUCCEEDED FROM START

"When we, with our associates, bought the combination of Morning Eagle and Evening Star in Newark," Talmadge continued, "we found that the financial records of the two papers were not kept separate. The business of the two was so interlocked that there was no possible way to find out whether the morning paper was making or losing money.

"The purchasers of the Eagle and the Star had to decide their course quickly, for they had no money to pay out in experience. They could lose what they had put in and go broke, but they could not carry any continuous losses."



N. C. WRIGHT

"How did you make your decision?" I asked Talmadge.

"It just seemed to us that a morning paper in Newark could not pay. The New York morning papers traveled to us by night and were delivered as early as the home paper; and our best chance was with an evening paper which could beat its metropolitan competition in daylight delivery and which afforded us the additional advantage of daytime gathering of local news. We decided, therefore, to abolish the morning paper at once. To our astonishment, the first month the evening paper alone turned a surplus of income over outgo that assured us we were on solid ground. Every month since has brought steadily increased profits. There also has been a fair increase in advertising rate based on a circulation increase of nearly 50,000.

ADVICE FOR SECOND PLACE PAPERS

"The mistake made by a second-place newspaper in attempting to imitate as closely as it can its leading competitor was declared by Talmadge to be as disastrous as it is common. Many a paper that might force its way to first place by developing an individuality of its own continues in second place because it is content to be the mere shadow of another.

"So far as we have been consciously influenced by the policies of our competitors," Mr. Talmadge said, "we have sought to observe their shortcomings and mistakes and avoid them ourselves. The best of newspapers make mistakes, even in their fixed policies, and while not suspected in their own offices, may readily be seen from across the street. We are sure we're not putting it too strong in saying that some of our best strokes for success have been made by taking advantage of the mistakes of competitors.

ALL KINDS OF MINDS IN COMMUNITIES

"There could be no help to anybody else in telling in just what ways this has been done, because conditions are never twice alike. But in general in the spots where we have found the other paper weak in either an editorial or a business practice we have tried to make our paper emphatically strong. A competitor, for instance might have been neglecting special appeal to women. That was our cue for the adoption of an especially appealing line of women's reading. The jealously guarded dignity of a long established competitor might have precluded comics and the lighter features. Very well; we get the best comics and features attainable and play them up strong.

"On the other hand, we keep our balance by being sedate and solid in the lines in which the other paper is too light or deficient. All kinds of minds make up a community and all degrees of tastes are to be catered to in one way and another; and when one paper has a long established following it is easier to work around him on all sides than to go right over him."

Recurring to Talmadge's remark that particular methods may not be of general value because conditions are never twice alike, I asked him if there were not some methods he had found effective which might be useful to other publishers. "In general," he replied, "methods that are good in Detroit may not fit Newark, and some of our best methods adopted in Newark would not work in Toledo. Conditions are so different in different cities. The peg must be fitted to the hole.

BONUSES TO ALL EXECUTIVES

"But some methods have been successfully applied in all three cities—the bonus system and the advertising counsel department, for instance. For the last two years we have given a bonus to all executive heads on increase of business and this has amounted to about $100,000 in the two years. The advertising counsel department—'Make It Pay You,' it is called—is maintained in each of our offices for the benefit of our advertisers. We help them make their advertising more effective. We know our mediums are good and if any of the advertising carried is not bringing maximum results, the trouble usually lies in copy or in selling methods. We furnish free the services of experts to solve the business man's advertising and merchandising problems. These services are frequently wonderfully helpful and our clientele appreciate them highly.

"Another characteristic of our management is that no positive orders are ever issued in our offices. If we want any policy adopted it is up to Wright and myself to present an argument that will convince the head of the department that it is the right policy; for he is held responsible for results. We all understand that; and in our staff meetings we arrive at the real collective judgment of the staff."

"With prices generally declining, what are the publishers going to do about their rates and prices?" I asked.

Talmadge replied that he and Wright had gone into this exhaustively and had concluded the best policy was to "give more for the money. By that we don't mean more in bulk but more service. Neither advertising rates nor circulation prices of newspapers are too high. The fact is that these have always been too low. Conditions of the last five years have brought them up only to about what they normally should be. We don't look for any general cut in newspaper prices. The alternative is better newspapers—better and more complete in every way.

"Newspapers in our opinion are too big. Regardless of the cost of newsprint the papers ought to be smaller. Sixteen to twenty pages generally might be about right. Advertising spaces ought to be smaller and all businesses more fully represented. News ought to be more carefully edited and condensed, with all space-grafting propaganda excluded."

FOR THE COMMUNITY ONLY

Newspaper that Suppresses News Cannot Endure, Says Prof. Spencer

Unless the editor takes the stand through his columns that his newspaper is run for the community as a whole from day to day he cannot endure, Prof. M. Lyle Spencer, head of the University of Washington School of Journalism, declared in a recent address before the University Club in Seattle, Wash.

"News often is suppressed in the newspapers. This I know from personal experience," he said. And then Prof. Spencer gave instances in which news had been suppressed for one reason or another. To protect character, to protect community interests, and to guard against selfish ambitions of ruthless publicity seekers the newspapers are compelled to take the position of a sifter of the news brought to its attention, the speaker asserted.

"The editor must put into the paper the things he thinks are vital to the public as a whole. I know the newspaper is not ideal. Things that are human cannot be ideal and I say that the newspaper is a human institution."

Dealing with the pressure advertisers are reputed to bring to bear on newspapers, Prof. Spencer cited instances in which such attempts had to his knowledge been made without success.

"Newspapers are not run for the advertisers," he declared. "And the advertisers do not run the newspapers. The one cannot get along without the other and news usually is handled independent of the attitude of the advertiser."

Canadian Meetings May 4-5

Following the decision arrived at during the last annual meeting in October, the Canadian Daily Newspapers' Association will convene this year on May 4 at the King Edward Hotel, Toronto. The object in holding the meeting in the week following the convention of the A. N. P. A., was to enable the far-Western Canadian members to attend both meetings at a minimum of expense and inconvenience. The gathering on May 4, will deal strictly with business affairs. A meeting of the board of directors of the Canadian Press Limited has also been called for May 5, and a general meeting for the following day.

The New York Business Publishers' Association will meet May 6, at 6 P. M., at the Machinery Club.

Digitized by Google

—with economic conditions

changing overnight, where does the medium get off that requires copy weeks, months in advance?

When intensified selling is the need of the day, where does that medium fit in that scatters thinly all over the country?

There is a noticeable trend toward Newspaper advertising.

Daily Newspapers are the only mediums equal to any emergency—the most flexible, adaptable, and powerful of any, bar none.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Of a Series, Number 58.

It is the Katz policy to send their men to visit the cities and territories where they represent publications so that they will learn conditions authoritatively, and at first hand.

E. Katz Special Advertising Agency
15 East 26th Street, New York City

Digitized by Google

CHARLES EDWARD RUSSELL

Charles Edward Russell

World-famous reporter, will send a series of dispatches from the Far East answering these three questions:—

GENERAL WOOD is now making an official investigation of the Philippine situation; our relations with Japan are a matter of every day concern; and the truth about China where American capital has at last obtained an equal opportunity for trade is a fascinating story that will appeal to everybody.

Exclusive Rights

The Series Begins on May

Address Requests

ROBERT B. McCLEAN,

Consolidated

Jay Jerome Williams, Eastern Superintendent
Eleventh Floor, World Building, New York

Executive Offices—Commercial

Digitized by Google

Shall the Filipinos Be Given Their Independence?

Must We Fight Japan?

Is China Coming Back?

Charles Edward Russell has a simple style that makes his writings understandable and gripping. There will be twenty-seven dispatches of fifteen hundred words each—ten from the Philippines, seven from China and ten from Japan.

What Charles Edward Russell finds in the Philippines alone will be worth the price of the series.

Available Now

16th and Runs Daily

for Service to

Business Manager

Press Association

Bank Building, Washington, D. C.

Horace Epes, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Digitized by Google

WANT ADS GUARANTEE INDEPENDENCE

Publisher with Strong Classified Business Better Able to Defend Himself Against Store Combines and to Get Better Rate on Display

By C. L. Perkins

This is one of a series of articles. Mr. Perkins, who is executive secretary of the National Association of Newspaper Classified Managers, is writing for Editor & Publisher on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

THERE has been a tendency in the past among the publishers in smaller cities—publishers with circulations of less than 5,000—to consider want-ads as a nuisance. The average publisher, outside the larger cities, has never given much thought to the possibilities of classified advertising. Therefore he has not taken any steps to develop this type of business which could yield a worthwhile profit.

More publishers of smaller dailies are realizing, however, the value of this field. This awakening is shown by the fact that many of their state organizations have considered classified advertising at the various meetings this year. The Association of Newspaper Classified Advertising Managers has been instrumental in this, furnishing speakers on the subject for numerous meetings.

In all things there are exceptions. Some publishers in smaller cities have proven that want-ads can be developed on papers with a circulation of 5,000 as well as on those numbering their readers by hundreds of thousands.

One of these exceptions is William Southern, Jr., of the Independence (Mo.) Examiner. For the benefit of those publishers desiring to build want-ads, Editor & Publisher has asked Mr. Southern to explain the methods that have proven successful in Independence. He writes:

A Small Paper's Experience

"Our paper, The Independence Examiner, is a daily published at Independence, Missouri, a suburb of Kansas City, two and three-quarter miles east. It has a population of 12,000, many doing business in Kansas City. The Kansas City papers circulate freely in our territory, delivered at the homes and maintaining reporters in our town. We have 3,000 paid subscribers, 2,000 of their papers delivered by carrier and the balance by mail. We charge the same subscription price as the Kansas City Post and Journal, 10 cents a week. We print from six to eight, seven-column pages a day and sometimes a four-page paper. This explanation is necessary to make plain what follows.

"We are now averaging one whole page of 'Want-ads.' These ads are set in 7 point, the same type as the body of the paper and are not classified. Our rate is one cent a word each insertion. The only different rate we give is one dollar a line for an ad which does not change for a consecutive run of 26 days. We charge the big lines according to the space they occupy. I think the rate is wrong and believe we would get just as many ads at two cents a word as at one cent and expect to put in the higher rate immediately.

"Our want-ad business has been cumulative and the growth of ten years. We had the advantage of not having to educate our people to use the small ads. The Kansas City Star, probably the biggest want-ad paper in the West, has made the small ad familiar to our people and they understand the use of such advertising. Therefore it was only necessary for us to show that we could get results as well as the Star. Being in Missouri and from Missouri we 'showed 'em.'

"We started out ten years ago by advertising, in our own columns, 'three lines three times for 25 cents.' This brought trials, trials brought results and we began to have a department. Presently we had two columns, then we gradually grew to a page. Now we have as many as fifty or sixty new ads each day.

Call Attention to It

"We never miss an opportunity to call attention to the little ads in our paper. We run our only comic strip on this page. We run front page notices about remarkable results some customer has reported. We always give these stories such a turn that they will bring a smile if possible. We run a series of display ads frequently, always keep some ready when space offers. A few weeks ago an advertiser defaulted on a five column ad and we filled this space with a big automobile cut and text telling how the little ads would sell used machines. We run ads in the picture shows and link together our want-ads and subscription.

"We have a special blank upon which all small ads to go in these columns are written whether they come in by telephone or otherwise. These blanks are spaced, six words to the line and carry all the information the bookkeeper needs. The copy is returned with the proof and the record made complete. These blanks in pads we leave at every real estate office, every dealer in automobile parts and used cars and in every business house where small ads might originate. Every morning a girl visits these places and very often as she comes in the door the man behind the counter hands out one or more ads for the day, already prepared.

"Every morning a girl at the desk marks every ad which has expired the day before. She then calls the number given in the ad, asks if the ad has done the work, says something cheerful about the service. If the purpose of the ad has not been completely carried out she asks if it may not be repeated. We get about half favorable returns on these inquiries.

Appeals to Farmers

"We have many farmers who buy and sell exclusively through the want-ad page. Poultry, calves, cows, horses, harness and everything else sold or bought on the farm uses this place as a market place. The farmers were quicker to adopt this than the town men. We have, I believe, 200 or 300 regular subscribers who take the paper primarily to see this page. The women all read it, the babies cry for it.

"I figure out that the want-ad habit is a disease, that is grows on the user, that it stimulates curiosity, that it causes experiments in buying and selling much like an auction house. Working on this theory, I try to inoculate everybody with the want-ad germs. We are planning to have two pages within a short time.

"I want to add one paragraph which, I think, well worth the thought of any newspaper—the importance of many small adds.

"We know how the big stores too often regulate and demand special prices and how dependent most of us are on the big advertiser, how fearful we are of losing a big account. We like to see page ads. A labor boycott or a department store boycott is vital to a paper which depends on the big display. The paper with a sufficient clientage for small ads, ads which come from the subscribers and not the merchant, is safe.

"One day last week we charged up $52 new want-ads. Only a few years ago $52 would have paid the expenses of operation for a day. Now our expenses are more than twice that much, but with a possible $50 a day advertising which no boycott can take away, we feel reasonably able to meet all conditions and to jump into any fight we please and call on the reader to come through with the support. We can also hold prices for display at a stiffer figure."

OHIO CIRCULATORS MEET

Report on Checking Child Labor Law To Regulate Newsboys

The eighth semi-annual meeting of the Ohio Circulation Managers Association held in Columbus, Ohio, April 20 was the most successful and the best attended since this association was formed. Leslie E. Neafie of the Toledo Blade presided at the meeting and C. S. Wilson of the Columbus Dispatch acted as secretary in the absence of E. J. Ullman of the Youngstown Vindicator. The following were some of the subjects that were discussed at the suggestions of various members:

Are there any new ideas regarding the usefulness of the A. B. C.?

Getting rural subscriptions, methods, etc.

The best method of handling subscribers in small towns through agents.

Are magazine club offers a good proposition for a small newspaper?

What is the best plan for following up on "Have Expired" mail subscriptions?"

Is the A. B. C. helpful to the circulation manager?

The use of premiums.

Circulation vs. Advertising Rates

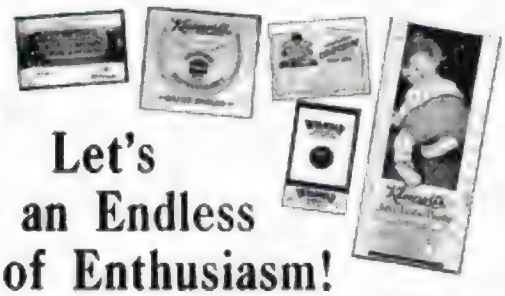
On what should rates be based?

Has there been a tendency to "break over" and give returns in the last few months?

What can be done to make this association of greater value to its members during the year?

One of the best results obtained by this association during the last few months, was the success in their efforts in killing a bill before the State Legislature regarding hours and ages of newsboys and carriers. The Ohio Council on Child Welfare had prepared a section to be included in a school code bill which would regulate hours and ages that newsboys and carriers could sell newspapers.

Several new members were admitted to membership bringing the total up to 44.



Let's Create an Endless Chain of Enthusiasm!

ONLY recently the Hacker Cereal Company successfully launched their new product, "Jiggtime," upon the market within the metropolitan district of New York in 21 days. "How did you do it?" the Sales Manager was asked. "By creating what might be called an endless chain of enthusiasm from factory to consumer," he replied.

From this we gather the thought that if newspaper advertising men would creates a similar chain of feeling all along the newspaper line, it would unquestionably make for a more rapid development of more national newspaper advertising.

At this writing the enthusiasm of The NEWS and The AMERICAN finds expression in the anticipation of what could be done with the Kleinert line represented in Baltimore by Alex. C. Weiller. The other lines handled by Mr. Weiller are already good newspaper advertisers, and like unto them the Kleinert products lend excellently to newspaper advertising; therefore, we have every hope of imparting our enthusiasm in this particular to the Kleinert Company, convincing them that their goods would sell in much greater volume if in addition to being pushed with dealers they were simultaneously pushed with consumers through INTENSIFIED NEWSPAPER ADVERTISING.

Through The NEWS and The AMERICAN a message on any of these products could be going, with more than 187,000 copies, daily and Sunday, into practically every buying home in Baltimore and suburbs, reaching every nook and corner in the State of Maryland and circulating through the nearby portions of the adjoining states as well.

We newspapers can form a chain of enthusiasm for developing more national newspaper advertising if we will develop the manufacturing prospects in and near our own markets, remembering that the strength of the chain itself is dependent upon the strength of each individual link.

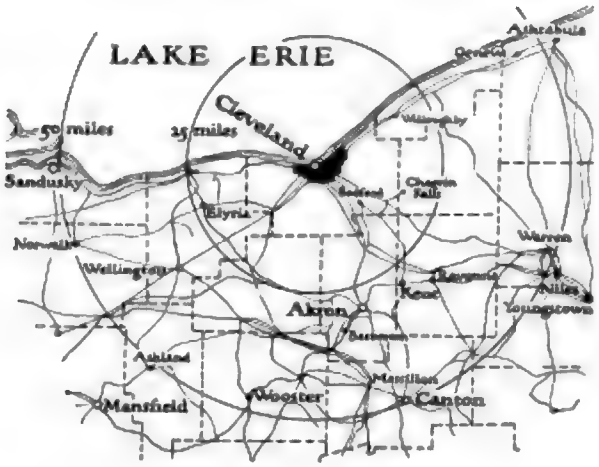
THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago



A Great Territory Covered by a Great Newspaper

One look at the map tells you the greatness of the territory — where Pennsylvania's coal meets the Superior District ores at low rates. Where the raw materials of East, West and South flow along lines of least resistance to a common mart.

In this great workshop a single newspaper has moulded thought and guided sentiment for 80 years. The PLAIN DEALER grew up with the country, has led in every progressive move and is today stronger, more influential than ever.

Not only Cleveland, but all Northern Ohio, reads, looks up to, *follows* The PLAIN DEALER.

The PLAIN DEALER goes into the homes of the thrifty, buying Northern Ohioan seven days in the week, and the advertiser who goes along with it insures himself a place in their confidence and buying plans.

You can win this worth-while market solely with

The PLAIN DEALER
CLEVELAND

Western Representative
GLASS & IRVIN
1216 Wrigley Building, Chicago

Eastern Representative
JOHN B. WOODWARD
Times Building, New York

Digitized by Google

ADVERTISING LINEAGE

FORT WORTH PAPERS

FIRST THREE MONTHS 1921

Shows that discriminating advertisers appreciate the superiority in its field of the

Fort Worth Star-Telegram

FIRST PAPER IN TEXAS

Excess Over Second Paper	
Local display	35%
National display	155%
Classified	80%
Total all classes	51%

Star-Telegram Circulation

Daily and Sunday Average

Six Months Ending March 31, 1921, as per Post Office Statement

Net paid	78,337
Unpaid	763
Total	79,100

Net Paid Average for March, 1921

Daily - - - - 79,344

Sunday - - - 92,735

If you want to cover the richest territory in the Southwest with more circulation in that section than any other two papers combined, include the Star-Telegram in your next list

---

Fort Worth Star-Telegram

Charter Member A. B. C.

AMON G. CARTER,
Vice Pres. & Gen. Mgr.

A. L. SHUMAN,
Advertising Manager

Digitized by Google

The Star-Telegram's New Million Dollar Home
Formal Opening and Housewarming
New Million Dollar Home
FORT WORTH STAR-TELEGRAM
Fort Worth, Texas
May Thirtieth,
May Thirty-first,
June First
NINETEEN TWENTY-ONE
You are cordially invited to be present
President
Vice Pres. and Gen. Mgr.
Adv. Mgr. and Treas.

Thomas R. Williams, of the Pittsburgh *Press*. He looks like he means what he has just said, and considers ourselves in close, as while he has passed the school teacher age he is president of the A. N. P. A.

Who would have thought that William C. Deming would cast aside his stiff collar to play on the plains of Wyoming of own the Cheyenne *State Leader* and *State Tribune*?

We have William B. Dixon, of the Portland *Express Advertiser*, who made his first amateur endeavor at the tender age of 20. Note the results.

The Carrantons and the New Haven *Journal Courier* have always been one and even when Cleveland taken Edward T. was hanging around the office.

Even in 1891 William A. Hendrick, of the New Haven *Times Leader* had the general appearance of wanting to sell things to advertisers.

Maintaining Leadership——

The convincing lead in Rotogravure advertising for the first three months of 1921 serves to accentuate the position of the BUFFALO COURIER as the dominant advertising medium in Buffalo and Western New York.

These Figures Tell the Story:

Rotogravure Lineage in the Buffalo Sunday Newspapers for January, February and March, 1921

	Local	Foreign	Total
JANUARY			
Courier	14,343	4,543	18,886 lines
Express	3,178	1,025	4,203 lines
Times	2,716	1,057	3,773 lines
FEBRUARY			
Courier	15,820	3,114	18,934 lines
Express	2,597	524	3,121 lines
Times	7,084	984	8,068 lines
MARCH			
Courier	15,932	9,239	25,171 lines
Express	3,675	2,821	6,496 lines
Times	2,886	683	3,569 lines
SUMMARY			
Courier	46,095	16,896	62,991 lines
Express	8,661	4,370	13,031 lines
Times	12,688	2,724	15,412 lines

47,500 lines more than the nearest competitor, and more than double their combined total.

Prudent advertisers seeking complete coverage in Buffalo and Western New York always use the COURIER.

BUFFALO COURIER

BUFFALO, N. Y.

W. J. CONNERS, Proprietor — W. J. CONNERS, Jr., Editor and Publisher

Digitized by Google

A Comparison *in* Rochester, N. Y.

Every space buyer and space seller should study this analysis of Rochester newspapers. Note particularly cost per line per thousand circulation based on minimum rates.

	A. B. C. Circulation	Minimum Rate per line	Cost per line per 1000 circulation
TIMES-UNION (Evening)	**64,018**	**.18**	**.0028**
Democrat & Chronicle (Morning)	52,982	.17	.0032
Democrat & Chronicle (Sunday)	54,911	.20	.0036

	Circulation	Distribution	
TIMES-UNION	**49,229**	**76.9%**	**City**
	12,419	**19.4%**	**Suburban**
	2,370	**3.7%**	**Country**
	64,018	**100.0%**	
Democrat & Chronicle (Morning)	25,371	47.9%	City
	18,581	35.1%	Suburban
	9,030	17.0%	Country
	52,982	100.0%	
Democrat & Chronicle (Sunday)	45,121	82.2%	City
	7,793	14.2%	Suburban
	1,997	3.6%	Country
	54,911	100.0%	

We will be glad to explain anything or answer any questions

ROCHESTER Times-Union

First in Circulation
First in Low Cost
First in Foreign Display
First in Local Display
First in Trade Service

J. P. McKINNEY & SON, Representative
334 Fifth Avenue, New York—122 South Michigan Avenue, Chicago.

Digitized by Google

PEANUT VALUE WAS INCREASED $1,580 PER TON BY ADVERTISING

But This Is Only One Wonder Accomplished by Southland Through National Publicity—Why Dixie Appreciates Newspaper Booster and Selling Power

HOW advertising is playing a most important part in the development of the Southland—rapidly changing it from purely an agricultural section into a manufacturing one, converting its agricultural products from their raw state into manufactured and trade-marked brands which are sold, best, through advertising was told to members of the New York Council of the American Association of Advertising Agencies at their 10th anniversary dinner by Ernest E. Dallis of Atlanta, chairman of the Southern Council of the A. A. A. A. His story follows:

"The South, the chief source of rice production, has recently been the headquarters for a national campaign to encourage the consumption of that most healthful food; for years it has been famous for roasting and packing of some of the best blends of coffee on the market; the home of the largest soft-drink manufacturing company in the world, the daily consumption of which, if poured into a dry-dock, would be sufficient to launch the world's greatest battleship—and other products and commodities with which we are all familiar.

NO MORE THE LOWLY PEANUT

"One of the latest food products to become fashionable and famous has been the lowly peanut, which for years found its largest sale in the circus—along with pink lemonade; and at the Zoo where they were fed to monkeys. But now, after careful selection while raw, roasting, salting and put into sanitary sealed glass containers, they grace the banquet boards throughout the nation, replacing the imported salted almond.

"Skillful handling in the roasting factory, plus advertising, has increased the value of this peanut from $20 a ton, raw, to $1,580 per ton—and advertising has done it.

"We all remember the wonderful transition that has taken place in the most popular vegetable fat, cottonseed oil. When I was a boy, we kept the cows from eating cottonseed, for fear that it would kill them, and now cottonseed has come to be the most valuable by-product of our principal Southern crop—cotton. Throughout the country refined cottonseed oil has, to a large extent, replaced olive oil for salads and animal fat for cooking.

SOUTH'S TOBACCO INDUSTRY

"It is unnecessary for me to refer to the advertising, incident to the sale of the manufactured products of our Southern tobacco crop. An instance of the magnitude of this industry is evidenced by the fact that every day sufficient Revenue Stamps are bought by one cigarette factory in Winston-Salem, N. C., to pay for the Federal Building there, the pride of that famous city, the largest city in North Carolina.

"We of the South are voracious readers of the newspapers. The national advertisers throughout the country appreciate the fact that in order to merchandise their goods they must use the daily newspapers. While we have very few very large newspapers, yet every city in the South of 15,000 and over is the home of one or two daily newspapers, which carry the merchandising message into the homes of the majority of the consumers below the Mason and Dixon line.

"The South has the smallest percentage of foreign born of any section of the United States, which makes the English paper pre-eminent in that section. The trend of the times today is toward the use of the daily press throughout the country, because this is the quickest method of presenting the varying changes in prices and at the same time is the most popular form of reading.

"The Southern Newspaper Publishers' Association, representing over 90 per cent of the daily press in the South, is conducting a campaign in the leading papers throughout the country to impress the fact upon advertising agencies, advertising managers, and other executives that—

"If you want to 'Sell it South,' you must 'SELL IT SOUTH THROUGH THE NEWSPAPERS.'

"In the South our problems chiefly concern our agricultural activities. Ours is the menace of the boll weevil, not of the bolshevist; that of the pink worm, not of the red anarchist; that of the hook-worm, not of the labor agitator. Our troubles are agricultural rather than industrial.

"No one has more aptly expressed the South's reliance on cotton as has our own beloved Henry Grady, who wrote:

"'Amid this universal conflict, where stands the South? Cotton is King in the South.'

"Not the fleeces that Jason sought can rival the richness of this plant, as it unfurls its banners in our fields. It is gold from the instant it puts forth its tiny shoot. The shower that whispers to it is heard around the world. The trespass of a worm on its green leaf means more to England than the advance of the Russians on her Asiatic outposts. When its fiber, current in every bank, is marketed, it renders back to the South $660,000,000 every year. Its seed will yield $110,000,000.

LABORERS HAD UNDREAMED WEALTH

"There has never been a bread-line in the South.

"In common with the rest of the country, the South during the past two years, has seen labor inflated to the bursting point, and as a result, the negro population, which comprises 70 per cent of the laboring class of the South, rose to the point of undreamed wealth.

"Only last summer, just before the bubble burst, my sister-in-law, rode through 'darktown' in search of a maid, and saw a colored woman sitting, rocking, on her front porch. My sister-in-law called to her from her car, and asked if she knew where she could hire a maid. 'No'm,' she replied, 'I'm lookin' for one myself.'

"This woman's husband, was making $8 a day, six days a week, as a carpenter. But depression came and he lost out. Early this spring he was walking along the street in search of work when the whistle of a nearby factory blew. 'Dar now,' he said; 'Dat's dinner time for some folks, but only 12 o'clock for me.'

"The negro workmen of the South are leaving the cities and going back to the farms where their board, clothing and keep are assured, which means a lower cost of production on the farm which, in turn, means better conditions among the farmers, with consequent increase in agricultural wealth throughout the South.

"But agricultural and manufactured products are not all that the South produces best.

"We produce advertising men and artists of imagination, whose vision went beyond their Southern horizon, and who seem to need transplanting before their vision can come true.

"There are, within the sound of my voice, two advertising men from the South, and from my home city, who are now vice-presidents and directors in two of the largest agencies in New York. A third occupies a similar position in our sister city of Brotherly Love; a fourth is an art director. So after all, the South, in addition to playing her part in feeding the world, clothing the world, is also helping in the matter of manufacturing and distributing through the vision of her stalwart sons of the South, temporarily loaned to the North. I am sure that these Southern sons join me in asking:

"'Know'st thou that balmy Southern land,
By myrtle crowned, by zephyrs fanned,
Where verdant hills and forest grand
Smile 'neath an azure dome?
'Tis there the stars shed softer beams
As if to bless the woods and streams;
'Tis there I wander in my dreams,
Far far from home.'"

Verdict for Mrs. Goodspeed

A Federal Court jury at Buffalo returned a verdict of $15,000 in favor of Mrs. Mae Goodspeed, widow of William P. Goodspeed, former business manager of the Buffalo Evening News. An insurance company refused to pay this sum following Mr. Goodspeed's death, claiming arterio-sclerosis and not injuries received in an automobile accident were the cause of death. The jury's finding was contrary to this claim.

Sendoff for Stodghill

On the eve of his departure for Louisville, Ky., where he is to become circulation manager of the Courier-Journal & Times, H. W. Stodghill, circulation manager of the Syracuse (N. Y.) Journal, was tendered a farewell dinner by the management of the latter newspaper April 21st. A pair of diamond cuff links were presented by Harvey D. Burrill, publisher of the Journal, on behalf of the paper, while members of the circulation department gave a handbag.

Open Philadelphia Branch

Johannes & Treyhal, Inc., New York foreign language newspaper representatives, have opened a branch in Philadelphia. I. B. Tolins, formerly director of foreign advertising of the Day-Warheit, New York, has been elected vice-president and appointed Philadelphia manager.

As a "one paper in a town" proposition, the Standard Union is the choice of a considerable number of large National advertisers who depend upon it to give the most for the dollar in Brooklyn.

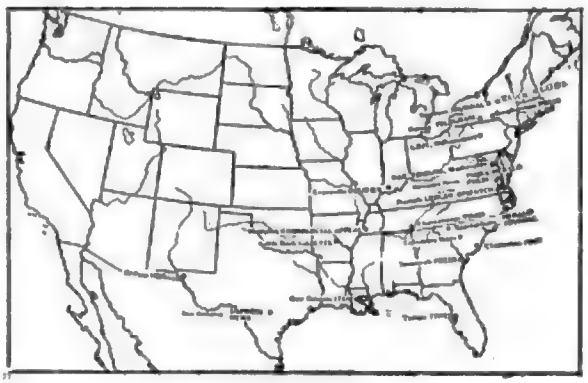
R. F. R. Huntsman

Digitized by Google

Retailers Value Newspapers

The RETAIL MERCHANT of today is "FROM MISSOURI." He, like the "ultimate consumer," must convincingly be shown. The newspapers—HIS HOME NEWSPAPERS—have done it.

Say what you please about UNDER-PRODUCTION and SHORTAGE of MERCHANDISE, delay in price adjustment, and the LOST ART of SALESMANSHIP, the cold fact remains that many a retailer fell short of the NECESSARY TURN-OVERS last year, and faced shelves filled with SLEEPY (because poorly or unwisely advertised) MERCHANDISE.



THE DAY IS DONE when clever and pretty layouts and splurge advertising in a few nationally circulated mediums can be used to STOCK UP RETAILERS under the idea that once well loaded they will simply have to FIGHT THEIR WAY OUT from under—they're from Missouri now.

Show retailers a SENSIBLY PLANNED ADVERTISING campaign, built around the MERITS OF THE MERCHANDISE, and which makes liberal use of the newspapers they know nearly every one of their potential customers read day after day, and they will back it up with OLD-TIME SELLING WORK that will move the goods, and keep them moving.

Carrying on such a campaign is a matter of selected units, ONE CITY or TEN, or A HUNDRED or MORE. Fundamentally they are all much alike, they differ somewhat in habits, customs, traditions, and in requirements arising from climatic, manufacturing, or other conditions, but all are readily adaptable to the basic plan.

We represent in the GENERAL ADVERTISING FIELD, the progressive newspapers indicated on the map herewith.

Our several offices are the offices of each of those publications—where complete files and data of all kinds concerning both FIELD and PUBLICATION are in readiness for anyone interested.

Our traveling representatives are thoroughly familiar with the PUBLICATIONS and the FIELDS in which they circulate.

We are at all times prepared—in conjunction with their respective SERVICE DEPARTMENTS—to provide valuable and useful Merchandise Survey and Information Reports that will assist the manufacturer of any commodity, either in opening up the territory or in extending trade already under way.

"We are at your service, any time, anywhere"

The John Budd Company

National Advertising Representatives of Newspapers

9 E. 37th Street, NEW YORK
Tribune Building, CHICAGO
Chemical Building, ST. LOUIS
Healey Building, ATLANTA
Examiner Building, SAN FRANCISCO
Title Insurance Building, LOS ANGELES
Post Intelligencer Building, SEATTLE

Digitized by Google

TIRE DEALERS READY FOR GOOD BUSINESS

Stocks Low, But Good Weather and Advertising Will Revive Demand, Ad Bureau Survey Finds General Belief

A few days ago a tire manufacturer asked the A. N. P. A. Bureau of Advertising to help him gather quickly data showing the size and condition of tire stocks now on hand in dealers' shops in this country and Canada. The bureau's prompt communication with newspapers in every state in the Union and in Canada, has received sufficient information upon which to base a fairly accurate summary of the situation.

The data so far received discloses the following:

First: Tire stocks in the hands of dealers seem to be comparatively low—in many instances, abnormally low. In a few places stocks are reported as high, and in cities where large groups of dealers have been canvassed, a few dealers reported as being overstocked. But the general rule is that stocks are below normal for this season of the year.

Waiting for Wholesale Prices

Second: Dealers are reported as buying slowly and in small quantities, yet most of them express the opinion that Spring business will be good. In one instance the reason given for slow buying was that tire bills are usually payable May 1. In several instances dealers say they are waiting to see whether or not prices are going lower.

In one city, East Liverpool, Ohio, dealers stated that since the newspaper advertising of one manufacturer had started, business was picking up. One dealer here also complained he was under-stocked and seemed to be unable to get deliveries from the factory. This is the only instance reported of inability to get delivery.

Third: There is general emphasis put on the fact that the public is not buying, and the universal explanation seems to be that there is a disposition on the part of car owners to wait and see whether or not prices will go lower. In this connection it is pointed out that cars have been used more generally this winter than ever before; that tires are being patched up to their last extremity by the users and that even with no effort on the part of the manufacturers to revive business, natural wear and tear will soon make pressing demands on the dealers. New England and Northern state reports dwell especially on this, and one report from Asheville, N. C., says: "The dealers are understocked and the tire business is picking up rapidly. Open winter has brought cars out of storage as a very much earlier date than usual."

Atlanta's Big Month

Atlanta, Ga., emphasizes the same thought and says that "more tires have been sold here in the last 60 days than were sold in the preceding four months."

In Fort Worth, Tex., this interesting snap-shot of conditions is given: "There are only about 7,500 tires of all kinds in this community, and 20,000 cars are registered and in use at this moment."

On the other hand, Milwaukee reports an over-stock of tires, but says that a few warm days will send the owners to the stores and bring stocks to normal.

It was not practical in the limited time to make complete statistical reports of the large cities like New York or Chicago, but in some of these places interesting data was gathered.

A canvas on various groups of dealers in New York City disclosed the fact that stocks ranged from ten tires to 2,000. The general run of the smaller dealers seemed to be under-stocked rather than over-stocked, and this was particularly true of the garages visited.

Washington says the dealers are "well supplied, but are not overstocked. Good weather is creating a tremendous demand, but the dealers are buying lightly and relying on the branches to handle the stock and accommodate them." Only twelve dealers in Washington handle seconds and the total stock of this class of tires in the District of Columbia will not run over 4,000.

Pittsburgh in Good Shape

In Pittsburg, dealers were almost unanimous in saying that no concern in that city selling tires is overstocked. Some of the dealers and jobbers are carrying good-sized stocks purchased at top prices and all of the dealers are buying slowly and seem to be waiting for another break in prices. Tire buyers in Pittsburgh are also reported as buying on the assumption that by waiting a little they will be able to save money. "As a result of this conservation," says the report, "there are a great many automobiles running around Pittsburgh with their tires in bad condition, and some of the dealers go so far as to predict a shortage of tires when the public comes into the local market."

In St. Louis a rather comprehensive canvass was made which would indicate that the stock of tires in the hands of jobbers, excluding branch houses, was in the neighborhood of 58,000, of which 1,200 are seconds. In addition to this, about 17,700 tires are believed to be in the hands of dealers making a total of about 75,700 tires in St. Louis against an estimated requirement for the Spring season of 153,000. In St. Louis it seemed to be the belief of all persons interviewed that tire stocks, both in the hands of dealers and jobbers are extremely low for this time of the year.

St. Louis wholesalers expressed the opinion that the day is past when the average dealer will carry a large stock, which is what might be expected in face of a declining market. St. Louis jobbers were unanimous in stating that they anticipate a shortage of tires by the first of July, and yet they said it was extremely hard to secure orders of any size from the dealer. They were unanimous also in saying that aggressive advertising at this time would be of immense help in restoring confidence.

Record Automobile Mileage

This opinion was voiced in many other localities and it seems to be well borne out by facts.

Tire stocks are low. Dealers are holding off buying, and the public is holding off buying, yet there has been greater automobile mileage and harder use of tires than ever before at this season of the year.

If there were a feeling of greater confidence in the minds of car owners that the bottom had been reached, there is no question but that the public would respond quickly, and if there were a sign of such response and similar confidence in the minds of dealers, the latter naturally would be ready to buy.

The reports would indicate that the tire business has hit bottom, that the revival is in sight and that all that is now needed is a restoration of aggressive selling methods.

False News Bill In Minnesota

The Minnesota house of representatives has passed a bill declaring the furnishing to newspaper men of false information for publication a misdemeanor. The bill was introduced by two newspaper publishers and editors—Theodore Christianson of the Dawson Sentinel and R. W. Hitchcock of the Hibbing Daily Tribune.

ADVERTISING TEACHERS MEET

National Association In Pittsburgh May 6 and 7 For Joint Conference

The Association of Teachers of Advertising and the Collegiate Schools of Business will hold a joint meeting at the University of Pittsburgh May 6 and 7 at which a number of important papers will be presented. The program arranged is as follows:

Friday Morning—"Courses in the Financial Field," C. W. Gerstenberg, New York University, and H. G. Moulton, the University of Chicago.

Friday Noon—Luncheon at the H. J. Heinz Company's plant and trip of inspection.

Friday Afternoon—"Scientific Method: A Subject of Instruction for Students of Advertising," by Professor H. D. Kitson, Indiana University (Subject not yet announced), by Professor Daniel Starch, Harvard University. Discussion.

Friday Evening—Dinner and Regular Annual Meeting of A. T. A.

"Does Salesmanship Deserve a Place in the University Curriculum?" by Professor Whitehead of Boston University. Discussion by Professor Hess of the University of Pennsylvania, and by Professor Wellman of Dartmouth.

"Information vs. Inspiration." The relative values of technical training and general mental training as preparation for successful advertising work), Professor Edward Gardner of the University of Wisconsin. Discussion by Professor Hotchkiss of New York University, and by Dean Marshall of the University of Chicago.

"A Proposed Course in Co-operative Marketing," by Professor Hugh E. Agnew of New York University. Discussers have not yet been selected.

Saturday Morning—"General Aspects of the Curriculum," Hollis Godfrey.

Saturday Noon—Luncheon and Informal Discussion.

EQUALIZES STORE LOCATIONS

Newspaper Advertising Can Overcome All Such Disadvantages

"The newspaper is the only medium which reaches 100 per cent of the circulation you pay for," J. J. Keith, advertising manager for the Altorfer Brothers Company, told members of the Peoria Advertising Club. "We advocate to our jobbers," he said, "that they use 50 to 60 per cent of their advertising appropriation for newspaper copy, 25 per cent for direct by mail and the other 15 per cent for miscellaneous work."

"There are three things which we strive to do in our advertising: First build permanent good will, second arouse the public to the advantage of our product (electric washing machines), and third to 'sell goods NOW.' The advantages of location can be equalized to a great extent by judicious advertising 52 weeks in the year. That is a firm on a little traveled street can build up the trade equal to a firm on a much traveled street by spending the difference in rent in newspaper copy.

"But there are three things to remember in all ad copy: be truthful and constructive and don't knock."

Briggs' Weekly Business Review Page

Helps Your Editor Maintain His News Schedule Saturday Evenings and Monday Mornings

Newspapers, like mercantile houses, are up against a shrinkage in gross revenue.

But, different from mercantile houses, a material cut in the cost of the newspaper results in a loss of prestige.

Revenue on "light days" can be increased. Our Weekly Business Review Page, a permanent feature with many leading dailies, will make regular advertisers out of local manufacturers and wholesalers whom you cannot otherwise interest.

We sell it for you, on 26 to 52 week contracts. We renew these contracts. We keep the page alive. It is a real business review, the editorial matter is authoritative, of interest to business men.

Our methods are clean. We are a responsible firm with 20 years experience. Can refer you to present clients who have used our services for 5, 10, 15 to 20 years.

Let us send you the facts regarding our page.

Thomas W. Briggs Co.

Operating in United States and Canada

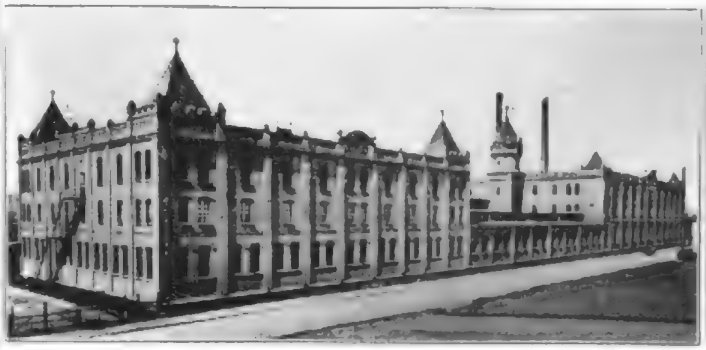
Home Office, Memphis, Tenn.

Digitized by Google

100,000 Tons of Good Quality Foreign Print Paper Is Now Available

After a three months' trip of investigation of paper conditions throughout Continental Europe, establishing dependable mill connections, we are in a position to take on contracts for paper supply from newspaper publishers up to 100,000 tons a year, which can be delivered c. i. f. New York and other American ports at lower prices than domestic contract tonnage.

We are in position to give exceptional service, to facilitate and simplify the use of foreign tonnage.



Two of our six mills with annual output of 100,000 tons.

AN UNSOLICITED TESTIMONIAL

Proving the High Quality of Our Paper

The Globe

April 20, 1921.

Messrs. J. & J. Scott, Ltd.,
33 West 42nd St.,
New York City.

Gentlemen: In connection with the Daily newsprint paper purchased of you from time to time, on which we have been printing The Globe, I cannot refrain from writing you this letter of commendation regarding both the appearance of the printed paper and the wonderful running quality of it.

The paper comes delivered to us firmly barrel-packed, so that no paper comes that we have ever seen, and through daily use in our press room that way paper we have run for years.

On the Hoe press, this paper ran as low as 9 points, but it ran on our presses without breaks and gave us complete satisfaction.

I sincerely trust that in covering part of our further requirements for 1921, you will be able to secure more of this British paper for us; for in the opinion of the whole office - including the one who handles it on the presses - it is the best sheet we ever had.

Very truly yours,

PUBLISHER.

Make your Rotogravure Section the most attractive. Results are in the paper.

—Only 50,000 Tons

Finest Foreign Stock Available

50,000 Tons Fine Rotogravure

Better stock means better results.

Price would sound ridiculously low if quoted here.

Get in touch with us at once—50,000 tons will not "go begging" very long.

IMPORTANT
Convention Week Call
Vanderbilt 1057

Publishers: Consult us regarding our special plan for individual and group contracting. Phone us while at the convention.

NEWSPRINT

J. and J. SCOTT, Ltd.
PULP AND PAPER
33 West 42d Street, New York City
Phone Vanderbilt 1057

ROTOGRAVURE

LONDON **NEW YORK**

Digitized by Google

FUTURE OF MOTION PICTURE INDUSTRY LIES WITH NEWSPAPERS

Proper Censorship of Advertising and Fearless Criticism of Films Will Force Producers to Clean Up—Today Box Office View Governs

By FRANK T. CARROLL.
Advertising Manager, The Indianapolis News

"PROHIBITION has caused this widespread agitation against the cinema" asserted a prominent exhibitor before a subcommittee of the Indiana State Legislature recently. "The reformers have nothing left to reform except the motion picture industry and the tobacco business and just now it's the moving picture sex film that's the 'goat.'"

A few upstate legislators seemed to incline to this version of the photoplay's troubles, but the exhibitors who have been most successful in taking advantage of the box office returns of "jazzed" up sex appeal movies realize the very dangerous features in the nation-wide demand that motion picture producers clean house.

Last month a periodical publication of general distribution carried a lead story by a prominent producer who put the cure of the disease squarely up to the public. His argument was based upon the theory that the public wanted rotten pictures because the public flocked to see a hectic triangle mess, but passed up a decent, clean photoplay on the opposite side of the street.

Illogical Reasoning

That such reasoning is illogical is obvious. The public is an unsafe guide. The public is fickle. It is history that that which the public applauds today is condemned by the same public tomorrow. In the motion picture industry, itself, the "vamp" picture was turning them away six months ago. Today the ordinary vamp picture is as dead as last night's cigar butt, and as evil smelling.

The shrewd entertainer of public fancy is the one who keeps a step ahead of public demand, who anticipates that which we dimly sense, who leads us on from one diversion to another before we realize that we have tired of the last. The motion picture producer who takes the public for his guide is riding to a fall.

Our friend, the exhibitor, says that a few crank reformers are behind the almost universal demand for cleaner photoplays. The producer says the public wants the type of motion picture which is most vigorously condemned, and Henry Ford's Dearborn "Independent" says the type of men controlling eighty per cent of the producing business is such that they can't recognize smut even when it's pointed out to them.

Not the Ravings of Cranks

Certainly not all motion picture producers, nor all local exhibitors can be placed in the classes above. There are clean, elevating pictures being produced. There are, in every city, theaters in which one may be sure of seeing a decent photo play. But even in some of the better theaters the tendency is to play up the sex element and it is this over-emphasis of the sex appeal that is causing criticism.

Now, there is something more behind the movie reform wave than a few cranks. In practically every state of the Union the protest has made itself heard. In every state in which the Legislature convened this winter or spring, from one to ten movie censorship bills have been introduced. Leading newspapers everywhere have recognized the demoralizing effect of nasty, vicious pictures upon the community and have been urging the reform as a matter of common decency. In the Indiana State legislature this session, half a dozen bills were introduced, fostered by women's clubs, ministerial bodies and by various civic organizations.

The motion picture people do not want official censorship. Many of the prominent people leading in the fight to establish legal censorship realize that conflicting censorship laws in the different states will greatly hamper the future of the motion picture industry and burden it with an additional cost that, in itself, may wreck the entire business—yet the smug producer sits back, rakes in his profits and says, "When the public refuses to see my unclean films then I'll give them clean ones."

Issue Up to the Press

The issue is squarely up to the press of America. The newspapers of this country can establish sane censorship rules. The newspapers can almost *prevent* the appearance of an improper photoplay. By refusing its advertising the newspaper can kill the profits of the salacious film. If an exhibitor declines to abide by the decision of the newspaper censorship the press can quite effectually show the exhibitor and producer that filthy films are not wanted by the public when the public understands that some one is deliberately debauching a fundamentally clean amusement for the sake of a few dollars in extra profits.

Strangely enough the press which now must be the Moses of the Motion Picture Industry is largely responsible for this wave of protest which has swept over the land. Except in a few isolated cases, the press of America has had no standard of censorship of photoplay advertising. And it is the artificially stimulated; naked women type of photoplay advertising which has caused even more criticism than the films themselves.

An Indictment of the Newspaper

In a recent public protest a prominent minister stated that he always depleted the amusement advertising section of his Sunday newspaper before he dared let his children see the paper. Indeed newspaper advertising of motion pictures has become so debased that "The League for Clean Advertising" has been formed to carry on a national campaign to educate the newspapers along the line of decent photoplay copy. Surely any newspaper advertising man who has the best interests of his profession at heart will admit this is an indictment of the newspaper that should not be necessary and one that is possible only because of the careless, smug content of the advertising director who has preferred to accept motion picture advertising without reading it in advance.

Again, except in isolated cases, the press made no attempt to witness the advance filming of a photoplay, but have accepted the press story of the advance man without investigation. In many cases, newspapers have made no attempt to criticise a film through a well paid critic as the drama is handled, but have published a perfunctory review, either illogically severe in criticism or glossingly banal in praise. As a result the public has been obliged to depend upon the advertising columns of the paper for their information as to the attractions of motion picture theatres—and sadly enough the advertising has often been rottener than the pictures.

The exhibitor who is out for the money has been quick to realize that in most cases he is paying a higher line rate than the commercial space user. He has seen the appeal of the salacious film and he has picked out the high spot of indecency and played it up in his quarter or half page advertisement with the knowledge that the average newspaper will not tamper with a piece of business paying fifty to one hundred per cent above the average space rate.

The Road to Failure

More than two years ago a piece of local photoplay theatre copy was presented to an Indianapolis newspaper. It so reeked with suggestiveness and vulgarity both in illustration and text, that it was turned down immediately. The manager of the paper was curious to know how such an apparently immoral film could get by any censor, so he went over to the theatre the afternoon it opened.

As he stepped up to the box office a sad eyed young man came out. Business was not rushing and they were the only people in the lobby. Coming over to the newspaper man he said "Bo, if you're looking for something spicy, save your money. This is the bunk. It's about as devilish as the Thursday afternoon meeting of the West Side Ladies' Sewing Circle—never again for me."

It is significant that this theatre has never been a financial success; that the management has changed often and that at least one Indianapolis newspaper has not carried its advertising for several years—although the copy has been frequently offered.

Only last week the leading minister of a smaller Indiana city and the Chief of Police of the same town nearly came to blows while discussing a photoplay, the advertisement of which featured a statue of a male and female in embrace. The fact that this advertisement had been rejected by one Indianapolis paper on account of this illustration, made no difference to the film promoter. That it was suggestive and indecent and that it had absolutely no place in the picture itself, made no difference to the promotion man who was actuated by the one idea of getting the picture over.

The plea that worse things than those pulled in the photoplay theatre are shown without adverse comment on the spoken stage will not excuse a continuance of the present evils of the silent drama. The photoplay theatre is the amusement center of the family. Father, mother the children and the adolescent boy and girl sit in the same row. It is not the audience of the three dollar Follies. And for this reason, if for no other, must the newspapers of America take definite action to clean the slate.

The producers and the exhibitors, as a class, have thus far shown little interest outside the box office. The newspaper, however, can force the issue by conducting an honest and fearless photoplay criticism, first *before* the film is presented, second after the pictures are shown to the public.

The advertising departments can require clean, truthful copy and can decline to continue to be the "come on" of the exhibitor who wants to traffic in debauched morals. And between these two departments with the co-operation of all the newspapers of any city, the photoplay atmosphere can be cleaned up in short order. The newspapers of America have a definite challenge in present day motion picture conditions. That they will accept the challenge and array themselves on the side of decency is inevitable.

Honest Ad Bill Passed

ALBANY, N. Y., April 13.—The Betts "honest advertising" bill has unanimously passed the assembly. Under the provisions of the bill the word "knowingly" is removed from that section of the penal law which prohibits the insertion of misleading advertisements in publications. A vialotian of the law is made a misdemeanor. Its passage in the senate and approval by the governor is expected.

Judge Petty Retires

A farewell banquet was tendered Judge James Taylor Petty, retiring managing editor of the Times-Dispatch, Sunday afternoon by the staff of the news department, together with the heads of the departments of the paper. Robert D. Ford, chief editorial writer, acted as toastmaster.

North Dakota Uses Newspapers

An attempt to market a $3,000,000 bond issue through a newspaper campaign will be started by the State of North Dakota. The bond issue was authorized by the legislature nearly two years ago, but has been inactive pending determination of its constitutionality by the courts.

Merger in Virden, Ill.

VIRDEN, Ill.—The Reporter and the Record have been merged as the Record. The proprietors are Norris Goode and John Campbell. D. L. Buckles will engage in newspaper work in Iowa.

Super Calendered Newsprint
33½ 66½ 70" Rolls

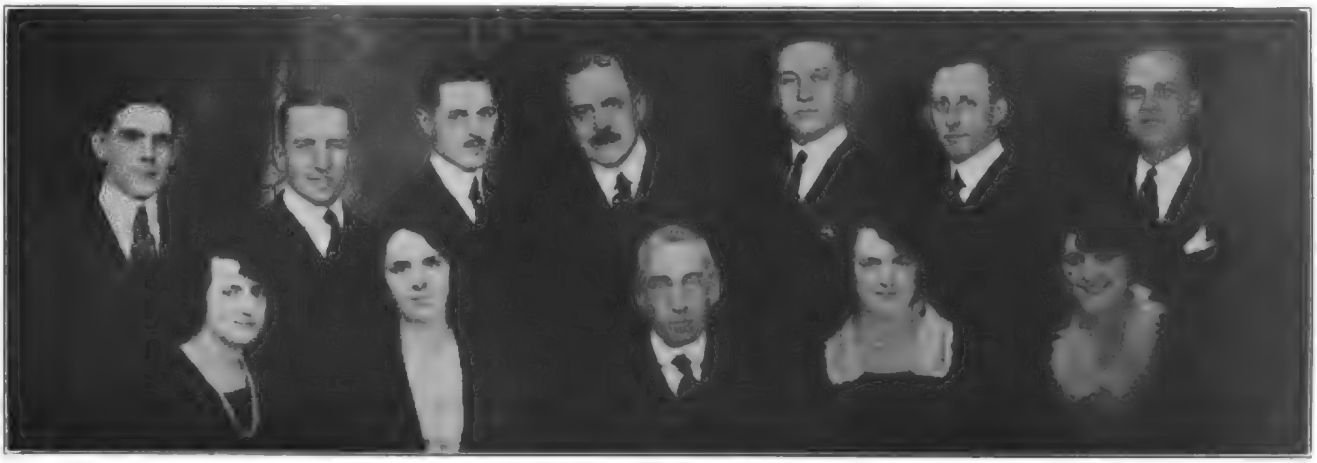
Standard Newsprint
33½ 34⅛ 36½ 49½ 54 55 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

100 Per Cent Efficient Representation in The National Advertising Field Afforded by an Organization of Experience and Character, with a large force doing intelligent, energetic and enterprising work.



OUR NEW YORK OFFICE FORCE

OUR CHICAGO OFFICE FORCE

A. D. GRANT
Atlanta Office

ROY BUELL
Detroit Office

O. G. DAVIES
Kansas City Office

Our eighteen solicitors backed by our Merchandising and Co-operation Department, sell not only our newspapers but also the city and trading territory covered.

The comparative showing now being made by the newspapers we represent, under present business conditions, is proof of the superior value of our service. We refer to the Publishers of the papers on our list.

Consider: Five offices, eighteen solicitors, over forty-four thousand intelligent calls per year, an expense in salaries, traveling and other items of over $154,000 per year. Ample capital. A standing in the Advertising World for effective service, honor, and reliability, second to none.

We can represent two or three more daily newspapers.

CONE, HUNTON & WOODMAN, INC.

Publishers' Representatives

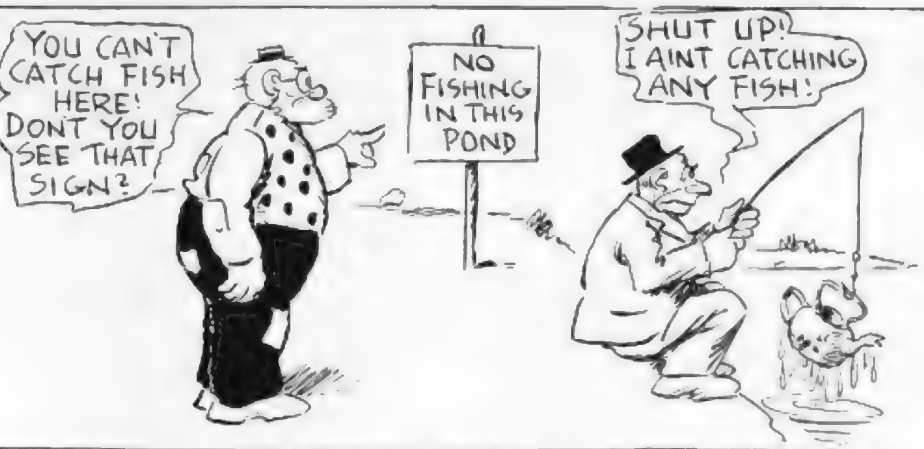
225 FIFTH AVENUE
NEW YORK CITY

NEW YORK CHICAGO DETROIT KANSAS CITY ATLANTA

Digitized by Google

OP

In An All



Surpasses Himself

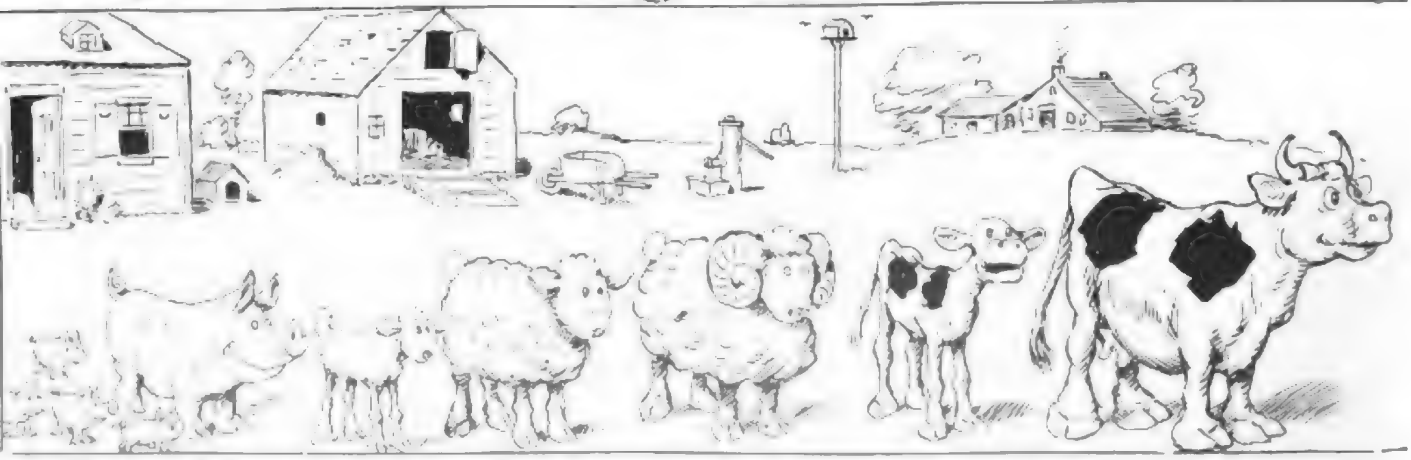
"Down on

Combining the All His

The genius whose magic pen has amused people for many years with his uproarious comic productions now returns to his most popular laugh maker.

Reserve it for

International Feature
246 WEST 59th STREET



Digitized by Google

PER

Star Revival

in His Latest Production

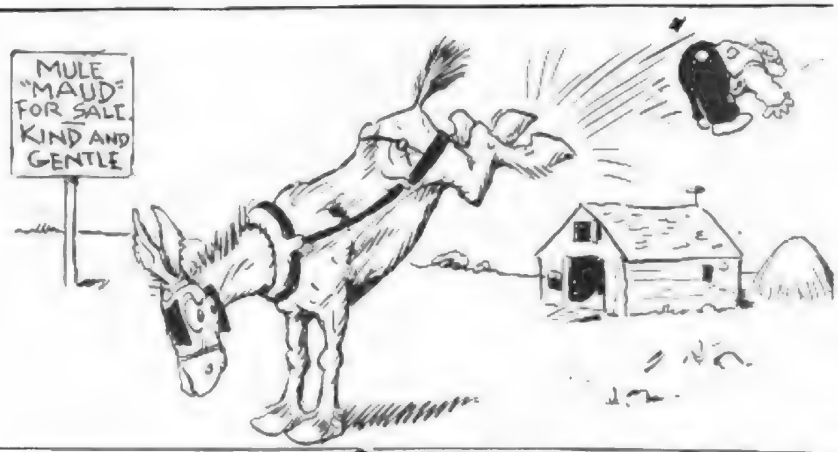
the Farm"

Fun and Sparkle of Famous Comics

Si, the comical farmer, is coming back! in the new Sunday comic page "Down on the Farm" Si rides on a gale of hilarity. You will say this is Opper's best.

your newspaper now.

Service, Incorporated
NEW YORK CITY



Digitized by Google

FRENCH PAPER MAKERS NEED NO TARIFF

Chamber of Deputies Hears Shortage Is Ended, Though High Prices Continue and Manufacturers Amass Gigantic Profits

(*Paris Correspondence* Editor & Publisher)

PARIS.—The French Government has been interpellated on the prohibition of importation of print paper, under the decree of October 23. The deputy who brought up the question, Paul Aubriot, said the decree "constitutes a measure of exaggerated protection for French manufacturers." He said the present price of French paper was from 1.20 to 1.25 francs a pound, with a reduction of from 7 to 9 centimes a pound when the coal supplied by the French Government underwent the same reduction, while paper could be bought in Finland, Sweden and Germany at .73 francs the pound, to which must be added 7 or 8 centimes for freight. The average consumption of print paper in France is 12,000 tons a month.

18 Associations Protest

He read a list of eighteen newspaper associations which had protested against the decree. He tried to induce the government to declare what it intended to do after Dec. 31 next when the decree expires—was it going to renew the decree or would the customs duty on print paper be raised so as to give the same protection as the decree?

Other phases of the cost of paper were referred to, such as the cost of college and university text books, and the impossibility of a doctor in medicine or law printing the thesis by which he gains his degree, now that the cost of printing a thesis has gone from 1,500 francs to 25,000. If the decree was intended to save the French industry from ruin, Mr. Aubriot declared he would prefer to save the press and newspaper industries at the cost of the paper industry. They employed at least half a million workers while paper-making only employed from 25,000 to 30,000. But the French industry was not threatened with ruin; it had only to consent to a loss on the stocks it had accumulated at heavy cost.

Mr. Isaac, Minister of Commerce, replied on behalf of the government, that the decree had been issued at the proposal of the Commission on Print Paper, on which the daily press had more representatives than the paper makers. He quoted names of associations which had approved the decree. Before the war print paper paid a duty of 10 francs on 100 kilograms, which were worth about 30 francs. Now the tax has been reduced by 95 per cent., thus giving no protection to the industry.

Great Profits Last Year

The price of print paper in December has been fixed at 234 francs the hundred kilograms, 60 per cent. of foreign paper being used to 40 per cent. native. He said that the government would let the decree expire at the end of the month as well as other exceptional laws which originated during the war but he refused to bind himself on the question of what the customs duty would be.

A deputy, formerly a paper maker, gave some figures on the cost of manufacture, the item which caused the greatest surprise to the Chamber being that a pound of paper needs over a pound and a half of coal.

Mr. Aubriot quoted figures from annual balance sheets of paper-making companies without naming the firms, showing that one had, in 1919, put over 9,000,000 francs to a special reserve while setting aside nearly 19,000,000 francs to a vague sinking fund. Another with a balance sheet of over 23,500,000 francs had set aside over 8,000,000 francs as sinking fund for buildings and stock.

Deputy Gounouilhou, who is part owner in some of the most important provincial French papers, said he had approved of the decree prohibiting importation except by the government but now opposed it as the situation had changed since Oct. 23; the crisis in the supply had been succeeded by superabundance. Delayed contracts had begun to be filled. The consumption had been reduced by the increase in price of newspapers to three cents. In April paper was unobtainable but after June papers did not know how to store their supplies.

Expect American Competition

"Newspapers," said this deputy, who is an expert, "which have thrown themselves upon the German market have made a serious mistake. German paper in the first place is of a very mediocre quality, and secondly, when things become normal on January 1, German paper will pay a far higher duty than that from former allied or neutral countries. There are paper factories in France with sufficient stock of wood pulp to keep them working full time until August or September next, and now are only working 25 to 40 per cent. of their production. Finland and Scandinavian manufacturers, and perhaps soon American, are beginning to make offers on our markets because there is a world crisis of over-production.

The debate closed by a motion against increasing the duty on print or other paper, being voted by 347 against 262, although the Minister of Commerce asked the Chamber not to tie the hands of the government by such a vote.

Farm Papers Meet in Atlanta

The Southern Farm Papers' Association, which held its annual convention with the Southern Newspaper Publishers' Association in Asheville last year, will meet with the Associated Advertising Clubs of the World in Atlanta, during the week of June 10.

Stead Heads Ottawa Authors

An Ottawa branch of the Canadian Authors' Association was formed last week with Robert J. C. Stead as chairman; Duncan Campbell Scott, vice-president; Mrs. Madge Macbeth, secretary, and L. J. Burpee, treasurer.

Geneva Signal Buys Weekly

GENEVA, Neb.—The Nebraska Signal has taken over the subscription list of the Milligan Times. Charles Smrha will conduct the Milligan Times news department, with the business end in Milligan in charge of Miss Mary E. Krisl

NEWSPAPER PRINTING
AS IT SHOULD BE DONE

Our Printing Plant is now in a position to print newspapers of all kinds at particularly low rates. Our presses operate day and night and can handle newspapers from four to sixteen pages.

We will be pleased to give you all further particulars upon request.

Bollettino Della Sera
178-182 Worth Street,
Tel. Worth 4700 New York, N. Y

NOTES OF ASSOCIATIONS AND CLUBS

E. F. BARBER has been elected president of the Advertising Club of Winston-Salem, N. C. The other officer are N. V. Stockton, vice-president; Miss P. Garner, treasurer, and William T. Ritter, secretary.

The Youngstown Advertising Club has been reorganized and affiliated with the Associated Advertising Clubs of the World. Frank Herrick, advertising manager of the George L. Fordyce Company, has been made president. Paul H. Bolton, vice president of Bolton, Meek and Wearstler, advertising agency is secretary and treasurer.

The Pan-American Advertising Association gave its third Latin-American Market Luncheon, in co-operation with the Argentine Chamber of Commerce at the Hotel Astor, New York, April 29.

The Advertising Club of the Brooklyn, N. Y., Chamber of Commerce, entertained at its regular luncheon on April 28. Harry Tipper, manager of Automotive Industries; spoke on "Merchandising Outlook In The Automotive Field."

The Advertising Club of Columbus, Ohio, will send to the A. A. C. W. convention at Atlanta, June 12 to 16, a delegation of fifty. Arrangements have been made by the Columbus Dispatch for two special cars to carry the delegation to and from the convention. Atlanta headquarters for the Columbus delegation, will be at the Terminal Hotel. Harry M. Miller, manager of the foreign advertising and service department of the Columbus Dispatch, is chairman of the committee.

The Paper Makers Advertising Club held its eighth annual meeting at the Waldorf-Astoria, New York last week, when the following officers were elected: C. H. Barr, Crocker-McElwain Company, president; C. W. Dearden, Strathmore Paper Company, and D. P. Wheelwright, George W. Wheelwright Paper Company, members executive committee. C. H. Cooley of the Taylor-Logan Company, remains as secretary.

Hamilton-DeLisser Appointed

The Reading (Pa.) Times-Herald, publisher of the Morning News-Times and the Evening Herald-Telegram, has appointed Hamilton-DeLisser, Inc., to represent it in the national advertising field.

Carrier Service Is Personal Service!

The Kansas City Star now has a daily circulation of more than 440,000 copies.

Practically the entire output is delivered directly to the homes of subscribers by Star carriers—not by newsboys or independent dealers but by men employed *exclusively* by The Kansas City Star and devoting *all their time* to its interests.

Under this plan The Kansas City Star maintains personal contact with each individual subscriber and a delivery service of remarkable dependability. The result is that "everybody in Kansas City takes The Star." In Greater Kansas City—Kansas City, Mo., Kansas City, Kan., Rosedale, Kan., and Independence, Mo.—there are more Star subscribers than there are families.

THE KANSAS CITY STAR

Average Net Paid Circulation during March:

MORNING	EVENING	SUNDAY
219,115	224,547	225,137

Chicago Office
1418 Century Bldg.

New York Office
2 Rector Street

Digitized by Google

Before You Leave New York Come and See the Newsbox

TAKE the uptown subway at Broadway and 34th St.; get off at Times Square. You will then be within half a block of the Candler Building, 220 West 42d St.

It will pay you to see the Newsbox demonstrated, even though you saw it last year. A number of technical improvements have been made. And most important of all, the Newsbox has been adapted to papers selling at practically every price. The present mechanism can be set to vend papers at 1, 2, 3, 5, 7 or 10 cents. Any desired combination of these prices can be arranged to suit the publisher. For instance, the Newsbox can be made to sell papers for 3 cents during the week and 7 cents Sundays, merely by shifting a pin.

The Newsbox is now widely used for *weekly* papers as well as for dailies. Its ability to increase circulation in this field is now beyond question.

Over eighty-five papers, representing most sections of the United States and three foreign countries, now offer their readers the convenience of Newsbox Service.

Our office is a clearing house for information regarding mechanical circulation. We are prepared to present definite plans for adapting Newsbox Service to your local conditions. Our 30-Day Trial Offer enables you to prove without risk just what Newsbox Service means on your own paper.

Call at our office before leaving town

Newsbox Sales Corporation

Telephone, Bryant 8222

Candler Bldg. - - New York City

NEWSBOX
TRADE MARK

Out of Our Mail Bag

The Newsbox which you sold to the *Brooklyn Times* has done all you predicted. Last Sunday (November 14th, 1920) we sold 110 papers, where there has never been a sale.—*Brooklyn Daily Times.*

We handle these boxes (Newsboxes) from the office, thus getting the full retail price for our paper. And I wish to say in connection with this, we have already secured enough money from the difference between our wholesale price to newsboys and the retail price of the paper to pay for these boxes. We have had these in for a period of almost a year.—*Raleigh News and Observer.*

A great thing for promoting street sales, and we have had very little trouble with them getting out of order.—*Augusta (Ga.) Chronicle.*

The three boxes (Newsboxes) which we now have in operation are giving excellent results from a sales standpoint, and in addition are worth a good deal to us from a publicity standpoint.—*Springfield (Ohio) Daily Sun.*

This Newsbox, placed near the entrance to the Tampa Bay Hotel, catches the tourist trade.

Digitized by Google

MISSIONARY INSTINCTS DEVELOPED PRESS TO LEAD PUBLIC OPINION

English Cleric Traces Tendencies of Modern Journalism—Finds Its Great Power of Selection Wielded for Good with New Interest in Religion

By HERBERT C. RIDOUT

London Editor, Editor & Publisher

THE tendencies of modern journalism are always a prominent subject for discussion whenever the leaders of any department of thought foregather and review the influence and power of the great newspapers as compared with the efforts of a single voice or party.

If there is one body of men who watch the press for its every indication of progress, its every attempt to stress or mould public feeling, though it is not suggested that the critical attitude is anything but dictated by the most admirable regard for public welfare, that body is among the associations of ministers of the gospel that periodically meet in conference.

Sees Trend Toward Religion

At one such conference, the Bradford (Eng.) Minister's Meeting, the Rev. Arthur Hoyle, a leading light among Methodists in Great Britain and perhaps more tolerant than many (by reason of his journalistic association with the Methodist Recorder) reviewed and discussed modern journalism, its tendencies, and possibilities. He was merciless in his condemnation of the prostitution of the press to any base purpose, but noted in the English newspapers a trend toward the recognition of religious affairs and a greater effort to give more attention to such topics.

Mr. Hoyle offered first his conception of the scope and action of a newspaper as viewed through the critical eye. He divided its work into three sections, as follows:

(1) It offers to all within its reach a common subject of concern—human and fresh, and expressed in the same way for every mind with which contact is made. There is unity of interest—a certain bond of vital forces. There is something other than local domesticities and the weather. It is a considerable social and civilizing factor when whole communities are interested within a common area.

(2) The newspaper gives not only a common interest, but a common subject of thought—possibly a dozen subjects for common thought. The mind of the reader plays round the same items of tragedy, policy, comedy or business possibility. In the very variety there is discipline for the sense of the perspective.

The Press and Policies

(3) The newspaper by the emphasis it lays, or by the opportunity it gives to others to lay emphasis, affords an opening for the development of a policy of general well-being. If the newspaper does not urge a policy, it provides the opportunity for the construction and the advocacy of a policy. Now, it is a great thing, and a responsible thing to offer wide ranges of territory, vast numbers of men—a common interest, a common subject of thought, and the possibility of a policy of general well-being. By these means the state is emancipated from the city, and the modern nation becomes possible. The vast inarticulate masses are gathered up into one body with one soul.

This, he thought, was the ground and vindication of the newspaper—just as a paper giving news. But upon this function and service there have developed many parasitic growths. It was inevitable, from the moment the newssheet appeared, that propaganda would seize the opportunity for an interpretation, whether by selection or by partisan exposition.

Quite early, propaganda invaded the news-sheet. It is generally supposed that the business of the paper is propaganda. It is nothing of the kind. The business of the paper is to inform fully and without prejudice. But the missionary instincts of men—and especially women—are, from the Garden of Eden downwards, always busy recommending some apple or another. That, however, is inevitable and is not a fatal parasitic growth—since if Joan says her tree bears the only apple, Jane may do as much for any other pippin in her orchard. Joan and Jane cancel one another out—so long as men have a decent taste in apples.

Power of Selection

The great power of the public press lies in this—its power of selection. Papers must choose what they will print even in news. They cannot print all. It is natural they should print, first, that which they have a preference for, a fact or an event that supports their private purpose or their inner conviction on the good of the race. This power of selection is a really great power, is far more influential than argument, illustration or appeal.

It is more insidious, subtle, silent and never provocative. The power of selection organizes for you the whole world in which your thought moves. This power of selection may become nothing less than a conspiracy—as it was in wartime a conspiracy to win the war. In peace-time it may become a conspiracy for ends not so worthy; and one half of England may not know how the thought of the other half works.

But all is not so gloomy as you would think. There are encouraging signs, and very encouraging signs—

Better Written Than Ever

(1) Newspapers are today more respectful to religion than ever they were before. They are in fact keenly interested in it. They are not interested in orthodoxy or ecclesiasticisms, but in spiritual religion. They are ready to lend their columns and often invite help; only they find it very difficult to get what they want—a man of the world with a religious instinct and a decent style. They are not interested in Churches—as Churches. They are not interested in any of the fringes—but they do feel the soul.

(2) The newspapers are better written than they were, and make more of literature. The change here is as great as is the religious sphere. Some of the finest writings of the day is pure journalism.

And since a decent style is to the mind what the habit of personal cleanliness is to the body, there is moral value in the fact.

A FIFTH ESTATE—THE COPY BOYS

COPY conveyors of the San Francisco newspapers and press associations, feeling the lack of a training school in the present scheme of American journalism for the kid with a nose for news, who is unable to attend a journalism college or is too young to become a cub, have formed an association and are publishing a monthly magazine entitled "The Fifth Estate," in an effort to bridge the gap between the news office copy boys and the legitimate newspapermen.

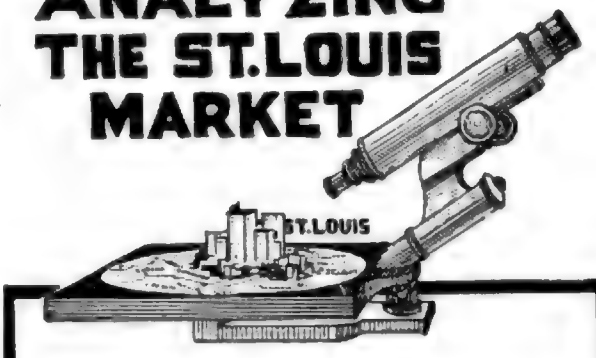
All copy boys are automatically members of "The Copy Conveyors' Association," which grew out of a practice of The Associated Press night check boys of gathering at an all-night restaurant on Sunday mornings at the close of the week's work and interchanging ideas on journalistic subjects. Later, copy boys from the newspapers of the city joined the meetings, and when Frank Manning, an Associated Press employee suggested "The Copy Conveyors' Association," the idea met with favor and he was elected president.

In the course of the meetings the fact came to light that many copy boys were turning to other pursuits due to the apparent lack of interest of the newspapermen in the development of the boys and the difficulty of their getting positions as cubs. Elmer Feyling, also of the Associated Press, made up a dummy of a magazine containing an editorial on this subject and containing humorous stories and verse exemplifying the copy boy and exposing the vanities of the editor and reporter, which he called "The Fifth Estate" from the alleged statement of Edmond Burke that "There were three estates in Parliament and a fourth in the press-box, but dashing madly up and down the press-box stairs, conveying copy, was a FIFTH ESTATE."

The contributions were representative of the copy boys on a number of the papers of the city and few restraining rules were laid on the character of the matter turned in.

The first number of "The Fifth Estate" was published in February and met with favor among the newspapermen of San Francisco. The March and April numbers were equally successful and the magazine, through its utter facetiousness, is directing the attention of newspapermen to the copy boys as a source from which the ranks of the profession may be replenished and, it is hoped, making steps toward accomplishing its purpose.

ANALYZING THE ST. LOUIS MARKET



THE close analysis of a market, for the purpose of determining facts relative to a specific product, often reveals points that are of vital importance to the advertiser.

The St. Louis Star's Bureau of Merchandising will diagnose the market on any product in St. Louis for seriously interested manufacturers or agencies.

Salesmen's route lists, files of data and local statistics are also available.

THE ST. LOUIS STAR

don't say "Paper"
—say "STAR"

Trade Mark Registered

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

Digitized by Google

COMING TO HONOLULU FROM ALL CORNERS

Assurances for Attendance at World Press Congress Most Encouraging —Governors of Kansas and Missouri Appoint Delegates

Journalists in every quarter of the world are looking forward to attendance upon the 1921 meeting of the Press Congress. They expect to be the means of advancing materially the interests of the profession in all countries. It promises to be one of the most significant gatherings of newspaper men ever assembled.

Jason Rogers, publisher of the New York Globe, believes the Press Congress can be made the greatest agency in the world to advance the aims and prosperity of the best journalism. Mr. Rogers has been one of the organization's strongest supporters since its beginning.

Harvey Ingham, publisher of the Des Moines Register and Tribune, a vice-president of the Congress, will be one of the representatives of the Mississippi Valley. The Congress meeting "should be one of the greatest interest," he recently wrote.

V. S. McClatchy of the Sacramento (Cal.) Bee will be a delegate. Mr. McClatchy, who is a recognized authority on communication with the Orient, has been a member of the Congress since its organization.

Robert W. Spangler, editor of the New West Magazine, will attend as a member of the delegation from the United States. "I want to do all I can to help make this meeting a success," he wrote after Honolulu was announced as the meeting place.

"If it is at all possible, I certainly shall go to Honolulu," writes Aaron Watson, from Wiltshire, England. William Davies, Cardiff Western Mail, requests: "Please keep me informed of all new particulars. I am greatly interested."

"I look forward to attending the Press Congress meeting," writes Joe Mitchell Chapple, editor of the National Magazine and well-known author.

This from K. Sugimura, of the Tokyo Asahi Shimbun: "Honolulu being near Japan, I can safely say that I can join you there in October." Mr. Sugimura is vice-president for Japan and a member of the executive committee.

B. W. Fleisher, publisher of the Japan Advertiser, Tokyo, writes: "I will consider it not only a pleasure but a privilege and an honor to be able to take advantage of your kind invitation. I promise that if I can at all make it possible I will attend."

If his present plans are carried out, W. H. Dennis, of the Halifax Herald and Evening Mail, will be one of the delegates representing Nova Scotia. This is indicated in a letter received from him last week.

L. Saxe, secretary of the Norwegian Press Association, expects to attend. He represents, besides the press association, the Norsk Presseforbund.

Robert Bell, of the Ashburton (N. Z.) Guardian, a member of the executive committee, writes that a good delegation may be expected from New Zealand. Mr. Bell has a place on the tentative program now being outlined.

"I trust I will be able to attend the important meeting," writes Dr. Mario Borsa from Milan, Italy, where he is editor of Il Secolo.

Thales Coutoupis, president of the Union of the Athenian Press, says: "I shall be very happy to assist the Congress. I expect George Frangoudis, and possibly other eminent Greek journalists, to join me in the trip to Hawaii, the Philippines, China, and Japan." Mr. Coutoupis is manager and editor of Nea Elas, and a former Minister and member of the Greek parliament.

"I wish all success to the Press Congress of the World and hope I may find it possible to attend the next meeting," writes Rustom N. Vatchaghandy of the Sanj Vartaman, Bombay, India.

Will Wilke, publisher of the Grey Eagle (Minn.) Gazette and retiring president of the National Editorial Association has been elected by the executive committee to be chairman of the committee on transportation for the Press Congress. Mr. Wilke's election insures to Congress delegates the most satisfactory arrangements possible for the journey to Honolulu and the October meeting. He is to take up the matter of schedules and the organization of parties from the American and European continents at once, and inquiries having to do with such arrangements should be addressed to him at Grey Eagle, Minnesota, U. S. A.

Members of the National Editorial Association will recall the high degree of efficiency with which Mr. Wilke conducted three recent tours of that organization. Two were through Canada, and the last was a delightful journey through Florida last month. It is planned to make the trip to the western coast a vacation in itself for American delegates and those who come from Europe by way of America.

Missouri and Kansas Delegates

Gov. Henry J. Allen has appointed the following Kansas newspaper men as delegates to the Press Congress of the World to be held at Honolulu October 4 to 14: Fred Brinkerhoff, Pittsburg Sun; Gomer T. Davies, Concordia; Will L. Townsley, Great Bend Tribune; Fay N. Seaton, Manhattan Mercury, and George Marble, Ford Scott Monitor.

Governor Hyde has appointed the following Missouri newspaper men to represent the State at the World's Press Congress to be held at Honolulu, October 4 to 14; E. Lansing Ray and H. P. Robbins of St. Louisville; O. D. Gray, Sturgeon; C. M. Hamilton, Boonville and W. C. Van Cleve, Moberly.

Wisconsin Daily Incorporates

Wisconsin articles of incorporation have been issued to the Monroe Evening Times Company, with capital stock of $40,000. The incorporators are Emery A. Odell, who founded the Times in 1898; Robert E. Knoff, editor, and Howard W. Chadwick, advertising manager.

New Daily in Texas

The first issue of the Graham (Tex.) Daily Leader has appeared, using the day leased wire service of the Associated Press, and J. C. Bowren, editor and publisher, is issuing an eight-page paper every afternoon except Sunday.

Beats Seats for Newsies

Cedar Rapids (Ia.) newsboys, at a theater entertainment, were not obliged to view the stage from the darkness of the gallery, when William J. Slattery, manager of the Majestic Theater gave them a party here. The Republican and Times staff of street sellers were given front row seats in the first balcony.

Watch Your Step!

Circulation, Quality and Quantity are the only result producing factors in newspaper advertising.

Watch Your Step!!

The Circulation of the Worcester, Massachusetts, Newspapers as reported to the United States Post Office as required by law:

April, 1920

Worcester Telegram, 34,474
Evening Gazette, 30,155
} Total 64,629

Worcester's Other Daily.....24,292

April, 1921

Worcester Telegram, 39,007
Evening Gazette, 33,915
} Total 72,922

Worcester's Other Daily.....23,785

Telegram-Gazette **gained** 8,293 copies daily during the year. Worcester's other paper **lost** 507 copies daily during that period.

Watch Your Step!!!

The Telegram-Gazette has THREE times the circulation of Worcester's other newspaper.

The Telegram-Gazette advertising rate is ONE-THIRD LESS per 1,000 copies than that of Worcester's other newspaper.

Watch Your Step!!!!

The Worcester (Mass.) Telegram-Gazette circulation at the present time is in excess of 75,000 Complete Copies Daily.

PAUL BLOCK, Inc.

Foreign Representatives

New York Boston Chicago Detroit

Digitized by Google

ACCURACY AND FAIRNESS ONLY WIN CONFIDENCE OF READERS

Libel Suits Stare Owners in Face When Newspaper Makes Charges It Cannot Prove—An Object Lesson to Impress Care Upon Editorial Workers

By ROBERT JONES

Assistant Professor of Journalism in the University of Washington.

PEOPLE buy newspapers to find out the truth. That's why accuracy and fairness are most important among the qualifications demanded of his newspaper by the American. Half the newspapers of the world are published in the United States. The characteristic common to all Americans is that they read newspapers. In a democracy of over a hundred millions the very success of government itself depends on the accuracy and fairness of the newspapers, for without accurate and fair newspapers to rely on, how can good counsel and good policies prevail? The bulk of the American people can be reached in no other way.

From the standpoint of the newspaper, good business and good morals point to the same things. Unreliable, unprincipled newspapers fail. The most successful American newspapers are those that have the belief and confidence of their readers. The advertiser knows that the "responsiveness of the reader," that is, the confidence he has in the newspaper he reads, should be learned with accuracy before circulation figures can be appraised correctly.

Inaccuracy Disgusts Readers

Accuracy and fairness gain the confidence and good opinion of the reader; inaccuracy and bias disgust him and stand in the way of making him an interested friend of the newspaper. When the newspaper deals with assertions of fact it is necessary for the basis of the assertion to be truth. To err is human, as the textbooks on logic say, and editors are included in the assertion. The battle with inaccuracy, however, has to be carried on incessantly.

Joseph Pulitzer, editor of the New York World, speaking to his secretary, Mr. Ireland, once said: "It is not enough to refrain from publishing fake news, it is not enough to take ordinary care to avoid the mistakes which arise from the ignorance, the carelessness, the stupidity of one or more of the many men who handle the news before it gets into print; you have got to make everyone connected with the paper—your editors, your reporters, your correspondents, your rewrite men, your proofreaders—believe that accuracy is to a newspaper what virtue is to a woman."

Libel suits stare the owners in the face when a newspaper makes charges of any kind which can not be backed up with facts.

Libel Is a Danger

Libel has been defined as "an injury affecting an individual's reputation by printing, writing, pictures, signs, or the like, which, by setting a man in an odious or ridiculous light tends to damage him in his relations with society."

The St. Louis Republic used to furnish its copy readers with a card of warning that gave these suggestions for avoiding libel suits:

"1. Heads are danger points. Never make, in a head, a damaging assertion which is not borne out fully in the text.

"2. Make no assertions against any person's conduct or character unless you are ready to supply complete legal evidence.

"3. Do not draw conclusions adverse to conduct or character. Never leave the plain facts. Let the facts tell the whole story.

"4. Be sure the wrong person is not made to appear. This is often done, either by slips in writing names or mistakes about identity of persons involved. Get every name absolutely right.

"5. Be careful about using names given by unknown persons. It is a common practice for criminals and other delinquents to assume the names of respectable persons.

Professional Repute

"6. Court Reports. Any court news affecting business standing or business transactions is dangerous ground. Watch names. Be careful about reporting business failures or embarrassments.

"7. Be careful of stories affecting the professional repute of doctors, lawyers, preachers and other professions dependent upon personal esteem.

"8. Equally dangerous are stories affecting the character of women. Use no epithets or adjectives unnecessarily. Never on hearsay connect a woman with a detrimental action. Watch names.

"9. Be careful of statements from one side. Never base an assertion on these *ex parte* statements. Get both sides or say that it is from one side and be careful even then. The fact that a petition has been filed does not necessarily justify publication."

On the last point in the Republic's list it might be well to add that no lawsuit is a public proceeding in the sense that a paper may publish the assertions of both sides by way of news, until the issue is joined in the pleadings. That is, the newspaper can not escape responsibility by saying that the quoted matter is court proceedings until the issue is joined.

Some State Laws

In Massachusetts, Nebraska and South Dakota a paper may establish the truth of the statements made and still have to pay damages for libel unless it can further prove to the satisfaction of a jury that the publication was not malicious but was a public service. The proof of the truth of the assertions made must be known and must be susceptible of proof by the newspaper at the time of publication. Truth, once established, justifies the statement, provided it be published for the public good. Truth does not justify libel when the libel is published with obvious malicious intent to injure, but it does justify it if it can be shown that the public was best served by publication. It is libel, on some occasions, to allude to a man who has been a convict as an ex-convict, merely to hound him with a blot on his record.

However, in the other states the truth of the charge is a complete defense to a civil suit for damages for libel, though not a complete defense to a prosecution for criminal libel. This view proceeds upon the theory that no man has a right to any other than a reputation fitting his past record and his earned and rightful reputation can suffer no damage from the publication of any true charge. Even though the charge be made maliciously and would not reasonably be believed to be true by the reader, if truth can be proved by the publisher, the defense is complete, as was held in the case of McCloskey vs. Pulitzer Publishing Company, 152 Mo. 339.

The jury will often award a plaintiff only one cent damage, as in the famous Henry Ford libel suit. But damages, even of one cent, carry costs and the newspaper has all the costs of the case to pay as well as its own attorney's fees, which it has to pay even if it wins the case. A libel suit means expense and vexation, win or lose, and should be avoided, too, for the sake of the good esteem of the general public.

As to criminal libel, the question of intention is important as in all criminal cases. Whether the publisher acted with malice is essential.

A word as to malice. Malice in law means any unlawful act done without just cause or excuse. The law presumes any false statement which is derogatory to a man's reputation is made with malice. That the statement was made without malice must be proved by the newspaper, if that fact is to be used to mitigate the damages.

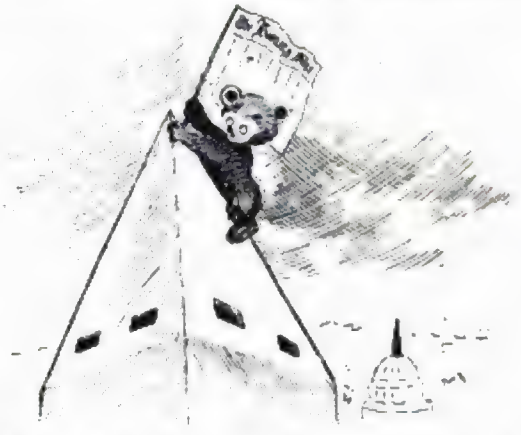
Damage of some sort to the plaintiff is another essential. If the malicious false statement has caused no damage—has done no harm—then the plaintiff can mulct the newspaper only in nominal money damages. But here again damage is presumed in law when any individual is said to have committed an indictable offense, to have an infectious or loathsome disease, is said to be incompetent in his trade or business or profession or when any false statement about him is made which works to his damage or prejudice in his trade, his business, or his profession. Damage here is presumed, and the newspaper has to prove that the plaintiff has not sustained damage.

Newspaper Has Laboring Oar

In a libel suit the newspaper has the laboring oar. Unless the statement is true and witnesses can be advanced to establish this fact, then the newspaper is in for trouble.

But why is the burden of proof so consistently laid upon the newspaper in a libel suit? Because the plaintiff says in his petition, or complaint, that the newspaper printed certain statements that lowered him in the estimation of others, quoting the statements and giving the date and issue of the paper in which they appeared. The newspaper replies with an admission that the statements were printed, but declares that they were true and were published without malice and in the public interest. Having asserted these things the defendant newspaper has them to prove. The reason the newspaper has to assert them is that, anciently, the English Common Law rule was that "the greater the truth the greater the libel;" that is, the law took the stand that the publication

(*Continued on Page* 46)



The National Capital Is a Busy City

Washington (D. C.) is the one city in this country where business conditions change only for the better. The busier the government the busier our people. Things are going at high speed now—and must so continue.

The volume of advertising carried by The Star during the first three months of this year is *materially greater than during the corresponding period of 1920.* A significant fact, indicating as it does the conspicuously favorable conditions prevailing at the National Capital for active and aggressive business campaigning.

The advertising problem here is easily solved. All you need is ONE paper—The Star with its comprehensive circulation *completely covers the entire field.*

The National Newspaper at the Nation's Capital

The Evening Star

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building

The WELL-DRESSED MAN

Weekly Fashion News Feature

BY ALFRED STEPHEN BRYAN

Foremost International Authority On Men's Dress

What To Wear And When And Where To Wear It

To Managing Editors!

AS in woman's dress, so in man's, Style has become standardized and national. The same styles prevail in Phoenix, Ariz., as in Pittsburgh, Pa.; in Cheyenne, as in Chicago. All men want and all merchants sell New York Fashions.

Most men have not the time to study fashions, except through shop windows. Most men would enthusiastically welcome and eagerly read News about Men's Dress that is authoritative, that is informative, that is well-written, that is sensible without being "solemncholy" that says just enough and knows when to stop.

It has remained for Alfred Stephen Bryan, the International Authority upon Men's Dress to originate such a Newspaper Feature, THE WELL-DRESSED MAN, which touches the reader upon his most susceptible spot—*his appearance.*

That this Feature has *powerful man-reader interest* is proved by the fact that it was bought on sight and is now running in such nationally known newspapers as those named in the centre panel.

Women read Fashion Information only *casually*, because they know all about style. "'Tis woman's whole existence". Men read Fashion Information *carefully*, because their observation and opportunities to know about style are limited.

The Editor who publishes THE WELL-DRESSED MAN Weekly Fashion News Feature is creating *concentrated man-reader interest* and he is a year in advance of his contemporaries, because every Editor will be casting about for such a feature next year.

If the franchise is yet open in your city, wire or write, and we will reserve exclusive rights and quote terms. We have had to disappoint some mighty fine newspapers, because they waited too long to make up their minds.

ALFRED STEPHEN BRYAN

Now Appearing In

NEW YORK, N.Y.
The Evening Post
CHICAGO, ILL.
The Tribune
PHILADELPHIA, PA.
The Public Ledger
ST. LOUIS, MO.
The Globe-Democrat
BOSTON, MASS.
The Herald
BUFFALO, N.Y.
The Courier
PITTSBURGH, PA.
The Gazette-Times
MILWAUKEE, WIS.
The Journal
WASHINGTON, D.C.
The Evening Star
NEWARK, N.J.
The Ledger
CINCINNATI, O.
The Commercial-Tribune
NEW ORLEANS, LA.
The Item
SYRACUSE, N.Y.
The Herald
NEW HAVEN, CONN.
The Journal Courier
HOUSTON, TEX.
The Chronicle
HARTFORD, CONN.
The Courant
SCRANTON, PA.
The Republican
SPRINGFIELD, MASS.
The Union
FALL RIVER, MASS.
The Herald
NEW BEDFORD, MASS.
The Standard
ALBANY, N.Y.
The Times-Union
WATERBURY, CONN.
The Republican
PAWTUCKET, R.I.
The Times
ATLANTIC CITY, N.J.
The Press
LEXINGTON, KY.
The Leader
LIMA, O.
The News & Times-Democrat
JAMESTOWN, N.Y.
The Journal
NEW LONDON, CONN.
The Day
GLENS FALLS, N.Y.
The Times-Messenger

To Business Managers!

MOST Syndicated Newspaper Features only cost you money. Here is one—and the only one—that makes money for you. The country's ablest Newspaper Publishers have for years had this idea in mind—Alfred Stephen Bryan has put it into type.

Apparel and Textiles constitute about 60% of all the Advertising carried by newspapers. Every manufactured product of Men's Wear, except only underwear, is bought, sold and advertised upon Style.

THE WELL-DRESSED MAN, by positive published proof, has delivered within two months many *thousands of lines of local business* to its subscribers. It is beginning to deliver choice accounts in *foreign business* never before placed in daily newspapers but heretofore confined to wasteful, haphazard "general publicity" in magazines.

The General Manager of one of the biggest dailies in Ohio writes: "Within one week after taking on THE WELL-DRESSED MAN, our local advertising staff signed up most of the men's wear stores in this city for space on the Bryan page at an increase of approximately 40% over their contract rates. It is the most quickly saleable feature we have ever published" The original of this letter is on file in our office.

No more constructive work in behalf of Daily Newspapers has ever been done than through THE WELL-DRESSED MAN by Alfred Stephen Bryan, a newspaper enthusiast for 20 years and recognized at home and abroad as the Foremost International Authority upon Men's Dress under the pen name of "Beaunash".

Write for Prospectus and Specimen Articles, together with facsimiles of published pages showing the actual Advertising that this Feature is delivering week by week, and it's all *new Advertising*, not simply regular advertising placed upon the Feature Page.

If In New York, You Are Invited To Meet Mr. Bryan At His Office Or Elsewhere, By Appointment

ALFRED STEPHEN BRYAN MEN'S FASHION FEATURE

I. L. HEUSLEIN
General Manager

665 Fifth Avenue, New York
TELEPHONE, PLAZA 1600

M. BLACKWOOD
Sales Manager

Digitized by Google

of charges or assertions which tended to set a man in an odious or ridiculous light and thus to damage him in his relations with society (for this was the Common Law meaning of libel) constituted an unwarranted invasion of the right of privacy and if the harmful assertions were true the victim of publicity was damaged all the more. However, as people grew accustomed to newspapers it became apparent that the public interest was served when the public was warned against a scoundrel, and because of this, an exception was made where the harmful published statements were true, could be proven true in a court, and where their publication came within the exception.—where they were not published maliciously to persecute the person exposed, but because of the duty to serve the public by unmasking dishonest and unprincipled individuals.

Must Look to Facts

Today, the newspaper pleads in defense under this same exception which is now generally embodied in the statute law of the several states. The tendency is slow to extend this exception and where reputations are at stake it behooves the newspaper writer to step with care and look to his facts and to the reason for their publication.

The power of the newspaper to ruin reputations or bring financial ruin on a business concern by damaging assertions, the tremendous power of the printed word, makes it fair to impose on the newspaper the penalties laid upon it by the libel laws. The individual attacked by a newspaper must be protected from unjust and mistaken attacks.

Calling a man a murderer, a dishonest scoundrel, a thief, or a confidence man is hard to justify when the facts, if well told, would be more convincing, but when any such assertion is made and can not be backed with facts a libel suit is almost certain to convince the newspaper owners that a change in style is advisable and greater accuracy is essential.

To avoid libel suits and to gain the reader's friendship because of the newspaper's implied spirit of fair play, the newspaper often prints, on its editorial page, an offer to correct any damaging mistake.

Here is a notice that appeared at the head of the editorial column of the Sioux City (Iowa) Tribune:

Sioux City Tribune Policy

"Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Tribune will be gladly corrected upon its being brought to the attention of the manager."

The Fulton (Missouri) Gazette printed this notice at the head of its editorial column:

"The Gazette does not print, either free or as advertising, signed or unsigned statements from committees or individuals concerning neighborhood or personal quarrels. It also denies space to anyone to attack the character of any person. This newspaper does not permit itself to be used by anyone as the means of satisfying grudges, or venting spleen or hatred.

"No matter how important they may be, unsigned and anonymous communications to The Gazette are ignored. The name of the sender is wanted as an evidence of good faith and not for publication. If you have something you want to appear in the Gazette, you must sign your name to it.

"The Gazette is glad to correct statements in its columns that do an injustice to any individual, institution, or community. Every effort is made to get exact facts concerning all matters mentioned in this paper, but mistakes are made sometimes. It is always a pleasure to correct them, for the Gazette does not intentionally misrepresent anybody or anything."

Accuracy of Statement

Factual accuracy is no more essential than accuracy of statement. The right word or phrase is worth seeking, and is its own justification when found.

Unless the words fit the ideas and unless the ideas are advanced in understandable order the truth is misrepresented, although each sentence, word for word, be utterly beyond dispute.

To say, for example, that funds are missing from the First National Bank, and that the cashier of the First National has been gone since the day before the shortage was discovered, is tantamount to saying the cashier is a defaulter although each of the separate assertions of fact be susceptible of complete proof.

Less sinister misrepresentations are always creeping into the columns of the paper unless the writer strives constantly for accuracy of statement.

Fairness

Accuracy in fact and accuracy in statement are made easy by fairness. Bias and prejudice have their roots deep in individual experience, but they should be kept out of the newspaper. The editor's private dislikes are out of place.

The blind men who went to "see" the elephant were at variance, because one felt the elephant's leg and thought the elephant like a tree, another ran his hand along the elephant's side and thought the elephant like a wall, a third took hold of the elephant's tail and said the elephant was clearly like a rope, a fourth touched the elephant's curling trunk and said the elephant was like a snake, and a fifth touched the elephant's tusk and declared an elephant was like a spear.

Just as false is the view of the newspaper writer who can not climb up above his own personal likes and dislikes and look the facts squarely in the eyes. Fairness in seeing the facts is the first step toward factual accuracy and accuracy of statement.

The reader buys his newspaper to find out the truth. His interest is entitled to first consideration because his subscription makes the newspaper possible, and his payment of the subscription money charges the newspaper business with a public interest.

Editorial Disputes Unfair

Staying inside the libel laws does not satisfy the demand for fairness. That is performing a negative duty—refraining from damaging individuals with the power of the newspaper. A positive duty likewise rests on the editor. He must give the reader that for which the reader has paid his money—accurate and fair information.

Personal quarrels and editorial controversies belong to the old era. Few newspapers today engage in the sport of tearing down the public's good opinion by making newspapers ridiculous through unmannerly bickerings and snarlings in the editorial column.

Examples can be found, however, and they are too numerous, despite the

(*Continued on Page* 48)

UNSEEN POWER

There is unseen power in every man: "Books and Study" will bring it out.

"Remember This—A Man is More Interested in Himself Than in Anything Else in the World."

—Horace Greeley.

Correspondence schools are flourishing.

Vocational and inspirational books are being sold by the thousands.

Is it a fad?

No!

It is the logical result of the transition from a period of reckless prosperity to one of enforced industry and self-denial.

Men are being compelled to think seriously.

When a man thinks seriously, he realizes his own handicaps. He studies to overcome them. He devours whatever helpful reading matter comes his way. He goes after more.

A real need exists today.

There are just three groups of men that can meet it:

1. Book publishers.
2. Magazine editors.
3. Newspaper editors.

So far, the first two have done considerably more than the third.

Think what it would mean to you if your newspaper were to help more men and women attain the one thing that concerns them most vitally—the betterment of themselves—success, increased prosperity.

"Books and Study," a new weekly department to start June 4th, will help you do this. Wire now for complete information.

"Books and Study" will be far more than one small copy sheet a week. Behind the scenes we will carry on a direct-to-your-reader pamphlet service that will give him exactly the information and personal advice he wants, in a manner so simple, concise, and authoritative, that you will wonder why no one has ever done it that way before.

Wire! Let us tell you all about it! Wire!

(Remember that book advertising, more than almost any other kind, gravitates immediately to the newspapers that give most attention to the subject editorially).

ASSOCIATED EDITORS

35 North Dearborn Street, Chicago

THE BOYS AND GIRLS NEWSPAPER

"The Biggest Little Paper in the World"

Robert Quillen
"America's Greatest Paragrapher"

J. P. McEvoy
"A Comic Strip in Type"

Not many, but each the best in it's line.

Digitized by Google

First

In the prompt and comprehensive collection and presentation of the news of the world, The New York Times leads all other newspapers.

In volume, quality and authenticity of news, The New York Times is not surpassed by any other newspaper. Students in journalism, at the University of Illinois, numbering more than 100, after a study of the various American newspapers, selected The New York Times as the newspaper "giving its readers the best and most complete accounts of all happenings of the day, local, national and international."

Seniors of the Sheffield Scientific School, Yale University, in April, 1921, voted The New York Times the favorite and leading newspaper of the United States.

The New York Times possesses, in an unusual degree, the confidence of its readers, who represent the greatest purchasing power in the world.

Advertisements offered for publication in The New York Times are carefully scrutinized. Hundreds of columns of advertisements are declined, under the strict censorship maintained.

In three months of this year, The Times published 5,146,300 lines of advertising—1,629,278 lines in excess of any other New York newspaper.

The average net paid circulation of the daily and Sunday editions of The New York Times, as reported to the Post Office Department for six months ended March 31, 1921, was 352,528.

The New York Times

"All the News That's Fit to Print"

Digitized by Google

tendency to better things. How heated an editorial controversy may become is apparent from the following editorial from the Paris (Mo.) Appeal:

"It has been suggested that at the candidate's meeting in Paris next Wednesday the Appeal and Mercury editors give a public discussion of the matters, whatever they are, that have occasioned so much newspaper agitation during the last three years. The Appeal editor is willing. Let Mr. Bodine have all the time he wants to present his grievance.

STAY OUT OF CONTROVERSIES

"I will be right there ready, willing and anxious to meet the issues. If I fail to prove beyond the shadow of a doubt that he is utterly dishonest and insincere about the things he has been discussing—my service to the state, my salary as a public official, my inconsistency as an editor, the record of the state administration or any of the other things that have given him offense—that he has been inspired by personal animosity and not by principle—I will agree to retire permanently from the newspaper game. Now this is a fair proposition. Having made these issues, Mr. Bodine should not be afraid to meet them before a crowd of Monroe county people."

The best way to win an editorial controversy is to stay out of one. Nothing takes the heart out of an editorial attack like silence. No other reply to an attack of villification and abuse can be as effective as silence.

Including private disputes in the newspaper is unfair to the newspaper because it lays the paper open to suspicion. The editorial column ought to be above any suspicion of bribery. The newspaper whose editorials are influenced or colored by private interests, whether those interests are its own or the interests of an individual or business concern, loses its influence as soon as the readers come to believe this. So damaging is such an opinion that any appearance that would stir suspicion should be avoided.

Private business must come into the news and editorial columns when private business collides with, or is connected with, public affairs and public interest. This question of policy may as well be disposed of here. It is unfair to the reader to make his newspaper the mouthpiece of a private interest.

SUPPRESSING REAL NEWS

The advertising columns of the newspaper furnish its chief income. Sometimes the advertising columns hinder instead of help the attempt to develop the opportunity in the editorial. To say in the editorial column that adulterated foods and fake medicines are evils that must be stamped out, and yet accept advertisements from such concerns; to attack vice and immorality in the editorial column and still run questionable or immoral advertisements in the classified columns; to hold up to ridicule the clairvoyant who mulcts the superstitious poor, and at the same time run "fortune teller ads" on another page; in short to advocate one thing editorially and yet to allow its opposite to be advocated in the advertising column, for money, is an inconsistency that the public nowhere overlooks.

The newspaper that is bribed by its own business income is not far above the newspaper that charges blackmail for keeping statements out of print. The public press should never be used for private ends.

To compromise when an advertiser wants news "kept out of the paper" is to encourage further trouble, for to surrender to the advertiser once is to invite the same request, in the form of a demand, later on. Yielding to one advertiser will compel equal complaisance toward others. Nowhere is the truth of the old saw, "give a man an inch and he will take an ell," more clearly demonstrated.

When the news story is printed, over the advertiser's protest, editorial comment is rubbing salt in his wounds. To compromise here is just as blameworthy as in the initial clash over printing the news. If the news story affects public interest, as it generally does, then editorial comment must not be withheld.

LEAVE NO ROOM TO COMPROMISE

An eastern newspaper ran advertising for two breweries. Brewing companies of that city were prosecuted on the ground of violations of state laws regulating breweries. The newspaper printed the list of the indicted brewing concerns, but omitted the names of its two advertising customers, and it, in its editorial columns, omitted reference to the same two breweries. Every other newspaper in the city printed the list of indictments entire, and commented on the news.

There is no room for compromise. Print all the news fit to print. Comment fairly and fully on all news that affects the public interest. Let nothing drag the newspaper from this path. The advertiser will in the end respect the newspaper. The people will believe in it, and will see that its circulation figures are so large that advertisers can not boycott its columns.

Just as character determines a man's manner, his attitude, the tones of his voice, and his opinions about life, so the newspaper's underlying policy, servile or independent, is reflected in its style and its tone. Accuracy and fairness in style depend on accuracy and fairness in policy, fundamentally and inseparably.

Fairness to the reader and to the newspaper can be emphasized by understatement. Prove more than is necessary to carry the point, and this effect of understatement is made doubly effective. Conviction is bred in the reader's mind because he perceives the newspaper is restrained in what it says, and he is led to regard what it does say as dependable. Exaggeration breeds lack of confidence, just as in the third reader story of the boy who shouted, "Wolf, wolf," when there was no wolf. Understatement convinces the reader that the conclusion is unassailable because he would have been willing, on the same facts, to go farther than he was asked to go.

VALUE OF UNDERSTATEMENT

The paper that tells the facts truthfully and conservatively is effective when events really call for emphasis. The newspaper that used multi-colored headlines and double-column leads every day, whether the news justifies big heads in Gothic type or not, is hard put to it to give emphasis to a world-rocking disaster story.

To see the facts clearly, to be sure of the facts, to state them in accurate English, in a style not warped and marred by servile editorial policy, to avoid appearance as well as the actual presence of bias, is being fair to the reader and to the public to which the newspaper is under a duty.

New Glass & Irvin

John Glass this week announced that his publishers' representative office will be conducted in the future under the name of Glass & Irvin, with offices in the Wrigley Building, Chicago.

Obituary

L. A. PETIT, one of the best known newspaper men in Texas, died at Austin last week, aged 60. He suffered a stroke of paralysis about two months ago during the session of the Texas legislature. Mr. Petit, born in Buffalo, N. Y., came to Texas about 25 years ago. For a number of years he was Austin correspondent for the Houston (Tex.) Post, and also served in an editorial capacity on this paper for several years.

WILLIAM L. TOLLEFSON, business manager of the Monroe (Wis.) Evening Times succumbed after a three weeks' illness of pneumonia.

JAMES M. HALL, editor and publisher of the Philadelphia Sunday Dispatch, died suddenly last Sunday following an attack of indigestion, in Philadelphia. Mr. Hall came from England in 1882 and has been owner and editor of the Sunday Dispatch since 1886.

MAJ. WEIDNER HARVEY SPERA, a former Philadelphia newspaper man and a veteran of the Civil War, died this past week at his home in Council Bluffs (Ia.) He was 86 years old and one of the few surviving members of the cavalry that made the famous ride with Gen. Sheridan from Winchester to Cedar Creek.

HARRY E. BOWMAN, veteran printer and the eldest son of Col. John M. Bowman, one-time owner and editor of the Johnstown (Pa.) Tribune, died April 16 at his home in Philadelphia.

FRANK ENDER, aged 66 years, a prominent farmer of Nelson, Wis., and father of A. F. Ender, publisher and editor of the Chippewa Falls (Wis.) Daily Press, was killed by a falling tree on April 13.

CHARLES T. KELLEY, owner of the Managha (Minn.) Journal and deputy state immigration commissioner of Minnesota, died in St. Paul April 22, aged 60 years.

J. E. FORD, director of advertising of the American Fruit Grower, Chicago, died last week following three weeks' illness with pleurisy. He was 41 years old and had been with Lord & Thomas for 14 years, later with Hearst's Magazine and Cosmopolitan, and with the American Fruit Grower since its establishment.

CHARLES H. GOVAN, for many years a proofreader on the New York Herald and other New York newspapers, died in Hoboken, N. J., April 24 after a long illness, aged 71 years.

LORENZO GATI SUSPICJ, an advertising man of New York, died April 23 at his home at Mount Vernon. He was a graduate of the French College in Rome and came to America about nineteen years ago, entering the advertising firm of Murray, Howe & Co., New York, later becoming a member of the firm.

JOHN GAINES PULLIAM, for many years editor of the Harrodsburg (Ky.) Herald, died a few days ago in Harrodsburg, aged 64 years. He founded the Herald in 1887 and was its editor until 1916, when he sold his interest, but was connected with the paper until his death.

MARCEL RIBANTE, editor of the Franco-American Gazette, New York, died last week from a fractured skull sustained in an automobile accident. He was 40 years old.

ARTHUR H. A. RICHARD PARKHURST, who had served on the editorial staffs of the New York American, World and Evening Telegram, died in New York April 23, following an operation. He was 52 years old.

Why Not New Jersey?

Mr. Advertising Agency Man,

New York, Chicago, or Elsewhere.

April 28, 1921.

Dear Sir:

Have you a new client who is particularly sceptical about advertising results in newspapers? If so, start his campaign in New Jersey. A little state, we admit, but mighty in its resources, which offers a large and productive consumers market.

A dozen newspapers or so, in as many cities in this progressive state, will bring home the bacon to any manufacturer that has anything of merit to sell.

If it is his desire to start in one city at a time, we respectfully suggest PATERSON, the third city in the state, because PATERSON has now a population of 135,866, and a total in savings deposits of $46,296,466, with other deposits of $25,000,000. There are 1,200 manufacturing establishments, employing 40,000 people, with annual wages of $38,000,000, which in 1920 produced $250,000,000 worth of goods.

May we further suggest the use of the PATERSON PRESS-GUARDIAN, a constructive newspaper with remarkable reader confidence, which is willing to co-operate with national advertisers to secure representation, to furnish information about their particular market, etc. Business is GOOD in PATERSON and is getting better every day.

Over 100 national advertisers use the PRESS-GUARDIAN with success.

Try out the possibilities of the PATERSON market. It will make you solid with your client.

Very truly yours,

W. B. BRYANT,
Publisher.

Why Grope in the Light?

Pull off your blinders. Work in the illumination of Audit Bureau Circulation Reports.

Naturally you'll look up circulation figures.

But don't stop there!

Read pages two, three and four of your Audit Bureau Circulation Report and throw the light of common sense on the *kind* of circulation.

Who gets the publication?

Where does it go?

What is paid for it?

Does it fit in with your plans?

You'll find all this information on the *inside* pages, further along than mere "Net Paid."

The inside pages of an A.B.C. report give you the inside story of circulation.

Look further into your A.B.C. reports and your advertising appropriation will go further.

Right now more scientific selection of mediums is of particular value.

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

Digitized by Google

BRITISH OBJECT TO IMPORT DUTY ONLY

Lord Beaverbrook and Sir Edward Hulton Say Such Tariff Will Upset World Markets—Question of U. S. Supplies

By Herbert C. Ridout
London Editor Editor & Publisher

The House of Commons has under discussion a proposal to impose a thirty-three and one-third per cent tax on the imports of debtor nations, and British paper manufacturers are asking that this duty be applied to the newsprint industry owing to the lack of employment which affects it. The resolution under which it is being discussed has, in fact, been postponed on account of Parliament devoting its time to the coal strike and its grave possibilities, but taking advantage of the position created, two prominent newspaper proprietors have issued a warning that there are other considerations to be weighed. Lord Beaverbrook, who is associated with the London Daily Express, and Sir Edward Houlton, who is responsible for some six or eight daily and weekly newspapers in London and Manchester (The Daily Sketch among them) signed the communication jointly, and point out that the proposal would tend to create disturbance of all newsprint markets, including that of the U. S. A.

Keeping Men Employed

These authorities quote one paper manufacturer as saying that the manufacturer here is actually selling below the cost price of production in the effort to keep men employed, and that this state of affairs is due to the competition from Norway, Sweden, Finland, and Germany —owing to dumping and to the low rate of exchange with Finland and Germany. Supposing this to be the case, what is the remedy? To put the 33⅓ per cent tax on newsprint imports from those countries. To begin with, the tax cannot be imposed on the import from Sweden any more than on that from Canada, Newfoundland, and the U. S. A., because the rate of exchange is against us in all four countries.

The first result will be that Sweden, taking advantage of the European monopoly thus conferred on her by the British Board of Trade, would export her entire production to Great Britain and make good her own deficiency by importing that of her excluded neighbors. The newsprint industry in this country would not be a penny the better for the transaction, or employment increased in any way. If Norway or Finland still had a surplus, they would be obliged to ship it to the New World, disturbing the American and Canadian market and ultimately our own, and setting free more exports to Great Britain from those countries.

Blockade No Help

You cannot help a British industry by blockading the imports of a certain number of countries while letting the imports of others in free. Apart from the European supply altogether, so long as Newfoundland, Canada, and the United States of America can send us newsprint free they will continue to fix the world price, which our manufacturers will be unable to alter. Nothing except a tariff on the newsprint importers of all countries will be of the slightest use to British paper manufacturers.

The statement that the manufacturing industry is selling here below cost price is perfectly true. The further suggestion that this state of affairs is due entirely to competition from European debtor countries needs qualification. It is also due to the fact that manufacturers are working off raw materials (groundwood and pulp) bought in foreign countries under contract at the very high prices of the past year.

At the best these contracts will not run till June, 1922; but the materials have to be used at some time or another and the consequent losses faced. The consumers of newsprint in this country certainly ought to consult together with a view to arriving at some means of assisting within the limits of their power an industry which employs so many thousands through a bad time. But do not let the manufacturers rush blindly to Parliament and a tariff remedy which will not cure a single one of their troubles and will do nothing except cause a general upset in the newsprint markets of the world.

FRANCE NOW TEACHES JOURNALISM

A "DEPARTMENT of Journalism and Preparation for Public Life" has been organized at the Ecole Interalliée des Hautes Etudes Sociales in Paris, and its courses are proving to be among the most popular offered by the school.

The teaching is entirely in the hands of men who have achieved notable success in practical newspaper making. "How Newspapers are Made" is the title of one series of weekly lectures, of which the organizer is Fernand Hauser, Parliamentary editor of the Paris Journal. M. Hauser himself delivers lectures on interviewing. Other subjects treated by experts in their respective lines are: reporting and newswriting, management of newspapers, technical organization, political reporting, dramatic criticism, book-reviewing, sports-writing, crime-reporting, newspaper photography, corresponding for foreign papers, foreign correspondence for French papers, and the peculiar problems of the small local paper in the provinces.

The detail of instruction is carried so far as to devote special lectures to "covering" the Municipal Council, the Courts, and each of the various departments of the government, not to mention the French Academy and the learned societies.

A prominent lawyer lectures on the reporting of big trials, telling the students what distinguishes a "cause celebre" from a banal lawsuit and giving them an insight into legal theory and practice.

The psychology of the successful journalist is taken up in other lectures and the student is enabled to judge what mental qualities are required. Combined with this is a course in journalistic ethics.

Advertising has a prominent part in the curriculum, and is covered in all its branches by an advertising engineer.

One subject that rarely figures in American courses in journalism is public speaking. The French journalist is expected to be an effective public speaker and practical development in oratory is part of the training offered.

Another unusual department deals with "French Interests Abroad," and is what Americans might call a course in French propaganda. Each foreign country is taken separately by a different lecturer and the students are made familiar with the legitimate objects of French influences in those countries. A great part of the purpose is to spread French culture, literature, art, music, etc., throughout the world.

"IT'S MUH," SAYS BOB DAVIS

Robert H. Davis

ROBERT H. DAVIS, whose retirement as editorial director of the Munsey Magazines, to devote himself exclusively to the syndicate interests of a group of magazine, book, stage and screen contributors, as was recently announced, was born in Nebraska in 1869, started young manhood as a printer on the Carson (Nev.) Appeal and shortly afterward crossed the Sierras for a career on he San Francisco Examiner, Call and Chronicle, also venturing as a publisher of a fortnightly paper which he called Chic. Leaving the coast in 1895, he spent the next eight years with the New York Journal and American and then went with the Sunday World for a year.

His connection with Mr. Munsey's interests began shortly afterward, first as managing editor of the New York Sunday News, then on the editorial staff of the Frank A. Munsey Company. He was associate editor of Munsey's Magazine, started and was the first managing editor of the All-Story Magazine, Scrap Book, Railroad Man's Magazine, Woman, The Ocean, The Live Wire, and The Cavalier.

He is the author of a number of successful plays and several years ago wrote "I Am the Printing Press," a short prose poem which has been widely plagiarized and imitated.

Especially friendly to young writers, Mr. Davis "discovered" Sidney Porter and contracted for five years the O. Henry stories, which are again enjoying popularity. He also published all the early stories of Mary Roberts Rinehart, Fannie Hurst, and Charles E. Van Loan and Ben Ames Williams and induced Montague Glass to remain in literature after an unsuccessful start, with the result that the "Potash and Perlmutter" stories were written and the bar lost a good prospective member.

Mr. Davis' new firm is the Robert H. Davis Corporation, 229 West 42nd street, New York City.

South Georgia Dailies Meet

The semi-annual meeting of the Associated Dailies of South Georgia was held at Moultrie, Ga., April 20, and attended by publishers, editors and representatives of newspapers in the nine South Georgia cities of Thomasville, Valdosta, Dublin, Tifton, Waycross, Albany, Brunswick, Americus and Columbus. The next meeting of the association in October will be held at Columbus, Ga.

The

New York Globe

America's Oldest Established Daily Newspaper—Founded 1793

A Newspaper of Great Virility and Strong Individuality

An Absolutely Fearless, Independent Newspaper

170,000 a DAY ***MEMBER A. B. C.***

LORENZEN & THOMPSON, Inc.

Special Representatives

Chicago—Peoples Gas Bldg. New York—19 W. 44th St.

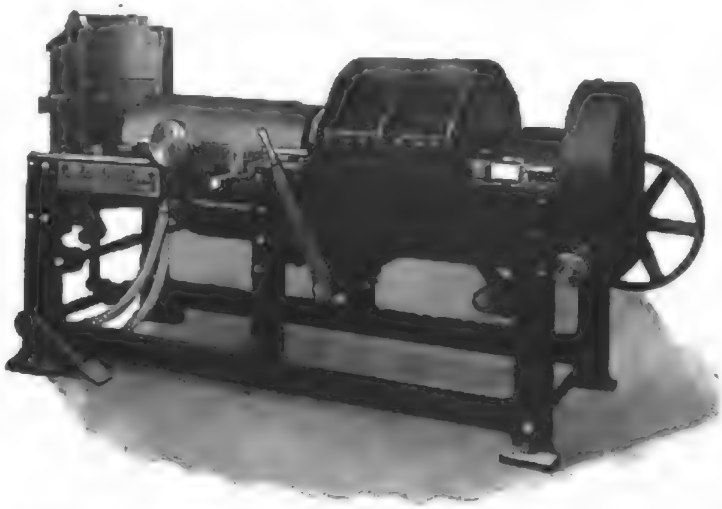
Digitized by Google

THE PONY AUTOPLATE

is the latest addition to the Autoplate line

IT COMPLETES the AUTOPLATE series and brings the advantages of automatic stereotyping within the reach of every newspaper, however modest its requirements.

It enables a publisher to dispense with several separate machines. The stereotyper need no longer perform the operations of plate making separately and with several pieces of apparatus. The plate may now be made at one operation, with ease and great celerity.



The PONY AUTOPLATE, when its operation is compared with hand stereotyping, reduces the weight to be lifted in the making of a plate *by* 150 *pounds*. Thus it cuts out of the making of every fifty plates the lifting of 7500 pounds of dead weight.

Not only is its speed greater and the quality of its work better, but its use is more humane than that of the hand apparatus now in vogue.

The machine is exceedingly simple. It possesses only a small number of parts, which are strong and durable and require little attention.

Hand boxes and finishing machines need no longer be used. These the PONY AUTOPLATE has rendered obsolete.

"We switched from our old stereotype equipment to this new equipment just at the starting of the World Series baseball games, and when we tell you that we were able to go to press every day during this Series with a baseball extra in three minutes or less after the last out, you will know with what rapidity these machines are capable of operating."—
Publisher, Akron (Ohio) Press.

Time is of the essence of success in newspaper publishing.

Wood Newspaper Machinery Corporation

25 MADISON AVENUE
NEW YORK CITY

Digitized by Google

WHEN OLD HERALD BUILDING WAS THE CENTER OF N. Y. NEWS ACTIVITIES

Reminiscenses of Good Old Days That Are Gone Forever—Famous Bell First Rang in 1895—Many Successful Executives Developed Under James Gordon Bennett

By ROBERT E. LIVINGSTON

A SPECTRE by night, a forsaken, empty and memory-awakening building by day-light, with its picturesque Venetian architecture still standing to remind us of the days and nights when Herald Square was the uptown centre of news-gathering activity, and the news of the world was focused in the New York Herald building. And only recently a committee of the Board of Aldermen was listening to those who, in this short space of time, since the Evening Telegram moved to new quarters, would have the name of that neighborhood changed from Herald Square to another name with less significance perhaps. There are those who want to perpetuate the name of James Gordon Bennett by having that plot at the junction of Sixth avenue and Broadway rechristened "Bennett Square." The matter will be determined next November.

'Phone No Longer Rings

On Monday last, through habit, and in a moment of abstraction, a man picked up his telephone and gave the number "Fitzroy 6000, please." In years gone by he asked for "Greeley 6000." It was the Herald's call. He heard the "bur-r-r" that tells one that the operator is calling the number. He waited and waited, and was then told that "they don't answer."

"Don't answer?" the man exclaimed, "Don't answer? Why that's the —— O, no, that's right. Excuse me," and he hung up the transmitter. It was the first time in thirty years there was no response to the Herald's telephone in the Herald building in Herald Square. The Telegram was elsewhere. The hands on the Herald clock had been removed. The two artisans who for twenty-six years had swung their giant arms alternately and brought their sledge hammers against the sides of the immense bronze bell every quarter of an hour were missing from the facade of the Herald building. So, too, were the twenty-odd bronze owls that for all these by-gone years had stood at the cornices of the building and at night had blinked their electric eyes in accompaniment to the peals of the bell. These and other ornaments on and in the Herald building were the personal property of James Gordon Bennett and as such are a part of the Bennett estate, the trustees of which ordered their removal and storage.

Sledges First Swung in 1895

It was on March 21, 1895, at noon that the bronze figures first swung their sledges and tolled the hour. It is my impression Hamilton Peltz, still with the Herald, wrote the article describing the initial performance of the bronze men, while thousands of persons cluttered up the neighborhood and gazed at the two figures that subsequently became best known as "Guff and Stuff," and after an office "shake-up," as the "hammer-throwers." Minerva who formed the background, and the remainder of the group were designed by Antonio Jean Carlos, a brilliant French sculptor. This group, it was always said, cost Mr. Bennett about $200,000. Mr. Bennett would never permit the use of his name in the Herald columns. The accomplishments of the newspaper could be chronicled, but only to the credit of the Herald. When Mr. Bennett selected the new site at Thirty-fifth street he would not permit anything being printed in the Herald about the intended removal from the corner of Ann street and Broadway.

He had made two leases of the site with William De Forest Manice, the owner. One was for a period of twenty years and the second for ten years. The yearly rental for the first ten years was $55,000. The second ten years the annual rental was $65,000 and $75,000 a year for the last ten years, this lease expiring on May 1 next. So for the thirty years Mr. Bennett, and now his estate, has paid a total of $1,950,000 for the use of this piece of ground. At the time of the execution of the leases, that neighborhood and north of it had not been developed and the annual rental of $55,000 and $65,000 was considered a very high figure. So Mr. Manice thought.

Mr. Bennett had determined to erect a building that would be ornamental and unique in picturesqueness. He had Stanford White, the architect, make a trip to Paris for consultation and then asked Mr. White to reproduce as nearly as possible the City Hall in Verona, Italy, adapting it to the triangular lot between Thirty-fifth and Thirty-sixth streets, Broadway and Sixth avenue. The plans for the Herald building were filed in June, 1892. Even then the Herald was silent so far as any original article was concerned, but it re-published articles from newspapers published in every part of the world as to the intention of the Herald to move uptown.

There were many editorials that questioned the wisdom of the undertaking and many others that condemned the step Mr. Bennett had taken. In the meanwhile the excavation work had gone on and the foundations had been laid and the brick walls were fast creeping upward. Over in Bayonne, N. J., the terra cotta facings were being moulded. Articles then began to appear questioning the use of the "artificial stone," the opinion in many cases being that it would not last, that it could not withstand the weather and climatic changes. To the very roof the workmen were shielded by what looked like a solid board box that enveloped the building. Many thought this was built so that, when removed, the few thousands who passed this way on the streets and the other and more thousands who rode by in the "L" trains would "stop, look" and be lost in admiration. They were, but only a day or two ago a member of the firm of McKim, Mead & White explained that the boarding in of the building was only to protect the workmen against the elements.

The building had been completed but a short time when Mr. Bennett made a trip to this country. He stood on the street a block below and said: "It looks a little 'squattier' than I thought it would. It could have had one more story." There are only a few who remember the last issuance of the Telegram and Herald at the corner of Ann street and Broadway and the first publication of these papers in the new edifice. The location of the immense presses on the Broadway side where, through immense windows, the printing of the morning and afternoon newspapers could be watched by passers by was an unceasing novelty.

By Courtesy of Robert E. Livingston, Gas Logic

The Herald Building, center of Herald Square, a land-mark of modern New York and journalism that must go to make way for a sky-scraper. This has long been one of the outstanding newspaper buildings of the world.

Millions Watched the Presses

Every night up to the time the Herald was "run off" for the last time, now more than a year ago, crowds gathered before the windows to look down upon the presses through which the ribbons of paper were fast running to come out as printed, folded and counted newspapers. Distinguished visitors from all parts of the world visited the Herald building and were given personal escort through all the departments. Everybody marveled when they learned that Mr. Bennett was in daily contact with the Herald giving his instructions by cable, his cablegrams being veritable letters. His use of his "cable code" was comparatively infrequent. On the other hand his orders for one or two of the heads of departments to make trips to Paris for the purpose of consultation were exceedingly frequent, and always unexpected. His disciplinary cables were not wholly infrequent and at times the wording was more forceful than you have ever read in the correspondence of diplomats.

In speaking of the Herald building as the uptown news center where the news of the world was brought together I had in mind the telegraph room where Peter Flynn, the chief operator or manager, has been in charge for forty years and still has charge of the Evening Telegram's telegraph room. At times nearly thirty telegraph operators were at the Herald instruments. On several occasions between 75,000 and 100,000 words were received over the wires during the night.

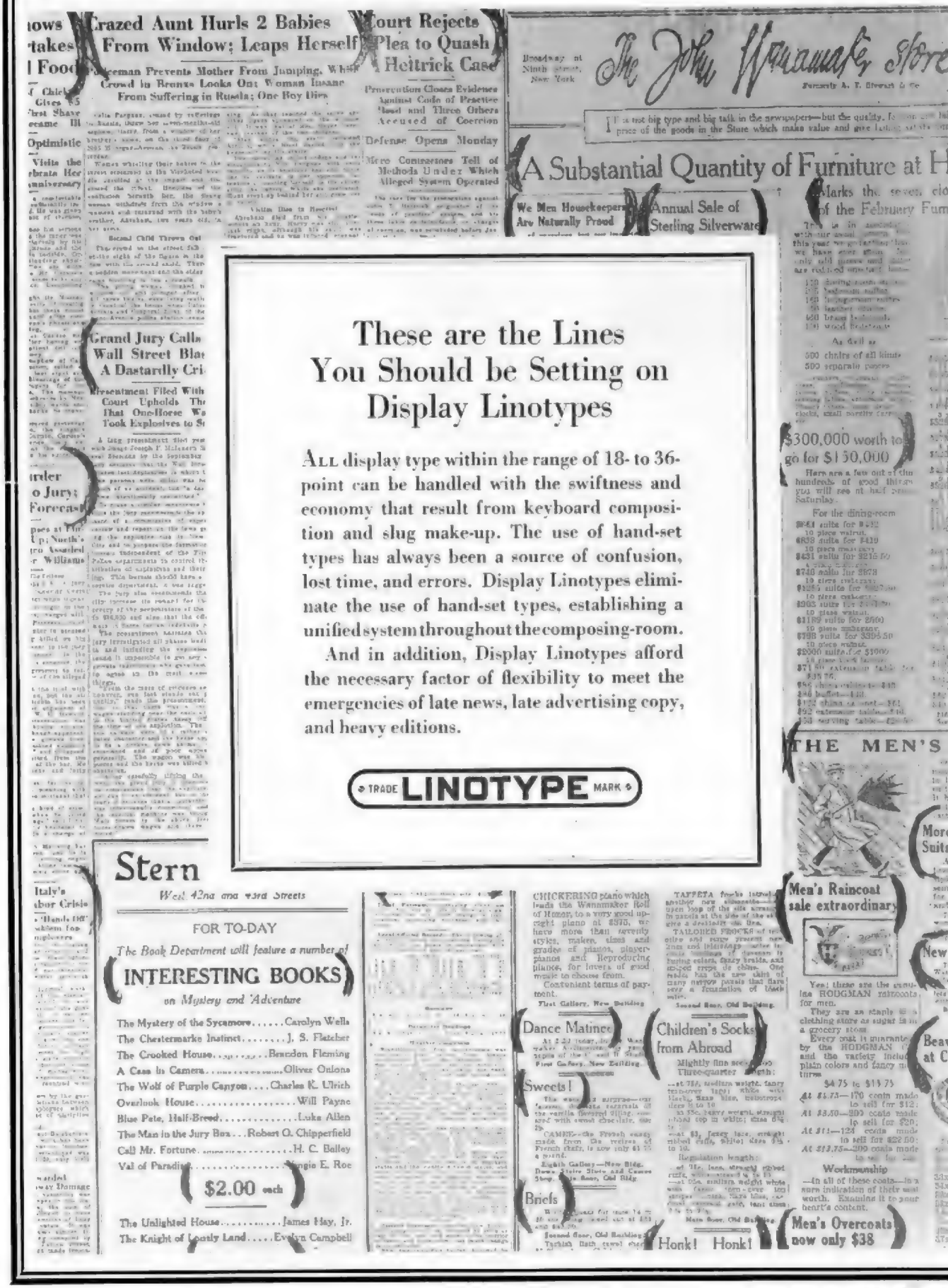
$12,000 for Cervera Dispatch

The elaborate arrangements made months in advance for the covering of the Spanish-American war in 1898 were well known. "Skipper" Walter S. Meriwether, now owner of the Mississippi Sun, down in Mississippi, was in Havana at the time the Maine was blown up. When Admiral Dewey sailed for Manila, Lieutenant J. L. Stickney, U. S. N., was on the Oregon with the Admiral as the New York Herald representative, as Mr. Bennett always had a naval officer on detached duty as a member of the Herald staff. Lieutenant Stickney stood alongside of Admiral Dewey when the latter turned to Captain Gridley and said, "You may fire when ready, Gridley." The guns fired and Lieutenant Stickney cabled his story of that historical event. The cable tolls amounted to $8,000 for that piece of news. It was in connection with this war that I think the Herald paid its largest sum for a single dispatch, $12,000. It was at the time Cervera's fleet made its dash for the sea. Harry S. Brown and "Jack" Mitchell filed their despatches from two different cabling stations. That was the night when men were detailed to prevent any copies of the Herald from being surreptitiously delivered to those who might have good "news" use for them.

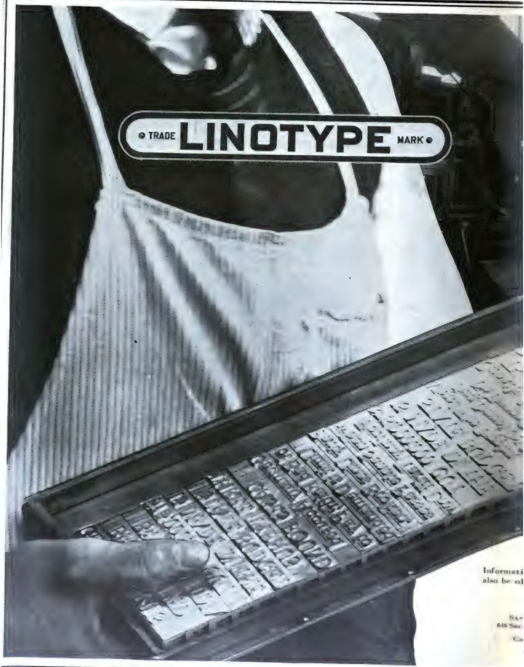
The Herald on Sunday, June 4, 1894,

(*Continued on Page 57*)

Google



Digitized by Google



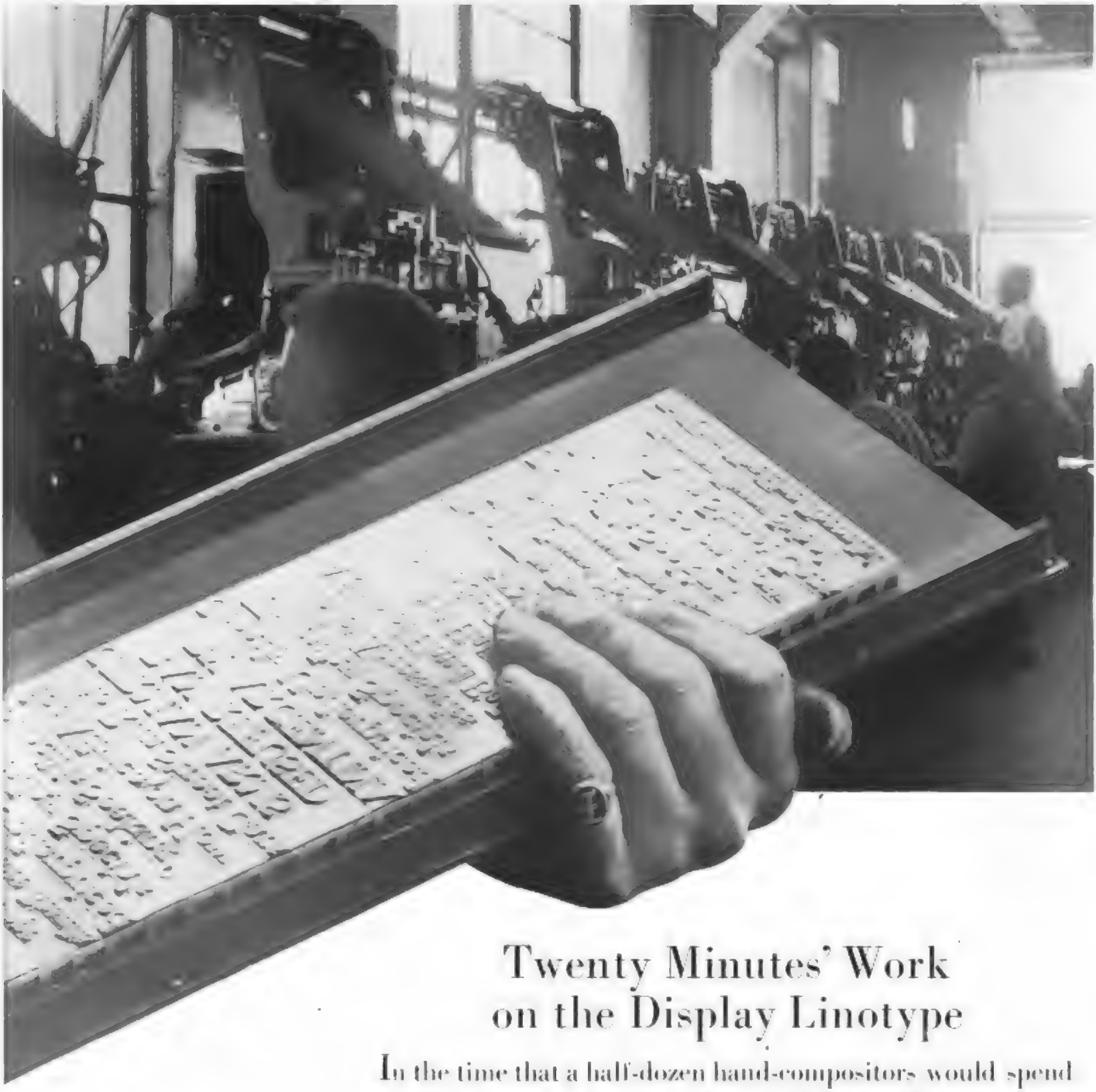
Informati
also be ol

Sa
646 Sa

Ch

Composed Entirely

Digitized by Google



Twenty Minutes' Work on the Display Linotype

In the time that a half-dozen hand-compositors would spend waiting for cases, hunting sorts, and laboriously setting each letter beside its neighbor, the operator on the Display Linotype composes a whole galley of new, clean-cut display type and delivers it to the make-up man in big, substantial slugs which can be handled quickly and accurately without fear of mishap.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

ı regarding Display Linotypes may
ained from the following agencies

CHICAGO
1100 S. Wabash Avenue

'RANCISCO
mento Street

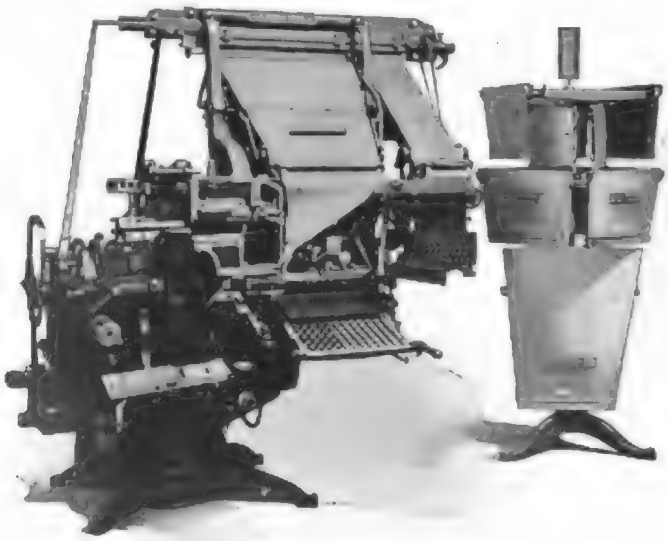
NEW ORLEANS
549 Baronne Street

ıdian Linotype Limited, Toronto
68 Temperance Street

LINOTYPE Material

Digitized by Google

The Display Linotypes Which Apply the Economy of Keyboard Composition to the Setting of Display up to a Full 36-Point

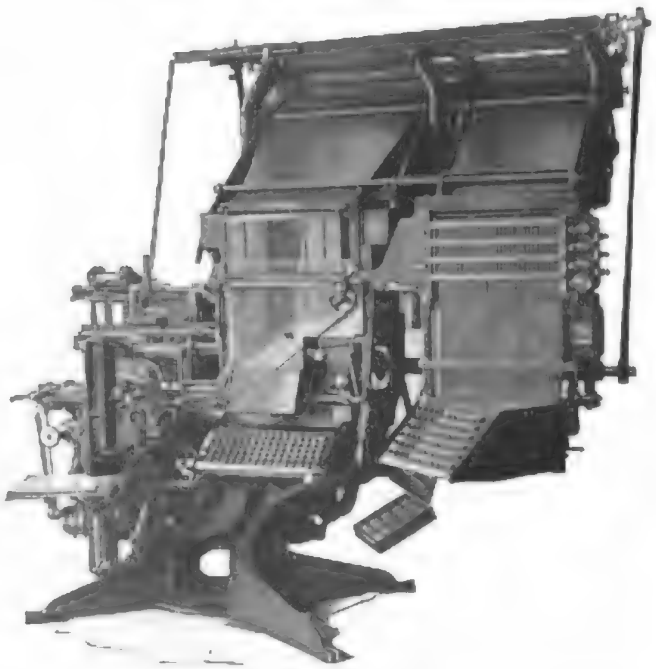


MODEL 22

MODEL 22 LINOTYPE enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.

MODEL 24

MODEL 24 LINOTYPE is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*



TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

San Francisco	Chicago	New Orleans	Canadian Linotype Limited, Toronto
646 Sacramento St.	1100 S. Wabash Ave.	549 Baronne St.	68 Temperance St.

Composed Entirely of LINOTYPE Material

DAYS OF THE OLD HERALD

(*Continued from Page 52*)

devoted several pages to photographs and short biographies of all the employes of the Herald in the Herald Square building. In the center of the page devoted to the editorial department was a picture of Mr. Doane, the leading editorial writer, a lawyer by profession and the author of the standard work on copyright. It's an interesting collection of photographs that fill that page. William C. Reick is there, as Charles Edward Russell and John G. Dater, now a successful stockbroker, who from the first and for many years conducted every summer the Herald's "Free Ice Fund." Al Steimer, sporting editor of the Herald today, just as competent as he has been as sporting editor for thirty-odd years.

By courtesy of Robert L. Livingston, Los Angeles

The office of the late James Gordon Bennett just as he left it. Not even his chair had been moved out of its accustomed position when this, the first picture of it, was made.

There are photographs in this group of many who filled important places in those days but have now passed beyond. Nicholas Biddle, world traveler, was one of them. Another was John P. Jackson, London and St. Petersburg correspondent of the Herald, who was sent to bring back the victims of the Jeannette expedition that Mr. Bennett sent forth in quest of the North Pole. I shall never forget the difficulty we had in compelling Mr. Bennett to accept $50 a month as rental from the Post Office Department for the sub-station in the counting room of the Herald building. With the erection of the Herald building a remarkable impetus had been given to the commercial development of that section and real estate values began to soar.

Valued at $3,130,000

This year (1921) the assessed value of the Herald site is $2,970,000 and the building $160,000. In 1892 the city's assessed value of the land was $275,000. R. H. Macy & Co. had moved up to Herald Square and the southwest corner of Broadway and Thirty-fourth street had been purchased for the Saks building. The post office substation was in Wilson's drug store on that corner and had to be moved. Edward W. Morgan, the postmaster, and Joseph E. Jacobs, a post office inspector, were looking for a new location for the substation. Together we discussed the possibility of getting the substation in the Herald's counting room. The advantages to both sides was countless. I saw the potential value to the Herald of those who would be drawn to the post office station. Gardiner G. Howland, the business manager of the Herald, cabled the proposition to Mr. Bennett and the latter replied "give them the space they require."

Back and forth flew cablegrams, Mr. Bennett insisting that he would accept no rent and finally agreeing to accept the nominal yearly rental of one dollar. Mr. Howland kept replying that the post office department rules compelled the payment of $600 a year. Very reluctantly (and I think, after the first year's rent must have been spent in cable tolls) Mr. Bennett agreed to accept the yearly rental. That substation finally became one of the most important post-office branches in the country and handled more business than many post offices in fairly large cities.

It would be impossible for me in the space the Editor & Publisher wants to "hold this down" to in this issue, to give the many hundreds of incidents and anecdotes which will now become traditions outliving the old Herald building and the name Herald Square, but I cannot close without expressing an opinion that I have always entertained.

I remember the day in the old Herald building at the corner of Ann street and Broadway that William C. Reick took his position as city editor of the New York Herald. His immediate predecessor was that dear old soul, "Doc" Cohen, now on the New York World. "Doc," as city editor, had given me an assignment. I was back within an hour ready to report "nothing in it." I reported to Reick. Reick, the new city editor.

Within a short time the city editors had been William J. Meighan, Ashley W. Cole, James Luby, now of the Herald (and by-the-bye they were city editors on alternate days), George C. Miner and probably others. We had one lone artist in a corner of the city room, a fellow named Lincoln. He did his drawing behind a screen. Perhaps he could work better in that isolation, or perhaps we did not want him exposed to draughts and lose him, or perhaps we were ashamed to "be caught with the goods." Anyway he was there.

The development of Reick as an executive was remarkable. His capacity for work was enormous and he had a remarkable "nose for news." His tenure of office lasted for years. His association with Mr. Bennett was to their mutual benefit. The *esprit de corps* in the Herald organization for years and up to the time when I resigned (and long afterwards), was most remarkable. In later years, I was told only a few days ago, Mr. Bennett during conversations with friends and business associates seemed to figure not at all on the turn of affairs, so far as the Herald was concerned after he had gone. He was greatly interested in providing a home for journalists who, on account of illness or other misfortune, might need it. I believe that had Reick remained with Mr. Bennett there would have been no sale of the properties.

It is believed that there will be about $6,000,000 available for the carrying out of Mr. Bennett's plan for a home for newspaper men. No report has as yet been filed by the Guaranty Trust Company as trustee of the Bennett estate. The James Gordon Bennett Association, which has more than one hundred members, expects that the report may be filed at any time now. This association was formed for the purpose of giving all assistance possible to the trustees of the estate and to do everything possible to render assistance to those who might become beneficiaries of James Gordon Bennett's intended kindness and generosity.

The James Gordon Bennett Association was desirous of having the Herald building moved to a site in Westchester County to become the Home for ill and aged newspapermen. It would have furnished quarters for a library and museum; but the firm of McKim, Mead & White, the architects, said that the terra cotta facing would not permit of removal.

TRADE BUREAU IN PHILADELPHIA

Foreign Language Papers Unite in New Merchandising Plan

There has been formed in Philadelphia the Consolidated Merchandising Bureau, maintained by the Philadelphia Gazette-Democrat, the Jewish World and L'Opinione, all published in Philadelphia. This is said to be the first time in the history of foreign language journalism that three newspapers published in three different languages have been combined to promote the interests of the national advertiser in that city. These newspapers are represented in the east by George B. David Company, New York, and in the west by A. R. Keator, Chicago.

Polish Daily Owners Change

Controlling stock of the Buffalo Telegram Company, publishers of a Polish daily newspaper of the same name, has been purchased by Frank Dalkowski and Charles J. Urban from the Broadway Finance Corporation. Publication of the paper is being continued with all former employes retained.

GATHERED AT RANDOM

MRS. W. T. BECK, one of the best known newspaper women of the Middle West, recently startled her readers and the Kansas paragraphers by printing the following:

"In tearing down our front porch the other day the carpenters unearthed, among several baseballs, tops, croquet balls, an old copy of the Kansas City Star, which had been thrown there by the carrier. When one of the boys went out to get the morning paper, he grabbed up the old copy of the Star, mistaking it for the new paper. When mother started to glance at the daily news she thought the heat was affecting her brain, until she noticed the date line, July 17, 1912.

"The chief headlines—"The Colonel Coming Here" and "A Party of Human Rights"—indicated that the smoke of the battle of Armageddon was in the air. Later military feats have somewhat dimmed the glory of that historic fray. There was a fine picture of Champ Clark congratulating Governor Wilson on his nomination.

"The market price quoted on hogs was $7.45; eggs, 18 cents; butter, 24 cents; potatoes, 60 cents a bushel.

"Truly it's a long long way from Armageddon."

* * *

Eddie Tigue, Buffalo (N. Y.) Enquirer police reporter, was sent to get a story of Mrs. Wrohlowski, who was attacked and locked in the ice box of her store in Fillmore avenue here. As Tigue entered the store the woman screamed:

"That's one of them."

Her husband and several other excited Poles who had been listening to her story of the attack by three men started toward Tigue. The reporter didn't stop to explain. He made good use of athletic training and in a short race distanced the irate followers.

His alibi for falling down on an assignment was given the editorial O. K. and another reporter covered the story.

Muskogee, Okla.—Miss Alice M. Robertson, anti-suffragist, who recently won a seat in the House of Representatives, made her campaign with want ads. She owns a cafeteria here and advertises it liberally in all the Muskogee papers. During the campaign, her copy, with usual headings and style, was different in that it carried "heart-to-heart" paragraphs in the

(*Continued on Page 70*)

AN AMERICAN'S CREED

By CHARLES W. MILLER

CHARGE them that are rich in this world that they be not high-minded, nor trust in uncertain riches, but in the living God, who giveth us richly in all things to enjoy; that they do good, that they be rich in good works, ready to distribute, willing to communicate; laying up in store for themselves a good foundation against the time to come, that they may lay hold on eternal life (1 Tim. vi: 17, 19). Let not mercy and truth forsake thee: bind them about thy neck; write them upon the table of thine heart. So shalt thou find favour and good understanding in the sight of God and man (Prov. iii: 3, 4). The destruction of the poor is their poverty (Prov. x: 15). Whoso stoppeth his ears at the cry of the poor, he also shall cry himself, but shall not be heard (Prov. xxi: 13). I was a hungered and ye gave Me meat; I was thirsty, and ye gave Me drink; I was a stranger, and ye took Me in; Naked, and ye clothed Me: I was sick, and ye visited Me: I was in prison, and ye came unto Me (Matt. xxv: 35, 36). Inasmuch as ye have done it unto one of the least of these My brethren, ye have done it unto Me (Matt. xxv: 40). Inasmuch as ye did it not to one of the least of these, ye did it not to Me (Matt. xxv: 45).

Copyright released for publication in Editor & Publisher, New York, N. Y.

ESTABLISHING LINK BETWEEN SCIENCE AND THE PUBLIC

E. W. Scripps, Founder of the Scripps-McRae League, Endows Service to Supply Newspapers with Scientific News Written for the Man in the Street

By EDWIN E. SLOSSON

EDITORIAL NOTE—Edwin E. Slosson, Ph.D., has been selected by the trustees for the position of editor of the new Science Service of which he writes. Mr. Slosson was for twelve years professor of chemistry in the University of Wyoming and for seventeen years literary editor of the Independent, New York. He has been associate in the Columbia School of Journalism since its foundation and is the author of Creative Chemistry, Easy Lessons in Einstein, Great American Universities, Major Prophets of Today, lives of Rumford and Gibbs and other scientific and literary publications.

THE American newspaper is a marvel in mirroring the manifold phases of modern life. In the speed, variety, amount and interest of its news it is unprecedented and unparalleled. But it has one undeniable deficiency and curiously enough that is just where we should expect it to be strongest. We are living in the age of science. There are more persons engaged in extending human knowledge and applying it to human problems than ever before in the history of the world. The wealth and power of nations are recognized as involved in the progress of science. The health and life of the people are dependent upon it. The community is vitally and financially interested in it. Yet we must confess that the average newspaper inadequately reflects the important part that science plays in the modern world.

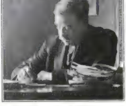
If a file of American newspapers were the material from which the archæologist of five thousand years hence were to judge of our civilization he would get much the same idea of it as we get of the civilization of the ancient Assyrians from their wedge-stamped bricks. He would come to the conclusion that

Horace Wheeler, Manager of the Science Service, Washington, D. C.

in America of the twentieth century, astrology had more adherents than astronomy, that our medicine was mostly magic, that our wisest men believed in necromancy and that pure science was but little cultivated and had nothing to do with the raising of skyscrapers like those of Babylon or New York or with irrigation engineering in the valleys of the Euphrates or Colorado.

As seen through the medium of the popular press the scientist is apt to appear as an enemy of society inventing infernal machines, or as a curious half-crazy creature talking a jargon of his own and absorbed in pursuit of futilities. The ordinary newspaper article on science is as incomprehensible to the scientist and the layman as it is to the reporter who wrote it.

This failure of the newspaper to deal adequately with scientific happenings is in conspicuous contrast with its success in handling other human interests. The political editor understands his business. The financial reporter can use the language of the stock exchange. The critics of art, music and drama know



Edwin E. Slosson

what they are talking about or how to appear to. The men who write up prize fights or divorce cases, the ladies who prescribe for bad complexions or broken hearts, have acquired a familiarity with their respective fields which enables them to give to their opinions a weight that is often far in excess of their intrinsic validity.

The degree of accuracy attained in the immense mass of facts accumulated every day is one of the marvels of the age, and the newspaper has developed a new style of expression which is rapidly invading all other fields of literature. You can find in any paper paragraphs which for clarity, conciseness and exactitude will compare favorably with the best scientific text-boks. But when it comes to science itself the ordinary reporter is all at sea. He does not understand the language of the laboratory. He does not know what he sees. He cannot distinguish between new and old, between the significant and the trivial. His nose for news loses the scent. His story becomes foggy, confused and conscious of incompetence.

Occasionally a brilliant exception appears in print and proves that it is not impossible to be both accurate and popular. But for the most part editors have to sacrifice one or the other of these qualities when they publish a scientific article, and it is not to be wondered at that they often escape from the dilemma by ignoring the subject.

For this deporable discordance between science and journalism neither party is altogether to blame. The college professor has good reason to be "gun-shy" of the reporter. The journalist often destroys a scientific reputation in the endeavor to make one. On the other hand the editor is usually quite right when he rejects the papers of the scientist as "unfit to print"; not because they are immoral but because they are unintelligible or at least uninteresting. They are written from the standpoint of the author instead of from the standpoint of the reader. But if our bachelors of science had a little more of the missionary spirit, and a little more appreciation of popular needs and tastes the deficiency might readily be remedied.

To the journalist there is something saddening about a great university. He is distressed to see so much good copy going to waste all the time. Here is a great knowledge factory in full blast, turning out books and monographs and well packed craniums, yet a large part of its profit is lost because there is nobody to gather up the by-products and put them into marketable shape. Every doctor's dissertation contains a good newspaper story concealed in it. A man could make a very fair living translating them into English. A single sentence of the thousands that are daily lavished upon the inattentive ears of students will suffice when properly diluted to provide material for an editorial of average length and consistency. I know this because I have done it many times.

THE SCIENTIST'S VIEWPOINT

The scientist, pure and simple, is concerned only with the accumulation of knowledge. He usually does not care to bother about its dissemination. If he hears applause he wants the gallery cleared at once. But he is rarely troubled that way. For the most part the world is content to ignore him and leave him in peace to his own devices. What he writes is unread except by the few who are especially interested in the same specialty. And sometimes even they are not able to read it without propping their eyelids up with toothpicks. In consequence of the unfortunate feud between the literary and scientific wings of the faculty, the great mass of scientific literature remains unassimilated and utilized. Papers of the highest importance are sometimes quite buried and may be accidentally unearthed years after the world might have profited by the discoveries therein contained. Many a scientific paper should properly bear the inscription we sometimes see on the title page of a book, "printed but not published."

It is then not merely because of mental inertia that the average of public opinion lags some ten or twenty years behind scientific thought. It is partly because of lack of opportunity to become acquainted with the recent results of scientific research.

The need for better means of communication between the world of science and the world at large has led to the establishment of a new institution at Washington, to be known as Science Service. E. W. Scripps of Miramar, California, well known in newspaper circles as an unusually enterprising and far-sighted journalist, has long had in mind the endowment of some sort of an agency for the wider dissemination of scientific information. He realized the vital need of familiarizing the public with the aims and methods of modern science and he knew that the newspaper press offered the best means for such a nation-wide scheme of popular education. The task of working out the details of the plan he entrusted to his friend, Dr. W. E. Ritter, of La Jolla who during the last two years has personally consulted several hundred scientists and journalists as to the best means of accomplishing the prescribed purpose. He succeeded in enlisting the support of the leading scientific societies of the United States and as now organized

(Continued on Page 60)

People Who Buy Have Money to Spend

People of the South have the means to meet their needs of necessity and to gratify their desires in other ways.

In the South, State Bank Resources jumped from $827,316,222.64 in 1915 and to $2,204,297,529.61 in 1919. The year of 1921 will see the $2,500,000,000.00 mark passed.

No small measure of the South's success is due to its newspapers. They wield an influence which binds the South as a unit. Southern newspapers are an intimate part of the Southerner's life.

The press of the South is the dependable medium for reaching the Southerner and his family. They have the money to spend, and through the columns of their papers they seek the markets.

Advertisers using Southern newspapers have found Dixie a fertile field for quick results in selling their products.

Southern Newspaper Publishers Association

Chattanooga, Tenn.

Compare Your Present Size With

The New Standard

8 Columns—12 Ems—6-pt. Rules

size printed with dry mats on 68" or 34" rolls and figure the saving in newsprint. Though the paper situation may be easier now wise publishers will continue to save all possible.

Make your paper easy to handle and read. Rid your plant of steam tables before hot weather arrives; save time and better your printing.

More than 200 newspapers have adopted the dry mat and nearly that many already print 12 em columns.

To standardize your size and install the dry mat costs but a trifle. Ask us.

Wood Flong Corporation

25 Madison Avenue :: :: :: :: New York

Digitized by Google

LINKING SCIENCE AND THE PUBLIC

(Continued from Page 58)

Science Service is under the control of the following Board of Trustees:

SCIENCE SERVICE TRUSTEES

Three representatives of the National Academy of Sciences.

Dr. A. A. Noyes, director, chemical research, California Institute of Technology, Pasadena, California.

Dr. R. A. Milikan, professor of physics, University of Chicago, Chicago, Illinois.

Dr. John C. Merriam, president, Carnegie Institute of Washington, Washington, D. C.

Three representatives of the American Association for the Advancement of Science.

Dr. D. T. MacDougal, director, Desert La-

Headquarters of Science Service

boratory of the Carnegie Institute of Washington, Tucson, Arizona.

Dr. J. McKeen, Cattell, editor, Science and Scientific Monthly, Garrison-on-Hudson, New York.

Dr. George T. Moore, director, Missouri Botanical Garden, St. Louis, Missouri.

Three representatives of The National Research Council.

Dr. Vernon Kellogg, permanent secretary, National Research Council, Washington, D. C.

Dr. George E. Hale, director, Mount Wilson Observatory of the Carnegie Institution of Washington, Pasadena, California.

Dr. R. M. Yerkes, chairman, Research Information Service, National Research Council, Washington, D. C.

Representatives of the Scripps Estate.

E. W. Scripps, Miramar, California.

R. P. Scripps, Cleveland, Ohio.

Dr. W. E. Ritter, director, Scripps Institution for Biological Research of the University of California, La Jolla, California.

Representatives of the Journalistic Profession.

Edwin F. Gay, president, New York Evening Post Company, New York City.

Chester H. Rowell, former editor, The Fresno Republican, Berkeley, California.

William Allen White, editor, The Emporia Gazette, Emporia, Kansas.

Science Service is charged as a non-profit-making corporation and all receipts from the sale of articles, books or films will be devoted to the development of new methods of popular education in science. The governing board of fifteen trustees consists of ten scientists and five journalists.

CHARTER A WIDE ONE

The charter is a wide one, authorizing Science Service to publish books and magazines, to conduct conferences and lecture courses and to produce motion pictures. Science Service will not at present undertake to publish any periodical of its own, for it is believed that much better results can be obtained by devoting the same effort and expense to reaching a wider range of readers through newspapers and to directing attention to the various well-edited periodicals of popular science already in existence rather than attempting to rival them.

Whether Science Service comes to "fill a long felt want" or not remains to be seen. The editor and manager have both had sufficient experience on both sides to know how difficult is their task and to realize how little they personally can accomplish in the way of bridging the gap between science and the public. But they will do their best to carry out the unselfish purpose of the founder and the men of science who are giving their services free to the cause.

Science Service is not, however, a charitable concern. It is intended to be self-supporting. All writers will be paid as high a price as the marketability of their manuscripts will warrant. The newspapers and magazines subscribing to Science Service will be assessed according to the value of the service to them. The scale of prices and form of articles will have to be determined by experience. Science Service will spare no pains or expense in the endeavor (1) to get the best possible quality of popular science writing and (2) to get it to the largest possible number of readers. If in doing this it can make both ends meet, so much the better. If not, it will do it anyway.

SCRIPPS MAN IN CHARGE

As manager of the new enterprise the board has selected Howard Wheeler, formerly editor of the San Francisco Daily News, Pacific coast manager of the Newspaper Enterprise Association, managing editor of Harper's Weekly and for five years editor of Everybody's Magazine, war correspondent and author of "Are We Ready?"

The manager wants to learn from newspapers and periodicals what sort of scientific news they need. If editors will notify Science Service by mail or telegraph whenever they want an article on any scientific subject, an effort will be made to find the best authority to write it.

The editor of Science Service desires to receive advance information of important researches approaching the point of publicity in order to arrange for their proper presentation in the press. He also wishes to secure correspondents in every university and center of research who have the time, disposition and ability to write for non-technical journals. He particularly wants to get in touch with young men and women in the various sciences who have literary inclinations and would be willing to submit to a rigorous course of training with a view to making the writing of popular science a part of their life work.

As a first lesson to inexperienced writers the Editor of Science Service has sent out the following sheet of

SUGGESTIONS TO CONTRIBUTORS

In order to make a scientific article "as interesting as a story" it must be as well written as a story. The author should be willing to take as much pains in writing a 500-word scientific sketch, or even a 50-word caption to a picture, as he would in composing a sonnet or a bit of fiction. Care in composition in the case of popular science does not imply seeking to embellish the theme with flowers of rhetoric, but it means hunting for the plainest words and most effective form of presentation and getting as many points of contact as possible with the previous knowledge and interest of the reader. The sonnet may gain from obscurity and the fiction by inaccuracy, but the scientific sketch should be clear and correct.

After reading up on the subject and digesting the material thoroughly, consider carefully what is the most striking feature, what is most likely to interest the general reader. Look out of the window and pick out a particular man in the street and think what you would first say to him in order to catch his attention and impress him with the importance of the subject. Having selected your central theme, put that in the title and first sentence and write the rest of the story around that.

Cut out all unessential details. Avoid overloading the story with dates, figures, names, places and descriptions of apparatus. Put only such details as are necessary to the understanding of the question or help to make the story more complete, vivid, personal or picturesque. Do not include facts simply because they are facts and you happen to have them in your notes, but choose such facts as have significance.

A brief scientific article for popular consumption should be confined to a single topic. Devote the entire space to making that one point perfectly clear and effective and save your other ideas till next time. Make every article, however brief, complete in itself and comprehensible to one who has never read anything on the subject before. Remember you are not writing an installment of a serial story but are trying to catch new readers for scientific literature. Assume no previous knowledge, yet avoid tedious preliminary explanations. Avoid a patronizing or didactic attitude. Tell the story as you would repeat a bit of interesting gossip to your next-door neighbor. Give some clue by which a reader especially interested in the subject may find the original papers in the journals. But avoid foot-notes and parenthetical references.

Try to connect every article with some recent event, announcement or current discussions so as to give it news value. One of the objects of the Science Service is to provide timely and accurate information on pending questions of public policy. But such information must be presented in an impartial and unbiased manner, explanation but not argumentation.

All manuscripts, even captions to illustrations, should be typewritten. If this is impossible in any case letter in capitals all technical terms and proper names. Put your name and address upon each separate manuscript or photograph. Attach to every picture a detailed description calling attention to all points of interest shown. Enclose stamp or self-addressed envelope if you want manuscripts returned in case they are unavailable.

Address contributions to Editor, Science Service, 1701 Massachusetts Avenue, Washington, D. C.

NEW GEORGIA ASSOCIATION

Editors of Twelfth District Will Meet Again, June 10

The Twelfth District Press Association, affiliated with the Georgia Press Association, was organized as a temporary body at a meeting held in Dublin, Ga., Friday, April 22, attended by most of the newspaper publishers and editors of the Twelfth Congressional district of Georgia. The following officers were elected: President, F. W. Shepper, of the Dublin Courier-Herald; vice-president, N. C. Napier, of the Vidalia Advance; secretary, A. K. Smith, of the Twiggs County Citizen, of Jeffersonville, Ga.

A call has been issued to all of the newspapers in the district for a meeting at the Hotel Lanier in Macon, Ga., Friday, June 10, at which time permanent organization of the Twelfth District Press Association will be effected.

RILEY ALLEN IN NEW YORK

Former Pacific Editor Completes Mission in Russia for Red Cross

Riley H. Allen, former editor of the Honolulu Star-Bulletin and for the past two years with the American Red Cross in Siberia and Halila, Finland, returned to New York on April 19 after completing his mission of returning 782 refugee Russian children to their parents from Vladivostok.

Col. Allen was stationed at Vladivostok when the children were sent there from Moscow and Petrograd during the several revolutionary movements. Later, it was impossible to return them overland to Petrograd because of the collapse of the Trans-Siberian Railroad. The Red Cross, under the direction of Col. Allen, chartered a vessel which took the children from Vladivostok, through the Panama Canal to New York, and thence to Finland.

Headquarters were established at Halila. November 10 of last year the first group of children, numbering a hundred, were sent over the border to join their parents. As soon as the parents of the remaining refugees were located through letters and the medium of a Russian commissaire, they were returned to their old homes.

Col. Allen expects to re-enter newspaper work. He will spend several weeks in Seattle, where he was formerly on the staff of the Post-Intelligencer, before sailing for Honolulu.

H. B. Folsom Retires

H. B. Folsom, editor and publisher for the past eighteen years of the Montgomery (Ga.) Monitor, has leased the business to Fred M. Harris and Herman McBride.

First in Advertising—
First in Circulation—
Supreme in its Field—

THE COMMERCIAL-NEWS

DANVILLE, ILLINOIS

Advertising for March ....543,574 lines

Morning Competitor carried 370,975 lines

Circulation for March ....18,070 (A. B. C.)

Morning Competitor—10,665 (Publishers Statement)

Local merchants are on the ground—they know the comparative value of the Danville papers—what they think of a newspaper is expressed by the distribution of their copy—a testimonial to pulling power which beats all arguments.

THE COMMERCIAL-NEWS

DANVILLE, ILLINOIS

Published Every Business Evening

Two Special Representatives:

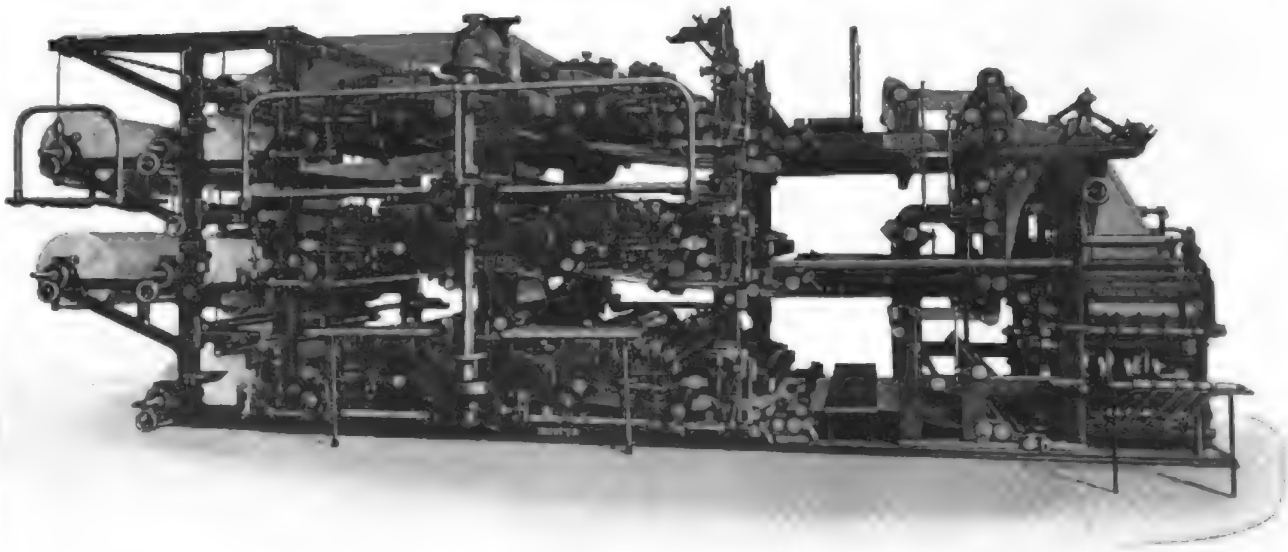
D. J. RANDALL
New York

G. LOGEN PAYNE CO.
Chicago Detroit
St. Louis Kansas City

Digitized by Google

GOSS

"High Speed" Straightline *Sextuple* and *Octuple* Presses



Recent Orders Received

News, New York City, N. Y.	3-Octuples (*Special*)
Vindicator, Youngstown, O.	1-Octuple
Gazette, Little Rock, Ark.	1-Octuple
News & Sentinel, Ft. Wayne, Ind.	1-Octuple
La Nacion, Buenos Aires, Arg. Rep.	2-Octuples
Herald, Melbourne, Australia	1-Octuple
Star-Telegram, Ft. Worth, Tex.	1-Octuple
Oklahoman, Oklahoma City, Okla.	1-Octuple
Telegram, Worcester, Mass.	1-Octuple
News, St. Paul Minn.	1-Octuple
Journal, Minneapolis, Minn.	1-Octuple
News, Dallas, Texas	1-Octuple
News, Birmingham, Ala.	1-Octuple
Every Evening, Wilmington, Del.	1-Sextuple
Times, Akron, Ohio	1-Sextuple
Telegram, Salt Lake City, Utah	1-Sextuple
Record, Wilkes-Barre, Pa.	1-Sextuple
Mirror, Altoona, Pa.	1-Sextuple
Tribune, Johnstown, Pa.	1-Sextuple
Herald, Los Angeles, Calif.	1-Quintuple

The Goss Printing Press Co.

Chicago — New York — London

Digitized by Google

NEWSPAPER COMPETITION IS KEEN IN NORWAY

Christiania Has Eight Newspapers of General Circulation, Each Having Great Political Appeal—All Strong In Features —Poor Typographical Appearance

NEWSPAPER rivalry in Norway is intense, but the standard of the newspapers is far below American publications. Such is the substance of an intimate discussion of the press in that country by Melvin Solve, graduate of the University of Oregon school of journalism who won a Scandinavian-American scholarship and has spent the past year at the University of Christiania. Mr. Solve's discussion, received by Colin V. Dyment, dean of the liberal arts college of the University of Oregon, follows:

"Christiania has eight newspapers of general circulation. Aftenposten, with a morning and evening circulation of 70,000, leads. Tidens Tegn, the infant prodigy of 12 years, is an aggressive second with a circulation of 65,000. The former is 'right' and the latter is 'left.' Verdens Gang is the paper of the intellectuals with radical tendencies. It is carefully edited and has a literary tone. The extreme 'left' is stoutly supported by Social Demokraten and 17 de Mai. Morgenbladet represents the ultra-conservative.

No Sunday Papers

"There are no Sunday newspapers in Norway. In their place the larger papers issue a special Saturday edition. With one exception newspapers here have no definite style of make-up. Tidens Tegn has, however, a definite make-up plan. Five days of the week it issues a 12-page, seven-column edition, with 20 pages on Saturday. In the ordinary editions the first page is given up to events of local importance, usually articles of some length, with pictures. The second page is generally editorial. The fourth page carries a banner head across the top, 'Sidste Nyt' (latest news), and it is here we find European, American and general foreign news.

"The first column on this page is always headed 'Utlandet Idag' (foreign lands today) and editorially it contains a digest of the significant outside news. Pages six and seven are filled with articles of general interest, usually illustrated. Page eight is sports, in which there is a keen interest, as almost every Northman is a sportsman. Page nine carries the theater, concert 'Kino' (movie) advertisements. Page ten is the bank and foreign exchange.

Saturday Paper Like Sunday

"The next page is taken up with for sale and for rent, help wanted, etc. The last page is almost exclusively steamship advertising. General advertising is, of course, scattered throughout the paper. The Saturday edition resembles the American Sunday supplement somewhat condensed. The other papers, while they cover the general field about as well as Tidens Tegn, are loose in make-up and one never knows in what part of the paper to look for news of a particular kind.

"In writing heads the papers display very little skill, both as to content and form. 'Label heads' and heads in the form of interrogations are common. Two-column two-deck heads are usual. Here is a sample from the Dagbladet:

"'Can we export electric current? We have enough ourselves. Major Johansen in the chamber of commerce.'

"Agence Havas and Reuter's Bureau are the chief sources of continental news. It is also usual to send out correspondents, as was done while the League of Nations council sat at Geneva, and to get the news of Constantine's return to Athens. Each paper maintains a rather large staff of reporters, who, judging from the frequent scoops, must work entirely independent of each other. Some of them are unscrupulous freebooters. Recently Aftenposten published a long interview with Fridtjof Nansen on the Vilna question. Nansen repudiated the whole, and said he had forbidden reporters even to use his name. This story was published by Tidens Tegn with prominence, and it read much like some of Upton Sinclair's newspaper experiences as told in 'The Brass Check.'

Features Not Unusual

"Special and feature articles are common in all the papers, particularly in the Saturday editions. Verdens Gang recently published interviews with the American fellows (American students in Norway) with pictures. Yesterday Dogbladet had quite a long story on 'who are the university students?' Most of the papers carry a serial romance, usually a translation of an English or American penny dreadful. Various human interest features appear from time to time. Last fall one of the papers had a half-tone cut of a tiny fellow, quite naked, toddling up the street. 'Over it was the caption, 'He didn't want to wash,' and the story explained how the child had slipped out the door when his mother's back was turned, and scuttled up the street.

"Illustrations are poor. Usually they are zinc cuts made from charcoal or pencil drawings which had but little merit in the originals, and which the engraving process did not improve. At any event of importance the newspaper artist can be seen busily sketching upon his pad. The papers also use half-tones, but they are universally poor.

"There is one class of advertising which must yield considerable income to the papers, and which they do not have to solicit. It is customary to advertise vital statistics, especially deaths, cards of thanks, etc. The rate for this class of advertising is four crowns per centimeter. Other advertising rates, first page, for instance, go as high as ten crowns per centimeter. In Tidens Tegn half a page or more is taken up each day with death notices, etc. I once said to a Norwegian woman that I thought this a very strange custom. She regarded me with the greatest astonishment and said: 'Why how else could folks find out about such things?'

Matrimonial Announcements

"Not so universally accepted as good form, but nevertheless very common, is the matrimonial advertisement. Here is a sample: 'Marriage. Homeless young man desires acquaintance with young lady—preferably without fortune but with her own home—in or out of town.

"Competition between the papers is keen, especially between the two leading ones. Last fall they were both advertising as having the largest circulation. After a wordy battle they consented to arbitration, and the books of each were audited by a committee of accountants. Aftenposten won. In the last month Tidens Tegn meant to put something over on its rival by getting Georges Carpentier to Christiania. Aftenposten found that Tidens Tegn had conducted its campaign through a Swedish newspaper which had contracted with the popular boxer for a visit to Stockholm, and while Tidens Tegn was advertising itself complacently, Aftenposten began negotiations with Carpentier's manager and closed a contract, taking the prize from under its rival's nose. Tidens Tegn has been sulking in its tent, so to speak, ever since, but no doubt is formulating dark plans for revenge."

ECONOMIZE TRUTH, ADVICE TO AD WRITERS

SPEAKING before the Kansas City Ad Club at a recent luncheon, Prof. L. N. Flint, chairman of the department of journalism in the University of Kansas, stated a few of the "rules" he gives to students in advertising. He said that he felt sure that any practical ad man in the audience would appreciate the soundness of the instructions. Professor Flint admitted, however, that less advertising is written according to these rules than was formerly the case. The rules are as follows:

(1) Don't handicap yourself with any crazy notions about sticking to the truth. The truth is the most precious thing the ad man has—to paraphrase Mark Twain—therefore, he should economize it.

(2) Use only generalities in writing an ad. It is difficult to be specific without knowing what you are writing about.

(3) Put in a picture of a pretty girl. The rest of the ad will take care of itself.

(4) Write a catchy headline. If you are ingenious enough and write long enough you can probably bridge over to the thing you are supposed to be advertising.

(5) Take care to write your copy so that it will sell the goods whether or not they have any distribution in the territory where the advertising appears.

(6) If you are writing an ad for an article purchased solely by women, write the ad so that all the men will be sure to read it.

(7) Use as many adjectives as possible and always use superlatives.

(8) Assume that readers of advertising are mostly dubs and will obey orders. Command 'em. Punch 'em in the face.

(9) Tell all you know in every ad. It may be your last.

(10) Remember, the purpose in writing an ad is to please yourself. Never waste time trying to get the other fellow's point of view.

FOR ADVERTISING CONTROL

Connecticut Senate Committee Favors Bill Press Opposes

HARTFORD, Conn., April 24.—Although forced to a recommital to the Judiciary Committee, the so-called Fraudulent Advertising bill which is opposed by Connecticut newspaper publishers because they had no chance to be heard, has again been favorably considered by the committee, it was learned tonight, and will again be reported back to the Senate.

The bill as originally introduced purported to prevent fake financial advertisements and was aimed at a Boston concern. But as reported out last month the bill omitted the word "knowingly" and provided a $500 fine for every misstatement made in a Connecticut newspaper advertisement regardless of whether the publisher knew the facts or not.

The bill remains unchanged to date and contains another feature held objectionable in that it discriminates in favor of the large Boston and New York newspapers which cover Connecticut and which cannot be reached by the law.

OIL CITY Penna. DERRICK

Reaches over 90% Oil City Homes.

Oil City. :-: Venango County. :-: Penna.

Rich Industrial and Oil Territory

EXCEPTIONAL OPPORTUNITY

FOR

NATIONAL ADVERTISERS

Internal revenue records place Venango County third thriftiest in Pennsylvania, and Oil City, Pa., sixth place in ratio of production to wages paid. Oil City is the chief distributing point of the Petroleum Industry of the Pennsylvania oil fields; one of the most prolific producing centers of high grade petroleum in the world. Large oil refineries and largest oil field machinery and equipment manufacturing plants in the world are located here. Important coal, agricultural and railroad center.

Venango County Exhibit of Savings, 1919

Total Bank Deposits	$32,050,183.20
Total Building and Loan Deposits	1,107,938.40
Per Capita Wealth	1,439.83
Per Capita Savings	243.44

Exhibit of Industrial Production, 1919

Capital Invested	$77,623,200.00
Value of Manufactured Products	70,162,100.00
Value of Agricultural Products	2,946,535.42
Value of Oil Production	14,400,000.00
Average Annual Wage per Employe	1,304.06
Average Annual Production per Employe	8,932.67

Derrick Circulation Dominates Oil City Territory. If your products are not on the Oil City dealers shelves or are not moving, write us and we will find the reason.

FRANK R. NORTHRUP

Representing Foreign Advertising

303 Fifth Avenue, New York Associated Building, Chicago, Ill.

Digitized by Google

Best Ink–Best Printing–Best Production

Good newspaper printing is impossible without good ink. The better your ink, the better your printing and the larger your production per pound.

The production of good ink largely depends on the quality of the raw material and the mechanical equipment. We call your attention to the fact that we are manufacturing our Colors and Varnishes at our Brooklyn plant, our own surpassing carbon Black at our factories at Dola, W.Va., and Swartz, La., and that in order to satisfy the demand for our products, we are adding to these and our Brooklyn works, a specially equipped News Ink factory at Bayonne, N. J.

With these facilities and personal control of the quality and constancy of supply of our raw materials, together with our many years' experience in Color, Varnish and Ink making, we are in position to supply you with Printing Inks which will give you the best printed paper, the highest production per pound and therefore the best results at lowest cost.

Samples of actual work produced with our BLACK NEWS, COMIC & MAGAZINE INKS, COLORED INKS for Comic and Magazine Supplements, ROTOGRAVURE INKS, on exhibit during A.N.P.A. week at

Room 144 Waldorf-Astoria

J. M. HUBER

Manufacturer of

DRY COLORS CARBON BLACK

VARNISHES

PRINTING INKS

Main Office: 65-67 W. Houston Street, New York City

COLOR, VARNISH & INK FACTORIES:
Brooklyn, N. Y. Bayonne, N. J.

CARBON BLACK FACTORIES:
Swartz, La. Dola, W. Va.

SERVICE BRANCHES:

Boston Baltimore Chicago Cincinnati Omaha
Philadelphia San Francisco St. Louis Toronto

Digitized by Google

AN ILL WIND THAT DOES NOT BRING NEWSPAPERS SOME GOOD

Success of Recent Converts Prove Newspapers Can and Will Produce Immediate Sales at Less Cost Than Any Other Way of Advertising

By WILLIAM H. RANKIN

(Written Exclusively for Editor & Publisher*)*

A DEPARTMENT store manager told me the other day that the store he represented lost more sales these days through inability to get the proper amount of advertising into the newspapers, than for any other reason.

He said, "Business is good, and we keep it good through advertising intelligently and well in the newspapers. One day last week we estimated we lost $20,000 worth of sales, because one newspaper had to leave out our copy."

I think that tells the story today, and shows why the newspapers are carrying more advertising today than ever before. They can and will produce immediate sales at a less cost than through any other way of advertising.

It has been proved through years of experience that newspapers, the recognized best local advertising medium, can also build sales nationally, profitably, and regularly.

The prune growers, the raisin growers, the orange growers, and the automobile and accessory manufacturers are the most recent converts to national newspaper advertising, and they all have been successful.

The Bureau of Advertising of the A. N. P. A. have acted wisely and well, and have given the advertiser the finest kind of merchandising and sales information and co-operation. This applies to the New York and Chicago special representatives, as well as the advertising and merchandising men in the home offices.

Today the newspaper men have the advantage. It is *the newspapers' day.* And if the situation is handled wisely, without radical changes, unless it is to make the foreign rate the same as the local rate, newspapers are in for a ten years' run of popularity. Most newspapers recognize the fact that the local advertiser who appeals to every reader of the newspaper, could well afford to pay a higher rate for advertising space per thousand circulation than the advertiser of an automobile or a tire, who can sell only to about one-tenth or one-fifth of the newspaper readers.

That is why some newspapers have a lower rate and rightfully so, for automobile advertising than other foreign advertising. And that is one of the big reasons that automobile advertising has steadily increased in the newspapers. It certainly is not a good situation that enables the local automobile dealer to buy space at less price than the manufacturers or the agencies can. However, there are but very few cases like that.

About agency commission. An agency is certainly worth all and more than the 15 per cent newspapers pay, provided that agency is equipped to successfully handle newspaper advertising, which is the least profitable of any form of advertising to the agency.

There are some agencies so skilled in planning and executing newspaper campaigns, and work so intelligently and faithfully in the interests of the newspapers, that they could well be paid much more than the 15 per cent. (As a rule newspapers are willing to spend 20 per cent in salesmanship to create new newspaper advertising.)

There are others that are not worth 5 per cent or 10 per cent, and some day the publishers of newspapers are going to discriminate among agencies, and pay a higher rate of commission to the agencies who create new newspaper accounts, and who really believe in newspaper advertising, and are not afraid to say so publicly than to other agencies who do no creative work for newspapers, who merely act as brokers, or who simply use the newspapers when they are forced to.

I believe the time is not far distant when the Federal Trade Commission will eliminate the brokers or those agencies who sell newspaper space at less than what the publishers would sell it to the advertiser direct. It is unfair competition to other agents and unfair to the publisher. The Audit Bureau of Circulation could be used to eliminate this evil, and I believe that the newspapers have the same right to ask for an audit of every agent's books as the agencies have to ask for, and receive, an audit of the circulation books of the newspapers.

When this is done, it will be the greatest advance step taken in the interests of more and better newspaper advertising.

The storm through which we have just passed has taught the advertiser many a good lesson, and not the smallest of these is that—when the advertiser *must* sell his goods, he *must* use the newspapers; and the next lesson the newspapers should teach the advertiser is that the advertising medium that is best in hard times is also best in good times the year around. Many advertisers who have been forced to use newspapers the past six months will become regular users of newspaper space nationally the year round.

There is some criticism today regarding the increased cost of newspaper advertising.

The answer is just this: Very few advertisers or even newspaper men know how small is the cost of one advertisement when figured on basis of each home reached. A full page in the average metropolitan daily costs less than 6-10c. per home delivered—a half page less than 3-10c., and a quarter page 3-20c. A quarter page once a week for a year delivered into one home, in the newspapers costs 7.8c. The newsboy is paid 1c. a day to deliver the paper, or 52c. for delivering the paper that costs the advertiser but 7.8c. to use a quarter page 52 times. If the advertiser would try to tell the same story in printed form, the cost of printing and white paper would be more than 7.8c., to say nothing of the 2c. postage, 52 times.

From this you will see why advertising when planned, designed, and written by skilled advertising agency men can be made a very profitable investment to the advertiser and advertising in newspapers at present rates is very small considering the actual value delivered.

From now on the trend of all advertising will be to the newspapers.

As I write this article, April 26th, I received the following optimistic report from Wilbur D. Nesbit:

"I have just returned from Kokomo, Ind. Haynes shipped 200 cars this week and orders are still coming in. Production is up 133 per cent. They are now employing 16 per cent more men than ever before. Our newspaper campaign starts May 8th. A. G. Sieberling, vice-president and general manager, has authorized an additional monthly expenditure in newspapers for the next six months."

This record of the Haynes—"makers of America's first car"—shows that a good product, well merchandised and marketed, backed up by good advertising can be sold in 1921 just as well as any other year!

Poinsette Wins in N. Y. Golf

As a reward for a gross 84 at the inaugural tournament of the New York Newspaper Golf Club at the Oak Ridge Golf Club course, at Tuckahoe, April 23, Allan F. Poinsette is the proud possessor of a new slicing driver presented by Willie MacFarland, the new Oak Ridge pro. The two other prizes, donated by the Newspaper Club for the low net scorers, went to Frank Pope and Leonard Mudie, who tied with 80 each. The former turned in a 94 and the latter a 90.

"P.-D." Resumes Night "Bull-Dog"

With the opening of the baseball season the Cleveland Plain Dealer resumed the publication and street sale of its night "bull-dog" edition, suspended several months ago on account of the paper stringency and other causes produced by the war. The paper has a large sale to motion picture theatre patrons and others downtown until around the midnight hour.

Neeb Joins Independent

P. B. Neeb, formerly of the newsprint department of Agros Corporation, New York, has severed his connection with the above firm to take the position of sales manager with the Independent Paper Mills, Brooklyn, N. Y.

Printing Exposition in New York

The fourth national exposition of the printing, publishing and allied industries opened April 25, at the Twelfth Regiment Armory, New York. The exposition will continue until Saturday.

Charter Car for A. A. C. W.

The Fort Wayne (Ind.) Kalamazoo (Mich.) and the Grand Rapids (Mich.) Advertising clubs have chartered a special car to take members to the annual convention of the Associated Advertising Clubs of the World in Atlanta the week of June 12.

PASSES GENERAL LIBEL BILL

Michigan House Would Make It a Crime to Attack a Religious Sect

(Special to Editor & Publisher*)*

LANSING, Mich.—The lower house of the Michigan Legislature passed 75 to 15, the Welsh bill defining general libel and prescribing a penalty for it. That the bill is aimed directly at Henry Ford and the Dearborn Independent was frankly admitted by Welsh during debate on his measure.

The bill defines general libel as a malicious defamation expressed by printing of pictures which has for its object the impeachment of the honesty, integrity, virtue, reputation or patriotism of the people of any religious denomination or sect. A penalty of $1,000 and one year's imprisonment is provided in the bill which also makes it a crime for two or more persons to conspire for the purpose of composing or causing to be published matter defined as libelous under the terms of the bill. The penalty for such conspiracy is the same as that for the actual publication.

Representative Frick of Detroit attacked the measure as a blow at the constitutional freedom of the press and declared that it was a blow at "a respected citizen of the State and his paper." Representative Edward Strom attacked the measure on the ground that it would open the way of seditious organizations to hide behind the cloak of religious sects and so spread dangerous propaganda unmolested.

In urging support for his bill, Welsh declared that it had been introduced in the interest of domestic peace and tranquility and to prohibit unwarranted attacks upon an entire group of citizens on the basis of their common religious beliefs. It now goes to the Senate.

Reporters Fight Fire

(By Telegraph to Editor & Publisher*)*

NEW ORLEANS, April 26.—Fire in the Daily States yesterday did about $1,000 damage. Fire started from defective wiring on fifth floor. Reporters and other employees organized a bucket brigade before engines arrived, and the damage was confined to the stereotyping department and to stock soaked by water.

Sues for $4,500 Notes

State Senator Salvatore Cotillo of New York has begun an action to recover $4,500 which, he alleges, he had to pay because he indorsed two notes for the Italian Press Publishing Association, 434 Lafayette Street, New York City, where the Italian Herald and the Italian Journal are published.

LEDGER SYNDICATE
News and Feature Services
Maintain Prestige—Create Circulation—Attract Advertising.
Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.
All Needs of a Distinctive Newspaper
LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

BUSINESS PROMOTION IDEAS

ADVERTISING directly to children is now being tried out by the D. H. Holmes department store, said to be the largest in the South. The New Orleans Item issues a "junior" section, eight pages, tabloid, every Sunday, for the benefit of the kiddies. That gave F. W. Evans, president of the Holmes store, the idea, and he contracted for a series of full-page displays in that section. The advertisements are written in words of one syllable, and their appeal is made to the child psychology. There are stacks of cuts. Candies, cakes, toys, books and clothing are featured.

The Springfield Illinois State Register has arranged to provide ball scores on the big league games to virtually every cigar store and hotel in the city. The scores are phoned to the stores as they are received and are posted on large cards provided by the State Register. No charge is made for the service which was conceived as an advertising stunt for the paper.

The Wichita (Kan.) Beacon has offered prizes amounting to $250 for the best essays from its readers on why Wichita people should buy "Made in Wichita" products.

The $45,000 Zain Ad Writing Contest opened the past week in Boston allowing everybody in New England to participate. Five papers in New England are now running this contest, the Worcester Telegram, Springfield Republican, New Haven Register, Hartford Times and Boston Post.

The St. Paul Sunday Pioneer Press through its children's page has a sewing contest for girls.

The St. Paul Daily News has started a contest on the children's page of the Sunday edition on "What is the funniest, cutest thing your baby brother or sister ever said or did?"

The Minneapolis Star's merchandising and promotion department has just begun the publication of a monthly retailers' newspaper, The Indianapolis Star Co-operator and Merchandiser, which will aid in promoting co-operation between advertiser, retailer and the newspaper and serve to keep retailers better posted on what the manufacturers of the goods they carry are planning in an advertising way. The monthly will also contain articles of a helpful, inspirational nature that the retailer can use for the benefit of his business. The new publication will be written and edited by Russell E. Smith, promotion and merchandising manager of the Indianapolis Star.

The Buffalo Courier is conducting a "Pretty Baby" contest offering fifty cash prizes, the highest $50, for the "prettiest baby's" photograph. Pictures submitted were reproduced in the Sunday illustrated section.

A unique advertisement is used by the Minneapolis Tribune in the April issue of the Forumite, the local advertising club house organ. Its advertisement printed in red on the inside back cover is covered completely with a white blanket on which is lettered in blue "The Minneapolis Tribune Completely Blankets Minneapolis." The idea was originated and worked out by Algot Swanson of the Tribune's development staff.

The third annual food and household exposition under the auspices of the Milwaukee Journal and the Milwaukee Grocers' Association will be held in the Auditorium, the largest hall in the city, October 25 to 31. More than 100 reservations for displays have been made. A traveling Tyrolean troupe and two groups of local entertainers will furnish programs every afternoon and evening. The Milwaukee Florists' Club, the Wisconsin Electrical Association and the Wisconsin Cheesemakers' Association will take part. Advance sales of tickets will be made by 1,500 grocers, and it is expected that the attendance will be in the neighborhood of 100,000.

The St. Paul Daily News offers a prize for May Day suggestions for the children's page. "Why do we have May Day? What is it all about? Do you know a tale about a May basket, beautiful with buds and bows? Whatever happened to you on a May Day? What are you going to do this year on May Day?" The News also gave a $20 gold piece to the writer of the best review of a performance at one of the leading theatres. The News offers a skull cap as a reward to boys who send in a coupon calling for a subscription of three months.

On National Dante Committee

Journalists on the National Dante Committee, which is promoting recognition of the six-hundredth anniversary of the Italian poet's death are: John Finley, chairman; A. Arbib-Costa, Arthur Benington, John Foster Carr, Ernest L. Crandall, Frank Crane, Charles A. Dinsmore, Charles A. Downer, John Erskine, Hamlin Garland, James Geddes, Martin H. Glynn, Charles H. Grandgent, William J. Guard, Hamilton Holt, Courtney Langdon, Walter Littlefield, Arthur Livingston, Brander Matthews, Thomas Nelson Page, Conde B. Pallen, Luigi Roversi, John T. Slattery, William Roscoe Thayer, Henry van Dyke, James J. Walsh and Talcott Williams.

N. Y. Dailies to Meet June 28

The spring meeting of the New York State Associated Dailies will be held at Geneva, N. Y., on Tuesday, June 29. The Association is going there on the invitation of Messrs. Gracey and Williams of the Daily Times.

If it's
NEWSPRINT
Domestic
Swedish
Finnish
Let us quote you
Contract or Spot.
ARTHUR V. R. THOMPSON & CO. Inc
PAPER
501 FIFTH AVENUE, NEW YORK

IN RICHMOND, VA.

One person in every four BUYS

The News Leader

EVERY DAY

MEMBER A. P.—A. N. P. A.—S. N. P. A.—A. B. C.

The sworn statement to the U. S. Post Office Department and to the Audit Bureau of Circulation for the six months ending March 31, 1921, show *The News Leader* circulation to be as follows:

The NEWS LEADER (No Sundays)

45,535

NOTE—The News Leader circulation does NOT include any free copies, incomplete extras or promotion issues.

THE NEWS LEADER has more circulation in Virginia than any other paper, and has TWICE AS MUCH paid circulation in Richmond as all the other Richmond papers combined.

KELLY-SMITH CO.
47 West 34th Street, New York. Lytton Bldg., Chicago

J. B. KEOUGH
Candler Bldg., Atlanta, Ga.

Digitized by Google

ADVERTISING CREATED GRAPEFRUIT MARKET

When Public Was Informed That Fruit Was Valuable as "Flu" Diet in 1919, Markets Were Swept Bare in 10 Days

When the members of the National Editorial Convention were in Florida last month they were the guests of the Florida Citrus Exchange at dinner in its packing house at Lucerne Park. In the course of his address of welcome, J. H. Ross outlined the development of the Exchange, which is a co-operative organization of growers, and paid a fine tribute to advertising. Among other things he said:

"In making a market for grapefruit our problem has been very different from that in marketing our oranges. To begin with, grapefruit was unknown, and the potential consumer's first impression is not always an agreeable one. The taste for grapefruit really needs to be acquired. But for the avenues for educating the public offered to us through the press of the country I am sure our task would have been a tedious one; and it would have been absolutely impossible to have kept pace with our rapidly increasing production.

NEWSPAPERS CO-OPERATED

"Our advertising of the virtues of grapefruit has included the newspapers, selected magazines, hospital and nursing publications, and the medical journals. On many occasions we have tested the friendliness of the press toward us and our cause, and it has been a great source of gratification that each time the response has been fine. I am confident we never could have established grapefruit in public favor but for the advertising columns of the press and the friendliness of its editorial columns.

"In the early beginnings of our publicity efforts we featured the healthfulness of Florida oranges and grapefruit, claiming that they were helpful in the digestion of other foods. We said these things over and over until the people simply had to believe them. Since then science has come forward with the discovery of vitamines, those mysterious sources of vitality in fruits and vegetables which so greatly aid in the assimilation of other foods, and tells us they are largely abundant in grapefruit and oranges. It is, therefore, plain we had been announcing in advance certain valuable scientific facts which we did not know ourselves.

5,000 IN CITRUS EXCHANGE

"During the influenza epidemic in the fall of 1919 we were successful in getting broadcast the news that grapefruit and oranges were of great value in the diet of persons afflicted with the 'flu,' and it was significant that within ten days the markets of the country had been swept bare of these fruits, and it was impossible to keep the demand supplied.

"The Florida Citrus Exchange is a purely co-operative selling organization of something like 5,000 growers of oranges and grapefruit, whose products are sold under the trademark 'Sealdsweet.' Our advertising revenues are derived from an assessment of so many cents upon each box of fruit sold. I believe we are one of the biggest advertising clubs in the country, for we are thus each and all advertisers, banded together in one organization. Also, I am sure we are practically unanimous as to the advantages to be derived from advertising; and are most keenly alive to the power of the press, for without its facilities and its friendliness our achievements would have been impossible."

COST OF PRODUCING PAGE OF ADVERTISING IN 75 SOUTHERN NEWSPAPERS

THE Nashville Publishers Association has compiled a report showing the amount of advertising published in 1920 by leading newspapers of the South, the minimum rates charged and production cost per page in December, 1920, based on a questionnaire sent to 75 members of the Southern Newspaper Publishers Association. The production cost was arrived at by totalling the composing room payroll for December and dividing same by the number of pages printed during the month.

The summary follows:

PUBLICATION	CITY	Production Cost Per Page, December, 1920	Advertising Published 1920 Foreign Inches	Advertising Published 1920 Local Inches	Minimum Foreign Rate Display Daily	Minimum Foreign Rate Display Sunday	Minimum Local Rate Display Daily	Minimum Local Rate Display Sunday
ALABAMA—								
News	Birmingham	$14.40	264,284	864,300	$2.10	$2.10	$1.19	$1.26
Age-Herald	Birmingham	13.55	133,248	417,210	1.12	1.40	.77	.84
Advertiser	Montgomery	10.93	128,670	291,213	.84	.98	.75	.90
Journal	Montgomery	6.39	.....	564,404	...	...	.75	...
ARKANSAS—								
Democrat	Little Rock	10.25	84,388	363,246	.84	...	.84	...
Gazette	Little Rock	13.56	254,690	545,884	.98	1.26	.98	1.26
FLORIDA—								
Metropolis	Jacksonville	13.82	95,114	496,964	.98	...	.70	...
Times-Union	Jacksonville	9.83	243,706	578,276	.98	.98	.77	.77
News	Pensacola	5.51	60,610	171,350	.42	...	.37	...
Journal	Pensacola	7.17	.....	.....	...	...	...	...
Tribune	Tampa	11.60	223,536	507,595	.70	.84	.60	.60
Times	Tampa	7.06	.....	.....	...	...	...	...
GEORGIA—								
Constitution	Atlanta	21.12	198,820	594,380	1.68	1.68	1.26	1.26
Journal	Atlanta	21.40	218,817	748,241	1.96	1.96	1.54	1.54
Herald	Augusta	6.30	147,790	313,121	.70	...	.45	...
Chronicle	Augusta	6.63	176,937	223,486	.63	...	.56	...
Ledger	Columbus	5.95	113,872	293,914	.56	...	.40	...
News	Macon	7.86	116,297	340,337	.84	...	.56	...
Telegraph	Macon	10.09	150,999	447,810	.84	...	.70	...
News	Savannah	8.68	.....	.....	...	...	...	...
Press	Savannah	7.53	.....	.....	...	...	...	...
KENTUCKY—								
Herald	Lexington	8.91	79,376	404,318	.56	...	.50	...
Leader	Lexington	5.89	82,286	389,104	.63	...	.49	...
Herald	Louisville	12.98	87,883	430,179	1.26	1.26	.98	1.12
Courier-Journal	Louisville	17.81	.....	.....	...	...	...	...
Post	Louisville	12.60	60,353	335,594	1.26	...	1.12	...
Times	Louisville	16.58	.....	.....	...	...	...	...
LOUISIANA—								
States	New Orleans	9.59	91,666	519,082	1.12	...	.84	...
Times-Picayune	New Orleans	11.75	183,283	1,016,771	2.10	2.10	1.26	1.26
Item	New Orleans	12.67	128,493	803,212	2.10	2.52	1.26	1.54
Journal	Shreveport	7.88	55,868	333,502	.34	...	.56	...
MISSISSIPPI—								
Star	Meridian	7.30	85,103	239,426	.42	...	.35	...
NORTH CAROLINA—								
Citizen	Asheville	8.00	112,000	449,000	.63	.63	...	...
News	Charlotte	5.56	F & L	595,162	.42	...	.42	...
Observer	Charlotte	8.76	202,053	480,009	.70	.84	.49	.49
News and Observer	Raleigh	9.77	164,687	376,483	.84	...	.42	...
Times	Raleigh	6.07	F & L	323,639	.42	...	.35	...
Star	Wilmington	7.80	119,000	252,000	.56	...	.40	...
Journal	Winston-Salem	9.00	56,229	327,078	.42	...	.25	...
Sentinel	Winston-Salem	8.47	125,528	397,346	.56	...	.40	...
SOUTH CAROLINA—								
News-Courier	Charleston	8.97	124,752	336,705	.56	.56	.35	.40
State	Columbia	8.38	213,375	329,060	.84	...	.75	...
News	Greenville	6.22	.....	.....	.56	...	.40	...
Piedmont	Greenville	7.81	51,348	392,241	.37	...	.35½	...
TENNESSEE—								
News	Chattanooga	10.79	87,243½	332,442	.70	...	.60	...
Times	Chattanooga	10.71	.....	.....	.98	.98	.75	.90
Commercial-Appeal	Knoxville	8.00	.....	.....	...	...	...	...
Banner	Memphis	19.44	201,237	666,632	2.10	2.52	1.25	1.90
Tennessean	Nashville	13.12	148,136	527,363	1.40	1.54	1.10	1.20
TEXAS—								
Times-Herald	Dallas	12.47	138,177	974,618	1.54	...	.98	...
News	Dallas	17.88	225,769	758,736	1.82	2.24	1.54	...
Record	Fort Worth	10.62	85,601	337,640	1.40	1.40	1.26	1.26
Post	Houston	14.36	116,044	618,611	1.54	1.54	1.26	1.26
Light	San Antonio	9.81	119,950	680,436	1.12	1.26	.84	.84
VIRGINIA—								
Virginia Pilot	Norfolk	14.75	108,863	827,082	1.12	1.40	.84	.84
Leader-Dispatch	Norfolk	9.86	137,420	913,033	1.40	...	.98	...
News-Leader	Richmond	10.86	137,325	572,352	1.54	...	1.12	...
Times	Roanoke	5.58	117,192	306,770	.84	.98	.55	.65

Libel Verdict For Oregonian

Suit for $150,000 damages, brought against the Oregonian in a libel action by Lee Roy Keeley, Portland attorney, has resulted in a victory for the newspaper. On instructions of Circuit Judge Gatens, before the trial was well under way, the jury returned a verdict for the Oregonian. Keeley has been debarred from practice in Oregon.

ROTO-GRAVURE
Supplement—4- or 8-Page

Get our Proof
Daily & Sunday Mat Feature
Daily Short Stories
Children's Feature
Emergency Mats
7 or 8 Column 20-21

WORLD COLOR PRINTING CO.
ST. LOUIS, MO.
Established 1900
R. S. GRABLE, Manager

We Print
Color Comics
Magazine Section in Colors
Roto-Gravure Special Edition in Colors

COLOR COMIC SUPPLEMENTS

Digitized by Google

MEDIUM FORETOLD THE LINOTYPE

William D. Eaton, Founder of Chicago Herald, Tells in New Book How He Discovered Mergenthaler and Helped His Machine

By Frank LeRoy Blanchard

In his new book, "Spirit Life: Or Do We Die," published by Stanton & Van Vilet Company, William D. Eaton, founder and editor of the Chicago Herald, tells of a visit he paid in his youth to Mrs. Simpson, a remarkable medium in Chicago, who foretold an invention in printing that would revolutionize that industry. She described it as a large upright frame, about the size of a window casing, with something in it that would take the place of typesetting. She said he would take it up and interest others and be the means of bringing it into use.

When Mr. Eaton was in Washington, six months later, Major W. S. Peabody, a retired army officer, showed him a metal slug having the length, height and thickness of a line of type. On one edge of it were type faces, regularly spaced in words. Slugs had been in use for years in printing offices for galley marks, dashes and tail pieces, but this type edge feature with its perfect spacing, was something new.

First Slug Cleared Maze

"One glance at Maj. Peabody's slug told me," writes Mr. Eaton, "that whoever made it had found the way out of the maze into which inventors had wandered. It looked at first like a step back toward the Chinese method, in which an engraved block was the unit. This slug prefigured, if it did not realize a method in which the line would be the unit of composition, instead of the individual letter of Gutenberg's method. Moreover, it spaced to perfection. I was immediately interested—in fact, excited.

"Major Peabody told me he had the specimen from a man who brought it from Baltimore. I found the man, and from him got the Baltimore address. Next morning I went to Baltimore, and there, in a little shop near the waterfront, I found the first rudimentary linotype machine. It was not known by that name then. I gave it the name, afterward. The printers wouldn't look at it. They said the inventor was 'crazy,' and some of them did not hesitate to say I was crazy, too.

"Never mind details. It appealed to me at sight as the first practical thing produced up to that time with a view of substituting mechanical composition for hand-set type in straight reading matter, and in that I was wholly right, as results have shown.

Stone and Lawson First Backers

"I dropped everything else and worked fourteen months to pull it into the world—and succeeded, though for eight months I had to take laughter for my pains, and then for six months fight for a bargain with the group of people in Washington who owned it, and who, without some such deliverance, would probably have owned it to this day, a dead one.

"It was a rocky road that had no turning until I finally won the interest of Melville E. Stone, now general manager of the Associated Press, then editor of the Chicago Daily News. Mr. Stone interested Victor Lawson, his partner. Whitelaw Reid soon joined us, and after that there was little difficulty.

"It turned out to be just what Mrs. Simpson had foretold—revolutionary in the printing trade. It came into use all over the world, and for years operated as an accelerant to the volume of print. It made possible the twenty-four page daily paper, the drayload Sunday paper, the cheap output of books; and cleared the way for the new photographic rapid method of producing without type-composition, in which I am fortunate enough to have a hand.

"The inventor's name was Ottmar Mergenthaler. He completed by a process of reversal the discovery of that other inventor, John Gutenberg, who four hundred years ago made printing commercially possible. The two names shall go to future time, together. Mergenthaler lived up to about fifteen years ago, long enough to enjoy his success and the solid reward he had earned so well."

Mr. Eaton in this book offers no arguments for spiritualism as such but rather confines himself to narratives of fact, with such explanations of those that seem extraordinary as may bring them within every day understanding. Not the least interesting feature is his own experiences with mediums which, in several cases, were indeed remarkable. He has assembled from many sources quite a number of authenticated instances in which contact with the invisible world of spirit seems to have been established beyond question.

The author writes like a well trained reporter who has the ability to relate what he has seen and heard in a graphic and entertaining manner. You may not always agree with him in some of his conclusions, but after reading the book you will probably have a stronger belief in the existence of life after death.

ADVERTISING PRICE CUTS

DOES it pay better to lower prices a little bit here and a little bit there, a little bit today and a little bit tomorrow, or to make only one bite of the price-cutting cherry?

It would seem as if the best results have been scored by those who acted decisively and then made a noise about their courageous course. The public like to think they are getting bargains. When they read a big ad. that at a certain store prices have been slashed all round, they are inclined to swoop down and take advantage of the lower prices.

The merchant who takes such a stand reaps a lot of credit, whereas another merchant whose price levels may, on the whole, be just as low, will get no applause if his reductions have been made piecemeal and unspectacularly. There is a story to the effect that a young debutante was placed next to Chauncey M. Depew at a party and that in her nervousness she knocked an egg from the table. Turning to the veteran Senator, she nervously exclaimed: "Oh, Mr. Depew, whatever shall I do? I've dropped an egg."

"Cackle, madam, cackle!" was his retort.

The merchant or manufacturer who drops his prices should do a little cackling these days. It helps to win applause and to move goods.—Forbes Magazine.

Grant $500 For Paper Mill

The house committee on appropriations of the Minnesota legislature has allowed the Minnesota Editorial Association a grant of $500 for the investigation of water power sites in connection with a proposal the association has entertained for some years to establish a state-owned paper mill.

Dead Publishers Will Find Nothing in This Announcement for Them—It's Written for the Live Ones

THE George Matthew Adams Service handles and sells more small features than any syndicate in the world. We have a feature suited to any spot in a paper—for any kind of a reader—and for every sort of a newspaper. We handle more than Forty Famous Features, appealing to every one in the Great American Family, including—

Inspirational Features like Walt Mason, Eddie Guest, "The Cheerful Cherub," "Today's Talk," "Listen, World!"; Women's Features such as "Beauty Chats," "Efficient Housekeeping;" Ruth Cameron's "Side Talks," "Styles," and three Daily Serials; Features for and about Children, such as "Little Benny's Notebook," "Jubilee's Pardner," "Tinker Bob" and the famous "Wizard of Oz" stories; Educational Features like "Who Said?" and "Is It Yours?"; Daily Cartoons by Donahey, Morris and Don Herold; Cowan's Illustrated Sport Feature; Daily Comic Strips, "Minute Movies," "Reg'lar Fellers" and "Cap Stubbs;" and small sizzlers like "Dog Hill Paragrafs" and "Husband and Wife."

Through the unique "Adams Group Plans" we save you money and give you the opportunity of changing your features at will—thus keeping in your paper all the time features that you are satisfied with and like to pay for. We can take the entire feature responsibility of your newspaper and be your "right hand man" in this connection.

It would pay any publisher to take a trip across the continent just to come into our offices and talk features with us—to get in touch with our organization, and to learn of the institution that we are building for the benefit of the newspapers of the country. Doesn't saving money and saving space sound interesting to you? We can do both for you.

We will gladly submit samples of everything we handle, and prices, upon request.

THE GEORGE MATTHEW ADAMS SERVICE

The Livest Newspaper Syndicate in the World

8 West 40th Street, New York

TURNING OUT TRAINED MACHINE OPERATORS IN 13 WEEKS

School Experiment of S. N. P. A. and A. N. P. A. Surpasses Expectations—1921 Goal Is 500—Idea Is for Four Sectional Institutions—Like Big Newspaper Plant

By G. W. GRIFFIN

FROM every state in the Union and from the Canadian provinces, especially Ontario and Manitoba, students are flocking to Macon, Ga., to learn the art of printing. Operators of the Linotype. Intertype and Monotype are being turned out in thirteen weeks— trained not only in the use of the keyboards but in how to make adjustments and keep machines in repair. The Newspaper Publishers' Association school is proving a success, the students themselves say and publishers who have employed them assert, and the goal for 1921 is 500 operators.

The A. N. P. A. Printers' School, which was incorporated in 1920 in connection with the Georgia-Alabama Business College, is the outgrowth of a resolution adopted by the Southern Publishers' Association at its convention in 1919 at Asheville, N. C. The Georgia-Alabama Business College, at Macon, was chosen for its management and handling because the president of that institution, Eugene Anderson, was an experienced newspaper man and printer, had knowledge of the machines and also had made a notable success of the college.

At the time the school was founded there was a shortage of operators throughout the country, and according to reports reaching the school that shortage still exists. It is to meet this situation that this method of training was devised.

In the spring of 1920 the American Newspaper Publishers' Association met in New York and endorsed the school and made liberal subscriptions to give it a fine plant and make it a real live service to the nation. In the following July, the Southern Newspaper Publishers' Association at another meeting in Asheville subscribed its full share to equip the school.

There are twenty-seven Linotypes and Intertypes at the school at this time, and a Monotype plant is now being installed.

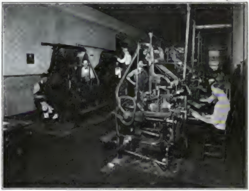
Eugene Anderson, President of Georgia-Alabama Business College, formerly city editor of the Macon Telegraph and former printer, head of the Macon Printing School

Statistics furnished by the manufacturers show that there are now in the United States 10,000 machines for which no operators have been provided. As 2,000 machines are being added each year to those already in use it will take four large schools, which the publishers contemplate, to take care of the increasing demand and to prevent the situation from becoming any more acute.

There is now an instructor for each fifteen students in the A. N. P. A. school. Since the first of January the school has had two instructors working in the Monotype school, so that all of the features of that machine can be included in the work done. It is intended that, when the school reaches a development of a hundred machines with the capacity of approximately 1,000 operators a year, another will be started in the West and, after that has been developed to full size, still another will be established in the North, with one later on in the East. So that eventually the country will have four big schools on which it can depend for machinist-operators.

In the last issue of the bulletin published by W. C. Johnson, secretary of the Southern Newspaper Publishers' Association, the statement was made that every operator who passed through the school last year was successfully placed on the first trial, except in three instances. In the latter cases a second trial resulted in satisfaction to the operator and to the employer.

When it was first announced that a thirteen weeks' course might be sufficient to enable the school to produce an acceptable operator, it was agreed between the school management and the educational committee of the American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association that if a longer course proved to be necessary it would be arranged. However, all the parties interested seem to be satisfied with the results that have been obtained from the thirteen-week training, for after a student gains enough familiarity with the mechanism of the machines to be ready for uninterrupted composition, he gets eight or ten hours a day of typesetting six days in each week, or 48 hours a week. He is therefore encouraged to take the course on a thirteen weeks' basis, if he has the equivalent of a high school education.



One of the typesetting rooms in the A. N. P. A. machine operators' school. There are twenty-seven linotypes and intertypes in the Macon Printing School at this time. A monotype plant is now being installed. Additional equipment is coming in every day

The students generally are sent from the school to the smaller towns for experience before trying work in the cities. Probably 20 per cent of them joined the International Typographical Union during 1920. Only a few of the non-printer graduates have been offered admittance to the union, not because of inability but because they could not qualify as to the union's term of service.

Students are taught to respect I. T. U. laws and to not seek admission to the union until satisfied that they can put out union quality of work. In this way, it is hoped the school will aid the union by giving young men an appreciation of union principles and purposes so they may eventually become journeymen with whom the union will affiliate.

At the outset some of the publishers thought that the school might prove to be local in its nature, but to their amazement the first student to apply for admission came from New York City. The next one was from Arkansas. Within three weeks from the day the first class was formed students enrolled from as far away as San Francisco. During the past few months the school has placed students in North Carolina, Virginia and other places along the Atlantic Seaboard and out as far west as New Mexico.

One of the instructors is a former lady school teacher. She was employed at $35 a week as soon as she completed the course and her pay was voluntarily increased to $45 a week. She was persuaded to join the staff of teachers, assisting beginners and looking after the welfare of women students. A publisher in a small town in California wrote the school a few days ago for a lady operator.

Last week two publishers of small papers wrote the school for operators willing to become identified with their businesses on a partnership basis after working several months.

A student from Indiana was offered employment by three different publishers within sixty miles of his home town and the smallest price offered was $40 a week. This operator has developed into an expert machinist, having erected five of the machines that recently came into the institution.

It's a busy place at the printing school. It reminds one of a big, live newspaper plant.

The printing room. Students are taught other features of printing besides the operation of typesetting machines, as shown here

Digitized by Google

$OUTHERN $TABILITY

THE advertiser no longer visualizes scenes of cotton fields when he dreams of the South. Giant forests of southern pine—acres of sugar cane—miles of corn fields—modern cities with up-to-date retail stores—homes of palatial character—manufacturing centers of first magnitude and thriving commercial communities with diversified interests combined to mold a new and impressive opinion of SOUTHERN STABILITY which spells W-E-A-L-T-H.

Where there is stability of business there is stability in purchasing power and sales for merchandise of merit advertised in these newspapers—

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
*Birmingham Age-Herald (M)	22,664	.08	.06
*Birmingham Age-Herald (S)	25,486	.10	.10
*Birmingham News (E)	59,019	.15	.15
*Birmingham News (S)	59,479	.15	.15
*Mobile News-Item (E)	10,653	.05	.05
*Mobile Register (M)	21,508	.07	.07
*Mobile Register (S)	33,863	.085	.085
FLORIDA.			
**Jacksonville Metropolis (E)	17,860	.07	.07
‡‡Florida Times-Union, Jacksonville (M&S)	28,986	.08 (9cS)	.08 (9cS)
**Palatka Morning Post (M)	1,450	.0122	.0122
**Pensacola Journal (M)	3,481	.025	.025
**Pensacola Journal (S)	4,766	.025	.025
**Pensacola News (E)	4,190	.03	.03
GEORGIA.			
***Atlanta Constitution (M)	53,154	.13	.13
***Atlanta Constitution (S)	60,116	.13	.13
***Atlanta Georgian (E)	46,187	.12	.12
***Atlanta Sunday American (S)	105,527	.15	.15
§Augusta Chronicle (M)	10,254	.045	.045
§Augusta Chronicle (S)	9,734	.045	.045
*Augusta Herald (E)	12,701	.05	.05
*Augusta Herald (S)	11,884	.05	.05
*Columbus Ledger (E&S)	8,294	.04	.04
***Macon Telegraph (M)	20,656	.06	.06
***Macon Telegraph (S)	20,666	.06	.06
Savannah Morning News (M&S)	20,986	.055	.05
Savannah Press (E)	14,245	.05	.05
KENTUCKY.			
‡‡Lexington Leader (E)	14,296	.05	.05
‡‡Lexington Leader (S)	14,536	.05	.05
Louisville Herald (M)	46,429	.09	.09
Louisville Herald (S)	56,206	.09	.09
LOUISIANA.			
*New Orleans Times-Picayune (M)	72,349	.15	.15
*New Orleans Times-Picayune (S)	90,978	.15	.15
***New Orleans States (E)	38,485	.10	.10
***New Orleans States (S)	37,153	.10	.10
New Orleans Item (E)	63,896	.15	.15
New Orleans Item (S)	55,617	.15	.15
NORTH CAROLINA.			
‡‡Asheville Citizen (M)	11,912	.04	.04
‡‡Asheville Citizen (S)	10,423	.04	.04
**Charlotte News (E&S)	10,214	.04	.03
*Charlotte Observer (M)	20,329	.055	.05
*Charlotte Observer (S)	22,270	.07	.06
*Durham Herald (M&S)	7,383	.04	.04
Greensboro Daily News (M)	16,385	.05	.05
Greensboro Daily News (S)	24,754	.06	.06
Raleigh News and Observer (M)	23,528	.06	.06
Raleigh News and Observer (S)	25,962	.06	.06
‡‡Wilmington Star (M)	6,850	.04	.04
**Winston-Salem Journal (M)	8,727	.04	.04
**Winston-Salem Journal (S)	9,361	.04	.04
**Winston-Salem Sentinel (E)	9,474	.04	.04
SOUTH CAROLINA.			
Anderson Mail (E)	4,130	.025	.025
*Columbia Record (E)	13,213	.05	.05
*Columbia Record (S)	14,130	.05	.05
***Columbia State (M)	21,862	.06	.06
***Columbia State (S)	22,307	.06	.06
*Greenville News (M&S)	10,923	.045	.04
‡‡Greenwood Index Journal (E)	4,187	.02	.02
Spartanburg Journal & Carolina Spartin (E)	3,670	.04	.04
Spartanburg Herald (M)	4,458	.04	.04
Spartanburg Herald (S)	6,012	.04	.04
TENNESSEE.			
*Chattanooga News (E)	20,154	.05	.05
Chattanooga Times (M)	22,661	.07	.07
Chattanooga Times (S)	23,046	.07	.07
***Knoxville Sentinel (E)	19,822	.07	.06
Memphis Commercial Appeal (M)	84,730	.16	.15
Memphis Commercial Appeal (S)	115,102	.19	.18
***Nashville Banner (E)	41,077	.07	.07
***Nashville Banner (S)	43,116	.08	.08
***Nashville Tennessean (M&S)	44,875	.09	.09
VIRGINIA.			
‡Bristol Herald Courier (M&S)	6,590	.04	.04
Danville Register and Bee (M&E)	11,213	.04	.04
Newport News Times-Herald (E)	10,819	.05	.05
Newport News Daily Press (S&M)	6,109	.05	.05
*Norfolk Virginian Pilot (M)	33,848	.08	.06
*Norfolk Virginian Pilot (S)	40,050	.10	.10
*Roanoke Times (M&S)	10,644	.08	.07
*Roanoke World-News (E)	11,078	.07	.06
*Richmond News-Leader (E)	45,535	.11	.11

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Government Statement, October 1, 1920.
**A. B. C. Audit, October 1, 1920.
***A. B. C. Publishers' Statement, October 1, 1920.
‡Includes Bristol, Tenn.
‡Publisher's Statement.

Digitized by Google

BOOK ON ESSENTIALS IN ADVERTISING

Long Needed Text-Book on Fundamental Principles Published by Frank LeRoy Blanchard—Will Play Important Part in Teaching

The attributes of a genius might help in a general sort of a way but they alone will not make possible the creation of the kind of advertising copy that will attract and hold public attention, sell goods and drive business outward in an ever widening cycle that means growth and success. We have always had this thought tucked back in our head but it has remained for Frank LeRoy Blanchard to drive it home convincingly without any "ifs" in his book "Essentials of Advertising."

This was a much needed book and it is pretty hard to understand how present day advertising has reached a place of such commanding importance in the business world without such a foundation work, and there can be no question but that those who study it will miss many of the pitfalls that have been responsible for the failures of others who have attempted to climb to business success under the misapprehension that advertising merely means space filled with words that include a name.

HAS TAUGHT 1,000 PUPILS

No man is better qualified than Frank Blanchard to write such a book. He has been an instructor in advertising at the 23rd Street Y. M. C. A., probably the oldest course in the country, since its establishment sixteen years ago. The students that have gone out from that school have numbered more than 1,000 and today they are scattered in every part of the world. The part that they have played in bringing advertising to its present productive state cannot be directly traced but there can be no doubt that the teachings of Blanchard have been a great factor in the creative development of modern advertising for it was the fundamentals as laid down by him that were the basis on which the success of the men taught by him who, indirectly by entering business or directly by entering the advertising field, in recent years have built. In this respect it is well to remember that Blanchard is first of all a teacher and his interest has been in the creation of appeal to the eye and mind with full consideration of the human element that enters into advertising success, and not the more practical side that has as its sole concern the details of campaign.

FOR BUSINESS MEN, TOO

There is no pretense about this being a book on advertising. It is not that, but more important to the student it is a text-book on the fundamental principles which are the first necessity in advertising success. Ignorance of those very fundamentals is the cause of most advertising failures and for this reason "Essentials of Advertising" is one of the most important contributions made on a factor that is playing an all important part in modern salesmanship. While this book was written primarily for the use of classes in advertising and each chapter closes with a list of questions to be used by teachers it cannot be too highly recommended to the small business man or the large manufacturer who is about to make his first investment in advertising. It is the first step that counts most and this book is designed to carry the student safely over that.

There are twenty-eight chapters in each of which is taken up the principles of a distinct phase of advertising and all are profusely illustrated with examples of advertising that have proven successful by compliance with the fundamentals that the author has laid down as the basis of their creation. In the twenty-ninth chapter advanced books on advertising and salesmanship are listed.

It is hard to write a single paragraph descriptive of this book without using the word essential—after all, that is what the book deals in and for that reason it is going to play an important part in the future teaching of advertising as a driving force in business.—R. M.

GATHERED AT RANDOM

(Continued from Page 57)

body of each advertisement, telling voters why their ballots should be cast for the cafeteria owner.

MONTEZUMA, Kan.—When Earl Fickertt sold the Montezuma Press, this town lost a "handy man" for, in addition to his job as editor, Earl was city treasurer, Republican precinct committeeman, chairman of the Lyceum committee, member of the chautauqua committee, teacher of the men's Bible class of the M. E. church and trustee of the same church. Half a dozen men now have new jobs.

* * *

PEABODY, Kan.—Oscar Stauffer, editor of the Peabody Gazette, tells of meeting the "meanest man" on a recent trip to New York. A man in a Pullman car, in which there were several women, yelled out in the middle of the night: "Porter, oh Porter! A mouse just ran out of my berth into one of the others!"

Pandemonium reigned supreme for a short while.

* * *

A student of advertising in one of the share of the one million objects, contained New York schools turned in a ketchup advertisement containing this sentence:

"The cooking is done by the finest chefs in porcelain kettles."

St. Maurice Net Profits Treble

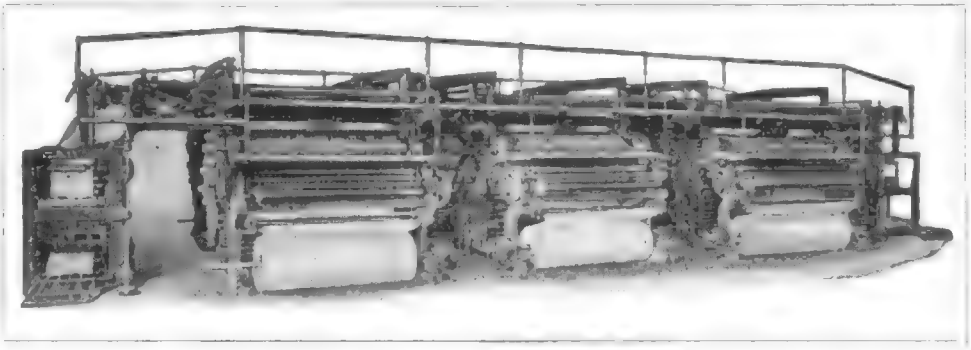
The financial statement of the St. Maurice Paper Company, Ltd., for the year 1920 shows gross profits of $2,976,636 against $1,418,904 for the previous year. Net profits amount to $1,769,988 against $563,924 in 1919, or an increase of more than treble. The year's net was equal to 22.68 per cent on the increased capital of the company, $7,899,000, against 11.27 per cent in 1919 on a capital of $5,000,000. Net current assets at the end of 1920 were $3,308,890 against $2,449,891 in 1919.

Has Three News Services

SPRINGFIELD, Ill.—The Illinois State Register this week added the United Press Service to the Associated Press and International News Service which it is now receiving.

Standard Register In New Quarters

The Standard Advertising Register's headquarters have been moved from the Times Building to 799 Broadway, New York. The Register's new quarters are in the St. Denis Building.



THE NEW SCOTT

HEAVY DUTY 64-PAGE FOLDER

is now in successful operation and overcomes all the troubles incidental to heavy cutting, collecting and folding. Saves time and money now wasted in "stuffing" your papers.

THE SCOTT "MULTI-UNIT" PRESSES

are steadily gaining in popularity and are daily showing their worth. The only press that can be enlarged indefinitely without complications and which actually becomes more versatile as it is expanded. Built to endure at high speed on heavy products. Gives greatest possible production on all combinations.

SCOTT "SPEED-KING" PRESSES

The simplest, most versatile, most economical and fastest newspaper presses for medium size cities. A three-deck two-plate wide "Speed-King" Press produces 4-6-8-10-12-14-16-18-20 or 24 pages up to 24,000 per hour actual running speeds. See it in operation by appointment.

WALTER SCOTT & COMPANY

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE
BROKAW BLDG., 1457 BROADWAY

CHICAGO OFFICE
MONADNOCK BLOCK

CABLE ADDRESS: WALTSCOTT, NEW YORK

CODES USED: (5th EDITION) AND OUR OWN

Digitized by Google

Our Relation to You

BARBOUR'S ADVERTISING RATE SHEETS bears a relation to newspapers as does mechanical equipment, newsprint, press services, circulation, advertising volume and other economic necessities.

Primarily we render a service of your national advertising rates, contract requirements and mechanical details to advertising agents. This service which the advertising agent pays for gives him, correctly, each day, all of your national rates as well as those of the other English Language Daily Newspapers published in the United States.

Because the service is revised daily and because our subscribers have found from experience that it is dependable, they are able to prepare and execute newspaper campaigns without the expense, delay and annoying details characteristic of the past.

The Benefits to You

The advantages to the agent have and do directly benefit each paper through an increased volume of newspaper advertising, in no small part made possible by the completeness and dependability of this service. And, the time heretofore consumed by your business office and representative in having contracts revised and corrected, with the consequent delay and loss of insertions, has been largely reduced.

During the period of constant rate revisions BARBOUR'S ADVERTISING RATE SHEETS was the means of putting changes before the space buyer at the earliest moment, thereby stabilizing a situation which might easily have caused newspapers a loss of thousands of dollars.

The Circulation List

In connection with the rate service we compile and issue semi-annually a list of the English Language Daily Newspapers together with their net paid circulation. This list confines itself to net paid figures covering the identical period of time. Its value has been acknowledged through reproduction in Editor & Publisher, as a service feature, and re-publication by Jason Rogers of the New York Globe.

Certain rate figures are added to the circulation list for statistical purposes so that to-day the publishing and advertising interests have available the total costs of morning, evening and Sunday campaigns, by states and for the nation. This data also gives average rates enabling you to intelligently compare your rates with those of all other newspapers.

A 7 Years' Increase

Special statistical information is continually being prepared. Less than two weeks ago we found that the average increase in the rate-per-line-per-thousand circulation of the Chicago papers, over a period of seven and one-quarter years, averaged less than thirty-five per cent. In other words, *the percentage of increase in the advertising rate of these papers is less than the percentage of increased manufacturing cost due to newsprint alone.* Similar information is now being compiled on five or six hundred representative papers.

A Further Service

Being the rate files—the actual working equipment—of most of the agents, our service is logically a data file through which you can talk to the space buyer. This is possible through advertising on the back of your rate sheet.

With our 275 subscribers, including the nation's leading advertising agents, this sales opportunity is the equivalent of having an expert salesman constantly on the job in the private office of these space buyers and executives—the men who place newspaper business. When the space buyer or account executive is considering your territory—and turning the pages in our service—he comes to your message and stops. You then talk to him in type. You tell him of your paper at the moment when his mind is receptive.

The price is only $100.00 per year, ($75.00, if less than 15,000 circulation). It's an average of $8.33 per month—33c. a working day—33c. a day to reach firms who pay us from $125.00 to $150.00 a year for *newspaper* rates.

Our Standing

As the A. B. C. statement and audit is to-day accepted without question as to circulation so is the rate information published by us, accepted by most of our subscribers. You or your representatives can quickly verify this fact by inquiry among any half dozen agents from whom you receive business.

We render, without charge to you, an economic service in the distribution and maintenance of your rates, and we should render a similar service, at a small charge, of facts regarding your paper and community, through advertising on the back of the rate sheet.

BARBOUR'S *Advertising* RATE SHEETS

Digitized by Google

ADVANCES IN TEACHING JOURNALISM IN LAST SEVEN YEARS

Educator and Practical Newspaper Man Gives Impressions Gathered on Second Tour of Inspection of Country's Leading Schools—Many are Now Doing Excellent Work

By ERIC W. ALLEN

EDITORIAL NOTE—Mr. Allen, a newspaperman with long experience on Pacific Coast newspapers, is dean of the Schol of Journalism in the University of Oregon at Eugene. He seized the oportunity of the recent convention of the National Editorial Association in Florida, where he read a paper, to route himself, going and coming, in such a way that he was able to visit most of the Universities in the United States in which journalism is seriously taught. He made a somewhat similar trip seven years ago.

THERE is more originality in the teaching of journalism in the universities today than there was seven years ago. That is to say, the schools seem to know more definitely what they want to accomplish and are driving much more directly toward their objective.

The good school of journalism—and there are at least half a dozen excellent ones in the country—has abandoned the idea that its function is to substitute for the city editor in "breaking in the cub." This it does, indeed, but as a mere incident in a much more comprehensive operation.

"Breaking in the cub" is a somewhat superficial operation; it consists essentially in teaching the young man the "tricks of the trade." Then, if he has the right natural faculties and education he makes good; if he has not, he is dropped.

Purposes Have Changed

The change in the last few years is that the schools of journalism have come over from the "breaking in the cub" theory to the idea that that their function is to discover and develop natural faculties, to create and direct the right kind of general education, to impress upon the young man the best technical practices and ethical principles of the profession, and to explain to him the general professional and sociological environment in which he must operate.

As the schools come over to this higher ground, they find already firmly planted there a splendid old veteran of the teaching profession; Professor Fred Newton Scott, of Michigan, who has held for thirty years that principles and not detail were the proper concern of the Universities. This is a word of tribute to Professor Scott, who has never for a moment compromised with his beliefs. The University of Michigan is, however, beginning to pay more attention to some of the more work-a-day details of journalistic training, in which it finds itself some years behind other institutions.

The schools are much less servile worshippers of the present day practices of the average newspaper offices than they were a few years ago. They show a much more decided tendency to condemn standards that are too low even though they are somewhat widely accepted.

Rewriting Condemned

Even if every New York newspaper prides itself on its "rewrite" system, no school hesitates today to say that it is rotten journalism to have stories written by reporters who are two or three or more removes from the facts. Where the city news man gets the original facts; where the man on the beat interviews not the actors but the city news man; or perhaps gets his version from the beat man on a competing newspaper; where then instead of writing the story he telephones it in, perhaps to be further "improved" in the office, you get high-grade rhetoric, perhaps, but poor journalism, and teachers of journalism no longer hesitate to say so.

Where the old-time reporter comes to the university and tells students the necessity of eavesdropping and of the occasional stealing of photographs, the school usually dares now to put in a corrective word to the effect that a profession that requires such methods is no profession at all; that journalism is possible as a career on a basis of self respect.

The schools are also giving the young man a clearer map of what he must do to be successful and are tending toward the day when a university-trained journalist will have open to him, on the basis of his training, three careers, each available for an attempt on his part if the others fail. They are:

Pointing Out the Career

1.—A career as a writer. This is obvious, of course. But a university should try to give a man an equipment that will in his later years take him beyond the routine stage to the point where his name will be a valuable asset signed to a story. The question is not what he will do in his first few years, but what will he be doing after he is thirty-five years old.

2.—A career as an executive. It is already a demonstrated fact that University training opens up promotions of this kind to reporters that desire this kind of work. The graduate has a far greater chance at a desk, if he wants it, than an office trained reporter.

3.—A career as a publisher. Several universities, notably Kansas, Washington and Oregon, are giving in addition to the above, a type of training that fits a student to become his own master as the publisher of a small newspaper or of a trade journal. In this sense journalism offers unusual opportunities for a man of small capital to become an independent force in the community.

Comparison of Schools

Wisconsin and Columbia seem to specialize in the direction of the first alternative mentioned above; Manhattan, in Kansas, turns its attention almost exclusively to the third; New York University and the new Medill school in Chicago are doing a useful work of the type that is usually called "university extension"—that is, adult training on part time of men already in the profession, usually without regard to any organized curriculum leading to a degree. One of the best schools, as everyone knows, is that of Walter Williams in Missouri. In the opinion of the writer the school at Lawrence, Kansas, is of very high grade, and has developed the third alternative more than Dean Williams has. The schools on the Pacific Coast, at Seattle and Eugene—more closely resemble Kansas than any other and are among the best equipped schools in the country.

Opens Want Ad Department

The Cleveland Leader-News is preparing to open a want advertisement room on the ground floor of the bank and office building it occupies.

A BREEZE FROM FLORIDA

"Telling a Body" is the unique title of a little paper issued by the Marianna (Fla.) Chamber of Commerce that made its first appearance on April 5. W. B. Troy, the editor, in a letter to Editor & Publisher about it, says:

"'Telling a Body' is going out to the Press in Florida and elsewhere, and we are wondering just a little what you are going to do about it? If you throw it in the waste basket, that's not the end of it, 'cause it will tell the waste basket about it, and some of these days somebody will take a notion that 'it's not all gold that glitters,' get to hunting in the waste basket, fish out 'Telling a Body' and start it off to a sure-'nough body who will write back the Marianna Chamber of Commerce —'What the devil do you want'?"

While "Telling a Body" is a community organ and plays up the attractions of Marianna and Jackson County it is good reading for anybody who takes an interest in something else besides his own front yard.

Commemorate Franklin's Death

Philadelphia in general, and members of the Poor Richard Club in particular, joined in paying tribute to the memory of Benjamin Franklin last Saturday and Sunday. On Saturday the new bronze statue of Franklin arrived in Philadelphia on its way from Baltimore to Waterbury, Conn. The statue was escorted through the streets of the city by a military and civic parade. On Sunday, the 131st anniversary of the death of Franklin, the statue was taken to the Franklin Tomb where appropriate exercises were held. The speakers were Jules Jusserand, the French Ambassador, and Russell Duane, one of Franklin's descendants. Paul W. Bartlett, the sculptor who made the statue, was also present.

Georgia Papers Cut Reader Rate

The Macon (Ga.) News and the Cordele (Ga.) Dispatch have reduced subscription rates from $7 to $5 a year, attributing the decrease to the reduction April 1, in their newsprint costs.

Ontario Paper Robbed

Thieves broke into the office of the Tweed (Ont.) News last week and got away with about twenty-five dollars in cash and a fifty-dollar Victory bond.

PUBLICITY FOR GAS MEN

Speakers at Philadelphia Meeting Urge That "Public Be Told"

Extensive publicity campaigns were recommended for gas-producing companies by Leake Carraway of the City Gas Company of Norfolk, Va., last Wednesday at the annual meeting in Philadelphia of the New Jersey and Pennsylvania Gas Association. Mr. Carraway was prevented by illness from attending, but his paper was read.

"Timeliness is what counts in publicity," wrote Mr. Carraway. "It is far better to take the public into your confidence at the time something happens than to wait till you are forced to do so."

Richard Spillane, editor of the business section of the Public Ledger, also spoke on the value and importance of publicity. He said that public utilities companies have not given the public the best that was in them; but he predicted a great change for the better in this respect and urged the utilities companies to take the public completely into their confidence, adding that the public is generous as a rule, but suspicious when things are concealed.

In a resolution which was introduced the association's attention was called to the fact that the continued development of the gas industry has been hindered by lack of accurate public information of the conditions under which it is operated and it was resolved "that steps be taken to give widest circulation to all business economies in methods of manufacture and distribution, and that every encouragement be offered to the free discussion of ways and means by which to clearly set forth the actual conditions confronting the industry."

Injunction For Vick Chemical Co.

In a suit against the W. S. Vick Chemical Company, of Knoxville, Tenn., a temporary injunction has been granted in favor of the Vick Chemical Company, Greensboro, N. C., manufacturers of Vick's VapoRub, which in effect prevents the defendant company from selling under its present labels the product called W. S. Vick Vicktry Salve, and continues binding until the trial of the case in the Fall.

Death of Lester Gray French

Lester Gray French, editor and manager of the Mechanical Engineer and also author of several books on mechanical engineering subjects, including the earliest American treatise on the steam turbine.

The Evening Record
OF HACKENSACK, NEW JERSEY
brings your message to New Jersey's most prosperous community
Completely Covers Bergen County
Circulation 6000 Guaranteed
Foreign Advertising Rate .03 per line
The Evening Record's Merchandising Dept. extends hearty local co-operation to all. Call on us for surveys and market analysis
Foreign Advertising Representatives
Payne, Burns & Smith, Inc. New York and Boston
G. Logan Payne Co., Chicago, Detroit, St. Louis

Digitized by Google

The New Bronx Home News Building

The Home News Modern Plant and Building
371-377 E. 148th St., two doors west of Third Ave.

is the culmination of fourteen years of local newspaper-making.

Marking a prodigious step in the growth of the paper, the structure is not unworthy of the time, the labor, and the energy that have made its erection possible.

The new building was planned to fulfill two objects: first, to provide accommodation for increased growth; second, to give the Bronx a newspaper plant that, from an architectural and utilitarian view point, should fittingly represent this Borough.

As it stands today, complete to the last detail, the Home News building is the best equipped newspaper plant between Times Square and Albany. Occupying more than three city lots, on a plot 106x75 feet, its three floors and basement are given over entirely to the production of the Home News.

The building is of concrete and steel, and is absolutely fire-proof.

The basement accommodates the two big printing presses and also provides storage for over 300 tons of newsprint paper. The Classified Advertising office occupies the east wing of the first floor; the remaining space on this floor being given over to the Circulation Department, Delivery Room, Loading Yard, and Repair Shops. Ample toilet facilities, including shower and needle baths, with hot and cold water, are provided on this floor for the employes of the mechanical departments.

The Loading Yard has room for ten auto trucks, five of which can be loaded at one time. All loading and delivery is done within the building. Rolls of paper are delivered direct to an elevator of two-ton capacity, which conveys them to the basement.

The elimination of unnecessary labor has been carried to its furthest point in the delivery of the printed papers from the presses. Four escalators, linked with the presses, convey the editions to the street floor, delivering them on tables, ready for bundling, within six feet of the delivery trucks.

The Classified advertising office is handsomely finished in Tennessee marble, with mahogany trim, and counter of black antique verde marble with white marble panels. The floor of this office, as well as the floors of the editorial, circulation and business offices, is of mastic, a substance at once sanitary, resilient, and almost noiseless. Lamson Pneumatic tubes carry advertising copy from the main floor office to the composing room. These tubes are operated by a compressed-air system.

The second floor is devoted to the business offices, filing room and photographic and engraving departments.

In the filing room are to be found news records of the Borough of the Bronx, with biographies of its prominent residents, pictures of local men buildings and localities, and statistics covering every phase of the Borough's activities.

A complete index of the Home News since its establishment is also kept, with continuous additions.

The engraving department, recently installed, is equipped to turn out all kinds of newspaper and commercial work.

In equipment and layout, the new photographic room is superior to any other department of its kind in the United States. Completed a few weeks ago, it is unsurpassed in devices for rapid and efficient handling of negatives and prints.

In planning this department, an acknowledged expert in the photographic art was given a free hand. He was told to construct an ideal photographic room and to install a plant that would meet every demand of the most exacting operator. As a result, the Home News has a department that outclasses anything in its line in the country.

On the top floor, under a "saw-tooth" glass roof of the most modern and approved type are located the composing room, part of the stereotype department and the display advertising and editorial rooms. Here, in almost outdoor daylight, the task of preparing the paper for the press is carried on under ideal conditions.

Experts pronounce the composing room of the Home News to be the most sanitary, the roomiest and the best lighted to be found anywhere. The stairs leading to the upper floors, as well as the foyer, are wainscoted in Tennessee marble. All partitions within the building are of oak, with panels of Florentine glass.

In erecting the building, provision was made for the addition of three more stories at any time such addition may become necessary.

In the progress and growth that started in 1907 and now evidenced by the new structure, the Home News has, in a measure, reflected the growth and progress of the Bronx itself.

The first office, very small indeed, was opened in 1907 on the second floor of the east side of Willis Ave., between 147th and 148th Sts.

Shortly afterwards, the office was moved to the south side of 147th St., just east of Third Ave., a larger place, but still very small. In those days the Home News was printed downtown, the first issues were 15,000 weekly.

In 1910 the old house at 371 E. 148th St., was bought and a brick addition built in the rear.

In 1912 The Harlem Home News, the sister paper of The Bronx Home News, was started, its history and success practically a duplicate of that of the Bronx Home News.

The Harlem Home News covers the upper part of Manhattan Island, from 59th St., east of Central Park, and from 96th St., west of Central Park, north to the Harlem River and Spuyten Duyvil. The Harlem Home News is issued twice a week (Sundays and Wednesdays) and has a guaranteed circulation of 100,000.

The first item of the present big plant was installed in 1912, consisting of a single linotype machine and a Duplex Printing Press, whose limit was 20 pages. As the paper grew, a 32-page Lightning Hoe Press was erected, this being shortly afterwards increased by the addition of another section, thereby increasing its capacity to 48 pages.

Since the foundation of the new building was laid, more linotype machines have been installed and a brand new Hoe Superspeed Octuple Press, with a capacity of 64 pages, has just been added. This machine is absolutely the latest word in press construction and is built very heavily to withstand the strain of high speed and large production.

Both presses give a capacity of 80,000 twelve-page papers per hour.

The Bronx is the most northerly Borough of the Greater City of New York. It has a present population of nearly 750,000 and is a territory of homes—it has not a single hotel.

For further information address

JAMES O'FLAHERTY
PUBLISHER

371-377 EAST 148th STREET NEW YORK

FACTS ABOUT THE BRONX HOME NEWS

Founded, 1907.
Circulation, 1907, 15,000, once a week.
Circulation, 1921, 100,000, three times a week (Tuesday, Thursday and Sunday).
Average number of pages, 1907, 8.
Average number of pages, 1921, 24.
Number of employees, 1921, 211.
Number of carriers, 1921, 280.
Number of Linotype Machines, 15.
Two forces of Compositors, a day force and a night force.
Amount of paper used in one year, 7,000,000 pounds.
Amount of ink used in one year, 216,000 pounds.
Number of delivery trucks, 8.
Area covered by distribution, the entire Bronx.

Digitized by Google

SELLING A SUNDAY ARTICLE YOURSELF —CAN IT BE MADE TO PAY?

A Sunday Editor Himself Raises Some Interesting Questions Based on His Own Experiences—What Is the Attractive Element

By HAROLD W. COATES
Sunday Editor, the Commercial Tribune, Cincinnati

IS it possible for a newspaperman to market a Sunday feature article direct with profit to himself.

As a Sunday Editor I have pondered over the question many times. In this day of syndicates, and more syndicates, specialized writers, feature smiths and wheeze columnists it appeared to me that the individual with a feature story to sell had about as much chance as the man who owned an oil well competing with John D.

By marketing a feature article the selling of the story in one place is not meant. In order to make a story pay its own way, in these days of the high cost of white paper and other things, it of necessity, would have to be sold or placed with more than one customer. "Curiosity," they said "once killed a cat." What I wanted to find out was whether or no it was possible to sell a story of national interest beyond the confines of a local field. I've tried it. Now I know.

An Experiment

In conducting all experiments the first thing requisite is to get together the formula, the ingredients, the mixing glasses and all the rest of the paraphernalia that is going to be needed.

It appeared to me that with Mr. Harding, an Ohioan, about to be inaugurated in March as President of the United States, a story about the first President that Ohio sent to Washington would be of interest a week or so before the inauguration. Recently Ohio started to make good on a promise made over eighty years ago to provide this first president from Ohio, William Henry Harrison, with a fitting tomb for all of him that remains mortal. That gave a basis for the story. From the graveyard, nearby, one of the most singular grave robbing episodes of our history occurred (ghouls took the body of the father of another of our presidents from its resting place) and therein other historical data of more than passing interest could be found and used. There was much else to provide the element of interest in the story—mention is made of its fundamentals merely for the sake of argument that it was national in its scope.

With that as my stock in trade, as it were, I went to work on it with a little more care than usual to make it ring true, searched up dates and data, wrote and re-wrote it and polished it up for the big test.

Something Tangible

Of course the story had to be illustrated to sell it. I had a steel engraving of Ohio's first president photographed, another showed the proposed new entrance to the Harrison tomb, another was of the tomb itself and two others were included that would have made a "swell lay-out," if I do say it myself

Inasmuch as the story was to be run in our Sunday edition I had the foreman of our composing room set it up and then had 250 reprint sheets run off with a release date line printed on them and a like number of the sets of photographs made by a local commercial photographer.

According to all the rules of business I now had something tangible to offer. From here on the problem was salesmanship.

Inasmuch as I had been handling syndicate "stuff" for some time I knew the form that others got their offerings out in and I tried to "follow style" as near as possible. Along with the photos and the story went a return postcard and my "selling talk" in the form of the following letter:

Dear Sir:—

In these days of highly specialized syndicates and million dollar selling organizations the man with a story has to toot his horn pretty loud to get an audience.

TO REDEEM AN EIGHTY YEAR OLD PROMISE is fully authenticated, and will make enough noise to sell itself. It is not a local story—it is national. It has, I think, the punch to make it good reading. Give it the "once over" and I think you will agree with me.

Five photographs are sent with the article. If any or all of them are used the price with the story included is $7.50. If the article is used without photographs the price is $5.00.

Only one copy of this story is being sent to your city. There is no chance of duplication, but an acknowledgment postcard is sent herewith, and it would be a favor if you would sign it and return it within the next few days.

Trusting that this will receive your consideration, I am,

Yours fraternally,

The release date that was put on the article was February 20. The mails got this contribution to Mr. Burleson about the beginning of that month. Then I sat back and waited for the results.

First a few post cards began to filter back. "We will not use etc., etc." was the burden of the most of them. Along came a few letters. Even though these were "turn-downs" they helped to salve the bump of curiosity.

One wrote:

"I am truly sorry that I can't use your feature story. The only reason is that the magazine section is so hampered by the white paper situation that I am throwing out features already paid for. It's tough."

Another:

"Because of the large amount of Sunday material on hand we find we will not be able to use your feature "To Redeem an Eighty Year Old Promise" even though it is much better than some others we are forced to take. We thank you for offering same to us."

Only Five Acceptances

A Pittsburgher writes:

"Sorry, but some of these million-dollar selling fellows have us tied up tight for February 20. Don't know where we will put the stuff on hand. Would want it if things were otherwise."

From St. Paul:

"We regret exceedingly that our crowded columns preclude the publishing of your interesting article. Just at this time when the paper shortage is so acute we are obliged to reject much desirable material which we would be otherwise glad to consider."

And then came a perfect deluge of returns of the printed sheets photographs return postal cards and all. Out of the total of over two hundred sets that were sent out six newspapers accepted the story and photographs. That is, five of them accepted it and one Indiana newspaper traded some other photographs for the privilege of reproduction.

Now let's recapitulate a bit. The whole cost, postage, photos reprints and all was within a few cents of $65. The acceptances amounted to $37.50 a net loss of $27.50.

All of the stories were taken by papers within a two hundred mile radius of Cincinnati—which would indicate that the semi-local character of the story was, in the end, the element that most appealed. In fact, this idea is even heightened by the fact that since my story was offered a correspondent for two papers within the state has been commissioned to write articles along the same line.

Was it the white paper situation entirely to blame? Is there another element that should be considered—some Sunday editors may know what I am driving at. Is it a losing venture to try and sell a story of national interest?

"Curiosity killed a cat."

Noyes' Papers Expanding

The Marinette (Wis.) Eagle-Star is installing a new Duplex Tubular press in place of the flat bed Duplex it has used for a number of years. When the new press is working the size of the paper will be changed to pages of eight columns and the width of columns to 12 ems. The owners of the Eagle-Star also control the Ironwood (Mich.) Daily Globe, which recently absorbed the Ironwood News-Record, a weekly. The leading stockholder in both companies is Frank E. Noyes of Marinette. His son, Linwood I. Noyes, is manager of the Ironwood Daily Globe.

Would Call Editor Before House

M. J. Stanbridge, member of the Manitoba Legislature, moved last week that the editor of the Winnipeg (Man.) Free Press be brought before the bar of the House "to answer for his conduct against the dignity of the House." The resolution was based on an editorial on the school system in which the Free Press declared that certain members of the legislature were dedicated to the crusade to destroy the provisions in the educational regulations which makes English the sole official language of instruction.

F. H. Jones with Providence Company

Frank H. Jones, formerly New England representative of Chemical and Metallurgical Engineering, has become associated with Livermore & Knight, Providence, R. I., in a sales executive capacity. Mr. Jones was at one time Eastern representative of the R. H. Donnelley Corporation, Chicago.

Brantford Expositor Gets New Press

A new printing press, capable of printing thirty thousand twenty-page papers an hour will shortly be installed by the Brantford (Ont.) Expositor.

BIT ON 20-YEAR OLD JOKE

Story In Files of Cincinnati Paper Fooled Even Bill Danziger

William E. Danziger, a columnist on the Cincinnati Commercial Tribune was "madder 'n a wet hen" last week and this is how it all come about. Among Bill's multifarious literary duties is to get up four or five sticks of happenings that took place fifty years ago and twenty years ago. Moiling through the files of the latter date he found a startling story, under a four-column head, with a picture, showing the Eden park water tower, evidently with the blind staggers and ready to crumple up.

Of course that was good for a paragraph and Bill seized upon it in a matter-of-fact way, commenting inwardly that it was a well written story and with a wealth of detail that the reporter of today overlooks. Getting his copy ready for the next day he came across another "story" not quite so elaborate but plentifully displayed in the headlines. There was one mad squeal from Bill. A perfervid dash to the composing room. An interview with Jenkins, the foreman. A hurried explantation and a most secret promise never to divulge. An editorial page form pulled back and a piece of "filler" substituted.

It was too good to keep, however, the headline of the second day's story read, "Eden Park Water Tower Story an April Fool Hoax." The joke was twenty years old, embalmed, dead and forgotten. But it still had a stinger to it.

Lumber Companies Advertising

Several advertising campaigns on lumber are being carried on in a national way by different producing organizations such as the West Coast Lumberman's Association, Southern Pine Association, Southern Cypress Manufacturers' Association and American Hardwood Manufacturers' Association. The National Lumber Manufacturers' Association is contemplating a national advertising campaign which will differ slightly from the advertising being carried on by the several associations mentioned in that it will not advocate the use of any particular species of wood but which will promote the use of all woods.

Walnut Account for "L. & T."

Lord & Thomas have secured the magazine advertising account of the California Walnut Growers' Association, co-operative shippers of Diamond Brand Walnuts. The campaign will be handled by the Los Angeles offices effective November 1.

Features

since 1899

The International Syndicate
BALTIMORE, MARYLAND

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE—The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces per program as follows: "Everyone knows there are newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

SPEAKING of Foolish Questions asked of newspaper women—as we did in last week's Forum, may we once again deliver an ultimatum to that demanding male just outside the door. We were perfectly courteous last week in excluding from the Forum members of the masculine half of our profession, because, we reasoned, of course, since that was exactly the way in which they started out to conquer that ephemeral thing known as "The Press," and had been successful, we supposed this to be the proper plan of action.

MILDRED E. PHILLIPS

But:

Once and for all gentlemen are not allowed within the gates of Forum.

In spite:

Of the fact that upon the desk of the editress lie man-written communications of congratulation from—think of it, girls—male editors of note including—but why mention names. That would, of course, be departing from the regular rule. And they write editorial congratulations to us in honeyed tones, such as we have not heard since we came in one year ago and sprung the news that the Lord Mayor had been murdered in the next block and we had the story! It was the loveliest come-back, and even though these letters would be a big boost for our "colyum" we're going to adhere to the first rules and principles laid down and with much appreciation of the good feeling continue to exclude the well-wishers of the he-male of the species.

* * *

THERE are some things we want to know: Will the following people please answer truthfully the questions put to them?

Will Fay Stevenson of the New York World please tell us the truth as to whether Rear Admiral Newton A. McCully proposed to her when she covered the juvenile emigrants' story. If not, why not?

(Yes, that's ONE of the big pieces of news referred to in last week's Forum.)

We heard so, Fay—so, as silence gives assent—come on tell us all about it. We promise not to mail the reply to the Admiral.

* * *

PAGE Margaret Moers Marshall: also of Park Row.

Does your husband help you write "Maxims of a Modern Maid," or does he stay out nights to punish you for telling family secrets?

* * *

THE Forum would like to hear from Mary King of the Chicago Trib.

Fraternal dues are due, Mary. Oh, just tell us how it seems to be the biggest woman editor in this country, and how you manage to convince 'em that all the kings in the world aren't of the genus masculine.

* * *

WE want to warn May Humphrey of the Detroit Free Press that if she doesn't take a little time to pay her dues we'll tell the world the identity of the debonair newspaper man from Park Row who takes her to dinner every time he breezes into Detroit.

We'll spare the other members of the Fraternity personal inferences if they promise to take warning and remember that

DUES ARE DUE.

* * *

FROM a field of six applicants five of whom were men, Miss Grace T. Karnes, city editor of the Eldorado (Ill.) Journal, has been selected by the board of city commissioners to serve again as city clerk. Among the five competitors of the young newspaper woman was one man who held the position of clerk for four years. As the result of an expose of Saline recently conducted by Miss Karnes the merchants and leading citizens of Eldorado presented her with a set of resolutions and a purse of gold.

GRACE T. KARNES

Miss Karnes has been in the newspaper business here since leaving high school. She has always been active in women's club affairs of the city. At this time she is treasurer of the Eldorado Woman's Club League. She is secretary of the local Red Cross Chapter and served with honors during the war and the days immediately following the war.

She is secretary of the Parents Teachers Association. Miss Karnes is one of the few staunch Democrats in Saline county Eldorado is strongly Republican and Miss Karnes is city editor of the only Republican daily newspaper in the twenty-fourth Illinois Congressional district. Considering the political layout of the city and county Miss Karnes has a full man's size job on her hands.

Free Press Finds Old Copies

The Detroit Free Press has made very readable news copy out of the fact that two of the oldest copies of the paper known to exist outside the paper's own files have come to light within the last few weeks. From Ypsilanti the news department of the Free Press received word that a copy published May 5, 1831, and this was followed by word that a copy of July 11, 1836, had been found.

The Special Wire from Washington

is one of the most important reasons why so many newspapers augment their routine press association news with

Universal Service

Every Washington correspondent of Universal is a specialist. Each has achieved distinction as a writer for newspapers demanding exclusive news features, written from an international as well as national viewpoint. Politics, diplomacy, industrial conditions, finance—every vital phase of human affairs is covered in Universal's wire dispatches from Washington.

BESIDES the stories of Norman Hapgood and a staff of gifted journalists, the Washington wire of Universal often carries exclusive signed articles by

United States Senators Joseph I. France, Maryland; Arthur Capper, Kan.; James A. Reed, Missouri; Gilbert M. Hitchcock, Nebraska; Hiram Johnson, California; William S. Kenyon, Iowa; William H. King, Utah; David I. Walsh, Massachusetts. Congressmen: Julius Kahn, California; Patrick H. Kelly, Michigan; Hamilton Fish, Jr., New York; Fred A. Britten, Illinois; George W. Edmonds, Pennsylvania; Simeon D. Fess, Ohio; Royal C. Johnson, South Dakota; John Jacob Rogers, Massachusetts; Lester D. Volk, New York; William R. Wood, Indiana; William R. Green, Iowa; Martin B. Madden, Illinois.

For Terms, Samples of Copy, and Full Particulars, Write

UNIVERSAL SERVICE

WORLD BUILDING NEW YORK CITY

Digitized by Google

PUBLIC LEDGER CAN RECEIVE RADIO DAY AND NIGHT, RAIN OR SHINE

Phonograph Records "Copy" News at High Speed With or Without Attendant—Engineer Sees Remedy For Old Trouble With "Static"

By EDWARD A. MUSCHAMP

THE Philadelphia Public Ledger has just installed, through the Ledger Syndicate, a new radio news-receiving station that not only marks a distinct advance over anything of the kind in existence, but gives promise of developing ways and means for the receiving and dissemination of world news far beyond anything dreamed of a few years ago.

"We have installed this new radio-news-receiving service," said John Elfreth Watkins, general manager of the Ledger Syndicate, the other day, "chiefly to insure promptness in the receipt of our foreign news service which now covers not only Europe but the Far East, the Near East and Mexico. The outfit consists of an antenna on top of the Curtis Building, which is connected with our receiving station in the adjacent Public Ledger Building, where the most modern radio receiving equipment has been installed by L. J. Lesh, who is now a member of the Ledger staff. The operating staff is in charge of E. F. Brodhead, an experienced trans-Atlantic radio operator.

THROUGH ENTIRE 24 HOURS

"Through our radio station we are now receiving—and that means we have perfected a method of receiving straight through the twenty-four hours every day, whether an operator is on duty or not—world-news direct from the various overseas points of transmission. This news we are distributing throughout America by the Ledger Syndicate's wire circuits to 66 newspapers in the United States and Canada."

On April 23, Colonel Edward M. House, one of the Public Ledger's editorial leader writers, sails for Europe, with John J. Spurgeon, editor-in-chief of the Public Ledger. Colonel House is going abroad for the Public Ledger to continue his study of current European problems, and will radio his observations to the Public Ledger and the Ledger Syndicate for distribution throughout the country.

Mr. Spurgeon will inspect the Ledger's foreign service.

Mr. Watkins invited the representative of EDITOR & PUBLISHER to inspect the Ledger's new radio station and to talk with Mr. Lesh, the radio engineer in charge, an invitation which was readily accepted and which developed considerable information which it is believed will be of the keenest interest to newspaper publishers, editors, and all other newspaper men whose work connects them in any way with foreign news.

THE WIRELESS ROOM

As I stepped into the compact little radio receiving station, I thought at first that I had made a mistake and had gotten into the wrong place—possibly the typists' section of the Business Office. There were none of the one-time familiar "Via Wireless" noises, and on a table at the far end of the room was what appeared to be an ordinary standard commercial dictating phonograph machine, on which the wax cylinder was revolving in the most approved "Yours-of-the-fifteenth-received-and-contents-duly-noted" fashion.

"Come right in," said Mr. Lesh. "We were just running over the Berlin cylinder to see what came in while we were out at lunch."

He then went on to explain that with the installation of the Ledger's new radio receiving station he had perfected and put into operation a combination radio-phonograph arrangement by which it is now possible to receive wireless messages automatically through the phonograph attachment, the message being recorded—in the Morse radio code, of course—on the wax cylinder, just exactly as in the correspondence department of a business concern a letter is recorded at the time it is dictated, but may be transcribed at any later time by a typist.

Surprising and interesting as is the foregoing statement, it tells only a part of what Mr. Lesh has done along this line in developing and constructing the Ledger's new receiving station. He has, in fact, developed the phonograph attachment to the point where as many as four wax cylinders can be set and adjusted so as to record radio messages coming from four different points of transmission. That is, the cylinder set for Berlin will take only Berlin dispatches, the Bordeaux cylinder will take only Bordeaux dispatches, the London cylinder will take only London dispatches and the Mexico cylinder will take only dispatches from Mexico City.

The phonograph attachment is proving very valuable in three respects. In the first place, a radio message recorded by the phonograph and then reproduced from the cylinder intensifies the sound about three times. Secondly, since much of the trans-Atlantic radio press matter is sent at high speed, which makes it difficult very often for even the best radio operator to get every word, the special phonograph apparatus can take, and record, automatically, any message, no matter at what speed it is transmitted, and it is then a comparatively simple matter for the operator to reproduce the record at a slower speed and read the complete message with no difficulty at all. Thirdly, the wax cylinder embodies a message in permanent form and if any question is raised as to the accuracy of a transmission, it is not necessary to trust to the operator's memory—it is simply a matter of running off the cylinder and there the dispatch is, just exactly as it left the sender's key at the point of transmission.

The Ledger receiving station, too, marks a big advance in radio apparatus in that it is a model of compactness. Mr. Lesh is working all the time on various phases of the work, and since he began installing the Ledger receiving station he has perfected many improvements in the method of receiving radio messages.

Speaking of the general question of radio news, radio apparatus and methods for receiving and transmitting press matter, Mr. Lesh said:

"About three years ago I built for the representative of one of the European nations a very elaborate wireless receiving station with which it was hoped that he could take instructions direct from his Government. The point of transmission, however, proved to be too far away and we could not get the results that we wanted. However, the apparatus did fulfill one important purpose in that it demonstrated that it was possible to receive and record messages from practically all of the large radio stations in Eastern and Central Europe, and at times we got radio matter from as far away as Hawaii.

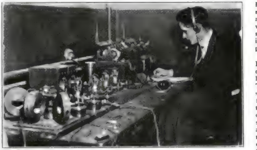


Photo by Ledger Photo Service

Public Ledger Radio Station receiving message from Bordeaux, France, at the rate of 75 words a minute, on a phonograph attachment, with L. J. Lesh, the radio engineer, transcribing the dispatch at the same time direct from the receiving apparatus.

"By test and experiment it was discovered that some of the news dispatches from Europe destined for American newspapers, were not received by stations engaged regularly in the business, due usually to local conditions—such as thunderstorms, etc., in the immediate vicinity of the official points of reception. We began receiving and completing the dispatches and delivering them to the newspapers to which they were directed.

"Before long we discovered that not only did the regular radio receiving stations—both commercial and government-controlled—fail at times to complete dispatches coming in, but were often two or three hours late in delivering them over the land telegraph lines. This delay was fatal in that it brought messages to the newspaper offices too late for publication in the intended editions.

"Then, too, we found that at times when conditions of reception were unusually bad and only parts of the dispatches were received, these parts were not delivered at all, but were held up for hours until the complete message did come through. But by delivering whatever we could get of a message, no matter how incomplete it was, we oftentimes enabled newspapers to make a story out of what would otherwise have been a total waste of effort on the part of the foreign correspondents who filed the dispatches by radio.

FROM MANY FOREIGN COUNTRIES

"France, England and Germany, and some of the other countries, as you know, send out daily broadcasts of news which is free for use by any newspaper having the apparatus for picking up the message. All of this radio news we were able to get, and while a good deal of it was government propaganda, much of it served as the basis for many good stories in addition to supplementing news dispatches sent by foreign correspondents.

"Today, in addition to the Public Ledger receiving station here in Philadelphia, the Times has a somewhat similar station in New York City and the Tribune also has one in Chicago, and since wireless messages are often interfered with by local atmospheric electrical disturbances, the advantages of co-operation between different receiving stations more or less removed from one another, becomes apparent. It is quite unlikely that these three points of reception—Philadelphia, New York and Chicago—will be affected simultaneously by the same static or atmospheric electrical disturbances, and my original plan to combat static by reception at several isolated points, thereby placing the reception load on the best favored station, now becomes feasible.

"Our phonograph cylinder records of radio will be very helpful in solving this problem. For static as well as signals are recorded on the cylinders and I am endeavoring now to persuade all suitably equipped trans-Atlantic receiving stations to make, simultaneously, records of radio transmitted from some predetermined European station, for study by the Government Bureau of Standards

NEWSPRINT

Contract—Spot

We can contract to supply Finnish newsprint, standard quality, all sizes.

Our delivery arrangements and Price warrant our being favored with your inquiries.

AMERICAN TRANSOCEANIC TRADERS, Incorporated

25 WEST 43d STREET

Helsingfors, Finland Affiliated House | Murray Hill 0171 | **New York City New York**

Digitized by Google

so as to ascertain the advantages of different stations as receiving points.

"The question of these receiving stations also raises the question of the transmission of trans-Atlantic and trans-Pacific radio press matter. One class embraces the stations owned or controlled by private corporations, the other consists of excellent transmitters owned by the various governments. Among the latter or government-owned class, are the two largest stations in the world, one in Annapolis, and one in the Lafayette station at Bordeaux, France. England has about completed a transmitter of equal power and China has recently decided to build a station that will work half way around the world.

"These government-owned stations are required for official business only a short part of the working day and due to the determined efforts of an association of American newspapers, plans are now being perfected to use the excellent communication facilities made possible by these government stations for press service, at the same time permitting the newspapers to receive their particular dispatches direct at their privately-owned receiving stations.

LOW TRANSMISSION RATE

"Under such an arrangement the rates for transmission would be very low and at the same time the newspapers would be assured that their messages would not be crowded out by more profitable commercial messages which necessarily depend on the private wireless corporations for their service.

"Such a plan for the transmission of press dispatches by government stations would make those stations profitable propositions for the government rather than a heavy expense. At the same time, the government stations would necessarily be kept in the very best shape and new devices and new methods, as fast as they were perfected, would be added to the government equipment. In any kind of a national emergency it would be found that the radio service was right up to the minute in the very best of equipment.

"It is perhaps a little early to discuss the business of general news distribution by radio. However, this would seem to be a logical development that will probably come before many years. The wireless telephone is a pretty well-established fact. Technically it is quite possible to construct somewhere in the central part of the United States a large wireless telephone transmitter, capable of feeding the news direct to the editor of every newspaper in the country through his own little wireless telephone receiver, which certainly ought not to cost more than $100 for the complete outfit. The editor or his assistant would not have to be a wireless expert, for the message would come in the spoken word and not in the wireless code. He would receive the hourly or daily broadcasts from the gigantic voice with the same ease with which he now gets the result of a prize fight over the telephone, or just as a great deal of news is transmitted to newspaper offices nowadays by telephone. The cost of such a service would be a very small fraction of what it costs to get news today."

Charter for Ohio Paper

The Newton Falls (Ohio) Herald Company, was chartered with $10,000 capital. The incorporators are: A. O. Lea, M. E. Davis, Sara Petty, Elizabeth Baldwin and Ethel Champion.

The Leslie-Judge Company has offered to settle with its creditors on the basis of 25%.

FEARS RADIO TO U. S. IS IN BRITISH HANDS

French Senator Says Marconi Company of London Controls Grant Station at Bordeaux Built By Americans

(*Special Correspondence* EDITOR & PUBLISHER)

PARIS, April 9.—Fear that control of wireless communication between France and the United States has passed into English hands has aroused the French Parliament to inquire into the agreements made last October between the French post office department and the private company now exploiting the big new wireless station near Bordeaux. This station, which was begun during the war by the American army and is perhaps the most powerful in the world, was ceded by the United States to the French government.

Senator Poulle has introduced a resolution demanding that the post office department communicate to Parliament the text of the agreement of October 29, 1920, under which this station passed out of government control. He alleges that the department had no authority to make such a contract without parliamentary consent, as all communications, telegraphic as well as postal, are inalienably a State monopoly. He also declares that the Compagnie Generale de Telegraphie sans Fil is in reality only a branch of Marconi's Wireless Telegraph Company of London.

The placing of this important means of communication in foreign hands, it is declared, constitutes a serious threat to French business and French journalism. There is held to be danger that the order in which messages are forwarded may be altered to favor foreign interests.

There is also some doubt as to whether government has, in the contract, relinquished its control over rates. Opinion is already aroused over the fact that rates from America to England are lower than from America to France, which is held to be due to Marconi influence in America, seeking to route press matter as much as possible through London.

Several influential French newspaper have taken up Senator Poulle's cause, and the matter is promised a thorough airing.

W. U. Drops Press Rate Petition

The Western Union Telegraph Company this week withdrew from before the Illinois State Public Utilities Commission its petition for an increase in press rate in Illinois. The petition was filed several months ago, but a suspension order issued by the commission deferred the subject until this week. The existing press rate in Illinois is one third of the additional word commercial rate for day service and one sixth for night service. The company wishes to increase the rates to the same fractions of the total cost of the messages at commercial rates.

Texas Dailies Change Hands

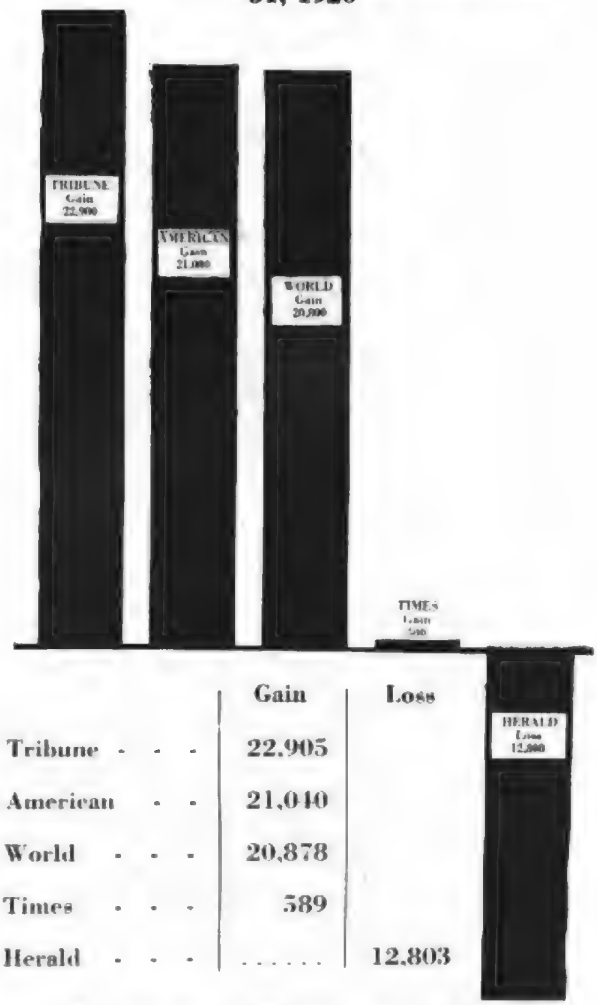
William J. Tucker, one of the owners of the Brenham (Tex.) Morning Messenger, has become editor of the Longview (Tex.) Daily Leader. Mr. Tucker had been editor of the Brenham Messenger for the last 18 months. George Tucker, owner of the Gilmer (Tex.) Mirror, J. A. Tucker and W. J. Tucker, both of Brenham, have purchased the Longview Leader.

Herald Square in New York, may be renamed Roosevelt Square.

New York Tribune

LED all New York City seven day Morning Newspapers in Circulation Gains during the year ending March 31, 1921.

Below are the Circulation Gains and Losses based on the Sworn Government Statements of these Newspapers as of March 31, 1921, compared with March 31, 1920



	Gain	Loss
Tribune	22,905	
American	21,040	
World	20,878	
Times	589	
Herald	.....	12,803

The net paid daily average circulation of the New York Tribune for six months ending March 31, 1921, was

142,384

The Better the Neighborhood
The Bigger the Tribune Circulation

New York Tribune

First to Last the Truth. News — Editorials — Advertisements

Digitized by Google

NEWSPAPER ADVERTISING COMPLETES THE SALE

Manufacturers Awakening to Fact that Quickest Selling Method Is to Go Direct to Consumer Touching All Channels of Trade Under One Investment

By CHALMERS L. PANCOAST

Merchandising Director of the Chicago Tribune

NEWSPAPERS are receiving a great deal of advertising today, not alone because newspapers are flexible, and not alone because newspapers are easy to use, but because newspapers are necessary to sell merchandise to a difficult market.

These are days when building prestige and keeping the name of an advertiser before the people is not enough. The reasons for buying must be hammered into the public mind and that alone can be accomplished through newspapers.

Advertising in newspapers, from the circulation of which is secured mass consumer salesmanship, is proving profitable to manufacturers who in the past only partially completed the sale by half cycle advertising.

Must Reach the Public

Today as never before the advertisers realize that a sale cannot be considered made until the article is in the hands of the consumer.

I recently talked with a large manufacturer who said that he was placing his advertising in certain national publications because it made a big hit with the jobbers and dealers. He did not expect direct results and did not consider it necessary to go beyond the dealer in his advertising; and that was just as far as his advertising got—to the dealer. It did not sell the consumer; and consumer acceptance was what he needed more than any dealer influence.

While his limited-vanity-advertisements made an impression on the jobber and dealer they did not move the goods which the jobber and dealer had stocked.

So after all his campaign was a scheme of "You kid me and I'll kid you" between the manufacturer, the jobber and the dealer. The small quantity of goods that were sold was brought about by whatever effort the jobber and the dealer personally gave to selling the goods.

Advertising as an actual selling force to the consumer took no part in this advertising kidding transaction.

Newspapers Mass Salesmen

If the mass salesmanship of newspapers had been selected, the manufacturer could have made a much stronger appeal to the jobber and dealer and at the same time his advertising would have pulled his goods through their hands into the hands of the consumer, completing the sale in one operation. In the first place, the jobber and dealer need consumer demand created through newspaper advertising before they need to be bunked with a lot of pretty copy that makes no sale for any of them.

Newspaper advertising would have reached the ultimate consumer more directly and would have made it possible for the dealer and the jobber to sell the goods which they had stocked. A newspaper campaign would have appealed to the class of people who would have actually bought and used the goods instead of just placing them on the shelves and taking a chance.

This manufacturer's plan of advertising was an incomplete cycle. It did not finish the selling transaction. The manufacturer has three prospects to sell, namely, the jobber, the dealer and the consumer. His plan of advertising sold only the first two; and then only to the extent to which they believed they might personally sell the goods.

The third and most important—the consumer—never heard of his goods unless the dealer mentioned them, when the consumer happened to call at the store.

Talk to All Classes

With pages of newspaper advertising talking for so many lines of excellent merchandise, what chance have the dealer and jobber with an unknown line?

Here is another typical case. A manufacturer of a trademarked line of hardware had four classes of prospects who might be interested. He was using a list of publications that reached at best only two of these classes. In the case of his line-up newspapers were recommended because the newspapers would go all the way through with the sale.

In the first place the newspaper would reach the ultimate consumer of hardware. This class is made up of carpenters, mechanics, shop men and all the industrial laborers and workers who use hardware in some form, and who are all interested in reading new messages about hardware. The daily newspaper went into the largest percentage of homes of this class. It represents 100 per cent covering power and 100 per cent selling ability.

The second class of prospects the newspaper story about hardware would reach were industrial organizations, not once a week or once a month, but daily. This class includes builders of homes, stores and factories, contractors, owners of industrial plants, buyers, superintendents, foremen and all the men higher up in every industrial plant. The daily newspaper is an important factor in the business life of this class and naturally its advertising has a tremendous influence in their buying habits.

Can you imagine any buyer of hardware in the above class beginning his day without a careful reading of his favorite newspaper, and yet very little of this class of business comes to the newspaper, which is the logical medium for reaching the largest possible number of prospects and buyers.

Jobbers and Dealers

The third class of prospects a newspaper message would reach were the hardware, department and general stores, automobile supply houses, garages, repair shops and repair men. This class as a whole is more concerned with newspaper advertising than any other form of publicity, because any advertising to be of benefit to them must be purely local. These are the people who judge advertising values and results from a local point of view.

The fourth class of prospects the newspaper would reach and influence were the jobber and dealer, who are always first to appreciate local advertising because they can feel the pull of the goods from their stores when the newspaper advertising starts to function with the consumer.

The campaign in the newspapers would not only have placed the hardware manufacturers' story before the trade, but it would have influenced every possible user of hardware to go to the dealer, which would send the dealer to the jobber, thus completing sales through a complete cycle of advertising and distribution.

This manufacturer started out to make a sale, but his limited plan permitted him to only partially complete that sale.

There is no other way to reach the four classes of prospects mentioned above so effectively and economically excepting through the daily newspaper—every man's medium. A large number of trade journals and publications would be required to reach all the various prospects the hardware manufacturer wanted to reach, yet the newspaper—the very medium that the manufacturer was reading twice a day and on Sunday himself—was ignored.

While there are many instances where manufacturers fail to appreciate the value of the daily newspaper in selling to all classes of prospects, on the other hand there are just as many manufacturers who are awakening to the fact that the quickest way to make a sale is to go direct to the consumer touching all channels of trade under one investment; that is, reaching the jobber, dealer and consumer at the same time.

Candidates For Siam Post

Another Oregon editor is now out for the appointment as Minister to Siam, according to common report. He is Fred L. Boalt, editor of the Portland News. Boalt was an active supporter of R. N. Stanfield, who was elected United States Senator from Oregon at the last election and is said to have considerable influential backing. For some time it has been reported that this position was sought by E. E. Brodie, who is editor of the Oregon City Enterprise and the president of the National Editorial Association.

Fire In Dallas (Ore.) Plant

The building occupied by the Dallas (Ore.) Polk County Observer was badly damaged by fire recently but the loss to the printing plant was confined principally to water damage.

Bandits Rob Cleveland Press

The Cleveland Press fell a victim to auto bandits the evening of April 15, when they raided the circulation department and scooped in several hundred dollars, which were the receipts for the afternoon.

TEXAS PRESS AT ROUND TABLE

Better Days Ahead For All Newspapers, Daily League Finds

(By Telegraph to Editor & Publisher)

DALLAS, Tex., April 19.—About forty members of the Texas Daily Press League met in Dallas last week for a conference on newspaper problems. Representative newspaper men from all parts of north Texas were in attendance. It was the general opinion of newspaper publishers present that better days are just ahead for the daily newspapers of all kinds.

Discussions during the sessions were as follows:

"Railroads, Free Publicity and Propaganda," led by C. E. Palmer of the Texarkana Four States Press, and Harry T. Warner of the Paris News; "Trade Proposals for Advertising, Should They Be Accepted," conducted by M. B. Hanks, Abilene Reporter, and Houston Harte, San Angelo Standard; "Why the Eight-Hour Day is a Necessity in the Printing and Publishing Business," conducted by R. C. Dyer of Dallas, and D. W. Campbell, Hillsboro Mirror; "Labor Conditions in Texas Publishing Business," conducted by G. J. Palmer, Texas Publishers' Association, and E. K. Williams of the Temple Telegram; "Co-operative Paper Buying," Sam P. Harben of the Texas Press Association Paper Bureau, and Jess L. Johnson of Dallas.

"Have Increased Postal Rates Resulted in the Increased Efficiency of Handling Second Class Mail," was discussed by W. S. Spotts of Bonham Favorite and H. F. Mayes of the Brownwood Bulletin, while "The Railway Mail Service," was discussed by S. M. Gaines of Fort Worth.

"The Proposed Texas Daily Select List," was discussed by Keating Ransome of the Cleburne Enterprise and N. A. House of the American Press Association.

Sues Ft. Worth Star-Telegram

Suit has been filed at Sherman, Tex., by Mrs. Rowena Bobbitt against the Fort Worth Star-Telegram, seeking damages of $100,000 actual and $25,000 exemplary for alleged libel. The suit grows out of the publication in the Star-Telegram of an article following the filing of a suit for divorce by Mrs. Bobbitt against her husband.

Feature Service Moves

The United States Feature Service has moved from the World Building to 799 Broadway, New York, which location is in the St. Denis Building.

Foreign Newsprint
(SCANDINAVIAN)

RELIABLE SUPPLIERS

STORM & BULL, LTD.
CHRISTIANIA : NORWAY

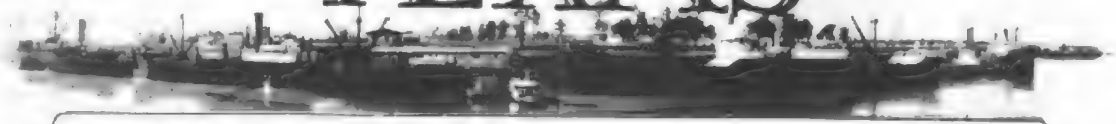
Established over 20 years as newsprint paper exporters from Norway and Sweden

PRICES AND PARTICULARS FURNISHED BY NEW YORK OFFICE

STORM & BULL, INC.
114 LIBERTY STREET
PHONES
Rector 8563-8564

Digitized by Google

HOUSTON TEXAS ☆



A busy day at the Turning Basin Houston Ship Channel

Photo by F. G. Allen, Houston

THIS BRIEF STATEMENT OF FACTS ABOUT HOUSTON IS PRESENTED BY THE HOUSTON CHRONICLE, THE LEADING DAILY NEWSPAPER OF ALL SOUTH AND SOUTHWEST TEXAS

THINGS TO REMEMBER ABOUT HOUSTON

1. A 60-mile Ship Channel with a bottom of 120 feet and a uniform depth of 25 feet connecting Houston with the Gulf of Mexico and thus with the ports of the world.

2. Seventeen trunk railroads converging on Houston, transporting her products quickly to any part of the country and feeding into her markets the vast raw materials of the Great Southwest.

3. Ideal climate and living condition for workmen.

4. An inexhaustible supply of cheap fuel furnished by the oil and natural gas fields.

5. The largest spot cotton market in the United States, second only to Liverpool, England, in the markets of the world.

6. Largest cotton compresses in the world.

7. The largest automobile and truck manufacturing plant in the Southwest.

8. The greatest manufacturing center of oil well machinery and supplies in the country.

9. One of the largest manufacturers of car wheels in the United States.

10. Financial center of the nation's oil industry. Headquarters or branch offices of Texas, Gulf, Humble, Sinclair, Republic, Galena-Signal, Crown, Houston, Higgins, East Coast, Rio Bravo, White, Turnbow, Monarch and many other great oil companies. Largest oil refining center in the world.

11. The largest newspaper office building in all the South, owned by the Houston Chronicle, from which is printed the Daily Chronicle of 50,000 circulation and the Sunday Morning Chronicle of 60,000 circulation.

12. Home of the Texas Gravure Corporation, in the Chronicle Building, which prints an eight-page Rotogravure Section for each Sunday issue of The Chronicle.

Airplane view of the City of Houston showing part of the business center and some of the more important office buildings.

YOUR HEADING HERE

MOTION-PLAY MAGAZINE

Add the strength of GRAVURE, the recognized Circulation Builder, to your Sunday Edition

THE MOTION-PLAY MAGAZINE

affords you the opportunity of securing greater reader interest for your paper through the addition of a real, live ROTAGRAVURE Supplement at an unusually low price.

PROOF

PUBLISHER "A"—Circulation 115,000
"It has proven a valuable feature for us and a great circulation stimulator."

PUBLISHER "B"—Circulation 61,000
"From the way our circulation is increasing I believe the magazine is growing in popularity from Sunday to Sunday."

THE MOTION-PLAY MAGAZINE, used by SEVEN BIG NEWSPAPERS for over seven months, is an eight-page tabloid printed in Rotagravure. Its general make-up INSURES popular reading reception because it features Motion Pictures, Plays, Stars and Fashions — a combination of editorial subjects that appeal to the majority. Eighteen Million tickets sold daily to Motion Picture Fans.

Advertisers report returns for months after publication, showing that Motion-Play Magazine is not thrown away.

Let us tell you about open territory—the attractiveness of this proposition and what SEVEN users think of the service

GRAVURE SERVICE CORPORATION

Business Established 1915

171 Madison Ave. (33d St.), New York Telephone, Vanderbilt 7422
S. Keith Evans, President; Francis Lawton, Jr., Vice-President
Edward A. Greene, Treasurer
PUBLISHER of the Motion-Play Magazine. Producer of Rotagravure Supplements of all kinds
NATIONAL ADVERTISING REPRESENTATIVE of Rotagravure Sections of Leading Newspapers
PLANTS: New York, Baltimore, St. Louis
OFFICES: Boston, New York, Chicago, Los Angeles, San Francisco

A NEW ERA IN JOURNALISM IN OKLAHOMA

(From a Tulsa Tribune advertisement in Printers' Ink, April 20, 1920)

Richard Lloyd Jones, Editor

"The Tulsa Tribune, formerly The Tulsa Democrat, was purchased October 30, 1919, by Richard Lloyd Jones. Before coming to Tulsa, Mr. Jones had been since 1911 the proprietor editor of The Wisconsin State Journal of Madison, which he sold to come to this rapidly growing region.

"For more than eight years Mr. Jones was the associate editor of Collier's Weekly in New York, and for two years prior he was the editor of the Cosmopolitan Magazine.

"It was Mr. Jones who founded the Lincoln Farm Association and built the National Memorial to Lincoln at his birthplace in Kentucky.

"In Wisconsin he was active in patriotic work, fighting the pro-German forces. He nearly trebled the circulation of his Wisconsin paper, and he brings to Oklahoma wide experience in national editorial service.

"Associated with him is his former business manager, Mr. T. Floyd McPherson, widely known among newspaper builders, who is business manager of The Tulsa Tribune.

"The Tulsa Tribune has struck the keynote of service. It is the great home paper of the people in the richest per capita city in the world."

T. Floyd McPherson, Bus. Mgr.

Observe the columns to the right. Let the figures impress themselves upon your mind. Then study our circulation statement and realize that EVERY COPY OF THE TRIBUNE GOES INTO THE HOME AND REMAINS THERE.

SUCCESSFUL MERCHANDISING means picking right markets and right advertising mediums, then backing these two fundamentals with right goods.

TULSA IS FOREMOST AMONG LIVE MARKETS

Our merchandising department will cheerfully survey any market and make a

TRUTHFUL REPORT

SOME PUBLISHERS say that the matter of circulation revenue is irrelevant in connection with the consideration of QUALITY.

IS IT?

Would you pay much for space that was given away?

THE PEOPLE OF OKLAHOMA ARE VOICING THEIR APPROVAL OF THE TULSA TRIBUNE AS A NEWSPAPER IN A SUBSTANTIAL WAY. NOTE THE HEARTY RESPONSE OF THE PUBLIC AS THE MONTHS PASS BY

	Average Circulation Daily and Sunday	Circulation Receipts	Average Net Income Per Copy
1919			
November	22,750	$4,010 54	.006
December	20,534	5,106.78	.0077
1920			
January	19,288	7,675 63	.011
February	18,165	6,742 03	.01
March	18,617	8,696.81	.014
April	19,395	8,374.95	.015
May	19,750	9,300 97	.015
June	19,959	9,616.03	.0155
July	20,193	9,107.72	.0147
August	20,491	9,765.16	.0154
September	22,167	9,604.92	.015
October	22,098	9,892 68	.0145
November	23,849	11,139.67	.0156
December	23,455	11,485.70	.0165
1921			
January	23,754	13,086 02	.0178
February	24,780	10,503 88	.0151
March	27,149	13,338.84	.016

AVERAGE NET PAID DAILY, MARCH, 1921 27,149
AVERAGE NET PAID DAILY, MARCH, 1920 18,617
AVERAGE NET PAID DAILY GAIN 8,532

CASH INCOME PER COPY . . . . . .016 CENTS
CASH INCOME PER COPY . . . . . .014 CENTS
GAIN IN NET INCOME PER COPY . . . . . .002 CENTS

TULSA is the wealthiest city per capita in the world. More money is spent for luxuries than many cities five times as populous. The increase in the retail trade has been and is so rapid that estimates are difficult to make.

RETAILERS OF TULSA ARE DOING GREATER BUSINESS THIS YEAR IN DOLLARS AND CENTS THAN IN 1920.

IT'S NO MYSTERY.

City's average bank deposits, $75,000,000.00.

BUILDINGS NOW BEING ERECTED IN TULSA

First Methodist Church	$350,000
St. John's Hospital	1,500,000
Hunt Office Building	450,000
Masonic Temple	600,000
High School Annex	850,000
Daniel's Building	60,000
Sherer Apartment Bldg.	75,000
Total	$3,905,000

THE TULSA-TRIBUNE, TULSA, OKLA.

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH, Inc.
National Representatives

Digitized by Google

WHAT OUR READERS SAY

Advertising Agent Asks Why Foreign Rates Are Higher Than Local

NEW YORK, April 18, 1921.

TO EDITOR & PUBLISHER: I have subscribed to EDITOR & PUBLISHER for a good many years and read a very interesting article on page eight (8) of your April 16th issue, headed: "Juggling Rates Will Break Confidence." I am very much interested in the Southern publisher's statement as to how to handle this situation, that is:

"Accept any contract for foreign advertising that may be offered through the local merchant, but at the foreign rate.

"Make plain to the retailer the difference between the two kinds of advertising, namely, local and foreign. Explain to him why the foreign rate is higher than the local. If the publisher cannot give convincing reasons, he does not know his own business."

This is very interesting for, while I have been more or less connected with buying of space for some twelve to fourteen years, I have never understood why foreign rates are higher than local rates, except in the case of some large metropolitan dailies, where local store advertising is not published in all editions.

I have personally handled a great number of campaign where, after we did all the work in the advertising agency of promoting the campaign, preparing copy, etc., only to find that the manufacturer was able to get a much lower rate through a jobber, distributor or a retailer; consequently we received nothing for our work but the pleasure of doing it.

I, therefore, would be very much interested in the Southern publisher's explanation as to why the foreign rate is higher than the local.

FRED H. WALSH.
Treasurer Newell-Emmett Company.

Agency Pre-pays Its Telegrams

JACKSONVILLE, FLA., April 18, 1921.

TO EDITOR & PUBLISHER: We have sent the following letter to Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle:

"In EDITOR & PUBLISHER for March 12th, 1921, there were published extracts from a letter written by you, stating that in all your experience with advertising agencies, in the exchange of telegrams, you did not recall a single instance where the message from the agency was prepaid.

"Apparently you have not been properly informed in relation to dispatches from The Thomas Advertising Service. It is our invariable rule to prepay all telegrams, regardless of the reasons for sending them, and our records show that wires sent the Chronicle on February 8th, February 23rd and March 23rd of this year all were paid.

"The last two of the above telegrams requested checking copies which your office had failed to supply at the time of publication. It seems to me that if ever an agency is justified in sending a collect telegram to publishers when the dispatch is for the purpose of securing proofs of insertion. May I not ask that you will except my agency from the indictment in your communication above mentioned?

THOMAS ADVERTISING SERVICE,
JEFFERSON THOMAS,
President and General Manager.

Hoover and the Business Press

NEW YORK, April 18, 1921.

TO EDITOR & PUBLISHER: At the request of Herbert Hoover, Secretary of Commerce, a group of 75 business paper editors had a close conference with him in Washington, April 12. These conferences are, at his request, to be continued once a month. The next one will be early in May, probably the 9th. He wants the editors to work with him in making the Department of Commerce of big service to business.

This is the greatest opportunity that has ever come to the business press.

It gives us the recognition we have long claimed we should have.

It is up to us to hold it by attending these conferences.

If a miserable handful of editors is all that attends these sessions we shall fall in the estimation of one of the ablest men in the Cabinet, and if that happens we might as well quit talking about the importance and leadership of the business press. At these conferences intimate things are said that cannot be printed. You assuredly can *not* help Hoover by staying in your office waiting for a written report of the conferences.

Furthermore, Mr. Hoover wants to have available at these meetings editors from all different businesses so he can get what he wants when he wants it and be able to have committees selected from the floor. Obviously, an editor won't be very well qualified to serve on a committee to assist Mr. Hoover unless the editor sits in at these conferences and knows what's going on.

Carrying on the routine work connected with these meetings will cost the National Conference of Business Paper Editors some money. All the money we have comes from membership fees. Each paper's membership fee no more than covers the service rendered to that paper during a year. Obviously, we cannot expect fifty papers to pay for the service rendered to four hundred. It isn't fiscally possible.

Now—this letter to EDITOR & PUBLISHER readers is to ask every one eligible to become a member of the National Conference of Business Paper Editors immediately and *get into this work*, which is as important to the *publisher* as it is to the editor. We would be glad to act as a central bureau for the whole business paper field without asking for your membership if we could, but it obviously isn't possible.

NATIONAL CONFERENCE OF BUSINESS PAPER EDITORS—
Ray W. Sherman, Secretary,
239 West 39th street, New York City.

Agency Commissions

SACRAMENTO, CALIF., April 8, 1921.

TO EDITOR & PUBLISHER: On page 32, column 2, of your April 2 issue, J. G. Ham refers to a direct advertiser getting an agency commission as a right because of the bulk of his business.

Mere size is not the thing to be considered, but the principle that underlies that act. If it is right to give Mr. Ham a commission on his $10,000 contract it is also right to give commissions to Mr. Tailor—who spends, perhaps $10 a year to advertise trousers. That opens the way for all business to deal direct with the papers and say good-by to the agencies.

The effect of this theory on advertising agencies, and particularly those in small cities, is very similar to the practice of the newspapers sending solicitors to business men with the argument, "We will write your copy for nothing and supply cuts, so you can save agency fees and put it all into our column space." It is unfair competition because it makes the merchant believe he is getting agency service for nothing.

The agency can not help being a business building force for the publisher and as such should be fostered and not competed with. It is entitled to a commission on any business it brings, whether local or foreign. When its services goes beyond certain limits it is just as truly earning a fee from the client because it is giving special, individual aid that the paper's solicitor would not render.

The agency man represents the advertiser, to whom he owes his first duty, and from whom he is entitled to compensation for his personal services. When he brings that customer to a publisher to buy space he is just as fully entitled to commission from the paper on the sale of that space as is the real estate broker who goes to a property owner and says "I have a customer for your house." The broker always gets his commission doesn't he, even on local houses. Why not the advertising agent?

Get this triple relationship of advertiser, agency, and publisher clearly in focus and there will be no doubt what to do, but the trouble is many people are so eager to get just a little more than the best of a bargain that they do not hew to the line.

JOHN T. HOLDEN ADVERTISING AGENCY,
John T. Holden.

What Censorship Removal Over Navy News Messages Means

SACRAMENTO, CAL., April 8, 1921.

TO EDITOR & PUBLISHER: In connection with the subject of Trans-Pacific communication, you have undoubtedly noticed that the Secretary of the Navy has issued an order, removing all censorship from press messages and disclaiming responsibility therefor, in accordance with recommendations made by me in letter to Secretary Daniels, February 14, and reiterated in letter to his successor, Secretary Denby, which was as follows:

FEBRUARY 14, 1921.

HON. JOSEPHUS DANIELS,
SECRETARY OF THE NAVY,
WASHINGTON, D. C.

MY DEAR MR. SECRETARY: You will perhaps recall my activities in connection with the conferring by Congress of authority upon the Navy Department to use its wireless facilities for trans-Pacific news communication, and an interview had by me with you on certain phases of the subject at San Francisco in June, 1920.

My knowledge of conditions and my intrinse interest in the subject prompt me to call your attention to what seems a serious situation, in the hope that you may feel authorized to apply a remedy, or to suggest the proper method for accomplishing the result.

You will remember that passage of Senate Joint Resolution No. S. J. R. 170, conferring the authority referred to, was secured in the face of a strong prejudice in Congress against extending the powers of the Navy in matters of this kind, or interfering with business claimed by commercial companies, and, notwithstanding strong opposition from corporate interests concerned in land and sea communication.

The Committee in each House recommended, and Congress passed, the measure practically on my showing of facts and arguments; that antagonistic National interests had secured control of news communication in the Far East, including the Philippines, and were using that control to serious injury of this Nation; with the probability that international difficulties might be created thereby; that the only remedy lay in daily interchange of reliable, independent, uncensored news reports between this country and the Far East; and

INTERTYPE
"THE BETTER MACHINE"

More Production, More Satisfaction
More Economy

thats the real meaning of INTERTYPE—

why waste time with complications—when the most simplified and really dependable line casting composing machine can be installed quickly and just as quickly show profit.

Anticipate uninterrupted production. You can depend on any Intertype—Model for Model.

BUILDERS OF "THE BETTER MACHINE"

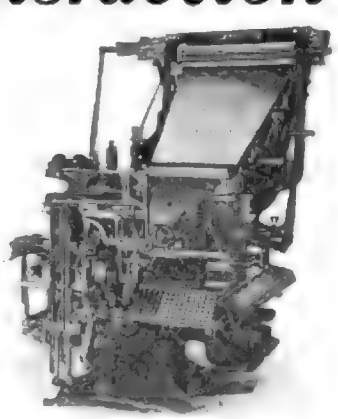
INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.
MILLER & RICHARD, Canadian Representatives

Pacific Coast Branch
86 Third Street, San Francisco, Cal.



MODEL C INTERTYPE
Three Magazines

Digitized by Google

A large number of the best known Newspapers throughout the Country have equipped their plants with

CLINE FULL AUTOMATIC PUSH-BUTTON OPERATED ELECTRIC CONTROL

Our 20 years' experience in the Electrical Equipment of Printing Machinery plus the Engineering and Manufacturing ability of the Westinghouse Company insures *Safety—Reliability—Economy.*

Cline Press Drives

Paper Roll Stand with Automatic Tension

Linotype Drives

Stereotype Drives

CLINE ELECTRIC MANUFACTURING COMPANY

CHICAGO NEW YORK

that such interchange could be insured only by utilizing the Navy Department wireless facilities at a word rate so low as to encourage American news associations and individual newspapers to inaugurate regular, self-supporting, East and West-bound news reports.

On that understanding, Congress consented to a test, under which the plan should be tried for two years, and then either abandoned or maintained permanently, as results would show to be the wiser policy in National interest.

The theory in my mind, in proposing the plan, and the theory in the minds of the committees in approving it, as shown by the hearings, was clearly that the Navy Department's wireless section should act in this matter practically as a common carrier, accepting from responsible news agencies and newspapers and their authorized representatives, legitimate news stories for transmission, and that it should not be held responsible for the character of the messages any more than would be a private wireless or telegraph company. Upon this theory only could the plan accomplish, to the full extent, what was promised for it.

The plan promises to more than fulfill expectations, if carried out as intended. Already three West-bound daily reports, one of 1,000 words and the others of 400 words each, carry from San Francisco to various points of the Far East for publication, the news of the United States and the world. With the installation of high-power machines, now on the way to various stations on the Pacific, the present capacity will be multiplied from three to four times, so that not only may these West-bound reports be increased to any desired extent, but adequate East-bound reports, bringing to us full news daily as to Far Eastern happenings and sentiments, may be inaugurated.

It has apparently been assumed by the Navy Department, however, that it is responsible to foreign nations and to this nation for the character of the report accepted by it from the various news associations and transmitted by it. This attitude resulted in the exercise of censorship by senior United States naval officers, and the withholding on a few occasions of matter, the publication of which was deemed "prejudicial to the national interest" or likely to prove objectionable to some friendly nation.

This theory and this policy are apparently recognized by general order issued by the Secretary of the Navy November 19, 1920, in which reference is made to matter filed for transmission "which unintentionally is in conflict with or prejudicial to the national interests;" and the instruction is given to refer the message to Washington for decision when the naval officer is "placed in a position of responsibility for the character of news transmitted by navy radio facilities, and is in doubt as to the propriety of the subject matter."

May I offer with deference these suggestions:

(1) The value of the navy radio for news transmission will be severely injured and ultimately destroyed if naval officers are made responsible for the character of news messages accepted by them for transmission. Quite naturally they will play safe and hold up anything as to which they have doubt—and the more important the message the greater will be the doubt.

(2) Under such a policy, the small value of navy radio for news transmission will be made apparent just as soon as private radio companies install paralleling lines, and are free to accept news messages free from censorship. Such conditions already exist in certain portions of the Pacific.

(3) This policy of naval officer censorship of legitimate news is certainly not in line with the intent of Congress. It conferred authority on the Navy Department for transmission of news avowedly in order to put a stop to vicious propaganda, and to spread general knowledge of conditions, even against the wishes or policy of another nation.

A policy which will act inevitably in assisting a friendly nation to conceal facts which it does not wish known, but which, in the interest of our Nation, should be known, will not impress Congress with the desirability of granting extension of present authority to the Navy after the two-year experiment.

It would seem to me, therefore, that the use of navy radio for news transmission should be subject to the following principles:

(1) The Navy Department, in accepting and transmitting news messages, should act, so far as concerns responsibility for the character of the messages, simply as a common carrier; and this position should be made clear to the nations interested.

(2) There should be no censorship of such messages save such as might be exercised at the point of origin, and by the same authority, if the messages had been offered to a private radio company.

If, after consideration of the facts, you feel that the interest of the Nation will be best served by the kind of news reports suggested by me, and apparently endorsed by the Congressional Committees—"reliable, independent, and free from governmental control or censorship"—you will best know how the situation, to which this letter calls attention, can be remedied.

Possibly it can be done, simply by a general order from the Secretary of the Navy. If, on the other hand, it would seem desirable to have some action by Congress, and you would prefer that the matter be submitted to Congress by some one outside of the Department, I will, if it seems proper to you, undertake it.

In any event, I would appreciate your views on the subject, if there be no impropriety in granting such a request.

V. S. McCLATCHY,

The points made in the letter received formal approval and endorsement to the Secretary of the Navy from Senators Miles Poindexter, Chairman, and Medill McCormick, a member of the Special Radio Committee of the Naval Affairs Committee of the Senate, as being in accord with the views of the Committee. It was Senator Poindexter which was the author of the resolution, giving authority to the navy to use its radio facilities for news transmission, in accordance with the program originally outlined by me.

These facts will be of interest to you in connection with the subject of my article, published March 12th.

The action of the Navy Department in this matter removed any possible ground for criticism of the service, and will, undoubtedly, so aid in its efficiency, taken in conjunction with the mechanical improvement in the service, as explained in my article, that Congress will arrange for permanent authority to the Navy in accordance with the present plan.

Sincerely yours,

V. S. McCLATCHY,
Publisher, Sacramento Bee.

Re Sergt. O'Brien, R. N. W. M. P.

Windsor, Ont., April 23, 1921.

To Editor & Publisher: Good old Sarge, and he is still running them down through the vast and trackless depths of Northern Canada's ice-covered wilderness. If the human perpetual motion machine mentioned on page 8 of your issue of April 16 is the O'Brien of our acquaintance he has surely been doing a bit of rambling since we had the pleasure of seeing him. In other words we are just a little dubious of the doughty O'Brien ever having chased that poor devil of a fugitive all of that 300,000 miles of which your publication accuses him.

300,000 miles is equal to approximately twelve times around the globe and we are not quite sure that even the big Irishman could make it. Averaging 20 miles a day, which by the way is not a bad day's work in that part of the globe as one who knows can testify, it would require more than 41 years of O'Brien's stay here on earth even if he traveled every day in the year, never taking a day off to go to Sunday school or to celebrate St. Patrick's Day or nuthin'. 300,000 miles are the equivalent of 150 times across Western Canada the way the crow flies and even had Irish been willing it is just doubtful if the fugitive could have stood the gaff.

Your article says that the story should have made a front-page story. Sure it should. Any real live newspaper would have rushed to press with "An Extry." Most likely the Canadian publishers refrained from the "Extry" lest they would lose the confidence of their readers.

What wonderful possibilities for the writer of advertising this story contained. A great chance for Mr. Ford to come out and tell the world that O'Brien used a Universal Car to turn the trick. What a chance for the Campbell Soup people and for Boston Garters, Elgin Watches, and Holeproof Hosiery.

We are sending the clipping to the big Mountie today so that he may properly appreciate the wide recognition his feat has gained; but we don't think he will believe it himself. Just the same O'Brien always was a regular bend for taking long walks.

Your Doubting Thomas,

R. J. SALLANS.

Crimson News

New York, April 20, 1921.

To Editor & Publisher: Most anyone will agree that the spiritual always controls the material.

That *Thought* is the one big force in the World.

And most anyone will agree that the greatest power in the moulding of thought and morals in any country is the newspaper.

Then it follows that the one greatest power for the moulding of the morals and the thought of the country is the newspaper for the men who control newspapers.

This country is indeed fortunate in having a man of your character in control of Editor & Publisher.

You may count me as one of the many admirers of the man who is constantly fighting for the right rather than the expedient.

The editorial in the March 19 issue on "Crimson News" is the immediate inspiration for this letter.

A. W. HOWLAND.
Howland & Howland.

Classified and the A. A. C. W.

Milwaukee, April 21, 1921.

To Editor & Publisher: I have just wired you as follows:

"Your April 16 issue says I am helping prepare classified program for newspaper Departmental Atlanta Convention. Stop. I refused appointment to program committee. Please print denial. Letter follows."

I was notified by Fred Millis, under date of March 21, of my election as a member of the committee to have charge of the program of the Newspaper Executives Classified Session at the convention in Atlanta.

As Mr. Millis' letter reads, "Classified Session," I construed it to mean that they were to have one session on classified advertising, as has been customary. I replied by saying that I would be glad to give any assistance on instructions from Mr. Miller, which Mr. Millis said would be forthcoming. I have not heard from Mr. Miller.

From subsequent letters received by me and Mr. Grant, publisher of the Journal, it appeared

Digitized by Google

that the Newspaper Departmental is arranging this program in direct opposition to the Association of Newspaper Classified Advertising Managers, who meet at Atlanta at the same time as the A. A. C. W., but entirely independent of that organization. (The Classified Association has never been asked to join the Newspaper Departmental of the A. A. C. W.)

Without any personal feeling in this matter, I cannot believe that such a change in the classified program is desirable from the viewpoint of publishers and the good of classified advertising. When these subsequent letters were received, I immediately notified Mr. Millis, from whom I received notice of my appointment, that it would be necessary for me to withdraw my acceptance, if my former letter had not been taken as such.

I can only feel that a great mistake has been made in this matter, only because of a general lack of understanding as to the attitude of the Association of Newspaper Classified Advertising Managers, the purpose of that organization, and what it has accomplished during the past year. To be rather frank, I think classified received just about the same consideration at the Louisville meeting, where this action was taken, as it has always been given in such meetings—very little.

I give these details only to explain why I feel a correction should be published in EDITOR & PUBLISHER of the erroneous announcement made in your last issue.

HARRY GWALTNEY,
Classified Advertising Manager, The Milwaukee Journal.

A Reply to the A. A. A. A.

BARTLESVILLE, Okla., April 22, 1921.

TO EDITOR & PUBLISHER: Enclosed is a copy of the letter I have today mailed to Collin Armstrong, National Chairman of the Committee on Newspapers on the American Association of Advertising Agencies in response to a letter from him addressed, I presume, to all publishers of daily newspapers.

In his letter Mr. Armstrong asks that the resolution of the A. A. A. A. which urges all newspapers to adopt an "equalized and standardized" rate for local and national advertising. I believe in my letter I have given the reasons we and many other publishers have why this condition can never exist under the present system of handling national advertising.

If this material might be of use to you in investigating the feeling among the publishers as to this proposed change, use it.

THE EXAMINER COMPANY,
Donald R. Welty, Business Manager.

* * *

BARTLESVILLE, Okla., April 22, 1921.

Mr. Collin Armstrong,
American Association of Advertising Agencies,
Metropolitan Tower,
New York City.

Dear Mr. Armstrong: Your form letter of April 18, in regards to the "equalization and standardization" of local and national advertising rates, is before me.

It seems to me that the American Association of Advertising Agencies does not take into consideration any of the reasons why there can never be a standard rate for both local and national advertising until the present system of national advertising is changed.

After all the question of rate is only a question of what return that rate will bring the publisher and you know as well as any publisher that the net return from national advertising is not the same at the same gross rate as the local advertising.

To illustrate my last statement, we will take the Examiner, with a national advertising rate of 42 cents per inch. This rate, with the 15 per cent agency and 2 per cent cash discounts, nets a fraction less than 35 cents an inch out of which the publishers' representative must be paid his 15 per cent which in turn leaves .2975 cents, which the publisher receives for the same inch, for which his original charge was 42 cents. Then to turn to the local rate, which ranges from 42 cents for the open rate to 22 cents for the daily space user, we find that our local rate brings us an average of better than 30 cents an inch.

You will say the agency commission is necessary, but why not have the agency paid by the advertiser for the service that he renders him? Our local advertisers do not ask for a 2 per cent discount for paying his bills promptly, yet the agency does. The publishers' representative is another cog in the wheel, which under the present system cannot be eliminated, for how much advertising is your own agency do you send to papers without representatives?

The publishers' representative is the publishers' employee, but his pay must be added to the slice that must come off the gross rate. Why count the publishers' representative as a cost of national advertising any more than the local advertising solicitor you ask? We have found that it takes as much or more time of just as an expensive man to take care of this advertising after it is in the office as it does for a local solicitor to go out and get the ad and to take care of it after it gets here.

It is not the intention of the publishers of the Examiner or, as far as we are able to ascertain, of any fair-minded and honest publisher to profiteer because they can on the national advertiser. The publisher knows, as the advertiser and the agencies cannot know, the cost to him to produce each inch of advertising, whether local or national, and he knows what this advertising must net him to pay expenses and make a reasonable profit to which he as well as anyone else is justly entitled to.

Therefore if the agency, the publishers' representative and the conditions which now exist in handling the national advertising remain the same, there can be no uniformity of these two rates.

The Examiner and most newspapers would be glad to be able to quote the national advertiser the same rate they do the local advertiser, knowing that this would be the amount per inch that would reach the publisher and not the amount less the shaving that goes on due to the customs of the agency and the representative necessity that have been established.

It seems to me that the "equalization and standardization" of rates is a problem which the agency must work out *first* and then come to the newspapers and not to come to the newspapers first. The newspaper is only interested in the net return and not the gross rate it must charge to obtain this net return.

You will pardon this lengthy letter but I feel your charges and requests upon the newspapers in the light of a two faced individual when in truth it is not.

THE EXAMINER COMPANY,
Donald R. Welty, Business Manager.

Says It's "Pie Alley"

NEW YORK, April 17, 1921.

TO EDITOR & PUBLISHER: I had read with interest Mr. Dillon's article in EDITOR & PUBLISHER regarding "Pie Alley" in Boston.

To me the whole thing seems simple enough.

The alley got its name because there was a helluva lot of pie exhibited, sold and eaten therein. I worked for the old Boston Herald for 17 agreeable years, so I had occasion to pass through the alley a few times.

"Pie," gentlemen, therefore, if you please. Nothing complicated about it.

ARTHUR ELLIOT SPROUL.

OPPOSE SHORT WORK WEEK

Arizona Publishers Also Elect C. A. Stauffer President

Charles A. Stauffer, general manager of the Phoenix (Ariz.) Republican, was elected president and a resolution was passed declaring opposition to the 44-hour week demanded by the International Typographical Union, by the Arizona Daily Newspaper Association last week at its annual meeting. A resolution of regret at the death of Carl M. Arntzen, general manager of the Tucson Citizen, also was passed.

The resolution opposing the 44-hour week was the feature of the day, as every member pledged himself not to sign any contract for less than an eight-hour working day.

Officers elected for the year were Mr. Stauffer, president; J. H. Westover of Yuma, vice-president; Lawrence A. Clark of Bisbee, secretary. The committees appointed by Mr. Stauffer were as follows: Executive: C. H. Akers, Phoenix; J. H. Westover, Yuma; S. M. Harrison, Globe; Fred Breen, Flagstaff; H. R. Sisk, Nogales. Advertising: James Logie, Douglas; S. J. Wolf, Phoenix; Carmel Giragi, Tombstone; L. M. Harman, Miami; B. P. Guild, Tucson. Legislative: W. P. Stuart, Prescott; H. D. Ross, Jr., Mesa; C. H. Akers, Phoenix; George H. Kelly, Douglas; W. B. Kelly, Clifton.

New St. Louis Motor Paper

ST. LOUIS.—The Automobile Club of St. Louis on February 1 will begin the publication of Motor Vogue for its members. Sam Hellman, who was managing editor of the Republic when that paper suspended publication, will be in charge of the editorial department, and Charles M. Young, formerly with the automobile advertising department of the Post-Dispatch, will be business manager.

Record Staff on Stage

Employes in the various departments of the Philadelphia Record are planning to give a dramatic entertainment in May. They will produce a play called "The Irresistible Genius" written by Francis Hill, who was on the Record's Sunday staff.

Atlas Trucks Ads by McGuckin

The Eugene McGuckin Company, Philadelphia, announces the acquisition of the Atlas Truck Company's advertising account. Headquarters of the Atlas Company is at York, Pa.

STRYPE will give you what you want

NEWSPRINT

Foreign and Domestic
Transient and Contract

2000 tons New York available

for immediate shipment

STEREOTYPE TISSUE

Absolutely the highest quality paper procurable

MATRIX

Red Rag and White

Emphatically the best made Matrix on the market

The above statements of quality may sound like boasting. **We hope you don't believe them. Make us prove them** by calling at our office or upon Mr. G. S. HARING, who will be registered at the Waldorf-Astoria during the Convention.

FRED. C. STRYPE

320 BROADWAY

Phone.
Franklin 3290

NEW YORK
LONDON

Digitized by Google

DRY MATS

Our Mats have

Uniform thickness
Uniform shrinkage
Uniform prices

and there is adequate protection for the type. They are easily removed from the mold and do not stick or pluck, because they are especially chemically treated.

Surely enough good qualities to warrant a trial.

For Newspaper Work, Rush Edition Work, Job Work, Color Work.

We are the American Representatives of

Clemens Claus
Manufacturer of
"IDEAL DRY MATS"

Max Nitzsche
Manufacturer of
"FLEXITYP-MATER DRY MATS"

Get in touch with us while at the A. N. P. A. Convention
Write or phone for our prices

W. B. WHEELER CORP.

Formerly Albert de Bary, Jr., Inc.

6 Church Street

New York, *Phone Rector 9030* **N. Y.**

EASY TALK

By Philip R. Dillon

Do Newspaper men read books?—One day, two months ago, the billiard room of the New York Press Club was well filled, perhaps there were seventy-five men; small groups sitting, some card playing; two billiard and one pool table in action. Above the talk, and other noises, all of a sudden was heard the voice of a veteran, a man who has done many fine things in journalism:

"Where in New York, if not in this club, should be found scholarship? And yet I say there are not more than three men in this club who ever read a book!"

The players stopped, a silence fell, while one might count five. Then the noise began again. Nobody denied the charge. Everybody caught the scorn in the veteran's voice, but—Books versus Billiards, Pool, Cards, Politics, Prohibition, Managing Editors, Advertising, Motoring? And who is a highbrow in the billiard room of a press club?

Still, I think my veteran friend's little shaft of hyperbole went through the skin of a majority of the individuals in that room.

Does anyone deny that journalists are lacking in book reading?

"I want to read books, but I have not the time"—so many of my newspaper friends tell me. It is evident that most journalists feel their loss and weakness, because of this neglect to recharge their minds with power from books.

I am just now thinking of William Hoster, who was the Washington correspondent of the New York American (and I think of all the Hearst papers) during the Taft administration. In my first talk with Hoster (at a hotel in Lakewood, N. J.) he surprised me by his wealth of sound knowledge in the subjects of sociology and general history. He quoted Buckle. In our next talk he quoted Buckle. Then he frankly said he was devoted to the reading of Buckle. In short, I discovered that he was what we might call a Buckle "fan." He had not time for wide reading, so he had a very few books that he read in his spare moments, and of these his favorite was Buckle. He always gave his hearers the impression that he was a well educated man—which, in truth, he was. One needs but few books to become well educated, and to attain a good literary style. Abraham Lincoln is the best illustration of this truth. Think of the few books Washington knew, nor did he have a college training.

There is no disputing about taste, in books. One of the finest essays on the art of reading, that ever I read, was written by the late Mayor Gaynor of New York—published in the Independent and republished in "The Letters of Mayor Gaynor."

For myself, I will say that I got my heartiest satisfaction from the Bible, "Don Quixote," the Works of Rabelais, Buckle, and Macauley. And Shakespeare (and also Lamb's "Tales from Shakespeare"). By keeping these books daily in hand, I feel that I would be able to get along very well in the society of educated people.

But, you will say, one must nowadays read some fiction. That is true, and also one should read some of the new poetry. Fiction and poetry are somewhat as the salads and desserts of life.

I made, the past winter, a sort of Fiction Course, knowing that I had got away too far from imaginative writers. I always read with a tab of paper (copy paper) beside me. I have before me a stack of envelopes, each containing "Notes" I made while reading during the past winter. Here is a list of the novels I read since last November, in chronological order of the reading:

"Barnaby Rudge," "Oliver Twist," "Pickwick Papers," "Nicholas Nickelby" (Dickens), "The Bread Winners" (John Hay), "Salambo" (Flaubert), "Main Street" (Lewis), "The Man Who was Thursday" (Chesterton)' "David Copperfield," "Great Expectations" (Dickens), "Richard, Yea and Nay" (Hewlett), "Moby Dick" (Melville), "The Old Wives' Tale" (Bennett), "Madame Bovary" (Flaubert).

All these books I found worth while. "Moby Dick" is the noblest of them. "Salambo" the most splendid. "Nicholas Nickelby" the most rattling story (a mere personal opinion of mine).

I always read at night, before retiring, and never less than half an hour.

WAGES AND HOURS "STAY PUT"

Indianapolis Publishers Appeal From Award Maintaining Present Scale

(By Telegraph to Editor & Publisher)

INDIANAPOLIS, Ind., April 22.—The eight-hour day and prevailing working conditions were sustained in a decision today made by Elias J. Jacoby, fifth member board of arbitration which has been considering the contract between the Indianapolis typographical union and local newspapers for the last two months. The decision denies application of the union for a higher scale and the application of the newspapers for a reduction of ten per cent in the scale.

In arriving at the decision the cost of living as shown by United States labor reports for the period ending January 1 played an important part, the arbitration board refusing to consider change in cost of living after January 1, 1921, the date when present scale became effective. The publishers have filed dissent from that part of award pertaining to the wage scale.

Bans Ads of Quacks

Publication in any newspaper or other written or printed paper of any advertisement for the treatment or cure of venereal diseases, etc., or the sale of any medicine, drug, compound, mixture, appliance or any means whatever, for the cure of such ills is prohibited in Washington in a law passed by the last state legislature. Any publication publishing such advertisements is guilty of a misdemeanor.

Office Managers To Meet At Buffalo

The annual national convention of the National Association of Office Managers will be held at Buffalo, N. Y., June 9 to 11. J. W. Rowland, of the Fisk Rubber Company, Chicopee Falls, Mass., is president and H. W. Harney of the Dennison Manufacturing Company, Framingham, Mass., is secretary.

Christian Register a Centenarian

BOSTON, April 18.—A birthday party to the Christian Register, a publication which reaches the 100th anniversary of its first number this month, was held last week at the Hotel Somerset. George H. Ellis, publisher of the Register for 52 years, recounted many incidents of its career, and told of the great work it has done for the Unitarian church.

Digitized by Google

TIPS FOR AD MANAGERS

Briggs-Moore-Richardson, Payne avenue & 21st street, Cleveland. Handling advertising accounts for Winston Company of Cleveland; Macbeth-Evans Glass Company of Pittsburgh and Cleveland Folding Machine Company.

Ohio Ad Company, Buckeye Bldg., Akron, Ohio. Placing the advertising for Star Rubber Company, Akron, Ohio.

Williams & Saylor, 450 5th avenue, New York. Will conduct an extensive newspaper campaign for Compo Thrift Bond Corporation, New York, in behalf of banks and trust companies throughout the country. Sending out institutional and merchandising copy in a series of fifty line advertisements for Paul E. Lehman, importer, New York.

Collin Armstrong, Inc., 1463 Broadway, New York. Placing advertising for Wright-Fix Company, Inc., furniture dealer, New York.

Teal & Teal, Minneapolis, Minn. Advertising in Northwestern newspapers for the Dickinson Auto Lug. Later plan to use Northwest agricultural publications.

Thielecke Advertising Company, Majestic Bldg., Chicago. Planning a campaign, including newspapers, business papers and export publications for Anderson Electric & Equipment Company of Chicago. Will use national magazines for the Indestructo Truck Makers, Mishawaka, Ind.

Benson, Gamble & Slaten, Corn Exchange Bldg., Chicago. Using newspapers and farm papers generally for Bernice Coal Company of Chicago.

Ferry-Hanly Advertising Company, 1120 Walnut street, Kansas City. Planning a campaign in Middle West newspapers for Sodiphene, a new antiseptic germicide.

Street & Finney, 171 Madison avenue, New York. Placing advertising for Denman-Myers Cord Tire Company, of Cleveland, Ohio, makers of cord tires exclusively.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Sending out copy to several Southern newspapers for the Carolina Cigar Company, Greensboro, N. C., advertising "O. Henry" cigars named for the famous author.

Potts-Turnbull Company, Gates Bldg., Kansas City. Using newspapers and trade publications for the Cook Paint & Varnish Company, of Kansas City. Will use farm papers of the Southwest to advertise "Tropical" coffee, C. A. Murdock Company, Kansas City, coffee and spice distributors.

Martin V. Kelley Company, 19 West 44th street, New York. Placing advertising for Angora Specialty Company, manufacturers of "Scotweed."

Vanderhoof & Co., Ontario & St. Clair streets, Chicago. Will use newspapers throughout the Middle West for the Oshkosh Truck Sales Company, Chicago, makers of the "Four Wheel Drive Truck." Planning national newspaper campaign for the Interstate Investment Company, 410 North American Bldg., Chicago.

George L. Dyer Company, 42 Broadway, New York. Placing advertising for the National Seal Company, Inc., manufacturers of the Duplex Seal for glass containers, and the Sears Cross Automobile Lock.

McCutcheon-Gerson Service, 19 West 44th street, New York. Planning a newspaper campaign in the Eastern and Southern states for the Benzer Lens, made by the Benzer Corporation of Brooklyn, N. Y. Will also start advertising in the West and Middle West, as quickly as distributors for the product are secured.

Leddy & Johnson, 41 Park Row, New York. Placing orders with newspapers in selected sections for Lenox Company, music publishers, 271 W. 125th street, New York.

B. G. Moon Company, Proctor Bldg., Troy, N. Y. Again making contracts with newspapers in various sections for A. P. W. Paper Co., Onliwon, Albany, N. Y.

Charles F. W. Nichols, 20 East Jackson Boulevard, Chicago. Placing advertising for the Ambassador Hotels System, New York City, Atlantic City and California.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Again placing orders with newspapers in various sections for K. A. Hughes Co., Salicon medical, Boston.

Poch Advertising Agency, 347 5th avenue, New York. Have placed orders with some New York City newspapers for the International Housing Corp., "Steelite Standardized Homes," 42 W. 33rd street, New York.

Franklin P. Shumway, 453 Washington street, Boston. Placing orders with newspapers in a few selected sections for Forbes Lithograph Manufacturing Company, Boston, Mass.

Akron Advertising Agency, Akron, Ohio. Reported to have placed advertising for the Star Rubber Company, Akron, Ohio.

Batchelor, Mason & Brown, Buhl Bldg., Detroit. Reported to be placing the following accounts: Planco Segars; Hotel Wolverine and Hotel Fort Shelby, Detroit.

Blackman Company, 116 West 42d street, New York. Placing orders with Pennsylvania and Delaware newspapers for Colonial Chemical Company, "Flyosan," and "Insect Exterminator," Reading, Pa.

Critchfield & Co., Brooke Bldg., Chicago. Reported to have decided upon a larger newspaper campaign than last year for Firestone Tire & Rubber Co., Akron, Ohio.

Philip Kobbe Company, 208 5th avenue, New York. Reported to be handling advertising for Hood Rubber Products Company, Watertown, Mass.

Field Ad Service, State Life Bldg., Indianapolis. Handling advertising for the F. A. Ames Company, of Owensboro, Ky. Using trade, national and agricultural publications.

Husband & Thomas Company, 165 East Erie street, Chicago. Have following new accounts: Kaestner & Hecht Company, Chicago, electric elevators; Mutchell Lime Company, Mitchell, Ind., and Keith-Landis Corporation, Chicago, electric clocks.

Honig-Cooper Company, 74 N. Montgomery street, San Francisco. Will start advertising campaign in the territory west of the Rocky Mountains for the Associated Oil Companies.

R. P. Wood Advertising Service, Chattanooga. Handling accounts of the Mascot Stove Company, Wardlaw Hosiery Mills and Chattanooga Coffin & Casket Company.

Smith & Ferris, Los Angeles, Cal. Planning campaign for Western states to be followed by one in Eastern states for "Jevne California Foods."

Harmon W. Stevens Agency, 40 Globe Bldg., Boston, Mass. Handling advertising for the Sexton Can Company.

Allied Crafts Service, Charleston, W. Va. Handling the following accounts: Virginian Electric & Machine Works, Charleston, trade papers and direct by mail; American Steam Laundry Company, Nitro, W. Va., state newspapers for laundry business; Bowman Land Company, Charleston, direct by mail; Smokeless Fuel Company, Charleston, trade journals and direct-by-mail on "Miltrena" Smithing Coal; Manhasset Coal Company, Charleston, trade journals on coal.

Burns-Hall Advertising Agency, Merrill Bldg., Milwaukee, Wis. Placing advertising for the F. Mayer Boot & Shoe Company, Milwaukee, "Honorbilt" shoes for men and "Martha Washington" shoes for women.

Emil Brisacher, Flood Bldg., San Francisco. Handling advertising for the Northern California Berry-Growers' Association.

Jules B. Sloss, San Francisco, Cal. Handling accounts for the Golden Pheasant, wholesale candy department; also the Envelope Corporation, both of San Francisco.

Fred Millis, Inc., Chamber of Commerce Bldg., Indianapolis, Ind. Handling the following accounts: Deschler Cigar Company, Indianapolis; Indiana and Illinois newspapers outdoor and agricultural paper advertising; Indiana Baseball Clubs, and the Modern Appliance Company, Indiana and Illinois newspapers.

Schulte-Tiffany Co., Bangor Bldg., Cleveland, Ohio. Handling advertising for the Saxon China Company, Sebring, O.

Charles L. Doughty, 621 Main street, Cincinnati. Will make up lists during June and November, using newspapers, magazines, farm papers, religious press and direct by mail for the Perry G. Mason Co., Cincinnati, Ohio, to advertise its household necessities.

Fonda-Haupt, 286 Fifth avenue, New York, **and Direct Advertising Corporation,** Indianapolis, Ind. Both handling advertising for National Black Goods Company, 44 East 32d street, New York. Will make up lists during June, using newspapers, trade papers, direct by mail, signs and novelties.

Japanese Editors Arrive

Four men detailed from Japanese daily newspapers arrived in San Francisco this week on their way to Eastern and European cities, where they will act as correspondents. Heading the party is J. Suzuki, formerly editor of the San Francisco Japanese American, who has been editing the Yomiuri in Tokio for some time.

Harding Gets Press Congress Card

A membership card in the Press Congress of the World has been received by Warren G. Harding of the Marion Star, from Walter Williams, president of the congress and Dean of the School of Journalism of the University of Missouri.

Editor Jailed and Fined

George Pinnard, former editor of a weekly newspaper at Allentown, Pa., pleaded guilty to printing libelous articles in connection with a murder case in Allentown last July. He was sent to prison for one year and fined $1,000 and costs.

Strathroy Weeklies Merge

The plant and goodwill of the Strathroy (Ont.) Dispatch has been purchased by Evans Brothers, proprietors of the Strathroy Age. Both are old and well known weeklies, the Dispatch having been founded in 1861, and the Age just five years later.

The Turner-Wagener Company of Chicago will be located in larger quarters in the tower of the new Wrigley Building after May 1.

The Duplex Tubular Plate Press

This remarkable machine is already introduced throughout the world. Competition has melted away before it as far as it has been possible to provide facilities to meet the demand. One of the most modern and extensive factories in the country is now completed to enable the company to fill the orders which are overtaxing its facilities.

The secret of the success of this press is the simple fact that the tubular plate is all the time on the Web printing and so **doubles the product of the semi-cylindrical plate** which is just one-half the time off the Web, and, therefore, not printing. This **fifty percent of waste is eliminated;** this tremendous saving is an advantage which explains the great demand for the tubular plate press. There are numerous other very important advantages involved in this machine.

It having proved impossible to meet the demand for urgent orders they should be made as early as possible.

DUPLEX Printing Press Company

BATTLE CREEK MICHIGAN

Eastern Office: WORLD BUILDING NEW YORK

Digitized by Google

WEST VIRGINIA

The advantages of such a territory as West Virginia lie in its easy balance.

West Virginia's natural resources extend from the deep crust of fertile soil that tops its mountains to the bowels of the earth; its mines of coal and iron, its wells of oil and natural gas.

Its factories transform its crude products into merchandise; its farms produce rich crops; its beautiful and luxuriant valleys, with their amazing waterways amidst rich orchards and industrial development, seem framed by nature for man's highest achievements.

A well balanced territory, solid, permanent, sane!

A market worth while reached through daily West Virginia newspapers.

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	5,673	.025
Charleston			
‡Gazette	(M)	17,079	.06
‡Gazette	(S)	20,007	.06
†Daily Mail	(E&S)	13,034	.06
Clarksburg			
†Exponent	(M&S)	8,304	.03
*Telegram	(E)	7,874	.035
*Telegram	(S)	9,541	.035
Fairmont			
*West Virginian	(E)	5,240	.03
‡‡Times	(M)	5,065	.03
Huntington			
†Herald-Dispatch	(M)	12,521	.035
†Herald-Dispatch	(S)	12,521	.035
Martinsburg			
*Journal	(E)	4,336	.03
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,050	.024
Wheeling			
‡‡Intelligencer	(M)	10,336	.04
‡‡News	(E)	14,166	.06
‡‡News	(S)	14,166	.06

†Government Statement, Apr. 1, 1920.
*A. B. C. Report, Apr. 1, 1921.
‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

JUNIOR PUBLICATIONS BUILD MORALE

Contents Seem More Important to Youngsters than Spoken Word—Some Factors in Establishing One Successfully

By Richard Henry Klein

THE purpose of Junior Publications is to build up morale, efficiency and a larger circulation. These three things hang together. A better morale in the force brings increased efficiency. Increased efficiency inevitably leads to larger circulation. The primary thing, however, is *morale*, the spirit of the business. It is very important that everyone connected with a newspaper should feel himself to be an essential part of the concern.

From this will spring greater power and efficiency in the department itself. Through such a carrier's organ the Circulation Manager holds an intimate touch with those whom otherwise he might not be able to reach. He can launch campaigns and contests for new subscriptions with much greater effectiveness. By personal items, pictures and well merited praise he can bolster up the weaker members of his carrier force and help the stronger on to greater efforts.

All Read the Paper

He can suggest courtesy and promptness, accuracy and reliability, energy and enthusiasm. A Junior Publication seems of more importance to the carrier than a spoken word, and he is sure to read the paper from cover to cover, and keep it for further perusal.

The title of your publication should be distinctive and have a slogan or caption, if possible. Such titles as "Reg'lar Fellers," "Pep," "The Ginger Jar," "Boosters," "Scoop," and "Think" are good original examples that grip your attention.

The first problem is organizing a staff and gathering his material. For your local city carrier news a close touch with carrier managers and district managers will enable you to get much valuable material. A liberal use of pictures, cartoons and ad service cuts help in adding to the attractiveness of the paper. In your personal columns a little praise added to helpful hints whereby the carrier's faults are brought to his notice, often bring best results. Boys must be handled psychologically and and cannot all be treated alike. To be able to pick your staff is half the battle. Turn as much of the work over to them as possible and handle only the editorial columns. The county agents, solicitors and news agencies present a wider problem. The man who handles your county agents can be of great service. Have him get the news from his agents and write it up for you.

Tips from the Editor

As to editing paper, the circulation manager through his touch with a newspaper editorial room should have picked up at least the essentials of make-up and good arrangement. A great deal depends upon this feature, for boys are quick to detect errors and clumsy arrangement of articles. Even headlines should be well written and if necessary a reporter can be corralled for a half-day to help you with this. We have found the advertising cut service provided by every newspaper a great help and the local cartoonist can often be brought to help with satisfying results.

The summer trips and little excursions which every paper plans for its carrier boys should be played up to advantage by the apt editor. Often boys are only brought to realize how much the paper is doing for them and how much they ought to give in return by reading their carrier's organ.

There is really no other medium quite so useful for this work as the Junior Publication. Some newspapers have tried to accomplish the same result by keeping a certain space in their daily paper for such news, but the result produced cannot compare in effectiveness with the carrier's organ.

A lot of excellent material and suggestions can be secured from exchange Junior Publications and such Boys' Magazines as the American Boy and the Youth's Companion. Experience is the best teacher in finding what best arouses the interest of your local boys and in what matters they are most interested.

As to actual results, we have found an added interest generally among our agents and carriers. The boys very soon speak of their own particular organ, as *their* paper and contribute many articles of interest to it which materially helps the work of the editor. By actual questioning we have found all of our agents thoroughly acquainted with every page of the organ and feel justified in stating that it has been a great help to us in this part of circulation work.

On one of my Junior publications our carriers' weekly collection percentage rose to 99 per cent on both morning and evening papers and our carrier boys averaged one missed paper per month. This in itself more than paid for the paper in service given. During some contests in the city for new subscriptions, the average of subscriptions gotten per carrier rose to a much larger number than it was before we had a carrier's organ.

It is only when your carrier boys, agents, newsies, solicitors, and the vast organization of the circulation department become so thoroughly imbued with the spirit of your newspaper that they think, believe and act that spirit, that you really have a powerful and virile organization. And in the attaining of this end, the Junior Publication plays its part.

CIRCULATION NOTES

THE Lethbridge (Alta) Herald recently tendered its newsboys and carriers a banquet during which a little sermonette entitled "The Boy and the Herald" was presented to each one as part of a unique folder, which served as a menu card and souvenir. The Herald's method could well be adopted by any newspaper using carriers and for that reason is presented herewith:

The Boy and The Herald

The Herald takes pleasure in having as its guests the boys who are a very important part of its organization. We want to have a good time together to know each other better and to help you boys know more about the product you handle and how it is manufactured.

You will have learned today that there are three essential factors involved in the publication of a newspaper: news, advertising and circulation. All three are of equal importance and must be of equal strength. Without news there can be no circulation; without circulation no advertising and without advertising no income with which to buy and print news.

On you boys who deliver and sell the Herald rests the responsibility of the success of the circulation department. You are on the selling or merchandising end—one of the greatest forces in business life. If you are not always diligent and alert the best efforts of your partners in the news and advertising departments will be crippled.

As selling agents you fellows must know your product—you must know the Herald. This knowledge can be had only by reading it. This will give you what is more important—a real belief in the Herald and what it is doing in gathering and printing all the news and doing its best to help this community. You will see that it carries all the different kinds of news that people want to read. There are departments to interest boys, girls, men and women. It is conducted just the same as a big manly man or boy wants to conduct his life, and puts this ahead of everything. You will see that it is necessary for every boy to do the same, and be just as enterprising and aggressive as the editors and the other members of the staff.

If we all pull together and do our best we

Digitized by Google

can build up a paper that all the people will respect and want. The Herald expects that every boy will do his best to do his share of the work well, and that you will not be satisfied until every family in your town or on your route reads the Herald. Doing one's best is a valuable habit to form. We show our characters in the way we do our work.

Delivering or selling papers is a good business training. Being on your own responsibility, and having full charge of your part of the work, you have the opportunity to show the "stuff" you are made of, and whether you will make a good business man. If you use good judgment, are prompt, courteous and trustworthy, other opportunities will knock sometime, and you will have your hand on the door knob. The Herald is proud of its staff of boys and has always been glad to recommend them to business men as boys who can be depended upon.

Being in business for yourself teaches you how to handle money and gives you an independent feeling in being able to buy your own clothes, school books, etc., and to help your parents, if necessary. Use your money wisely, don't be selfish, and if possible deposit some in a savings account every week.

If you are a carrier be prompt, help the rest of the Herald staff get the paper to the people as quickly as possible. A boy who gives prompt and proper delivery makes friends of his customers and, consequently, profits grow. Count your papers, get started at once and hustle. Place the paper where the subscriber wishes. Take precaution—go out of your way to find this out. Almost invariably this will be inside the house, so ring the bell, open the door and place the paper inside. Do this unless instructed otherwise. This will make your customers talk about the fine Herald boy on their route.

Be polite. It pays in every way as well as financially to be a gentleman. Courtesy increases your own self respect, makes friends and opens the door wherever you go. Always wear a smile.

Be systematic in collecting and paying. Try to build up your route so that every family takes the Herald. Report changes carefully and always see you have a good reliable substitute.

If you are a newsboy work on the basis that people are certainly going to buy papers. It's the fellow who acts as though he expected to sell everybody who comes along that gets the most money. Don't stand around and wait for business, but hustle up to everyone just as if you had seen him motion to you and you didn't want to keep him waiting.

Speak distinctly when calling the most important news and usually mention more than one of the special news stories. Use the name in approaching your regular customers when possible. It pays to be able to say: "Good evening, Mr. Brown, here's your Herald," or "How do you do, Mr. Smith, want your Lethbridge Herald?" Be polite and practice making change quickly. Always be optimistic when business is quiet and keep plugging away.

The street trades bill, advocated by numerous organizations of women and recommended by the public welfare committee after public hearings, was advanced to the calendar by the lower house of the Minnesota legislature in committee of the whole. The proposed regulations for newsboys and others working on streets and public places were declared by advocates of the bill to be necessary to protect the mental and physical development of the boys. Opponents contended that objections of the Newsboys' Club were well founded and urged indefinite postponement.

Badges for the Portland (Me.) newsboys are being distributed with the cooperation of the Portland Boys' Club. Chief of Police Watts arranged a plan whereby boys over 10 who wished to sell papers must apply to the Boys' Club for a card authorizing them to do so.

George S. Galloway, circulation manager of the Rockford (Ill.) Register-Gazette, has been elected president of the Young Business Men's Association of Rockford.

The circulation department of the Indianapolis News has inaugurated a contest among state agents whereby sixty of these agents or their carriers will be brought to Indianapolis to attend the Decoration Day automobile races.

Agents have been divided into various classes according to the number of copies received March 1, and from indications, the later part of March, all previous records in securing new subscribers will be broken.

An interesting sidelight on the mutual transfer of H. V. Stodghill and Robert S. Weir between the circulation offices of the Syracuse Herald and Louisville Courier-Journal, reported in EDITOR & PUBLISHER last week is that as it was arranged by S. Blake Willsden, manufacturers and publishers' representatives of Chicago, who learned that the men concerned were seeking a return to cities they had known in their past experiences, and worked out the deal to the satisfaction of both.

B. A. Mackinnon, circulation director of Pictorial Review, sailed for Europe April 20 and will be gone until June 1.

The Boston Newsboys' Union will hold its 20th anniversary and reunion on Thursday evening, May 5, at Young's Hotel.

C. F. Aldrich, manager of mail circulation of the St. Paul Daily News, has resigned to enter the circulation promotion business. He is succeeded by Charles J. Kutill, former superintendent of circulation.

E. L. Shovers, of Des Moines, has been appointed circulation manager of the Racine (Wis.) Times-Call.

The Quincy (Ill.) Whig-Journal is building friendship between carriers and subscribers by a series of short feature stories, one run each day, in which a picture of a carrier is published with a short sketch about the boy and his work. The stories emphasize the value of the business training received by the youths in their daily work of passing papers.

Nine hundred, including Mayor Peter F. Sullivan, attended the recent ball of the Worcester (Mass.) newsboys. There was a clever program of entertainment followed by dancing. The mayor was once a newsboy.

A subscription and good record contest is being conducted by the Marietta (Ga.) Cobb County Times, with only the carrier boys participating. The contest runs for two months, closing July 2. Votes are awarded the boys for new subscriptions secured, and additional votes to each carrier who delivers his route for a full week without a single complaint from any of the subscribers. A new bicycle is the first prize, and a gold watch is the second.

The Columbus (Ga.) Ledger is conducting a circulation campaign until May 10, advertised as the "April Shower Club." It is in the nature of a cut-rate sale. The regular subscription price of the Ledger is $7.50 per year. During the period of the campaign a special coupon is printed in the paper which entitles every new subscriber to a cash discount of $2.50, providing the subscription is received before the campaign closes. Every subscriber who sends in five additional subscriptions on this basis is given a year's subscription free.

Frank Hollywood, field circulation man for the Portland Oregonian, was recently the victim of a daylight holdup while he was soliciting for his paper. In a farming district near Oregon City he was met by two masked men who went through his pockets, taking $20.

The Wichita (Kan.) Newsboys' Association is meeting regularly once a week. In addition to the business meeting and supper, there is generally a short talk by some circulation expert or salesman on how to increase their sales.

The Minnesota senate passed the street trades bill after it had been amended to conform to the bill passed by the house in requiring a deposit of twenty-five cents for a newsboys' badge. The bill was opposed unanimously by circulation managers of newspapers and by the newsboys themselves.

Miss Betty Ramsey, who, mounted on a pony, was a carrier for the St. Paul Pioneer Press for several years, is the first woman to be nominated for a public office in South St. Paul.

Sunday Morning Newspapers

News in distinguished style.

News with a human touch.

Signed by able staff writers.

Makes READABLE First Pages.

Reliable and complete service.

Coast-to-Coast North-and-South Leased Wire System

International News Service

M. KOENIGSBERG, President

MARLEN E. PEW, Editor and Manager

Tenth Floor, World Building, New York City

Sharon Building, San Francisco, Cal.

Hearst Building, Chicago, Ill.

Georgian Building, Atlanta, Ga.

Digitized by Google

NEWSPAPERS SHOULD NOT INVOLVE THEMSELVES IN SALES COUNSEL

Cancelling the "Non-Cancellable Contract"—Indianapolis Star Has New Retailer Publication—Columbus Dispatch Organizing Special Train to Atlanta Convention

By FRED MILLIS

MANY newspaper advertising executives seem to be getting farther and farther afield in merchandising practices.

Newspaper co-operative work with manufacturers is a matter that needs to be handled with plenty of common sense, yet the first thing a newspaper usually does when entering upon it is to go out and sell goods for the advertiser without a thought of future complications.

Then, very often when this willingness to help a national advertiser has been demonstrated, immediate advantage is taken by the manufacturer's sales manager to expect the newspaper to give him answers to every merchandising problem that comes up.

For instance a recent article in EDITOR & PUBLISHER brought up the question of whether or not a newspaper could or should help to maintain regular prices on newspaper advertised merchandise handled by local chain and department stores.

CUT PRICE ADVICE

Should a newspaper endeavor to solve such problems as these?

Should a newspaper advise manufacturers to sell to the cut rate store?

Should they on the other hand recommend and insist upon manufacturers playing with the jobbers and smaller retailers?

These specific questions have been put up to the National Association of Newspaper Executives frequently. In order to get something tangible, Don U. Bridge, merchandising manager of the Indianapolis News, was asked the question. Following is Mr. Bridge's answer:

"We don't answer it. But we do give the manufacturer or advertising agency information that should help them solve the problem satisfactorily.

"The newspaper man should know the local angle to the question, but there are many other factors entering into it that he can not hope to know without thorough investigation. Those factors vary with every proposition and are wrapped up with the general policy of each individual concern, the degree to which the product is established, etc. Even if the newspaper man knew all angles to the question, it is doubtful whether he should definitely urge any one certain policy which would eventually get his publication into endless controversies with the local concerns affected by his recommendations.

THE BIG FACTOR

"Probably the most important local factor is the attitude of jobbers and the smaller retailers towards products that are sold by the cut rate stores. Do Indianapolis jobbers refuse to handle products that are sold direct to certain retail stores at jobbers' prices, or if they handle them, do they push the products that can be secured only through jobbers? Do the retail stores that ask standard prices refuse to carry products that are advertised and sold by cut rate stores at prices that they can not meet? If they carry the products do they push competitive products?

"There is not a definite rule that can be followed in answering these questions because circumstances alter the policy of the various wholesale and retail concerns. Our reply is to outline the selling policy of the various manufacturers whose products are now on sale in Indianapolis and then present definite figures showing the comparative distribution and volume of sale of each brand. The manufacturer or agency man can draw his own conclusions.

"In case the manufacturer is afraid that he can not sell the cut rate stores and still retain the support of jobbers and small retailers, he will be interested to know the comparative strength of the two elements. We can tell him the percentage of the total business transacted by the stores that buy direct from manufacturers and the percentage of the business that goes through the jobbing channels to retailers. These figures should assist him in making his decision.

"In Indianapolis, like in most cities, there are a few wholesale houses that are not recognized by the other jobbers because they sell on close margins. One is a "cash and carry" grocery jobber and there are two other jobbing concerns that sell at reduced prices to retailers who own stock in the concerns. When a manufacturer asks whether he can sell these jobbers and retain the support of the "recognized" wholesalers we tell him which manufacturers sell and which one do not sell these "unrecognized" jobbers. The general characteristics of the cut rate jobbers and their relative strength are outlined. The manufacturer can then make his own decision.

"If a newspaper attempts to solve the cut rate problem it is accepting a big job—and one that probably is the problem of others. Some advertisers want prices maintained, others believe that the more retailers cut the price of their products the greater will be their volume of sale. The newspaper cannot consistently urge retailers to maintain prices on certain articles and cut prices on others.

"Several years ago an advertiser came to us with the statement that his advertising was encouraging downtown retailers to cut the price of his merchandise. He wanted the price maintained in order to retain the support of the neighborhood retailers. A price agreement among the retailers was arranged that was supported by our refusal to carry the item in any retailer's advertising if offered at less than the price agreed upon. This plan maintained the price but in a few months the manufacturer entered a new complaint—his sales in Indianapolis had decreased 50 per cent. Thanks for our trouble in helping maintain prices was a cancellation of the advertising.

"Moral—Give the manufacturer all the local information that effects the problem and then leave the decision and the execution of the plan to him."

* * *

HOW do you make a non-cancelable contract that will stick? Again comes this question from Harry T. Watts, advertising manager of the Des Moines Register Tribune.

About the best answer that can be made to Mr. Watts is:

Make the contract the same way you make any other contract you expect to be carried out with the other party. Make your contracts on a non-cancellable basis only with recognized advertising agencies of good repute. Then have a very distinct understanding that the advertising is to be run regardless of unforseen conditions.

If the advertising doesn't come along in regular schedule go after the agency. If the agency doesn't come through, notify your trade that has stocked the product, on the strength of the advertising to be run, that you have been misled by the agency and the house. Then the most important thing—do not give any more letters out about advertising to run when it comes from that agency.

There have been some pretty bad offenders among the agencies. One large one is in particularly bad repute because of questionable stunts pulled along this line. It is time to call a halt. A contract is a contract. Sometime soon some big upstanding newspaper is going to teach one of these agencies a lesson by collecting in court for cancelled non-cancellable contracts.

* * *

DISPLAYS for the newspapers at the Atlanta convention will be handled this year by G. W. Brett of the E. Katz Special Agency of New York City; Frank D. Webb, advertising manager of the Baltimore News and Star, and F. Ernest Wallace, advertising manager, Elizabeth (N. J.) Daily Journal. In a letter written recently to Mr. Brett, by Mr. Miller, the policy of the association is announced of not featuring any particular paper, but of endeavoring to sell newspapers as the logical national advertising media.

Applications have been received by Mr. Brett, from both the New Orleans

(*Continued on Page 93*)

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

WHIPPING ATLANTA PROGRAM INTO SHAPE

A PROGRAM for the Atlanta convention of the National Association of Newspaper Executives is being whipped into shape by Charlie Miller, the president, in co-operation with the committee in charge of the different sessions and probably will be announced within the next ten days.

The program, as tentatively announced, starts Monday afternoon with registration and reports of officers. This will be an open meeting until 4 o'clock. From then until 6 o'clock the association will hold a joint executive session with the Daily Newspaper Advertising Managers Association, which during the past year has been amalgamated with N. A. N. E. A discussion of what is local and what is foreign advertising will be held at this meeting.

On Tuesday morning there will be a joint meeting between the N. A. N. E. and the American Association of Advertising Agencies. That afternoon there will be a joint meeting with advertising agencies not members of the A. A. A. A.

Wednesday morning will be devoted to an executive session at which practical problems facing the business and newspaper managers will be discussed. The problem of co-operation with nation advertisers will be given considerable attention at this meeting. Wednesday afternoon unfinished business will be carried on including the election of officers.

Executive sessions will be held Monday, Tuesday and Wednesday nights for discussion of promotion plans and office handling of classified advertising. According to Mr. Miller, the entire evenings will be given over to classified. There has been some misunderstanding over conflicting announcements of the National Association of Classified Managers and the National Association of Newspaper Executives as to the holding of classified sessions, but this is being straightened out by the officers of the N. A. N. E. and the classified men.

The N. A. N. E. arranged a meeting place at the Indianapolis convention last year for the classified men and C. L. Perkins, at the invitation of President Miller arranged a program for them. Out of this meeting grew the Classified Managers Association, which now has a membership of sixty or seventy. The N. A. N. E. is the only newspaper division of the A. A. C. W. The classified men, according to Mr. Miller, cannot meet at Atlanta with separate sessions without the sanction and as a part of the National Association of Newspaper Executives. They cannot have these meetings in connection with the advertising convention.

"There is no disposition on the part of the National Association of Newspaper Executives to hamper the work of the classified men in the least," says Mr. Miller. "This matter was discussed at great length at our Louisville meeting of our officers and directors a few weeks ago. The classified men were asked to hold their sessions as usual but to follow the regular procedure and to have them under the auspices of our association.

"We have therefore set aside all the evening sessions for the classified men. It will do the classification men a great deal of good to attend the regular newspaper sessions during the days. It will make them broader minded and will give them a better appreciation of the problems which the display managers are constantly facing. On the other hand, too, it will help the display men to understand what the classified managers are up against.

"As far as the business managers are concerned, of course, they are all vitally interested in both the display and classified and it would be wrong for us to take business managers to Atlanta from all over the country and have more than one session going on at the same time."

Mr. Miller is sending letters to newspaper publishers all over the country urging them to send to the Atlanta convention not only their advertising and business managers but also their classified managers. He is going to see that the secretary keeps a careful check on the attendance at each of the meetings so that any publisher can find out whether or not his executive attended the meeting faithfully. "No newspaper publisher wants to get the idea that the sessions of our association are joy parties. We come together to these meetings to work. Thousands of dollars of good can be gotten by each one who goes. Our association frowns on the idea that a convention is a sort of a vacation," writes Mr. Miller.

Win New York State

THROUGH DAILY NEWSPAPERS

New York State is the greatest market on earth. People from all parts of the country are in New York State every day of the year. There are enough large and important cities in New York State with sufficiently varied industries to men from everywhere to New York State. So, first there is a market already there; then there is the transient population. And these transients returning to their homes, ask for the brand they found in New York, thus advertising the goods by word of mouth, everywhere.

Co-operate with local dealers. Localize your sales appeal through local newspapers in New York State and the territory is won.

The New York State newspapers are at your service with circulation and rates that make them particularly attractive and they back distribution that adds to their value vastly.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	32,243	.09	.09
*Albany Knickerbocker Press	(S)	45,293	.11	.11
†Auburn Citizen	(E)	6,887	.04	.035
*Brooklyn Daily Eagle	(E)	96,467	.20	.20
*Brooklyn Daily Eagle	(S)	70,493	.20	.20
*Brooklyn Standard Union	(E)	65,938	.20	.20
*Brooklyn Standard Union	(S)	44,017	.20	.20
*Buffalo Courier and Enquirer	(M&E)	84,478	.22	.18
*Buffalo Courier	(S)	117,634	.27	.22
*Buffalo Express	(M)	36,068	.12	.10
*Buffalo Express	(S)	62,747	.18	.14
*Buffalo Evening News	(E)	104,221	.21	.21
Buffalo Evening Times	(E)	75,176	.15	.15
Buffalo Sunday Times	(S)	62,717	.15	.15
Corning Evening Leader	(E)	7,353	.04	.04
*Elmira Star-Gazette	(E)	24,451	.06	.07
*Glens Falls Post-Star	(M)	7,323	.03	.03
Gloversville Leader-Republican	(E)	6,126	.03	.03
Gloversville Morning Herald	(M)	6,129	.035	.03
Hornell Tribune-Times	(E)	6,553	.035	.035
†Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,821	.025	.025
*Jamestown Morning Post	(M)	9,248	.05	.03
**Middletown Times Press	(E)	5,861	.04	.03
*Mount Vernon Daily Argus	(E)	7,032	.04	.04
*Newburgh Daily News	(E)	10,726	.05	.05
†New York American	(M)	291,640	.60	.60
†New York American	(S)	949,480	1.25	1.25
*New York Globe	(E)	164,429	.45	.45
New York Evening Mail	(E)	155,148	.41	.40
**New York Evening Post	(E)	36,575	.32	.25
**The New York Herald	(M)	203,686	.50	.45
**The New York Herald	(S)	207,662	.50	.45
**The Sun, New York	(E)	190,509	.50	.45
**New York Times	(M)	327,146	.65	.636
**New York Times	(S)	504,823	.75	.727
**New York Tribune	(M)	142,310	.40	.36
**New York Tribune	(S)	142,835	.40	.36
New York World	(M)	346,626	.60	.56
New York World	(S)	621,489	.60	.56
New York World	(E)	313,143	.60	.56
Niagara Falls Gazette	(E)	12,292	.05	.05
Olean Times	(E)	5,031	.02286	.02
*Poughkeepsie Star and Enterprise	(E)	10,819	.05	.05
Rochester Herald	(M)	27,767	.08	.08
*Rochester Times-Union	(E)	64,031	.20	.18
Schenectady Union Star	(E)	13,442	.06	.06
*Staten Island Daily Advance	(E)	7,140	.05	.04
**Syracuse Journal	(E)	42,216	.09	.09
*Troy Record	(M&E)	22,794	.05	.05

Government Statements, April 1st, 1921.
*A. B. C. Publishers' Statement, April 1st, 1921.
†Government Statement, October 1st, 1920.
**B. C. Publishers' Statement, October 1st, 1920.

Digitized by Google

In *Jewish New York*

The Day
דער טאג
די וואהרהייט

Is The Best Buy

Jewish New York means 1,600,000 Jewish consumers. Numerically, it represents a purchasing public larger than the population of Cleveland and Baltimore, or Boston and St. Louis, combined.

Jewish New York is compact, closely knit and homogeneous. Centrally located and easily accessible, it reduces the cost of distribution and sales, for the advertiser who enters this market, to a minimum.

Jewish New York not only speaks and reads Yiddish, but *thinks* in Yiddish. To be effective, the *advertising appeal must be in Yiddish.*

THE DAY-WARHEIT reaches the progressive, American element in *Jewish New York*—a circulation that BUYS. This is reflected in both the fine class and large volume of advertising the paper carries.

The Merchandising Service Department of THE DAY-WARHEIT renders complete, effective co-operation to its advertisers—a service that invariably makes a sales campaign successful.

Why not let us co-operate with YOU?

The Day
דער טאג
די וואהרהייט

Member A. B. C.

183 East Broadway New York

ANNUAL PEACOCK ALLEY PARADE

(*Continued from Page 6*)

"WE are very happy in our labor situation, so far as it affects our mechanical department," said J. H. McKeever, publisher of the Aberdeen (S. D.) American. Last fall we had a strike. The union would not yield and neither would we. The conditions were such that we could not yield if we wanted to continue in business. So we went ahead on the open shop plan, which so far has worked out successfully. The scale has not been reduced materially and we find our men well satisfied. If we are to base a judgment upon our experience, we must feel that the open shop is the solution of a vexed question. One thing is sure—the approach of May 1, or any other date for changing or renewing contracts with our men does not worry us.

"In other respects, too, we are fairly happy. We are buying our paper for 5½ cents and have no trouble about supplies. We have nothing to lie awake o'nights about on account of the question of national and local advertising rates, because with us they are the same. There is argument for a higher rate for national advertising than for local advertising, perhaps. The national advertiser gets some advantage in out-of-district appeal that the local advertiser does not receive, but just what charge to make for this extra service, if any, we have not determined."

* * *

"I NEVER could understand," said R. A. Crothers, editor and publisher of the San Francisco Bulletin," how an advertising agent can have two principals having opposite interests in the same transaction. How can he represent both buyer and seller at the same time and give the same impartial service? The agent represents the advertiser first, last and all the time, and should be paid by him. He is entitled also to some remuneration, I admit, for any service he renders the publisher in developing new advertisers and in guaranteeing accounts. We have been committed for so many years to the old practice of compensating the agent that it will be hard to change it, but I believe the time will come when a more equitable system of remuneration will be adopted. Business on the Pacific Coast has been off as it has everywhere else. We are expecting that it will pick up when the new wheat crop comes in."

* * *

"THERE is only a slight difference between our local and foreign rate," said Theodore Bodenwein, publisher of the New London Day, "and therefore we have no trouble about national advertising, being placed through our local merchants. In my opinion foreign advertising, instead of being 'velvet,' as some people seem to think, is less remunerative than local advertising. It is customary, as you know, for publishers to allow agents 15 per cent commission on national advertising and 2 per cent additional for cash. To this must be added 10 per cent paid to your special representative. This makes the cost of getting the business 27 per cent —a rather expensive proposition. At present our foreign advertising represents 25 per cent of our entire volume of advertising."

* * *

"So far as we are concerned," said A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, "labor has not offered the least bit of trouble. Fort Worth is a strong union town, and there isn't an open shop in the place —nor likely to be. Our paper pays the scale and is continuing the bonus we paid during the war, and our men all seem satisfied.

"I have read the letter sent out by the A. A. A. A. on the equalization of local and national advertising rates, but it seems impossible for us to change either. We won't cut down our national rate and we can't raise our local rate; it is carrying now all the traffic can bear—and we are a flat rate paper.

"But there is one thing we will not stand for, namely, for local advertisers to run national copy as local copy and at the local rate. None of our local merchants has tried it yet, and I rather think they won't try it. National copy is national copy wherever it comes from, and with us, at least, must be paid for on that basis."

* * *

"OURS is a tight and fast union shop," said J. J. Bernstein, secretary and manager of the Massillon (Ohio) Evening Independent, while discussing the labor situation. "Indeed, our shop employs the entire Massillon Union, president, secretary and all, except one man, who works in a job shop.

"The 44-hour controversy will come to our very door if the union puts it over on the job shops, of course, but we are ready to deal with it. We are sticking hard and fast by the resolution against the 44-hour week that was passed at the last convention of the Associated Ohio Dailies. If there is trouble we will meet it, and if it comes to a show-down we are ready to quit publishing rather than give in.

"As to rates for national and local advertising, we have just equalized them. We calculated always that the advertiser who got 100 per cent of the circulation was called upon to pay a higher rate than the one who got only the local circulation. But when we found that we went to every family in Massillon with the exception of 21 we concluded that local advertisers were getting 100 per cent of our circulation as well as the national advertiser, and so we made the rate the same.

"To illustrate our attitude, let me tell you of an incident that occurred before we made the change: A local merchant who had not been in the paper for ten years called up and asked our rate. He was quoted the local rate of 45 cents an inch, of course. Later I met him and spoke about his advertisement. 'Oh,' he said, 'I don't pay for that. The manufacturer is putting up the money.' 'In that event,' I replied, 'the rate goes to 60 cents, since it is national advertising, and not local'; and he had to pay it."

* * *

"THE question of agencies' commissions does not trouble us," said Edward J. Thomas, publisher of the Norwalk (Conn.) Hour. "We are on O'Flaherty's list and have monthly settlements. But I am firmly of the belief that sooner or later it will be established that agents will derive their entire revenue from their clients. It seems to me the only fair way, and the fair thing will, in the end, be the one finally determined upon.

"As to labor, we run an open shop, and do not anticipate any trouble except, perhaps, in our job department, where we have one union man. Our job shop sets matter for our newspaper, too, and that leaves a small opening for trouble —though it won't last long if it starts. I had the pleasure of tearing up our contract with the union some time ago.

Digitized by Google

and there will never be a new one made. At that, we employ the president and the secretary of the union on our paper. The president, when we were talking about a possible strike a short time ago, said he had lost nine months during the last strike and didn't want to put his family under that deprivation again. I told him he needn't, so far as we were concerned.

"As to equalizing local and national advertising rates, ours are very close together now, and if it seems best to make them equal them it will be easily accomplished. Whether or not equalization is best I can't say now, but we can be counted in for whatever shall be finally decided upon by publishers generally."

* * *

ONE of the prominent members of the Ohio delegation was R. C. Patterson, president and general manager of the Toledo Times. Mr. Patterson, who assumed entire charge of the paper on the death of George Dun several years ago when it was at the lowest ebb of its fortunes, has made the Times one of the leading dailies of the State. It has just taken possession of a fine new building, a picture of which recently appeared in the EDITOR & PUBLISHER, and now has one of the best plants in the Middle West. "We have no reason to complain of poor business," said Mr. Patterson on Wednesday. "Our foreign advertising is off not more than 4 per cent, which you will admit, is not much during the present depression. The automobile factories are getting into action."

* * *

"WE don't have the labor question to trouble us down our way," said H. M. Turner, publisher of the Tonawanda (Pa.) Review. "If we did we'd have to go out of business. But we are going to have the question of agency commissions to bother us, I fancy, before long. It is in the air and must be disposed of. There'll be argument enough about it before it is settled, but which ever principle is right will come out on top, as it always does.

"I don't think we can ever equalize our foreign and local advertising rates in Tonowanda. We occupy the peculiar, but rather gratifying, position of publishing in a town of 4,200 people a newspaper that has a circulation of 5,400. That means we cover the whole county. Do you mean to tell me that our circulation is not worth more to the national advertiser than it is to the local advertiser? We charge the local man 20 cents an inch and the national man 42 cents an inch, flat. The probability is that we shall raise our local rates to 30 or 35 cents, but it is hardly possible for us to bring the national rate down to either of these figures."

* * *

HARRY CHANDLER, president and general manager of the Los Angeles Times, said that for the first three months of this year that newspaper has printed more advertising than any other newspaper in the country. A number of years ago the Times carried off first honors of several years in succession. Last year it stood third.

"I do not know whether we will be able to keep up the pace we are now going for the next nine months, but we certainly will make the effort. While we have lost some general advertising like all the other dailies, the loss has been more than made up by an increase in local display and classified advertising.

"In regard to the attempts of some national advertisers to place advertising contracts I would say that our local publishers' association has come to an agreement under which copy is to be passed upon by a committee. If the committee decides that it is national advertising it will be accepted only at the foreign advertising rate. Under the agreement we have made there will be no confusion as to what is and what is not foreign advertising.

"We are not having any trouble about labor. There is no probability that the 44-hour week will ever be adopted by Los Angeles publishers. Our city is known as an open shop city and non-union men in all lines of industry are flocking to it because of that fact. Manufacturers, knowing that non-union labor is desirable, are locating their factories there in large numbers. Our city is therefore growing rapidly. The tourist business the past year has been very large. All the resort hotels have been crowded and many private families took in guests for the first time in order to accommodate them. No, we have no reason to complain about business in Los Angeles.

* * *

"WE believe in giving the advertising agent who places business in our paper the fullest protection possible, and no national advertising placed through any local distributor ever is taken at anything but the foreign rate," said F. E. Johnson of the Taunton Gazette. "Not even national-advertiser-local-dealer copy placed on a '50-50' can get into the Gazette except on that basis. However, we have found some advertising agencies, and national advertisers, and they are not all small ones either, who hardly play fair with the newspapers. They think nothing of asking us to make trade surveys, and after we have spent considerable time and expense in supplying them, we never even get a word of acknowledgment, much less advertising. It would seem but logical that protection should cover both sides."

* * *

"THE growth of New Orleans the past year," said D. D. Moore, general manager and editor of the New Orleans Times-Picayune, "has been phenomenal. On one day the past winter there were 180 ships tied up along the water-front of the city. The Hibernia Bank is now erecting a $4,000,000 building, the largest, I believe, south of New York and Chicago. Numerous other buildings, mostly business structures, are either under way or have just been completed. The Times-Picayune and the Item both have established themselves in fine new homes. The fact that the prices of tobacco, sugar and cotton are away down does not put as much of a damper upon business as you would naturally suppose it might. Our newspapers—all of them—are doing well and unless we have some set-horizon we will make a fine record for back at present undiscernible on the the year."

* * *

ALTHOUGH out of active newspaper work at present, Frank P. Glass and Victor Rosewater, in days past two of the most active officials of the A.N.P.A., were on hand to greet old friends. Mr. Glass, in answer to a query, said he had plans in mind for a return to business but they were not ready for announcement yet. Mr. Rosewater, former chairman of the postal committee, said: "The only word I might possibly suggest is to remind publishers that postage rates, under the zone law, are to go up another notch on July 1, unless remedial legislation is had sooner. It behooves the publishing interests to decide what they want to do about it."

WISCONSIN

The day is fast approaching when Wisconsin will open its door to the vacationist and tourist. And they come in thousands.

Every mile is a mile of beauty or a mile of riches and many of them are both.

Here in this beautiful rolling country are grazing herds that bless Wisconsin with 10,000,000,000 pounds of milk every year and the fields of towering grain that make it a leading state in the value of its farm crops.

Remember that Wisconsin not only grows the crops and makes the cheese but it also manufactures much of the machinery to cultivate and harvest.

What are you doing in this prosperous territory to advertise and sell your goods?

The quick way, the easy way and profitable way to sell your goods in Wisconsin is to advertise them in the Wisconsin daily newspapers.

Use this list first:

		Circulation	Rate for 5,000 lines
**Appleton Post-Crescent	(E)	7,915	.035
**Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegarm	(ME&S)	8,603	.035
*Fond du Lac Reporter	(E)	5,538	.03
**Green Bay Press-Gazette	(E)	9,716	.04
Kenosha News	(E)	5,858	.03
La Crosse Tribune and Leader-Press	(E&S)	12,423	.05
Madison (Wis.) State Journal	(E&S)	15,119	.05
‡‡Milwaukee Journal	(E)	115,279	.20
‡‡Milwaukee Journal	(S)	92,769	.20
Milwaukee Sentinel	(M&E)	76,611	.14
Milwaukee Sentinel	(S)	74,398	.14
Racine Journal-News	(E)	8,113	.045
*Superior Telegram	(E)	17,973	.055
‡‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Publishers' Statement, April 1, 1921.
**Government Statements, October 1, 1920.

Digitized by Google

PAPER MILL WAGE PARLEYS FAIL BUT NO SHORTAGE DANGER SEEN

Publishers Warned Against Paying Higher Prices—Trade Commission Reports 49 Days' Supply of Newsprint in Publishers' Hands and in Transit on March 31

After the meeting of representatives of thirteen of the largest paper manufacturing companies in the United States and Canada in New York, April 25, it was announced that the Brotherhood of Paper Makers and the Brotherhood of Pulp, Sulphate and Paper Mill Workers had rejected the employers' proposals for a reduced wage. The present agreements between the workers and employers expire May 1 and May 11.

The following companies were represented at the conference: Minnesota & Ontario Paper Company, St. Francis Paper Company, Grand Lake Company, Spanish River Pulp & Paper Mills, Cliff Paper Company, Sherman Paper Company, Pettebone-Cataract Paper Company, Hanna Paper Company, St. Regis Paper Company, Abitibi Power & Paper Company, International Paper Company, Union Bag & Paper Company, St. Maurice Paper Company.

The manufacturers issued the following statement:

"The paper manufacturing companies, at the request of the Brotherhood of Paper Makers and Brotherhood of Pulp, Sulphite & Paper Mill Workers, expressed through invitation of their international presidents, have been acting together in an effort to arrive at mutually satisfactory adjustments of wage rates and working conditions to take the place of those provided for by the trade agreements which exist between each of such manufacturers and labor unions named, with the object of avoiding any interruptions of operation in their manufacturing business when such agreements expire on May 1 and May 11.

"A preliminary meeting was held on February 24, and a meeting attended by all of them on March 30, at which time the manufacturers present agreed on proposals to be made to the labor unions on the subject of wages and working conditions such as the present business situation in the paper industry warrants, due consideration being given to industrial and economic conditions as well as living costs.

"A committee of manufacturers presented said proposals to the labor unions who had invited the joint action. The committee reported to the full meeting of manufacturers today that the proposals made were rejected by the labor unions and that no definite counter proposition has been made by them.

"The action taken by the employees concerned and their representatives is regretted by the manufacturers as each of them is desirous of operating their plants to the largest possible extent, thereby furnishing as much employment as is possible to their employees and paying rates of wages compatible therewith, which is represented in the propositions submitted to the labor unions and rejected by them.

"It is understood the joint efforts of the manufacturers will be continued and that the present committee will represent them in any further negotiations with the labor unions that may be required on the subject of rates of wages and working conditions."

The manufacturers also warned publishers against jobbers who try to "jack up" prices of newsprint on the pretext of a possible walkout of the mill hands. They point to the report of the Federal Trade Commission for March as showing that any such increases will be unjustified. The Federal Trade Commission (based on reports of 663 publishers using standard newsprint) shows that:

Publishers' stocks and transit tonnage on March 31—241,065 tons—represent slightly more than 49 days' supply at the existing rate of consumption.

Publishers' stocks increased 5,216 tons during the month. The average daily tonnage used during March was 141 tons more than the average used in February.

Eighty-four publishing concerns held about 85 per cent of the tonnage on hand at the end of the month.

The domestic consumption of standard news, by metropolitan dailies using between one-half and three-fourths of a million tons annually, for March, 1921, when compared with March, 1920, shows that the consumption for the month of March, 1921, increased about 4 per cent over March, 1920, and increased slightly less than 15 per cent for March, 1921, over March, 1919.

The paper manufacturers declare that despite the fact that 4 per cent more paper was used in March of this year than last there is no reason for worry on the part of publishers. Stocks on hand at mills at the end of March amounted to 41,789 tons, which was 14,225 more than at the corresponding time last year.

The Trade Commission's report on publishers' tonnage follows:

"Monthly tonnage reports from 663 (a) of the most important newspaper publishing concerns and associations grouped according to the principal business sections of the United States, together with a separate tabulation for the agricultural publications show the following results for March, 1921:

Location of Publishers (b)	Number of concerns	On hand first of month	Received during month	Used and sold during month	On hand end of month	In transit end of month
		Net tons	Net tons	Net tons	Net tons	Net tons
New England	81	22,067	16,464	15,094	23,437	2,620
Eastern States	172	58,945	60,352	56,299	62,998	9,598
Northern States	129	51,475	34,630	34,383	51,722	6,532
Southern States	74	14,054	8,841	9,179	13,816	2,344
Middle West	149	38,454	24,179	24,983	37,650	4,011
Pacific Coast	31	12,991	13,520	12,324	14,187	3,914
Farm Papers (c)	27	8,654	1,508	2,016	8,146	190
	663	206,640	159,494	154,278	211,856	29,209

"(a) This number represents a much larger number of publications.

"(b) *New England* includes Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont; *the Eastern States* include Delaware, The District of Columbia, Maryland, New Jersey, New York and Pennsylvania; the *Northern States* include Illinois, Michigan and Ohio; the *Southern States* include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia; the *Middle West* includes Arkansas, Arizona, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin, and Wyoming; the *Pacific Coast* includes California, Oregon and Washington.

"(c) The farm papers for the most part use special grades of news print instead of the standard news.

Prices Paid by Publishers

"The weighted average price of contract deliveries from domestic mills to publishers during March, 1921, f. o. b. mill in carload lots for standard news in rolls was $5.862 per 100 pounds. This weighted average is based upon March deliveries of about 45,000 tons on contracts involving a total tonnage of approximately 680,000 tons of undelivered paper manufactured in the United States.

"The weighted average contract prices based on deliveries from Canadian mills of about 26,000 tons of standard roll news in carload lots, f. o. b. mill in March, 1921, was $6.480 per 100 pounds. This weighted average is based upon the March deliveries on contracts involving about 355,000 tons of undelivered Canadian paper.

"The weighted average market price for March of standard roll news in carload lots f. o. b. mill based upon domestic purchases totaling about 2,600 tons was $5.623 per 100 pounds.

Imports and Exports

"The imports and exports of printing paper not dutiable (practically all newsprint) and of wood pulp for the month of February, 1921, compared with the month of February, 1920, were as follows:

	Feb., 1921 Net tons	Feb., 1920 Net tons
Imports of Newsprint (total)	58,893	52,126
From Canada	48,894	50,581
Germany	5,642	.....
Sweden	694	1,545
Finland	417	.....
Norway	2,858	.....
Other countries	388	.....
Exports of Newsprint (total)	2,333	2,764
To Argentina	730	279
Cuba	949	247
Uruguay	320	67
Other countries	334	1,671
Imports of Ground Wood Pulp (total)	3,275	11,973
Imports of Chemical Wood Pulp (total)	15,547	46,848
Unbleached Sulphite	6,620	28,904
Bleached Sulphite	3,140	3,969
Unbleached Sulphate	5,787	13,400
Bleached Sulphate	.....	575
Exports of Domestic Wood Pulp	2,714	3,585

"The imports of newsprint for February, 1921, were 6,767 tons more than for February, 1920. The exports for February, 1921, were 231 tons less than for February, 1920. The tonnage to "other countries" under "exports of Newsprint" for February, 1921, includes 85 tons to Australia, 63 tons to Canada, 31 tons to China and 25 tons to Philippine Islands. The imports of mechanically ground wood pulp for February, 1921, were 8,698 tons less than for February, 1920. The exports of domestic wood pulp were 871 tons less than for February, 1920."

Mill Reports

The following is a review of the reports received by the Federal Trade Commission from domestic manufacturers of newsprint paper, from jobbers buying and selling newsprint paper and from leading publishers using newsprint paper. Import and export statistics of the Department of Commerce are also included in the review. Whenever possible the figures for 1921 are compared with those for the corresponding period of 1920, 1919, and 1918. The figures in *Table A* show the results of the Commission's tabulations for March, 1918, to 1921, inclusive.

The average production of total newsprint and standard news based upon the total combined production for the years 1918, 1919, and 1920, amounted to 121,959 tons of total newsprint and 109,782 tons of standard news, for a period corresponding to March. The actual production amounted to 107,532 tons of total newsprint and 98,190 tons of standard news, which for total newsprint was 12 per cent below the average for the three-year period and for standard news 11 per cent below the average.

Production Figures

The production of newsprint for March, 1921, compared with March, 1920, shows a decrease, amounting to 16 per cent for total newsprint and about 18 per cent for standard news.

The production for March, 1921, compared with March, 1919, shows a decrease of 6 per cent for total newsprint and a decrease of 6 per cent for standard news.

The increase of production for March, 1921, over March, 1918, amounted to 2 per cent for total newsprint and 3 per cent for standard news.

Mill stocks of both total newsprint and standard news increased during March, 1921.

In addition to the stocks given above, 84 tons were reported on hand at terminal and delivery points on March 31, 1921.

"Derb," writing in the Paper Mill's current issue, says:

"The International Paper Company will withdraw prices for newsprint paper on or about May 1, for the reason that all the sulphite, sulphate, soda and ground wood pulp and newsprint manufacturers have fully made up their minds to bring about a wage reduction of from 25 to 30 per cent. The newsprint manufacturers throughout the United States and Canada anticipate a strike among the workers and therefore they do not wish to have their mills tied up with contracts for paper that they may not be able to fill.

"The withdrawal of all prices for newsprint paper by the manufacturers, as I understand it, is not to advance the price of paper at all. It is simply to 'play safe' in case of a strike."

Uses Ads to Combat 44-Hours

The Southeastern Typothetæ Federation, with headquarters at Nashville, Tenn., has been conducting an extensive advertising campaign in many of the Southern newspapers the past several weeks in opposition to the innauguration on the first of May, of the forty-four hour week.

TABLE A

	Number of Mills	Stock on hand 1st of month	Production	Shipments	Stocks on hand end of month
Total Newsprint:		Net tons	Net tons	Net tons	Net tons
March, 1921	85	39,376	107,532	104,919	41,789
March, 1920	90	27,955	127,847	128,238	27,564
March, 1919	68	25,471	114,746	108,285	31,932
March, 1918	66	28,014	105,700	106,730	26,984
Total (3 mos.), 1921	..	24,763	334,402	317,376	41,789
Total (3 mos.), 1920	..	15,369	371,745	359,550	27,564
Total (3 mos.), 1919	..	19,408	334,148	321,624	31,932
Total (3 mos.), 1918	..	31,713	304,904	309,633	26,984
Standard News:					
March, 1921	67	31,293	98,190	95,966	35,517
March, 1920	76	24,795	119,152	118,843	25,104
March, 1919	51	19,543	104,497	99,171	24,869
March, 1918	50	24,886	95,471	99,658	20,699
Total (3 mos.), 1921	..	19,573	306,777	290,833	35,517
Total (3 mos.), 1920	..	13,338	339,451	326,685	25,104
Total (3 mos.), 1919	..	15,636	304,723	295,510	24,869
Total (3 mos.), 1918	..	26,482	276,031	281,814	20,699

NOTE.—Above figures for total newsprint do not include hanging paper.

ADVERTISING MANAGERS' ROUND TABLE

(Continued from page 88)

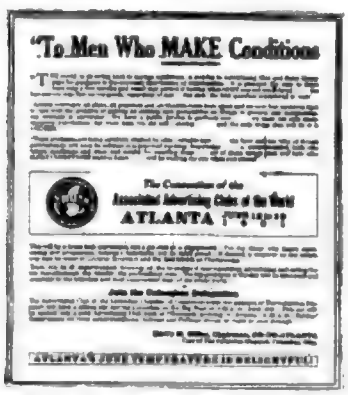
Times-Picayune and the Chicago Tribune for space at the exhibit. Nothing definite has been done as yet about arrangements.

* * *

THE newest member of the National Association of Newspaper Executives is the Paducah (Ky.) News-Democrat. An intensive campaign is being made by the vice-presidents of the association to bring the membership up to as near 100 per cent of the papers of the country as possible. The campaign is being led by President Miller, who is personally writing to every paper in the country that is not a member at this time. Mr. Miller urges the publishers not only to join but to give their active support to the work by sending their business or advertising managers or both to the Atlanta convention.

* * *

WHEN Harvey Young, the energetic advertising manager of the Columbus (O.) Dispatch, goes after some-


"To Men Who MAKE Conditions"

ATLANTA

thing—that something is just simply bound to bust!

Harvey set his mind on having a special train from Columbus to the Atlanta advertising convention. Here is a reproduction of one of the advertisements he is now running in his paper. He already has thirty registrations signed up and says there is not going to be any question about there being a Columbus Dispatch Special Train to Atlanta.

* * *

ANOTHER addition to the publishers of retailer newspaper is the Indianapolis Star. The merchandising and promotion departments of the Star has just started a monthly which, according to Russell E. Smith, the manager, will aid in promoting co-operation between advertisers, retailers and the newspapers. "This paper will serve to keep retailers better posted on what the manufacturer of the goods is planning in an advertising way. Our monthly will also contain articles of a helpful nature about what the retailers can use in their every day business," says Mr. Smith.

Strike in Price Bros. Mills

The paper mills of Price Brothers, at Kenogami and Jonquieres, Que., have been closed down. The suspension of activities throws 1,600 men out of employment. In the absence from Quebec city of Sir William Price and J. Leonard Apedaile, general manager of the company, another official of the corporation explained that the mills had not been closed down, but that operations had been suspended as a result of a strike in both mills.

W. S. DICKEY PURCHASES KANSAS CITY JOURNAL

"Knocked Down" at Receiver's Sale for $110,000—Buyer a Well Known Business Man and Prominent Figure in Republican State Politics

(By Telegraph to EDITOR & PUBLISHER)

KANSAS CITY, Mo., April 26.—Walter S. Dickey, a leader in the "Old Guard" faction of the Republican party in Missouri, purchased the Kansas City Journal for $110,000 yesterday, at a receiver's sale held at the County Court House. The sale is subject to the approval of Judge Arba S. Van Valkenburgh of the Federal Court. A report of the bid made by Mr. Dickey will be made to the Court within five days. C. S. Jobes, receiver, it is understood, will first discuss the sufficiency of the bid with the creditors who hold claims aggregating about half a million dollars and will realize very little from their claims under Mr. Dickey's bid. Ahead of their claims under Mr. Dickey's bid are receiver's certificates aggregating $50,000.

Mr. Dickey, if his bid is approved, will acquire the real estate and personal property of the Kansas City Journal Company, which includes an Associated Press morning membership, building and equipment and the daily and weekly papers with their subscription lists. He buys the property subject to a $100,000 real estate mortgage and accrued interest and taxes amounting to about $10,000.

Twenty-five business men, including bankers, creditors and possible bidders, crowded close to Mr. Jobes, the receiver. The first part of the proceedings was perfunctory, but interest became tense when the bidding began to mount.

A. C. Jobes, trustee, made an initial protective bid of $50,000. Mr. Dickey bid $60,000 and H. P. Wright of the H. H. Wright Investment Company, on behalf of a reorganization syndicate, began to alternate bids with Mr. Dickey. C. A. Braley, a capitalist and director in the Commerce Trust Company, stood behind Mr. Wright and appeared to be participating in the bidding. Later, however, Mr. Wright assumed responsibility for all bids entered in competition with Mr. Dickey.

The purchaser of the Journal is president of the W. S. Dickey Clay Manufacturing Company, a heavy stockholder in the Commerce Trust Company and one of the largest owners of business and switch properties in Kansas City. Mr. Dickey's ambitions have embraced both business and politics. In 1916, he received the Republican nomination for the United States Senate, but lost the election to Senator Reed. He has been credited with retaining the ambition to be Senator. In State politics Mr. Dickey has worked with the "Old Guard." He has served both as chairman and treasurer of the state committee.

Mr. Dickey declined to discuss his purchase. "Until the court acts," Mr. Dickey said to EDITOR & PUBLISHER, "my status is only that of a bidder at the sale."

Markey Moves Offices

Frank J. Markey, Eastern representative of the Chicago Tribune Newspaper Syndicate, has moved his offices from 512 Fifth avenue, New York City to the Daily News Building, 25 Park Place, the new home of New York's picture newspaper. The Syndicate was represented at the convention by Arthur W. Crawford, general manager from the home office in Chicago, and Mr. Markey.

SELL IT IN ILLINOIS

See that this great state is put on your advertising list and kept there

Third in population, the center of mighty railroads, vast grain and meat packing industry, the dominating commercial core of the progressive West, with vessels and barges crowding its numerous waterways, Illinois offers unique opportunities to the National Advertiser and Manufacturer.

The territory of Illinois is small enough to *watch* but big enough to *Pay* and pay *Big*.

Advertising in daily newspapers may not be so handsome, *but it gets home*, and it is sufficiently elastic to enable us, not only to tell about your *Goods*, but at the same time to tell about local *Dealers* who *Sell* you to their home folks.

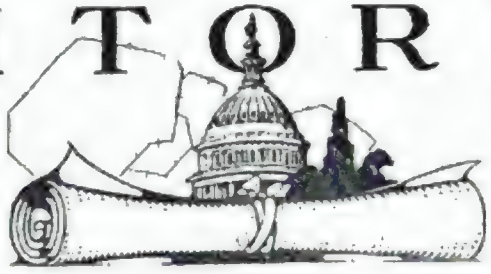
To cover Illinois properly, to reach her buying millions, with certainty Illinois Daily Newspapers are absolutely necessary, as they are part and parcel of Illinois home-life and activity.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,774	.05	.05
‡Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	335,331	.55	.55
Chicago Herald-Examiner	(S)	709,966	.75	.75
‡Chicago Daily Journal	(E)	116,243	.26	.24
§The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	44,021	.25	.12
**Chicago Tribune	(M)	437,158	.70	.70
**Chicago Tribune	(S)	711,254	1.00	1.00
**Lincoln Courier-Herald	(E)	1,827	.02	.02
*Moline Dispatch	(E)	9,899	.04	.04
**Peoria Journal-Transcript	(M&E)	29,556	.11	.09
‡Peoria Star	(E)	22,913	.075	.06
Rock Island Argus	(E)	9,174	.04	.04
*Sterling Gazette	(E)	4,790	.03	.03

Government Statements, April 1, 1921.
§Publishers' Statements.
‡Government Statement, October 1, 1920.
*A. B. C. Publishers' Statement, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

EDITORIAL



AGENCY COMMISSIONS

GRADUALLY the belief is spreading among publishers, agencies and national advertisers that the payment of advertising commissions by publishers should be discontinued and a fee based upon service alone be charged the advertiser by the agency. The best of ground is established for the growth of the belief and the abandonment of the practice.

None will gainsay that every penny in commission collected by an agency is paid by the advertiser, since he alone is the source of the fund from which commissions are drawn. How and why the payment of commissions began is a matter of history and has no place in any consideration of the present condition. Nor does the argument signify that agencies by solicitation open new accounts that add to publishers' business. That is a service, of course, and should be paid for like any other service—*when rendered.* But there are hundreds of accounts that have been created by agencies upon which commissions are still paid, but paid to agencies other than the one that created them.

It would be perfectly fair and business-like for an amount of money proportionate to the volume of business contained in the account of a new advertiser to be paid to the agency creating the account, but not to another agency to which the account passes. In the case of a transfer of an account it might be fair for publishers to pay the new agency a stipulated sum based upon any increase in that account brought about by the solicitation of the agency, but upon that increase only.

Agencies there are which argue that they earn their commissions from publishers by the act of placing their clients' advertising with them. If that be true they are false to the trust of their clients. The obligation of the agency is to place a client's advertising where the client directs it to be placed or where, in the judgment of the agency, it must be placed to be the most effective. If the agency follow that basic principle it is not performing the least service to the publishers.

Accepting this premise, the agency which receives a publisher's commission either takes something for which it does not give a *quid pro quo* or is influenced by the commission to be false to the interests of its client.

Some agencies argue that they accept—not to use the stronger word, demand—commissions, because of special service given to newspapers in copy, cuts, mats, plates, etc. Without going into the details of whether or not this is a service performed for the newspapers rather than for their clients, the question arises: Why are the same commissions collected in the same proportion where service is actually rendered as where no service of any kind accompanies or follows the copy? If service is actually rendered the publishers where the advertiser would not suffer if it were not rendered, to the sole benefit of the publisher and upon his invitation, then let the publisher pay for that service just as he should for any other service he requires. It would be fair and right.

It is argued again that there are many small accounts that agencies could not afford to handle without commissions from the publishers. This must fall of its own weight, since it is obvious that the commissions are actually paid out of funds provided by the advertisers placing these small accounts with agencies, whether they are directly informed of it or not.

Adjudication of the whole vexed question reverts to this: Agencies should look for their recompense to the parties they serve. If the publishers, let the publishers pay: if the advertisers, let the advertisers pay. And no agency will dare tell its clients that the interests of the publishers are the interests it serves.

NEWSPAPER men everywhere are approving the suggestion of Don Marquis, of the New York Sun, that the profession of journalism be put on a plane comparable to that now occupied by the legal profession. As chairman of the Progressive Committee of the New York Press Club, Mr. Marquis, who is one of the best known column editors in America, has outlined a plan under which the much needed reforms can be brought about. The thing for all real newspaper men to do now is to let the leaders in this movement know that they are prepared to make their support real.

ENGLISH ADVERTISERS WANT CIRCULATION

THE Incorporated Society of British Advertisers, which corresponds to our own Association of National Advertisers, has decided to establish an audit bureau of circulation similar to the one in existence here. Members in several cities have pledged themselves to support the bureau and, "in so far as the exigencies of the individual business permits," to use only those newspapers that provide the society with reliable circulation data. They also declare that they will withhold their advertising from papers publishing objectionable advertising.

It will be interesting to watch developments in Great Britain when the proposed audit bureau of circulation is once established. Hitherto, according to Paul Derrick and other Americans who have established advertising agencies in London, the newspapers of the Empire have, in most cases, refused to furnish circulation statements to advertisers on the ground that the number of copies printed and sold is a private matter, in the same sense that the amount of newspaper earnings is private. The advertiser, so they contend, pays solely for the privilege of having their announcements appear in their pages, the size of the circulation having nothing to do with the matter.

Pressure has been brought to bear upon the newspaper proprietors, in time past to get them to change their attitude, but English conservatism, and the prejudice against innovations that has long characterized their business attitude, are hard to overcome, and little progress has thus far been made.

To newspaper publishers on this side of the Atlantic the listing of circulation figures is an every day matter. They know that instead of being a deterrent to business it promotes it. They recognize the right of the advertisers to know just what he is getting when he buys advertising space.

Perhaps the time has arrived when our English contemporaries, in view of the many changes that have taken place in journalism and advertising practice during the last seven years, will recognize the necessity of yielding to the request of national advertisers and furnish all the circulation information that may be required of them.

EDITOR & PUBLISHER repeats for their information that which it had the pleasure of saying over a year ago, namely, that under the direction of Stanley Clogue, managing director, the American Audit Bureau of Circulations has been the great stabilizing factor in these strenuous reconstruction days.

April 30, 1921. Volume 3, No. 48

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon *Walter Sammis*
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenton Dowling, circulation.
R. L. Staunton *George Strate*
C. B. Groomes *J. G. Tanner*
F. W. Payne

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1777 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.
10 cents a copy: $4 a year; foreign $5; Canadian $4.50.

THE REAL MISSION OF THE NEWSPAPER

WHAT is the real mission of a newspaper beside producing an income for its owner? Is it the presentation of news and the molding of public opinion? Is it the inauguration of reforms in government, in securing well-paved and well-lighted streets, well-constructed and appropriate public buildings, an adequate water supply and a good sewer system?

The Rev. Dr. C. F. Goss, who writes editorials for the Cincinnati Enquirer, in an address before the National Editorial Association at Daytona, Fla., declared that the mission of the newspaper is not to print the news, but to serve as a medium through which the editor can express his opinions on matters of public interest.

Henry Watterson, on the other hand, voices the views of the majority of newspaper men, when he declares that the primary purpose of the newspaper is to present the news of the day and comment upon it. It is true, however, that while printing the news is the chief mission of a newspaper, it is only one of many functions which it performs. In last week's EDITOR & PUBLISHER Addison Hibbard enumerated some of the by-products of American journalism, such as the New York World's service in raising $100,000 to provide a pedestal for the Statue of Liberty, James Gordon Bennett's expedition to the interior of Africa to find Livingston, the New York Tribune's Fresh Air Fund, the Kansas City's successful campaign to provide a water supply system for Kansas City, Kan., the New York Herald's ice fund, the Detroit News' campaign in behalf of the reforestation of Michigan and the New York Times' Christmas Fund for "The One Hundred Neediest Cases."

The modern newspaper does not serve its constituency as it should if it confines its activities to the presentation of news and editorial opinions. Those dailies and weeklies that are the most highly prized by their readers are those that are a constructive force in the upbuilding of the ethical, religious, educational and commercial welfare of the city in which they are published. And behind them, in every instance, you will find men of vision and of character; men who render service not for the purpose of increasing circulation or adding to their advertising income, but out of a sincere desire to benefit their fellow men and make the world a better place to live in.

IMPORTANCE OF CLASSIFIED ADVERTISING

THE daily newspaper having the largest local circulation is, almost without exception, the one having the largest volume of classified advertising. The man who seeks a position, or has a room or a store to let, or who wants to buy or sell a house selects as the medium for reaching the public the one having the most readers.

Another interesting point is that classified advertising is a circulation stimulus. It is one of the best boosters of circulation there is. It is better than all the premium schemes ever invented for it works all the time—year in and year out—and does not require the employment of a lot of outside help including several professional boomers who draw large salaries.

To many newspaper readers the classified columns are the most interesting part of the paper and they would as soon think of passing up the local news in going over its pages as they would those little ads with their wealth of variety. Many a valuable item of news is hidden among the classified advertisements. The city editor of a metropolitan newspaper has one of his assistants read over the want, for sale, to let and lost and found columns every day to discover leads for good news or feature stories.

In a large city there are thousands of men and women who are looking for better positions than they are now filling and it is in the hope that they will sometime find them advertised in the want columns of the newspapers that they read every line of such advertising that is printed.

Most newspapers regard classified as the most desirable of the different kinds of advertisements carried and spend generous sums of money to obtain them because of their reader interest and the prestige they give the paper among business men.

PERSONAL

WILLIAM F. METTEN, publisher of the Wilmington (Del.) Every Evening, was elected president of the Wilmington Rotary Club last week.

Don C. Seitz, business manager of the New York World, will make the baccalaureate address at Williams and Mary College in June. Mr. Seitz was a speaker at the last meeting of the Grolier Society of New York.

Clarence W. Wagener, who for four years was advertising manager of the Allen Motor Company, Columbus, Ohio, has purchased the Manassas Va.) Democrat, a weekly, from Thomas E. Haines. Mr. Wagener has changed the name of the publication to the Prince William News.

R. G. Leeds, owner and publisher of the Richmond (Ind.) Palladium, has been making an extensive tour of the Pacific Coast.

W. E. Smallfield, former publisher of the Renfrew (Ont.) Mercury, which was founded by his father, fifty years ago was presented by the employes of the local power plant, of which he was chairman, with an address and a gold-headed cane on the occasion of his leaving Renfrew to take an important position in Toronto.

John J. O'Flanagan resigned last week as managing editor of the new Boston Telegram and William N. Hardy was appointed to succeed him. Mr. Hardy was promoted from the managing editorship of the Lynn Telegram-News, also owned by Frederick W. Enwright. Mr. O'Flanagan did not make known his plans. Mr. Hardy was succeeded as managing editor of the Lynn paper by Neil P. Moynihan, who came from the Haverhill Gazette. Mr. Hardy was on the Boston Post for several years, for part of the time as assistant Sunday editor. He had also been telegraph editor of the Detroit Free Press, later New York correspondent of that paper and came to the Lynn Telegram-News from the Washington Herald, where he was assistant to the publisher.

John Rudolphus Booth, Canadian lumber king recently celebrated his ninty-fourth birthday and received congratulations from all over the States and Canada. Except for an indisposition resultant upon a heavy cold he was in customary good health, and confident of spending several years yet in directing the lumber and paper making activities of the Booth firm.

Col. George Harvey, was sworn in as Ambassador to Great Britain, at the State Department April 25. He expects to leave for his new post next week. Col. Harvey has severed all connections with Harvey's Weekly and it was discontinued April 14.

Col. Theodore Roosevelt, Jr., has had his first battle with newspaper men .He was acting chief of the Navy Department in the absence of Secretary Denby. His antagonist was Hal. H. Smith, State, War and Navy correspondent for the New York Times, and the champion long distance question artist of the world. After the smoke of battle cleared Col. Roosevelt shook hands with the correspondent whom he now calls "Battling" Smith.

IN THE EDITORIAL ROOMS

JACK JAMES, sports page editor of the San Francisco Examiner, left a note on his desk the other day reading, "Let Spike Slattery sub for a few days; off on honeymoon." The bride is C. Helen Ide of New York, who was an active worker for the Republican National Committee during the campaign.

Albert G. Nicolai, a Milwaukee newspaper advertising man, suffered injuries to his right hand in an automobile accident in Chicago recently. His wife, who accompanied him was uninjured.

Howard W. Hartley, of the editorial staff of the Detroit Daily Times and formerly of the Detroit News, will return to the Muncie (Ind.) Star as desk man and city hall reporter. He has been connected with Detroit newspapers for six years and wears the silver button having been badly wounded at Chateau Thierry with the A. E. F.

Leo A. Harrington, formerly reporter for the St. Paul Daily News and Pioneer Press and lafer with the Chicago Journal, has become a real estate salesman in St. Paul.

William T. Bell, after supervising the reporting of the Minnesota legislative session for the Associated Press, is back at his old desk as exchange editor of the St. Paul Dispatch-Pioneer Press.

Carl Hanton, late legislative reporter for the Northwestern News Bureau of the Associated Press, has become sporting editor of the St. Paul Pioneer Press.

Philip Brunson, late of the sport desk of the St. Paul Pioneer Press, has been made assistant sporting editor of the Dispatch.

James K. Shields, formerly of the Buffalo Enquirer city staff, is acting secretary of the Erie (Pa.) Chamber of Commerce, following the resignation of H. A. Davidson, former secretary.

Will O. Green, editor of the Fairport (N. Y.) Monroe County Mail, and Miss Helen F. Hutchinson of Fairport, were married April 20.

"Viv" J. Gray, assistant Sunday and "rod and gun" editor of the Cleveland Plain Dealer, has returned from a three weeks' fishing trip in southern Florida. He was accompanied by Mrs. Gray. "Had a lot of fun, caught some fish, but did not land any tarpin," said "Viv."

George L. Edmunds, who used to do the Senate for the New York Sun, is slated to return to Washington as the representative of the Evening Telegram. Edmunds left the Gallery about a year ago to become publicity manager of the Republican National Senatorial Committee.

THE BUSINESS OFFICE

JOHN N. LEACH, formerly with the Ketterlinus Lithograph Company, Philadelphia, has been appointed advertising manager of the Quincy (Mass.) Patriot-Ledger.

P. H. Batte, for the past two years head auditor, has been appointed general manager of Wilmington (N. C.) Morning Star. George Tilles, Jr., formerly of the Fort Smith (Ark.) Times-Record and more recently of the Wilmington (N. C.) Dispatch, has been appointed advertising manager of the Star.

Harry D. Jersig has joined the trade extension department of the San Antonio (Tex.) Express and the Evening News under direction of T. M. Darlington, manager of national advertising.

G. H. Snyder has been appointed advertising manager of the Evanston (Ill.) News-Index. Mr. Snyder was recently manager of the Chicago office of Doremus & Co.

W. E. Smallfield, who retired over a year ago after having published the Renfrew (Ont.) Mercury for many years, has found "the quiet life" too monotonous for his taste and has accepted an important position with a Toronto business house.

Walter J. Healy has been appointed advertising director of L'Evenement, Quebec, and Le Nouvelliste, a recently-established French daily published at Sherbrooke, Que. The two papers are owned by a syndicate of French - Canadian business men. L'Evenement is under the management of Florian Fortin and Le Nouvelliste under that of Romuald Bourque.

THE ADVERTISING FOLKS

CLARK F. ROSS has resigned as director of sales and advertising for the S. S. Miller Hosiery Mills at Reading, Pa., to enter into special advertising management service in Philadelphia. Prior to Mr. Ross' connection with the Miller company, he was for three years Pennsylvania manager for the Fairchild Publications, with headquarters at Philadelphia.

Willis Gale Gray has recently been made director of sales promotion with the Jackson Corset Company, Jackson, Mich. Mr. Gray assumes his new duties in addition to those of advertising manager.

W. A. Carlson, Jr., of the advertising and sales department of the Reo Motor Car Company, Lansing, Mich., and Miss Bernadine E. Worden, of Lansing, were married in Lansing recently.

Cedric B. Smith has left the Professional Engineer, Chicago, to become advertising manager of the Chicago Bridge & Iron Works.

Bernard H. Brunner has resigned as advertising manager of Parsons & Whittemore, Inc., of New York, and has gone into business for himself as an editor of house organs.

George E. Guise, for many years on the Minneapolis News and Tribune, has been appointed general manager of three Detroit theaters by Charles H. Miles, owner. Mr. Guise was promoted from advertising and general press representative of the three theaters.

NOTES OF THE AD AGENTS

EARL S. SCHACK, formerly of the copy department of the George Batten Company, has joined the copy department of the Philip Kobbe Company, New York.

H. M Van Hoesen has joined the John L. Clough Advertising Agency of Indianapolis. Mr. Van Hoesen was formerly with Bert L. White Company, Chicago.

Joseph C. Gries, formerly of the Johnson Studios, of Chicago, has gone with the Charles Everett Johnson Company, of the same city.

The Ferry-Hanly Advertising Company, will move its Chicago office on May 1, from the Kesner Buliding, to the eleventh floor of 6 North Michigan Boulevard.

FOLKS WORTH KNOWING

JOHN WILLIAM DAVIS, who served as Ambassador to Great Britain during the last term of President Wilson's administration, on April 22 was appointed general counsel for the Associated Press by the board of directors at the meeting in New York. Mr. Davis has within the past month become a member of the firm of Stetson, Jennings & Russell, New York attorneys, succeeding the late Frederick Beach Jennings, who also was general counsel for the A. P.

JOHN W. DAVIS

Mr. Davis was born at Clarksburg, W. Va., and was educated at Washington and Lee University, University of West Virginia and at the University of Birmingham, England. He was assistant professor of law at Washington and Lee University, and later practised at Clarksburg. After serving two terms in Congress, he resigned to become solicitor-general of the United States, serving from 1913 to 1918, when he was appointed Ambassador to Great Britain. Mr. Davis is a member of Phi Beta Kappa, Phi Kappa Psi, an Elk and a Mason, and is also a member of the National Press Club of Washington.

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

The San Francisco Examiner
The Memphis News-Scimitar
The Rocky Mountain News
The Denver Times
The Arkansas Gazette
The Great Falls Tribune
The Pueblo Chieftain
The Colorado Springs Evening Telegraph
The Helena Independent

Digitized by Google

A. N. P. A. PAPER REPORT

(*Continued from page 20*)

It was ascertained that, from various sources, there was a maximum possibility of 300,000 tons available from European sources. It was also estimated that, if 100,000 tons of European paper were brought into this market it would be sufficient to break the spot market. Special attention was given to the development of European offerings and also to reduction in price quotations. Through the efforts of your Committee and the co-operation of certain members early in September, foreign quotations at 7½ cents and 7 cents, c.i.f. New York were secured.

A steady drop in the spot market for both domestic and foreign paper continued with the result that orders were placed for foreign paper in December for 1921 delivery at prices under those quoted on domestic paper for 1921 contracts. While no accurate data is available it is conservatively estimated that contracts placed for European paper for 1921 delivery exceeded 100,000 tons.

The Hull Bill

The efforts of your Committee to secure a change in the wording of the tariff measure relating to news-print, from "five" to "eight" cents per pound so that news-print valued at not above eight cents per pound might be imported duty free resulted in the introduction of the Hull Bill, H. R. 12260 (Exhibit F), which became a law April 24th, 1920.

This law provides that news-print valued at not above eight cents per pound in the country from which exported be admitted to the United States free of duty for a period of two years, or until April, 1922, at which time the five-cent limit automatically becomes effective unless changed by subsequent measure. It may be stated this change in the tariff resulted in the importation of a considerable quantity of news-print, which would otherwise have been subject to the 12 per cent ad valorem duty at least up to the early fall months when the break in spot market prices occurred.

The Underwood Resolution (Exhibit G) requesting Canada to remove the embargo on export of pulp wood from crown lands was passed by both Houses of Congress but was not signed by the President.

Report of Hearings on Reed Resolution

Of the various Bills introduced in the 66th Congress, calling for investigation of the news-print industry, the only one on which hearings were had was Senate Resolution 164, introduced by Senator Reed, of Missouri, which had been referred to a sub-committee of the Committee on Manufactures. Hearings extending over several weeks were commenced April 26th. Witnesses representing all classes of publications, manufacturers of news-print, paper brokers and dealers appeared before the Committee. The report of the sub-committee (Exhibit H) was submitted to Congress June 5th, too late for action before adjournment.

Freight Car Shortage

Because of car shortage during April and May the situation regarding the shipment of paper from the mills and shipment to the mills of necessary raw materials became critical. Through co-operation with railway and transportation executives, your Committee aided in securing preferential consideration for the expediting of shipments of raw materials into the mills and also of news-print from the mills, and few, if any, publishers were seriously embarrassed and then only temporarily, in delays in receipts of their shipments.

In July we received an appeal from paper manufacturers who were seriously embarrassed because of insufficient cars to supply the pulp wood and wood pulp, coal, and various other materials entering into the manufacture of news-print. It appeared that unless sufficient cars could be secured certain of the mills would be forced to curtail production, but fortunately no mill was forced to materially decrease production through inability to secure cars for transportation of necessary raw materials.

Assistance to Members and Small Publishers

During the year many calls were received from members and a number of small publishers, not members of the Association, for information and assistance in securing paper in emergency, and for both domestic and foreign tonnage for 1921 deliveries.

While your Committee was not able in every instance to meet these requests fully, it is gratifying to report that it met with a very considerable degree of success especially in securing paper, in several instances, at prices somewhat under the quotations prevailing at the time.

The following may give some idea of what has been done in this direction:

Of 78 publishers who either wrote or called at this office in connection with news-print supply, 11 covered inquiries regarding contracts for 1921. We reported on conditions and proffered assistance should it be needed, but were not further advised.

Forty-five publishers in need of emergency supplies or paper for early deliveries were immediately notified of offerings in our possession which would fit their requirements, or we secured from local dealers quotations which were promptly forwarded. Of this number, we were advised in ten instances that an order had been placed as a result of our action, two of them being orders for a considerable amount of European paper. Others suggested we ask the dealers to communicate direct, and on the remainder, although not advised of the outcome, we have reason to believe that several of them placed orders with firms with which we put them in touch.

On the balance, or 22, we furnished lists of dealers in order that the publishers might take up direct with them the question of their needs; answered inquiries regarding quotations published in our bulletins, and furnished various other information on the subject of news-print supply.

During October, 1920, a questionnaire (Exhibit 1) was sent to all members of the Association in order that your Committee might assist any who were without contracts and might need assistance in securing a supply of news-print. Three hundred and seventy-five replies were received, indicating that practically one-half of them had covered their 1921 requirements; some had assurances for part of their needs while less than 100 had not at that date taken up the question of contract. These were followed up at a later date when it developed that the majority of those with whom we were in communication had contracted or were quite certain of doing so. Nine (9) members asked for information, and we wrote them fully.

Whenever we learned of quotations which seemed to be particularly attractive, we wired or wrote to members who, it was thought, might be interested. In several instances, publishers asked for further information and we put them in direct touch with the dealers, and it is our thought that some sales resulted. Others, although not interested at the time, expressed their appreciation of our efforts to keep them posted.

At various times throughout the year, we have answered inquiries regarding the financial standing, reliability, etc., of dealers offering news-print on the spot market.

Bulletins

During the year special attention has been given to frequent issues of the "B" Special News-Print Bulletins. Every effort has been made to make these bulletins comprehensive and to supply members with information having a direct bearing on news-print matters. In this connection charts have been published, showing production, consumption, stocks on hand, imports and exports, and volume of advertising, together with collateral tables and data. These charts have been of special value in showing the trend of advertising, volume of demand for news-print, increase in production, and stocks on hand at the mills as well as publishers' stocks. Frequent report of dealers offering news-print on the spot market.

Contract Prices

The news-print paper manufacturers, with few exceptions, made their 1920 news-print contracts on an adjustable basis, so far as price was concerned. Some were to be adjusted quarterly, others semi-annually.

At the time of the 1920 Convention contract prices were as follows:

International Paper Co., 2d quarter, 5 cents.
Canadian Export Paper Co., Ltd., 1st 6 months, 4½ cents.
Minnesota & Ontario Paper Co., year, 4.9 cents.
George H. Mead Co., 1st 6 months, 4¾ cents.
Great Northern Paper Co., year, 4 cents.

Subsequent prices for the year were:

International Paper Co., 3d quarter, 5¾ cents; 4th quarter, 6½ cents.
Canadian Export Paper Co., Ltd., 3d quarter, 5½ cents; 4th quarter, 6½ cents.
George H. Mead Co., 2d 6 months, 5 cents.

In September, the International Paper Company notified its customers that a twenty per cent. reduction would be made in amount of tonnage supplied on contracts for 1921. At approximately the same time the Canadian Export Paper Co., Ltd., notified a number of its customers that it would be unable to supply them with news-print during 1921.

In November and December, announcements were made of 1921 contract prices as follows:

International Paper Co., 1st quarter, 6½ cents.
Canadian Export Paper Co., Ltd., 1st quarter, 6½ cents.
Minnesota & Ontario Paper Co., 1st 6 months, 6.9 cents.
Great Northern Paper Co., year, 5 cents.
George H. Mead Co., 1st 6 months, 7 cents.
H. G. Craig and Co., representing Gould Paper Co., 1st quarter, 6½ cents.
Pejepscot Paper Co., year, 7½.

A number of changes were made in these announced prices as many publishers refused to close at the quotations named. The revised prices were as follows:

Minnesota & Ontario Paper Co., 6½ cents for 1st 6 months.
George H. Mead Co., 6½ cents for 1st quarter.
H. G. Craig and Co., representing St. Regis Paper Co., 7 cents for year, or 1st quarter.
Pejepscot Paper Co., 6¾ cents for March.

Contract prices for the second quarter of 1921 were first announced as follows:

International Paper Co., 5.70 for second quarter or 5½ cents for balance of year.
Canadian Export Paper Co., Ltd., 5¾ cents.
Hanna Paper Corp. (formerly Remington Paper & Power Co.), 5.70 for second quarter, or 5½ cents for balance of year.
George H. Mead Co., 5½ cents.
Northwest Paper Co., 5 cents.
Finch, Pruyn & Co., 5½ cents.
Oswego Falls Pulp & Paper Co., 5.7 cents.

The International Paper Company subsequently revised its price to 5½ cents for the second quarter.

The Minnesota and Ontario Paper Company, on April 1, announced a reduction of $17 per ton, making the price for the second quarter 5.65 cents.

Increased News-Print Production

The following is a list of new tonnage which came into production during 1920 and the early part of 1921, with new tonnage expected for the balance of the year:

	Daily Capacity Net Tons	When Production started
		1920
Escanaba Pulp & Paper Co., Escanaba, Mich.	50	Feb.
Spanish River Pulp and Paper Mills, Ltd., Espanola, Ont.	50	Feb.
Escanaba Pulp & Paper Co., Escanaba, Mich.	50	May
Manistique Pulp & Paper Co., Manistique, Mich.	50	May
Maine Pulp & Paper Co., Skowhegan, Me.	15	Sept.
Crown Willamette Paper Co., West Linn, Ore.	50*	Nov.
Kennebec Paper Co., Augusta, Me.	50	Dec.
Laurentide Co., Ltd., Grand Mere, Que.	70	Dec.
Washington Pulp & Paper Corp., Port Angeles, Wash.	50	Dec.
		1921
Price Bros., Ltd., Kenogami, Que.	50	Jan.
Laurentide Co., Ltd., Grand Mere, Que.	70	Feb.
Ontario Paper Co., Ltd., Thorold, Ont.	50	Apr.
Junkin Paper Mills, Fort Madison, Iowa	30	Apr.
Inland Empire Paper Co., Millwood, Wash.	50	May
Itasca Paper Co., Grand Rapids, Minn.	12 to 15	May
Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.	80	June
Spanish River Pulp & Paper Mills, Ltd., Sturgeon Falls, Ont.	50	June
Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont.	85	July
Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont.	150	July
International Paper Co., Three Rivers, Que.	240	Sept.

* Will later increase to 80.

Hoskin-Morainville Paper Co., Menominee, Mich., is planning to start a paper machine at an early date, with daily capacity of 50 tons. While it is probable the machine will start on some grade other than news, it will be so equipped as to make news-print, if desired.

REPORT A. N. P. A. PAPER CONSERVATION COMMITTEE

Following recommendations embodied in the resolution (Exhibit A) for the conservation of news-print adopted by the 1920 convention, President Williams appointed the following Committee to supervise and carry out the provisions of the said resolution:

Roscoe Chapman, Rockford, (Ill.) Star.
W. J. Pape, Waterbury (Conn.) Republican.
W. S. Cowles, Spokane (Wash.) Spokesman-Review.
Charles I. Stewart, Lexington (Ky.) Herald.
William B. Bryant, (Paterson, N. J.) Press-Guardian, Chairman.

The first meeting of the Committee was held in New York on May 19, following which an appeal for conservation, together with pledges and tonnage report blanks (Exhibit B), was mailed to publishers of daily newspapers and sent to national, state and local editorial and publishers' associations for distribution to the weekly, semi-weekly and tri-weekly publications. A large number of pledges were received from publishers who agreed to keep out of the spot market and to restrict the use of news-print for the remaining months of 1920, and to keep within the same tonnage used during a like period of 1919.

Each month thereafter a request for tonnage reports (Exhibit C) was mailed to daily newspapers having a circulation of 5,000 or over. The reports compiled from month to month demonstrated that the majority of the publishers reporting were endeavoring to keep consumption below the amount used during the corresponding months of 1919, and right here it is only fair to state that a greater proportion of large newspapers responded than the smaller or medium size.

Several methods of conservation were suggested, and the two most generally put into effect were the increase in the selling price and increase in advertising rates, besides an increase in the percentage of advertising as compared to news matter. Many, if not most of the newspapers which, until the need for conservation became so evident, had maintained a one-cent selling price, joined the ranks of those selling at 2 cents, and there was a general movement on the part of two-cent newspapers to raise their selling price to 3 cents, with corresponding increases in weekly and yearly subscription rates.

The results of the economies and conservation practised were soon reflected in spot market prices which had been around 16 cents in April but gradually dropped until in December domestic spot quotations were 6¾ to 6½ cents, with European paper plentifully offered at from 5.80 to 6½ cents.

Another significant result is shown in the increase in publishers' stocks of news-print from 30 days' supply in March to 51 days' in August, the highest point shown since March, 1919, when stocks on hand and in transit equalled 53 days' supply. An average of 46 days' was maintained throughout the balance of the year, with January, 1921, showing 53 days' supply on hand and in transit.

The Conservation Resolution Committee had been appointed for the period May 1st to December 31st, 1920, so its final request for tonnage report covering the month of December was mailed in January with a letter in which the Committee, through its Chairman, extended to publishers thanks for the hearty co-operation shown in conserving supply as an aid in fighting the market.

A.N.P.A. LABOR REPORT IS PRINTED ON PAGE 100

ALCO-GRAVURE

THREE PLANTS

Printing the Gravure Sections for

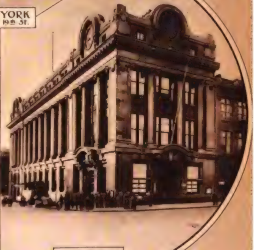
- New York Tribune
- New York Herald
- Baltimore Sun
- St. Louis Globe-Democrat
- Washington Star
- Des Moines Register
- Fort Worth Record
- Denver Rocky Mountain News
- Omaha Bee
- Syracuse Post-Standard

NEW YORK
52 East 19th St.

Printing for the Gravure Service Corp.

- Philadelphia Record
- Minneapolis Journal
- Indianapolis Star
- Louisville Herald
- Des Moines Capital
- Washington Herald

ST LOUIS
15th and Pine Sts



BALTIMORE
Sun Building

Alco-Gravure, Inc., Specializes in Printing Gravure Sections for Newspapers

This Telegram was sent to Our Newspaper Customers

and brought the following Replies by Wire and Letter

ALCO-GRAVURE
Incorporated
NEW YORK
ST. LOUIS
BALTIMORE

We invite a personal inspection of our **THREE PLANTS** all of which are complete in equipment

PRESIDENT HARDING ASKS FOR AID OF PRESS

(Continued from page 19)

undoubtedly entering, it is of paramount concern to make certain that our vessel will answer to the helm.

"That we are entering upon such an era, who can doubt? With our far-flung insular possessions, our new merchant marine, our foreign debts and investments, and our expanding trade, with our rightful insistence upon the 'open door,' and our eager desire for peace, it is quite conceivable that foreign policy may become not merely an important, but the most important factor in our national life. It can be safely based only upon information transmitted with exactness and digested without prejudice.

"This leads me to say a word on a subject which lies very near my heart, and in which I can no longer be suspected of a personal interest. I think you will agree that no matter how diligent or faithful the agents of the Associated Press may be, or how many are the outposts from which they watch the passage of events, the Government cannot act upon newspaper report alone. It must have its own staff of trained correspondents and agents. Notwithstanding an opinion which seems to have prevailed, the diplomatic and consular service is not and never was a merely ornamental branch of the Government.

ASKS AID FOR DIPLOMATIC SERVICE

"On the contrary, it is our first line of defense. The trenches, therefore, should be manned with troops who are both well-trained and, what is equally important, well-equipped and well-fed. They should not be required while they are in service to forage on the country or to act as their own commissaries. Nothing is less democratic in our democratic country than our refusal to compensate those who serve us. The nation has the right to the services of all her sons, rich and poor alike, but she should not ask it upon terms such that none but those with private means can afford to serve. She should maintain her representatives abroad, not in luxury or ostentation, but in such manner as her own dignity requires. The only truly democratic rule is that no public office should be a source of private gain; on the other hand, it should not impose upon the holder a personal loss.

"I am speaking not only of ambassadors and ministers, but equally of the trained personnel of our diplomatic and consular service, without whose efficient aid no chief of mission can hope to discharge his duties. I know many of these men and I am proud of them. By and large, they are an able, devoted and efficient body of public servants. As one after another has come to me in recent years to confess his discouragements and has asked whether I would advise him to spend more of his life as a diplomat, it has been a source of keen regret that I could not more sincerely urge him to do so.

AVERAGE SALARY $1,892

"The average salary, I am told, paid to officers of career in the diplomatic service is $1,892. For this they are expected to abandon all private pursuits and to maintain themselves abroad under circumstances that render many personal economies impossible. If we are to hold these men, as we must hold them, three things seem to me to be imperative.

"First, adequate compensation and maintenance for themselves and their families so that they may work in contentment.

"Second, a retirement system which will relieve them from the fear of a useless and dependent old age; and

"Third, a reasonable possibility of promotion for merit to the highest posts so that each man may go hopefully, like Napoleon's soldiers, feeling that he has a marshal's baton in his knapsack. And behind them we must station at all times a State Department, adequately and completely manned to digest and act on the information it receives. Men do not gather grapes of thorns or figs of thistles, and we shall not reap a harvest in foreign fields unless we are willing to pay the cost of sowing. We should either support our foreign service—which is but simple justice—or abandon it, which would be criminal folly.

"I know of no reason why I should longer convert a semi-social meeting into an occasion for airing my individual views. Let me thank you again for this opportunity to address you and close with words descriptive of your function which deserves to be written in letters of fire:

"'No great and lasting wrong,' says the gentleman I am quoting, 'can be inflicted upon the sons of men anywhere so long as this fierce blaze of publicity is beating upon the scene. For in the end, the world must know, and when the world knows, justice must be done. The most absolute and irresponsible authority must finally yield to the demands of a great public sentiment.'

"This language from the pen of Melville E. Stone is at once the creed, the shibboleth and the justification of the Associated Press. Long may it pursue its lofty errand."

CANADIAN MEETINGS MAY 3-5

Publishers and Members of the "C. P. L." Gather in Toronto

The annual meeting of the Canadian Daily Newspapers' Association will be held in Toronto, May 3, in compliance with a change in the by-laws, which moves the convention from October to immediately follow that of the American Newspaper Publishers' Association, of which many of the Canadian publishers are members. Sessions will be held in the King Edward Hotel.

The annual general meeting of the Canadian Press, Limited, will be held at the Prince George Hotel on May 5, at 10 A. M. This meeting also has been shifted from October. The outgoing directors will meet May 4 and the new board immediately after the annual convention.

N. Y. News Starts Sunday Edition

The New York Daily News will start a Sunday edition May 1, to sell at five cents within the city limits and 10 cents elsewhere. It will be a tabloid illustrated paper, like the daily edition, with a special insert of Chicago Tribune Sunday features.

Will Meet June 28-July 1

The New York State Press Association will meet at Ithaca, June 29, 30 and July 1. The New York Associated Dailies meet in Geneva, June 28. The arrangement will allow members to attend both gatherings if they desire to do so.

Asks Help for Forest Protection

Secretary of Agriculture Wallace wrote letters several days ago to the Governors of all the States asking their co-operation in the nation wide observance of Forest Protection Week, May 22 to 28, set by President Harding.

G. LOGAN PAYNE

Announces the opening

of a

PACIFIC COAST OFFICE

427 Security Building

LOS ANGELES, CAL.

M. F. Harris, formerly Advertising Manager Armour & Co. and later Advertising and Sales-Manager French Lick Springs (Pluto Water), will be in charge as western manager.

Digitized by Google

REPORT OF A. N. P. A. LABOR COMMITTEE

Many members of the Association have had serious differences with labor unions of the printing trade during the past year, though trouble has not been quite so prevalent as during the preceding twelve months. There were nineteen strikes, most of which were illegal and the majority of which were not voted upon officially by the unions concerned, but were brought about by agitators and were what is called "individual action." There were twenty-four near strikes. In most of the cities in which difficulties occurred during the past year, settlements were finally made and union conditions continued.

The Binghamton Case

In Binghamton, N. Y., a strike was called with the approval of the Executive Council on the evening of March 8, 1921. Members of the Association in Binghamton did not have our arbitration contract nor any provision in their local agreement for arbitrating differences regarding a new contract, but the local contract, which was a four-year agreement, provided for expiration on March 4, 1921, but that the agreement should remain in effect thirty days thereafter, if necessary, in order to negotiate a subsequent contract. Your Chairman protested to the Executive Council against authorizing any strike prior to April 4th, but the protest was disregarded. The Union demanded increases of $7 per week for day work and $9 per week for night work, and a reduction in hours from 47 to 42 on the newspapers, and to 44 in commercial shops. The newspapers and job printing establishments joined forces and inaugurated open shop conditions. The papers were suspended from March 10th to 17th, when publication was resumed and has continued without interruption on an open shop basis.

Sixty per cent of the composing room force of the Phoenix, Arizona, Republican struck Saturday night, March 6, 1920, to force increases in pay under an unexpired contract, claiming they were "resigning as individuals." The President of the local union sent men from job shops and did everything possible to assist in getting out the paper. It was issued with some delay and serious inconvenience. Some men left the Gazette office, the evening paper in Phoenix, on the following Monday, and the President of the Union offered to supply their places and repeated the offer on Tuesday and Wednesday. He was told in each instance no men were needed. On Thursday, March 11th, the publisher of the Gazette posted a notice that thereafter his composing room would be conducted as an open shop.

Men Refused to Work

Nearly all members of the Union refused to work under those conditions, but the publisher had secured non-union men and was able to issue the Gazette without interruption. The Gazette composing room was under the regular A. N. P. A.—I. T. U. arbitration contract and since the President of the local union had agreed to supply all the men necessary to get the paper out, as he did in the Republican office, the charge was made that the publisher violated his arbitration obligations when he established open shop. It was necessary for your Chairman to go to Phoenix to investigate. A full report of the matter was made to the Directors of the Association.

A very serious breach of the obligations of the arbitration contract occurred in Everett, Washington, when printers on the Herald were called out, after the publisher had refused a demand of the local union that he accept a local arbitration award, which he considered excessive. The publisher had appealed and the case was considered by the International Board at two meetings and deadlocked in each instance. The members of the Executive Council claimed that the publisher had broken his arbitration contract because he attended the first meeting of the International Board at which his case was considered, as the local union claimed an agreement was made before the arbitration contract was signed that neither party would appear before the International Board on any appeal cases. The publisher denied the allegation. The Executive Council authorized a strike over the vigorous protest of your Chairman, who pointed out that if the charge was true the Executive Council could not arbitrarily set aside the arbitration agreement, as the question of whether or not it had been violated should be settled in accordance with the provisions of the arbitration contract itself which has a section covering such contingencies. Soon after the local union received strike sanction the men went out and after fifteen hours the publisher surrendered "under protest." No issue was missed. This breach of the arbitration agreement was immediately reported to the Directors of the Association and they took the matter up with the Executive Council, but that body refused to change its position.

Trouble in Cincinnati

A very serious situation developed in the city of Cincinnati because the Executive Council of the I. T. U. passed upon several issues involving the foreman of the Commercial-Tribune. The local typographical union brought a number of charges against the foreman for carrying out the publishers instructions to discontinue paying the assistant foreman more than the contract required, after a local arbitration award which became effective as of May 1, 1920, and carried an increase of 15 per cent in pay. Two fines were imposed on the foreman and he was suspended from membership in the International Union for one year. The contract in effect provides that all grievances between the chapel and the publisher shall be submitted to the Joint Standing Committee and to arbitration, if necessary, under the regular arbitration contract which is in effect. Your Chairman called to the attention of members of the Executive Council the obligations of the local agreement and insisted that the Council could not properly make a decision in these cases. The Council did make a decision and endeavored to enforce it to the extent of authorizing the union to take a strike vote, in spite of the fact that the arbitration contract was in effect. However, when the question of strike was voted upon by the local, it failed to secure the three-fourths majority necessary; hence the men did not strike.

In spite of substantial reductions in living costs and decreases in wages in many industries the great majority of unions of the printing trades have presented proposals for large increases in wages, and many contracts have been made during the past six months which provide advances. There have, however, been forty-six unions that were reasonable, with the result new contracts with these unions were made carrying the same wages as before or old agreements were extended without change. There are a few cities in which wages have been reduced, including:

Austin, Texas

Typographical scale for night work: Pay on January 21, 1921, was: Operators, piece scale bonus not known; operators, average hourly earnings, $1.25 per hour; machinists, $45.00; floormen, $45.00. On January 22, 1921, bonus was reduced making pay as follows: Operators, average hourly earnings, $1.10 per hour; machinists, $42.00; floormen, $42.00.

Lexington Ky.

Typographical scale from January 1, 1921, to August 1, 1921: Night, $42.00; day, $40.00. From August 1, 1921, to January 31, 1922: Night, $40.00; day, $38.00.

Louisville, Ky.

Typographical journeymen's scale: Night, $39.00; day, $36.00; plus $6.00 a week bonus. In March, 1921, publisher reduced bonus $1.90 a week.

Pressmen's Scale: Foremen, $42.00 day and night; men in charge, $36.00 day and night; journeymen, $33.00 day and night, plus $6.00 a week bonus. In March, 1921, publishers reduced bonus $1.90 a week.

Stereotypers' scale: Journeymen, $30.00 day; $28.50 night; plus $9.00 a week bonus. In March, 1921, publisher reduced bonus $1.90 a week.

Mailers' scale; Journeymen, $21.00 day and night; plus $6.00 a week bonus. In March, 1921, publisher reduced bonus $1.90 a week. All these (Louisville) decreases being made in accordance with contract provisions, based on living costs.

Memphis, Tenn.

The previous typographical scale for time hands was $27.00, plus a $15.00 bonus, making total wage $42.00—new contract from April 4, 1921, to March 1, 1922, provides a time scale of $40.00. The piece rate (nonpareil) was reduced from 13c to 12½c.

Besides the foregoing publishers have made twenty-six propositions for decreases. In three of these instances local arbitration has been held and local decisions were as follows:

Indianapolis—Typographical: Local decision provided same rates as before, viz.: $45.00 per week for day work and $49.00 per week for night work.

Omaha—Typographical: Local decision provided same rates as before, viz.: $36.00 per week for day work and $39.00 per week for night work, plus $6.00 per week bonus.

Vancouver: Typographical: Local decision provided same rates as before, viz.: $40.50 per week for day work and $44.10 per week for night work.

In the Indianapolis case the publishers have filed a dissenting opinion and will probably appeal to the International Board. In Omaha and Vancouver appeals were taken to the International Board. The cases were considered at the February meeting and deadlocked, the International officers being unwilling to accept awards without increases. Your committee, on the other hand, refused to approve a local award in a typographical case from the city of Detroit in which increased wages were provided.

Several, if not all, of the twenty-three other proposals for reductions will probably be arbitrated, preliminary steps to this end having been completed in a few of these cases.

During the year Mr. John McParland, president of the I. T. U., was elected and assumed office on November 1, 1920. He was nominated by the Progressive faction of the International Union, but was the only representative of that element to be elected; the other four members of the Executive Council, representing what is known as the Administration party, being re-elected.

Four on 44-Hour Basis

There has been much interest by members of the Association in the 44-hour week movement, and a great deal of correspondence respecting it. Publishers have been reminded of the resolutions against reducing hours, adopted at the 1920 Convention of the Association, and told that International Unions would not attempt to force reductions in newspaper mechanical departments, but would no doubt insist that job departments of newspapers accept 44 hours on May 1st, in instances where local contracts do not extend beyond that date. Commercial shop employers by a very great majority are unalterably opposed to reducing hours and there is no doubt that in many cities strikes will occur in commercial shops and also in job departments of newspaper on May 1st. Many publishers having job departments stated they will close those departments for the time being at least if union men do not work 48 hours after May 1st. Reports received indicate that only four members of the A. N. P. A. have accepted the 44-hour week during the year and in one instance it was because of an arbitration award. In one other case a member formerly having 48 hours agreed to 45. Your Committee has published three bulletins on developments in the 44-hour movement and furnished members interested in the question all the data it could secure regarding the purposes of the International Unions, and the plans of employers to resist reductions in hours. Your Chairman attended four meetings of State Publishers' Associations at which the matter was discussed and gave the publishers all the information he had regarding the movement and what should be done by them.

New Arbitration Agreements

A few members of the Association have inquired about the International Typographical Union rule regarding reproduction of local matter and have been advised that those having arbitration contracts are required to comply with that regulation, but that publishers without the agreement are not under that obligation. There are some cities in which local unions do not enforce reproduction. Particulars as to this are given in bulletin No. 2415, containing a comparison of typographical scales.

It is necessary at this time for members to decide what they wish to do relative to new arbitration contracts. We now have agreements with the I. T. U., I. P. P. & A. U., I. S. & E. U. and I.P.E.U. which will expire on April 30, 1922. If new contracts are to be made so they will be effective May 1, 1922, they must be negotiated this year and the agreement with the I. T. U., if one is made, must be submitted to the Convention of that organization to be held in Quebec, Canada, next August. There is no question but that the officers of the International Unions will propose that the Association agree to accept 44 hours under the new arbitration contract. Your Committee cannot say whether or not they will make agreements that do not have such provisions but believes the Association should not consent to arbitration agreements which carry less than 48 hours. It has been customary in the past to appoint a special committee to take up negotiations for arbitration agreements, and it is believed that is the best plan to follow now.

Travelled 26,000 Miles

During the past year it was necessary for your Chairman to take twenty-two trips to various cities in behalf of members of the A. N. P. A. the total distance traveled being approximately 26,000 miles.

During the past year there were 283 local contracts made by members of the Association as compared with 244 during the preceding year. There are now 333 arbitration contracts in effect for composing rooms, 53 for mailing departments, 185 for stereotyping departments, 132 for pressrooms, 27 for photo engraving rooms. Last year there were 300 for composing rooms, 53 for mailing departments, 170 for stereotyping departments, 56 for pressrooms, 26 for photo engraving rooms.

There have been four I. T. U. arbitration board meetings, two I. S. & E. U. meetings and one I. P. E. U. meeting. Twenty-six cases were considered by the I. T. U. Board, one by the I. S. & E. U. Board and one by the International Photo-Engravers Union Board.

Digitized by Google

Print Paper at Lower Prices

NOW is the time to tear loose from the control of those who have exploited the newspaper industry. As announced before the A. N. P. A. Convention on Wednesday last, I am in position to put newspaper publishers in touch with firm assurances of print paper tonnage at lower prices than are obtainable through ordinary channels.

Those in control of paper supply are planning to charge 5c per pound for the last half of 1921 on contract tonnage. There is absolutely no justification for this price. At a time when they are selling paper at top prices they are about to take action that may bring on a strike, through an arbitrary cut of 30 per cent in pay of their labor, undoubtedly for the purpose of helping maintain high prices. There is an abundance of paper supply at New York and nearly all other points, and publishers should refrain from being stampeded into the open market. I can place publishers in touch with from 50,000 to 100,000 tons of paper for delivery in the period of May to December, 1921, and from 100,000 to 200,000 tons for 1922 delivery.

In addition to the above, I am in position to give publishers assurance of direct mill connection with new paper mills for supply from January, 1923, and thereafter, entirely independent and free from the control of those who have exploited us in the past.

Publishers with contracts providing for adjustments in price July 1st will do well to consult me personally and in absolute confidence, in order to be free from the high prices that will be demanded of them. Publishers with firm contracts for the remainder of the year will do well to consult me. The only way to get lower and fairer prices for print paper is through buying intelligently, effectively and fearlessly.

When a man has just fallen upon me and taken my purse, it is no time to discuss future friendly co-operation and such.

In my opinion, the very life of the newspaper industry is now at stake, and we should do everything in our power to lower print paper costs, in order to enable us to slightly lower advertising rates to reap the full volume of advertising which is coming our way.

We all realize that print paper price is only one factor in the situation necessitating present high prices for advertising space, but I believe that we have it in our power to help bring down rates through securing lower prices for our newsprint.

JASON ROGERS, *Publisher*

NEW YORK GLOBE

NEW YORK, APRIL 29, 1921

Digitized by Google

THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

OF THE SHAFFER GROUP

The Star League of Indiana offers to discriminating advertisers the most effective and least expensive method of covering Indiana. The Indianapolis Star, The Muncie Star, and The Terre Haute Star compose

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana

OF NEWSPAPERS

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford Parsons Co.,
Marquette Building, Chicago, Ill.

THE NEW YORK EVENING JOURNAL has the largest circulation of any daily newspaper in America.

A.N.P.A. MANAGER'S REPORT

(Continued from Page 15)

Logansport (Ind.) Pharos Tribune.
Lancaster (Pa.) Examiner.
Athens (Ohio) Messenger.
Madison (Wis.) Democrat.

TRANSFERRED FROM ASSOCIATE TO ACTIVE

Fairmont (W. Va.) West Virginian.
Olean (N. Y.) Evening Times.
Madison (Wis.) Democrat.
Newburgh (N. Y.) Daily News.
Lewiston (Me.) Sun.

CONSOLIDATIONS

New York Staats-Zeitung with New Yorker Herold.
Zanesville (Ohio) Times Recorder with Signal.
East Liverpool (Ohio) Review with News Tribune.
Birmingham (Ala.) Ledger with News.
Salt Lake City (Utah) Herald with Telegram.
Richmond (Va.) Evening Journal with Times Dispatch.
Philadelphia (Pa.) Press with Public Ledger.
Erie (Pa.) Evening Herald with Dispatch.
Fresno (Cal.) Herald with Republican.
Baltimore (Md.) American with News.

CONSOLIDATION WITH NON-MEMBER

Cohoes (N. Y.) Dispatch with American.

RESIGNED

Milwaukee (Wis.) Evening Wisconsin.
Sandusky (Ohio) Register.
Ottawa (Can.) Le Droit.

REINSTATED

Toronto (Can.) World.

DROPPED FOR NON-PAYMENT OF DUES

Toronto (Can.) World.
Elmira (N. Y.) Herald.
Ridgeway (Pa.) Record.
Toronto (Can.) News.

ASSOCIATE MEMBERSHIP TERMINATED

Bangor (Me.) Daily News.

SUSPENDED PUBLICATION

Hamilton (Ont.) Times.

ASSOCIATE MEMBERSHIP

Since the Associate membership class was created one hundred and twenty-five (125) newspapers have become associate members; seventy-six (76) have become active; forty (40) memberships have lapsed; associate membership terms of seven have not yet expired; one (1) resigned upon change in ownership; and one (1) suspended publication.

RECAPITULATION

125 Associate members elected.
76 Associate members have become active.
7 Associate present membership.

A. N. P. A. OFFICIAL MEASURING RULES

During the year 1920 one hundred and sixty-nine (169) official measuring rules were sold.

BULLETIN BINDERS

Sixty-five (65) bulletin binders were sold.

INQUIRIES

Fifteen thousand, one hundred and forty-two (15,142) inquiries were received and answered, an increase over the preceding year of four hundred and forty-seven (447).

COLLECTIONS

Eight thousand, five hundred and twenty-seven (8,527) claims were received for collection, two thousand, four hundred and seventeen (2,417) more than during 1919, amounting to $275,724.89, an increase in amount of $100,319.57.

Three thousand, seven hundred and ninety-seven (3,797) claims were collected, amounting to $101,876.66, an increase of $36,874.97 over 1919. Of the amount collected $2,318.57 represented Dividends in Bankruptcy and Assignments and $99,509.85 ordinary collections.

Claims Reported Uncollectible.....	$100,430.57
Allowances	4,757.08
Withdrawals	18,446.44

1919	1920
Commissions earned $7,982.84	10,805.34

An increase of 1920 over 1919 of $2,822.50

* * *

MANAGER'S SUPPLEMENTAL REPORT

Since January 1, 1921, ten (10) active members have been elected; one (1) has suspended publication; two (2) have resigned; three (3) have ceased to hold separate memberships owing to consolidation with other members; four (4) associate members have been transferred to the active class; and one (1) associate membership terminated. Two (2) have been dropped for non-payment of dues. The total membership therefore at this date is five hundred and fifty-three (553), of which five hundred and forty-six (546) are active and seven (7) associate.

ACTIVE

Lawrence (Mass.) Eagle Tribune.
Greenville (S. C.) Piedmont.
Huntington (W. Va.) Herald-Dispatch.
Lafayette (Ind.) Journal Courier.
Henderson (Ky.) Journal Gleaner.
Idaho Falls (Idaho) Post.
Windsor (Ont.) Border Cities Star.
Kansas City (Kan.) Kansan.
Little Falls (N. Y.) Evening Times.
Norwalk (Conn.) Hour.

TRANSFERRED FROM ASSOCIATE TO ACTIVE

Shawnee (Okla.) Morning News.
St. Johnsbury (Vt.) Caledonian.
Norristown (Pa.) Times.
Denton (Tex.) Record Chronicle.

CONSOLIDATIONS

Worcester (Mass.) Gazette with Telegram.
Albany (N. Y.) Argus with Knickerbocker Press.
Madison (Wis.) Democrat with State Journal.

SUSPENDED PUBLICATION

Chicago (Ill.) American Daily Standard.

RESIGNED

Clinton (Ill) Journal.
Mason City (Iowa) Globe Gazette.

ASSOCIATE MEMBERSHIP TERMINATED

Orangeburg (S. C.) Times & Democrat.

DROPPED FOR NON-PAYMENT OF DUES

Charleston (S. C.) American.
New Castle (Pa.) Herald.

TREASURER'S CASH ACCOUNT

January 1, 1920, to December 31, 1920

Balance on hand as per Treasurer's Cash Book, January 1, 1920.....		$24,256.83
RECEIPTS		
Due from Members.....$99,349.45		
Remittance from Manager —Collection Dept.....	10,991.20	
Emergency Fund Contributions	19,145.33	
Refund to Special Standing Committee	2,599.84	
Liberty Bond Interest...	212.50	
Interest on Bank Deposits	511.39	
Sale of Binders and Rules	377.50	
Miscellaneous Receipts...	276.24	
Due to the Bureau of Advertising	429.00	133,892.25
		$158,149.08
DISBURSEMENTS		
Remittances to Manager for Expenses $98,248.71		
Special Standing Committee Expense	26,779.00	
Emergency Paper Fund Expense	7,263.89	
Dinner Committee Expense	206.50	
Treasurer's Salary	630.00	
Postage	10.50	
Exchange on Checks.....	421.12	
Refunds to Members....	126.00	133,685.72
Balance on hand as per Treasurer's Cash Book, December 31, 1920..		$24,463.36

REPORT OF CERTIFIED PUBLIC ACCOUNTANT

I hereby certify that I have examined the accounts of the American Newspaper Publishers' Association for the period of twelve months ended December 31, 1920. The total cash receipts charged in the accounts, including balances on hand January 1, 1920, amounted to $203,321.10. The total disbursements amounted to $177,324.94. The balances on hand December 31, 1920, amounted to $25,996.16, represented by $24,463.36 in the Treasurer's cash and $1,532.80 in the Manager's cash.

The following is a summary of the abovementioned cash transactions:

	Manager's Cash	Treasurer's Cash
January 1, 1920—Balance on hand	$474.24	$25,256.83
Year 1920—Total receipts	55,688.98	122,901.05
	$56,163.22	$147,157.88
Year 1920—Amount remitted by Manager to Treasurer on account of Collection Department earnings	10,991.20	10,991.20
	$45,172.02	$158,149.08
Year 1920—Amount remitted by Treasurer to Manager to meet Expenses	98,248.71	98,248.71
	$143,420.73	$59,900.37
Year 1920—Total Disbursements 141,887.93		35,437.01
December 31, 1920—Balance on Hand.....	$1,532.80	$24,463.36

I have verified the deposits in banks of aggregate cash receipts as charged and the cash on hand and in banks December 31, 1920. All disbursements have been supported by satisfactory vouchers.

HOWARD GREENMAN,
Certified Public Accountant.

REPORT OF ADVERTISING AGENTS' COMMITTEE

This Committee is composed of: George H. Larke, T. R. Williams, Charles H. Taylor, Paul Patterson, H. L. Rogers, J. S. Bryan, M. F. Hanson, George M. Rogers, B. H. Anthony, H. J. Grant, H. U. Brown and Harry Chandler.

One hundred and fifty-one (151) applications for recognition were received, sixty-three (63) agencies were granted recognition, and the applications of forty-one (41) were refused. Recognition previously granted to ten (10) agencies was cancelled. Action was taken as follows:

(Continued on Page 103)

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

Los Angeles—The largest city in the West
IN LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921
143,067
Largest Daily Circulation in the Entire West
REPRESENTATIVES
New York: Herbert W. Moloney, 904 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

World Wide
ADVERTISING CORPORATION
Advertising Counsel
One West 34th St., New York
Telephones Fitzroy 2900, 8111
Cable Address:
SCHOLZEM, NEW YORK

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

Digitized by Google

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

IN NEW ORLEANS
IT'S—
THE NEW
ORLEANS ITEM

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York.

Another
Big Plant
Now in Course of Construction at
Perth Amboy, N. J.
Large increase in Savings Deposits during past year.
For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York — JOHN GLASS, Chicago

Recognized

Acorn Agency (Inc.), New York City.
Back, J., Nashville, Tenn.
Beek Adv. Agency (Inc.), Houston, Texas.
Betting, Thompson (Inc.), St. Paul, Minn.
Bisberne Adv. Co., Chicago, Ill.
Borough Adv. Agency, Brooklyn, N. Y.
Bradfield Co. (Inc.), Detroit, Mich.
Briscacher, Emil, San Francisco, Calif.
Brown, Derby Co., Boston, Mass.
Comrie & Cleary (Inc.), Chicago, Ill.
Curtis-Newhall Adv. Agency, Los Angeles, Calif.
Dake-Johanet Adv. Agency, Los Angeles, Calif.
Demopolis Adv. Agency, Demopolis, Ala.
Eberhard, Geo. F., Co. (Inc.), San Francisco, Calif.
Ensign, F. A., Adv. Agency (Inc.), Pittsburgh, Pa.
Farrar Adv. Co., Pittsburgh, Pa.
Ford, Geo. W., Co. (Inc.), Atlanta, Ga.
Friend Adv. Agency, New York City.
Frost, Harry M., Co. (Inc.), Lynn, Mass.
Gillham, L. S., Co. (Inc.), Salt Lake City, Utah.
Goldman, Louis J. (Inc.), New York City.
Hopper Adv. Agency (Inc.), New York City.
Huwer Adv. Agency (Inc.), Denver, Colo.
Jones, Ralph H., Co. (Inc.), Cincinnati, Ohio.
Kang, John S., Co. (Inc.), Cleveland, Ohio.
Kirkpatrick, W. S., Adv. Service, Portland, Ore.
Liberty Adv. Agency (Inc.), New York City.
Lockwood, Russell N., Co., Los Angeles, Calif.
Long-Costella (Inc.), Chicago, Ill.
Lyon Adv. Service (Inc.), New York City.
Lytle, J. Horace, Co. (Inc.), Dayton, Ohio.
McKinney Co. (Inc.), Chicago, Ill.
Mid-Continent Adv. Agency (Inc.), Dallas, Texas.
Miner, Dan B., Adv. Agency, Los Angeles, Calif.
Nesbitt Service Co. (Inc.), Cleveland, Ohio.
Oliphant, C. J., Adv. Agency (Inc.), New York City.
Olson & Enzinger (Inc.), Milwaukee, Wis.
Peck Adv. Agency (Inc.), Brooklyn, N. Y.
Phillips, Harry D., New York City.
Prather-Allen Adv. Co. (Inc.), Cincinnati.
Robel & Bryant (Inc.), Chicago, Ill.
Rosier, Oscar, Adv. Agency, Philadelphia.
Ross, F. J., Co. (Inc.), New York City.
Ross-Gould Co. (Inc.), St. Louis, Mo.
Sacks Co (Inc.), New York City.
Short, Floyd, and Partners (Inc.), Chicago.
Smith, Deane & Moore, Ltd., Toronto, Canada.
Snodgrass & Gayness (Inc.), New York City.
Snow, Walter B., & Staff, Boston, Mass.
Snyder, J. A., Co. (Inc.), Chicago, Ill.
Spivak, M., New York City.
Staples & Staples (Inc.), Richmond, Va.
Stavrum & Shafer (Inc.), Chicago, Ill.
Sterman, Arthur R., Philadelphia, Pa.
Stevens, Wallis & Bramer (Inc.), Salt Lake City, Utah.
Sweeney & James Co. (Inc.), Cleveland, Ohio.
Tucker Agency (Inc.), New York City.
Walters Co., Milwaukee, Wis.
Warfield Adv. Co. (Inc.), Omaha, Neb.
Weill, Armand S., Co., Buffalo, N. Y.
Western Adv. Co. (Inc.), St. Louis, Mo.
Whiddon, Guy C., Adv. Agency, Philadelphia, Pa.
Zimmer, Walter F., Co., Detroit, Mich.

Transfer of Recognition

Aitkin-Kynett Co., Phila., Pa., from Dippy & Aitkin.
Benson, Gamble & Slaten, Chicago, Ill., from Benson, Campbell & Slaten.
Betting-Thompson-Madden (Inc.), St. Paul, Minn., from Betting-Thompson (Inc.).
Blackman Co. (Inc.), New York City, from Blackman-Ross Co. (Inc.).
Clough, John L., Adv. Agency (Inc.), Indianapolis, Ind., from John L. Clough Adv. Agency.
Conner Adv. Agency (Inc.), Denver, Colo., from Conner Adv. Agency.
Conover-Mooney Co. (Inc.), Chicago, Ill., from Dooley-Brennen Co. (Inc.).
Coolidge Adv. Co., Des Moines, Iowa, from Coolidge Adv. Service.
Cowen Co., New York City and Boston, Mass., from Cowen Co. (Inc.).
Erwin, Wasey Co., Chicago, Ill., from Erwin & Wasey Co. (Inc.).
Fairfax, H. W., Adv. Agency (Inc.), New York City, from H. W. Fairfax.
Greve Adv. Agency (Inc.), St. Paul, Minn., from S. Greve Agency.
Hays Adv. Agency (Inc.), Burlington, Vt., from Hays Adv. Agency.
Henri, Hurst & McDonald, Chicago, Ill., from Henri, Hurst & McDonald (Inc.).
Johnson-Dallis Co., Atlanta, Ga., from Johnson-Dallas Co. (Inc.).
Lockwood-Shackelford Co., Los Angeles, Cal., from Russell N. Lockwood Co.
Machen & Dowd Co. (Inc.), Toledo, Ohio, from Arkenberg-Machen Dowd Co. (Inc.).
Massengale Adv. Agency, Atlanta, Ga., from Massengale Adv. Agency (Inc.).
Mitchell-Faust Adv. Co. (Inc.), Chicago, Ill., from Mallory-Mitchell & Faust (Inc.).
Patterson-Andress Co. (Inc.), New York City, from W. A. Patterson Co. (Inc.).
Sherman & Lebair (Inc.), New York City, from Sherman & Bryant (Inc.).
Snitzler-Warner Co. (Inc.), Chicago, Ill., from Snitzler Adv. Co. (Inc.).
Southern Adv. Agency (Inc.), Atlanta, Ga., and Memphis, Tenn., from Southern Adv. Agency, Atlanta, Ga.
Van Haagen, John C., Adv. Agency, Philadelphia, Pa., from Van Haagen Adv. Agency.
Von Poettgen, Carl S. (Inc.), Detroit, Mich., from Carl S. Von Poettgen.
Williams & Cunnyngham, Chicago, Ill., from Williams & Cunnyngham (Inc.).
Zimmer-Thein (Inc.), Detroit, Mich., from Walter F. Zimmer.

Supplemental Report

Action taken from January 1st, 1921, to date (April 25, 1921).

Since January 1st, 1921, fifty (50) applications for recognition have been received. Action taken as follows: Thirty-nine (39) agencies have been granted recognition, and recognition previously extended to thirteen (13) has been cancelled. Thirteen (13) applications has been refused.

Recognized

Alexander Adv. Agency, New York City.
Bellamy-Neff Co., Chicago, Ill.
Bergen Adv. Co. (Inc.), St. Louis, Mo.
Bloodhart-Soat Co., Omaha, Neb.
Buck, Glen Adv. Co., Chicago, Ill.
Campbell, Blood & Trump, Detroit, Mich.
Chance, Frank S., Adv. Agency, Indianapolis, Ind.
Chilton Adv. Agency, Dallas, Texas.
Curtiss, John Co. (Inc.), New York City.
Dean, E. Sterling, Adv. Agency, Toronto, Canada.
Doe, Elmer H., Adv. Agency, Louisville, Ky.
Dippy, Robert H., Philadelphia, Pa.
Evans & Barnhill (Inc.), San Francisco, Calif.
Goodwin, A. O. (Inc.), Richmond, Va., and New York City.
Hellwig, E. W., Co. (Inc.), New York City.
Holmes, Frances Adv. Agency, Los Angeles, Calif.
Hunt, Atlee F., Co., Oakland, Calif.
Koch Co., Milwaukee, Wis.
Kraff Adv. Agency, Minneapolis, Minn.
Livermore & Knight Co. (Inc.), Providence, R. I.
McClure, O. J., Adv. Agency, Chicago, Ill.
McVey, Hugh, Adv. Co., Philadelphia, Pa.
Marks Advertising Co. (Inc.), New York City.
Miller Advertising Service, New York City.
Murphy, Carroll Dean (Inc.), Chicago, Ill.
Paris, Daniel E., Boston, Mass.
Porter, DeForest, Service, Buffalo, N. Y.
Purkis, Thornton, Toronto, Canada.
Rosenberg, Arthur Co. (Inc.), New York City.
Shuman & Pomeroy (Inc.), Chicago, Ill.
Smith, Endicott Co. (Inc.), Boston, Mass.
Smith-Ferris Company, Los Angeles, Calif.
Suedhoff-Ross Co. (Inc.), Fort Wayne, Ind.
Sugden, J. L., Adv. Co., Chicago, Ill.
Tupper, Clifton H., Agency, San Antonio, Texas.
Turner, Wagener Co. (Inc.), Chicago, Ill.
Universal Adv. Service (Inc.), Chicago, Ill.
United States Adv. Corp., Toledo, Ohio.
Young, Lloyd W., Cleveland, Ohio.

Transfer of Recognition and Change of Rating

Fisher-Brown Adv. Agency (Inc.), St. Louis, Mo., from Fisher-Ruebel-Brown Adv. Agency (Inc.).
Southwestern Adv. Co., Oklahoma City, Okla., from corporation to business trust estate.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR.

The Chicago Evening Post devotes a quarter-page each day to the "Boys and Girls Post," which is a section made up almost entirely of contributions of poems, stories, school news, etc. submitted by children. Every Friday the staff of a different high school paper is given charge of the section.—R. R.

Short stories describing the hobbies of city notables and near notables are used with good effect by the Detroit Journal. New news sources are made as well as copy interesting to thousands of the subject's friends. Often these stories concern persons whose names are rarely seen in the papers. Beat reporters write a few of these stories every so often, generally two to four sticks in length, each accompanied by a portrait for a half-column cut.—E. C. L.

Have the leading merchants and business men of the town express opinions as to whether or not they think college graduation is essential to success in their particular business.—G. H. D.

A series of bird pictures with notes from a well known syndicate is being run with notes by a local bird enthusiast. Suppose today, the article discusses the flicker. This is supplemented by notes by the local bird observer, telling when, in this town or in some other part of this county, he first saw the flicker this season or some other season.—J. L. M.

The Detroit News
THE Detroit News has achieved almost as fine a circulation lead Sunday as daily. This accounts for the News leading its field in advertising Sunday as well as daily, as proven by the 1920 record.

Durham, N. C. RENOWNED THE WORLD 'ROUND
Home of the World's largest Cigarette factories and Hosiery Mills, Large Tobacco Warehouses, eleven banks, Trinity College, and—
The Durham Herald
"SUPREME IN ITS FIELD"
A high grade morning publication.
Member Associated Press and A. B. C. Has the largest percentage Home Delivered circulation of any paper in the Carolinas. Carries more Local and Foreign advertising than any other Durham paper. Use The Herald and cover Durham territory at one cost.
Represented by
Frost, Landis and Kohn
New York — Chicago — Atlanta

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York — Lytton Bldg. Chicago

A business depression has no terrors for the North Jersey Shore—the field dominated by
THE ASBURY PARK PRESS
(Evening and Sunday)
This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.
It requires a panic, indeed, to seriously affect all of these lines of endeavor.
Member A. B. C. Standard Rate Card
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

New York American
Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Digitized by Google

AD BUREAU HEARS TRUTHS ON NATION'S CONDITION

(Continued from page 17)

cent normal, as compared with 72 per cent in April, 1920, and 84 per cent in April, 1919, and wages are from 25 to 35 per cent less than last year.

"In the end the farmer will profit most by not seeking to increase the price of his products by artificial means and economically unsound devices but by exerting his powers to effect a readjustment of commodity prices and production costs to a fair, stabilized basis. His trouble today is chiefly maladjustment, and the solution of the problem is balanced readjustment. The farmer has most to gain finally by producing as much primary wealth as his land will yield. Prosperity is essentially based on production.

Real Cause of Our Depression

"And if the period of deflation through which we are passing has taught our business men anything it should have impressed upon them the absolute necessity for adequate financial reserves to take care of the 'lean' years that follow the 'fat' years. Many business interests have depended too much on the banks in the last year to meet exceptional situations, because those interests did not have foresight to create a sufficient surplus for just such exigencies as occurred and were long foreshadowed.

"We must also understand the necessity that rests upon all of us to work out our salvation on a new basis of values. Our principal difficulty is that all of us have not visualized that cardinal fact.

"But, after all, the enactment of emergency tariff legislation, the changing of taxes, the return to inflation, the reduction of railroad rates and other similar measures advocated today as panaceas of our economic ills cannot solve our problem. They could not materially better domestic conditions even were all of them sound and safe—which they are not, because the real reason for our present depression lies in international economic paralysis. Our task, therefore, is to help speed world stabilization, and the sooner we appreciate that duty, as well as opportunity, the quicker will we dissipate the depression that retards business activities in this country. We must aid far more than we have in putting Europe back to work.

"The world still requires in vast quantities the things which we can best supply. What men need they will purchase if they are able to pay therefor. When the present reaction in prices has run its course our export trade in merchandise can, if adequately supported by credit and banking facilities, be increased; though the present great excess over imports cannot be carried indefinitely.

Duty Rests on All

"By and large, however, the duty of supporting our foreign trade does not rest entirely on the banker. Our banks cannot work alone; they must have the co-operation of their customers, if our trade is not to suffer a decline as spectacular as has been its rise. If the banks tied up their liquid funds in long-term investments, no matter how good the security, there would soon be no more liquid capital and the wants of our agriculturalists and manufacturers could not be supplied.

"The variety of our foreign trade is now so wide that an excess of production over consumption reacts upon every class of our population. The duty, therefore, of supporting our foreign trade in this time of readjust to the more permanent conditions of the future rests on every individual citizen who feels that his welfare and prosperity are not independent of the economic position of his country. And that is the message which those who play so vital a part as the members of this organization in the moulding of public opinion in this country should convey to the great mass of our people. In brief, our principal problems are no longer domestic, they are international. That is the paramount meaning of our new post-war economic and political status."

The Future Not Dark

E. J. Cattell, Statistician of the City of Philadelphia, famed for his power of oratory—he has delivered 300 addresses, it was announced, since the first of this year—and the remarkably apt stories with which he decorates his public speeches, convulsed his audience with laughter at some points and with equal ease led them to contemplation of serious subjects.

"With fifty-five years of clear-cut memory of our national progress," said Mr. Cattell, "I find nothing in the present that makes me doubtful of the future of our country. We are hearing just now a great deal about the enormous debts that the war has piled up, both here and abroad. But we hear very little about the enormous savings that the war forced upon us.

"I deal in statistics, as you know. Will you let me tell you that the savings of the American people during the war—and by savings I mean the cutting down of waste—amounted to more than $12,000,000,000? Couple that with the habits against waste that were formed during the war and that are still practiced by a great number of our population, and the result for our national benefit can scarcely be expressed in figures prefaced by the dollar mark.

"Again, by our improved and increased producing facilities we added another $12,000,000,000 to our material wealth; and that makes $24,000,000,000. Let us think of these things when we talk about our war debts and our heavy obligations.

"Another thought on this—and again from the view-point of a man who is always dealing with figures: If we would—and we could—save 15 per cent from our normal expenditures we could pay all our war debts in five years. They are such a small matter, looked at from these angles, that they ought to scare nobody.

"There is another consideration not always taken into account when we think of the economic future of our country. We are working toward disarmament. Ten million valuable lives were taken by the war from the producing element of the world. Today we have hordes of men in armies and navies who produce nothing, but who have to be fed by the workers. If we can free them so that they can go into the workshops of the world their productiveness will wipe out entirely the loss occasioned by the sad and unnecessary deaths of their brothers."

To Meet in Hutchinson

Hutchinson, Kan.—The 1922 convention of the Missouri Valley Conference of employing printers will be held here, according to a message received from W. J. Leatherman, of the Hutchinson Gazette, delegate from the local offices to the convention at Des Moines.

Caldwell Paper Company
Wholesale Paper Dealers
489 Fifth Avenue New York

SUPPLIES & EQUIPMENT
For Newspaper Making

For Sale
Brass leads and slugs at 60c. per pound. First class condition. Itemized list furnished on request. Enquirer-News Co., Battle Creek, Mich.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Peckham Machinery Co.
Marbridge Building
N. Y. City
Phone, Fitzroy 6659 Room 1029
10 Years Selling Web Presses, Linotypes and Newspaper Equipment
An experience of 30 years in Selling and Equipping Newspaper plants at your service

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Publishers
RARE OPPORTUNITY TO SECURE LOW PRICED USED PRESS
Hoe Sextuple
Capacity, 48,000 papers per hour (2-4-6-8-10-12 pages); 24,000 (14-16-18-20-22-24 pages,; 12,000 (28-32-36-40-44-48 pages).
Must be sold during convention. For appointment in New York address Box A-510, Editor & Publisher.

FOR SALE
Two four-deck
Potter Printing Presses
complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.
also
Complete Stereotype Equipment
chases, and Form Tables, all in A-1 condition.
Will be sold reasonably, immediate delivery to make room for our new plant.
THE DULUTH HERALD
DULUTH :: :: :: MINNESOTA

Digitized by Google

BETTER MEN FOR BETTER POSITIONS

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Live wire, 35 years old, desires situation as assistant manager, or advertising manager on up-to-date daily, can handle all kinds of advertising; familiar with one of the best classified systems and have increased classified columns 100 per cent in last three months on papers where now employed. Can prove worth. Reason for changing, desire greater chance for advancement. Address Box C-936, care of Editor & Publisher.

Classified Manager
Position wanted on daily newspaper; town of 50,000 to 200,000 in Middle West preferred. Previous experience in display selling and assistant classified manager of classified department carrying 3,000,000 lines last year. Address Box C-979, Care Editor & Publisher.

Circulation Manager
with several years' experience in metropolitan and small city dailies desires to make a connection with a live daily west of Mississippi River. A producer of circulation with the cash for it. Best of references as to character and ability. Member I. C. M. A. Box A-515, Care Editor & Publisher.

Circulation Manager
Age 32, married, worked up from carrier, twelve years' experience; believe in steady systematic building; have reached limit with paper of 13,000 circulation; prefer central states. Address Box A-514, Care Editor & Publisher.

Situation Wanted
Assistant to manager. Make-up, advertising, salesman, 25, employed, married, wants leave East. Capable installing and operating systems to produce best results with minimum expense and trouble and least chance error. Address Box A-519, Care Editor & Publisher.

Editorial Writer
Paragrapher—seeks new field. Can manage news department. Address Box C-994, Care Editor & Publisher.

Syndicate Salesman
The publisher of a syndicated article to which several important dailies throughout the country already subscribe is anxious to obtain the services of some traveling man enjoying an acquaintance with the journalistic profession who can take on the sale of the article as a side line. An opportunity to substantially increase his earnings is open to the right party. Address "B. B.," P. O. Box 822, City Hall Station, New York City.

To a Newspaper Publisher
Your advertising department is facing entirely new conditions in the business world today. Is it changing to meet those conditions, thereby keeping abreast of the times? Two young men, under thirty, who have successfully sold newspaper, magazine and farm paper space, believe that an accurate knowledge of merchandising, backed by real selling ability will win out for some publisher over existing conditions and increasing competition. These men are now employed, but are looking for a more satisfactory future than confronts them in their present connection. Over two years as Advertising Manager and Assistant on City daily. Over two years as Western Representatives for the most aggressive selling force in the publishing field today, with offices in Chicago. They are dealing today with the biggest brains in the advertising world as members of a selling force whose knowledge of markets, merchandising and advertising is setting the pace in publishing circles. They are a pair of workers who believe that hard work, backed by intelligent selling and real knowledge of merchandising today will increase foreign and local advertising. They are open to a proposition from some publisher who sees that he has his *market* to *sell*—to both foreign and local advertisers. With the knowledge and experience they have had, these men would prove a profitable investment to such a publisher. Address Box A-518, Care Editor & Publisher.

Wanted
Young man twenty-two years of age, single, wants position as traveling salesman for newspaper supply house. Have had several years experience in newspaper circulation work. Best of references. D. R. Schroder, Box 190, Greenville, S. C.

I Want a Job
I know the newspaper business inside out, from newsboy to publisher and in every department, circulation, advertising, accounting, editorial, mechanical, and I want a job as business manager or general manager, where I can cash in on this knowledge. Twenty years of successful experience and a clean record to offer. Know how to turn out a good looking sheet, but what is more important can make a popular and profitable one, and have done so. Married, aged 40, presentable appearance, like people, can get business and will go wherever opportunity beckons. Address Box C-993, Care Editor & Publisher.

News ... tor
New York and Chicago experience qualifies for city or telegraph desk or entire editorial management. Excellent editorial writer. Prefer permanent opportunity in small city in extreme West or East. Age 36, married. Highest references. Address M. T., Room 903, 108 S. La Salle St., Chicago.

SITUATIONS WANTED

Managing Editor
Fifteen years Hearst service, last five years Assistant Managing Editor largest afternoon paper on Pacific coast. Am all round, experienced newspaper Editor now employed, wants a change. West preferred. Answer Box A-504, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Editorial Writer
Young, experienced, broad gauge man for high grade Independent Republican daily newspaper in large Eastern city. Give full information in first letter as to experience, references, etc., and send samples of work and photograph. Your communication will be held in strict confidence. Box C-998, Care Editor & Publisher.

A Good Opening
awaits a competent working printer on an evening newspaper near New York. Ideal working conditions and a good permanent position. Man must be possessed of executive ability and be able to handle men and be a working foreman himself. Address full particulars to Box A-505, Care Editor & Publisher.

Reporter Wanted
Daily newspaper in town of 100,000 wants an alert young man as reporter. Must have some experience and a good "nose for news." State qualifications by letter to the Daily Advance, Staten Island, N. Y.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity
An experienced newspaper man who can take an interest in a morning daily to be established in a city in the central west. Very modern plant available. A good manager with circulation experience or editor preferred. Big field, success assured. Give experience, age, amount available for investment in first letter. Address N. Gallagher, 751 W. 77th St., Chicago, Ill.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 11th, at eleven o'clock, at the general offices of the Company, Pulitzer Building, suite 1116, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,
JAMES WRIGHT BROWN, President.
E. C. McMAHON, Secretary.

New York, April 15, 1921.

HEARST SERVICES ENTERTAIN

Visiting Newspaper Men Help Koenigsberg Make Tuesday Night Big

What followed the dinner given by M. Koenigsberg at the Friars' Club in behalf of King Feature Syndicate, Newspaper Feature Service, International Feature Service, International News Service, Universal Service and Star Adcraft Service on Tuesday night was called a Lollypop Lark. It may have been but about six hundred visiting delegates to the American Newspaper Publishers' Association convention spoke of it as the *big night* of the week.

Little bits of many of the good things of Broadway were among the entertaining contributions and among the Hearst stars that helped to make the night bright were:

George McManus, Tom Powers, H. H. Knerr, F. Opper, Jean Knott, Walter Hoban, Harry Hershfield, T. A. Dorgan, J. T. Callahan, Rube Goldberg, Cliff Sterrett, A. C. Fera, Frank Willard, Billy DeBeck, J. E. Murphy, E. Segar, Russ Westover, Winsor McCay, Hal Coffman, Joe McGurk, "Bugs" Baer.

As usual, Fred Block, busiest and most friarly of all Friars, was everywhere, doing everything, all the time, to make the occasion a brilliant and memorable success.

"LIFTING" COPYRIGHTED NEWS UNLAWFUL

New York Tribune Wins Important Decision in Case Against Chicago Record-Herald—Only a Part of Story was Quoted

A decision by the United States Circuit Court of Appeals of the Seventh Circuit, upholding the New York Tribune in its suit against the Chicago Record-Herald Company, for an infringement of the copyright law, will have far-reaching influence, it is believed, in protecting publishers of this country.

The offence with which the Record-Herald Company was charged was the publication of an article on February 3, 1917, headed "Germany Pins Hope of Fleet on 300 Fast Supersubmarines." This article began: "New York, Feb. 3, 3 a. m. (Special).—The Tribune this morning in a copyrighted article of Louis Durant Edwards, a correspondent in Germany," and proceeded to quote verbatim several sentences, or paragraphs, from the Edwards article, which was much longer than that appearing in the Chicago Herald, a morning newspaper, now defunct.

The Tribune's complaint set forth that the Edwards article was offered to the Herald and was refused. The story then was accepted by the Chicago Daily News, an evening newspaper, but this publication in turn declined to accept it when the article to which objection was made appeared in the morning Herald of that date.

The United States District Court of Northern Illinois rendered judgment for the Tribune at the trial of the suit, but the Record-Herald Company appealed to the Circuit Court, contending that news could not be copyrighted. The observations of the higher tribunal on this contention are considered of the utmost importance to publishers. The opinion says:

"It is true that news as such is not the subject of copyright and so far as concerns the copyright law, whereon alone this action is based, if the Herald publication were only a statement of the news which the copyrighted article disclosed, generally speaking, the action would not lie.

"But insofar as the Edwards article involves authorship and literary quality and style apart from the bare recital of the facts or statement of news, it is protected by the copyright law."

Another observation by the court, which will set a precedent that will protect publishers in future, is that disposing of the Chicago newspaper's contention that the Herald article was much shorter than that offered by the Tribune, therefore contained no substantial part of it. Of this the court rules:

"We find no merit in the contention that the Herald publication constitutes no substantial part of the copyrighted article.

"It presents the essential facts of that article in the very garb wherein the author clothed them, together with some of his deductions and comments thereon in his precise words, and all with the same evident purpose of attractively and effectively serving them to the reading public.

"Whether the appropriated publication constitutes a substantial portion of that which is copyrighted cannot be determined alone by lines or inches which measure the respective articles. We regard the Herald publication as in truth a very substantial portion of the copyrighted article and the transgression in its unauthorized appropriation is not to be neutralized on the plea that 'it is such a little one.'"

The opinion was written by Justice Alschuler and was concurred in by Justices Baker and Evans.

May Amend Constitution

At the regular monthly meeting of the New York Press Club, May 3, the following amendment to the constitution, offered by D. A. Curtis, will be considered: "Resolved, That Section 10 of Article IV of the by-laws of the New York Press Club be amended by striking out the words 'and his successor chosen for until the next election of the club' and substituting therefor the words 'and his successor shall be elected at the next regular election of the club or at a special election which may be called for the purpose provided in Section 7 of the article.'

$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

SHOWALTER'S
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

EQUIPMENT FOR SALE

24-page *High Speed Straightline Goss*. New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process.
16 page *Straightline Goss*. 7 or 8 cols. Type length 21¾ in. Complete stereotype equipment, including motors.
Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 1; 1 Intertype, Model A; 1 Intertype, Model B.
Immediate Deliveries
Wire or Write
SOUTHERN PUBLISHERS EXCHANGE, Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1507
Richmond, Virginia

$15,000 buys

one-half of only daily newspaper property of a small city. Owner of this interest drew $40 a week salary in 1920 and $1,300 in cash dividends. Proposition V. T.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

Digitized by Google

Editor & Publisher Classified Advertisements find Better Positions for Ambitious Newspaper Men

PREACHER WILL EDIT DENVER POST

Will Play Down Sensationalism—Bitter Sermon Brings Offer of Editorial Control for Day—Dr. Boyle For Flaming Convictions

(*By Telegraph to* Editor & Publisher)

Denver, April 27.—Dr. W. H. Wray Boyle, pastor of the Central Presbyterian Church here, will edit the Denver Post on May 5 or 6, it was announced this morning, following a sermon delivered from his pulpit Sunday evening on "The Perils of the Press."

Dr. Boyle has some very definite ideas on what news is, what is not news, how news stories should be displayed, what should be printed, what should not be printed, according to the statement made in the Denver Post front page story that the Denver pastor would turn editor for a day.

The eminent churchman said this morning he would accept the invitation extended him either on Thursday or Friday, depending on his time.

"If ten thousand citizens were only brave enough to ring true to their convictions, they would say: 'Close up the sewer of the racy story, which takes the edge off the moral sensibility of childhood, or cease to deliver your newspaper at my door.'"

This statement was made by Dr. Boyle in his sermon Sunday night in censure of the "publication which is purveyor of sensation for sensation's sake."

"Flaming convictions, not flaming headlines, keep the public's confidence in a newspaper," he declared, and added, "The corner of the press that caters to the sewer-pipe type of mind loses its confidence among the readers."

Dr. Boyle said his ideal journalist would never stoop to the level of a faked interview. "He will not specialize in half-truths in order to create a sensational paragraph.

"Why should the ink of the sanctum be dipped in the slime of high or low life in Texas or New York or Los Angeles with their unblushing exploits, while millions of American homes, with no skeletons in their closets, are building home life heavenward and teaching their children to be white flowers in the garden of the Lord?"

Dr. Boyle said this morning his policy in editing a newspaper for one day would be that of sensationalism "played down."

Rocky Mountain News Celebrates

(*By Telegraph to* Editor & Publisher)

Denver, April 27.—The Rocky Mountain News, the only morning newspaper published here, and one of the John C. Shaffer publications, celebrated its sixty-second birthday April 23. A reproduction of the first page of the first issue under the editorship and ownership of William N. Byers was run on the first page of all editions. Arthur E. Pierce, who was present when the first copy was run off, contributed a feature article on the founding of the Rocky Mountain News.

Vincent B. Kelly Dead

Vincent B. Kelly, for many years a newspaper writer on national politics, and active in civic affairs at Palisade, N. J., died April 28 in a hospital at Englewood, N. J. He had been ill only a short time, and was taken to the hospital last Sunday. Diabetes caused his death. Mr. Kelly's newspaper work began in Springfield, Ill., whence he went to Chicago, where he covered national conventions and gained a reputation as a political correspondent. Later he went to Washington, and finally came to New York. Here he was night editor of the Herald. At the time of his death he was on the staff of the Evening World.

A. B. C. SEEKS HAYS' HELP

Wants P. O. Statement Abolished and Six Month Limit on Arrears

The board of directors of the Audit Bureau of Circulations at its meeting Wednesday afternoon decided to take definite action toward abolishing the publishers' statement to the Government as injurious to honest publishers and useless to advertisers; to appeal to Postmaster General Hays to rule that subscriptions shall not be counted for second-class mail privileges when they are more than six months in arrears, instead of one year as now obtains, and to rule that at least 50 per cent of the subscription price of any publication shall be received direct from the subscriber himself.

A committee will be appointed today to place the matters before Mr. Hays. O. C. Harn and Stanley Clague will represent the A. B. C. on the committee, which will be completed by the appointment of representatives of national advertisers and of the publishers.

The board of directors re-elected Henry Schott vice-president. When Mr. Schott left Montgomery Ward & Co., he resigned his office with the A. B. C. Now, having become general manager of the Seaman Paper Company and so again eligible for office, he resumes his place.

G. Lynn Sumner, of the International Correspondence Schools, Scranton, Pa., was elected a director to fill the vacancy caused by the retirement of Lucius L. King.

PREPARE FOR MILL STRIKE

Canadian Newspapers Buying Heavy Stocks of Newsprint

(*By Telegraph to* Editor & Publisher)

Ottawa, Ont., April 26.—While both sides express confidence that a strike of paper mill workers will be avoided between now and May 1, Canadian publishers are taking no chances of a possible tieup. In the event of the mills closing.

As a result of the men refusing to accept a reduction in wages the local mills have been bombarded with requests for newsprint during the past month and have turned down many orders above their customers regular amounts. The Booth Company has refused to supply papers with more than their normal quantity of paper, but the Eddy Company has been able to fill some orders above normal.

Stockbridge Bankrupt

Frank Parker Stockbridge, of New York, well known as a newspaper man and writer, has filed a petition in bankruptcy with liabilities of $25,352 and assets of $4,150. The assets include real estate, $2,500; accounts, $315, and unliquidated claims, $825. Mr. Stockbridge formerly was secretary of Old Colony Club, Inc., and editor of Old Colony Magazine.

Chicago Agency Moves

The Matteson-Fogarty-Jordan Company has moved to 215 North Michigan avenue, Chicago

A LATE SERIAL
The Ghost Garden
by Amelie Rives
(Princess Troubetzkoy)
Already ordered by
New York World — San Diego Sun
San Francisco Star — Evansville Press
Cincinnati Post — Oklahoma City News
Seattle Star — Columbus Citizen
Los Angeles Record — Houston Press
Des Moines News — Tacoma Times
Cleveland Press — Duluth Herald
Spokane Press — Dallas Dispatch
Akron Press — Portland News
Sacramento Star — Memphis Press
Terre Haute Post — Toledo News Bee
A Southern story of exquisite charm and sentiment, with a background of the supernatural
Wire your order
McClure Newspaper Syndicate
373 Fourth Avenue New York City

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 93 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

EQUIPMENT FOR SALE
Advertisements in EDITOR & PUBLISHER Bring Results

Digitized by Google

A Great Newspaper In a Great Field

The Minneapolis Tribune

STUDY THE INDIANAPOLIS NEWS AS A *NEWSPAPER*

Character

THE advertiser in The Indianapolis News merely buys a ticket on a train, destination of which was fixed years ago. The News is not published as a vehicle for paid advertising. It has followed for nearly a half century an unswerving policy of giving all the news to the people. This has built into the paper a character that cannot be written into a rate card. The News is first of all a great *news*paper. It is incidentally a good advertising medium.

Write for recently issued book "Does Newspaper Co-operation Mean Anything?"

The Indianapolis News

Second in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
150 Nassau St.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

THIS ISSUE: SOCIAL CONTROL OF INDUSTRIAL WARFARE

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

1884 1921

Stanford Library MAY 12 1921 F3

Original second-class entry—The Journalist, March 24, 1884. The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1918—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

(Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.)

Vol. 53 No. 49 NEW YORK, SATURDAY, MAY 7, 1921 By Mail in Advance $4. U. S. A.: $4.50. Can.: $5. For. 10c. Per Copy

Multiplication

The X-Y salesman sold a vacuum cleaner to Mrs. Jones.

In his order book it was listed as one sale. But what really happened was this:

Mrs. Jones showed Mrs. Smith her new purchase, pointing out its selling features. Mrs. Smith told Mrs. Brown. And Mrs. Brown recommended X-Y to Mrs. White as the best cleaner on the market.

From **one** buyer a **group** of buyers had been created. One sale multiplied through word-of-mouth publicity, had spread into an endless chain.

There you have the principle of advertising. For advertising is nothing more or less than individual selling multiplied. It is its **cumulative** force that makes it the dynamo of modern business.

Your advertising creates a specific number of buyers. But does it stop there?

How about the buyers those buyers create for you?

You may make a fairly accurate estimate of its **direct** returns. But you can only begin to fathom the depths of its **indirect** influence, that radiates far, far beyond its circumscribed selling bounds. And you can no more shut off that tremendous power of **multiplied salesmanship** than you can bottle up Niagara Falls.

Consider the more than 400,000 circulation of The Chicago Daily News on that basis. Visualize the **direct** returns of your advertising from over 1,200,000 buyers; and the **indirect** influence of those buyers on their friends---and their friends' friends.

Then---and then only---you begin to get some conception of the **multiplied** selling power behind the circulation that makes

THE DAILY NEWS

First in Chicago

Digitized by Google

NEW ENGLAND

Are you getting a fair share of New England's orders? There are two million people reading the daily newspapers of New England every day. An opportunity to carry your name and the merits of your merchandise. Are you using these dailies?

Think of the **power** in the **thought** and **repetition** of **thought** of these two million.

Think of the **weight** even a small percentage of their inquiries will have on the trade.

Advertise regularly in these New England dailies where the population is thickest and orders of all kinds most plentiful.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,053	.025	.0175
Boston Sunday Advertiser	(S)	380,666	.55	.55
‡Boston American	(E)	301,595	.50	.50
‡Boston Globe	(M&E)	285,189	.40	.40
‡Boston Globe	(S)	349,003	.45	.45
‡Boston Post	(M)	422,631	.60	.60
‡Boston Post	(S)	380,461	.55	.55
Boston Transcript	(E)	37,012	.20	.20
Fall River Herald	(E)	11,035	.035	.035
*Fitchburg Sentinel	(E)	9,685	.05	.035
*Haverhill Gazette	(E)	14,983	.065†	.04
§Lynn Item	(E)	16,165	.06	.04
‡Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,044	.045	.045
*New Bedford Standard-Mercury	(M&E)	27,627	.07	.07
*New Bedford Sunday Standard	(S)	23,953	.07	.07
*Salem News	(E)	19,818	.09	.07
Worcester Telegram-Gazette	(M&E)	72,922	.24	.21
*Worcester Telegram	(S)	42,900	.15	.15

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,858	.0475†	.04
*Portland Daily Press	(M&S)	14,358	.04	.04
Portland Express	(E)	24,740	.10	.07
Portland Telegram	(S)	22,858	.10	.07

NEW HAMPSHIRE—Population, 443,083

Keene Sentinel	(E)	3,222	.03	.02
‡Manchester Union-Leader	(M&E)	25,584	.08†	.06
‡Portsmouth Times	(E)	4,066	.02	.015

RHODE ISLAND—Population, 604,397

‡Newport Daily News	(E)	6,158	.03357	.02828
*‡Pawtucket Times	(E)	23,404	.06	.06
‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
Providence Bulletin	(E)	89,108	.135	.135
Providence Journal	(M)	31,374	.06	.06
Providence Journal	(S)	51,737	.12	.12
Providence Tribune	(E)	23,796	.10	.09
‡Westerly Sun	(E)	4,529	.025	.025
‡Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	7,035	.025	.02
Brattleboro Daily Reformer	(E)	2,625	.03	.015
‡Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,674	.06	.06
St. Johnsbury Caledonian-Record	(E)	2,920	.0214	.015

CONNECTICUT—Population, 1,380,631

**Bridgeport Post-Telegram	(E&M)	51,636	.145	.14
**Bridgeport Post	(S)	19,656	.065	.06
*Hartford Courant	(M&S)	29,856	.08-.07	.10-.09
*Hartford Times	(E)	42,537	.14	.14
New Haven Register	(E&S)	30,503	.06	.06
*New London Day	(E)	10,853	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
*Norwalk Hour	(E)	4,101	.025	.025
*Stamford Advocate	(E)	7,539	.0375	.03
*Waterbury Republican	(M)	11,155	.05	.04
*Waterbury Republican	(S)	12,272	.06	.04

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
‡Government Statements, October 1, 1920.
**A. B. C. Publishers' Statement, October 1, 1920.
§Publishers' Statement.
†Rate on 3,000 lines.

Digitized by Google

COL. HOUSE is on his way to Europe for the Public Ledger

Col. E. M. House sailed for Europe recently. This is his second visit to old-world capitals as a member of the editorial staff of the Public Ledger and as an observer and advisor to its Foreign News Service.

Col. House has a basis for inside knowledge of European affairs such as is possessed by no other living American, and which is reflected in the high character of Public Ledger Foreign News.

He also contributes weekly editorial articles on international affairs.

Through the Ledger Syndicate newspapers may obtain exclusive city rights to the Public Ledger Foreign Service and to Col. House's articles.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

No!—

Hard Times are not coming
—just *Soft Times* going

"In Philadelphia nearly everybody reads The Bulletin"

Daily circulation over a half-million copies

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MAY 7, 1921 No. 49

SOCIAL REGULATION OF INDUSTRIAL WARFARE

Protecting the Rights of Society Means the Protection of Employers and Workers and Leads to Industrial Peace—Right To Strike Wholesome and Desirable.

By WALTER GORDON MERRITT

EDITORIAL NOTE—In the economic readjustment now going on publishers face many trying problems. Last year it was the paper shortage. This year sees the labor issue paramount, both in the publishing industry and throughout all industry. Is the deflation of labor, as well as of materials, to be orderly, or wasteful and costly? Are we to have a continuance of relations between publishers and employees where actual clashing has been at a minimum, or are we to have costly strife due to mistaken viewpoints of stubborn employers and too radical labor advocates? EDITOR & PUBLISHER with a desire to be helpful has sought to present the labor situation in its broadest aspect: From a standpoint of all society, feeling that if the rights of all society are upheld, it naturally follows that the employer and the employee alike are being protected in their rights. In seeking for an authority to present the labor situation on these broad lines EDITOR & PUBLISHER turned to Walter Gordon Merritt, New York lawyer, whose wide experience on the legal side of labor problems, whose painstaking investigations in the field of industry, and whose broad sympathy with the whole subject, fit him specially to discuss in a comprehensive way this great question of the hour. For the past 17 years Mr. Merritt has devoted himself to the study of the labor question and has been engaged in labor litigation as counsel for employers and employees before numerous State and Federal courts throughout the country, including the United States Supreme Court. These cases involved fundamental principles of great importance and one of the most important was the famous Danbury Hatters' case. He recently argued the case of the Duplex Printing Press Company et. Derecig before the United States Supreme Court. This case involved the labor provisions of the Clayton Act and whether or not those provisions have legalized the secondary boycott. Mr. Merritt has been a contributor to the literature on the subject through some of the more prominent magazines, and has frequently spoken upon many phases of the industrial question. His views are progressive and liberal and show an unusual independence of thought and freedom from prejudice. He believes the time has come when public opinion should be clarified as to fundamentals underlying the industrial question, if an impasse between capital and labor is to be averted, and the constitutional rights and liberties of our people are to be preserved.

THE spirit of protest as expressed in a strike is, on the whole, wholesome and desirable. It has been an instrument of great social service and has directed much needed attention and consideration toward the problems and wants of the workers in all industries and communities. Even employers who have never known the threat of strike are, consciously or unconsciously, influenced by the fear of it. That is good.

The State cannot perform these functions of the strike through any court. It does not always have vision. The history of English labor legislation and the manner in which the settlement of labor's grievances by the State languishes until a strike is threatened, is proof enough of this assertion. Would society have progressed as it has progressed in its relation to the labor problem had it not been for the nuisance value of the strike? In the battle of ideas, laws and social standards often lag far behind wholesome agitation. The policy of the tendency to maintain the *status quo* courts is *stare decisis*. They tend to stand pat, but it is no time for industrial relations to become static. There are too many wrongs on both sides.

If compulsory arbitration had been instituted by the State fifty years ago and submission to such action had been secured from all the parties in interest, is it conceivable that either the State or the employer would have been so considerate of the rights of the workers, or that welfare legislation would have advanced with the same speed? Would not have been dominant and controlling? If this be true as to the past, may it not also hold some hidden significance for the future? At least the possibility should give us pause.

SOME REGULATION IS ESSENTIAL

This is not to say that all regulation of strikes or industrial warfare is inexpedient or undesirable. My convictions are just the contrary. The objective of society should be to eliminate premature, unnecessary and unjust strikes and lockouts without closing the door so the usefulness of the strike in appropriate cases as a last resort. The time has arrived when society, not the employers, should point out where its proper function ends and where its use becomes anti-social and intolerable. To allow men to foment, organize and maintain strikes and lockouts for any and all purposes, however corrupt and oppressive, is indefensible; to trust to mere self-restraint is ludicrous. Since when has unchecked human power stopped at the portals of justice?

Industrial warfare must not become an instrument of industrial injustice. Industrial justice must be the price of industrial peace. It is in line with sound public policy to permit industrial warfare for the correction of industrial wrongs, but it must be suppressed when it aims to accomplish results contrary to sound social policy.

We must make the conduct of illegitimate strikes so discouraging and futile and other methods of adjustment so promising and attractive, that there will be a gradual abandonment of the illegitimate strike. If we should not send men to jail for striking, we can at least deprive organizations of the privileges of organized action in furtherance of the illegitimate strike. In this way the prop and mainstay of effective industrial warfare may be knocked out from under the illegitimate strike. We should clip the wings of organized activities seeking unfair and oppressive ends and place power and privilege behind them when standing for industrial peace and justice.

In defining illegitimate strikes we may safely apply tests which have their familiar counterpart in other fields of human conflict. Out of the struggle of man for law and order, in all his relations there emerges a moral code which is just as applicable to the cause of law and order in industry as it is to national and international government. If we hew to these standards of right and wrong, we will leave the strike substantially unimpaired as a weapon of last resort to protect the interests of workers in private industry, and will only condemn strikes which violate the principles of the best labor leaders. Let us enumerate:

1. Strikes which violate the fundamental principles of democracy by trying to substitute government by strike for government by ballot.

2. Strikes which unduly injure the general public, which in military war we call civilians.

3. Strikes against neutrals.

4. Strikes without first exhausting the resources of diplomacy.

5. Strikes in violation of agreements.

6. Strikes in violation of an arbitration award.

7. Strikes where arbitration is available.

8. Strikes against liberty.

We must make the conduct of illegitimate strikes so discouraging and futile and other methods of adjustment so promising and attractive, that there will be a gradual abandonment of such actions—Walter Gordon Merritt.

STRIKES AGAINST DEMOCRACY

Strikes to control or influence political action, such as are so common in Europe are just beginning here, cannot be tolerated. They are acts of revolution, contrary to the principles of democracy, and lay the ax at the very root of self-government. By their very nature they constitute an attempt at dictation by the proletariat and an overthrow of the orderly processes of government by ballot. Coercing government action by threats of organized strikes differs not in principle from the methods of distinguished usurpers in history, who surrounded the legislative hall with troops and invited the body to proceed. There is no room for such resort to force, either economic or military, in a free country where self-government prevails. The world is not safe for democracy until the tendency toward political strikes shall perish. Here, as in other walks of life, the rule of reason must not yield to the rule of force; government by ballot must not yield to government by strikes.

GOVERNMENTAL EMPLOYES

The employment conditions of governmental employes also constitute a political question, to be determined by political processes and not by economic power. A man's relation to the government should not be determined by warfare. Admitting, as is true, that the government is often slow in giving proper consideration to the needs of its employees, the remedy is not in an abandonment of the fundamental principles of democracy but in the establishment of adequate machinery of adjustment to which the interested parties will always find prompt and easy access.

In all warfare the conscience of civilization declares for a decent regard for the rights and comfort of civilians. In military war it finds expression in rules for the protection of unfortified towns and non-fighting citizens. In economic warfare the extreme dependence of our people on the uninterrupted operation of certain parts of our economic machine is such that no squabble between small sections of society can be permitted to interfere.

A few other lines of activity, such as the production of light, heat, power and fuel and the operation of street rail-

Digitized by Google

ways, also present strong argument for intervention, but it is the part of wisdom to go cautiously and not to embark in fields where public need and public opinion is not compelling. An anti-strike bill was introduced by the French Government in March, 1920, and in addition to the activities we have named, included hospitals, funeral establishments, and industries involving public health.

A coal strike tying up all the production of coal in this country, if protracted, would of course carry with it all the dangers which accompany a railroad strike, but in coal production there are certain conditions which differentiate the situation. A coal strike will not bring suffering as quickly as a railroad strike because there is always on hand some margin of supply. One-third of the bituminous coal is produced in non-union mines, which, in our last coal strike were not seriously affected. The government and organized labor should choose between a policy which will maintain a sufficient number of our mines free from union control or a policy which prohibits coal strikes altogether.

Street railway strikes have been a cause of much suffering, but their evil consequences are not comparable to strikes on railroads and in coal production. Strikes affecting lighting and power, if successful, can be serious, but we have suffered little from them, as yet, and will probably find it comparatively easy to cope with them because of the wherever public interests are involved.

On the whole, is it not best at the outset to limit such a bold experiment as strike prohibition and governmental regulation of conditions of employment to the more urgent fields of railroad transportation and possible fuel production? One move in this direction of control would promote self-restraint and moderation on the part of organized labor wherever public interests are involved.

Moral Code in Private Industry

In pursuing our moral code for industrial warfare, we now pass from the limited field of special public interests, where strife must at all times give way to orderly adjudication, and enter the field of private industry, where State interference on such a broad scale is not expedient. But it is to the field of private industry that the remainder of our moral code is particularly applicable. This code is designed to protect society against unwarranted and premature strikes and to regularize and minimize industrial warfare without retarding the advancement of industrial justice. It recognizes that the original conception and sanction of the strike, looked upon it as a weapon of last resort against an uncompromising employer in private industry, and it condemns its use under all other circumstances.

But he would be chimerical indeed who thought it possible to outlaw all strikes in private industry which violated the code. The promotion of the ideal must be found in a middle ground between the extreme of strike prohibition and the equally intolerable extreme of no regulation. In private industry illegitimate strikes should not themselves be made illegal, but their organized promotion and support should be made illegal. That is, within the limit of expediency and practicability if its enforcement is left to civil remedies and is not made the occasion of criminal prosecution. Such a law would not encounter the dangers and difficulties of the Kansas law, for it would constitute no violation of the law for men to strike singly or collectively even as against these fundamental principles. It would constitute a violation of the law, but not the criminal law, for the members or representatives of any organization to put the union machinery in motion for the purpose of fomenting or maintaining such a strike. Thus it would be made illegal to further such strikes by voting on them at union meetings, by exhorting men to quit work, or to continue on strike, by stationing union pickets, or by paying strike benefits.

Affirmative acts of aggression like these are capable of legal restraint, while the mere passive act of refusing to work is beyond legal control. You cannot compel a man to work effectively when he is determined not to do so, but you can prevent him from performing those affirmative acts which are so essential if he is to organize and maintain a group of his fellows into a similar attitude. That is where the law can step in and exercise a large measure of control and minimize illegitimate dislocations of industry, but all attempts of this nature must be based on a careful consideration of the extent to which the various activities involved are susceptible of legal restraint.

Experience has taught us much in this direction if we only have the wisdom and courage to apply it. Certain classes of sympathetic strikes, which are clearly illegal have been easily broken up by the injunction. The boycott has been largely controlled by it. Mr. Gompers rightly says you cannot compel him to buy a Danbury hat, just as everybody agrees you cannot by law compel a freeman to work, but the boycotts of the Federation are reduced to impotency by an injunction which stays all machinery for its advertisement and enforcement. The unorganized refusal to buy is as innocuous as the unorganized quitting of work usually is. If organized support and direction of illegitimate and anti-social strikes can be suppressed, much would be accomplished.

With these important considerations kept clearly before us—for this is a difficult and technical subject—let us consider the remaining points of our moral code as applied particularly to private industry.

Sympathetic strikes which directly injure those against whom the strikers have no grievance should not be tolerated. As was said by a judge of the Supreme Court of Illinois, "Sympathetic strikes are only permissible when revolution is permissible."

A nation which was aroused as was this nation by the sinking of the Lusitania and the interference with neutral commerce, should not hesitate to protect neutral employees from industrial warfare. The coercive power of strikes and lockouts being sanctioned by law as a means of securing a fair balance of power in economic bargaining, cannot be justified as a means of injuring an employer when the end sought is beyond his control.

Strikes in Violation of Agreements

A strike cannot be justified except as a last resort after all methods of conciliation and adjustment have failed. War should never be entered upon until the resources of diplomacy are exhausted. To call strikes in advance of negotiations may be the wanton and malicious infliction of injury, as negotiations may prove them to be avoidable.

If employee representation, or any other kind of agency for the adjustment of grievances, exists in the factory, that machinery must be exhausted before any attempt is made to resort to the wasteful and coercive action of a strike. Such a rule was adopted as a governmental standard by the War Labor Board and now by the Railroad Board. No jurisdiction will be taken of a case while the men are on strike.

Therefore strikes to enforce demands where they have not first been presented to the employer and a reasonable time given for their consideration, must be included in the class of illegitimate strikes which no respectable labor union should desire to support. That is the idea of the Canadian Industrial Disputes Act, the Colorado Law and similar provisions which forbid strikes pending the investigation and the publication of findings by a governmental tribunal. It is believed that such agencies not only help public opinion to function but furnish an opportunity for cooler judgment to prevail.

Before Presenting Grievances

Where an employer has entered into a reasonable agreement with a labor union, or with his employees individually or collectively, organized industrial warfare should not be waged against him for conditions which violate that agreement. It is wrong not only to violate an agreement but for a third party knowingly to induce a violation of agreement. It is doubly wrong for responsible labor unions to use the power and strength of their organization to make such wrongs effective and profitable. In England a commission considered the desirability of forbidding the payment of strike benefits where the strike was in violation of contract, and in characteristic English fashion decided not to press the point.

Where, after voluntary submission by both sides, an arbitration award has been made, no labor union should seek to maintain industrial warfare to secure conditions conflicting with the award. The cause of voluntary arbitration can never be advanced until this be made the law of the land.

President Wilson has well said: "There is one thing we should do if we are true champions of arbitration. We should make all arbitral awards judgments of record by a court of law, in order that their interpretation and enforcement may lie, not with one of the parties to the arbitration, but with an impartial and authoritative tribunal."

Where Arbitration is Available

There is much also to be said in favor of restrictions on industrial warfare, where the party to whom grievances are presented is willing to leave the matter to a quasi-governmental tribunal. Where the tribunal of reason is available there is little justification for resort to a tribunal of force. It is certainly a sound moral proposition that the liberty of organized labor to interfere with business should not be as great against an employer who is willing to arbitrate as it is against an employer who is uncompromising.

Here, then, would be the predicament of any union which was honestly seeking to better the conditions of its members. If the employer were willing to arbitrate the demands, the union would have the opportunity of having them passed upon by a disinterested tribunal or engaging in the very doubtful alternative of conducting a losing strike with the government and the courts against it.

If the employer accepted arbitration, public opinion would favor energetic action by the State to keep the strikers within bounds, and if the employer refused to arbitrate, public opinion would be with the strikers. Under such circumstances, would not most unions learn to choose the more peaceful method and would not the legislation prove of great advantage to the workers, the employers and the public?

Strikes Against Liberty

Strikes to enforce a closed shop policy are strikes against human liberty. Men may argue about it, and philosophers may write treatises on the subject, but when the debate is closed, there is no gainsaying the proposition that a national closed shop policy enforced by industrial warfare is incompatible with the principles of liberty. Labor unions are private societies as unrestricted in the choice of their members as any college fraternity. To make membership in such societies a condition of employment, and to enforce that policy by the coercion of strikes, if it became a prevailing condition, would constitute a menace to our political and economic safety.

The closed shop as it may grow naturally and voluntarily, is quite a different thing from the compulsory closed shop. A compulsory closed shop policy is an obstruction to the operation of moral restraint. It seeks the establishment of a single national union for each industry, with which society and the employer are obliged to deal regardless of the misdeeds or stupidity of the union. The good and bad unions fare alike.

As soon as society tolerates the rule that a man shall not pursue his trade except he be a member of a particular union, and that an industry will not be allowed to function except through that union it artificially protects that union from the ordinary laws of reward and punishment and removes all incentive for good conduct. If unions are to progress by service rather than by force, and society is to furnish an incentive for

(Continued on page 14)

COMING

"QUIT talking and get down to business," will be the slogan of the nation in a very short time. There has been too much talk and too little constructive planning. Only the business man who plans properly today will be ready when the rush comes tomorrow, but make your plans and include means of starting the business currents your way now.

Chalmers L. Pancoast has been going up and down the country telling merchants and manufacturers how to improve business now. He has written about his plans for EDITOR & PUBLISHER and that will be one of the dollar value articles that will appear next week.

Alec E. Oakes in another article gives clear and practical information on how Britons differ from Americans as advertising prospects and explains how to reach each.

T. J. Young tells about the workings of a Merchandising Department and the service it can render the manufacturer.

"Looking a Boston Gift Horse in the Mouth" is the story of a rebate to advertisers through free art and cuts that reaches the staggering total of a quarter of a million dollars a year.

"What Kansas Editors Are Doing For Their Communities" is a story of constructive journalism that will interest every newspaper man.

There will also be "Hunches" for editors and "Promotion Ideas" for advertising men and circulation managers among the other valuable offerings in

EDITOR & PUBLISHER NEXT WEEK

Digitized by Google

LOWER PRICES AND AID FOR EUROPE AMERICA'S BIG BUSINESS NEED

Prosperity and Depression Will Alternate for Long Period, Says Boston Merchant—Waste Elimination, Advertising, Service To Public and Export Trade Only Will Bring Stability

By WALTER SAMMIS

THE first remark made by Edward A. Filene, after he had bidden me welcome in his hotel room in New York where I called upon him by appointment, betrayed one at least of the personal characteristics that has made the conduct of his big department store in Boston a model for other large retail merchants.

The day was wet, and I noticed several spots of mud decorating my clothing that had not been there when I left the office.

"I guess an automobile has been generous of city property to me," I remarked.

Mr. Filene removed his black pipe from the left corner of his mouth to give his pleasant smile a working chance.

"Automobiles will do that once in a while," he said. "I remember the nuisance they were to me when they first became somewhat frequent on the roads about Boston. I did a good deal of walking and horseback riding then, and automobiles made themselves obnoxious by crowding me to the side of the road when it wasn't necessary. Other pedestrians, too, felt resentful," and he smiled restrospectively.

Avoided Ill-Feeling

"Now that you drive one yourself you find things different." I did not say. I was about to say it but checked myself as I saw he was going on, confident that he would say it himself.

"I made up my mind," he continued after a couple of healthy puffs at the restored pipe, "that I would never place myself in the same position and earn the ill-feeling of my pedestrian fellows. For that reason I have never owned a car for my personal use."

His expressive eyes twinkled. He didn't have to be a mind reader to know the thought his first remark engendered, and Mr. Filene enjoys a joke or a bit of humor, as he showed more than once by remarks that would decorate a character sketch—which this is not—but hardly an interview on the business situation—which was the purpose of the call.

"Now, what do you want me to talk about?" he asked, after we had discussed automobiles and such things a little; for he realized that the minutes of the brief time he could spare from the business affairs that had called him to New York were passing so rapidly that the period allotted would be half gone very soon.

What is the Outlook?

"Business conditions," I replied. "What is the outlook for the retail business and what is the most important thing to retail merchants today?"

"For those who took their losses early and solidly and who are conducting their business with proper regard to economic conditions the outlook is good. The basic condition of the country is good. The average man has been saving and now has more possessions than he had before the war. There is a tremendous amount of work to be done and our people will do it. That means employment.

"Building has been delayed and new buildings must be put up to relieve the housing shortage. There is a lot of repairing and remodeling that must be attended to. There has been delay on public works, roads and buildings, that must be caught up, and the railroads are in urgent need of an unusually large amount of work upon roads, bridges and equipment. Funds are ample for it all, once the present obstacles are overcome. That's why I say business conditions are basically sound.

"But good business has been interfered with because we have been producing huge surplus of both raw materials and manufactured goods. During the war our facilities for production were vastly increased and we are now able to turn out much more than the country can consume.

"It is obvious that until these surpluses can be exported we cannot have stable business conditions. In the meantime—I mean until other countries can and will buy our goods—the very knowledge that we cannot export our surplus production acts as a drag on business. It tends to super-competition within our own borders for the disposal of goods without a natural check and of indeterminate force and extent for the disposal of goods within our borders. This has brought about a dangerous condition and has resulted in unemployment and other evils.

"Buy from Europe or Europe cannot buy from America," says Edward A. Filene, who visions all countries uniting in co-operative tariffs for world-wide prosperity.

"One needs only to observe our foreign trade statistics to appreciate this. During the month of March our foreign trade fell $700,000,000 below the figures of March of last year. Of this more than $430,000,000 were in exports alone. This has a serious effect—direct or indirect—on every employee, every employer, every citizen in our country.

"For this reason every American who wants to be safe in business, or wants to keep employed, must be actively interested in European industrial, financial and social conditions and in the markets of Europe and other countries. Their health is necessary to our exports, and we cannot have business prosperity in this country until other countries recover from the bad conditiogs that have followed the war.

"That means that we must co-operate with them to bring about better financial conditions abroad and more long term credits for them here. It must be obvious that while conditions remain unstable there they must continue unstable here. More, that unless something is done to improve present conditions in European countries they will result in further disturbances of political power, in further armament, increased taxes and social and labor unrest that will put back for years Europe's ability to absorb our surplus.

"It is apparent that we must interest ourselves in aiding Europe to recover her prosperity, so that she will be able to buy in the American market. To do this we must buy from Europe, because only as Europe can sell to us and to other countries can she get the means to buy from us. And if Europe cannot take our surplus other countries cannot, for they are dependent upon what they can sell to Europe for the money with which to buy from us. To sum up:

Many Cogent Reasons

"I. The United States has large surpluses on hand and a huge surplus producing ability.

"II. Unless these surpluses can be exported there must be super-competition in the United States with the resultant loss of living profits, the shutting down of production, reduction of wages and salaries and labor, social and political disturbances.

"III. Our surpluses can be exported only if we can grant long term credits to the European nations, who need our surpluses desperately to feed and clothe their people and get back to normal work.

"IV. But these long term credits cannot be safely granted unless the social and political instability of Europe is cured.

"V. This instability cannot be cured unless the United States—the richest and the most powerful country in the world today—assists the war distracted European nations.

"VI. Therefore, by being good Samaritans to Europe we shall not only show real Americanism but also will find the only practical way to export our huge surpluses and thus keep our people at well paid work.

"One recognizes that with so many political cross currents European and export conditions cannot be re-adjusted immediately, but only after sad experience. This means that business in the United States faces the probability of a long period of ups and downs.

"There will be spells of great surpluses of commodities resulting in slaughtering of prices and great losses and great shortage of new orders after a lapse of time. There will be periods of production to restore manufactured goods to a depleted market, then periods of liquidation as goods are disposed of, and so on, the periods rotating and the frequency of turnover fluctuating. This condition will obtain, in my opinion, for from three to five years.

"Do not misunderstand me, however, I am far from feeling that it will mean business stagnation or failure for every one. Ours is a great country. There are opportunities in bad times as well as in good times, and the wise merchant is able to steer a successful course in either."

It seemed quite natural here to introduce the subject of buying by the public and the trend of prices.

Public Still Cautious

"The public is buying very cautiously," said Mr. Filene, "and will continue to buy cautiously until conditions become more stable. People are supplying their needs as they feel that prices are fair, but they are wondering if what they buy today will not be offered to them at a lower price tomorrow. The trend of prices is downward.

"Let's review this price situation a little. There came a time when prices were unreasonably high. The public realized it and stopped buying. The producer of raw material, the manufacturer, the jobber and the retailer all found themselves with big stocks on hand, bought at high prices. Being human, all four tried to unload at the least possible loss. The first three of these factors were backed by loans from the banks and so the burden of immediate disposal of goods fell upon the retailer. The public dealt with him alone directly, and the public outcry was against him.

"He was in a quandary. Prices were bound to fall; when and to what extent he could not know. Neither could anybody else. But the retailer could not wait. He must act or lose his business. Meantime the producer of raw material was trying to unload on the manufacturer, the manufacturer on the jobber and the jobber on the retailer at a profit; or at least not at a loss.

Buy as Public Buys

"What was the retailer to do. As I have said, the wise ones took their losses early and so placed themselves in better business position. Those who did not, found themselves with stocks on hand which were steadily declining in selling value.

"Now retail merchants are buying as the public buys—just enough for their needs and when prices are right. Nor are they buying in large quantities, but in volume measured as nearly as possible to the demand that will clear goods off the shelves before the next price change.

"You can see readily that the jobber also is driven to make his purchases in the same cautious manner, with the result that the manufacturer cannot know how much he may safely get ready for an uncertain market; nor can the producer of raw material operate with any surety. The effect upon labor need not be detailed here. And conditions cannot change materially until our ability for production beyond our internal ability to consume has been provided for by effective export conditions.

"No, tariff laws as they are at present projected will not make for permanency. Europe must live and progress upon what it can sell to other countries, the United States included. I am not and never have been an advocate of free trade, but I can see that if we erect a wall which the countries of Europe

Digitized by Google

cannot pass with a reasonable amount of their manufactured products they cannot buy our products from us.

"To my thinking the tariff laws proposed will be found after a few months to be ineffective. Further, the time will come when the United States must get together with other countries and make tariff arrangements that will be co-operative and mutually helpful in their effect.

"Just one instance of the necessity for that. I received a letter from a manufacturer in Vienna a few days ago. In it he spoke of automobile trucks. After buying the material for manufacturing automobiles, he said, at the extraordinarily high figures necessary to pay, with currency depreciated to 1-40 of its pre-war value, he found export to neighboring countries shut off by a tariff of 85 per cent placed upon their import by those other countriess. How can this business be handled in these circumstances? The same is true of other products. We've got to consider other countries when we make our tariff laws or they can't sell to us and so can't buy from us.

NEED RAPID TURNOVER

"You ask what is the most important thing in retail business today? Let's apply that to all business. First is rapid turnover. We have been running with a business machine that was calculated to travel only on a level. Now we have to use a machine that will climb the hills to good times and descend safely into the valleys of bad times. That machine is rapid tournover.

"If every individual business could turn over its stock every day the danger would be less. It can't be done, of course. Still, it is worth mentioning. But the quicker the turnover the greater the measure of safety and the further the business progress.

"Second, we must eliminate waste. Very many of our present methods of production and of distribution are wasteful in the extreme. We usually try to remedy this by reducing wages, instead of really conquering the labor waste. This makes for friction with working men and reduces the mass-buying power of the country.

"Then there is the waste in management. Many of us executives have grown fat during the past four or five years. We are like athletes out of training called upon to exert themselves to their utmost; our utmost doesn't amount to enough.

"We must get ourselves into shape to make the business struggle of our lives, and the first thing for us to do is to get after the wasteful practices that have grown up on a seller's market.

SPIRIT OF SERVICE

"Mention of another necessity of the day will sound either theoretical or too altruistic, but it is really sound and vital. THE SPIRIT OF SERVICE MUST PREVAIL IN ALL OUR BUSINESS DEALINGS. Not only that, but it must be put into constant application. Wanting to serve is not sufficient. Almost every business man wants to be good. Every father wants to be good to his children, also. But wanting is not enough. Simply loving one's children won't help them and may injure them. A father has to think hard and work mighty hard to really serve his children. Just so a business man has to work mighty hard to serve his people.

"As business men we have to accept the basic proposition that we have no right to make a profit unless in making it we also serve the community.

"We must approach every question of business from this standpoint. Thoroughly applied this principle will make us fight waste, will strengthen our weaknesses and wipe out the anarchistic spirit of getting all we can while the getting is good. Gradually reduction of prices coupled with the will to serve is sure to create the good will that makes for good, progressive business and economic safety.

"If this spirit is applied to business generally in the United States, it will be the greatest factor in reducing our costs to a point where we can meet the extraordinary competition from other countries that is bound to occur in the next ten years while Europe is struggling with the necessity for paying the interest and the principal of her huge war debts and of rebuilding and reorganizing herself.

ADVERTISING ESSENTIAL

"In considering means for reducing costs advertising must not be lost to sight. Too many executives when forced to reduce expenses reach out first for the advertising appropriation. They are apt to think that cutting it will be a way to get over a hard task. It is not. It is no more a means for doing a difficult job than it would be for a man to try to avoid one by going to sleep and forgetting it. He wakes up to find his task still there, and usually more difficult than it was before he sank into slumber.

"One big way to reduce costs is to reduce overhead. That is best accomplished by increasing output, and good publicity is absolutely necessary for this achievement. Advertising resolves itself into a public service, obviously, then, since it centers upon output, increases it and so is bound to reduce overhead. It tends to reduce prices and liberate men for necessary work.

"I know it seems rather hard to talk about liberating men when there is so much unemployment, but there are thousands of men today who are in wrong places, or out of work, who will find themselves properly located when the export situation is cleared up; in jobs where they can win big for themselves and their country.

"Meantime, business men who are equipped with the goods that the public demands, who are supplied with the will and the courage to succeed through service to the public, must make themselves known through their product in ever widening circles. It must be obvious that the best way to do that is to advertise. Advertising makes for mass selling as well as mass producing."

Won't Prohibit Dentists' Ads

LANSING, Mich., May 1.—The House of Representatives has killed the Bolt bill, designed to prohibit dentists from advertising. Senator Arthur J. Bolt, of Muskegon, father of the bill, is himself a dentist.

Join Business Publishers

The York Business Publishers' Association has elected to membership the following publications: El Comercio, Ingenieria Internacional, Export Trade, Dress Essentials, Corset & Underwear Review.

Missouri Paper Is 75

The Liberty Tribune, oldest newspaper in western Missouri, celebrated its 75th birthday anniversary recently. Irving Gilmer, has owned the Tribune for many years.

McCurdy With Conover-Mooney

Charles McCurdy has become associated with the Conover-Mooney Advertising Agency, Chicago. He has been with Henri, Hurst & McDonald.

GET PEOPLE TO THINK IN TERMS OF PEACE

Sir Auckland Geddes Says Foreign Correspondents' Duties are as Important as Those of an Ambassador

Sir Auckland Geddes, British Ambassador, was the guest of honor of the Association of Foreign Press Correspondents in the United States at a luncheon given at the Bankers' Club, April 23, when Percy S. Bullen, of the Daily Telegraph, London, president of the Association, was toastmaster.

Sir Auckland spoke of the immense service which the press could accomplish in the process of reconstruction and healing after the war and suggested to the numerous editors and newspapermen present that thoughts of peace rather than strife should be featured in the public press. In the opinion of Sir Auckland the correspondents of the United States abroad and of foreign countries in America have a duty to perform not less important in its way than those of an Ambassador in the sense they are charged not only to send the news but to interpret the sentiment of one country to another.

One of the great needs of the times said Sir Auckland is to get the people to think in terms of peace and to understand one another, and this duty he suggested was in line with the fact that in his opinion there is not a country on earth today whose people want to fight another country.

Percy S. Bullen described the work of the Association in co-operating with the United States Committee on Public Information during the war and mentioned that the membership had increased from twenty in 1914 to fifty-five in 1921, representing the leading papers of Europe and South America and Japan. Australia and New Zealand, he said, were also represented. He described the membership as a "League of Nations in miniature without restrictions or reservations imposed by any legislative body."

Other speakers were Melville Stone; P. Whitwell Wilson, secretary-treasurer of the Association; Sir John Foster Fraser and Dr. Marcel Knecht, vice president.

In addition to the members present were the consuls general of Great Britain, France and Japan; also Sir George Foster, Canadian Minister of Commerce; Frank B. Noyes, of the Washington Star; Frederick Roy Martin, of the Associated Press; Clark Howell, Atlanta Constitution; Elbert H. Baker, Cleveland Plain Dealer; D. E. Town, Chicago Evening Post; Frank P. MacLennan, Topeka State Journal; Colonel Charles A. Rook, Pittsburgh Dispatch; Victor F. Lawson, Chicago Daily News; Calvin Cobb, Boise Statesman; J. R. Rathom, Providence Journal; Henry C. Campbell, Milwaukee Journal; I. F. Marcosson, F. Cunliffe Owen and Oscar Straus.

New Printing Board in New York

ALBANY, N. Y., May 3.—Governor Miller today signed the Betts bill providing for the discontinuance of the publication of the session laws in country newspapers after December 31, 1921. Governor Miller has also signed the Duell bill abolishing the state printing board and puts the control of all state printing under a board comprising the governor, or one whom he may designate, and the finance committee chairmen of the two houses of the legislature. The board is authorized to determine the number of reports to be printed by state officers and departments, the time of printing and issuing them, together with the form, contents and frequency.

PIN-PRICKS BY U. S. PRESS

Cause of Anglo-American Friction, Says Lord Northcliffe

LONDON, May 3.—Lord Northcliffe, speaking before representatives of American dry goods men visiting this country, at a dinner declared that misunderstandings between England and the United States were largely due to "pin pricks" in the American press and could be cleared up through frankness and co-operation.

"There is no trouble between Great Britain and the United States," said Lord Northcliffe in conclusion. "There will be no trouble, in my judgment, if we can get together. If we can read each other's newspapers a little more and get to realize we are not so dissimilar as we seem to be, much will be achieved. Three centuries, three thousand miles and thirty million European and other immigrants have changed the American people a great deal. But, after all, we still are more like each other than any other peoples. We have many of the same faults, many of the same weaknesses, many of the same diseases—including golf."

WHOLE CITY HONORS J. P. YOUNG

City's Leading Professional and Business Men Were Pallbearers

SAN FRANCISCO, Cal., April 25.—Representatives of the professional and mercantile life of the city attended the funeral today of John P. Young, managing editor of the Chronicle for 43 years. Mr. Young died on April 23, as a result of a stroke of paralysis suffered a week previous. In deference to his memory the Bohemian Club had its historical organ moved to the undertaking parlors where simple services were conducted.

The honorary pallbearers were the managing editors of the daily papers and presidents of the various civic and mercantile clubs of San Francisco. Mr. Young traveled extensively and the results of his observations have been published in book form.

N. E. A. Delegates At Science Meeting

H. C. Hotaling, executive and field secretary of the National Editorial Association, announces that President Brodie has named the following delegates to represent the association at the 25th annual session of the American Academy of Political and Social Science to be held at Philadelphia, May 13 and 14. John Clyde Oswald, American Printer, New York; Jason Rogers, New York Globe; Dietrick Lamade, Williamsport, (Pa.) Grit; A. L. Etter, Middletown (Pa.) Journal; C. M. Bomberger, Jeannette (Pa.) News-Dispatch; Levi M. Wise, Butler (Pa.) Eagle.

Hawley Mills to Enlarge

The Hawley Pulp & Paper Company, at Oregon City, is planning a considerable increase in the capacity of its plant. Two additional 15-ton machines will be installed.

Frank R. Northrup Moves

Frank R. Northrup, newspaper representative, moved April 30 from 303 Fifth avenue, New York, to 350 Madison avenue.

Providence Advertising Companies Quit

The Walton Advertising Service, Providence, R. I., has been absorbed by the Larchar-Horton Company, also of Providence.

Digitized by Google

EDITOR'S FINGER IS ON NEWS PULSE AND PUBLIC GETS WHAT IT WANTS

An Investigator Learns That They Never Strike Wild—Finds Views of Newspaper Men in Estimating Public Sentiment a Safe and Sure Weathervane

By EDWARD A. MOREE

IN the face of all contrary contention I say yes, for I have made three convincing tests of their ability to determine the state of public sentiment.

Editors may not mould public opinion. Certainly they do not create it. But they do focus it; they interpret it. Best of all they know what it is when they meet it.

Three times I have canvassed the editors of the entire country on issues that were pressing at the doors of legislation. Three times the editors have told me what they thought of the state of public opinion and in every case they were right. Not right because they agreed with my preconceived notion, but because subsequent events proved that by a large majority they had correctly forecast what the public would demand.

Two years ago I sent to every editor in the country a questionnaire on government ownership and operation of railroads. More than 5,000 replied. Eighty-three per cent of them reported public opinion in the communities reached by their newspapers as opposed to Government ownership and operation of railroads. Congress, in returning the railroads to their owners, responded to the overwhelming public demand for that action which had made itself felt in numberless ways.

Last year we queried the editors on the state of public opinion on government ownership and operation of industries generally. Eighty-six per cent of the editors reported the public as opposed, an even greater reaction against radical government experiments than had been shown by the railroad questionnaire. The election last fall showed that the editors were right. The action of Congress on the Muscle Shoals government operation scheme was also in response to a real public demand and the newspaper men felt that demand even before Congress felt it.

Recently I undertook a questionnaire on the subject of anti-tobacco legislation at the request of the Tobacco Merchants' Association of the United States. The questions were:

(1) Do you favor the enactment of laws prohibiting the personal use of tobacco by adults?

(2) In your judgment does the general sentiment of your community favor such legislation?

(3) Is the use of tobacco personally objectionable to you?

In this case, as in all the others, no arguments whatever accompanied any of the questionnaires. It was always impossible for any editor to determine our attitude from the phrasing of the questions. We have been damned violently and praised with honeyed words by both sides so we probably succeeded in securing results uncolored by desire to play on the right side.

In the case of the tobacco questionnaire (as in all cases) we were neither favoring nor opposing tobacco prohibition but merely trying to learn, for the tobacco industry, how much real opposition there is to personal liberty in the enjoyment of this solace.

The answers of the editors show an overwhelming opposition by the public to anti-tobacco legislation. Out of 12,518 editors questioned, 7,847 replied. These editors represent a combined circulation of 21,870,046.

Of the 7,847 editors replying, 7,393 or ninety-five per cent, represent public sentiment in their communities as opposed to anti-tobacco legislation. Only 260 editors, or three per cent, estimated public sentiment as favorable to the prohibition of tobacco. There were 174 or two per cent in doubt, while 20 failed to record their judgment.

It is of special interest to note that while 569 editors in answering the first question, personally favored anti-tobacco legislation, only 260 of them reported their public as favoring it. This indicates, to my mind, a conscientious effort by the editors to distinguish public opinion from personal prejudice.

The result of this tobacco questionnaire contains other evidences of its accuracy even more definite than was the case with the two previous questionnaires.

For example the highest percentage of replies reporting public opinion in favor of the prohibition of tobacco came from Utah, where forty-two per cent of the editors thought their readers wanted anti-tobacco laws. Utah is the only state which has since adopted an anti-cigarette law. The result was forecast by many of the editors, who stated that the powerful influence of the Mormon Church was against tobacco and would succeed in enacting prohibitory laws.

The Mormon Church is also strong in Idaho. The use of tobacco was recently prohibited there but a bill passed in the same session repealing the prohibitory legislation. In this state 89 per cent of the editors estimated sentiment in their communities as against tobacco prohibition; this is six per cent below the average for the whole country.

Recent legislation on tobacco, checked up with the returns from questionnaire, further indicates the accuracy of this test.

The Legislature of Tennessee some weeks ago passed and the Governor has signed a bill repealing the 20-year-old anti-cigarette law of that state. The questionnaire showed that 93 per cent of that state's editors believed the public opposed anti-tobacco legislation. The Legislature of Arkansas has also just passed a bill repealing that state's anti-cigarette law, more than 20 years old. In Arkansas 94 per cent of the editors reported against tobacco prohibition. Iowa has just repealed its anti-cigarette law. There the "noes had it" by 95 per cent in the questionnaire returns.

Arizona is another test. A bill, introduced in the recent session of the Legislature to prohibit smoking in public dining rooms and other public places, was first amended to prohibit the consumption in public of peanuts, chewing gum, tea and coffee and then defeated by the Senate. The questionnaire returns from that state were 92 per cent "no."

Last year a petition for a referendum in Oregon to prohibit the use of tobacco failed of sufficient signatures to bring the questions to a vote. Ninety-five per cent of the Oregon editors declare their public against anti-tobacco legislation.

The legislatures of forty-two of the forty-eight states have been in session this year. This is more than usually meet in any one year. Many states were considering anti-tobacco legislation—yet so far the results are one prohibitory law in Utah and the repeal of three prohibition statutes in three other states.

Thus, I think we may assume, that when a large number of editors express their judgment of public opinion it is safe to go slow in opposing that judgment.

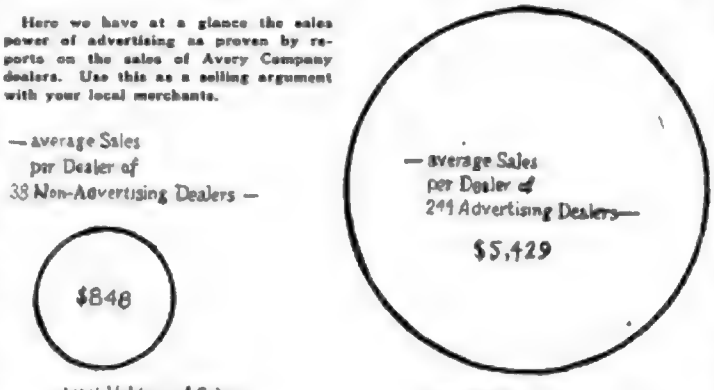
There is of course a certain impertinence in touching a stranger on the shoulder and asking him what he thinks about a public question no matter how important the question may be to him.

The uniform courtesy and co-operative spirit of the newspaper men in responding to these three requests for information indicate that the editors feel keenly their responsibility as interpreters of public opinion—just as keenly as they did in the old days of Greeley, Bennett, Dana and Bowles when they were leaders and moulders of public sentiment. Of course, I realize that the editors are in no way under obligation to answer my questions. But in every case these questions have dealt with important problems. The fact that the editors have been willing in almost every case to overlook my impertinence in querying them makes me feel that they are keenly interested in sounding public sentiment and feel that, honestly handled, the replies to our questionnaire are valuable contributions to the public discussion of the problems with which each questionnaire has dealt.

I have learned that a preponderance of opinion of newspaper men in estimating public sentiment is a safe and sure weathervane of the drift of public opinion and woe be to the public official who does not believe in it and who disregards it in laying out his course in the troublous sea of politics!

PROOF THAT LOCAL ADVERTISING PAYS BIG

Here we have at a glance the sales power of advertising as proven by reports on the sales of Avery Company dealers. Use this as a selling argument with your local merchants.



FOR three years the Avery Company, of Peoria, Ill., has sought to prove to the local dealer, through his own and fellow dealers' experiences, that local advertising pays, and pays big. In previous years a chart of the answers has been made and used to impress the dealer with the fact that any expenditure for local publicity was an investment and not an expense.

If the average sales per dealer of 38 non-advertising dealers is but less than one-sixth of the average sales per dealer of 244 advertising dealers, the money spent for advertising by the 244 dealers surely brought visible returns. It is very easy for the dealer to catch the point of the chart shown above, proved by the fact that a greater number of Avery dealers join the advertisers' ranks every year. Figures of the Avery Company prove also that advertising dealers are prosperous.

In 1918, 1919, and the past year, questionnaires were sent out by the dealers' division of the advertising department to every Avery dealer, asking each how much money he spent for advertising the Avery Line? What forms of advertising did he use (newspaper, moving picture, mailing list, souvenirs, signs, etc.)? What direct results did he get from his advertising? What was his total amount of sales on Avery machines? A space is then left for the dealer's signature and he is requested to put any additional remarks on reverse side of sheet.

In 1918, ninety-one replies were received, and the charting of the final results showed that the advertising dealer sold over 13 times as much goods as the non-advertising dealer.

1919 questionnaires brought in 304 replies, the advertising dealer selling 34 times as much goods as the non-advertising dealer.

Last year, as we know, was a hard year, and the farm machinery that was sold was sold because the buyers of it knew they had to have it. If they didn't already want tractors, it was hard to persuade them they could use tractors profitably. As a result sales were less, and replies to the 1800 questionnaires were less, only 282 being received. Of these 282 dealers, two hundred and forty-four believed in and used various forms of advertising to show farmers in their territory why they needed Avery machines. The other 38 did not. The result: the 244 advertisers sold $1,324,869 worth of Avery goods, an average of $5,429 per dealer; the 38 who did not believe in printers' ink sold $32,227 worth of Avery goods, an average of $848 per dealer.

The advertising dealers reaped a rich reward of 6½ times as much sales as the non-advertising dealers. Not as startling as the results of 1919 perhaps; but consider the conditions of the market last year.

Though the results have differed each year nevertheless all three years together have proved that the only logical course for any dealer to pursue the coming year is to advertise—advertise consistently and seasonably and truthfully; and then should he not know what further to do, he should advertise some more.

Press to Get Right to Navy Radio

WASHINGTON, April 28.—The Committee on Merchant Marine and Fisheries of the House reported favorably today an amendment to a joint resolution which would make the naval wireless stations available for the transmission of press dispatches without interruption until June 30, 1922.

Digitized by Google

BETTER ADVERTISING TYPOGRAPHY NEEDED IN NEWSPAPERS

More Reasons Why Rates Cannot Be Readjusted at Present—Advertising Managers' Round Table—Wide Divergence on Mat Service Charges

By FRED MILLIS

Mr. Millis conducts in Editor & Publisher each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

ADVERTISING agencies naturally take a pride in the appearance of their work and in a large majority of cases are distinctly disappointed in the results obtained in newspapers.

The Chicago Tribune probably has accomplished more than any other American newspaper in improving its looks. In fact a recent eastern advertising association ascribed to the Tribune a reputation for being "the newspaper with the best typographically arranged pages in the country. How this has been accomplished was explained to the National Association of Newspaper Executives by O. M. Brodfuehrer, chief of copy and art service of the Tribune, who is responsible to a large extent for the constant improvement. Mr. Brodfuehrer said:

"A survey of a large number of newspapers indicates continuous progress in the improvement of their character and make-up. This hopeful situation is the result of influence from within and without.

"The reading public is becoming more and more particular. Advertisers and advertising agents, in their efforts to influence public opinion in favor of their product and propaganda have exerted pressure in this same direction. Primarily, therefore, copy writers, artists, lay-out men, and advertising directors in their efforts to lay well-planned, carefully arranged, artistic publicity before their prospective clients, have both intentionally and unintentionally improved the appearance of newspaper pages.

"The Chicago Tribune is constantly striving to produce a paper which will not only meet but surpass the expectations of advertisers and refined readers. Its comparatively enormous expenditures for art work and layouts to be used in advertising the Chicago Tribune and its allied publications reflects this attitude.

"Setting the pace for advertisers in quality of appearance is no small part of its work. Many an otherwise desirable newspaper has its pages cluttered up with undesirable paraphernalia in the form of special boxes, reading notices and rate holders in such a way that they repel instead of attract. This practice of forcing unduly the attention of readers to advertising material finds no resting place in the Chicago Tribune. By adhering without deviation to the 'pyramid' system of make-up the danger of failing to present a clean, unspotted appearance is avoided.

"Perhaps no greater sin has existed and still partially exists in the advertising kingdom than the slam-bang, fire-sale idea that type and illustration must be smeared all over the advertisement with a barn-paint brush to produce the proper psychological shock and remunerative reaction desired on the part of the advertiser. Fortunately, this idea has been bumped, bufferted and buried so thoroughly that its cropping up here and there is an accident—a reminder of the infant stage in advertising. 'Swatting the fly' is no more important in its relationship to the health of the world as 'swatting the paint brush wielder' is to the appearance of a self-respecting newspaper.

"Through careful training the advertising forces of the Chicago Tribune have become imbued with the principle of 'lightening' up its pages. Through the dissemination of their ideas and suggestions—through their practical advice—through their influence upon advertisers it is noticeable that a very marked desire exists on the part of advertisers to give heed to the copy they submit to the Chicago Tribune in order that it may harmonize with its general standard and policy. Furthermore, frequent censorship combined with constructive criticism has remade, improved and rebuilt thousands of lines of advertising which otherwise would have had to find their way into the jaws of the waste basket."

* * *

ARTICLES published in recent issues of Editor & Publisher on why newspapers cannot wisely make readjustments in local and national rates at this time are in direct line with the beliefs of many leading advertising executives, judging by letters and telegrams of endorsement received during the past week.

Here are just a few of the endorsers who give additional strength to the arguments for "standing fast" heretofore presented:

George M. Burbach, advertising manager, St. Louis Post-Dispatch:

"I have given the matter careful consideration, have weighed the advantages and disadvantages and have coupled them with the conditions as they confront newspapers today. As a result I have concluded that this is not the proper time to disturb advertising rates, particularly where it requires a reduction in rate, because newspapers are in a more serious condition today than they were several months ago, being still confronted with a very high and increasing cost of production, coupled with a reduction in advertising space. I do believe, however, that it is well for the newspapers to work to the end that their foreign rates will be the same as the local rates eventually after the agency commission and cash discount have been deducted. In other words, the net rate should be the same."

Harry Giovannoli, editor and manager, Lexington (Ky.) Leader:

"The Lexington Leader, in my judgment, could not wisely at this time make any readjustment of any nature in local advertising rates. The increased cost of production, due to 25 per cent advance in contract newsprint and upwards of 10 per cent increase in wage scales, followed by a very considerable slump in the volume of advertising, make it imperative that we seek additional rather than less revenue, if we attempt to do anything at all. So long as the foreign business costs us what it does in commissions, we cannot afford to lower the foreign rate. We realize, however, that changing conditions in the foreign field may ultimately force radical readjustments in rates and compensation of agents and specials. The Lexington Leader's local rate is about the same as its foreign rate, minus agents' commissions."

Harvey R. Young, manager of advertising, Columbus (O.) Dispatch:

"The local advertising rate on this newspaper is one that went into effect September 1, 1919. All during the early part of 1920 it was our intention to put on another advance. Things just dragged until we reached the cry about lowering all prices and it was passed up. We certainly cannot afford to reduce our rates at this time. Operating costs have gone up, not down. I know this is a most difficult thing to make an advertiser believe because he is not thoroughly familiar with organized labor and the fight that is on between publishers and paper manufacturers who are holding up price on contracts."

Wm. F. Metten, general manager Wilmington (Del.) Every Evening:

"As far as Every Evening is concerned, we are not in a position at this time to consider any adjustment in local or foreign rate. We have a minimum local rate of 4 cents a line and a foreign rate of 5 cents a line, and we are doing business strictly on this basis. Secondly, we certainly cannot afford to lower foreign rate under present conditions. Up until three years ago Every Evening had but one rate. During the war, for various reasons we were obliged to make our foreign rate higher than our local rate, and that is the situation today. My personal feeling is that the ideal situation would be one rate for both local and foreign business, and that rate high enough to return a reasonable profit to the publisher. There is always more or less confusion and dissatisfaction where two rate cards are used, and I believe there are a great many papers in the same position as we are today, operating under a two card system, from necessity and not from choice."

Wm. P. Etchison, advertising manager, Columbia (S. C.) State Company:

"The State's present difference in the local and foreign rates amounts to only the differential covering agency commission. Present conditions will not warrant our making any increase in our local rate, and certainly we cannot make any decrease in our foreign rate."

C. E. Bennett, advertising manager, Cincinnati Times Star Company:

"The rate of the Times Star has never been commensurate with the quality and quantity of its circulation, and I am sure that there will be no decrease in the rate. The difference between the local and foreign rate is as nearly 15 per cent as we can possibly make it; that 15 per cent being recognized as the agencies' commission. If the price of newsprint is lessened sufficiently to warrant any reduction, it will not be made in the rate for advertising, but in the subscription price of the paper."

E. C. Rogers, business manager, Washington Times:

"This certainly is the wrong time for a newspaper to think about either increasing or decreasing its advertising rates in either the local or foreign field."

Frank T. Carroll, advertising manager, the Indianapolis News:

"I think it is not advisable to make any rate adjustment at this time not based on cost of publication. Second, the average net local rate of the News is slightly higher than our net foreign rate and as it costs fully as much to develop and carry foreign advertising as it does local advertising, you can see that it would be impossible for the News to make any deduction in the foreign rate except at the expense of the local advertiser."

* * *

A STUDY on mat services is being made by Charlie Miller, president of the National Association of Newspaper Executives. He has sent a questionnaire to a large number of newspaper executives and expects to have his information compiled and tabulated before the Atlanta Convention. There doubtlessly is a great waste in the purchase of services. As one newspaper advertising manager says, "It has been my experience that there is absolutely no set price for services. The best buyer gets the best price. We never expect to buy a service at the price quoted us first by the representative."

* * *

TRACY W. ELLIS, assistant advertising manager of the Indianapolis News, is chairman of the "On to Atlanta Committee" of the Indianapolis Advertising Club. Mr. Ellis is planning to run a special train to Atlanta. Following his newspaper training he is making contracts at this time with the advertising fraternity in Indianapolis to go on the train. His ability as a salesman is evidenced by the fact that he already has about half the needed number signed up. O. T. Roberts and John H. Lederer of the Daily Times; Ben F. Lawrence, W. D. Keenan and W. E. Giffen of the Star; Frank T. Carroll, Tracy W. Ellis and H. G. Barringer of the News, are the Indianapolis newspaper men who have signified their intentions of attending the meeting at Atlanta.

* * *

THE headquarters office of the International Typographical Union, at Indianapolis, has issued a statement to the effect that the I. T. U. is not at this time considering a national advertising campaign. It does admit, however, that a committee has been appointed by the American Federation of Labor to investigate the possibilities of a country-wide newspaper advertising campaign to "sell" the American public on the value of the closed shop.

* * *

ANOTHER entry in the N. A. N. E. Market Survey contest is the Grand Rapids Press. In a letter H. S. Conlon, local advertising manager of the Press, says: We intend to enter three trade investigation reports, because we have three good ones and are unable to find out the best one. This Market Survey contest is one of the most constructive things that has been started by the N. A. N. E."

Betts Ad Bill Signed

ALBANY, N. Y., May 4.—The truthful advertising bill sponsored by Assemblyman Charles H. Betts, editor of the Lyons (N. Y.) Republican, was signed today by Governor Miller. The measure takes from the existing law the word "knowingly," with the intent of making it impossible for dishonest advertisers and promoters of fake securities to plead ignorance as a defense. The Governor also signed a bill which prohibits the unauthorized use of photographs in advertising, excepting the photograph of anyone connected with the concern inserting it or of the product or article advertised.

Digitized by Google

IT'S A BUYERS' MARKET NOW AND MUST DEPEND HEAVILY UPON ADVERTISING

Salesmen May Get Along Without It, But Only With Its Aid Can They Hope to do Better Than Mediocre Work—Advertising and Salesmanship Inseparably Linked

By NORMAN LEWIS

EDITORIAL NOTE—Mr. Lewis is associated with the Chappelow Advertising Company in St. Louis.

ALWAYS, as long back as living man can remember, the business men of our country have been arguing this question: "Which is more important—Advertising or Personal Salesmanship?"

I am an advertising man, but I hold no brief for advertising as a thing to replace personal selling. I have seen too many splendid advertising campaigns fail because they were not backed up by the right kind of selling organizations.

Likewise, I have run across many a fine salesman whose value to himself and to his house would have been greatly increased had he but realized and appreciated the tremendous co-operative value of that other merchandising force—advertising.

Advertising and salesmanship *must* be considered together. It is true that firms are successful who have advertised but never put out salesmen. It is also true that other firms have succeeded because fine selling organizations; organizations backed up by no advertising.

TEAM WORK WINS

But the vast majority of really big successes in American business are those who have welded these two great merchandising forces into one harmonious, efficient, hard-working unit.

If ever the maximum efforts of both advertising and salesmanship were needed, they are needed today. Because the chief business problem of 1921 is "How to sell in a buyer's market."

In most lines there are more goods on hand today than folks know what to do with. Supply has mounted way above demand. There is a so-called "buyers' strike." The public are mentally upset. The consumer doesn't know whether to make purchases now or hold off in hopes of prices coming down still farther. Dealers are timid about stocking up heavily. In brief, the whole country is fundamentally sound and prosperous, but there exists a psychological depression—a condition which can be righted largely by the maximum efforts of advertising and selling.

There is room no more for salesmen like a fellow I know who works for a large St. Louis shoe manufacturing concern. This salesman has made $7,000 a year for the yast three years and working only six weeks a year!

THINGS ARE DIFFERENT NOW

He made this good money so easily because he was selling in a "sellers'" market. Today, the pendulum has swung completely over and Mr. Shoe Salesman is selling in a "buyers'" market. Instead of telling his trade that they must wait their turn for shoes, he must get out and hustle for orders. And hustle far more than six weeks out of the year!

Think also of the effect of the conditions of the past three or four years upon young salesmen, the fellows who broke into the game during that period. They came in when orders hung on every doorknob. What is the result? Why, they think they are real salesmen, and are going out into this "buyers'" market unarmed for the real tussle that lies before them. A lot of them are going to get their "bumps" unless they see the handwriting on the wall and work as they never worked before.

For the past four or five years orders have hung on bushes, ready to be picked. Today we need more than a large basket with which to gather an easy business crop. We need a spading fork. We've got to dig!

The salesmen of 1921 must realize, as the Chicago Tribune points out, that "1921 Will Reward Fighters." They must sell in all that that word implies. They must work hard, and work long hours. They must acquire new conceptions of service, of courtesy, of attention to details. They must develop imagination and initiative; initiative such as Collier's referred to in the following editorial:

"From all over New England the editor of a farm paper has been receiving one story about an old woman in New Hampshire. She had contracted to deliver two dozen fresh eggs to a customer at a certain hour on a certain day. When the time came for her to start to town there was one egg short of two dozen. Did she substitute a stale egg or deliver with excuses the twenty-three fresh ones she had, or did she stay at home and let the customer wait a day or two? She did not.

"Selecting a hen with a record as a layer, she cooped up this hen on the back of the buckboard and started to town. On the road somewhere the hen laid an egg, completing the two dozen. The customer noticed the warm egg. Instantly the story started traveling, and has made the old lady famous for 500 miles in all directions from her farm."

If the salesmen of 1921 must hustle, must fight, so must the sales executives of the country. It isn't enough that they get behind their men and prod. Sales managers must give their men more constructive help than that. They must go out ahead of their organization and sow the seed of demand. They must get out in front and create a vacuum which the salesman can come along and fill. And the way to create this vacuum called "demand" is to advertise.

Roger Babson recently summed up the need for advertising in 1921 in his talk entitled "Ten Reasons Why There Will Be No Panic." He gave as his tenth reason this:

"The tenth point is the effect, value and growth of national advertising. Advertising has become a great economic factor for both the producing and steadying of business."

Get that thought—the steadying of business. How does that work out? Well, you go down the main streets and you pass store after store where price reductions are marked in the windows. "These $20 shoes now $14." Or "This $12 silk shirt now $5." But do you buy? No—you look at those $20 shoes selling for $14 and you say, "I'll wait a bit and maybe they'll come down a couple of dollars more."

But announce the new price levels by means of advertising in the newspapers and magazines and you get a different result. He is the Topkis Union Suit, the manufacturers of which recently announced was now selling at one dollar. No mention as to the previous price. Just that one big statement—displayed prominently in advertising space costing thousands of dollars—that Topkis Union Suits now sell at one dollar.

You can't separate advertising and personal salesmanship, Norman Lewis shows. They must work together and work hard to bring success in the changed and still changing market conditions of to-day.

And a for weeks later another big ad reiterating the same message. And then another shot; and still another.

It's a different psychology from simply seeing marked-down prices in store windows. You see a manufacturer's well-written message in the advertising columns of our magazines and newspapers, issue after issue, every ad hammering home the fact that the price of this article is now so-and-so, and mighty soon you begin to have confidence in that new price.

I tell you, advertising to stablize our new price levels will play a tremendous part in inspiring confidence in the whole business structure.

If there is a need today for the great force of advertising, there likewise must be a need for more men who have the vision to realize what advertising will do for business.

Vision. Because a bank clerk named George Eastman had it, $1,000,000 a year is now invested to advertise Kodak.

Because a traveling salesman named William Wrigley, Jr., had vision, $2,000,000 every year is used to advertise chewing gum.

Because Robert H. Ingersoll, fresh from a Michigan farm, builded castles in the air his company today sells more than 5,000,000 watches a year.

Because J. N. H. Slee saw a vision in a pot of coach varnish, 3-in-One Oil became the largest bottled oil business in the world.

Vision. Mac Martin in one of his books gives a striking example of it when he cites this remark of a certain manufacturer whose plant is worth $2,000,000:

"If I were forced to choose between sacrificing my plant and the good-will which this company has established through continuous advertising for the last twenty years, I should willingly say, 'Burn down the plant. I can obtain capital to rebuild it tomorrow, because our advertising has created a demand which has a bankable value and will bring new capital.' This is our strongest bulwark against competition. A new plant can be built in ninety days. Our advertising has taken years, and no amount of capital could substitute for the impression it has made."

RELATION IS CLOSE

Now as to the relationship between advertising and selling. In considering this, we must first divide selling into two main classes: *first*, the selling of goods indirectly to the ultimate consumer through the regular trade channels of jobber or dealer. Under this heading come such articles as food products, clothing, drug articles, etc.

The second class is the selling of goods direct to the consumer—the user. Under this head come such articles as typewriters, adding machines, big factory equipment; also such things as insurance, bonds, etc.

In merchandising goods of the first class, the relationship between advertising and selling might be summed up as follows:

The function of the salesman is to get the goods *on* the dealer's shelves; the function of advertising is to move them *off*.

The relationship is illustrated by an incident which occurred the other day in a prominent St. Louis drugstore. A salesman for a non-advertised toothpaste asked for an audience with the proprietor. The latter was busy, but the salesman was an energetic cuss, and he hammered away on the one point that his tooth paste was as good as Colgate's, and all he wanted was time to prove it. Finally the druggist gave in.

NEEDED A BEDFELLOW

When the salesman had completed his solicitation the druggist said: "Well, you have proved your point; you have convinced me that your tooth paste *is* as good as Colgate's. But—it took you twenty minutes to do it, and neither my clerks nor myself have time to give twenty minutes to every customer who comes in for Colgates, trying to convince him or her that we have something 'just as good.'

"Quality is most important with the goods I handle. But those goods must also be of the *quick turnover* kind, and quick turnovers and advertising are bedfellows. Sorry, but I'll stick to Colgate's."

I said that the salesman gets the goods *on* the dealer's shelves, and the advertising moves them *off;* but here was a case where advertising would also have helped a salesman accomplish his half of that necessity.

Let's consider the second general method of merchandising goods—direct from manufacturer to user.

How can advertising be of assistance to the salesmen of such products?

Right here we must grasp the real significance of advertising and appreci-

Digitized by Google

ate that its real purpose is not so much to close sales, as it is to reduce selling resistance.

In other words, advertising must be looked upon as the missionary of merchandising—as the pioneer that blazes the trail—as the toe in a partly-opened door—as the salesman's best card of entry. It lifts the burden of doing educational work off the salesman's shoulders and leaves him more time to devote to actually closing sales.

It has been said that a salesman backed by advertising is in the same position as a salesman with several junior salesmen working under him whose salaries are paid by the house but whose business is credited to him.

DOES PIONEERING WORK

Here is a manufacturer, say, of automatic stokers for use in steam power plants. This firm, we'll say, does national advertising. National advertising brings in every month a number of direct inquiries from firms who are interested. Such inquiries are important, but they constitute only a small part of the purpose of advertising and but a small part of its results. Because every month this stoker manufacturer's advertising is read by thousands of prospects who do not reply.

But isn't it reasonable to assume that each of these prospects feels somewhat better acquainted with this advertised stoker? That each has a little more confidence in its merit and quality than he would if he had never seen it advertised?

True, they have not all written in, nor have they definitely decided in their own minds that they will buy this particular stoker, but the state of minds of many of them is such that if one of this manufacturer's salesmen comes along at the right time he can intensify the interest and desire into a decision.

That salesman's work has been made much easier because advertising has paved the way for him—has established confidence in the minds of buyers that his firm and his stoker are reliable—has, in other words, builded good will.

Good will is the most valuable possession of any concern; worth more than all your acres; all your factories, all your machinery. And building good will is the greatest work of advertising.

GOODWILL WORTH MILLIONS

The B. F. Goodrich Company values good will at $58,000,000; the American Tobacco Company, $54,000,000; Cluett-Peabody, $18,000,000; Hart, Schaffner & Marx, $15,000,000. It has been said that the trade names "Ivory Soap," "Victrola," "Kodak" and "Uneeda" are easily worth $1,000,000 a letter. Good will. And in every case built up largely by advertising.

A large St. Louis advertiser, the American Credit-Indemnity Company, which sells credit insurance to manufacturers and jobbers, in a letter to its salesmen says: "How are you going to 'cash in' on our advertising?

"That can be done only by personal work. The advertising will make it possible for you salesmen to reach men that you could not hope to interest otherwise. It will make it easier for you to get to them. It will enable you to close contracts more quickly. You will have a better standing with all possible buyers of credit insurance. In a word, the advertising becomes many extra pairs of hands for you, paving the way, increasing the efficiency of your solicitation, adding to the length of your reach and, ultimately making it possible for you to get more business and bigger business with less effort, in a shorter space of time."

I have tried to give you some idea of, first, the great need for aggressive personal salesmanship, and, second, the great need for aggressive advertising in 1921.

Above all, the great need for a close co-ordination between these two great merchandising forces—a closer co-operation than has ever existed before. The kind of co-operation Isaiah reported when he said: "And they helped every man his neighbor; and every man said to his brother, 'Be of good courage.' And the carpenter helped the silversmith, and he that smoothetth with the hammer him that smiteth the anvil."

SUTER BUYS ELMIRA PAPER

Succeeds Milo Shanks as President of Advertiser Association

(*Special to* EDITOR & PUBLISHER)

ELMIRA, N. Y., May 2.—Herman Suter and associates today assumed control of the Elmira Advertiser, having purchased the entire capital stock of the Elmira Advertiser Association from Milo Shanks. Mr. Suter succeeds Mr. Shanks as president and general manager of the Advertiser. It is announced that there will be no change in the policy of the Advertiser and that the entire editorial, business, and mechanical forces of the Advertiser will be continued without change.

Mr. Shanks organized, and is president of, the Kentucky Coal and Electro-Chemical Company, and is retiring from active newspaper work to give his entire time to his coal interests. He will retain both his residence and place of business in Elmira. The officers of the Advertiser corporation under the new ownership include Herman Suter, president and general manager; Ralph R. Govin, Jr., vice-president; Harry S. Thayer, secretary, and Carl F. Steinhauser, treasurer.

Another newspaper event in Elmira this week was the celebration of the Telegram's 42d anniversary, with Harry S. Brooks, one of its founders, still actively at the helm.

A New Merchandiser

Another Star League newspaper has fallen into line in merchandising work, following the Indianapolis Star's publication of—"The Co-operator and Merchandiser." The Muncie Star is starting the publication of "the Muncie Star, Jr." It is expected that the Terre Haute Star will soon follow suit. The new publication will be under the direction of Ed Brulette, advertising manager of the Muncie Star.

Wins Libel Suit

The Decatur (Ill.) Herald, won in an appellate court decision rendered this week in the libel suit filed against it by U. T. Watson. The court upheld the decision of the Macomb County Circuit Court that there was no malice shown in the papers publication of a story, of the arrest and indictment of U. T. Shaw on a charge of selling stock under false pretenses.

Schofield Goes to Lewiston

Charles M. Schofield who has been circulation manager of the Worcester (Mass.) Gazette has accepted a similar position with the Lewiston (Me.) Journal. Previous to his departure, Acquaintances of Mr. and Mrs. Schofield called at their home and presented them with a loving cup.

Gov. Miller of New York has indicated that he will not veto the Meyer-Martin Bill.

CHESS MOVES FLASHED BY SPECIAL WIRE

Buenos Aires La Prensa Used Phone from Lasker-Capablanca Match to Havana, Cable to New York and Relay by U. P.

So that the readers of La Prensa, Buenos Aires newspaper, might be able to read the following morning the "play by play" account of each night's moves in the recent championship chess match between Jose Raul Capablanca and Dr. Emmanuel Lasker, that newspaper built a special private wire from the Havana cable office to El Casino de la Playa de Marianao, where the match took place.

Over it, in the cryptic Philidor system of writing chess moves, every move on the board was flashed to the cable office in Havana whence it was rushed to the New York office of the United Press, which relayed it by cable to Buenos Aires.

The difference in time between Havana and Buenos Aires, which made it difficult to get the news of the great chess match to the South American metropolis in time for publication the following morning, was what inspired La Prensa to adopt this new idea in the annals of chess news.

Under the rules agreed upon by Capablanca and Lasker, each night's play was to start at 9 p. m. Havana time, which is 10:10 p. m. Buenos Aires time. This left very little margin to allow for transmission to New York by cable and relay from New York by cable to Buenos Aires, if the news was to reach Buenos Aires in time for publication in La Prensa the following morning.

The first game of the match was played in Havana, but thereafter play was transferred to El Casino de la Playa de Marianao, forty minutes' ride by fast automobile from the city. Telephone facilities at the Casino were inadequate for rapid handling of the news of the play. Realizing the essential character of speed, Senor Carlos Garrdio, former editor of La Prensa, of Havana, obtained the consent of the Cuban government and the Cuban Telephone Company, to the stringing of a special wire to the Casino for the exclusive service of the Buenos Aires newspaper. A government operator was put in the reception room of the Casino and an operator was constantly on duty at the cable office in Havana during the games.

Officials of the Casino co-operated with this special effort. In the reception room a giant chessboard with movable pieces was erected and every move by the chess masters was duplicated there, so that all might follow the progress of the game. The principals themselves played their game in a private room secluded from the noise and merrymaking of this amusement place. In this room there were present only Capablanca and Lasker, their seconds, the referee, and the special chess writer who represented La Prensa.

As each move was made it was flashed to the waiting cable operators in Havana, who rushed it to New York for relay. The United Press maintained a "human relay" at the New York cable office, so that no second was lost. In order to expedite transmission to Buenos Aires and insure the arrival of all the night's moves in time for publication, the majority of these moves were sent from New York to Buenos Aires at the urgent cable rate.

The enterprise of La Prensa in building a private wire in Cuba was rewarded not only by a series of beats during the progress of the chess match but by a twenty-four hour scoop on the news that Dr. Lasker had decided to abandon his opposition and to concede the world's championship to Capablanca.

NEW HOME FOR THE "P.-I."

Seattle Paper Leases Two-Story Concrete Building

(*Special to* EDITOR & PUBLISHER)

SEATTLE, April 28.—The Post-Intelligencer, which recently was bought by John H. Perry, has leased the new Heffernan building in the heart of the new business district. At present the building is only two stories tall. When the last unit has been constructed it will be ten stories in height.

The building is of reinforced concrete construction throughout, with concrete floors, and is fireproof. It is faced with terra cotta, with marble plinths, and arrangements have been made for an elaborate marquise over each of the main entrances to the building.

The second floor gives more than 13,000 square feet of floor space. The ceiling is supported by twenty massive pillars, each thirty inches in diameter.

On the first floor will be located the circulation, advertising and accounting departments of the newspaper. The second floor will be given over to the editorial and reportorial departments, the composing, stereotyping and engraving rooms and other mechanical branches of the paper.

The basement will be occupied by the press room and mailing room.

The Post-Intelligencer is expected to be completely housed in its new home within three weeks.

CAN'T BAR HEARST PAPERS

Ontario Solons Want to; But War Laws Have Ceased to Function

In the dying hours of the session of the Ontario Provincial Legislature, last week a resolution was adopted calling for the exclusion of the Hearst publications from Canada, although Premier Drury expressed some doubt as to the feasibility of the motion, an opinion which has since been confirmed by Dr. R. M. Coulter, Deputy Postmaster-General for the Dominion

According to Dr. Coulter, the postal regulations provide that Canadian post offices should accept mail matter which had not been refused in the United States. During the war provision had been made for barring the Hearst publications, but with the restoration of peace, the situation was changed. It was extremely difficult, added the Deputy Postmaster-General, to prevent the circulation of these publications in Canada. If they were refused the mails, they could be sent in by express, or extracts from them find their way in enclosed in letters. Circulation of them, he pointed out, was permitted in the British Isles.

Times' Harlem Office Moves

The Harlem branch office of the New York Times has been removed to 111 West 125th street, west of Lenox avenue. The new office is located on the main thoroughfare of Harlem's busiest business section and is equipped to receive classified and display advertisements and subscriptions for the New York Times and all the publications of the New York Times Company—The Annalist, Mid-Week Pictorial, Current History Magazine, Book Review and Magazine Section, the New York Times Index and the Times War Volumes.

Digitized by Google

TEN THOUSAND PRINTERS WALK STREETS TO FORCE 44-HOUR WEEK

Only Few Large Cities on Short Schedule—Strikes Throughout U. S. and Canada Tie Up Several Daily Newspapers—Cut in New York and Chicago Scales

STRIKES by printers in almost every city in this country and Canada where the book and job printing shops employ union compositors marked the first week in May, set by the International Typographical Union for the institution of the 44-hour working week. About 10,000 men are estimated to be out of work.

New York City is the outstanding exception to the rule, the short schedule having been agreed to by all but three large metropolitan shops.

In Chicago, the 44-hour week was agreed to by all union shops, but a dispute arose when the employers insisted that the old hourly rate of pay should apply, the union officials taking the position that the weekly earnings on the 48-hour basis should be continued. Wage cuts averaging $4.35 per week were announced by an arbitration board in the four major printing crafts.

About 250 shops closed in the city, employers calling it a strike and the union a lock-out, and about 4,000 of the 4,500 printers are out of work. Representatives of 93 open shops met and renewed their pledge not to reduce work hours.

H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers Association, stated in Indianapolis that the newspaper publishers had been assured by the union that the present controversies would not affect the newspapers unless efforts were made to employ non-union printers in shops which do job-printing in addition to newspaper publishing. Mr. Kellogg declared that accession to the demand for the short work week was apparently not so widespread as the union figures, printed in EDITOR & PUBLISHER last week, indicated. The I. T. U. has 863 local unions throughout the country, while the union leaders claim shorter work week contracts for 250 unions.

Wage reductions averaging 12 per cent for five unions engaged in book and job printing, were ordered by the committee on arbitration in a dispute between the unions and the Association of Employing Printers of the City of New York. The decision understood to be based on a corresponding decline in the cost of living, is retroactive to April 1, and will continue in force until October 1, 1921.

With one exception, the reductions are greater than the increases granted on October 1, 1920.

The arbitrators were Prof. William F. Osburn of Columbia University, Raymond P. Fosdick and Allen T. Burns of the Americanization Study for the Carnegie Corporation, their decision being reached in the face of the employers' demands for a cut of 25 per cent and the workers' demands for a weekly increase of $7.

The percentage was arrived at by taking the figure of decrease between June and December, 1920, as determined for New York by the United States Department of Labor—8.12 per cent—and modifying it by applying the further decrease in the price of food since January 1. On this basis they estimated that the cost of living is now 92.9 per cent more than in 1914, and a little over 12 per cent less than in June, 1920.

The new weekly scales established are:

Cylinder pressmen, $46; press assistants, $37.50; job pressmen, $38.50; job press feeders, $28, and paper handlers, $33. The unions affected are Cylinder Pressmen's Union No. 1, Paper Cutters' Union No. 119, Job Pressmen and Job Press Feeders' Union No. 1, Press Assistants and Feeders' Union No. 23, and Paper Handlers' Union No. 1.

Typographical Union No. 6, Mailers' Union No. 6, and Bindery Women's Union No. 43 are not affected, but the employers have expressed the intention of asking these unions to open negotiations for new scales.

All strikes were called by local authorities under a blanket order from international headquarters permitting such action to enforce the demand for the 44-hour schedule, and statements emanating from I. T. U. headquarters at Indianapolis indicate a belief among international officials that the settlement of the disputes must be effected by local agreements, which they hopefully remark, are likely within a short time. Acceptance of the short week by New York, Chicago, Indianapolis, Milwaukee and Cincinnati is put forward by the union leaders as reasons for their belief in a quick settlement in most localities.

Some talk of "open shop" organization arose during the week, but, in general employers have so far gone slowly toward breaking off relations with the typographical union. In Salt Lake City, practically all the big printing firms, except the newspapers, went on the open shop basis, with 300 union printers reported out of work. The Tribune and the Telegram have contracts with the union which have another month to run and have not finally indicated their course of action. The Desert News has always run on an open shop basis.

In Albany, N. Y., the seat of several important printing establishments, the Typothetae agreed that each plant should "endeavor to operate to the best of its ability," which is interpreted by union members as an attempt to run open shops. Three companies have agreed to the demands of the union, but 1,200 men are out of work in other plants, including that of the Sunday Telegram, these employers conceding the 44-hour week during the summer months with pay for 44 hours only.

In Buffalo 90 per cent of the compositors and pressmen employed in job printing shops which have not agreed to the 44-hour week, responded to the strike call, it was said at union headquarters. The employing printers state that the strike appeared to have centred in the larger shops, and that small shops were unaffected.

In Niagara Falls job printing shops closed down or are running on an open shop basis. The large American Salesbook plant is operating on a 44-hour basis pending a decision of the company's directors.

All union job printing plants in Gloversville, N. Y., are closed. All wage demands by the newspaper printers have been refused by the publishers, but the men are continuing at work pending negotiations.

Auburn employing printers having refused to grant the 44-hour week, the employes went on strike. About twenty-five job printers are idle. Several shops continue with non-union help.

All of Rochester's job printing establishments are closed down.

A strike of printers and pressmen in the newspaper and job departments of the Glenns Falls (N. Y.) Times caused the suspension of publication. The Post-Star, in which plant a strike was declared succeeded in issuing two small pages Monday morning containing a statement of the situation. The paper was not published Tuesday.

A statement issued by J. C. Acton, secretary o fthe Toronto Typothetae, declares that every printing plant in Toronto is signed and pledged to fight the demand for a 44-hour wee to the limit of their resources. At present present there is every indication of a fight in the printing trades in Toronton on June 1.

The Board of Directors of the Regina Morning Leader and the Regina Daily Post, decided that under no circumstances would the demands be acceded to, and that, in the event of a strike being declared, the publication of newspapers would be suspended. Only single page news bulletins would be issued morning and evening. Employing job printers of the city have likewise unanimously agreed to refuse to concede any advance in pay, though they are willing to grant the 44-hour week at the present hour rate of wages.

Newspaper publishers of Guelph, Ont., embracing the offices of the Mercury and the Herald, have just completed a new agreement with the local union, whereby the scale for one year from May 1 for all journeymen newspaper printers is fixed at a minimum of $32 a week. Both sides have also agreed on the 48-hour week.

Printers in the newspaper and job offices of Peterboro, Ont., went on strike on May 2. The agreement submitted by the prinetrs and which the employers rejected, demanded $40 a week for foremen and $38 a week for machine operators, hand compositors, stone hands, and binders, with a week of 44 hours for day work and 42 hours for night work. Under the expired agreement foreman received $32 a wee; machine operators, compositors, etc., $30, with a 48-hour week for day work and 44 hours for night work. The union offered to return to work under a 44-hour schedule leaving the $8 a week wage increase to be the subject of later negotiations. This offer was rejected. Pending the settlement of the strike. The Examiner will publish an abbreviated edition. Between 25 and 30 men are affected. The Examiner has declared its intention of running an open shop.

Kingston ,Ont., job printers have been granted a 44-hour week, but no increase in pay.

Halifax, N. S., employing printers have refused to grant a 44-hour week, and the men have struck. A similar situation exists in Hamilton, Ont., where about 220 men are out.

Two evening newspapers in St. John's, Newfoundland, the Star and the Advocate were unable to publish on May 2, because of a strike of printers for a 44-hour week. The Daily News was issued, however, and the Evening Telegram, which operates an open shop, appeared as usual.

Employes in the photo-engraving departments of most printing establishments in Montreal went on strike for a 44-hour week and $40 a week wage. Employers wish to set the hours at 48 and wages at $36.

HEARST PICTURE DAILY FOR BOSTON

Sale of Record to Atlantic Publishing Company Believed To Presage New Tabloid Morning Paper With A. P. News

William Randolph Hearst is the new owner of the Boston Evening Record, sale of which to the Atlantic Publishing Company was announced in the Record this week, and well authenticated reports from Boston are that a new morning illustrated paper will appear in a few days under the Hearst management.

Mr. Hearst will visit Boston next week, EDITOR & PUBLISHER learns, to discuss plans for the new daily. Purchase of the Record, details of which were not announced, gives Mr. Hearst a membership in the Associated Press for his Evening American and the membership of the Morning Advertiser will be used for the new morning paper, the name of which could not be learned up to the time EDITOR & PUBLISHER went to press. The Morning Advertiser has been published for the past three years in four-page form, with small circulation, for the purpose of keeping alive the A. P. membership. The Sunday Advertiser and American is an A. P. member, dating from the purchase of the Advertiser in 1917.

RANCK IN CONTROL

Ownership in the Record is now vested in the Atlantic Publishing Company, of which T. V. Ranck, long a Hearst executive, is chief stockholder and president, holding 748 shares of the 750 common shares issued. Other shareholders officers and directors are Richard M. Danash, of 350 Seaver street, Boston, vice-president and treasurer, and Mary Keenan, 25 Henshaw street, Boston, clerk; each of whom hold one share. There is no preferred stock and the common shares are valued at $100 each. Offices of the corporation are given in the papers filed with the Secretary of State as 309 Washington street, which is the Record's address. The paper passed to hte new owners April 30, according to the state records.

Details as to the transaction were not obtainable from M. Douglas Flattery, who has owned the paper for some time, or from members of the Hearst organization. E. A. Westfall, publisher of the American and Advertiser, said Mr. Hearst would announce his plans next week. It was said in Boston that a Mr. King, who is not known in Boston newspaper circles, would edit the new daily.

MAY SCRAP RECORD PLANT

Boston newspaper gossip has it that the Record plant will be dismantled and that Mr. Hearst is negotiating for the use of the Christian Science Monitor's plant between the hours of six a. m. and six p. m. Mr. Westfall would not comment upon this report, and said that details would not be settled before next week.

M. Douglas Flattery, who has been owner of the Record, told EDITOR & PUBLISHER's Boston representative on the day the sale to the Atlantic Publishing Company was announced, that some details of the transaction had not yet been consummated. He declined to make any additional comment.

Manchester Guardian a Centenarian

The hundredth anniversary of the Manchester (England) Guardian was celebrated May 4 in Manchester and London. The fact that C. P. Scott, the Guardian's editor, completed his 50th year of association with the paper was also recognized.

Digitized by Google

NEW YORK PRESS CLUB OUSTS LAWYER MEMBER AS OFFICE HOLDER

New Financial Secretary Is Elected at Stormy Meeting—Clean Up Approved—Trial of John A. Hennessy Ordered—Hundreds of Newspaper Men Join New Movement

NEW York was the storm center during the last week in the fight being made by recognized newspaper men on the "we boy" and tipster element, although in Washington the letter of President Harding approving the efforts to clean the ranks of journalism has given new impetus to the movement in that city.

The clean-up movement gives every indication of becoming national and interest now centers on the action to be taken by the Progressive committee headed by Don Marquis of the New York Sun, which has as its purpose the establishment of a body along the lines of various bar associations that will set up a standard of practices along ethical lines, for both individuals and institutions.

More than 600 active newspaper men in New York City not now members of the New York Press Club have signed petitions pledging their support to the Progressive committee and a meeting of this element will probably be called just as soon as the decision in the court hearing, held late yesterday, to determine whether or not there shall be a court investigation of the New York Press Club, is handed down.

What has been described as the warmest meeting in the history of the New York Press Club was held Tuesday when Walter E. Warner, a lawyer, was ousted as financial secretary. The Progressive committee had 53 votes against 10 on the first test of strength.

The progressives sprang a surprise when they produced proof that Warner, chosen at the annual election last January, was never an active member. A resolution asking for his removal was passed by a large majority. This action automatically declared Andrew M. Madiger, who was defeated by four votes out of a total of 210 cast at the election, the rightful holder of the office.

John A. Hennessy, a trustee of the club, was accused of conduct unbecoming a member, in that "he threatened bodily harm to John R. Binns, first vice-president, and also used vile language in denouncing G. Selmer Fougner, William L. Curtain and other members. A commission will be appointed to hear the charges. Mr. Hennessy, a life member of the club, is editor and part owner of the Providence News.

A third resolution, indorsing the action taken by members in petitioning the Supreme Court to make a thorough investigation of the club's affairs was also passed.

An amendment to the Constitution, designed to take away from the Board of Trustees the power to perpetuate itself in choosing members to fill vacancies and transferring it to the club membership, was passed. It was also brought to the attention of members that although a certain faction has discontinued soliciting memberships from non-newspaper men, some "outside fakers" are taking up the work of raising easy money.

On stationery of the New York Press Club bearing the sub-heading of the "World War History," New York newspapers and news agencies have received the following letter:

"Will you be kind enough to furnish as soon as possible material that will cover in reasonable space the part played in the World War by (name of organization), together with a list of the names of the men connected with your staff who entered the Government service, stating the branch of the service entered? Naturally it would be desirable to make mention of any particular act of any of these men that might call for special mention and of any particular achievement on the part of the newspaper.

"This request is made in accordance with the letter sent to you by Edward W. Drew, at that time Chairman of the Board of Trustees of the New York Press Club, in outlining the purposes of the World War History to be published under the auspices of the club. The work is about to be published, and it is desired in dealing with the records of the several newspapers and their staffs to obtain information the accuracy of which cannot be questioned.

"So that no misunderstanding may arise, I beg to state that you wil not be called upon for any subscription, nor will you be asked to pay any charge whatsoever.

"Trusting to hear from you at your earliest convenience, I am, very truly yours,

"J. J. WOHLTMAN."

The name of J. J. Wohltman appears on the sub-heading as "Registrar" of the "World War History." The "Committee of Supervision" is listed there as comprising Edward Percy Howard, Edward W. Drew, C. Fred Crosby and Dr. Oscar Watson.

The book referred to in this letter is the objectionable publication that has brought the demand for a general clean-up in the ranks of newspaper men in New York City. It is charged that subscriptions were solicited for this book at the rate of $500 a page and 60 per cent of the amount was in each case paid to the solicitor

EDITOR & PUBLISHER did not receive a letter from Mr. Wohltman. Upon receipt of the letter the New York World made the following announcement, in bold-face type, in its issue of last Wednesday:

"The World will furnish no material for the World War History. It desires to have no representation in it nor to be identified with it in any way"

F. A. D. Seelye Joins Hearst

F. Alfred D. Seelye has resigned as advertising and sales promotion manager of the Packard Motor Car Company of Pittsburgh, to become automotive editor of the Atlanta Georgian and American. Previous to his association with the Packard organization, Mr. Seelye was automobile and foreign advertising manager of the Pittsburgh Dispatch and before that territorial sales promotion manager of the Firestone Tire & Rubber Company. He has been a frequent contributor to EDITOR & PUBLISHER.

J. W. Lee, Jr., Dyer Officer

J. W. Lee, Jr., who joined the George L. Dyer Company, New York, February 1, has been made vice-president and a director.

SOCIAL CONTROL OF INDUSTRIAL WARFARE

(Continued from page 6)

such service, the cause of human liberty must be protected so that any workman will not be seriously impeded in the exercise of his fundamental rights of citizenship merely because he is not a union man.

Any other policy is monopoly in its worst form and with its worst consequences. It is only when unionism is subject in some degree to the wholesale forces of competition on the part of those employers and employees who may be abused by it that the processes of moral restraint will be operative.

One of the fundamentals of social control of organized labor, therefore, is a discouragement of all strikes or lockouts which seek to curtail the rights of an employee to work regardless of union membership, and fuller protection of individual liberty in industry. There must always be an alternative of dealing with other agencies than a particular union, if there is to be any moral responsibility behind that union.

PUBLIC OPINION IS FAVORABLE

Public opinion should certainly be united on the proposition that strikes in violation of the eight principles we have discussed are in violation of sound public policy and should be generally discouraged. To restrain organized labor in supporting them would constitute the most effective discouragement without making them illegal. It would strengthen the hands of the conservative union and union leader in fighting the recalcitrant forces within their organizations which today constitute such an embarrassment, and would clarify public opinion as to the distinction between legitimate and illegitimate union action.

Our proposed law, so far as it relates to private industry, would merely forbid organized support of strikes which violate our moral code. The enforcement of such a law, at least in the field of private industry, would depend on the civil remedies of injunction and damages rather than upon criminal penalties. This makes the enforcement largely dependent on the initiative of private parties and not on political appointees.

INJUNCTION

To make these remedies effective it is important that voluntary associations, whether of employers or workmen, shall have the capacity to sue and be sued. It is not necessary or desirable to require their incorporation. Incorporation is a privilege. To say that unions shall not exist or operate without incorporation is to provoke evasions of the law if not actual defiance to it. English industrial history proves that it is only necessary to declare that voluntary associations can become parties in litigation. That will bring legal recognition which in these days when employers' associations and unions exercise a power for good or ill far beyond that of individuals, is altogether desirable. Collective responsibility should accompany collective action. Having thus created the element of legal responsibility, society can enforce its laws.

The injunction remedy, however unpopular it may be, seems to be the fairest and most effective means of controlling large organizations, and particularly in cases where it is difficult to fix definite standards of legality and illegality. Business men, acting co-operatively, should not ordinarily be prosecuted until the legality of their conduct has been definitely passed upon in a civil action, and the same is true of co-operative action among workers. The injunction remedy is highly beneficent in that it is preventative and issues a warning to the wrongdoer before punishing him or mulcting him in damages. It protects the aggrieved and, by timely warning, often spares the aggressor. Its unpopularity is largely due to misunderstanding and the reiteration of unfounded statements. Few, if any, remedies have been subject to less abuse and error. Its effectiveness in labor controversies is measured by the strength of union opposition to it. However keen the bitterness it has aroused, it is not at all certain that the defeat of a strike through legal intervention creates any harsher feeling that its defeat through economic exhaustion after a drag out fight. Many misled and innocent strikers are, through the injunction, relieved from unfair coercion and spared much suffering and privation.

EFFECTIVENESS OF SUCH A LAW

The extent to which such a law would protect society from unwarranted strikes is to be measured by the extent to which organized union action is responsible for our excess of industrial warfare. The statistics of the United States Department of Labor show that most strikes are the result of organized union action. The figures of 1919 show that nearly one-third of the industrial employees went on strike and that thirteen-fourteenths of these strikes were by union men rather than non-union men. Considering the fact that organized labor represents less than a third of our industrial, transportation and mining employees, it can be said for the year 1919 that the liability to strike from unionism as against non-unionism was over 40 to 1. The average ratio for the last five years is somewhat lower and would probably run 20 or 30 to 1. Even strikes of non-union men, and so recorded by the Department of Labor, are often instigated by union officials and this was particularly true during the year 1918.

On the whole we are forced to conclude that all but a few strikes are due to the activities of organized labor, and that the responsibility for the recent excess of industrial warfare lies at its door. It is therefore believed that most strikes are only effective through organized machinery, and that society can protect itself against anti-social strikes by regulating that machinery. This will not interfere with the legitimate use of the strike as a last resort.

The resistance and elemental power of unorganized mobs will always have its embarrassments for the state and no civil process will be adequate to deal with them. To such movements our suggestion has no application. It leaves them where they were, no better and no worse. But the great mass of anti-social strikes, in this country at least, and the participation of our representative unions in them, are of an entirely different character. They are not the voluntary uprising of an unorganized mob but are systematically incited and maintained through the elaborate and organized preparations of permanent organizations. Prevent the machinery of these organizations from fomenting, managing and maintaining such strikes, which is an entirely practicable thing to do by legal process, and most of them would fail for want of instigation, leadership and direction.

This fundamental thought of distinguishing between the passive act of quitting work and the affirmative acts of organizations to make strikes effective should receive attention. It goes to the very heart of the question of social control of organized action, and should be the basis of our public policy in dealing with industrial warfare.

Digitized by Google

Business News is Everybody's Business

HERE is an entirely new development in daily journalism—News of Business by *telegraph* from the principal business centers of the country.

Not merely surveys or summaries of conditions in the marts of trade, but dispatches giving the very latest developments in every line of merchandising, wholesale and retail, manufacturing, distributing and producing—in fact, the entire working world of which everybody is directly or indirectly a part.

Telegraphic Dispatches *Daily*

supply unbiased and authoritative business news from all parts of the country, including particularly these business centers:

New York	**Chicago**	**San Francisco**
Boston	**Detroit**	**Seattle**
Philadelphia	**St. Louis**	**Fort Worth**
Pittsburgh	**St. Paul**	**Atlanta**
Cleveland	**Kansas City**	**New Orleans**
	Washington	

The Business News Service of the Consolidated Press is superior to any other because it is gathered by telegraph from a **national** rather than a sectional or metropolitan viewpoint. It is aimed to satisfy the demands of readers in cities, large and small. The dispatches are neither technical nor ponderous but are intelligible to the average reader. They may be used on the financial page as a supplement but they belong in the general news pages along with the other phases of the day's news.

It's a service both for the merchant and the housewife, the producer and the consumer, the employer and the employee, the shipper and the distributor—in short, the entire community.

For rates and details apply to ROBERT B. McCLEAN, Business Manager

CONSOLIDATED PRESS ASSOCIATION

Executive Offices: Commercial Bank Building, Washington, D. C.

HORACE EPES, Western Superintendent
Fourth Floor, Daily News Building, Chicago

JAY JEROME WILLIAMS, Eastern Superintendent
Eleventh Floor, World Building, New York

Digitized by Google

WANT-AD PROMOTION COPY IN FOUR PAGES USED BY MILWAUKEE JOURNAL

Classified Manager Gwaltney Told Readers in Five-Week Campaign of Service Rendered and Got Largest Number of New Ads Ever Received For Single Issue

By C. L. PERKINS

The Milwaukee Journal, of which Harry Gwaltney is classified manager, undoubtedly holds the record for printing the largest advertisement for promoting want-ads. On April 8, it printed a four-page advertisement selling the service of its want-ad department. The four-page advertisement was preceded by five full-page advertisements—one each week for five weeks.

This marked the beginning of a campaign to sell classified advertising as a service, rather than to sell a single want-ad—the "idea" rather than a particular classification.

The first of the four pages carries a half page illustration picturing a city, with the caption "Millions Made in 'Want-ad' City." Under this the copy brings out numerous facts to show the importance of the want-ads. Here are a couple of typical paragraphs.

"In one average Sunday edition of the Journal more than $6,000,000 worth of the city and suburban real estate is advertised in the classified section. This includes homes, business, properties, and factories.

"Milwaukee Housekeepers realize an income of $90,000 every month from the rooms advertised for rent in the Journal. This is based on 1,400 different room advertisements per month, at an average rental of $5 each per week, and that the average room is rented for a period of three months."

Page two has seven strong poster type illustrations of the telephone, telegraph, mail service, steam engine, electric power, gasoline engine, and want-ad, with the heading, "Seven Wonders of Service."

On the next page emphasis is made of the fact that "the public" is the power behind Journal want-ads as it satisfies its wants by reading the want-ads in the Journal.

The last page has a strong illustration showing Milwaukee connected by phone with the Journal office. The copy explains the ease with which want-ads can be inserted and explains the service the Journal renders advertisers.

"Since this campaign started," Mr. Gwaltney says, "we have received the largest number of new ads for a single issue that we ever received. This indicates the advertising is effective.

This is one of a series of articles. Mr. Perkins, who is executive secretary of the National Association of Newspaper Classified Managers, is writing for Editor & Publisher on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

"Classified advertising is an important economic factor in a community, an instrument vitally necessary to the progress of a city, a service of greater value than is generally recognized. By showing this, we hope to have classified recognized as a bigger, broader service of higher value and merit.

"If it can be sold on this broad, general basis, it is easy to see there is no comparison with the old method. We believe it is the beginning of a change in classified promotion and selling that is of interest to every publisher and classified advertiser.

"Publishers generally do not recognize the real value of classified advertising to their readers and to their communities. Therefore, they fail to see its possible earning power when fully developed through right promotion and sales methods.

"Is not the present difference in the volume and revenue of classified and display advertising, the difference in the brains and money that has been invested in them? It is a question worthy of the best thought of every publisher—assisted by the best minds in his organization."

Mr. Gwaltney and the Journal are to be congratulated on this promotion effort. The Journal is practicing what it preaches—that "advertising pays." As time goes on, more and more publishers will find the wisdom of "taking their medicine."

The Duluth Herald, P. J. Robinson classified manager, is circularizing for poultry advertisements with a particularly good letter and folder. The letter, telling the outlook in the poultry business and the Herald's rates and selling points, is written over a large baby chick illustration printed in a tint. The folder contains rates, a testimonial, a return order sheet, and instructions on how to write productive poultry advertisements.

CHAOS IN NEW ORLEANS

Indications That Disease Will Spread Further Among Press Men

(Special to Editor & Publisher)

New Orleans, La., May 4.—When the managing editor goes around with a washboard broad;

And the city editor looks like a thunder cloud;

And the poet has a distrait air;

And the business manager answers only in words of one syllable—

It sometimes means that a pet policy has lost out, or that there has been an unforgivable scoop, or that the proper rhyme won't come, or that the hated rival has made inroads into the advertising;

But in New Orleans, the chances are it means that managing editor, city editor, poet and business manager are just off their game of golf.

For the hoot-hoot sport has hit the newspaper fraternity with a vengeance. From cub reporter to publisher—all who can grab a set of clubs, are chasing the little white balls around the greensward.

Not a day passes but several members of the press exhibit their prowess on the Audubon or City Park links.

James M. Thomson, publisher of the Item, D. D. Moore, editor of the Times-Picayune, and J. L. Ewing, business manager of the States, all swing wicked clubs. So does Arthur Newmyer, associate publisher of The Item; and J. W. Fanz, cashier on the same paper, became the hero of the City Park links when he made the fifth hole in one.

Among the most promising players are Clarke Salmon, managing editor, Don Higgins, city editor, Frank Holloway, Ralph LeBlond, Meigs O. Frost, Sam Trufant, of the editorial department of the Item; and John Harrison Gihon, of the Times-Picayune. Gray Morrison and Alexander Todd uphold the honors of the advertising department. And the other day, Herman Drezzinski, cub reporter of the Item, trailed sheepishly into the city room with a bundle of shiny sticks.

The wives of those who have 'em are just as keen on the game.

The indications are that the "disease" will spread further among the fraternity.

Move To Larger Quarters

Howland & Howland, newspaper representatives, located at 303 Fifth avenue, have moved from the 9th to the 14th floor of the same building.

Spafford Agency Makes Change

The Spafford Advertising Agency, Boston, has moved from 25 Arch street to 10 Arlington street.

Super Calendered Newsprint
33⅓ 66⅔ 70" Rolls

Standard Newsprint
33½ 34⅛ 36½ 49½ 54 55 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION
Importers Finnish Paper
27 WILLIAM STREET NEW YORK

Let's Build Up Morale Among Newspapers

MORALE may be a high-toned word for team work but it means a lot more. Morale means that I believe in you and you believe in me and we believe in all the rest of the crowd and all of us believe together that the crowd of us can do the work quicker and better than anybody else anywhere.

With just such a spirit permeating our ranks we newspapers could accomplish wonders in developing more national newspaper advertising, starting of course with the manufacturing prospects in and near our own markets.

Therefore, from among the products represented in Baltimore by H. S. Rosenstock, The NEWS and The AMERICAN look forward to convincing Demeo Bros., as well as Prichard & Constance and Plexo Preparations, Inc., all of New York, that their goods which lend so admirably to newspaper advertising would go across immeasurably better and sell in far greater volume if, in addition to being pushed with the dealers, they were simultaneously pushed with the consumers through the INTENSIFIED CIRCULATION of NEWSPAPER ADVERTISING.

Here in Baltimore The NEWS and The AMERICAN, distributing more than 187,000 copies, daily and Sunday, will carry the message into practically every buying home in Baltimore and suburbs, reaching every nook and corner in the State of Maryland and circulating through the nearby portions of the adjoining states as well.

Other prospects of Mr. Rosenstock's lines are the Bonnie Company and the Sanitax Brush Co., of Chicago, Dr. W. G. Koreny, Louisville, Ky., and the Godefroy Mfg. Co., St. Louis, Mo. As these firms are a great distance from us the newspapers nearer will undoubtedly be able to do more intensive constructive work with them. But the thing to remember is that we will all get more if we share in this development work and more national advertising will be developed in newspapers.

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Munsey
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Digitized by Google

"OHIO

is one of the greatest producing states in the Union and one of the biggest buying states. The Ohio people are alert----quick to make decisions and prompt to act, consequently they respond to advertisers' messages in Ohio Daily Newspapers.

While other territories are thinking it over

OHIO DOES IT

Ohio is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice. These daily newspapers reach all Ohio's worthwhile buyers.

FIRST"

		Circulation	2,500 Lines	10,000 Lines
‡Akron Beacon-Journal	(E)	34,676	.085	.085
‡Akron Times	(E)	23,566	.06	.06
Akron Sunday Times	(S)	24,062	.07	.07
*Athens Messenger	(E)	8,930	.03	.03
Bellaire Daily Leader	(E)	3,987	.03	.02
Bellefontaine Examiner	(E)	4,071	.0143	.0143
*Cambridge Daily Jeffersonian	(E)	7,455	.03	.03
Cincinnati Inquirer, Sc.	(M-S)	71,459	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	160,666	.32	.32
Cleveland Plain Dealer	(S)	217,513	.37	.37
Columbus Dispatch	(E)	74,535	.15	.14
Columbus Dispatch	(S)	76,147	.15	.14
Columbus (O.) State Journal	(M)	57,198	.12	.11
Columbus (O.) State Journal	(S)	30,284	.12	.11
Dayton News	(E)	39,032	.10	.10
Dayton News	(S)	34,137	.085	.085
Dover Daily Reporter	(E)	3,950	.02	.02
Ironton Irontonian	(M)	3,150	.0179	.0179
*Lima News	(E&S)	16,648	.06	.05
Lima Republican-Gazette	(M&S)	9,124	.035	.035
Middletown Journal	(E)	4,484	.0214	.0214
Newark American-Tribune	(E)	6,475	.025	.025
New Philadelphia Daily Times	(E)	5,453	.02	.02
Piqua Call and Press-Dispatch	(E)	6,043	.025	.025
Portsmouth Sun and Times	(M&E)	17,000	.06	.06
Portsmouth Sun-Times	(S)	9,309	.04	.04
**Springfield News	(E)	15,763	.04	.04
**Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	83,227	.25	.23
Warren Daily Chronicle	(E)	5,572	.025	.025
*Youngstown Telegram	(E)	23,843	.07	.07
Youngstown Vindicator	(S)	24,990	.07	.07
Youngstown Vindicator	(E)	25,373	.07	.07

Government Statements, April 1, 1921.

‡Government Statement, October 1, 1920.

*A. B. C. Publisher's Statement, April 1, 1921.

**A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

ATKINSON ELECTED C. D. N. A. PRESIDENT AT SECOND ANNUAL MEETING

Dailies Report Slight Trouble with Printers—All Members Have Put Circulation Above One-Cent Basis—Plan Merger of Advertising Committees

By WILLIAM G. COLGATE

(By Telegraph to Editor & Publisher)

TORONTO, Ont., May 4.—At the annual meeting of the Canadian Daily Newspapers Association, held here yesterday and today, a general survey of the labor situation in Canada showed that relatively few publishers have been affected by printers' strikes, which have been confined almost entirely to the job offices. Canadian daily newspaper plants as a rule do not include this branch of the trade. A notable exception is the Peterboro (Ont.) Examiner, which is now working under open-shop conditions and issuing temporarily a four-page paper.

J. E. Atkinson

The following officers were elected for the ensuing year: President, J. E. Atkinson, Toronto Star; vice-president, F. J. Burd, Vancouver (B. C.) Provinces; treasurer, Irving E. Robertson, Toronto Evening Telegram; manager and secretary, William Wallace; directors: W. H. Dennis, Halifax (N. S.) Herald; E. W. McCready, St. John (N. B.) Telegraph-Times; Lord Atholstan, Montreal Star; J. R. Henderson, Montreal Gazette; L. J. Tarte, La Patrie, Montreal; Henri Gagnon, Le Joleil, Quebec; G. E. Scroggie, Toronto Mail and Empire; Charles Dingman, Stratford Herald; T. H. Preston, Brantford (Ont.) Expositor; L. A. Guild, Kingston (Ont.) British Whig; R. B. Harris, Hamilton (Ont.) Herald; E. H. Macklin, Winnipeg (Man.) Free Press; W. F. Herman, Saskatoon (Sask.) Star; J. H. Woods, Calgary (Alta.) Herald; John Nelson, Vancouver (B.C.) World.

In opening his address to the convention President Ross referred feelingly to the loss which the association had sustained through the recent death of its first president, Milton R. Jennings, managing editor of the Edmonton (Alta.) Journal.

But a half-year, he reminded the members, had elapsed since the last annual meeting in October. Nevertheless, considerable work had been accomplished in that short time. He then dwelt briefly on the relations of the association with the printers' organizations, paper makers' associations and similar allied industries. While their beneficial and peaceful aims were admitted, he urged that publishers should as a matter of common-sense and self-protection maintain a counterweight by an organization which should promote the newspaper business as directly as possible and so help to keep the scales of the industrial and business balance even and fair as between the C. D. N. A. and the various associations of other great interests.

The manager's report shows a membership of 84 out of 104 dailies in Canada, which represents a decrease of seven members and a reduction in the daily field of six papers since the last annual meeting. These changes are partly accounted for by the cessation of three papers and the amalgamation of three others within the past six months. The dailies which have ceased publication are: The Hamilton (Ont.) Times, Winnipeg Telegram and Toronto World, while the papers which have been amalgamated are the Saskatoon Star and Phoenix, Regina Leader and Post and Moose Jaw Times and News.

Since the last annual meeting twelve daily papers have reported increases in subscription rates. The number includes one city where the price was one cent a copy. There is not now, therefore, a daily newspaper in any Canadian city sold for less than two cents a copy. Eighty-nine per cent of the membership are reported as having donated space for the advertising campaign now being conducted under the auspices of the promotion committee of the C. D. N. A. The statement of the collection department, which undertakes to collect delinquent accounts for members, reveals an unusually high degree of efficiency, since only ten claims now remain outstanding on the books of the department.

The advertising promotion committee reports that bulletins have been sent regularly to British and American and Canadian advertising agents, advertisers and prospects, giving information about Canada as a field for daily newspaper advertising.

A move, initiated at this meeting looks to the amalgamation of the advertising promotion and the advertising policy committees to be known as the advertising committee. Those who favor the idea feel that the merging of the two committees into one would expedite the handling of the work under their care and would give a larger committee to legislate and make recommendations to the members at large.

Since the last annual meeting recognition has been accorded to the following agencies:

Sydney S. Bowman Company, Montreal; Dominion Advertisers Ltd., Montreal, and the Mitford Advertising Agency, Toronto.

A change in the form of the present standard advertising contract has been adopted the effect of which is to require space to be used within twelve months from the date of contract instead of from the date of the first insertion.

The treasurer's report shows the finances of the association to be in a flourishing condition. There is sufficient revenue on hand to more than cover the estimated expenses of the association planned operations for the next year.

It was decided at this meeting to appoint a manager for the promotion department. Although his appointment has been settled, his name is for the present withheld. He will come to Toronto about June 1.

Snevily Bell Syndicate Editor

Henry M. Snevily has been appointed secretary-treasurer and editor of the Bell Syndicate, New York, succeeding E. S. McClure, who recently resigned the position.

NEW POST FOR HOLLISS

Named Assistant General Manager of N. Y. Daily News

Roy C. Hollis, for many years with the Chicago Tribune and for the last 10 years in its New York office, has been appointed assistant general manager of the New York Daily News. In announcing the appointment, Capt. J. M. Patterson, one of the editors and publishers of the Tribune and its New York tabloid paper, said:

"William H. Field, resident executive of the Daily News, has other duties in connection with his representation of the interests of the Chicago Tribune in the Eastern Territory. A projected enlargement of these other duties require that an office be created, the incumbent of which shall assist Mr. Field in general supervision over the publication of the Daily News."

No announcement has been made as to Mr. Holliss' successor as Eastern Advertising representative of the Tribune nor as to Mr. Field's new duties.

With its first Sunday issue on May 1, the News attained a circulation of 450,000 copies, it is said. The price published in the title line is five cents in the city, but the paper was sold by newsdealers at the same prices—6 cents up—as the other Sunday papers, with the exception of the American, which names a retail price of 10 cents.

Mrs. W. L. McLean

Mrs. William L. McLean, wife of the publisher of the Philadelphia Bulletin, died in Philadelphia May 4 after a long illness. She was born in Pittsburgh in 1863 and had long been active in charitable, welfare and educational work.

WILLIAM J. CONNERS, JR.,
Publisher of
"The Buffalo Courier"
"The Buffalo Enquirer"
AND THE
"Buffalo Sunday Courier"
Is pleased to announce
the Appointment of
LORENZEN & THOMPSON, INC.
With Offices in New York and Chicago
As his Representatives in The National Advertising Field
EFFECTIVE MAY 2nd, 1921

More Local Display

We get it for you—10,000 lines per month of good, clean, high grade business from your best manufacturers and wholesale merchants with our

Weekly Business Review Page

THESE are the days when every line counts, particularly on Saturday in evening papers and Monday in morning papers.

Our Weekly Business Review Page can be made a permanent institution in your paper. We sell it and keep it sold in a manner that makes friends for you.

Our methods are different. Please don't confuse us with the strong-arm squad. We have been raising the standard of ethics in special Space Selling for twenty years. Look in Dun's or Bradstreet's, then write

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

FAREWELL FOR "SYD" CLARKE

N. Y. Ad Club Gives Luncheon and Presents Him With Traveling Bag

Over 400 members of the Advertising Club of New York honored Sydney R. Clarke, retiring secretary, May 4, at a luncheon in his honor at the club. George W. Hopkins, president, spoke of the progress made by the club in the past year, and paid tribute to the work of Mr. Clarke.

Frank E. Fehlman, now vice-president, who has been nominated for president, visualized the power of the club, and predicted a brilliant future in the next twelve months. Marquis Regan gave a short talk on the business career of Mr. Clarke.

Robert Frothingham's talk on "Sincerity," as applied to the business world was much enjoyed.

President Hopkins pledged the good will of the members to George Lippincott Brown, the new secretary, and promised hearty co-operation. In closing, Mr. Hopkins handed to Mr. Clarke a handsome pig-skin travelling bag, in which were thirty $10 bills. Mr. Clarke expressed his appreciation and the interest he would always feel in the club and its welfare. Mr. Clarke has been nominated for a place on the board of directors.

Georgia Weekly Fails

During the recent period of business depression few failures were noted among Georgia newspapers. Some time ago a newspaper failed at Dalton, Ga., and during the latter part of April the Senoia Enterprise-Gazette, a paper established as a weekly in 1891, suspended.

New Waste Mill for Texas

H. K. Tutty, of New Orleans, is organizing a company in Texarkana, Tex., with a capital of $16,000 to establish a paper pulp mill, which will utilize waste from about East Texas sawmills and cotton linters and other waste material.

Daily Mail 25 Years Old

More than 3,000 employees of the Northcliffe Press attended a luncheon May 1 at the Olympia Stadium, London, to celebrate the 25th anniversary of the Daily Mail.

Move To New Offices

The National Register Publishing Company have moved their offices to 799 Broadway, from the Times Building, New York.

Completely blankets Des Moines and covers the State of Iowa.

The Des Moines Sunday Register

Now has Over

100,000

Net PAID Circulation

(10 Cents A Copy Everywhere in Iowa.)

Eight Page Rotogravure—edited in Des Moines for Iowa readers. Ask for specimen copy.

Publishers Newsprint RotogravurE

Our foreign office controls twenty ships of about 6,000 ton capacity.

This permits us to make direct shipments in our own bottoms to SOUTHERN and PACIFIC ports. Stops can be arranged at

Savannah
Galveston
New Orleans
San Francisco
Seattle
Vancouver

PRICE

Our PRICE delivered is lower than the Domestic price at the mill.

GET THAT?

For further particulars write or wire

J. & J. SCOTT

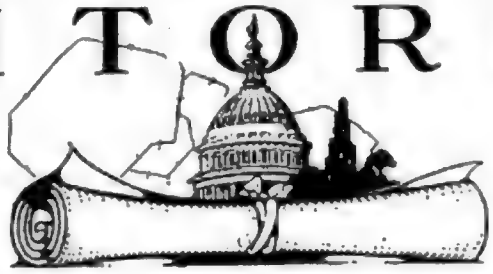
LIMITED

33 West 42nd St.
New York
'Phone Vanderbilt 1057

New York and London

Digitized by Google

EDITORIAL



MELVILLE E. STONE'S RETIREMENT

THE retirement of Melville E. Stone as general manager of the Associated Press is an event of more than passing interest in the current history of journalism. Few men of his day have wielded greater power in the daily newspaper world than he. As the executive head of the greatest news-gathering association, representing over twelve hundred of the foremost newspapers of the United States and Canada, with correspondents in every land under the sun, Mr. Stone was in the closest possible touch with news events of importance wherever they occurred. Sitting in his office in Chambers street he could talk by wire, wireless or cable with the A. P. correspondents in London, Paris, Moscow, Berlin, Pekin or Melbourne with practically the same ease and speed that one converses over the telephone with a friend in a nearby city.

Through his intimate connection with world-wide news events and his close contact with the leading statesmen, diplomats and business men of Europe and the East, Mr. Stone became an international figure. Few ambassadors were accorded a better reception abroad than was accorded him when he crossed the Atlantic.

The splendid executive news-gathering organization which Mr. Stone built up during the years of his administration has won many a notable victory. Among its correspondents are numbered many of the ablest news writers of our day, who have been selected and trained for their important work by Mr. Stone himself. It takes talent of a high order to direct such a staff, but the general manager of the Associated Press must be able to do more than direct its army of correspondents. He must have the keenest sense for news and know what to do when great crises arise in any part of the world. He must sometimes decide, without consulting the board of directors, questions that involve the expenditure of large sums of money or commit the A. P. to a policy that will seriously affect the business interests of its twelve hundred members.

That Mr. Stone has discharged the duties of his exacting position to the satisfaction of the great majority of its membership is a matter of record in the minutes of the board of directors. That the Association still desires to have the benefit of his expert advice even in his retirement is shown by the creation of the position of counsellor, which he has consented to fill.

Mr. Stone has earned and well deserves the leisure that will come to him through his retirement from active duty, and the best wishes of thousands of newspaper men will go with him. That he will not sit in the sun and be an idler as the days go by is certain, for he is engaged in the preparation of his reminiscences in book form, which promises to be of unusual public interest because it will be an important record of red letter news happenings during the last quarter of a century and will present his impressions concerning them.

LEGISLATURE KILLS ONE FORM OF GRAFT

EVERY editor in the State of New York, whose opinions are not influenced by the money he receives for printing the laws passed by the legislature each year, will approve the passing of the Betts bill which puts an end to this form of political graft which has existed for many years. If the publication of the laws served any important purpose commensurate with its cost the practice should be continued, but it is the general opinion even of the lawyers themselves that it does not. Not one reader in a thousand ever looks at them. The laws are regularly printed by the state in its official reports, and any one can get a copy by applying to the Secretary's office at Albany.

THE FEMININE FOURTH ESTATER

PERHAPS you have noted the appearance of a new contributor to these columns in the person of Miss Mildred E. Phillips, who conducts the newly established Women's Forum. Her articles are as bright and breezy as those turned out by men copy writers of the metropolitan dailies. It is hoped that the women readers of THE EDITOR & PUBLISHER will pitch in and help Miss Phillips make the department so interesting that the men readers will be compelled to read every line of it.

The wise and good man, remembering who he is and whence he came, and by whom he was produced, is attentive only to this, how he may fill his place with due regularity and obediently to God.
—EPICTETUS.

ADVERTISEMENTS ARE READ

EVEN yet there are some people who can't get over the ancient and worn-out cry: "Newspaper advertisements are not read." A group of young folks in Atlantic City convinced themselves that newspaper advertisements are read, and perhaps their experience will help to convince others.

They had a party, these young folks, and some of the bright minds devised a new "stunt." They took the automobile pages of an issue of the Atlantic City Gazette-Review, cut out the automobile pictures and the slogans of local dealers, pasted them all on a sheet of cardboard and pinned it up on a wall. Then they gave the rest of the party paper and pencils and asked them to name all the machines and slogans they could from the pictures.

There were fifteen pictures and slogans. The winners named twelve of the fifteen. Nobody had previous information of the contest, so nobody could have prepared especially for it.

It would be difficult to convince the young people who were at the party that advertisements are not read.

FREDERICK ROY MARTIN, who succeeded Melville E. Stone as general manager of the Associated Press is worthy of the mantle that has fallen on his shoulders. For the past year he has been the executive head of the organization in the absence of Mr. Stone, who only occasionally visited the office in Chambers street. During this period, and at other times when Mr. Stone was in Europe, Mr. Martin has directed the affairs of the Association with signal ability. He is a man of broad experiences in every department of newspaper production, has traveled extensively both here and abroad, and is thoroughly grounded in the policies and practices of the organization. THE EDITOR & PUBLISHER believes that in Mr. Martin the Associated Press has a general manager who will contribute materially to the future success of the institution.

May 7, 1921 Volume 53, No. 49

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenton Dowling, circulation.
R. L. Staunton George Strate
C. B. Groomes J. G. Tanner
F. W. Payne

Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1777 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.
10 cents a copy: $4 a year; foreign $5; Canadian $4.50.

TYPOGRAPHICAL ERRORS IN AD PRICES

IN case a typographical error is made in the price of an article in an advertisement it has been customary in some cities when the correct price is more than the amount quoted, for the merchant to actually sell the article at the reduced price and call upon the newspaper to make good the difference. Of course, much depends upon the character of the error.

As recorded in these columns recently the Toronto World since discontinued protested editorially against being held financially responsible for a typographical error in an advertisement of a local piano house by which pianos valued at $625 were offered for sale at $6.25. Several people have demanded that the pianos be sold to them at the advertised figure.

The World insisted that it would be absurd for the dealers to sell a piano at a hundredth part of its actual price because of a typographical error in an advertisement.

The advertising contract form employed by the Burlington (Vt.) Free Press contains this provision: "In the event of a typographical error, advertising goods at less than the proper price, the newspaper will furnish letters to be posted in the store stating the correct price, but goods may not be sold at the price printed and the difference charged to the newspaper."

The above clause prevents dispute on the subject between the advertiser and the newspaper. It also provides for the correction of a mistake by public notice in the store. While the time is not specified it is presumed that an error appearing in a morning newspaper would be discovered by the time the store is open for business and due notice given. If people who come to the store expecting to buy an article at an absurdly low price are promptly notified by the newspaper that the price named in the advertisement is incorrect and due to a typographical error, most of them will accept the explanation in spite of their disappointment.

It would be a good thing if all newspaper publishers incorporated in their advertising contracts a clause defining its financial responsibility when typographical mistakes are made.

CONVENTION RESULTS

IN point of attendance, of sustained interest and of things actually accomplished, the meeting of the American Newspaper Publishers' Association held in New York City last week was the most successful in its history. It was exceedingly gratifying to those who have worked long and earnestly for the upbuilding of this organization to note the thoroughness of the discussions and the evident desire of the members to take definite action upon the important questions coming before it.

The Association placed itself on record as opposed to the acceptance of national advertising as local business at local rates; pledged its support to members who oppose the adoption of the 44-hour week; denounced the fixing of a minimum selling base for any article or product used in the conduct of trade as destructive of competition, and recommended that the Government continue the practice of requiring semi-annual statements of circulation by newspaper publishers.

Every one of these declarations is important and affects the business interests of all newspaper publishers. Unity of effort counts in any course. Hence, when six hundred men representing the foremost daily newspapers of the United States and Canada pledge themselves to a line of action, definite results are sure to follow.

The American Newspaper Publishers' Association has become one of the most influential and helpful business organizations in America. It safeguards and promotes the interests not only of its members, but, incidentally, the interests of all newspapers. It fights their legislative battles, acts as a barrier to the attacks of their enemies, and inaugurates and promotes improvements in newspaper management and practice.

As long as this organization maintains its independence and does not fall into the hands of individuals or groups of individuals who use it for their own aggrandisement and profit, it will continue to be a constructive force in journalism.

Digitized by Google

PERSONAL

F. W. KELLOGG, publisher of the Los Angeles (Cal.) Express, was in New York this week on his way home from a paper mill inspection tour in Norway and Sweden.

William R. Hearst this week purchased a Catalonian wrought iron gate, over eighteen feet high and twenty-one feet wide, for which he paid $5,200.

Frank P. MacLennan, editor and publisher of the Topeka State Journal, was elected president of the Kansas and Western Missouri Associated Press Editorial Association, at the meeting of publishers and managing editors of the two states who are members of the Associated Press. U. L. McCall, division superintendent of the A. P. at Kansas City was elected secretary.

E. W. Carroll, formerly editor and general manager of the Athens (Ga.) Daily Herald, has been elected secretary of the Athens Chamber of Commerce.

Melville E. Stone, counselor and secretary of the Associated Press, will attend the celebration at Atlanta May 24 in honor of Henry F. Grady, for many years editor of the Atlanta Constitution.

Richard Washburn Child, former editor of Collier's Weekly, is understood to be under consideration for appointment to a diplomatic post.

E. E. Brodie, publisher of the Oregon City Enterprise and president of the National Editorial Association, is now regarded as having the inside track in the race for appointment as Minister to Siam. Fred L. Boalt, editor of the Portland News, was also out for this appointment, but has withdrawn and may be recommended for appointment to either Nicaragua or Uruguay.

W. E. Smallfield, until lately editor and publisher of the Renfrew (Ont.) Mercury, has acquired a financial interest in the Newsome & Gilbert Company, wholesale **law stationers,** Toronto, and will be managing director of that firm.

Dr. J. D. Logan, a former Toronto and Montreal newspaper man, and now lecturer in Canadian Literature at Acadia University, Wolfville (N. S.), has been elected a Fellow of the American Geographical Society.

William H. Dearden, owner of the Ware River (Mass.) News, has been commissioned a captain in the reserve officers' corps of the army and assigned to the intelligence section.

Mayor Fernando W. Hartford, publisher of the Portsmouth (N. H.) Chronicle and Portsmouth Herald, was one of the principal speakers at the recent dinner and meeting of the Portsmouth Chamber of Commerce at Rockingham.

Charles S. Parker, editor and publisher for nearly 50 years of the Arlington (Mass.) Advocate and Lexington (Mass.) Minute Man, was recently surprised on his 82d birthday by members of the office force and staff with a gift of a gold pencil on his desk.

Miss Katrina Schermerhorn, daughter of James Schermerhorn, publisher of the Detroit Times, has been awarded the Phi Beta Kappa key at the University of Michigan, an honor awarded to leading scholars of each senior class.

Courtland Smith, who recently resigned as president of the American Press Association, has decided to retain his connection with the A. P. A., as chairman of the board of directors. Mr. Smith will have his headquarters in Washington, D. C., where he is doing special work for the Post Office Department.

J. P. Nance, former editor and publisher of the Bogata (Tex.) News, has purchased the Wylie (Tex.) Herald.

Hon. Thomas Rees, publisher of the Springfield (Illinois) State Register is publishing in his paper stories based on his experiences during his recent tour of Hawaii. Mrs. Rees collaborated in writing the articles.

Mrs. Rheta Childe Dorr, newspaper and magazine writer, who has been seriously ill at the American Hospital at Neuilly, near Paris, now is convalescent. She has returned to the Hotel des Champs Elysees.

Conde Nast, publisher of Vogue, Vanity Fair and House & Garden, who has been on a business trip to Paris in connection with the French edition of Vogue, has left for Claridge's Hotel, London. With Mr. Nast is Frank Crowninshield, editor of Vanity Fair. They will return to New York in June.

IN THE EDITORIAL ROOMS

ROBERT E. HICKEY, formerly sporting editor of the Springfield, Illinois State Register, is head of a newly organized company to be known as the "International Racers" and which will give auto-racing and aviation exhibitions at fairs and carnivals.

John B. Powell, telegraph editor of the Bridgeport (Conn.) Post, had a Scotch terrier. "Had" is right. A few days ago the canine took two bites of the youngest hopeful in the Powell home and the next day the dog had gone hence.

Harold B. Johnson, formerly reporter on the Springfield Illinois State Journal, and for the past several months publicity director for the Springfield Chamber of Commerce has gone to Paris, Ill., as secretary of the Chamber of Commerce.

Hyatt H. Daab has left the sporting desk of the New York Evening Telegram to join the Robertson-Cole publicity forces in New York.

Edward N. Teall has been added to the Worcester (Mass.) Evening Gazette editorial staff. From 1903 to 1917, Mr. Teall was with the New York Sun.

Miss M. Jessie Leitch, writer of features and conductor of the home nursing column of the St. Paul Dispatch-Pioneer Press, has taken a three-month leave of absence to take a course in Bellevue Hospital, New York.

F. Goodfellow, late of the Peoria (Ill.) Transcript, has joined the reportorial force of the St. Paul Pioneer Press.

J. M. Walker, formerly of the Schenectady (N. Y.) Union-Star, has been appointed circulation manager of the Denver (Colo.) News and Times.

Miss Marjorie Louise Wilson, of Keene, N. H. and Edward Duncan Pearson, associated with the Keene Sentinel, and formerly with the Boston Globe, were recently married at Keene.

J. R. Morton, former member of the Worcester (Mass.) Telegram staff and Miss Mary Augusta Ross of Winnipeg were recently married in Winnipeg.

Miss Reta M. Haselton, lately society editor of the Bridgeport (Conn.) Telegram, is to wed Howard H. Poole, a local banker.

Lewis W. Hunt, special writer on the Chicago Post staff and an instructor in the Medill School of Journalism, went to Minneapolis for a day or two this week. He didn't return on schedule time and was not heard from again until he telephoned from a loop hotel to say he had brought back a bride, Miss Virginia Galloway, who was a student at the University of Minnesota.

Brewster P. Campbell, of Detroit, has been named managing editor of the Michigan Daily, the newspaper of the University of Michigan. Edward R. Preihs of Mount Clemens will be business manager.

FOLKS WORTH KNOWING

E. J. THOMAS is editor and publisher of the Norwalk (Conn.) Hour, which yesterday observed its 50th anniversary of becoming a daily newspaper. A special edition of 40 pages was issued to celebrate the event, about half of which was devoted to an illustrated history of the Hour from the date of its birth, under the late B. W. Staples, up to the present.

E. J. Thomas

The Norwalk Hour has a splendid record to its credit for its half-century of life, grown from four pages of purely local news, published with the smallest possible limit of equipment, to an issue running up to 20 and sometimes 24 pages. The plant is conceded to be one of the best equipped for a paper its size in the east. The Hour at present has a leased wire service and will shortly add another, and last week was elected to active membership in the American Newspaper Publishers' Association.

As a part of the anniversary observance the Hour will entertain 150 guests at dinner at the Royal James Inn on May 11. Invitations have been sent to President Harding and Governor Lake of Connecticut. Practically all newspaper editors and business managers of Connecticut have been invited and the affair will also take the form of a reunion of former employees of the paper.

Henry Weitschats, news editor of the Detroit Times, has resigned to become local publicity director for the drive for funds for suffering Armenians. Robert F. Burkhardt, make-up editor, became news editor, and M. B. Walker, state editor, is shifted to make-up editor.

Spearman Lewis, formerly with the Chicago Tribune, has taken charge of publicity for the Chicago Opera Association.

Ralph W. Trueblood, city editor of the Los Angeles Times, has been made assistant managing editor. Fred Moore has been promoted from assistant night city editor to night city editor and Ralph Braddock, assistant day city editor, has dropped the "assistant." Hallett Abend, who was on the copy desk, is now assistant city editor. Burton L. Smith, state editor, has been given a place on the executive desk. David A. Piatt, formerly editor of the Nogales (Ariz.) Daily Herald, has joined the copy desk staff and Timothy G. Turner lately of the New York Herald and Evening Telegram, has been added to the news force.

Peter Vroom, once a member of the Chicago Tribune staff but out of newspaper work for several years, has joined the Chicago Evening Post force.

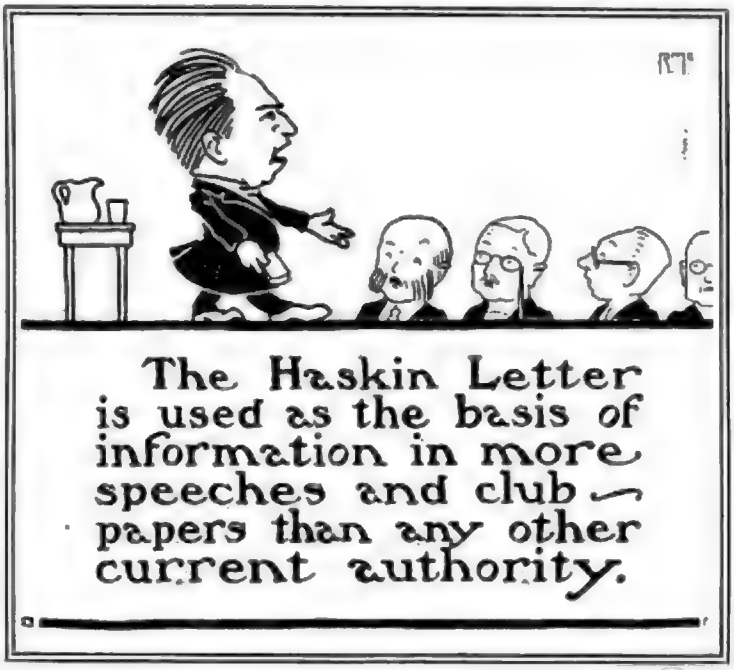
Julian T. Baber, formerly of the Lynchburg (Va.) News, has joined the staff of the Charleston (W. Va.) Daily Mail. For the past year he has been travelling in Florida and Georgia for the Certain-Teed Products Corporation.

Ellis O. Jones, who used to be on the staff of Life, is in Paris after visiting Germany, Austria, the Baltic States and Russia, where he represented the Foreign Press Service. He will go to Italy for a month before returning to the United States in June.

Prince Hopkins, formerly editor and publisher of the Dawn, a monthly publication, published in San Francisco, is studying educational and social conditions in Europe preparatory to starting a new magazine in New York in September.

James H. Hoeck, formerly on the staff of the Cincinnati Enquirer and also on Boston papers, now is on the copy desk of the Paris edition of the Chicago Tribune.

Miss E. M. A. Steinmetz, fashion editor of Harper's Bazar, has been visit-



Digitized by Google

ing Paris with Miss Dorothy Hay, of the Harper's Bazar staff. They will remain in London for several weeks, before returning to the United States.

Henry Noble Hall, for several years on the staff of the New York World and more recently with the London Times, has resigned to go with the Foreign News Service which he will represent in Paris.

Clarence K. Streit, of the Paris bureau of the Philadelphia Public Ledger, who has been representing his paper in Eastern Asia with Kemal Pasha's forces, has returned to Paris.

Samuel Dashiell, formerly on the staff of the New York Tribune, now is assisting Wythe Williams in the Paris bureau of the Philadelphia Public Ledger.

Miss Elsie Garretson Finch, a member of the editorial staff of Harper's Bazar, to Arthur McKeogh, an associate editor of the Saturday Evening Post, announced their engagement this week. Miss Finch is the daughter of Mr. and Mrs. John O'Hara Cosgrave of New York City. Mr. McKeogh was a lieutenant in the 308th Infantry. He was with the famous "Lost Battalion" and was awarded the Distinguished Service Cross.

Frank P. Goss, veteran member of the Seattle Post-Intelligence Staff, having served as city editor, political editor and in various other capacities, has left for Washington, D. C. to serve the P.-I. at the national capital. Mr. Goss succeeds Ashmun Brown, former Washington correspondent of the Post-Intelligencer, who resigned following the change of ownership of the P.-I., subsequently joining the Washington bureau of the Seattle Times.

W. W. Casteel, Chicago newspaper man, has purchased the Macon (Mo.) Republican from Philip Ganz, former president of the Missouri Press Association.

Herbert F. Prescott, veteran Albany newspaper man, has been appointed secretary to the New York State Conservation Commission. Mr. Prescott was city editor of the Evening Journal and of the Argus many years ago, and covered the legislature for the Journal. He served as deputy fiscal supervisor for the past ten years.

U. L. McCall, for twenty years connected with the Associated Press, Kansas City office has been made district superintendent with supervision over western Missouri, Kansas, Oklahoma and Texas. The district will remain under the jurisdiction of E. T. Cutter, superintendent of the central division, at Chicago.

Ralph Smith, Carl Taylor, Ward Green and John Paschall, reporters on the three Atlanta dailies, have organized and incorporated the Georgia Letter Writing Company, Inc., with a capital of $10,000. The company will carry on a general letter writing, printing and multigraphing business.

W. I. Biddle, managing editor of the Leavenworth (Kan.) Times, has been appointed warden of the Federal prison there. Mr. Biddle has been connected with the prison at various times and has been a newspaperman for over thirty years.

Miss Lula Merrick, long on the editorial staff of the American Art News and the Spur, has just been appointed art critic for the New York Morning Telegraph, succeeding Miss Alice Avon, resigned.

THE BUSINESS OFFICE

C. W. JOHNSTON, assistant business manager of the Jamestown (N. Y.) Morning Post, has resigned to join the editorial staff of the Las Vegas (N. M.) Optic.

William A. Lauver, who for nearly four years was connected with the Baltimore Sun—his last position being that of assistant manager of the business department—is now the assistant advertising manager of the M. Samuels Company, Baltimore.

Irving Blumenthal, former promotion man with the St. Paul Daily News and Rural Weekly and later in the display advertising department of the Sioux City (Ia.) Journal, has returned to the promotion service of the News.

Henry Amann, foreman of the Springfield (Mass.) Republican composing room since 1894, has resigned, and will enjoy a rest.

Aaron A. Melniker has resigned as treasurer of the Argus-Press, Inc., publisher of the Bayonne (N. J.) Evening News, to become city attorney of Bayonne. His interest has been bought by Harry B. Dembe, another local attorney. Bernard Kramer has resigned as secretary and business manager of the company to become treasurer and managing editor of the American Art Student, New York, of which he is half-owner. Walter W. Hubbard, advertising manager, will succeed him as business manager.

Richard Baker has resigned as foreman of the Bridgeport (Conn.) Post composing room. Joseph Wynkoop has succeeded him, leaving the Telegram. Frank Massey has succeeded Wynkoop, who will maintain a supervisory hold over the Telegram composing room.

Irving C. Buntman, for the past three years local advertising manager of the Milwaukee Herold and Sonntagspost, has taken over the foreign advertising for his publication. Together with this appointment Mr. Buntman will assume charge of the Haus & Bauernfreund, the America and the Rundschau farm weeklies published in German.

Richmond B. Elliott, Jr., goes from the New York American to the World, May 15. Mr. Elliott was with the Globe for 14 years before joining the American soliciting staff four years ago.

THE ADVERTISING FOLKS

B. B. Gray has resigned as advertising manager for the firm of H. Liebes & Co., Portland, Ore., to assume charge of the Pacific School of Advertising of the same city. He formerly conducted an advertising agency in Seattle.

H. K. Dugdale has resigned as editor of the Baltimore Ad Club Bulletin and Norman Parrott has been appointed by President Kuhns to direct its future destinies. Mr. Dugdale's resignation was prompted solely by press of business matters.

Robert E. Ramsay, director of sales promotion, publicity and advertising of the American Writing-Paper Company, was the speaker last week at the Poor Richard Club's Co-Club luncheon at the Ritz Carlton, Philadelphia. Mr. Ramsay's subject was "Back to Brass Tacks in Business Building."

Herbert S. Houston, vice-president of Doubleday, Page & Co., former president of the Associated Advertising Clubs of the World, addressed this week's meeting of the Hartford (Conn.) Advertising Club.

Last week the club, in conjunction with the Rotary and Kiwanis Clubs, entertained Immigration Commissioner Frederick A. Wallis.

John W. Desbecker, recently with the Sonora Phonograph Company, has started a copy service of his own in New York, with offices at 220 West 42d street.

Glen B. Hiller has become general manager of the Ace Motor Truck Company, Cincinnati. He formerly was advertising and sales manager for the Triangle Motor Truck Company, St. Johns, Mich.

WITH THE AD AGENTS

W. F. THERKILDSON has resigned from the staff of N. W. Ayer and Son and has gone to Chicago to become vice-president of Critchfield & Co., Mr. Therkildson was active in the affairs of the Poor Richard Club for a number of years, serving as secretary, vice-president and member of the Board of Directors. For a number of years he was advertising director of W. Atlee Burpee & Co., which he left in 1919 to join the Ayer organization where he organized and developed the agricultural division. He has also taken a leading part in the "Say-it-with-Flowers" national advertising campaign.

(Continued on page 30)

18 Paragraphs
by Robert Quillen

Appeared in "Topics in Brief" in "The Literary Digest" for April 23d, credited to various dailies securing them from

Associated Editors
35 North Dearborn Street
Chicago

The Atlanta Journal
Atlanta, Ga.

59,485 Daily
81,869 Sunday

These are the paid circulation figures in P. O. statement just filed.

All copies of The Journal are sold at full prices: 5c Daily; 10c Sunday; 20c a Week; $9.50 a year.

Advertising in The Journal Sells the Goods

The Los Angeles Times

During the first three months of 1921 printed over three-fourths of a million lines more advertising than any other newspaper in America

Total 6,565,720 Lines

During the same period THE TIMES printed

2,758,770 LINES MORE

than any other Los Angeles newspaper

THE TIMES for years has led all other newspapers in the country in total amount of classified advertising.

Los Angeles ranks tenth in population and tenth in industries of the cities of the United States. It gained over 100,000 in population during 1920. The tremendous growth and prosperity of the city is due in large measure to the industrial freedom prevailing here. Los Angeles has become the Mecca for the non-union, freedom-loving American workman, and the manufacturer who also loves freedom is naturally following him here with his business enterprise and capital.

THE TIMES-MIRROR COMPANY

Eastern Representatives
WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue
New York City

Harris Trust Building
Chicago, Illinois

Digitized by Google

"C. P. L." RE-ELECTS SMITH

More Funds Recommended for Enlarging Cable Service

(By Telegraph to Editor & Publisher)

TORONTO, Ont., May 5.—A representative gathering of Canadian daily newspaper men assembled here today, to attend the annual general meeting of the Canadian Press Limited, their co-operative news gathering and distributing association, members being present from New Glasgow, on the Atlantic seaboard, to Vancouver, on the Pacific slope.

The management presented a report of the present cable service, showing that the very limited funds now available were insufficient to cover more than a very meagre service of news, chiefly sport from London, and asking that this assessment be increased to permit more scope in the direct cable service, and this recommendation was adopted by the shareholders.

In his annual address, President E. Norman Smith referred to the close relations existing between the Associated Press and the Canadian Press, saying that the publishers and editors of Canada for many years have had an abiding faith in the all-round merits of the Associated Press and are proud of their alliance with it.

Directors for the coming year were elected as follows:

Maritime Division: G. Fred Pearson, Halifax Chronicle; F. B. Ellis, St. John Globe.

Ontario and Quebec Division: E. Gagnon, Quebec City, Le Soleil; C. F. Crandall, Montreal Star; John Scott, Montreal Gazette; E. Norman Smith, Ottawa Journal; W. J. Wilkinson, Toronto Mail and Empire; W. J. McNair, Hamilton Herald; T. H. Preston, Brantford Expositor; A. R. Ford, London, Free Press.

Western Division: E. H. Macklin, Manitoba Free Press, R. L. Richardson, Winnipeg Tribune; Burford Hooke, Regina Leader; J. H. Woods, Calgary Herald and F. J. Burd, Vancouver Province.

At a subsequent meeting of the board of directors, officers for the year were re-elected as follows: E. Norman Smith, president; E. H. Macklin, first vice-president; G. Fred Pearson, second vice-president. J. F. E. Livesay was re-appointed general manager and secretary.

Chicago and Glens Falls Strikes End

CHICAGO, May 5.—Strikes affecting the printing industry were settled today. The job printers' walk-out ended almost as suddenly as it began. The printers' demand for a forty-four-hour week was granted, but the men will accept the $4.35 a week wage reduction, decided upon by the Arbitration Board.

GLENS FALLS, N. Y., May 5.—The Glens Falls Times resumed publication today after having been suspended since Saturday, due to the strike of printers and pressmen. The publishers agreed to a forty-four-hour week for job printers and pressmen.

Sensational News Tabooed

DENVER, May 5.—Newspaper stories of sensational type were sent to the waste basket today by the Rev. W. H. Wray Boyle, pastor of the Central Presbyterian Church, during a one-day editorship of the Denver Post. He was invited to take actual charge of the paper for one day, following a sermon criticizing newspapers and the manner of displaying news.

Newsprint-MF & SC

Rotogravure Paper

Printings-MF & SC

Highly Endorsed by Eminent American Users

And All Other Papers Made by the 31 Paper Mills of Finland

FINNISH PAPER MILL ASSOCIATION
HELSINGFORS

Sole Agents for the U. S., Canada, Cuba and Mexico

H. REEVE ANGEL & CO.
INCORPORATED
7-11 SPRUCE STREET NEW YORK

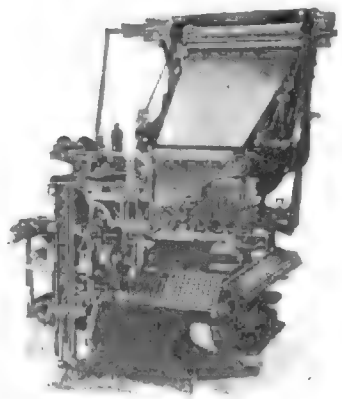
INTERTYPE
"THE BETTER MACHINE"

Publishers and Printers

DO YOU KNOW that over 5,000 INTERTYPES in all models are now in daily use all over the world? If this is not expressive confidence by the trade in "The Better Machine" it would be hard indeed, to say what it is.

And again—DO YOU KNOW that the INTERTYPE is today one of the greatest successes ever connected with the Art preservative of all Arts?

Standardization and Simplicity are the call of the day—and we have our USERS words for it—"The Intertype ranks first."



MODEL C INTERTYPE
Three Magazines

BUILDERS OF "THE BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.
MILLER & RICHARD, Canadian Representatives

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Digitized by Google

MAX F. IHMSEN DEAD IN LOS ANGELES

Publisher of Examiner Since 1908, He Had Been Known as Brilliant Reporter and Editor Since 1889 —Managed Big Campaign

Max F. Ihmsen, since 1908 publisher and editor of the Los Angeles Examiner, died May 4 in that city at the age of 53 years after an illness of more than a year. He is survived by his widow and one daughter. Mr. Ihmsen was well known as reporter, Washington and Albany correspondent and editor, and served several newspapers in Pittsburgh and New York prior to 1895, when he became associated with interests of William R. Hearst, for whom he was afterward political manager and publisher.

Born in Pittsburgh, March 14, 1868, he entered newspaper work with the Pittsburgh Leader. He gained distinction by reaching Johnstown, Pa., before most other newspaper men who were rushed there to report the flood in 1889, and in 1890 went to Washington as correspondent for the Pittsburgh Post. A year later he joined the staff of the New York Herald's Washington bureau, and in 1893 came to New York and was political reporter for the Herald.

In 1895 he went to Albany for the New York Evening Journal, was city editor of that paper from 1896 to 1898 and later Washington correspondent for Hearst papers.

He became active in politics in the interest of Mr. Hearst, and organized the Municipal Ownership League, which nominated Mr. Hearst for Mayor of New York in 1905, managing the campaign. In the following year Mr. Ihmsen organized the Independence League in the interest of Mr. Hearst, who was nominated for Governor and defeated by Charles E. Hughes.

Mr. Ihmsen was once a member of the Democratic National Committee and Secretary of the National Association of Democratic Clubs.

He went to Los Angeles in 1908 as publisher of the Examiner. Last year he was sent by Mr. Hearst on a tour of Europe for his health and returned about six months ago apparently improved. He resumed his work on the Examiner and continued it until his death.

JOHN A. SLEICHER

Noted Editor Passes Away At Albany In His 73rd Year

ALBANY, N. Y., May 5.—John A. Sleicher died at his home here today. He was in his 73d year. Mr. Sleicher was born in Troy, N. Y., on October 4, 1848, and began his newspaper training on the old Troy Whig, afterward the Record. Later he became city editor of the Troy Whig, then the Press, and still later the Times and subsequently a part owner of the Times. He eventually sold his interest in the Times and bought the Schnectady Union.

Having thus had considerable experience on small city daily papers, he became editor and part owner of the Albany Evening Journal. When he came to New York City, it was as editor of the Mail and Express, which position he held until he became supervisor of the City Record. In May, 1905, Mr. Sleicher was made president of the Judge Company, which published Leslie's Weekly and Judge. He resigned as editor of the Mail and Express to become Supervisor of the City Record under Mayor Strong.

Mr. Sleicher had been ill for some time. When on February 23, last Judge Manton of the Federal Court appointed a receiver for the Leslie-Judge Company, it was said that the company's embarrassment was largely due to Mr. Sleicher's illness.

Obituary

CHARLES SUMNER SCOTT, for many years associated with the Barre (Mass.) Gazette, and formerly of the Worcester (Mass.) Telegram, died suddenly at Barre, following an attack of heart disease, aged 48 years.

CARD GARRISON, father of Herbert C. Garrison, city hall reporter of the Detroit Times, died April 28, aged 59 years.

ALBERT E. KENT, brother of C. H. Kent, of the editorial staff of the Detroit (Mich.) Free Press, died recently.

ARTHUR J. BIRDSEYE, first president of the Hartford (Conn.) Advertising Club, died in Farmington April 29, aged 62 years. Mr. Birdseye was a strong believer in newspaper advertising and his own "ads" with their trenchant epigrams did much to build up his insurance business.

ANTHONY M. BRANDT, publisher of the Bellevue (Ia.) Herald died a few days ago.

GEORGE DAVIS, formerly editor of the Minot (N. D.) Daily News and recently editor of the Sioux City (Ia.) Journal, died in Sioux City recently.

MISS BINE INGHAM, publisher and part owner of the Placerville (Cal.) Mountain-Democrat, is dead. She was actively associated with the newspaper for 30 years.

FRANK R. PROCTOR, circulation manager of the Gloucester (Mass.) Daily Times, dropped dead in the press room of the paper last week, aged 64 years. He had been connected with the paper practically all his life.

EMMELINE BLANCHE WOODWARD WELLS, aged 94, a Utah pioneer and widely known as an editor of women's publications, died in Salt Lake City April 25.

MISS KATE LOWE, daughter of the late Col. Robert G. Lowe, who at the time of his death was vice-president of A. H. Belo & Co., died in Galveston last week.

ROBERT C. NEWMAN, aged 33, formerly a reporter on newspapers in Savannah and Macon, died suddenly in Macon recently from acute indigestion.

JAMES C. FRASER, woods superintendent at Sturgeon Falls (Ont.) for the Spanish River Pulp & Paper Company, and a well known lumberman, died suddenly on May 1.

JAMES HENRY JOHNSON, veteran printer of the Buffalo Courier, died suddenly in that city.

MICHAEL J. DOWLING, former newspaper man of Olivia, Minn., died in St. Paul of overwork April 25, aged 55 years. He founded and edited the Renville Star Farmer. He had been speaker of the state house of representatives and secretary of the National Republican League and was a banker the latter part of his life. In boyhood Mr. Dowling lost both legs below the knees, a forearm and most of the remaining hand by freezing in a blizzard.

JAMES J. HASSON, formerly for years with the old New York Press, died last week at his residence in West New Brighton, N. Y., aged 44 years. Since retiring from newspaper work Mr. Hasson has been in the city service.

JOHN WILLIAM POSTGATE, connected with the editorial staffs of the New York Globe and the Literary Digest, died in Brooklyn May 2, aged 70 years. Mr. Postgate was a native of England. At times he was Sunday editor of the New York Herald, mining editor of the New York Sun and editor of the American Mining News.

ALDEN PIERSON, art director of the American Magazine, died suddenly May 3 in New York.

GIOVANNI BAPTISTE ROCCHI, treasurer of Il Progresso-Italo-Americano of New York, died of apoplexy May 1 at his home in Brooklyn, N. Y.

MRS. JOSEPHINE HOWARD, a member of the American League of Pen Women, died in San Francisco, April 23, after several months' illness. She also was associated with the American Poetry Society and the Browning Society of New York City. Mrs. Howard was decorated by the Shah for her musical works. It was she who composed the "Turkish Patrol," made so popular in this country by Sousa, for which she was decorated by the Turkish Government.

SAMUEL LAMMERN, well-known in the lithographic and printing trades, died last Friday at Melrose Park, Pa.

Sister of E. W. Scripps

Funeral services of Miss E. Virginia Scripps, sister of E. W. Scripps, were held this week in London, England, following her death in Egypt last week. Final interment will be at Rushville, Ill.

Jonas Kuppenheimer

Jonas Kuppenheimer, president of the House of Kuppenheimer, Chicago clothiers, died in Lake Forest, Ill., May 4, aged 67 years.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Hexalem, Gen. Mgr. M. Blackwood, Sales Mgr.

STILL GAINING

ANOTHER month (April) rolls by and The Herald is again the only New York morning newspaper that shows a gain in advertising lineage over the same month last year.

For the first four months of this year

THE NEW YORK HERALD
GAINED 289,696 Lines of Advertising

compared with the same four months last year.

The Herald is the **only** New York morning newspaper that has shown a gain in advertising lineage to date in 1921, compared with 1920.

To show a gain this year over the tremendous volume of advertising in The Herald last year is a distinction that comes only to a newspaper that produces unusual results for its advertisers.

The New York Herald carries more Display Advertising than any other New York morning newspaper, with one exception.

THE NEW YORK HERALD

Digitized by Google

GEORGIA AWAITS THE I. C. M. A. MEMBERS

"Every Delegate Will Say, after Visiting Columbus, That He Would Not Have Missed It for a Million Dollars," Says Chairman Page

(*Special to* Editor & Publisher)

Columbus, Ga., May 4.—The scene is all set in this busy little city for the reception of the members of the International Circulation Managers' Association from all parts of the United States and Canada, who are due here May 10 for their twenty-third annual convention. It will be the first time in its history that the I. C. M. A. has met in a town of less than 150,000 population, and Columbus is determined to prove that no mistake was made when the organization accepted the invitation of W. E. Page, general manager the Columbus Ledger, last year in St. Louis. Columbus is bent on showing that the smaller town atmosphere results in better conventions than those held in the bigger cities, at any cost.

"We want to make it plain," said Mr. Page to the representative of Editor & Publisher today, "that although Columbus is the smallest town that ever has had the pleasure of being host to the I. C. M. A., it is going to eclipse any meeting every held on entertainment features.

"Every reader of Editor & Publisher already has seen that a splendid program for the business sessions has been compiled by Chairman J. M. Annenberg, of the Philadelphia Ledger, and his program committee, but the recreation between and after sessions will be the feature de luxe.

"We are satisfied that Fort Benning, which is the only military school of its kind in the world, had considerable to do with Columbus securing the convention. This big military institution covers an area of 98,000 acres. The minimum force stationed there is about 5,000 men. The fort is so arranged that it can care for a division of men at any time. Any battle fought during the World War can be reproduced at this reservation. The camp authorities have agreed to give a demonstration on the night of May 11, showing troops in action at night, with the usual lighting arrangements employed during battle.

"The I. C. M. A. members will all be stationed in the front line trenches and will have an opportunity to see every movement made. As nothing but ball ammunition is used during these demonstrations, it is much more spectacular than blank cartridges. Houses and trees are swept aside by the big shells, making the battle as realistic as though in France.

"There are other features on the entainment program which will be very attractive, such as a big, old-fashioned, southern barbecue, and a genuine old-time fish fry. We believe that every delegate to this convention will say, after he has been to Columbus, that he would not have missed it for a million dollars."

The officers of the I. C. M. A. whose terms expire at the Columbus convention are:

President, William L. Argue, Toronto (Ont.) Star.

Vice-President, A. G. Lincoln, St. Louis Post-Dispatch.

Second Vice-President, J. J. Lynch, Cleveland Press.

Secretary-Treasurer, Clarence J. Eyster, Peoria Star.

Directors:

Robert S. Weir, Syracuse (N. Y.) Journal.
H. H. Fris, El Paso (Tex.) Herald.
Fred I. Cook, Scranton (Pa.) Republican.
M. D. Treble, Buffalo (N. Y.) Times.
John Eisenlord, Chicago American.
William Elder, Toronto (Ont.) Telegram.
George H. Reynolds, New Bedford (Mass.) Standard.
J. M. Annenberg, Philadelphia Press.
F. R. Folkes, Regina (Sask.) Leader.

Committee Chairmen:

Program: J. M. Annenberg, Philadelphia Press.
Membership: F. R. Folkes, Regina (Sask.) Leader.
Auditing: Albert Michener, Harrisburg (Pa.) Telegraph.
Newsboy Welfare: H. H. Fris, El Paso (Tex.) Herald.
Transportation: A. E. MacKinnon, New York.
Publishers' Association: A. E. MacKinnon, New York.
Audit Bureau of Circulations: J. M. Schmid, Indianapolis News.
By-Laws: D. B. G. Rose, Louisville, Ky.
Publicity: James McKernan, New York World.
Entertainment: W. E. Page, Columbus (Ga.) Ledger.
Convention: C. F. Stout, Plainfield (N. J.) Courier-News.
Necrology: Clarence Eyster, Peoria (Ill.) Star.
General Welfare: Clarence Eyster, Peoria (Ill.) Star.

It is expected that A. G. Lincoln of the St. Louis Post-Dispatch, will be elected president, as it is the custom to advance the first vice-president to the executive's chair. Mr. Lincoln is now the second ranking officer and has many years of valuable work for the I. C. M. A. to his credit.

CIRCULATORS' NOTES

RECALLING his earlier days as a newsboy and newspaper man, President Harding, in a letter to Harry E. Burroughs of Boston, said that no incident of the recent campaign pleased him more than a call he received from a delegation of former newsboys of his own paper. "The testimony of their friendship and loyalty touched me very deeply," he wrote.

The President's letter expressed regret at his inability to attend a forthcoming reunion of the Boston Ex-Newsboy Association. "Organizations similar to your own have grown up in many cities to the great advantage of the newsboys and also of their members," the President said. "It is a fine thing that the men who have graduated from such humble beginnings into places of importance and influence in the world should continue their interest in behalf of the boys who come after them."

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, will leave for Mexico City about May 10, stopping at principal cities on the way to make arrangements for an excursion party the Herald is to conduct into Mexico this month. This will necessitate Mr. Fris being absent from the I. C. M. A. convention at Columbus, Ga., next week for the first time in a number of years.

The newsboys of the Topeka (Kan.) Daily Capital and the State Journal were the guests of the American Legion at the Grand Theatre where their minstrel revue was put on by Capital Post No. 1.

The Buffalo Evening News is conducting a popularity campaign, winners of which will see the Dempsey-Carpentier fight at Jersey City on July 2 with all expenses paid. The winners will be selected in May and ten in June, coupons only determining the winners.

Earl Wellman, representing the Wichita (Kan.) Eagle newsboys, presented the Children's Home with a beautiful silk American flag.

Phil M. Knox, for the past year in charge of "welfare work" on the St. Paul Daily News, has been transferred to the mail circulation department.

To encourage San Francisco carriers to save systematically and to help them to practice thrift the Anglo-California Trust Company has put up cash prizes of $100, $50 and $25 which will be awarded to the boys who have the most satisfactory accounts to their credit at the end of a year.

INDIANA

Another force that has helped make possible Indiana's industrial development is the ease of obtaining power. Although the Hoosier rivers are lacking in good dam sites and the supply of gas seems nearly exhausted, coal of excellent steaming qualities is cheap all over the state.

This is only one of the reasons that go to make Indiana a profitable territory to advertise your product.

Indiana newspapers are good newspapers—they get to the people and co-operate in making Indiana more and more proud of Hoosierdom.

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,005	.025
Decatur Democrat	(E)	3,114	.025
Evansville Courier	(M)	23,513	.05
Evansville Courier	(S)	21,318	.05
**Fort Wayne Journal-Gazette	(M)	25,406	.07
**Fort Wayne Journal-Gazette	(S)	23,829	.07
*Fort Wayne News and Sentinel	(E)	34,715	.06
*Gary Evening Post	(E)	6,789	.045
*Indianapolis News	(E)	118,205	.20
LaPorte Herald	(E)	3,638	.025
Richmond Palladium	(E)	11,937	.05
South Bend News-Times	(M)	10,617	17,168 .05
South Bend News-Times	(E)	6,551	
South Bend Tribune	(E)	17,028	.055
Terre Haute Tribune	(E&S)	21,670	.06
*Vincennes Commercial	(M&S)	4,532	.025

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.
†Publishers' Statement.

Digitized by Google

ZONE RATES MAY GO, PUBLISHERS HOPE, AFTER CONFERENCES IN WASHINGTON

Flat Rate of Cent and Half for 250 Miles and Two Cents Beyond Proposed—Abolition of Scheduled Increases Unofficial Administration Suggestion

By ROBERT BARRY

(Washington Correspondent Editor & Publisher)

WASHINGTON, May 6.—Administration policy with respect to revision of second-class mail rates has come to the fore in the discussions here of the past week. There is just a possibility that some sort of formal expression may be forthcoming at an early date in spite of an inclination at present in some influential quarters to temporize until the regular session of Congress in December.

It is the hope of the magazine and periodical men who have been discussing the question with administration officials to bring out a bill which would carry indorsements by the President and the Postmaster-General. That seems to savor somewhat of optimism at this time. The President has not been able to give much thought to the question and Mr. Hays is represented as believing no general revision of the second-class rates should be undertaken without further time and study.

No Return to Old Rate

There appears to be good ground to believe that the bill to be supported by the publishers will provide for repeal of the zone system established by Postmaster-General Burleson through the able co-operation of Representatives Kitchin and Moon. There is no chance whatever of returning to the old flat rate of a cent a pound without respect to distance and the magazine publishers are said to realize that. Their present program, it is stated, would be to accept without a fight a bill providing for a flat rate of 1½ cents for the first 250 miles and 2 cents beyond. The purpose of that would be to take care of the newspapers and smaller periodicals in the lower charge for a 250-mile radius.

Some Republican members of the House Committee on Postoffices and Post Roads are said to look with favor on such a basis of charge. So far, however, no expressions have come from members of the Ways and Means Committee who would have much to say about any proposal which to them would involve a loss of revenue. Even a casual reading of Secretary Mellon's letter on taxes to Chairman Fordney should make plain the necessity for the Republican Congress to tread lightly in all matters pertaining to revenues. Every time the question is raised as to reducing this tax, or repealing that or modifying this, the party managers will have to ponder its effect on the men of average income who have been informed by Mr. Mellon they can expect no reduction in rates for at least two years.

Work Cut Out

From all indications the leaders have their work cut out for them, without any further complications, and the radicals in both houses, it may be taken for granted, will make the welkin ring with their eloquent sympathy with the men whose income taxes cannot now be reduced.

A draft of a bill has been prepared for submission to the house, but its representation has been deferred until a better estimate of administration sentiment could be obtained. The only expression of a positive nature has been a suggestion that the newspaper and magazine publishers should be content to have Congress enact the bill, contemplated during previous sessions, cancelling the additional increases provided for in the series of graduated advances in the zone system.

It will be recalled that Representative Fess of Ohio sponsored a bill during the 66th Congress to suspend the increases which subsequently became effective on July 1, 1920. The measure failed of enactment in the rush to get away to the hustings to battle for the Presidency. Representative Madden of Illinois was its champion in the post office committee room.

Facts laid before Republican leaders are said to have been convincing on the point of heavy losses in revenue to the Government through the workings of the zone system; in other words, that the mails now are carrying the most expensive (to them) kind of second-class matter, while the heavy consignments, easy to handle, are going by freight and express. It is stated that one organization is shipping around 40 per cent of its editions and thereby saving thousands of dollars every month in postage. The postal service has been left to handle the single copies delivered by letter carrier.

Since it was largely through the influence of the smaller dailies and the rural press that the zone system was written into law the present attitude of that element of the newspaper business is being viewed with interest. It is said that the gains in foreign advertising have not been according to expectation through the exclusion of metropolitan papers and magazines, and the little papers have lost valuable ads of the larger publishers.

Price War in Utica

(Special to Editor & Publisher)

UTICA, N. Y., May 3.— A newspaper price war is on in this city. It was started by the Telegram on Monday reducing its price to one cent a copy within the city. Tuesday the publishers of the Press followed suit, feeling that they must take action to meet the situation and protect their interests. The Observer and the Herald-Dispatch have not yet announced their intentions.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the Hunch Editor

The New York Evening World is offering a cash prize for a photograph of the largest family group native of New York City. Many photographs have been submitted and the contest is attracting great interest.—P. C.

"What a Dollar Will Buy" is a new daily feature of the Brooklyn Eagle. Below is what the Eagle dollar-bargain-hunter found in Brooklyn stores one day last week:

8 oranges	.12	1 doz. bananas	.30
1 lb. almonds	.20	2 lbs. apples	.14
1 lb. filbert nuts	.12	1 doz. eggs	.30
2 cucumbers	.06	1 loaf bread	.10
12 lbs. fine potatoes	.25	12 lemons	.16
12 lbs. onions	.25		
	$1.00		$1.00

The prices given each day are preceded by a paragraph discussion telling in what district of the city to find them without mentioning any firm or dealer names.—R. T.

The Syracuse Post-Standard (N. Y.) gives cash prizes as well as other awards and membership into the Kiddies Cartoon Club to amateur cartoonists who submit the best finished sketches of incompete pen drawings published every week. Hawkshaw, Wide Awake Willie, the Gumps, and other comic characters are used as subjects. The contestants are required to complete the picture suggested in the weekly advertisement, and add words of their own in order to make a complete cartoon. Children whose cartoons meet the approval of the judges become members of the Cartoon Club, now reputed to be the largest kiddies club in central and northern New York. "Steve" (Edgar Schider), the Post-Standard cartoonist, originated the idea.—M. E. P.

A good way to get news for a dull day is to have a reporter ask about fifteen different people, or more, in the town their opinion on certain topics of the town or of the day. Run the opinions obtained as a regular story, putting the most startling opinion first. The desire to see one's name in print is strong, but the desire to see what one's friends and neighbors think is stronger.—G. H. D.

NO DAMAGES FOR FALSE NEWS

New York Court Holds No Penalty Attaches to Honest Mistake

John M. Tierney, Justice of the Supreme Court, dismissed May 3 the complaint in the suit brought by Gaston Jaillet of Newark, N. J., against Joseph Cashman, treasurer of Dow, Jones & Co. The suit was the aftermath of an alleged incorrect report sent out on March 8, 1920, on that company's ticker regarding the effect of a decision of the United States Supreme Court on the taxable status of stock dividends as income.

"I think that the relation of the defendant association to the public is the same as that of the publisher of a newspaper," wrote Justice Tierney in his opinion. There is a moral obligation on everyone to say nothing that is not true, but the law does not attempt to impose liability for a violation of that duty unless it constitutes a breach of contract, obligation or trust, or amounts to a deceit, libel or slander."

Newark Morning Ledger

NEWARK NEW JERSEY

ONE RATE to Local and Foreign Advertisers

Member Audit Bureau of Circulations

Price of Daily Reduced April first from 3c to 2c

Only Morning Paper in Industrial Section of a Million Population

CONE, HUNTON & WOODMAN

Representatives

NEW YORK :: CHICAGO :: DETROIT :: KANSAS CITY

Digitized by Google

AS LIVE AS EVER

N. Y. American's Talks On Advertising Maintain High Interest

Every day for three months the New York American has carried on its second page a column advertisement designed to help stabilize and revitalize business conditions and promote a general interest in newspaper advertising. One hundred and fifty-five other newspapers have carried these same advertisements in co-operation with the American because they have a common interest in the outcome of the campaign.

These messages appear in newspapers having a daily circulation in excess of 4,000,000 copies and a Sunday circulation of 5,000,000 copies. If each newspaper has only two readers the number of people who see them daily is not less than 10,000,000.

The copy furnished has been written by some of the best advertisement writers in the country. It has been grave and gay, bristling with argument or telling a good story, presenting facts or dealing with possibilities.

A few days ago Richard A. Foley, the well known advertising agent of Philadelphia, took his pen in hand and wrote a clever column of adaptations from Mother Goose's nursery rhymes. Their character is indicated by the following extracts:

"Has advertising made any difference in life and manners?

"Of course it has.

"The public generally, has been lectured about it and told a great deal about it, and perhaps sometimes it makes dry reading, but let us see if we cannot get another angle on the subject.

"Suppose, for example, that advertising had been a real economic force in the era when the Mother Goose jingles were written—what a difference it would have made in those delightful rhymes, of childhood days.

"For example, if in those days there had been advertising, Mother Hubbard's cupboard would scarcely have been bare, because her housekeeping would have been made easy by advertising. No doubt this is the way the jingle would have read:

Old Mother Hubbard
She went to the cupboard
To get her poor dog a bone.
When she got there
She found seven kinds of trade-marked cereals, advertised prunes, raisins, oranges, cakes and cookies, tinned sardines, salmon, jams, jellies and canned soup.

"That's the way she prepared for her own.

"Then contrast Little Miss Muffet—who can imagine a child today eating any such foolishness as 'curds and whey.'

"Here's the way it would probably run:

Little Miss Muffet
Sat on a tuffet
Not eating curds and whey.
Instead, she ate cookies
And read little booklets
She saw advertised yesterday."

It is through this variety of copy that the interest of the readers is kept alive from day to day and the message the advertisements convey is driven home.

K. C. Star Moves N. Y. Office

The New York office of the Kansas City (Mo.) Star is now located at 15 East 40th street, Room 1209.

The great industry of the Northwest—the seeding and tilling of the soil—is going forward undiminished, the same this year as last. Its demand for manufactured goods is active. Your fastest and most economical route to this market is through the selling space preferred by the wholesalers and jobbers of Minneapolis who have preferred The Journal by an average of 66 per cent more advertising than used in any other Northwest newspaper.

THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee

IOWA

One of the chief factors in Iowa's prosperity by crops, and livestock is its system of roads, which connects every town and market center of 1,000 population or more by a hard road. More than 75% of the farms are located on these roads.

By the use of these same highways the daily newspapers have no difficulty in covering their territories thoroughly.

National Advertising in the Iowa daily newspapers gets to the farm house regularly. Tell your story through this list of representative dailies.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,401	.035
Burlington Hawk-Eye	(S)	12,960	.035
*Cedar Rapids Gazette	(E)	19,005	.055
Council Bluffs Nonpareil	(E&S)	15,147	.05
*Davenport Democrat & Leader	(E)	15,153	.06
*Davenport Democrat & Leader	(S)	17,332	.06
Davenport Times	(E)	24,322	.08
Des Moines Capital	(E)	49,805	.14
Des Moines Sunday Capital	(S)	33,931	.14
Des Moines Register and Tribune	(M&E)	111,560	.20
Des Moines Sunday Register	(S)	92,761	.20
†Iowa City Press-Citizen	(E)	6,847	.035
**Mason City Globe Gazette	(E)	9,516	.035
*Muscatine Journal & News Tribune	(E)	7,991	.035
Ottumwa Courier	(E)	12,373	.05
Sioux City Journal	(M&E)	51,723	.11
Sioux City Journal	(S)	33,795	.11
**Waterloo Evening Courier	(E)	15,554	.05

Government Statements, April 1, 1921.
*A. B. C. Publisher's Statement, April 1, 1921.
**A. B. C. Audit, October 1, 1920.
†Publisher's Statement.

Digitized by Google

WHAT OUR READERS SAY

Is Commercialism Smothering Journalistic Ideals?

OMAHA, Neb., April 30, 1921.

To EDITOR & PUBLISHER: Your question "Is Commercialism Smothering Journalistic Ideals?" is, in substance, the very first discussion I intended to suggest in an association I am now seeking to form among middle western managing editors and circulation managers.

For these two groups, I must say at the outset, are vitally concerned in obtaining an answer. The experiences of the circulation men must be frankly recounted before the question is answered. And the ideals the managing editors attribute to their papers must be very intimately dissected and clearly understood, as well, if we are to settle anything.

My own belief is that managing editors and circulation men have been working too far apart. This had brought on misunderstanding and confusion. The circulation men have not always clearly understood or had regard for the ideals of their papers. While the managing editors have sometimes been at fault because they imposed wrong ideals, and have expected the circulators to live up to them in pushing paper sales. The managing editors, in some cases have not understood the businesse phase of newspaper problems, and the circulators, in other cases, have not taken time to interest themselves in ideals, as stimulants to the production of a discerning and conscientious circulation list.

The result of this laxness and failure to cooperate is that many newspapers have not built on solid ground, and there obviously has been an unfortunate drift in the direction of an untoward and eventually unprofitable journalism. This drift did not develop necessarily because newspaper owners desired it or dictated it, because many did not. But it took root and gained because of this very laxness.

Unprofitable journalism, I say above, because after all the lurid, vulgar kind of journalism is not as profitable, in the long run, as the sedate, responsible kind. No one need point to temporary successes of "yellow" journals to try to disprove my contention. I say without equivocation that there have been more failures than successes among yellow journals. And I say, too, that no matter how profitable particular yellow journals have become, they could have become more profitable had they used the same aggressive methods in their circulation department but dedicated their news columns to more conscientious and higher standards.

You say "there is a sad perversion of public taste . . . which forces it (the press) largely to be what it is." Very true. But this perversion has been created to a major degree by the press itself—at least, the press unwittingly has fed it, and given it strength to grow and demand more and more scandal.

It is time for newspapers that want to preserve their ideals to find and cultivate the happy ground that lies this side of commercialism, but snugly adjacent to worthy ideals. The way to do it is to unite the forces that create the newspaper with those that sell and deliver it to the public. Each should function in harmony with the other, and the circulation man and the managing editor should be able to see each other's aims and accomplishments before either starts out on any line of development.

There is a disease, I mean to admit, from which newspapers are suffering. But it is not a serious one so far as a cure is concerned. We have only to adhere to a simple but nevertheless satisfying diet to bring about a normal pulse and a greatly improved disposition. We have only to give the public the better and more serious things, in a way to attract and please them, to draw them back to the place where they will require and reward sane journalism. The public does not crave journalistic intoxication. It wants the kind that educates and informs it, wants the kind that brings joy and refreshment and encouragement, rather than the kind that requires enormous helpings of cracked ice to enable it to survive. The paper that recognizes this will prosper—and as soon as managing editors and circulation men begin to make joint use of their opportunities that recognition will come.

Commercialism IS smothering journalistic ideals because those in the "commercial" end of the paper have not understood or co-operated with those in the "ideals" end—and vice versa. But commercialism being weathervane-like can rapidly turn itself to point along a line coincident with ideals when it can be shown that high ideals pay. That's all that is required. And we're rapidly coming to this, don't worry, my dear Editor.

EARL B. GADDIS,
Assistant Publisher Omaha World-Herald.

Catholic Daily Still in Field

DUBUQUE, Ia., April 28, 1921.

To EDITOR & PUBLISHER: We have been perusing the pages of your issue of April 23rd and on page 44 we find an editorial with a caption "No room for a religious daily," saying that there is no such a newspaper in the United States except the Christian Monitor.

We are enclosing a copy of the Daily American Tribune, the first Catholic daily in the United States, to show you that you are in error and would kindly request you to make a correction. We have received several inquiries from advertising agencies asking whether we had ceased publication on account of the editorial that was published. This is why we ask you to set matters right. We are members of the A. B. C. and are in the field for good.

Trusting you will give this your immediate attention, we remain,

Yours very truly,
DAILY AMERICAN TRIBUNE,
JOHN P. GONNER, Bus. Mgr.

BERLIN-N. Y. RADIO RATE UP

Losing Money, Germans Say, Raising from 2.88 Cents to 8 Cents

An increase in the rate charged for press matter sent by wireless from Berlin to New York from 1 mark 80 pfennings, or 2.88 cents a word, to 5 marks 20 pfennings, or slightly more than 8 cents a word, has just been announced. American newspaper correspondents who inquired as to the reason for the increase were informed that operation costs had risen and that the government could no longer afford to continue the old rate. It was declared that the government had been losing on every wireless message sent to the American newspapers. This, in the official view, must not go on.

It is held that as the United States is technically still at war with the Germans, there is no adequate reason why Germany should make special wireless rate concessions to American newspapers. It is held that America must have German news and that she will pay the increased rate in order to get it. The new rate equals the rate charged for wireless matter from New York to Berlin.

There is little doubt that the increased rate will bring about a reduction in the vast amount of press matter which has been sent out by American correspondents here. Hitherto the rate has been so low that much material of a secondary news value, such as interviews with prominent Germans setting forth the German point of view, have been wirelessed to the United States.

Dubuque Paper Drops A. M. Edition

The Dubuque (Ia.) Times-Journal will discontinue its morning edition. It will continue publication of its afternoon edition and will issue a pre-dated edition for the following morning. A short time ago the Dubuque Daily News ceased publication altogether.

Texas Paper Burned Out

The Farwell (Tex.) State Line Tribune, of which Autry Brothers were owners and publishers, was destroyed by fire last week, with a loss of about $7,500. The printing plant was insured for about half its value. The owners will purchase new equipment and continue publication of the Tribune.

OUR DRY MATS
Uniform Thickness
Uniform Shrinkage
The desirable qualities in a mat
We will have other messages on their quality from time to time
YES, THEY ARE IMPORTED
Write or phone for our prices
W. B. WHEELER CORP.
Formerly Albert de Bary
'Phone Rector 9930
6 Church Street
New York

PROMOTION IDEAS

The Fort Worth Star-Telegram last week conducted its seventh annual cooking school, with Mrs. Florence Austin Chase as demonstrator.

The St. Paul Daily News offers cash prizes for the best riddles and conundrums for the children's page.

The St. Paul Sunday Pioneer Press' children's page had a contest for little poems on May day, for cash prizes.

A. H. Belo & Co., publishers of the Dallas Morning News and the Dallas Journal, awarded a silver loving cup, known as the News-Journal Cup, to the luncheon club having the largest attendance at the Dallas Automobile Show on the night assigned to it. The Cup was won by the Dallas Automobile Club. Under the plan, each luncheon club in Dallas was given charge of activities at the Automobile Show for one night during the week, and the club that arranged a program most attractive or by other means secured the largest attendance at the show on its particular night was declared winner.

The Cleveland Plain Dealer is conducting a "beauty contest" in which all Ohio's young unmarried women are eligible to take part. The paper offers over $11,000 in cash prizes, the largest of which is $5,000 to go to the young woman three judges declare to be the most beautiful of all entering the contest.

The contest will close the first week in July. Much interest is being shown in it.—J. W.

MAY CALENDAR OF COMING EVENTS

9—N. Y. Business Paper Editors to confer with Secretary of Commerce Hoover in Washington, D. C.
9-11—International Circulation Managers' Association annual convention in Commerce, Ga.
Proprietary Association of America annual convention in New York at Hotel Astor.
10—New York Advertising Club annual election.
12-14—Association of National Advertisers' semi-annual convention at Atlantic City, N. J. (Hotel Traymore).
13-14—Oklahoma Press Association spring meeting in El Reno.
16—Poor Richard Club election of officers (Philadelphia).
Associated Editors of Employees' Magazines of New York State to hold annual convention in New York City.
17-19—Iowa Associated Advertising Clubs to meet in Fort Dodge.

ESTABLISHED 1892
PIFFLE'S DOT PUZZLES
COMICS
HOUSEHOLD HINTS
and 15 other features
Prof. SAML. G. BARTON
Astronomer of the University of Penn.
TELLS ALL ABOUT THE
Pons-Winnecke Comet
Which Visits Us in June
First Discovered in 1819
Article Released May 29th
Write for Rates
KEYSTONE FEATURE SYNDICATE
764 Drexel Building,
Philadelphia, Pa.

The
New York Globe
America's Oldest Established Daily Newspaper—Founded 1793
A Newspaper of Great Virility and Strong Individuality
An Absolutely Fearless, Independent Newspaper
170,000 a DAY
MEMBER A. B. C.
LORENZEN & THOMPSON, Inc.
Special Representatives
Chicago—Peoples Gas Bldg. New York—19 W. 44th St.

Digitized by Google

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE—The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there *are* newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

MY "confrere" of the Post Standard staff, M. D. Tooke, is telling a good one on herself:

While attending a Relief Corp meeting said wary newspaper woman noted a birdlike little person aged about eighty with hair cut a la Village. Thinking this a very good picture "scoop" upon which the conventional inhabitants of central and northern New York could feast their eyes, she inquired the name of the lady.

MILDRED E. PHILLIPS

* * *

HAVING obtained the information, M. D. returned to the office, to write her story. The following day she called the bird-like lady on the 'phone and made an appointment for a picture. Upon arriving at the home of Mrs. S. ——, flanked by the P. S. photographer, she realized to her horror that the bird-like little person of bobbed hair of last evening had changed over night into a buxom dignified person with regulation tresses.

Her informant of the evening before had been one of those persons who "never could remember names," y'know, and had mixed up the bird-like person with another Mrs. S——.

M. D. and the photographer made a graceful exit!

Thanks M. D. T. Your debts for the month are paid!

* * *

SAD REMINDERS OF THE TYPEWRITER TRAIL, submitted by the Cactus Club, all of whom are thirty-third degree F. F. F. E.'s.

* * *

THE BITTER WITH THE SWEET (Says One Synical Sister) My first fire—when the city editor sent the he-cub to check me up ! ! ! ! !

* * *

The next is submitted by a lady who reads the eyes of Edgar Lee Masters with her morning breakfast food; and pines for a chance to overthrow her city editor. Hence the following "liberal verse":

It was one shining and new:—
That was before the time
I blew
Into the city room,
And found the janitor
Carefully, with his broom
Sweeping the floor
And placing, as daily was his wont
By the side of my desk
The historic cuspidor!

* * *

B. B. M. pays her dues with this:

What more delicious memory
Of my cubhish carefree hours
Than when the he-cub frowning yelled
"To H— with Gotham's flowers";
And One remarked with editorial gloom
"Shut up, d—— you, there's a woman in the room."

* * *

The chair recognizes Miss Marion Spitzer of the New York Globe as the budding dramatic critic and playwright. You may send us your play as dues, Marion, but double war tax will be charged. Better tell us why your family is concerned about your repeated absences from the family board.

* * *

Also, hapennies worth of literary efforts will not be accepted from May Christie, our English sister. Do tell us about the "game" in England, May, we're dying to know about it.

* * *

Dues are coming in bulk and bundle. Don't forget yours! Just watch your city editor beam when someone sends him word of the fact that you are dragging his sheet into prominence with your wit!

* * *

If Miss Parsons of the Syracuse Herald doesn't come across with her dues, we'll search her home for that Friedel print she purloined from the home of said artist last Sunday.

* * *

Another cynical sister defines success as *the reaction caused by a smile from the city editor.* So don't forget, success is yours, as they say in the ads, for correspondence schools.

* * *

We can't let the F. F. F. E. dwindle out for lack of meaty substance upon which it thrives.

Word has gone out that the Friars are holding nightly meetings of secret portend. One of "The Faithful" discovered them to be making a flag of truce out of their castoff silk shirts to prove their traditional treatment of the F. F. F. E. was all a horrible mistake.

Fossils Society Elects

Joseph Dana Miller, editor of the Single Tax Review, was elected president of the Fossils Society at its eighteenth annual reunion in New York last week. Other officers of the society, which is composed of former amateur journalists, are as follows: Treasurer, Louis Kempner; Official Editor, J. Austin Fynes.

Y. M. C. A. Ad Course Ends Year

In the final examination of the 23rd Street Y. M. C. A. Course in Advertising five students attained a rank of 100 per cent. Meredith B. Wood, of the A. W. Erickson Agency; Ralph Van Buren, of Ruthrauff & Ryan; David Whelpley, of the F. W. Dodge Co.; Reynolds Sweetland, of Dow, Jones & Co.; the Wall Street Journal, and Edmund C. Ridley, of the Crompton-Richmond Co. The class was the largest ever enrolled in the sixteen years the course has been established—114 students. The next season's course opens October 12.

New Art Magazine in Yiddish

The New Renaissance is a new monthly magazine devoted to the arts, which has just appeared in New York with Charles Feldman as editor. Printing is entirely in Yiddish, with the exception of a few advertisements.

To Our Partners in This Business

To appropriate a Southronism; this talk is from "We-all" to "You-all."

"You-all" (meaning the readers of this newspaper) and "We-all" (meaning the men who edit and publish it) are partners in this business. All are profit-sharers in it—the cash dividends are our portion of the profits; the benefit-dividends are yours.

If we can increase your dividends we shall, inevitably, increase ours. So, perhaps selfishly, WE WANT TO FIND WAYS AND MEANS AND METHODS FOR INCREASING YOUR DIVIDENDS. We mean every issue to bring to you a portion of your dividends.

Under the taken-for-granted terms of this partnership between us we come to you for counsel.

How may we increase these benefit dividends of yours?

Write to us and answer any or all of these questions and make any other suggestion you wish.

(1) Are we printing too much "personal stuff?" We are paying over one hundred dollars a week for this matter. Could that money, or a large part of it, be used in producing feature matter which would have more value and interest for you?

(2) Are we covering the trade news of our field, on both publishing and advertising lines, adequately, informingly, helpfully?

(3) Do you consider that the considerable space devoted to the news of the schools of journalism is justified? Is the matter of general interest?

(4) How do you like the typographical make-up of the editorial page? What suggestions can you make?

(5) How do you like the editorials themselves? Are we missing any real live issues? Are we taking a stand too extreme on the issues discussed? Are we "taking ourselves too seriously?" Or, are we right in believing that on every problem of advertising and publishing we should aim to throw real light, even though that should involve some "hard-hitting?"

(6) What features and departments of the paper are most interesting and helpful to you? Can you suggest others which would make your benefit-dividends greater?

(7) Do you like the title, "Editor & Publisher?" Would "Editor-Publisher" be an improvement?

(8) Would more feature stories, describing successful advertising campaigns, both local and national, add to the interest and value of OUR publication?

(9) Do we print too many speeches? Generally speaking, have you found this matter helpful?

(10) If you were placed in charge of the "Editor & Publisher," what would be the first change you would make in the paper?

Answer some of these questions—or all of them; or formulate others and answer them. The advice you give, the views you express, will be in the nature of an investment. Your profits will come in increased benefit-dividends.

Be frank—don't stop to sugar-coat a criticism. We are used to plain talk and we invite it. We indulge in it ourselves—we do not discourage it in others.

The point is: WE WANT TO KNOW HOW WE CAN MAKE THIS PUBLICATION MORE USEFUL TO YOU. YOU, PERHAPS, CAN TELL US HOW, WHEN NOBODY ELSE CAN.

Sincerely yours, JAMES WRIGHT BROWN, Editor.

May 2, 1921

PUBLICATION OFFICE:

1117 WORLD BUILDING, 63 PARK ROW
NEW YORK CITY

Digitized by Google

THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

"My Life"
By
MARY PICKFORD
in ten illustrated installments
From Gladys Smith, aged five years, to Mrs. Douglas Fairbanks

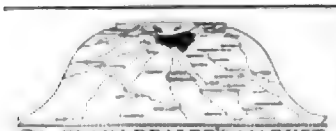
Lord Northcliffe sent Hayden Talbot six thousand miles from London to Los Angeles to get "OUR MARY" to tell
HER OWN STORY

Wire at Once
McClure Newspaper Syndicate
373 Fourth Ave., New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York



The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer
Cleveland

WITH THE AD AGENCIES

(Continued from page 22)

Levy J. Wright, for the past two years connected with the W. B. Finney Advertising Agency, Kansas City, has resigned to become publicity director for the Pickering Farm, near Belton, Mo. Joseph F. Ware, Jr., formerly city editor and later on the copy desk of the Kansas City Post, succeeds Mr. Wright with the Finney agency.

Consolidation of the F. W. Wynne Advertising Agency and the Harry McMains Advertising Agency is announced at Dallas, Tex. The new concern will be known as the Wynne & McMains Advertising Agency. The members of the firm are: Frank A. Wynne, Walter R. Wynne and Harry McMains.

The C. J. Oliphant Advertising Agency has moved to the Printing Crafts Building, New York.

George R. Cullen, who formerly conducted an advertising service in Grand Rapids, Mich., has become chief copy writer with the Walter J. Peterson Company, Grand Rapids Advertising agency. Mr. Cullen at one time was chief publicity manager and editor of publications for the Hudson Motor Company, Detroit, and the Chalmers Motor Company.

Miss Viola Marheinecke and Robert E. Carew, both of Albert Frank & Co., New York, were married this week.

Herbert M. Steele, who until recently was associated with the Ryan Advertising Agency of Wilkes-Barre, Pa., has joined the Bloomingdale-Weiler Agency, of Philadelphia.

Philip S. Dodd, formerly advertising manager of the International Nickel Company, has become associated with the George L. Dyer Company as account executive.

The Matteson-Fogarty-Jordan Company has moved from 140 North Dearborn street, to 215 North Michigan avenue, Chicago.

Willard Fairchild has joined Hoyt's Service, Inc., as art director. He was previously connected with the Amsden Studios, Cleveland, as supervisor of production and layouts. Previous to this Mr. Fairchild served as art director of Fuller & Smith.

Waldemar Kaempffert, editor of Popular Science Monthly, and formerly editor of the Scientific American, has been elected a vice-president and director of Thomas F. Logan, Inc., advertising agents, of New York, Washington and Chicago.

The Electrograph Advertising Service has been organized in Chicago with Henry C. Dosch as president; W. E. Witherbee, vice president and A. E. Kircher, secretary-treasurer.

Joseph L. Hardig, advertising manager of the motor bearings division of the Hyatt Roller Bearings Company, has joined the staff of the Campbell-Ewald Company, advertising agents of Detroit, to assist in sales promotion work.

Charles J. Bell, formerly with the MacLean Publications, Toronto, has joined McConnell & Ferguson, advertising agency at London, Ont.

Jack Knabb, for the past year with the H. C. Goodwin Advertising Agency, Rochester, has joined the advertising staff of the Franklin Automobile Company, Syracuse, N. Y.

Lloyd Hasty, for four years connected with commercial art organizations in Detroit as as sales and service representative, has joined the Howard-Garfield-Gray organization, advertising illustrations, Detroit, in the same capacity.

The Shuman Advertising Agency, Chicago, has been reorganized as Shuman & Pomeroy, Inc. R. R. Shuman will continue as president and Horace F. Pomeroy becomes secretary and treasurer. Mr. Pomeroy has been associated with the McGraw-Hill Company, Inc., and later put out magazines of his own, including the Contractor and the Modern Builder.

G. G. Slagg, for three years in the national advertising division of the advertising department of the Burroughs Adding Machine Company, has joined the Power-Alexander-Jenkins Company, Detroit, as head of the production department.

C. H. Osborne, recently assistant secretary of Sherman and Lebair, Inc., New York is now president of the Davis-Smith Company, Boston. He was formerly advertising manager of the Regal Shoe Company, also of the Lamson & Hubbard Corp., Boston., and Balch, Price & Co., Brooklyn.

Robert T. Gebler, formerly with the International Correspondence Schools and Tracy-Parry Company, Philadelphia has been made director of merchandising and promotion of the Wood, Putnam & Wood Company, Boston. Other additions to the staff of this agency are: W. Cortex Raughley, formerly of the firm of Buzby-Raughley Company, Philadelphia, who will have charge of service and sales for Pennsylvania and Marshall Head, formerly with the Grover Studios, Boston, who becomes Southern representative.

FORBID RATE JOBBING

South Georgia Dailies Uphold Stand of Agents and Representatives

Local advertisers will not be permitted to "job" their rates to national advertising by members of the Associated Dailies of South Georgia, according to a resolution passed at their meeting last week at Moultrie, Ga. After endorsing the stand of the American Association of Advertising Agencies and the Six-Point League of New York on the question, the association passed the following resolution:

"*Resolved*, That no member of the Associated Dailies of South Georgia will permit any local advertiser to 'job' his local contract rate to any national advertiser and that all contracts with local advertisers entered into by the members of this association will contain a clause specifically prohibiting such a practice, and that no member of this association shall accept any national advertising which comes through local dealers at a rate lower than the newspaper's gross foreign rate."

Signers of the resolution are: Albany Herald, Americus Times-Recorder, Columbus Enquirer-Sun, Columbus Ledger, Cordele Dispatch, Dublin Courier-Herald, Moultrie Observer, Thomasville Times-Enterprise, Tifton Gazette, Valdosta Times, and Waycross Journal-Herald.

Political Writers Guests

Political writers, state officials and the Legislative Writers' Association were guests at a banquet given in Springfield by Abner Murray, secretary of the Illinois state senate. Among the speakers were William Stuart of the Chicago American, Claude Pike of the Chicago Daily News, Thomas Brennan of the Chicago Post and Frank Butzow of the Associated Press.

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

Los Angeles—The largest city in the West
EVENING HERALD
The largest daily circulation in the West
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921
143,067
It grows just like Los Angeles. The Evening Herald goes into practically every home—covers this field completely.
Representatives
New York: H. W. Moloney, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

OF THE SHAFFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 *agate lines. Local advertisers know local values.*

THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper

OF NEWSPAPERS

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

Digitized by Google

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

Nearly every person in Richmond reads
The
NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Chicago, Ill.
Marbridge Building Kelly-Smith Co.
B'way at 34th St. Lytton Building.
New York City.
J. B. Keough, Candler Bldg., Atlanta, Ga.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

The New
דער טאג

The National Jewish Daily

IN NEW ORLEANS
IT'S—

THE NEW
ORLEANS ITEM

WIRE
NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York.

TIPS FOR AD MANAGERS

Allied Crafts Service, 712 Kanawha Banking & Trust Bldg., Charleston, W. Va. Will use trade papers and newspapers for the Nitro Supply Company, Charleston, W. Va. Will run copy in newspapers in the South and East over a period from ten to twenty weeks for the Old Sweet Springs, Sweet Springs, Va.

Thomas E. Basham Company, Inter-Southern Bldg., Louisville. Making yearly contracts with newspapers for Axton-Fisher Tobacco Company.

Blackman Company, 116 West 42d street, New York. Making 13,000-line contracts for the Colonial Chemical Company.

Brearley-Hamilton Co., Inc., Grand Rapids, Mich. A campaign is now being worked out for trade papers for Imperial Desk Company, Evansville, Ind.

Chambers Agency, Maison-Blanche Bldg., New Orleans. Making yearly contracts with newspapers for Behrens' Drug Company. Making yearly contracts with newspapers for Steel Steamship Line, Inc.

Critchfield & Co., Brooke Bldg., Chicago. Sending out 4-inch orders to run 156 times in Middle Western newspapers for J. C. Newman Cigar Company, Cleveland, Ohio. Will shortly put on campaign for the Autopoint Pencil Company, Chicago.

Dauchy Agency, 9 Murray street, New York. Sending out one-inch orders to run 156 times for Chichester Chemical Company, Philadelphia.

Dillard Jacobs Advertising Agency, Candler Bldg., Atlanta. Making yearly contracts with newspapers for Jacobs' Pharmacy.

Doremus & Co., 44 Broad street, New York. Making yearly contracts with newspapers for National City Company.

Dudley Walker & Co., Peoples Gas Bldg., Chicago. Making yearly contracts with newspapers for Grand Trunk Railway System.

Elliott Advertising Service, 262 East avenue, Rochester, N. Y. Making 5,000-line contracts with newspapers for Shinola Company.

Erickson Company, 381 Fourth avenue, New York. Will make up lists during June for the Converse Rubber Shoe Company, Malden, Mass.

Ferry Hanly Advertising Company, Hibernia Bank Bldg., Kansas City. Making yearly contracts with newspapers for Cherokee Fuel Company. Making yearly contracts with farm papers for Interstate Cotton Oil Refining Company.

L. S. Goldsmith, 244 Fifth avenue, New York. Making 5,600-line contracts with a selected list of newspapers for Palm Beach Mills.

Guenther-Bradford Company, Tribune Bldg., Chicago. Making yearly contracts with newspapers for Chicago Spectacle House.

Hanff-Metzger, 95 Madison avenue, New York. Making yearly contracts with newspapers for the Pratt Food Company.

Albert P. Hill, 233 Oliver street, Pittsburgh. Make up lists during May and November, using magazines, trade papers, direct by mail and signs for Pratt & Lambert, Buffalo, N. Y., manufacturers fo varnishes.

Hotel Advertising Agency, 41 Park Row, New York. Making trade deals for hotel advertising.

H. B. Humphrey Company, 501 Boylston street, Boston. Sending out 2 t-a-w schedule for George Frost Company.

Johnson-Dallis Advertising Company, Greenfield Bldg., Atlanta. Making 3,000-line contracts with newspapers for Southeastern Express Company, Atlanta. Sending out 12-inch orders to run 10 times for Alabama-Georgia Syrup Company, Montgomery, Ala.

Martin V. Kelley Company, 19 West 44th street, New York. Placing advertising for the Baer & Wilde Company, manufacturers of the Kum-a-Part Belt Buckle.

Koch Company, University Bldg., Milwaukee, Wis. Sending out 28-line orders for the Parker Pen Company.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Making 5,000-line contracts with newspapers for Union Pacific Railroad.

Lloyd W. Young, Sloan Bldg., Cleveland, Ohio. Sending out 350-inch schedules in one year to Middle Western newspapers for Marathon Belts.

Lord & Thomas, Mallers Bldg., Chicago. Will make up lists this month for Anchor Top & Body Co., 573 South street, Cincinnati; making 5,000-line yearly contracts with newspapers for Nordyke & Marmon Company. Making 1,000-line contracts with farm papers for Texas Star Flour Mills.

Lyddon & Hanford, 200 Fifth avenue, New York. Now handling the following accounts: Bunat Products Company, 67 Irving Place, New York, "Bownet Hair Nets;" using newspapers for Rubberized Sheeting & Specialty Company, 225 4th avenue, New York; using newspapers for Pioneer Products Company, "Air Pegs," 370 7th avenue, New York; L. & M. Adjustment Dress Form Company, 380 Throop avenue, Brooklyn; Binney & Smith, 81 Fulton street, New York; Upressit Products Corp., 107 West 13th street, New York.

Metropolitan Advertising Company, 120 Liberty street, New York. Using newspapers and financial papers for Kardos & Burke.

H. K. McCann Company, 61 Broadway, New York. Will make up lists during June and September for the National Farm Equipment Company.

McLain-Haddon Simpers Company, 210 West Washington Square, Philadelphia. Reported to be making up a list, including trade papers, for A. H. Fox Gun Company, 4860 North 18th street, Philadelphia.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Handling account of the Bruce McDonald Company of that city, manufacturers of bakers' equipment. Advertising of the Vapo-Greez automatic pan greasing machine has begun in trade publications.

Frank Presbrey Company, 456 Fourth avenue, New York. Making yearly contracts with newspapers for the Equitable Life Insurance Company.

Procter & Collier, Commercial Tribune Bldg., Cincinnati. Placing advertising for Procter & Gamble, manufacturers of "Bred-nut," a substitute for butter.

Fred M. Randall Company, Book Building, Detroit. Has secured the account of the National Portland Cement Company, Detroit. List of trade papers now being made up and newspapers will be used in a later campaign. Also has secured the account of the Northern Theatre Company, Highland Park, Mich. A list of Michigan daily newspapers is being made up. Also sending out orders to women's publications and mail order papers for fall campaign of World's Star Knitting Company, Bay City, Mich.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Sending out orders for 1,000 inches for the B. F. Goodrich Company.

E. P. Remington Agency, 1280 Main street, Buffalo. Making yearly contracts with newspapers for Stewart Motor Corporation.

Joseph Richards Company, 9 East 40th street, New York. Have completed plans for spring and summer advertising campaign and have made up lists for the Frank M. Prindle Company, 71 West 35th street, New York, "Violet" toilet requisites.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Making yearly contracts with newspapers for Ironize Yeast Company.

Frank Seaman, Inc., 470 Fourth avenue, New York. Placing accounts for Simplo Electric Heating Company, Cambridge, Mass., and the DuPont Motors, Moore, Pa.

Scott & Scott, Inc., 220 West 42d street, New York. Making up schedules of weekly and monthly national periodicals for Empire Institute, school for show card and sign writing, New York.

Shaffer-Brennan Advertising Company, Wainwright Bldg., St. Louis. Will make up lists during June for the Mexican Diamond Importing Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 1,000-line contracts with newspapers for Chicago and Northwestern-Union Pacific.

Joe Stevens, Jr., advertising agent, of Grand Rapids, Mich., has secured the advertising account of the Empire Manufacturing Company, Peru, Ind., manufacturers of wood and wire shipping cases and show cases. The Empire Manufacturing Company formerly was controlled by the Schwanbeck Bros., Detroit.

Jules P. Storm, 120 West 41st street, New York. Making yearly contracts with newspapers for Park & Tilford products.

Swift Specific Company, "Bradfield Regulator," Atlanta. Renewing contracts direct.

J. Walter Thompson Company, 242 Madison avenue, New York. Making yearly contracts with newspapers for Sulpho Naphthol Company.

Vanderhoof & Co., 167 East Ontario street, Chicago. Making yearly contracts with newspapers for National Beverage Company.

Wales Advertising Company, 141 West 36th street, New York. Making yearly contracts with newspapers for the John Stanley Company.

Annual Catskills Visit

The annual visit of the New York Circulation Managers' Association to the Catskill Mountains will be made May 23 to 25 under the direction of Richard S. Barrett of Catskill, N. Y. The party will leave New York on Monday evening, May 23, on the Saugerties Line, foot of Christopher street, will spend Tuesday in the Catskills and will return Wednesday on the Hudson River Day Line. James McKernan of the New York World, chairman of the association, will be in charge of the party.

Five-Day Week for Mergenthaler

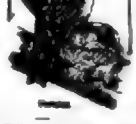
The Mergenthaler Linotype Company this week put into effect its summer schedule, with the factory on the five-day-week basis. The plant will be closed down for inventory from June 20 to July 5.

—first of all a great newspaper, it is naturally one of the outstanding advertising mediums of the U. S.

The
Indianapolis News

FRANK T. CARROLL, Advertising Manager
New York Office: DAN A. CARROLL, 150 Nassau Street
Chicago Office: J. E. LUTZ, First National Bank Bldg.

THE BOSTON POST
among others has used



Useful
Bird
Citizens

A series of 84 articles by J. Hammond Brown.

The International Syndicate
BALTIMORE, MD.

Another
Big Plant
Now in Course of Construction at
Perth Amboy, N. J.

Large increase in Savings Deposits during past year.

For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy { 2900 / 5111
Cable Address:
SCHOLZEM, NEW YORK

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

LINKING ADVERTISING AND MARKETING

Association of National Advertisers Will Concentrate on Getting Better Results at Semi-Annual Meeting in Atlantic City Next Week

Fitting advertising into marketing plans to better advantage will be point of concentration at the semi-annual meeting of the Association of National Advertisers to be held next Thursday, Friday and Saturday, May 12, 13 and 14, at the Hotel Traymore, Atlantic City, N. J.

The meeting will start at 10 o'clock Thursday morning, May 12. After a few preliminaries members of the association will begin telling:

"How my company is fitting advertising into marketing plans to better advantage:"

1. In the use of magazines, newspaper, agricutural, trade paper or other publication space;
2. At the point of sale.
3. In direct advertising.
4. In Outdoor Advertising(poster, boards, painted bulletins, street cars, electric signs), through house organs, novelties, screen advertising. Any other method—how has your company fitted any of these forms of advertising into marketing to advantage?
5. Through salesmen — individual salesmen.
6. By means of your advertising agency.

At the last general meeting at Lakewood, N. J., in December, 1920, much more time than usual was given to divisional meetings and this course was so heartily approved that a similar problem will be carried out at Atlantic City.

It is expected that representatives of 350 or more national advertising firms will attend the convention. Mont H. Wright of the J. B. Stetson Company, Philadelphia, is president and John Sullivan of New York is secretary-treasurer. Officers are not elected until the annual meeting in December, but it is possible that a new member of the board of directors will be chosen to succeed W. A. McDermid, who retired some time ago.

DE WITT WINS LEGAL DUEL

N. Y. Herald's Counterclaim for $80,000 Disallowed by Appellate Court

Decision was rendered by the Appellate Division of the New York Supreme Court on April 29 against the New York Herald Company's counterclaim against E. D. De Witt, former advertising director of the Herald and Telegram, for $80,775.61. The Herald Company, which is being suid by Mr. De Witt for $565,000 for alleged unpaid commissions under his contract of employment and for damages for alleged breach of contract, in its answer to the suit set up the counterclaim and used it as a defense.

Mr. De Witt demurred to the defense and the counterclaim and the Appellate Division sustained his demurrer, holding that the defense set up was insufficient in law and that the counterclaim did not state a good cause for action against Mr. De Witt. Costs are adjudged against the Herald Company with leave to the company to answer on their payment. Justice Laughlin wrote the opinion.

GREAT NORTHERN WON'T CUT

Says H. C. L. Warrants Present Wages —Other Mills Tied Up by Strikes

Strkies by union workers in paper mills against wage reductions and longer working schedules have tied up practically every newsprint plant in the Eastern and Middle Western States and in parts of Canada, the outstanding exception being the Great Northern Paper Company, which announced that living costs have not changed sufficiently to warrant any réduction in wages or change in working conditions of its men and that it would continue to pay the wage scale of the past year.

The stand of the Great Northern hac created wide interest, as its selling price has been conspicuously below that of other large newsprint companies. It set a price of $100 a ton for 1921, while other manufacturers named $130 as their price for the first quarter and $110 for the present quarter, and the Great Northern price in 1920 was $80, against an average of $110 for other large producers last year.

Every mill of the International Paper Company is reported to be shut down, except at the plant at Three Rivers, Que., which is partly completed and has a capacity of 55 tons of sulphite pulp daily. The mills controlled by E. W. Backus at International Falls, Minn., and Fort Frances, Ont., are also reported shut down, as is the Tidewater Mill in Brooklyn, and the paper workers' unions expect that the number of strikers will be increased when agreements expire on May 11 with the Abitibi Power & Paper Company, the Spanish River Pulp & Paper Company, St. Regis Paper Company and the Remington Power & Paper Company.

Negotiations were in progress this week between the unions and the executives of the St. Croix and Pejescot Companies.

Wage reductions of 20 per cent became effective Monday in the plants of the Crown Williamette Paper Company at Camas, Wash., and the Hawley Pulp & Paper Company at Oregon City. All mill employes are affected and the cut is said to have aroused no trouble.

SUPPLIES *and* EQUIPMENT
FOR NEWSPAPER MAKING

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

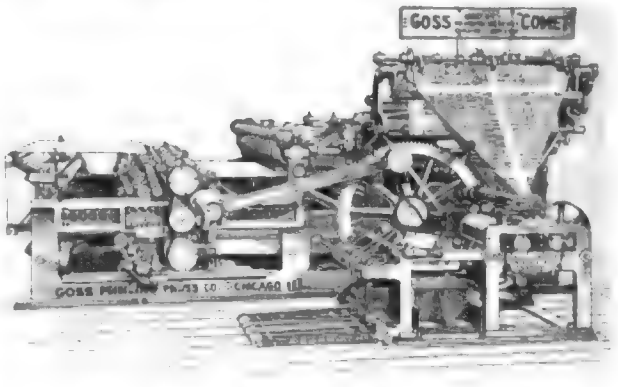
Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE
Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22½".
This Press May Suit You.
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Peckham Machinery Co.
Marbridge Building
N. Y. City
Phone, Fitzroy 6689 Room 1029
10 Years Selling Web Presses, Linotypes and Newspaper Equipment
An experience of 30 years in Selling and Equipping Newspaper plants at your service

GOSS
COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers
From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.
Now Being Built for Early Delivery
Write for Literature and Prices
THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

Digitized by Google

BETTER MEN FOR BETTER POSITIONS

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Rated one of the best newspaper advertising executive salesmen in big eastern city. Four years in present position as assistant advertising manager of 250,000 daily. Previous agency and magazine experience. "Exceptionally clean cut, splendid personal appearance, absolutely honest, a worker and reliable in every respect." Now getting $5,000. Mention No. 12008. We connect the wires. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

An Aggressive Man
who has for 15 years successfully served as advertising manager and business manager of live newspapers desires to make change. Built up two run-down newspapers and have enviable reputation for getting and holding advertising through exceptional service in writing copy. Address Box A-525, Care EDITOR & PUBLISHER.

Agency Position
Or position in advertising department of merchandising organization in New York City desired by young man 26 years of age. Two years' agency experience backed by college training. Understands production-layouts, ordering mechanical work; limited copy writing experience. Position must have real future. Address A-522, Care EDITOR & PUBLISHER.

Experienced Newspaper Man
seeks situation as advertising or promotion manager. Twenty years' experience large and small dailies. Write copy for all classes of business and can increase business to limit. References show exceptional ability as business getter and holder. Can handle national advertising. Can come quick. Address Box A-520, Care EDITOR & PUBLISHER.

Editorial, Research and Writing
man with highly specialized English training and broad experience in lines above mentioned wishes position calling for any or all of these types of work. Salary secondary consideration for time being. Address Box A-521, Care EDITOR & PUBLISHER.

Editorial Writer
Washington newspaper man, with experience in other cities, desires position as eritorial writer, or high class reporting. Can prove up. Box A-531, Care EDITOR & PUBLISHER.

Is There A Vacancy
with a firm who desires to take into their organization a young man experienced in Space Selling, Copywriting, Commercial Research, and Classified Promotion? He is now employed in the Advertising Department of a newspaper in a city of 150,000, but wishes change of location, where there is a future. Box A-528, Care EDITOR & PUBLISHER.

I Would Like
to get in touch with a newspaper publisher—anywhere—who is seeking a managing editor qualified to take charge of operations and put out a live, popular daily with liberal policies toward the political and economic problems of the day. Address Box A-523, Care EDITOR & PUBLISHER.

Where Is The Firm
who is looking for a young men who possesses the qualifications of a real salesman, and who will work with enthusiasm and loyalty. Experienced in Advertising Soliciting and Correspondence—former U. C. S. Correspondent—with knowledge of copywriting, and thoroughly schooled in office routine. The firm who has an opening for such a man can reach him in care of Box A-529, Care EDITOR & PUBLISHER.

Notice to Publishers
of small trade or literary periodicals: If you are looking for an experienced editor with ideas that will pay, let me hear from you. I am running a successful boy's magazine now, but have good reasons for making a change. I have been selling fiction on the magazine market and know the literary world. I have also had six years' editorial experience on the larger newspapers. Am thirty one, a university graduate. Address Box A-526, Care EDITOR & PUBLISHER.

Young Man
married, desires location on evening paper in Texas or Southwest as mail room foreman, or in charge of city route carriers. Ten years' experience in circulation department. Can furnish satisfactory references. Address Box A-524, Care EDITOR & PUBLISHER.

Thorough News Editor
editorial writer, paragrapher—desires western connection. Address Box No. A-530, Care EDITOR & PUBLISHER.

Young Man
experienced as Managing Editor on small city papers, desires connection with large paper as reporter. College graduate, clean cut, and good mixer. W. T. C., Box "F," Harrodsburg, Ky.

Advertising Manager
Energetic advertising manager-solicitor, desiring change, seeks permanent connection with progressive daily in growing northwest city. Experienced copy layout man with all essential qualifications. Systematic handling of foreign and local business. Unquestionable record. Box A 535 Care EDITOR & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

The Washington Post
The Washington Post is desirous of securing the services of several bright young men, who can write and solicit advertising. Men with originality and enthusiasm will have the opportunity for advancement. Give references and all information about yourself. Communications will be treated as confidential. Address replies to Arthur D. Marks, Business Manager, The Washington Post, Washington, D. C.

Wanted—Linotype Operators,
Compositors and make-up men for newspaper in Central Pennsylvania. Steady job—$35.00 day and $37.00 night. Non-union. Reply Box 194, Lancaster, Pa.

Wanted
News Editor on morning newspaper, city of 50,000 in middle west. Good opportunity for man who has had copy desk experience. $50. Address Box A-532, Care EDITOR & PUBLISHER.

MISCELLANEOUS

6c A WORD for advertisements under this classification. Cash with order.

Want It?
THEN get copy "TELLING A BODY," telling about Marianna, Florida, by writing Marianna Chamber of Commerce, Marianna, Fla.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 11th, at eleven o'clock, at the general offices of the Company, Pulitzer Building, suite 1116, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,
JAMES WRIGHT BROWN, President.
E. C. McMAHON, Secretary.

New York, April 15, 1921.

AN IMPRESSIVE EXHIBIT

Editor Fills Book with 12 Months' Free Publicity

Scott M. Swisher, who edits the Lesueur Center (Minn.) Leader-Democrat, sometime ago saved all the propaganda and free publicity matter sent to him during twelve months for use in his weekly newspaper, and pasted it in a big scrap book which he called "The Big Book of Bunk." The stuff, which filled its pages to the limit, was convincing proof of the extent to which free publicity seekers attempt to grab space at the editor's expense.

Mr. Swisher took the book with him to the annual meeting of the Minnesota Editorial Association, where he exhibited it to the members. It proved to be an eye-opener to many of them who apparently were unaware of the wholesale manner in which they were being buncoed. Prof. Kirkwood, of the University of Minnesota, was so impressed by it, that he asked Mr. Swisher to turn the volume over to him for use in his classes of journalism, where he afterward found it of great service in impressing upon his students the menacing evil of free publicity.

Triple Merger in Neillsville

The Neillsville (Wis.) Times, Neillsville Republican-Press and Granton News have been combined as the Neillsville Press.

Akron Morning News Quits

The Akron (Ohio) Morning News, which began publication February 15, has suspended, giving as reasons lack of business and insufficient equipment.

FOREIGN PAPER FIRMS WON'T FIX PRICES

F. W. Kellogg, Los Angeles Publisher, Returning from Europe, Says Tariff on Print May Follow Failure of American Negotiations

"American publishers should not overestimate the available supply of newsprint in Norway, Sweden, Finland and Germany," said F. W. Kellogg, business manager of the Los Angeles Evening Express, to EDITOR & PUBLISHER on his return to New York, April 30, on the Aquitania from a six months' trip on which he visited the Norwegian paper mills and interviewed the paper manufacturers of Norway and Sweden.

"I find upon my return that many publishers believe there is an unlimited supply of paper to be secured from Sweden and Norway. This is not a fact. There is probably in both of these countries at the outside, about 80,000 tons of export paper. Much Swedish paper is being offered by New York paper brokers at present. One would think the amount of these offerings reached hundreds of thousands of tons, when as a matter of fact, the same tonnage is being offered by many brokers.

"Only one can sell it, but all are trying to do so. The governments of Norway and Sweden will not permit the indiscriminate cutting of wood, so prevalent in America. That means that only a definite maximum amount of paper and wood pulp can be made in Sweden and Norway. I saw some splendid mills in Norway, two of them equal to our best American mills.

"Cost of manufacturing paper during the past year in Norway has been about $65 per ton. It will be about $55 per ton during 1921 and about $45 per ton during 1922. Norway has a super-abundance of water power; consequently the mills do not have to buy coal for power purposes.

"The mills of Norway and Sweden are only running about 50 per cent capacity. There are enormous quantities of accumulated wood pulp in England, consequently England, which is Norway and Sweden's greatest customer, is not buying much wood pulp now. Many mills in England are idle, as there is a smaller consumption of paper in England at present than for many years past.

"G. F. Steele, representing the Canadian Export Paper Company, and Arthur Hastings, representing the International Paper Company have just returned from abroad, Mr. Steele coming back on the same steamer with me. They also attended the meeting held in Copenhagen, April 3 to 5, when about thirty paper manufacturers were present. At this meeting there was a discussion regarding the agreed minimum price of paper. It was not agreed upon, but statistics will be exchanged between various countries. This is the first step towards the formation of a world-wide price fixing organization."

In closing, Mr. Kellogg said: "My prediction is that the minimum price for the last half of 1921 will be 4.75 to 5 cents at the mills in the United States and Canada and 4½ cents for 1922. Failure to perfect a price-fixing organization in Copenhagen will be followed by a desperate attempt at Washington by North American paper makers to pass legislation that will shut Swedish, Norwegian, Finnish and German paper out of the United States, whereby the Canadian paper manufacturers will reap a rich harvest."

James Buys Kansas Paper

Frank James, of El Dorado, Kan., has purchased the Syracuse (Kan) Journal.

$5,000 Cash

and $3,250 deferred or $8,000 cash buys western weekly newspaper property, the leader in its field. Returned owner $3,700 in 1920 for his personal effort and investment from a gross business of $10,000. Well equipped, including No. 10 Linotype.

Proposition V. X.

CHARLES M. PALMER
NEWSPAPER PROPERTIES
225 Fifth Avenue New York

EQUIPMENT FOR SALE

1 Hoe Matrix Roller, Direct chain drive, with 3 h. p. D. C. motor. Either wet or dry mats ..... $475 f.o.b.
1 Semi-Autoplate with 4 h.p. D. C. motor and metal pump. For 7 or 8 cols. . $1,800 f.o.b.
1 Hand Casting Box. Perfect condition. For 7 or 8 cols. ..... $100 f.o.b.

Immediate Deliveries

Southern Publishers Exchange, Inc.
Newspaper Properties and Equipment
12 North Ninth Street P. O. Box 1507
Richmond, Virginia

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

SHOWALTER
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St., NEW YORK CITY

Digitized by Google

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for 6 Months ending Sept. 30, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

No Hesitancy

Advertisers' statements are implicitly accepted in a newspaper that possesses an integrity which is not questioned.

In the great Pittsburgh district the element of hesitancy is removed from the prospective purchaser's mind when he reads an advertising proposition in

The Pittsburgh Post

For more than three-quarters of a century one of the big aids in the promotion of Pittsburgh.

DAILY AND SUNDAY

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Miami Herald

The Fastest Growing Paper in Florida.
First in Prestige, Power and *Quality* circulation.
Only Daily and Sunday Morning Paper in Southeastern Florida.
Clientele high above average buying power.
Member Audit Bureau of Circulations.

Represented by

Frost, Landis & Kohn

CHICAGO NEW YORK ATLANTA

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

NEWS OF ASSOCIATIONS AND CLUBS

THE nominating committee of the Advertising Club of New York has proposed the following ticket for the next election: President, Frank E. Fehlman; Vice-President, Charles C. Green (three years); Treasurer, Oliver B. Merrill; Directors (three years), George W. Hopkins, and Sydney R. Clarke; for two years, Herman G. Halstead. A group of members of the club, since the ticket was proposed have sent out a letter endorsing H. K. Stroud as a director for three years in place of Mr. Clarke, stating that the former, at present a member of the board, deserves re-election.

The K. U. Ad Club was recently organized by journalism students interested in advertising at the University of Kansas. Professors in the university will give talks on such subjects as psychology, design and color as applied to advertising. Typography and layouts will also be discussed. The club will supplement class work by extensive reading of current advertising, reporting on their reading at each meeting. Officers elected are: President, LeRoy Hughes; Vice-President, Ted Hudson; Secretary-Treasurer, Karl E. Koerper.

Speakers at the final meeting of the season of the Technical Publicity Association at the Machinery Club, New York, the evening of May 12 will be Harford Powel, Jr., editor of Collier's; B. C. Forbes, editor of Forbes'; and Samuel C. Dunn, vice-president of the Simmons-Boardman Publishing Company and editor of Railway Age.

The Oklahoma Poster Advertising Men's Association held its annual convention in Ardmore last week. Officers were elected as follows: Cecil Switzer, Shawnee, president; O. L. Parker, Ada, vice-president; George L. Knapp, Okmulgee, secretary-treasurer.

The Greater Buffalo Advertising Club last week held a joint meeting with the Buffalo Association of Credit Men. E. D. O'Dea, president of the display association, addressed the two clubs, pointing out the need of cooperation between display men and advertising managers in planning sales campaigns. Following the address living models were dressed by experts of the display association and practical demonstrations of display work were given.

The Wisconsin Press Association plans an automobile tour of the state in connection with its summer meeting in July. The business meeting will be held at Marshfield July 21.

The advertising clubs of Grand Rapids and Kalamazoo, Mich., and Fort Wayne, Ind., are arranging for a special car to carry members of the three clubs who intend to make the trip to Atlanta, Ga., for the annual convention of the Associated Advertising Clubs of the World in June.

Business sessions of the Oklahoma Press Association annual meeting in El Reno May 13 and 14, will differ somewhat from previous meetings of the editors. It is proposed to hold round-table discussions separately for the editors of weekly and daily papers. For editors of daily papers topics of interest to them have been selected. "Freight Rates on Print Paper" will be discussed, with Clyde E. Muchmore, Ponca City News, and Fred C. Cowles, McAlester News-Capital, leading. The 44 hour Week," will be discussed by G. G. Martin, Okmulgee Democrat, and W. R. Martineau, Oklahoma City Live Stock News. "The Sliding Scale in Advertising Rates" will be handled by Noel Bixby, Muskogee Phoenix, and H. G. Spaulding, Shawnee News, and John Easley of the Ardmoreite will talk about "Community Service."

For the editors of weekly papers the program contains "Advertising Rates and the Readjustment of Conditions," by W. W. Morrison, Waurika Democrat, and Charles J. Seely, Sayre Headlight. "Buying Print Paper" will be handled by Bert Lawton, Fairfax News, and W. A. Kelly, Marshall Tribune. A. O. Woodyard, Pawnee Courier-Dispatch, will discuss "Printing Schedule and the United Typothetae" and J. W. Kayeser, Chickasha Star, will assist. "Linotypes in Small Offices" will be discussed by D. O. Groff, Southeast Oklahoman, Hugo, and P. E. D. Underwood, Thomas Tribune. "Advertising Rates Based on Circulation" will be handled by E. L. Hubbard, Crescent News.

The Northern California Editorial Association is holding its annual convention in Willows, May 7 and 8.

The Dallas (Tex.) Women's Advertising League has announced chairmen of its various committees and has outlined its activities for the year. The league has also adopted a new constitution and by-laws. The committee chairmen are: Membership, Miss L. Wetsel; entertainment, Mrs. Cleva Bowlees; program, Miss Jessie White; publicity, Mrs. I. Roberts; delegate to the convention of the A. A. C. W. Miss Lillian Culbreath.

Edward Flicker, publisher of the Bridgeport (Conn.) Post Publishing Company papers, as chairman of the nominating committee of the Bridgeport Ad Club, has announced the following slate of officers to be elected at the annual meeting in May: President, William B. Griffin and Thomas O'Donnell; vice-president, Edward T. Purcell and Elmer Pfriem; secretary-treasurer, Arthur H. Guertin and Francis J. Rock; directors, Miss Lois E. Bennett, A. E. Belisle, Ralph Blackburn, J. W. Connors, W. J. Guggenheim, Charles B. Levy, L. J. McCracken, W. J. Travis and A. C. Flather.

The eleventh annual convention of the Associated Advertising Clubs of Iowa will be held May 17-19 at Fort Dodge.

The Dallas (Tex.) Penwomen held their annual election of officers last week with the following results: Mrs. Cora E. Behrends, president; Mrs. Maude Folsom Wynne, first vice-president; Mrs. L. M. Fitzgerald, second vice-president; Mrs. L. R. Malone, third vice-president; Miss Elsie Griffing, recording secretary; Mrs. J. O. Teagarden, corresponding secretary; Mrs. R. T. Skiles, treasurer; Mrs. Augusta Antony, custodian; Mrs. M. L. Hunter, parliamentarian; Mrs. T. E. Triplett, auditor.

The fourth entertainment and dance of the New York Times Club was held at the Hotel Pennsylvania, May 3, with Adolph S. Ochs, honorary president, and Miss Constance Binney, the screen star, as guests of honor. The program was made up mostly of what was called "home talent," with a concert by the pressroom band, in new grayish blue uniforms, as the feature.

Labor Daily for Des Moines

The Unionist, a weekly union labor paper of Des Moines, Iowa has announced that it will soon be published as an evening daily.

The Detroit News

DURING 1920, The Detroit News with 28,117,238 agate lines led all other six and seven times a week newspapers in advertising volume. This was due to the wonderful responsiveness of the Detroit field and its thorough coverage by the News alone.

THE NEW YORK TIMES

HARLEM OFFICE

Now located at

111 West 125th Street

West of Lenox Avenue

The Personal Contact

Few advertising mediums where readers take a personal interest in all the news and advertising excel

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

The Family Income

Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. *Standard Rate Card*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Digitized by Google

Pennsylvania

Concentrate your selling and advertising campaign in **Pennsylvania** and get your share of the tremendous business that is waiting for the right kind of merchandise and selling.

Use **Pennsylvania** daily newspapers---coupling your product with the local dealer who distributes it.

The **Pennsylvania** newspapers listed here will do wonders for you. Figure out the circulation and rate, and you will be agreeably surprised at the comparative small cost.

		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item	(E)	32,561	.10	.10
*Altoona Mirror	(E)	23,556	.06	.06
Bethlehem Globe	(E)	7,764	.04	.04
*Chester Times and Republican	(M&E)	18,110	.065	.05
Coatesville Record	(E)	5,429	.021	.021
Connellsville Courier	(E)	5,267	.0179	.0179
*Easton Express	(E)	13,260	.05	.05
Easton Free Press	(E)	13,969	.05	.05
*Erie Dispatch (M) Herald (E)	(M&E)	19,493	.065	.065
*Erie Dispatch-Herald	(S)	18,738	.07	.07
*Erie Times	(E)	27,787	.08	.08
Harrisburg Telegraph	(E)	34,445	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	23,143	.08	.08
§Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	111,883	.25	.25
Philadelphia Record	(S)	128,555	.30	.30
*Pittsburgh Dispatch	(M)	57,521	.17	.15
*Pittsburgh Dispatch	(S)	76,651	.22	.18
§Pittston Gazette	(E)	3,847	.03	.025
*Pottsville Republican	(E)	11,416	.055	.05
Scranton Republican	(M)	31,190	.12	.10
Scranton Times	(E)	35,904	.12	.10
*Sharon Herald	(E)	4,942	.02	.02
Warren Mirror	(E)	3,780	.0179	.0179
*Washington Observer & Reporter	(M&E)	15,640	.06	.05
*Wilkes-Barre Times-Leader	(E)	18,346	.05	.05

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.
§Government Statement, October 1, 1920.

This advertisement appeared in the daily newspapers throughout the United States, Saturday, April 30th, 1921

GOODRICH
Reduces Tire Prices
20%

Effective Monday, May 2nd

The B. F. Goodrich Rubber Company makes this readjustment of tire prices to meet new conditions, and to benefit all tire users. This reduction includes

Goodrich Silvertown Cords
Goodrich Fabric Tires
Goodrich Inner Tubes

You are given the full benefit of these new prices right at the time when you are ready to replace your old tires with new ones. Now is the time to buy them.

Your Goodrich dealer will supply your needs and give you the advantage of these new prices on your purchases.

THE B. F. GOODRICH RUBBER COMPANY, AKRON, OHIO

Digitized by Google

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1921

Stanford Library
MAY 20 1921
F3

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

(Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.)

Vol. 53 No. 50 NEW YORK, SATURDAY, MAY 14, 1921 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, For. 10c. Per Copy

For lack of space the DAILY NEWS was obliged to omit 5 columns of paid advertising today.

THE day is not far off when it will be very difficult to accommodate *new* advertisers in the DAILY NEWS . . . . The "Sold Out" sign appeared April 1-4-6-8-13-14-15-18-19-22-28-29—a total of 71 columns omitted this month because of lack of space . . . . This tabloid paper is limited, inflexible. A 20-page DAILY NEWS of 20 pages or 100 columns can have only 35 columns, or 7,000 agate lines, of advertising. The paper can be expanded to an ultimate size of 32 pages, but similar proportions of advertising will prevail in that event . . . . No other newspaper has proportionately so *little* advertising; nor proportionately so *much* reader interest and responsiveness. Hence the limitations, which must stand. We might make the DAILY NEWS an advertising *circular*—and kill a *medium* . . . . When the amount of advertising offered continually exceeds our capacities, our preference (i. e. *insertion*) must go to our regular contract advertisers . . . . It is still possible to get a contract, but it will not be possible *always* . . . . We suggest that you act at once . . . . With more than 400,000 circulation concentrated in Greater New York, this unique tabloid pictorial Daily now interests *most* advertisers. For all particulars apply to the advertising offices.

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Advertising Offices:

512 FIFTH AVENUE, NEW YORK TRIBUNE BUILDING, CHICAGO

Digitized by Google

Visualize the Tremendous Circulation

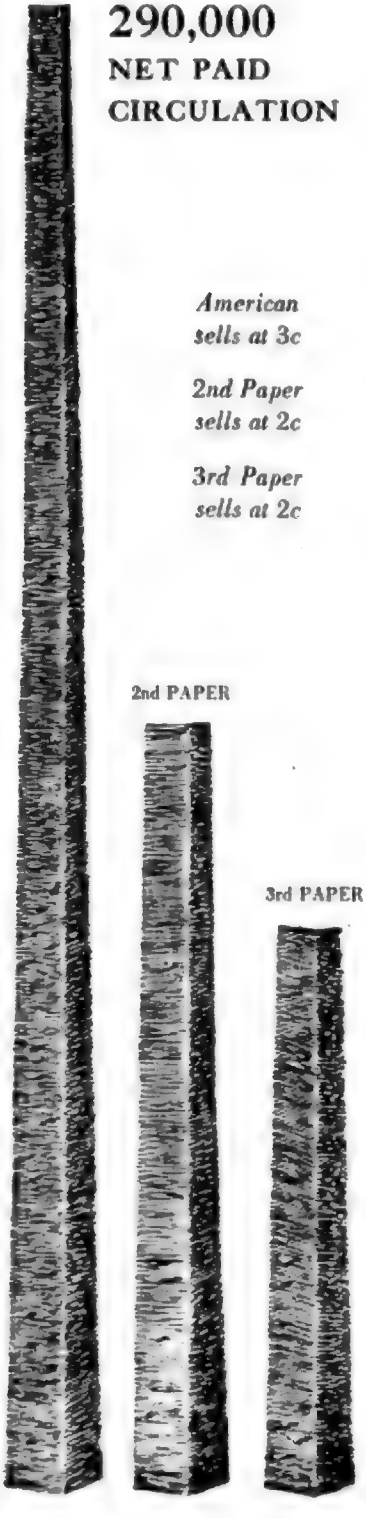
of the

BOSTON AMERICAN

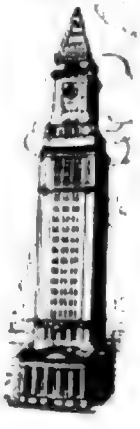
BOSTON AMERICAN

1,800
FEET
HIGH

290,000
NET PAID
CIRCULATION



CUSTOM HOUSE TOWER 505 FT. HIGH



Every day there are over 290,000 Boston Evening Americans sold, and every buyer voluntarily pays 3c. per copy. If these papers were placed one on top of the other the pile would be 1,800 feet high, over three and one-half times as high as the Custom House Tower, which is the highest building in the city of Boston. (Note the illustration at the left.) For comparison, we also picture the piles which would be made by the Evening papers having second and third largest circulations, and for these second and third papers the buyer pays only 2c. per copy. This will give some idea of how tremendous is a circulation of 290,000 copies per day. Only five other newspapers in the entire United States have a larger evening circulation.

Metropolitan Boston, with a population of 1,651,497, is rightly called the Hub. It contains 42 8-10 per cent. of the entire State's population and gives employment to 46 7-10 per cent. of all the workers in Massachusetts. In the thirty-nine cities and towns that make up Metropolitan Boston the per capita wealth ranges from $2,719.00 in Brookline to $778.00 in Saugus, the average being $1,417.00, the richest community per capita in the United States.

In this rich district are more than four thousand industrial plants with 766,521 hands. These are mostly skilled workers who receive large wages. The total annual payroll is $347,401,056.00.

The savings deposits aggregate nearly $600,000,000. Two out of every three persons have a savings account. In this district people have money to spend. It is the most prolific field for profitable advertising in the United States.

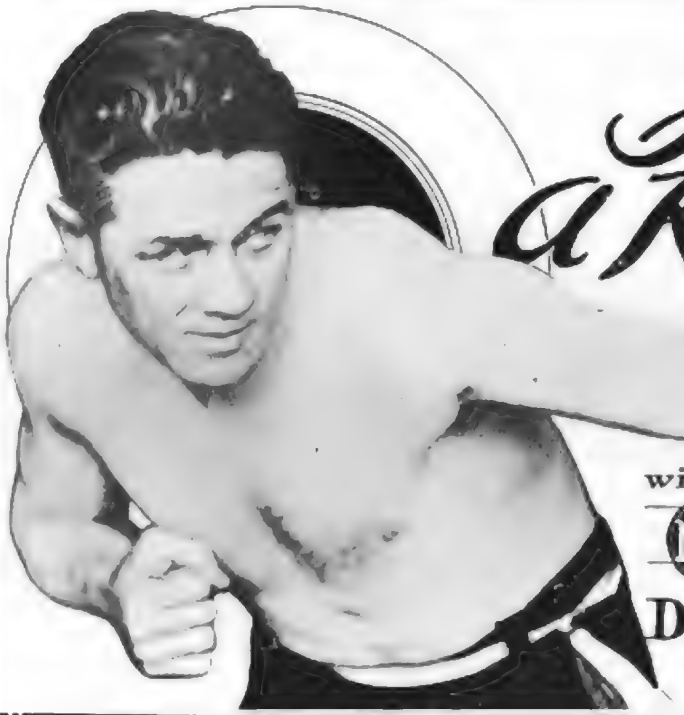
The Merchandising Service Department of the Boston Evening American has solved the problem of merchandising Metropolitan Boston. Heretofore many manufacturers had avoided this remarkably rich territory because they felt that Boston was a labyrinth of side streets and cow paths, and the problem presented, of getting adequate distribution, was insurmountable. We have divided the entire territory into four principal sections, and each of these into other sub-divisions, and have routed the entire trade in this district. These route lists on cards we furnish to manufacturers. The Evening American maintains a force of field men who are thoroughly familiar with all of the trade in this territory. The services of these field men are offered to any manufacturer desiring distribution in this territory.

This department publishes each month three trade papers, one for the Grocery Trade, one for the Drug Trade and one for the Tobacco Trade. Monthly prizes are paid for window displays in these three lines.

Bring your problems to the American and be assured of satisfactory distribution before starting advertising in this territory.

NEW YORK OFFICE: 1789 Broadway
CHICAGO OFFICE: 504 Hearst Building
BOSTON OFFICE: 80 Summer Street

Digitized by Google

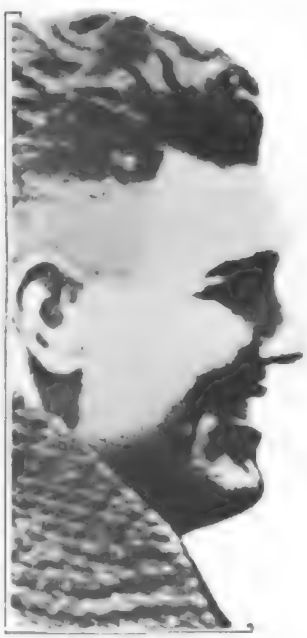


Score a Knockout

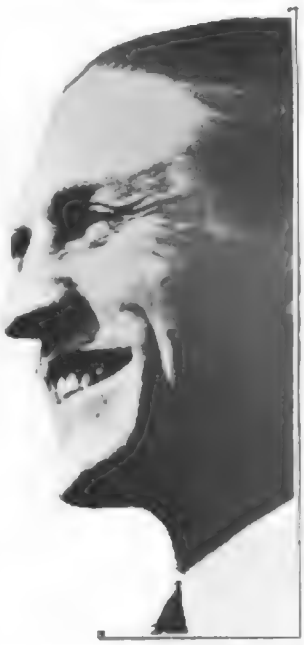
with NEA service on Dempsey-Carpentier Fight

You can buy the N. E. A. special fight service exclusively for your city.

Dempsey



Carpentier



JOHNNY KILBANE

The Greatest Ring General of All Time

Champion Featherweight of the World for Nine Years, Breaking All Championship Records, will Write the Inside Dope on the Coming Heavyweight Title Battle for the Newspaper Enterprise Association.

YOU can rely on the Newspaper Enterprise Association to cover you completely on every phase of the Dempsey-Carpentier fight—an event that will surpass in public interest all other events in the sport world this summer. The N. E. A. staff assigned to cover this fight for inside dope, interviews, special features, photographs, sketches and cartoons will comprise:

MAX BALTHASAR, authority on all phases of the fight game; **DEAN SNYDER,** sport writer, whose name is familiar to all N. E. A. clients; **E. M. THIERRY,** who was famous as a sport writer before he won world-wide fame as a war correspondent; **R. H. WHITNEY,** who is without a peer as an interviewer; **MARIAN HALE,** who will write the fight stories "between now and then" from a woman's viewpoint; **BERTON BRALEY,** who will do stunts in rhyme on the fighters, the fans and the fracas; **JACK RAPER**—"Josh Wise"—who was guilty of the snappiest humor written on the Democratic National Convention last year; **BOB SATTERFIELD, E. R. HIGGINS, DORMAN SMITH** and **ROY GROVE,** cartoonists, caricaturists and arists de luxe, who'll put the jazz in the art service; **BOB DORMAN,** sport photographer, who always presses the button just at the right instant.

N. E. A. special fight service will consist of at least two full pages weekly, beginning the week of May 16.

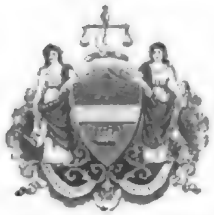
Wire at our expense if you want this service.

The Newspaper Enterprise Association

1200 West Third Street Cleveland, Ohio

Clients will receive a special high speed ringside picture service mailed the day of the big fight.

City Population 1,823,779



Seal of Philadelphia

Separate Dwellings 390,000

U. S. Government figures give 4.7 persons to each family in the United States.

Multiplying this "average family" by the daily circulation average of The Philadelphia Bulletin, gives an idea of why so many local and national advertisers concentrate in this newspaper.

The Bulletin goes daily into practically every home in Philadelphia and its suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for April:

512,550 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 | NEW YORK, SATURDAY, MAY 14, 1921 | No. 50

SELLING THE NEW AMERICAN REGULAR ARMY

Campaign for Recruits Proves that Advertising Can Be Made to Pay the Government—Youth was Attracted to Uncle Sam's Fighting Force and Old-timers Changed Habits of a Life Time

By THEODORE M. KNAPPEN

SUPPOSE you had 56 branch offices, 500 local distributing agencies and 2,500 field salesmen and had just concluded a national advertising campaign on which you had spent $250,000, had invested $13,000,000 in your plant and were doing a land office business when you were suddenly deprived of all your goods and any possibility of getting more. That was the fix of the recruiting service of the United States Army on February 9, last. Seventy-five thousand rookies in four months, and five thousand disappointed youths storming at the closed doors of the recruiting offices proclaimed advertising and selling the army a huge success, which was the one consolation the army had from its blasted program of enlisting 280,000 men in times of peace.

Congress was so dead sure that it would be impossible to obtain so large a number of men in the midst of the reaction against military life following the war, when millions of disgusted soldiers returned to civil life, that while it had authorized an army of 280,000 enlisted men it had provided appropriations for the upkeep of only 175,000. When it saw the army pass that mark and go bounding up at the rate of about a thousand a day it put on the clamps with a snap—and thus came to an end the greatest government experiment with scientific advertising.

Following the armistice, demobilization of men enlisted for the war proceeded so rapidly that it was necessary to make a special drive for 50,000 enlistments for foreign service. Advertising offered the only hope of quick results and so a hasty campaign was put on at an expense of $180,000. It was successful but the recruiting service realized that it was only a half-baked experiment based on the selling of something exceptional, which amounted to a trip to Europe for the men who never got beyond the training camps during the war.

The recruiters now seized the new idea of the Army as a great general and vocational school for adult men, as being the goods they had to sell prospective buyers (recruits), plus pay and keep and opportunities for travel and adventure and other personal benefits, in return for a period of service. The Army hated to let up on the distinctively military goods but the recruiters insisted that presently there would be no army if new inducements and new methods were not used in a time when everybody was sick of war and all that appertained to it. The army was melting fast and something had to be done, unless it was to have more officers than privates.

The General Staff is made up of the best collection of cold-blooded logicians in the corps of officers; all are adopted sons of Missouri. Before the recruiters could get a start on their idea of a modern advertising and selling campaign complete from survey to distribution, they had to sell the idea to Major General W. G. Haan and Major General Henry Jervey, chiefs of the General Staff Divisions of Planning and Operations, respectively, and their able-bodied assistants in destructive criticism.

They had to justify a survey and they had to tell why old General Publicity with a flock of mimeographs, a stock of lithographs a la tailors' fashion plates, and a big draft of government franks couldn't do the educational part of the program, even if some direct advertising to possible recruits might be advisable. The recruiters were repulsed at first but they cited the findings of the Advertising Division of the war-time Committee on Public Information and summoned advertising authority to their assistance. It was pretty hard to parry the findings of that division, which was headed by William H. Johns, O. C. Harn, Herbert S. Houston, Lewis B. Jones, W. C. D'Arcy, Thomas Cusack and Jesse H. Neal—which were that paid government advertising has these three advantages over news publicity:

First: It is controlled in wording, which makes it exact and authoritative.

Second: It is controlled in appearance, which enables the government to insure readability and penetration.

Third: It make possible the repetition of the lesson until it is learned, probably the most important element of advertising and the leading reason of its success.

Wherefore, the men of the Advertising Division concluded: "It would seem to us, therefore, * * * that the government could profitably continue advertising for properly and adequately informing public opinion."

Then O. H. Blackman and Jim O'Shaughnessy, president and general manager, respectively, of the Advertising Agencies Corporation, which had been formed to represent the advertising profession in dealing with government business (thus doing away with such an excess of cook as would spoil the government advertising broth and with leg-pulling political solicitation through members of Congress and other traditional agencies of pull) were called in to explain how a scientific advertising campaign should be conducted, from soup to nuts.

To cut short a long story they succeeded in selling the idea of a survey of the recruiting problem through the 56 recruiting districts into which the country is divided and through the cooperation of advertising agencies in the cities that are the seats of those districts the data for the survey was elaborately and systematically gathered.

The big, outstanding fact isolated by the investigation was that ordinarily no man enlists in the army until he finds it the last resort from joblessness or some other pressing personal situation. Now, said the survey findings, with admirable candor, you can't at present hope to sell the army to the man with a job or acceptable environment in other respects any more than you can hope to sell a headache cure to a man who hasn't a headache.

All you can do is to pursuade him that when a headache does come your medicine is the kind to buy. On this point, the survey found that the conclusive arguments for the army when the maybe recruit arrives at the jumping off place are vocational training and opportunities for adventure and travel. As to the general public's idea of the army it was found that the public wasn't paying any attention to it, was apathetic about the new educational scheme and held the private regular soldier in contempt.

In these discouraging circumstances the survey found all the more reason for advertising rather than for rejecting it. It was plain that the army—a good thing—was unknown and that it ought to be made known.

In the end a $250,000 advertising campaign in daily newspapers and national magazines was decided upon, and that the theme of every advertisement should be: "Earn, Learn and Travel." All copy was to be brief, displayed and graphically illustrated.

(Continued on page 34)

Digitized by Google

SPOT PRICE RISES AS PAPER MILLS QUIT

Sixty-day Supply on Hand at Mill and Publishers' Points, but Jobbers Jump Market to $112 a Ton

Newsprint spot market prices rose sharply this week with the calling of strikes in several mills of large producers on May 11. Paper brokers who were quoting $80-90 a ton ten days ago were naming $112 to $130 as current selling prices even before the mill workers struck and some New York brokers claimed to be swamped with requests from publishers for immediate delivery at the latter prices. While the Federal Trade Commission statistics and statements from the paper workers' union chiefs indicate there is a supply of newsprint in the hands of publishers and manufacturers sufficient for sixty days' consumption at present rates, the rise in spot prices indicates a sudden and concentrated demand by publishers who are fearful of delivery failures by their contract sources.

William J. Pape, president of the Publishers' Buying Corporation, when asked by EDITOR & PUBLISHER for a statement on the situation, said:

"The capacity of the North American newsprint mills on the basis of their 1920 production, and adding in the production of new machines now available, is 8,000 tons a day. Of this tonnage, 3,420 tons is now out of the market because of the strike and 4,580 tons is available for production.

"The demand of late, however, has only been 75 per cent of capacity and it has been necessary to run the mills only at 75 per cent of capacity to meet the demand as it was during March. Consequently, they have been producing to meet their orders only 6,000 tons daily. The mills not affected by the strike will of course now be able to run at full capacity as long as the strike lasts instead of having to stand their quota of the recent loss in production. Consequently, they will produce 4,580 tons daily to meet a demand of 6,000 tons daily. The shortage in production will be not over 1,440 tons daily, not counting any possibilities from marginal mills.

"As against this shortage, the larger newspapers which report to the Federal Trade Commission and the standard newsprint manufacturers had on April 1 a visible supply of well over 300,000 tons. Consequently allowing 100,000 tons as the minimum stock required to maintain continuous publication, the newspapers need not begin to worry until the strike has lasted 140 days. Then they will begin to run short of paper but it will be 200 days, on the average, before they will have to suspend publication.

"It seems that the mere statement of the conditions as to manufacture and supply ought to be enough to allay panic. Of course, there will always be some newspapers caught short of supplies or needing certain sizes.

"They can get what they need from the market. The important thing is that the other publishers who have no need to worry shall not be stampeded into hoarding. If they are foolish enough to buy paper right and left as they did in 1919 and 1920, they could start another runaway market but it is entirely unnecessary, as unnecessary, in fact, as it was then.

"In the above figures, we are considering entirely the visible supply in this country and the American and Canadian newsprint mills. There is still a large quantity of paper in hands which do not report to the Federal Trade Commission. I have heard it estimated that there is as high as 20,000 to 30,000 tons of newsprint in warehouse in New York, mostly of overseas origin, brought here on speculation and not yet sold to consumers. If this estimate is correct, here is another important addition to the supply. Of course, some of it may come high to the consumer, but it will save those who have been caught napping from the danger of having to omit publication for lack of necessary newsprint. They should have followed the advice that I have been distributing gratuitously for many months and stocked up while the mills were short of orders:

"Finally, there is plenty of relief to be had from Europe in six weeks. The mills there are very short of business, some of them running only 50 per cent of capacity and some all but shut down. Last week, foreign paper for delivery in six weeks could be bought at 4.25 delivered in New York or any Atlantic seaport north of Florida. Europe could send us thousands of tons each month in addition to her present imports. Publishers whose stocks are large or whose mills are still running should buy from this quarter if they feel that they must have insurance.

"Here is an authentic list of the American and Canadian mills closed down on account of the strike with the tonnage totals:

STRUCK APRIL 19	Tons
Price Bros.	275
STRUCK MAY 1	
Cliff, Eddy, International, Minnesota & Ontario, Fort Frances, Northwest, Pettibone, Tidewater	1,865
STRUCK MAY 11	
Abitibi, Hanna, St. Maurice, St. Regis and Spanish River	1,280
Total	3,420

"The statement put out by union headquarters that 4,000 tons daily was affected by the strikes which began May 11 is a grotesque exaggeration.

"In addition to all the above, it will be found when the figures are available that April was a month of heavy production at the mills. One big company shipped during April not only its April orders but practically all its May orders as well. Another mill had in stock 6,000 tons, or over a month's production. The average mill stocks on April 1 were 9 day's production and the average publishers' stocks on April 1 amounted to 49 day's consumption. The visible supply of 300,000 tons as stated above was the supply on April 1. The figures for May 1, will undoubtedly be considerably higher and the danger of shortage correspondingly less.

"Tell the publishers not to worry."

DON'T BE STAMPEDED!

By E. P. ADLER
Chairman, A. N. P. A. Paper Committee

WHILE there is an abundance of newsprint, nevertheless because of the uncertainty of the duration of the strike, all publishers should practise conservation. The principal cause of the high prices of the spot market of a year ago was the competitive bidding resulting from a stampede. Fortunately, the results of that period have not been forgotten and, therefore, we may not expect to see publishers enter the spot market except such as may be in immediate need. It will be remembered, last year many of those who sought paper communicated by letter or telegram addressed to many mills or brokers, thereby creating the impression that there was a demand for tonnage many times in excess of the actual demand and naturally tht condition induced those who had paper to sell to mark up their prices.

To prevent a recurrence of such a false condition, let me urge every member of the A. N. P. A. who is in need of paper to notify the New York office of the Association of their necessities instead of bulling the market against themselves through independent bidding. The New York office is in a position to serve publishers who may have need of news-print by placing them in touch with brokers, mill representatives and some mills.

I cannot too strongly emphasize the fact that by staying out of the spot market or notifying the New York office if paper must be had should the usual source of supply fail, publishers will do much to prevent a further hardening of the market.

TWO NEW PHOTO PAGES IN BOSTON RECORD

New Management Says Day has Come When Public Demands Real, not Word, Pictures—Hearst Still Silent on Plans

Sale of the Boston Evening Record on April 30 to the interests of William Randolph Hearst and the taking over of the Record was one of the quietest newspaper changes that has ever taken place in Boston. Rumors by the score were flying about prior to the sale of the Record that the Chicago promoters of the New York News and Mr. Hearst were contemplating entering the Boston newspaper field with 1 cent tabloid newspapers, one or both for the morning field. What the Hearst interests will eventually do with the Record and whether or not they will enter the morning field with a tabloid daily is problematical.

All that has taken place to date is a change in the style and makeup of the Record, with the addition of several pages of photographs, including the first, last, and two center pages, whereas before it was bought by Hearst it carried but two inner pages of pictures.

The first day under the new management, the Record carried a lead editorial emphasizing the fact that the day has come when the vast majority of the public demands real, not word, pictures of current events, in other words, an attempt to educate Bostonians to read a daily pictorial paper.

The Sunday Advertiser controlled by Mr. Hearst carried on Sunday a full page advertisement calling attention to the rejuvenating Record with pages of photographs urging everyone to try the Record now. The price still remains two cents.

NEW TABLOID IN NEW YORK?

Rumor Says Hearst Daily Will Start Immediately—No Confirmation

The Bulletin, a new illustrated morning newspaper, with William Randolph Hearst as publisher and Victor Watson editor, will appear Monday, according to Park Row rumor at the time of going to press.

The rumors, it can be added, say that the new daily will be issued from the plant of the New York Evening Mail and that the editorial rooms will be located in the quarters recently vacated by the New York Daily News. Executives of the Hearst organization refused to comment on the rumor and all efforts to confirm or secure a positive denial were unavailing.

Goes to Tabloid

La Prensa, one of the leading daily newspapers of Havana, Cuba, has gone to the tabloid size. In general style it is following the make-up of the New York Daily News.

FAVOR BRITTEN RADIO BILL

House Committee Would Amend Law To Legalize Use of Navy Wireless

WASHINGTON, May 12.—A favorable report has been made by the House Committee on the Merchant Marine and Fisheries on the Britten resolution to extend the use of Government-owned radio stations by the press of the United States. This resolution was urged in the previous Congress by a committee of the leading newspapers and press associations which receive extensive overseas news reports. Adoption of the measure, it is held, would constitute a forward stride toward increased facilities and lower charges.

The changes in existing law, as set forth by the Committee in reporting the resolution to the House are as follows:

The effect of the first change is that newspapers and press associations are required to pay the same rates for press messages which are charged by privately owned and operated stations for the same kind of service, except on the Pacific coast for the reception and transmission of messages passing between the United States and the Orient. At the present time the Navy Department charges less rates than do the privately owned companies for press service between the Pacific coast and Hawaii and Guam. It is not desired or intended to disturb that arrangement by this proposed legislation. As stated in the report of this committee on the above act of June 5, 1920, the committee believes "that a rate sufficiently low to encourage communication with the Orient should be made." On the Atlantic coast the newspapers and the press associations have heretofore paid the Navy Department the same rates as are charged by privately owned corporations, although the joint resolution of June 5, 1920, would have permitted lesser rates. The requirement for equal rates is proposed in this amendment because of the unrestricted use to June 30, 1922, of the Navy Department service for press messages authorized by the proposed changes in the second proviso.

The effect of the changes in the second proviso is to give the newspapers and the press associations the use of the Navy Department service without hindrance or interruption to June 30, 1922, and to extend the termination of all rights under section 2 from June 5, 1922, to June 30, 1922. Under the resolution of June 5, 1920, the Secretary of Commerce may, when such conditions exist, notify the Secretary of the Navy that privately owned and operated stations are capable of meeting the normal communicaton requirements for all commercial messages, including press messages, and thereupon the right to use the Navy Department service shall cease. As a matter of fact, the Department of Commerce issued such notice to the Secretary of the Navy, but in so doing did not differentiate between ocher commercial messages and press messages, and it is the purpose of the committee, as well as the desire of the newspapers and press associations, that a differentiation should be made between ordinary commercial messages and press messages. At the present time the large newspapers and press associations of the country are seeking to arrange for more adequate and satisfactory service for the transmission of news to the United States with the radio facilities in other countries, and they have represented to the committee, and the committee believe, that it would be a material aid to them in securing proper service in Europe to be able to guarantee continuous, adequate service on this side of the Atlantic for some certain specified time. This can be done if the law is changed so that the Department of Commerce and the Navy Department shall be unable to discontinue the service for press messages at any time prior to June 30, 1922.

In reporting favorably this amending resolution it is not the intention of the committee to open the question of Government operation or control of radio service. The purpose is merely to assure to the news publishers of the country a continuous, undisturbed service to the date fixed for the termination of Government operation of radio stations for private uses, viz., June 30, 1922. Early action is essential if the proposed changes shall be of any benefit to the press. There is a public and national interest in securing speedy transmission of news between our country and other lands. The owners of private radio stations are building new properties which, it is hoped, will be able to give adequate service by June 30, 1922, but at the present time the assistance of the Navy Department is needed.

RETAIN P. O. CIRCULATION REPORT I. C. M. A. CONVENTION DEMANDS

Circulators Oppose Publicity Through Audit Bureau Alone—Watching "Welfare Laws"—A. G. Lincoln President—Indianapolis Gets 1922 Convention

By FENTON DOWLING

COLUMBUS, Ga., May 12.—Opposition to the campaign of the Audit Bureau of Circulations for the repeal of the law requiring publishers to state circulations twice a year was voiced at the annual convention of the International Circulation Managers Association here May 10 to 12, in a resolution adopted by a close vote, the Canadian members refraining from balloting.

Indianapolis was selected as the next meeting place, following an invitation extended by John M. Schmid of the Indianapolis News on behalf of the publishers of the Indianapolis dailies.

Sad—very sad—was this youthful member of the family of Lincoln—

A. G. Lincoln of the St. Louis Post-Dispatch was elected president and other officers were chosen as follows: First vice-president, J. J. Lynch; second vice-president, M. W. Flower; secretary-treasurer, Clarence Eyster, Peoria Star, (re-elected). New directors elected for a term of three years: John N. Toler, T. J. Kavanagh and Charles Payne.

Seventy-one new applicants were elected to membership, bringing the total membership close to six hundred.

The outstanding features of the Tuesday and Wednesday meetings were discussions and consideration of newsboys' and carriers' welfare so seriously threatened by pending legislation in almost every state represented in a bill to regulate the employment of minors and aimed at the welfare of newsboys and carriers of every newspaper. A bill already introduced at Washington if adopted, is likely to establish a precedent for dangerous legislation in every state. Circulators were cautioned to enlist their publishers to request members of state legislatures to be on the lookout for bills aiming to destroy newsboy activities and requesting that such measures be analyzed before enactment into law.

A resolution at the Wednesday meeting suggested that the A. B. C. require newspaper members to publish figures monthly was defeated but resolution commending the publication of circulation figures as now required by the government and urging continuance of this method was passed by a close vote. During the discussion of this subject the chairman who is a Canadian member, refrained from entering the contest and Canadian members of the association kept out of the voting.

A resolution adopted as follows:

"WHEREAS, the Congress of the United States has enacted a law requiring newspapers to publish statements of circulation at intervals, and

"WHEREAS, this law has been considered a vehicle whereby most publishers have brought their circulation totals to the attention of advertisers and the public at large, and

"WHEREAS, this form of publicity has resulted to the benefit of the publisher and advertiser alike, and

"WHEREAS, it is important that no action be taken by Congress to repeal or otherwise modify this law and thereby weaken it, therefore, be it

"RESOLVED, that the International Circulation Managers Association in convention assembled is unalterably opposed to any modification or repeal of said law which will confine the publicity of said circulation totals to private channels for private gain, and be it further

"RESOLVED, that copies of this resolution be sent to the Postal Committees of the Congress of the United States and to the Postmaster General and be spread upon the minutes of this association."

—even when he grew to manhood he refused to smile—

The next meeting place decided in novel manner by contenders from ten cities assembling in committee and considering advantages of all applicants.

An invitation was extended to the I. C. M. A. to hold the 1922 convention at Indianapolis. Wires were sent Wednesday by Hilton U. Brown, general manager of the Indianapolis News, Ben F. Lawrence, general business manager of the Star League of Indiana; John H. Lederer, general manager of the Indiana Daily Times, and John B. Reynolds to the convention, urging that the next convention be held at Indianapolis pointing out that because of central location of Indianapolis, more circulation managers would attend the annual convention here than any other city. The experience of the Associated Advertising Clubs in having the largest convention in its history at Indianapolis last year was cited. John M. Schmid, circulation manager of the Indianapolis News, presented the invitation in person to the convention.

Upwards of 125 circulation managers were welcomed to Columbus in true Southern spirit by local hosts and who provided entertainment and working facilities which have scarcely ever been surpassed anywhere in former conventions. The board of directors were entertained first evening by Chamber of Commerce at elaborate dinner, Ralston Hotel, where chairman, W. E. Page, of the Columbus Ledger, was toastmaster.

Julian Harris, son of Joel Chandler Harris, and editor of the Columbus Enquirer-Sun, represented local publishers at the dinner and Brig. Gen. W. H. Gordon, U. S. A., in behalf of the local Infantry School at Camp Benning, personally delivered an invitation to the newspaper circulators to visit Camp Benning, where a demonstration was staged for Wednesday afternoon and evening.

The Circulation Managers were guests with committees on Military affairs, the Senate and House of Representatives, appropriations and Charles H. Harrison of American Legion.

The big demonstration was purposely timed for May 11, in honor of the visitors which was a recognition paralleled by no other reception accorded the body.

W. E. Page, of the Columbus Ledger, an active member of the I. C. M. A., in co-operation with local publishers, was responsible for this signal distinction.

Col. R. B. Malone, director of classes at Camp Benning, appeared before the convention assembled Tuesday morning and made a thrilling address to the members and repeated the invitation already extended.

Rain prevented the big plan involving upwards of $25,000 expenditure from being carried out completely.

The business program of the convention was under way early Tuesday and work accomplished each day under the cheerful surroundings supplied by local hosts made the work pleasant and profitable.

J. J. Kirk, Cleveland Plain-Dealer, told what feature gets and holds the largest number of readers for a metropolitan daily on Sunday newspaper. He said:

"These particular features in part are the electrical section appearing Wednesday of each week, and the food section appearing Friday of each week. We find these features to be particularly valuable as to attention value in the home. They are practical in nature—the electrical section being based entirely on electricity as applied to the home. The advertising in this section also adds considerable attention value, as all copy pertains to electrical appliances for the home.

"The food section appearing on Friday of each week holds a strong appeal for the woman, especially the woman of the household. This section carried timely food news, helps, hints, and suggestions; recipes, methods of management; it is a section of household economics. The food section is timely—each season brings news of household items as applied to that particular season. This is a valuable attention holder, interesting women and the thrifty house man as well.

"As applied to rural circulation, we find our daily market page to be the criterion throughout Ohio. This is exceptionally strong, and is a circulation holder.

"The complete story feature is so strong that its discontinuation is marked almost immediately by a sharp drop in sales, with a corresponding decrease for every week that the feature is withheld. The adding of the feature brings the figure back to normal in a very short period of time.

"It is safe to say that any feature, to be successful in producing sales either daily or Sunday, must be timely—must be full of color, and carry a general appeal."

John M. Schmid, Indianapolis News, in the course of discussing the status of the circulation manager, said:

"When newspapers fail to put their circulation managers on the same high plane as they do other departmental managers, they will sooner or later develop an inefficient circulation organization and consequent difficulty in retaining reader prestige and advertising volume. When you find a successful newspaper—one with a large circulation and big advertising patronage—you will find the paper in which there is the closest co-operation, which a directing head to whom all department managers look alike."

M. W. Halmbacher, Oklahoma City Oklahoman, spoke on informing farmers as to the cost of producing a newspaper, saying:

"The farmer now is receiving less for his farm products than he has at any time in recent years. It is only natural for him to wonder why he is forced to pay an increased price for his daily newspapers. The average farmer is somewhat skeptical and suspicious and he usually takes with a grain of salt what the publisher may have to say in regard to increased postage rates, print paper costs, etc. This makes the question of educating him along these lines somewhat difficult, and means that the subject must be handled diplomatically. In other words, he must be more or less indirectly advised in order that the desired results be obtained.

"The Oklahoma Publishing Company in all of their circulation campaigns for the last several years have always given the subscribers and prospects, more especially the farmers, figures on white newsprint paper, increased postage rates and increased cost of production as compared with the subscription price.

"These figures given to the subscribers more in a news way than included in the selling argument permits him to get some idea in regard to the constantly mounting cost of production and the relation of such cost to the subscription rates. It is not a good idea to be continually calling the attention of the prospective subscriber to the fact that that your subscription rate is high, but to call his attention to the quality of your newspaper and make him forget the price. I believe the same results can be obtained more readily by making him feel that he is getting his newspaper at a bargain for the price asked him than by trying to explain to him why it is necessary to ask the increased rate."

C. D. O. Rourke, Dayton Journal, discussed rotogravure sections and their expense, as follows:

"I believe that the rotogravure supplement should pay its own way by adequate advertising income. If this cannot be done then the

—but when the I. C. M. A. elected him president A. G. just—well look at him fellow circulators

section is an expensive burden—too expensive to be charged to any department, either the circulation or the editorial department. One might argue that on this theory we should abandon the comic, magazine and other non-income-producing sections of the Sunday newspaper. But this would not be sound, for they are produced very cheaply indeed, compared with the rotogravure, which most newspapers cannot themselves produce but must buy in bulk and pay the printers' overhead and add to that a generous profit. The rotogravure supplement is a good circulation getter. Every additional feature of great popularity is, on both a large and small scale, provided, of course, that the other fellow is not doing the same thing. But if all competitors add the rotogravure we are all back where we were in the first place, and the increased circulation effect is very logically next to nothing."

L. Williamson, Memphis News-Scimitar, talked on the quasi-editorial subject of scare-heads, double-column heads and run-over stories. He said:

"The great army of newspaper readers, I believe, are not much disturbed by scare headings; in fact I am of the belief that the great majority of readers like to see the news of the day in large type and a well-built headline should result in increased street sales. However there is nothing in the daily life of the newspaper reader that will so quickly disturb his peace of mind as when he discovers that he has been fooled by a fake headline. It is therefore, gratifying to note that for some years past, newspaper publishers have come to the conclusion that the truth not only in headlines but in every page of the paper, in the

(Continued on page 42)

SUTER ADDS TELEGRAM TO ADVERTISER

Second Purchase in Week, Involving $100,000, Gives Publisher Seven-Day Publication—Plan to Use Telegram Plant Only

Two newspaper deals in one city within one week is the record of Herman Suter and his associate, Ralph R. Govin, Jr., who this week added the Elmira (N. Y.) Sunday Telegram to the six-day Morning Advertiser, their purchase of which was noted in EDITOR & PUBLISHER last week. The purchase of the Telegram includes the building, plant and business. For the present both plants will be used, but it is intended soon to issue both papers from the Telegram plant. Staffs of both papers will be retained as far as possible, it is stated by Mr. Suter, who will be general manager of both papers. It is said that the purchase price for the Telegram was $100,000.

Mr. Suter's purchase of the Advertiser was negotiated by C. M. Palmer of New York and the Telegram deal was put through by Milo Shanks, former owner of the Advertiser.

Harry S. Brooks, who has conducted the Telegram since its establishment 42 years ago, will retire and in Sunday's Telegram made the following announcement:

"To All My Old Friends:

"Tomorrow, at 8 A. M., standard time, the writer will transfer to a younger generation of good New York State newspaper men his financial, managerial and editorial control of the Telegram.

"In the newspaper harness from sixteen to sixty-nine entitles me to a much needed physical rest and a well-earned mental vacation.

"On the Telegram firing line for forty-two consecutive years—ever since the paper saw the light of day—and right on it from daylight till dark, and often long after dark, it is high time I 'let up' on the gait I have been going and get over on 'low speed.'

"Hence!

"I'm going to grab at every good, big branch of pleasure as it passes and do my level best to hang on to them for a few years to come.

"I may get lonesome, but I guess I will live longer to enjoy the earthly fruits of my untiring and unselfish newspaper efforts. At least I hope to do so.

"My successors are experienced and thoroughly competent business men. I shall assist them, to the best of my ability, along the road to future financial success. I bespeak for them the best wishes of my hundreds of personal and professional friends throughout the Telegram's territory.

"With these few words of thanks and a sincere hope that all will go well with everybody until the final summons,

"Good-bye. Good luck to everybody."

The Telegram's building is six years old, two-story brick and reinforced concrete and includes complete newspaper publishing equipment and a photo-engraving plant. The Telegram conducts no job printing department and it has not been decided whether that branch of the Advertiser's business will be continued by the new management.

Mr. Suter in his announcement of the Telegram's purchase, said:

"In entering the Elmira field we do so with the feeling that its citizens will demand of us a newspaper that does credit to the city. It has been said that the character and strength of a city are shown by its newspapers. This leads me to say a word about that excellent evening newspaper, the Star-Gazette. Wherever it goes it reflects credit on the city of Elmira. It will compare favorably with the best evening newspapers of the country. While in a measure we will be competitors and may differ over matters of public policy from time to time, our competition will be on the square and differences, when they do arise, will be on principle and not on senseless newspaper heckling."

Mr. Suter, a native of Pennsylvania, has been in newspaper work over 20 years, dividing his extra time at Princeton University between baseball, football, track athletics and reporting. After four years in Washington, he became editor and publisher of the Nashville Tennessean and later was publisher of the Philadelphia Evening Times. He was engaged in newspaper syndicate work until the war, during which he was active in the foreign press cable and wireless service, serving as manager of the Paris office for a year. He is now president and general manager of the Advertiser and Telegram.

His associate, Ralph R. Govin, Jr., was born in New York City, and is also a Princeton product. He left the university during the war to enter the aviation service and was later assigned to the artillery. He entered the newspaper business after the war, serving on the advertising staff of the Charleston (W. Va.) Gazette, whence he went to Elmira.

The beautiful home of the combined Elmira (N. Y.) Telegram and Advertiser which passed into the hands of Herman Suter by the sale of the former.

OREGON JOURNAL GETS VERDICT

Jury Holds Expose of Lawyer Not Libellous

The Portland Oregon Journal has won a verdict in the case for $168,000 libel damages brought against it by Lee Roy E. Keeley, a debarred lawyer of Portland. The jury found for the Journal, with one dissenting vote. This was the second libel case to be lost by Keeley within the last month. The first was brought against the Oregonian for $150,000. It was decided when the court directed a verdict against Keeley on the ground that the publication objected to was not libelous per se and that Keeley had not alleged extrinsic facts in his pleadings sufficient to make the case actionable. The two hearings attracted more attention than any previous libel cases in Portland courts. The Journal case was under way from April 20 to May 4, when the verdict was returned.

Keeley sued the Journal for printing a series of six news articles and an editorial attacking him for his activities in connection with a 40 per cent fee secured by him from a widow whose husband had been killed in an industrial accident.

FRANK FEHLMAN NAMED AD CLUB PRESIDENT

Retiring Secretary "Syd" Clarke Elected as Director in Sharp Contest—Club Has Surplus of $20,000

Election night at the Advertising Club of New York on Tuesday brought out a houseful of members who were interested in the outcome of the balloting and in the doings that accompanied and followed the dinner.

Usually the ticket placed in nomination each year is elected without opposition and consequently there is nothing to arouse special interest in the event. This year, however, a number of the members thought that Herbert K. Stroud, whose term of office as director had expired, ought to be re-elected instead of "Syd" Clarke, the retiring secretary, who was the regular nominee. The campaign carried on in his behalf was short, but it stirred up a lot of excitement and some acrimony.

However, when the polls closed and the ballots were counted it was found that Mr. Clarke had received 411 votes and Mr. Stroud 184. Thereupon there was a wild outburst of applause by those who had voted for him. Mr. Stroud took his defeat philosophically—in fact he smiled over it, while some of his supporters looked seriously disappointed.

The entire ticket elected was as follow: President, Frank E. Fehlman, Churchill-Hall Company; vice-president, Charles C. Green, James' Advertising Agency; treasurer, Oliver B. Merrill; directors, Herman G. Halsted, of Paul Block, Inc., term two years; George W. Hopkins, of the Columbia Graphophone Company, term three years, and Sydney R. Clarke, term three years.

The heavy vote cast, 592, indicated the unusual interest in the election. It was the largest ever cast at an Ad Club election in New York.

Frank E. Fehlman, vice-president, presided at the business meeting in the absence of President Hopkins, who had gone to Chicago. Richard Wevill, who had been requested to make a report concerning conditions at the Fox Hills Hospital, where disabled soldiers are being treated for injuries received during the war, reported that the men lacked some of the necessities and comforts of life, and suggested that the club raise $100 to supply them to those in greatest need. The hat was passed around the room and $121 was subscribed as a relief fund.

Among the committee reports submitted was that of the house committee, of which A. Van Gytenbeek is chairman. The showing made by the restaurant during the year ending April 30, revealed an apparent loss of $2,978.31. In October the custom was inaugurated of charging the dining room its share of the rent. If this charge was omitted from the final figures the restaurant would show a profit of $2,552.90. The total receipts were $75,264 and the expenses $72,337.

After C. C. Green had submitted the report of the entertainment committee, Mr. Merrill arose and said that in appreciation of the work done by the committee the past year, and especially upon the annual dinner and entertainment given at the Hotel Astor, the board of directors had voted to present to each of its members a token of their appreciation. Thereupon Mr. Merrill called off their names and as each one came forward gave him an artistically ornamented silver watch charm pocket knife.

Reports submitted by other committees showed that 22 speakers have addressed the club during the year; that the public speaking class has had the largest attendance of any year—62; and that the advertising course has had 40 students. The treasurer's report showed that the assets of the club amounted to $42,011.77; the liabilities to $22,152.89; and the surplus to $19,858.88, of which cash on hand was $14,611.80. Mr. Merrill, the treasurer, said that all of the outstanding bonds of the club would be immediately called in and paid.

SHORT COURSE AT ST. PAUL

Editorial Subjects Dominant on Three-Day Program

The annual short course for Minnesota editors was held May 5, 6 and 7 at the farm school of the agricultural college, St. Paul branch of the University of Minnesota. Sixty editors took part. There was contests in newspaper make-up and in farm news departments in country newspapers, with $15 and $10 prizes in each, offered by the publicity bureau of the Minnesota State Fair. Problems of circulation-building, news gathering and kindred matters were discussed, editorial subjects being emphasized.

Herbert R. Galt, managing editor of the St. Paul Dispatch-Pioneer Press, explained a city man's point of view and Howard Kahn, managing editor of the St. Paul Daily News, talked on the human interest story and how to write it. Addresses were made by W. B. Chamberlain of the Minneapolis Journal, H. B. Wakefield and J. H. Todd of the Minneapolis Tribune, and L. G. Hoss, former instructor in the university school of journalism and now with the Livestock Journal, St. Paul.

Dr. C. A. Prosser, director of the Dunwoody Institute, spoke of the work of the university schools of journalism which exist in practically every state. E. E. Sheldon, supervisor of the apprentice school of the Lakeside Press, Chicago, and E. E. Baumgart, member of the staff of the school, told how to make newspapers readable and how to train apprentices. Prof. Bristow Adams, editor of the publications of the New York State College of Agriculture, Ithaca, discussed the country weekly as an institution in community life. H. V. Jones, editor of the Minneapolis Journal, was host at the evening banquet which concluded the sessions.

The Bemidji Sentinel took first prize and the Shakopee Tribune second in the make-up contest and the Wadena Pioneer-Journal and the Northfield News took the farm news prizes.

Digitized by Google

LOOKING A BOSTON NEWSPAPER GIFT HORSE IN THE MOUTH

Advertisers Fight Winning Battle to Keep Free Art and Cuts and Other Things That Have Been Taught to Believe Cost Nothing —Half-Tone Education at Straight Matter Cost

By BEN MELLON

THE man who passed along the classic, "never look a gift horse in the mouth," it is quite evident, never made a study of newspaper conditions in Boston.

Boston is a fighting newspaper town; other cities may have their news bureaus and publishers' organizations operated by hard and fast rules, but that is not true of the metropolis of New England. In no other big city in the United States is the newspaper competition as bitter as it is there.

And with this competition has grown to maturity a gift horse whose mouth should be looked into.

This particular gift horse stalks up and down the streets of Boston every day and his annual feed bill amounting to the astounding sum of $300,000 or more is paid by the publishers of the daily newspapers of the city. The name of this gift horse is free art and cuts and the collective group to which it is given are the advertisers of the Hub.

The newspapers of every city in America have gone through the-gift-to-advertisers period but, unlike Boston, they have recovered from it.

About fifteen years ago, when commercial art was just coming into its own, it was used generally throughout the country as a bait to attract local merchants to the advertising columns of newspapers and really played a very important part in the development of department store volume. Hereafter follows the story of the development of gift horse in Boston, as it is told with different but unimportant variations by the business heads of that city's many newspapers and some of the men responsible for placing local advertising.

When William R. Hearst entered the field with his American he naturally met with much opposition not only from the other newspapers but also from the advertisers. The opposition of the latter was not of a competitive nature. It was disclosed in their refusal to increase advertising appropriations to include his newspaper.

It is a well known fact that the Hearst newspapers have stood first in the development of newspaper art and the Boston American is the equal of any one of his other newspapers in that respect.

This is not the story of Boston newspaper competition—that would take several books to tell—but the tale of the development of a gift horse as it is related by the newspaper and business men of that city.

To show the kind of service advertisers could secure by placing their advertising in the American it is said that commonplace and even crude advertisements were picked from the other Boston newspapers and the Hearst art department was turned loose on them. When the product was finished, a solicitor was rushed post-haste to the local merchant whose advertisement had been doctored. There was no question but that the advertisement had been improved and it did not take much of a selling talk to convince those with an eye for beauty and who understood the pulling power of attractive printed business solicitation, that the Boston American was in position to render a service that would mean dollars and cents and class in appeal.

Other newspapers of Boston were forced into the same practice as a matter of self-defense. It might be well to state here that this practice was nation-wide, so far as the big cities were concerned, at that time.

But the difference between Boston and the other cities was marked. In the other cities it ran its hectic race and then died because its masters refused to feed it out of their annual earnings, while in Boston it grew by leaps and bounds until today and it is now eating up hundreds of thousands of dollars that would otherwise qualify as newspaper profits.

From free art it was only a step to free cuts. Under these conditions it was only natural that the merchants of the Hub should become uppis'.

Free art ceased to satisfy the more fastidious—that had become the right of every merchant, large or small, who advertised—and several who had ideas of their own and wanted to be a little different announced that they would relieve the greatly overworked art departments of the newspapers and put in their own artists. This did relieve the strain on the departments, but not on the purses of the publishers.

When the first of each month rolled around these merchants apportioned the cost of their art departments among the newspapers they had used, deducted the share they figured chargeable to each from each bill and sent checks for the balance. One of the most peculiar things about this practice was that it seemed to have been satisfactory to everybody concerned, for a number of years at least.

While Boston advertisers were being educated in the use of art under these conditions it was only natural that the driving force of that kind of competition should result in other practices just as wrong in the conduct of a successful newspaper business.

With free art and free cuts, many Boston advertisers became extravagant in their use of both. For instance, their ideas ran largely to halftones and mats are looked upon as being entirely unsatisfactory. It is the rule in Boston to make a new set of cuts for each advertisement in each newspaper office.

"The objection to mats is a sound position to take," said the advertising manager of one newspaper. "It means cleaner advertising, better results. In fact we like to run from originals because it gives us better looking newspapers."

Under such a free and easy system of give on the part of the newspapers it was to be expected that abuses would creep in. For instance, the executive head of one paper told me recently of a well-known Boston store that operated its own art department under the newspapers-pay-the-bill plan. Comparison of notes by several newspaper advertising men disclosed the fact that this store was collecting a total of $88 from the newspapers of Boston to meet the alleged cost of an art department for which it was actually paying $28. Fortunately this abuse never became general; in fact it was rare, but the danger of it was always there.

While I was chatting with another Boston newspaper executive, his secretary entered the office and handed him a note.

"There is one of the things that makes it expensive to do business in this city," he remarked to me as he finished reading it. "This note is from one of our large stores and it contains a request for a change in tomorrow's ad which is already made up. They sent that note down here by messenger and reversed the charges on the delivery."

Another Boston newspaper has discovered that reversed charges on messages from advertisers cost it $600 last year.

The Boston Globe has put on its own messenger boys to handle that paper's errand business and is refusing to pay the reverse charges on special messenger service for others. The other newspapers are watching this experiment with keen interest.

Frankly, I do not think that the publishers of Boston know the total amount of the rebates that they give their advertisers under the system of abuses that been up in that city during the last twelve years.

The total annual local store advertising revenue is estimated at something between $4,000,000 and $5,000,000. The amount of the rebate varies according to the newspaper office you are in. The most conservative estimate given me was $300,000; from that it went upward to the grand total of $450,000. The last figure was given by an executive of one of the strong newspapers of Boston and a man in a position to know what he is talking about.

To say that the executive heads of Boston newspapers never get together on questions of mutual interest would not be true; neither is it true, however, that Boston publishers have an association in the sense that many other cities have today.

Likewise it would not be true to say that publishers and executives of that city do not realize that the present system is wrong both in practice and principle. They have made several efforts to get out from under, but without success. The most notable effort until last Spring was in 1915, but they were blocked by the Retail Trade Board of the Chamber of Commerce and the bitter competition in the Boston field.

Last Spring all of the newspapers got together and decisive action was decided upon. The newsprint situation had forced the issue. Free art, free cuts and apportionment of independent art department costs were ordered abolished. The Retail Trade Board protested, but without avail. The new order went into effect.

The Retail Trade Board did not stop with a mere protest, however. It started out to find a way to defeat the efforts of the publishers and retained counsel for that purpose.

The Retail Trade Board is just what its name implies and its membership includes practically all of the merchants of Boston and all of the regular advertisers. They stood together in their demands for a continuation of the objectionable advertising practices which the publishers attempted to get away from. In this, some of them were even unfair to themselves. For instance, there are some advertisers who never use art or cuts who joined in the demand for the old order; the rebate to some on art work and cuts reaches 25 per cent. while in

(Continued on page 20)

WHAT ARE YOU DOING FOR FORESTRY?

A native Iowa elm tree for every grade school ground in Des Moines! That was the gift of Lafayette Young, Sr., publisher of the Des Moines Capital, in a school ground beautification program fostered by the Capital.

In the accompanying picture Mr. Young is shown planting a tree on one of the school grounds, while the school children attest their enthusiasm by cheers and waving of arms.

The school ground improvement campaign culminated in a beautiful ceremonial at each school on Arbor Day, April 29. At this time the children united in nature day services, and dedicated the Lafayette Young trees, putting a bronze marker on each one.

Youngsters have built fences around the trees for protection, and have pledged themselves to give them care, so that "their" trees will grow to magnificent maturity.

Digitized by Google

KEEPING THEM OUT OFTEN THE WORK OF A MERCHANDISING DEPARTMENT

A Newspaper Can Survey Its Own City as No Outsider Can and Give Sound Advice and Valuable Information on Marketing Possibilities

By T. J. YOUNG
Merchandising Department, Philadelphia Ledger

IF I WERE to land in a strange city on a dark night and didn't know whether to look north, east, south or west for the kind of a hotel I wanted or had no real notion of the "lay" of the town, and I was suddenly greeted by a chap I had met at some time who stayed right along with me until I had my bearings and learned some things about the city I wanted to know, I would feel that my friend was a sort of lifesaver, a real friend in need. The chances are that, being a real good fellow, he would consider the whole thing as trifling and insist that he was only too glad to help, etc.

Broadly, this illustrates the kind of service the modern newspaper merchandising department is intended to render—and does render.

Advertising as a business has made rapid progress in the past decade, and really twenty years of headway during the last five years because it has proved itself worth while in serious emergencies. The advertising seas have been pretty well charted by the pioneers in the agency and publishing fields and their successors, and to all should go full measure of credit for progress made.

Newspaper advertising's biggest recent contribution to this progress is the merchandising department.

Has Made a Chart

Men who have been engaged in sales and advertising work more years than I have known that until go-ahead newspapers began to develop merchandising or trade promotion divisions no really dependable data on specific markets was available, or, where available, was co-ordinated.

The sales or advertising manager or agency plans executive may now quietly lock the door of his private office and digest frank, neutral and thoroughly dependable reports on given markets as produced by competent and sincere merchandising department investigators, together with maps of the newspaper's territory, sidelights on the buying habits of the people in that locality and other intimate data so essential to the proper planning of a sales and advertising drive.

He will learn what competition he has to face, the number of retail outlets, kinds of combinations or dealer organizations; whether to put in a resident salesmen or to use a merchandise broker—and why. He will know that territory, in theory at least, almost as well as the manufacturer who happens to be located there, and possibly even better than some residents who should know.

Do They Know Them?

Most managers say they know New York, Chicago, Philadelphia and other leading markets. True to a certain extent, like the sightseer on a rubberneck and possibly not as well. They may come in and go out in a hurry, spend their time between hotel and certain business houses and think they know the city.

The chances are, granting they know the big markets intimately, which is open to debate in most instances, they probably don't know New Orleans, Baltimore, Cleveland or Minneapolis even slightly.

There are still some folks who think the entire State of California basks in sunshine all the year round and are surprised to learn that there is a good deal of snow in northern California on occasion. And all will agree that some of such folks are in sales and advertising executive positions, because we have either met them or heard of them.

Like a guide to a stranger in a strange city is the Merchandising Department of a newspaper. How it can best be used by advertisers is told here by T. J. Young, who knows

Busy advertising managers and agency chiefs cannot afford to, and have no desire to walk in circles to reach a given point. Like the man landing in a strange city they realize that timely information and suggestion make for the straight line to the objective. They know that a fickle public has a habit of changing its preferences on food products, toilet goods, etc.; else how could it pay to advertise a new article?

All advertising men argue that we progress by change, and most of us know that an absence from any city for only a short period will, on our return, show us changes in even the appearance of the city. Whole blocks may have been torn down and finer structures erected. To keep pace, then, with changes in specific zones we can and should lean on the up-to-the-minute merchandising department which keeps abreast of things within its territory and gladly tells us of them for the asking.

Not Entirely Mercenary

There's nothing altruistic in the workings of the merchandising department, though, on the other hand, it is not a coldly mercenary idea. I have stated that merchandising department reports are neutral. By that I mean that the lure of a possible campaign does not dictate the kind of a report furnished. If it were to do so the obvious fundamentals of such a department would have to be totally ignored and the entire idea would eventually die out—as it should. The real merchandising department will keep out one manufacturer just as honestly as it will encourage another to come in. It is guided solely by conditions prevailing and it hews to the line. To illustrate:

Suppose John Smith & Co.'s advertising manager or a representative of his agency came to Philadelphia and waxed enthusiastic with us about a dehydrated clam in powder form that the Smith Company planned to put on the market. This clam powder is to be packed in small vials three or four to the carton and each vial, with a quart of boiling milk, would provide a full quart of clam broth for little cost in five minutes.

It sounds interesting and is undoubtedly a fine example of the new science of dehydration. We want to help them and we would, of course, like to acknowledge receipt of their contract for advertising. We do help them—to stay out.

No Market for These Goods

We at once point out that Philadelphia, being near the sources of supply of fresh clams, has on every corner "oyster saloons" that are open from September to the end of April; and that there is comparatively little demand for either oysters or clams during the "off" season, which would be the only period during which the dehydrated kind could have a chance to compete with the fresh, and that it would be best not to attempt to enter Philadelphia.

This suggestion would be supported by statements from dealers, wholesalers and householders. We might even go so far as to suggest that inland territories, far removed from the possibilities of quick service on the fresh clam, be selected for a tryout campaign.

Far fetched? Not by any means. We have similar cases very frequently. The imaginary instance is merely to give an idea of the desire of the merchandising department of the dependable newspaper to help manufacturers keep clear of the shoals.

This kind of service is being given by many departments throughout the country. I'll wager that there isn't a merchandising department anywhere that hasn't lots of evidence in its files to prove that it has been—and is—rendering a real big service to manufacturers.

Such service is not confined to newcomers in the market, either. Those who have been with us for years, and pointed the way to those who have since found advertising a big factor for growth, call on merchandising departments for assistance frequently. If the newest plans of the old favorite include the securing of window displays to add momentum to the advertising and sales effort, the newspaper merchandising department rises to the occasion.

Found Windows A-Plenty

An established favorite line of toilet goods was recently featured in a large campaign in this city and the agency expressed a desire to have several hundred window displays as some costly lithographed cut-out material was available. We were glad to learn that within three days the manufacturer had received requests from local druggists for over three hundred displays. More were received each day for a couple of weeks. This campaign could not have been anything but successful because of the dominating advertising and large number of tie-up displays which meant the full support of those druggists was assured.

Multiply this concentrated support by whatever number of cities that campaign went into and one can understand why that manufacturer and his agency put their faith in newspaper advertising.

Newspaper advertising plus merchandising department co-operation means, in most instances, maximum dealer support and a consequent judgment of a given market solely on its merits. The poor market is easily discovered and avoided and the responsive territory gets its just due—which means that the appropriation is made to produce where it is most likely to do so and wastage is prevented.

About a year ago I met a clever young fellow who was then advertising manager for a concern having nation-wide distribution, and the vice-president of the company.

The Bigger Man Knew

In discussing newspaper merchandising help the young advertising manager pooh-poohed the suggestion that it was quite possible such assistance could be made to prove a worthwhile asset to the company's plans and to each zone manager, particularly. His vice-president did not, however, ridicule the suggestion and insisted on learning more about it, finally expressing the opinion that it should mean much and that it should be used wherever possible. He was surprised and interested to learn that newspapers rendered such help.

I firmly believe that every man who has anything to do with spending an advertising appropriation should take full advantage of the sincere willingness of the progressive newspaper to be of service, whether an immediate contract is involved or not. Newspaper merchandising departments have made lots of friends because of the things they have done and are willing to do. The biggest agencies in the country and some of the biggest manufacturers take full advantage—as they should. And if it has made good for one it should make good for another.

Let us hope that 1921, the year for fighters, the year for men who plan carefully and who will bring into action every ounce of power, who are interested like good generals in definitely attaining one objective at a time at minimum cost, will see more manufacturers, more advertising managers and more agency executives investigate the possibilities for service offered by the newspaper merchandising department.

Digitized by Google

BUSINESS MEN THEMSELVES TO BLAME FOR DEARTH OF BUYING

Those Who Simply Lie Down, Bemoan Conditions and Wait for Them to Improve Are Losing, While Others Who Drive for Business Get the Big Orders

By CHALMERS L. PANCOAST

EDITORIAL NOTE—Mr. Pancoast, formerly Eastern director of merchandising of the Chicago Tribune was this week appointed Eastern Representative in the national advertising field.

AT THE BEGINNING of 1921 business men were divided into two classes. The first and larger class consisted of those who were waiting to see what would happen. The second class, much in the minority, consisted of those who set about determinedly to lay plans to make things happen.

There was stagnation of purchasing power, retarded buying, frozen money, money turnover more rapid than the turnover of goods and the consumer was on strike.

The slogan of that class of business men were just waiting for business to return to normal seemed to be "Business is Bad—What's the use." They made no attempt to change business conditions and did not realize that if business was bad it was the fault of men who made no attempt to do anything to better it.

Those who simply waited for business to return to normal made these problems more difficult to solve by their inactivity.

On the other hand, there were certain aggressive business men who were anxious to stabilize business and who made plans to that end.

Every newspaper man knew that the problems arising from the stagnation of purchasing power, retarded buying and the consumer strike was a state of mind and that the only way these conditions could be changed was through newspaper advertising; that is, changing the consumer's state of mind.

MUST BE AROUSED

The Chicago Tribune was quick to recognize that the most practical plan was to arouse business men, make them get busy, knock this growing pessimism flat, and not wait for things to happen. It was necessary to change the attitude of the public mind from fear to confidence.

There was no thought of using exaggerated optimism to accomplish this. It was simply a matter of common sense and hard work in merchandising and advertising goods.

Since the money turnover was more rapid than the turnover of the goods, it meant that advertising must be called upon to play an important part in the stablizing of business. To combat the pessimistic sentiment of the "waiters," The Chicago Tribune held a convention of its salesman and at that time adopted the slogan "1921 Will Reward Fighters."

A FIGHTER'S CONTEST

Immediatedly a national newspaper campaign was started featuring this slogan which met with instantaneous enthusiastic approval. Thousands of letters were received from presidents, sales managers, business managers and advertising managers throughout the country showing that they fully appreciated the spirit of this slogan and that it was a sound basis for establishing better business. The request for the slogan office hangers featured in the newspaper advertising was so enormous that the Tribune decided to produce tangible evidence that the slogan "Business is Bad—What's the Use" was merely a mental attitude of fear and pessimism and could be broken by spreading the slogan "1921 Will Reward Fighters."

Then a contest was announced which was known as the "1921 Fighters' contest." Ten rewards of $100 each were offered for the best examples of fighting salesmanship. No other contest conducted by the Tribune ever brought such wonderful returns. It was an inspiration contest, showing that thousands of salesmen had caught the spirit of fighting during 1921 and that the slogan was not only greatly valued throughout the United States for its moral effect, but was taking hold of entire organizations and actually putting them on their feet to plan for bigger and better business during 1921.

This article is hot from the firing line. Chalmers L. Pancost has spent every day of this year so far in preaching to manufacturers the gospel that advertising and hard work will and does overcome the present business depression, and that every business man in America who simply waits for improvement is to blame if improvement doesn't begin now.

Following the contest a booklet was issued entitled "Fighting Salesmen of 1921." In this was reproduced the prize letters from the salesmen who had accomplished unusual results by applying this sipirit-of-fighting slogan at the beginning of 1921.

While the requests for "1921 Will Reward Fighters" office hangers was great, the request for the booklets giving inspiring examples of 1921 Fighting Salesmanship was still greater.

This national newspaper advertising campaign featuring the fighting slogan has convinced many concerns that now is the time for aggressive advertising and sales work. Special selling and advertising efforts along sound and sane lines mean the difference between ordinary business and big business.

A STRIKING EXAMPLE

One very striking example is that of the Franklin Automobile dealer in Chicago who increased his business nearly 40 per cent during the first three months of 1921. In the automobile industry the common talk was "Business is Bad." Notwithstanding, this dealer turned his organization into a fighting brigade and broke all records in automobile selling.

A statement has been made that while others were cancelling advertising schedules, the Franklin increased the size of its copy. They were the largest automobile advertiser in the Tribune last year, using big, fighting copy, endeavoring to put over a big idea. The "Wallop" was not confined to the advertising copy but extended to the salesmen who got back of the advertising campaign and gave it the best they had. This meant harder work, longer hours, more headwork, more footwork and an optimism which was real and not exaggerated.

Salesmen who could think of nothing else to talk about but hard times were of no use in a campaign of this kind. Salesmen of the fighting kind were added to the force, with the result that the advertising made good, the salesmen made good, and the dealer could truthfully say that business was good.

At the same time the hundreds of business men who were crying that business was bad and that it was no use making any special effort were shown they had no one to blame but themselves, because they were not going after the business.

ANOTHER MADE GOOD

There is also the story of Studebaker Automobile Company in Chicago. It adopted the fighting slogan and made business conditions in this particular organization good. When the Studebaker organization started to fight it used newspaper advertising for the battle and made it a point to be one of the largest advertisers in the paper. This advertising brought customers to the salesroom, customers who walked right past the doors of the dealers who were claiming that business was no good and who made no effort to make it good.

These are only two examples of concerns who got business simply because they went after it in a big and practical way. Of course, the automobile industry was in a slump, because the majority of automobile organizations lay down and made no effort to stimulate the sale of automobiles. Those who went after the business got it.

It simply shows that the buyers' strike was a state of mind; that people would not buy until they were fully convinced that it was good business for them to buy at that time.

There is no possible chance for a concern to make a gain over last year unless some extraordinary effort is made to get business.

There is the story of the Calumet Baking Powder Company which has been told extensively in Tribune newspaper advertising. During 1919 and 1920 the Calumet Baking Powder Company was one of the largest advertisers of grocery products in the Tribune. While other grocery concerns were waiting for business to adjust itself they adjusted business for themselves. When they entered upon the lean year of 1921 they increased their volume of advertising and got their salesmen on their toes for a real fighting year. Every man in the sales organization was made to realize that this was a year for fighters and that they must co-operate with the advertising in every way possible to help that advertising make good.

ADVERTISING ON TRIAL

Newspaper advertising for 1921 is now on trial. Advertisers are expecting more of advertising now than they have ever expected of it.

And advertising must accomplish more than it has ever accomplished. This means that advertising must not work alone—it must have the full co-operation of sales organizations. It must have the support of dealers. This can be had only by combined efforts of salesmen, dealers and advertising to persuade people to buy products now.

The Chicago Tribune started out not only with fighting slogan and national newspaper advertising campaign, but it instilled in its own salesmen the thought that they must go out and fight for business as they never fought for business before. At a time when business men were bemoaning the fact that business was bad and wondering when conditions would be bettered, it was up to them to do the pioneering in making conditions better.

The Tribune Company felt that in order to extend the spirit of fighting salesmanship to other organizations it must first demonstrate the idea in its own organization. At the Chicago Convention held in January, Tribune salesmen were charged brimful of enthusiasm concerning the possibilities for the coming year. It was not an exaggerated spirit of enthusiasm, nor an unreal spirit of optimism. The campaign was based on the idea that there was hard work ahead for salesmen during 1921 and that there was a big reward for the man who would look the facts squarely in the face and transform the waiting concern into a fighting concern.

OTHERS CAUGHT SPIRIT

Other sales organizations immediately caught the spirit of this fighting salesmanship which was the motive power that would increase the power of advertising in moving merchandise.

At a meeting of retail merchants held in New York early in the year it was learned that they were content with operating in small lots, buying only what they could turn over to the consumer in a few weeks. This made it difficult for manufacturer's salesmen to sell dealers merchandise in volume. The only reason the retail merchants had for buying any merchandise was that it would be turned quickly. The attitude of the retailer in buying could be changed only by showing him that the manufacturers was making sales for the retailer through newspaper advertising.

Tribune salesmen were instructed to spread the story of merchandising advertising; that is, how to use advertising to accomplish a two-fold result. First to sell the retailer. Second, to sell the consumer. Instructing salesmen to show retail merchants that the advertising was making sales for him.

In other words, instead of selling a merchant merchandise, you were selling him sales. Advertising through newspapers to the consumer was the only way of guaranteeing a turnover for the retailer. It was up to newspaper advertising to start the goods moving. You could not place merchandise on a deal-

(Continued on page 27)

Digitized by Google

ETHICS AND ECONOMICS MINGLED WIN STABLE SUCCESS IN BUSINESS

"Let the Buyer Beware," Slogan of Dead Days, Proved Unprincipled and Unprofitable and Now Replaced by "In the Long Run Good Business Morals Pay"

By WALTER SAMMIS

WHEN it was recently announced that six leading citizens of New York, whose combined ages total 501 years, were to tell about conditions in this city as they were more than half a century ago, everybody expected a "Those were the good old days" evening at the Town Hall, and looked for comparisons to prove that business and social morals are immeasurably worse today than they were of old. Instead, these experienced men showed how much better they are and how much fairer the basis upon which modern business is conducted.

The student has not far too seek for the reason why. Men have come to realize that principle and character and service make for sound business, not chicanery; that even unlimited financial resources, brilliant opportunity and driving force all combined cannot take their place; that he who gives in full measure is the one who gains the confidence and good-will that bring returns a hundred fold; that while it may be true that "Where business begins friendship ends", it is true in but limited sense, and that every business man is indeed his business brother's keeper.

Excess Profit Is Plunder

In short, the business world is gradually convincing itself by actual trial that ethics and economics can mingle in business. More: That they *must* mingle if ponderable and permanent success, even financially, is to be achieved.

A few definitions and examples will be of assistance in demonstrating this truth, not yet universally accepted, but which is having a swiftly widening influence upon modern business transactions. Thus:

Business is barter and trade of service, commodities or moneys conducted for a profit; and profit is the rightful margin between the cost of the conduct of business and the remuneration resulting from its legitimate activities. Anything more than that is plunder.

Ethics is the science that discovers and defines right and wrong.

Economics is the science that distinguishes between wasteful and gainful ends.

Like ethics, economics is a search for the ways by which, with the least effort, man can so adjust himself to conditions as to satisfy certain desires. The most important of these are food, clothing and lodging for the family and the prospect of becoming independent of life-long labor to supply those needs.

Right and Wrong

Unlike ethics, economics does not trouble itself with moral questions. Only incidentally does it consider the common weal.

Economically, then, acts are only wise or unwise, prudent or imprudent, thrifty or wasteful, sensible or foolish, healthy or morbid, according as they affect the individual or the group performing them, since acts become right or wrong only as they affect others than those who perform them. For example:

So long as Robinson Crusoe was alone on his island of Juan Fernandez his acts were neither right nor wrong, morally, because they could not affect others. They were simply wise or unwise according as they were beneficial or harmful to himself. But from the moment when Man Friday appeared Crusoe's acts became right or wrong, because they were bound to benefit or injure another.

It is that way with business. Not a single business act but either benefits or injures others, since no business lives apart from the community. That is why the world is beginning to attribute a social aspect to business acts and is judging the business man not entirely by the rule of business economics, not even by their absolute legality, but by the fundamental rule of both ethics and economics which teaches that no business act should be performed that is injurious to an individual, a group or a community.

That is why, also, business ethics and business morals are improving in most fields of endeavor. So thoroughly grounded is the thought that they must improve that men in this and other countries who engaged in business transactions recently that were not in accord with morality, though strictly legal, have been checked by public opinion. That is why Benjamin Franklin's slogan, "Honesty is the best policy" has been amplified to "In the long run good business morals pay."

More than ever before the world is realizing that a knave in broadcloth is no better, morally, than a knave in fustian; that a business act which brings a profit without giving adequate return therefor, even though the act may be quite within the law, is on a moral par with the acts of a burglar or a hold-up man. That it means a sure loss of good-will, and that good-will is an economic asset increasing slowly in value as it accumulates and decreasing rapidly in value as it is dissipated.

Confidence is another name for good-will, and argument is not needed to prove that without the confidence of a community no business can be established upon an abiding basis. And community confidence is made up of individual confidence of the persons composing the community.

To win confidence, then, is the highest economic aim of every man engaged in business, from the head of a house to its humblest employe, since by confidence alone can individual progress be made in business; and in the last analysis all progress is based upon the individual.

Confidence is not always gained by strict adherence to the expressed terms of a contract. No contract is ever made without consideration, more or less, of the moral, or ethical, factor, and violation of an implied term is, both ethically and economically, as serious as violation of a legal term. Take an ancient contract mentioned in the Bible as an example:

Jacob agreed with Laban (Genesis xxx.) that for his hire he should have "all the speckled and spotted cattle, and all the brown cattle among the sheep and the speckled and spotted among the goats." Laban, apparently, made this contract in good faith that Jacob would abide by the verdict of nature. Not so Jacob. He adopted means not mentioned nor contemplated in the contract whereby the brown, the speckled and the spotted multiplied amazingly, and so increased his wages by a subterfuge. Legally he was justified. Ethically he was unfair; and by his unfairness got more than Laban consciously bargained to give him.

Economically it was injurious to Jacob, because as a consequence he had to leave the place where he had thriven and seek another country in which to live and do business.

It is obvious that Jacob's methods could not succeed in business today, because communities and not segregated individuals have to be dealt with, and because success in business depends not only upon the fulfilling of a contract, but upon mutual satisfaction of the parties to it.

One of the parties to a contract, be it a large order or simply the purchase of a button-hook, is a customer, and it is the customer who must receive the first and foremost consideration. That is both ethical and economic.

John Jacob Astor built up an amazingly large business and a great fortune by satisfying his customers. Instead of money, the North American Indians brought to him furs to pay for goods Astor brought to them from civilization. Gew-gaws as some of his goods were to people who had greater needs they satisfied his Indian customers. Returning to civilization Astor sold the furs to customers at a substantial advance upon what they cost him in actual outlay. These customers, too, were satisfied with their bargains, and Astor was able from his profits to satisfy his adventurous assistants for the risks, dangers and hardships they endured, and himself benefit by his business ability and enterprise.

Alexander T. Stewart became the foremost among New York's great retail merchant princes because he mingled economics and ethics in business, satisfying his customers and gaining their confidence. He was the first of his kind to do away with the motto, "Let the buyer beware" and substitute for it, "Fair and open dealing; and the same treatment for all."

In Stewart's earlier business days shopping was chaffering. Price marks on goods meant nothing. The merchant did not hope to get what they indicated and the public did not expect to pay them. The best that can be said for them is that they were starting points for bargaining. The ultimate selling price of any article depended upon the chaffering ability of the customer and the resisting power of the clerk.

Won For Wanamaker

Stewart changed this. He discovered the value of standardized prices and determined to create customer-confidence by showing that all were treated fairly and alike; to apply ethics to business. His price marks were made to mean just what they said and no customer had preference over another. His competitors ridiculed him, saying that half the pleasure of shopping would be gone and that customers would be driven away. But his fair dealing did win confidence and did increase custom, and competitors who did not follow him closed their shops for lack of trade, while he built up the greatest business success of his time.

John Wanamaker, another great retail merchant, instituted the "Satisfaction or your money returned" method of doing business. Since there are always individual customers who love a sharp deal and are ready to take unfair advantage, some transactions based upon this principle show a loss; but the principle is so correct economically that it has come to prevail everywhere, practically. It is good business as well as good ethics. It creates confidence and shows business integrity.

The same principle of fairness applies in all dealings of vendors and customers alike, whether interior or exterior to any business concern. An employer, for instance, has no more right to pay an employe who lends his services less than those services are worth than an employe has to give to the employer, his customer, less than he is paid to give. To do so reacts injuriously to both. The demand, public or private, that a man worth $50,000 a year shall accept $25,000 is as wrong economically as that an employee worth $25 a week shall demand $30. Inadequate service results in either case and the organization suffers, because had ethics make unsound economics.

In an actual instance an employer admitted that a man who applied for work was worth $6,500 a year to him but refused to pay more than $5,000. The applicant responded by saying that he would give ten-thirteenths of his time and ability for the $5,000, but the employer declared for full service or none. The applicant took the place for $5,000 moved by his necessities. He felt unjustly treated and after a while told his employer so and left. The organization did not fail to suffer. False ethically, the transaction could not be true economically.

Another instance: An employe demanded an increase of salary from $5,000 to $8,000. The employer told him honestly that his worth to the establishment was not more than the $5,000 he was getting. Nevertheless, the employe insisted. To replace him at just that moment was not feasible so he got the $8,000. But another man was found as quickly as possible to take his place. He had to seek other employment. The employer lost the excess he had paid

(*Continued on Page 28*)

AN AMERICAN'S CREED

By CHARLES W. MILLER

IF thou wilt be perfect, go and sell that thou hast, and give to the poor, and thou shalt have treasure in heaven; and come and follow Me. And again I say unto you. It is easier for a camel to go through the eye of a needle, than for a rich man to enter into the kingdom of God (Matt. xix: 21-24). Though I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal (1 Cor. xiii: I). Seek ye out of the Book of the Lord, and read (Isa. xxxiv: 16). But in vain do they worship Me, teaching for doctrine the commandments of men (Matt. xv: 9). Be ye therefore merciful, as your Father also is merciful. Judge not, and ye shall not be judged: condemn not, and ye shall not be condemned: forgive, and ye shall be forgiven: Give, and it shall be given unto you; good measure, pressed down, and running over, shall men give unto your bosom. For with what measure that ye mete withal it shall be measured to you again (Luke vi: 36-38).

Copyright released for publication in Editor & Publisher, New York, N. Y.

Digitized by Google

WHAT MANUFACTURERS SHOULD KNOW BEFORE ADVERTISING IN BRITAIN

Daily Newspapers Give Quickest and Most Direct Action and Can Be Used for National or Local Campaigns—How to Word Ads

By ALEC E. OAKES

EDITORIAL NOTE—Mr. Oakes is on the New York staff of the Dorland Agency, Inc.

THE Americanization of England is a topic of increasing interest in the British Press, Sir Sidney Low being one of latest writers of eminence to dwell upon the phenomenon.

Not many years ago America depended upon Great Britain for its supply of better-class literature—works of fiction, poetry, history and philosophy. In those days the successful British play duplicated its success on the American stage while every English actor of note was known to American audiences.

Now the tables are reversed. America is the exporting country, not only for these intellectual wares, but for others. A "best-seller" in "the States" is a "best-seller" in England. American magazines and periodicals circulate in Great Britain in increasing numbers. British magazines are replete with stories and articles by American writers. And it can almost be said that American actors and American plays dominate the English stage.

Perhaps the most potent influence of all, however, is the movie, known to British fans as the cinema. Ninety-five per cent of all films shown in the British Isles are American. Surely a matter of interest and significance.

The movies there, as in this country, form the chief recreation for the masses of the people. Nearly all classes of the British population, therefore, are habitually and constantly seeing life through American spectacles. They see American scenery, American homes, American offices, American furniture, American people, American habits, American methods, American life. Small wonder then that the Americanization of England goes on apace!

All of which is to say that the Britain of today is not the Britain of yesterday.

Do as Britons Do

In spite of this, however, there are still decided differences in the habits and temperaments of the two peoples, and it behooves the American merchant or manufacturer who contemplates entering the British market to take cognizance of these when planning his merchandising and advertising campaigns. It is still essential when in Britain to do as the Britons do.

Some of the practices of the British business man may even seem unreasonable and illogical to the American, but they exist and must be taken into account if the market is to be successfully exploited. It has been said, with no small degree of truth, that breaking into the British market is like breaking into society, but instead of pull, patience is needed; and in addition to nerve, a sense of humor.

So marked in some respects is the difference in methods and procedure that it is not advisable for an American firm to try to sell its goods to British houses with an American sales staff. The sales campaign can be directed by an American sales manager, if necessary, but English men or English women should be selected to sell the goods; though an increasing number of American concerns are employing Canadian salesmen for Great Britain, the Canadian combining some of the aggressive characteristics of the American with the ability to adapt himself to the requirements of British trade.

In the matter of advertising, with which we are more particularly concerned here, great care must be exercised to use copy acceptable to the British reader. There may be instances where the same copy used in an advertising campaign in America could be used in Great Britain, but such instances are very rare and would be but the exceptions proving the rule. Advertising copy should be designed, written and planned by some one not only familiar with the product to be advertised but who is also thoroughly acquainted with the British market.

Though Britons are our cousins, they think, act and talk differently from Yankees, Alec E. Oakes assures us as he gives here some valuable advice on telling them about American goods.

Advertising in Great Britain has not yet reached the pinnacle of success that it has attained in America. Advertising has become woven into the very fabric of American life. It is the motive power behind American industry. It is no exaggeration to say that the gigantic growth of American business has been achieved through the all-pervading power of publicity.

Great progress has been made during the last decade in Great Britain in the mechanics of advertising. It is a growing and potent force. But it still is a long way from the point of development that the art has reached in this country.

The keynote of American advertising is education. Education of the salesman to more efficient knowledge of the market; education of the dealer to better and more profitable ways of selling goods, education of the consumer to the use of new goods, of more goods, creating new desires and new wants and incidentally raising the standard of living.

The Great War Helped

By sheer force of attractively-designed and alluringly-written advertisements the American public has become accustomed to reading advertisements. This can hardly be claimed on behalf of the British public. There is still apt to linger in the average Britisher's mind a little prejudice against advertising, though the impressive and highly resultful publicity campaigns run by the government during the war have been a tremendous factor in breaking down the last bulwarks of this unjustifiable attitude.

This will explain why there is less of the logically-written "Reason Why" form of copy used in Great Britain, and why the poster-type of advertising is more generally favored. By poster-type I mean an ad of which the greater part consists of an illustration sometimes having little or no relation to the text matter, while the remainder of the space is occupied by the name of the product. Most English advertising presupposes a knowledge on the part of the public of the use of the article advertised, and it is considered sufficient to reiterate the name of the product, or brand.

The cardinal point that must always be remembered when appealing to the British public is not to over-state your case. It is essential that an article live up to the advertisement. And it is better to err on the side of conservatism than on the side of over-statement.

Differences in Terms

Apart from these general characteristics in advertising copy and appeal designed to capture the British market there are also differences in terms and expressions.

The divergencies between British English and American English are relatively very few when the immense vocabulary of the English language is considered. The differences seem to be far more numerous than they really are because most of them belong to the vocabulary of everyday life and are familiar household words.

As examples of British terms differing from American may be cited the following:

Instead of to the "movies," it is to the "cinema" that the English beau takes his best girl, and the journey home is usually made in a "tram" instead of a "street-car." Sometimes he "books" seats in advance instead of "reserving" them as he would do if he lived in the U. S. A.

Our British cousins "go up in a lift" instead of "taking an elevator." "Drug store" becomes a "chemist shop;" and the two differ not only in name but in character, for whereas in America drugs and the make-up of prescriptions are incidental items in a drug-store's activities, they are the sole *raison d'etre* of a chemist's shop in England.

Likewise "hardware stores" in English parlance are known as "ironmongers." "Dry-goods stores" become "drapers' shops," where one buys a "reel of thread" instead of a "spool of cotton."

"Shoe store" translates itself into "boot shop," and likewise a "high shoe" to an Englishman is always a "boot," only the "Oxford" or "low shoe" being known to him as a shoe." While in the matter of headgear, the "derby," when it adorns the head of a Britisher assumes the name of "bowler."

More Words to Use

The Englishman living in the suburbs and travelling to and from the city daily does not "commute," and for that reason is not known as a "commuter." He is a "season-ticket holder" because it is a "season ticket" that he buys periodically and not a "commutation ticket."

These instances could be multiplied many times, but they are sufficient to indicate the necessity of advertising copy intended for British consumption being prepared by some one acquainted with "English as she is spoke."

When it comes to advertising mediums the American merchant introducing his goods to the British market has not such a difficult problem.

There is a vast difference between newspapers and magazines in their relation to advertising in Great Britain and in this country. In Great Britain there are no magazines of enormous circulation corresponding to the Saturday Evening Post, Literary Digest, Ladies' Home Journal and Pictorial Review type. In view of this fact an intensive advertising campaign in the British market would call for the use of daily papers to a much greater extent than in this country.

No monthly magazine in England has a circulation greater than 250,000, which is but a small percentage of the circulation of the great weekly periodicals and monthly magazines of the United States.

The only weekly papers in England with circulations approaching 500,000 or going beyond that figure are John Bull, Answers, Tit-Bits, Pearson's Weekly and Picture Show, with John Bull far in the lead with a circulation of 1,250,000. It will be seen, therefore, that to obtain the amount of publicity in Great Britain equivalent to that given by any one of the popular magazines in the United States it would be necessary to use about a dozen different magazines and periodicals. Even then, the same quality of circulation would not be obtained as the above-mentioned publications circulate chiefly among the lower-midle classes.

Dailies the Strongest

The daily newspaper in Great Britain is much more efficient for national advertising. Great Britain has but one-thirteenth of the area of the United States. This presents a very interesting advertising situation, for it enables an advertiser to reach the whole country at one time through the use of newspapers national in scope and circulation. Or, through the use of local newspapers, an advertising campaign can be distributed over five or six distinct areas, thus: London and home counties, with a population of, say, 10,000,000; Manchester and surrounding district, 10,000,000; Yorkshire and Northeastern England, 3,000,000; Birmingham and the Midlands, 3,000,000; Cardiff and the Western area, 3,000,000; Scotland, 3,000,000; Ireland, 5,000,000.

The big daily newspapers having national circulations include the Times, with a circulation of approximately 200,000 very widely distributed; the Daily Mail with over 1,000,000; the Daily Express, Daily Chronicle, with about 500,000 each; and the Daily Tele-

(*Continued on next page*)

METHODS OF TEACHING ADVERTISING REVIEWED BY INSTRUCTORS

Annual Conference Featured by Report of Prof. Starch of Harvard-N. Y. University Leads in Amount of Instruction—Prof. Gardner of Wisconsin New President

By FRANK LEROY BLANCHARD

PITTSBURGH, May 7.—Advertising teachers from all over the United States attended the annual meeting of the National Association of Teachers of Advertising, which was held at the University of Pittsburgh yesterday and today. Addresses were delivered by prominent educators upon subjects relating to the work of the class room, which were later discussed from the floor.

Owing to the fact that the meeting was held conjointly with that of the Association of Collegiate Schools of Business the time devoted to the teaching of advertising was confined to two sessions—an altogether too brief period for the thorough discussion of the many topics that the teachers would like to have taken up.

The opening session was held in the auditorium of the H. J. Heinz Company on Friday afternoon, Dean Emory R. Johnson, of the University of Pennsylvania, presiding. Members of both associations were guests of the company at a luncheon given in their honor previous to the meeting. Prof. Daniel Starch, of Harvard University, who wrote one of the most practical text books on advertising that has been published, read a carefully prepared paper on "Courses in Advertising," in which he first gave the results he had obtained from a letter he had written to forty-nine persons in twenty-four institutions to ascertain what the larger colleges and universities are doing in giving instruction in advertising. Representatives of nineteen institutions responded. Prof. Starch spoke in part as follows:

"We found that the average amount of instruction given is two and two-thirds semesters and the most common amount is two semesters. The institutions giving the largest amounts are New York University (sixteen semesters), the University of Washington (ten semesters), Boston University (seven semesters), and the University of Missouri (five and one-third semesters).

"Titles of the courses.—Each of the institutions gives a first or general course. Six of these institutions designate this course advertising; five designate it as principles, elements, or essentials of advertising; seven as psychology of advertising; and one, publicity and advertising.

"A considerable number of institutions offer specialized courses. Five institutions offer a course in advertisement writing or copy-writing; five offer a course in advertising design, advertising display, or typography of advertising; three, in advertising campaigns; three, in research in advertising; three, in the selling of advertising; and each of the following courses is offered in one institution: advertising practice, advertising laboratory, retail advertising, mail-order advertising, photo illustration.

"Prerequisites.—Elementary psychology is required in four institutions; Junior standing in three; Junior standing and economics in two; psychology and economics in two; marketing in two; merchandising in one; economics, psychology, marketing and sales management in one; economic marketing, salesmanship, and sales management in one; elementary psychology and social psychology in one; psychology or practical experience in one; Sophomore standing in one; and no prerequisites in two.

"Contents of the courses.—This section of the responses was rather difficult to summarize in a satisfactory manner on account of the diversity of topics covered and especially on account of the use of different phrases to designate similar and overlapping subjects or of including some topics under some other more comprehensive topic.

"Twelve of the nineteen institutions furnished sufficiently detailed lists of topics for their general or first courses to be usable for summarizing. For the sake of clearness, and convenience I have classified the various topics under six general heads. The number after each indicates the number of different general or first courses in which that particular topic was mentioned:

SUMMARY OF TOPICS OF THE GENERAL OR FIRST COURSES

Based on twelve institutions which furnished detailed statements.

Group I. Introductory topics
- Aims and functions
- History of advertising
- Point of view and scientific method
- The field of advertising
- Kinds of advertising

Group II. Economic and social aspects
- Economic aspects 3
- Relation to distribution system 2
- Cost of advertising 2
- Uses of advertising 1
- The appropriation 2
- Advertising statistics 1
- Analysis of product and market 3

Group III. Psychology aspects, copy, text, appeals, layout, etc.
- The psychology of advertising 6
- Appeals 4
- Tests of advertisements and appeals 4
- Attention 4
- Interest 4
- Memory of impressions 4
- Desire 3
- Suggestion 4
- Instincts and motives 4
- Reasoning, decision, action, response 6
- Truth in advertising 3
- Sex and class differences 4
- Copy 4
- Headlines 4
- Text 3
- Unity, clearness, force 1
- Layout 4
- Illustration 6
- Color 5
- Display 3
- Type 4
- Borders 2
- Criticism of advertisements 1
- Trade marks and commodity names 8

Group IV. Mediums
- Mediums (presumably including all mediums) 9
- Direct mail advertising 4
- Posters 3
- Car cards 2
- Sales letters 2
- Catalogues 1
- Novelty and specialty 2
- Show windows 1

Group V. Special fields
- National advertising campaigns 4
- Retail advertising 4
- Agricultural advertising 1
- Community advertising 1
- Church advertising 1

Group VI. Organization and executive aspects
- The advertising agency 3
- The advertising department 1
- The advertising manager 1
- The press agent 1
- Organizations for the betterment of advertising 2
- Qualifications of the advertising man 2
- The profession of advertising 1

"Perhaps the most significant point in this summary is the great variation in the subjects covered in the various courses. Hardly a single topic is uniformly included in all courses. The two topics mediums and trade-marks come nearest to being included in all first courses. However, the diversity is probably not quite so large as this summary apparently indicates because many topics are referred to in different terms. That is, the diversity in phraseology is probably greater than the actual variation in subject-matter. Thus one course will speak of attention factors while another one will deal with the same points under layout; or text and illustration in one course may be discussed under copy in another or under appeals in a third.

"The specialized courses are too few in any given special aspect to make a summary worth while. However, it may be of interest to quote the topical content of two or three courses.

WRITING OF ADVERTISEMENTS
- News merchandising "story" based on downtown trip.
- Revision of this story for advertisement—also composition of headline.
- A finished layout with copy based on above.
- A layout based on good clipped advertisement.
- A layout correcting and improving that of a clipped advertisement.
- An advertisement for a local merchant based on mail-order catalogue copy.
- Analysis of some local business concern.
- Analysis of a campaign for this business concern.
- Production of a campaign of six to twelve advertisements.
- Class study of some specialized subject, say banking.
- Preparation of a paper on this subject.
- Preparation of campaigns for various local banks.
- Class study of campaigns prepared by students.

ADVERTISING COPY
- General requirements of advertising copy for magazines.
- Essential qualities of copy.
- Points of contact and talking points.
- Principles of construction.
- Reason-why copy.
- Human-interest copy.
- Smaller units of copy, including sentence structure and diction.
- Copy as affected by display, including headlines.
- Newspaper advertisements for national advertisers and for retail establishments.
- Advertisements in technical publications.
- Advertisements in trade papers.
- Advertisements in farm papers.
- Advertisements in women's publications.
- Advertisements in other class publications.
- Street-car cards and billboards.
- Copy policies.

RETAIL ADVERTISING
- Fundamentals of advertising (retail).
- First introduction to type, rules, etc.
- Laying out a dummy.
- Corrections and proof marks.
- Display.
- Copy.
- Merchandising an advertisement.
- Mediums.
- Appropriations and budgets.
- Illustrations.
- Policies of a store.
- How to organize sales.
- Planning a season.
- Results—summing up.

MARKETING CAMPAIGNS
- Campaigns.
- Advertising as influenced by marketing methods.
- Price maintenance.
- Trade marks.
- Private brands.
- Factory conditions influencing distribution.
- Market investigations.
- Studying campaigns.
- Problem work.

"Use of class period.—In response to the question concerning the use of the class period, extremely wide variation was reported. Thus, for example, one course devotes 90 per cent of the class hour to lectures, while another devotes only 5 per cent of the time. The average distribution of time is as follows: 40 per cent is devoted to lecturing; 10 per cent to discussion of material previously covered in lectures; 20 per cent to discussion of problems or exercises previously assigned; and 30 per cent to laboratory exercises or experiments.

"Material, exercises, or problems used and the method of handling.—The following statements are quoted from the various reports:

Plan is to describe actual advertising experience and carry analysis back to principles.

Special studies of ads in Saturday Evening Post or newspapers.

Studying of the advertising of a first-class nationally advertised commodity. (Term reports.)

(Continued on page 30)

BEFORE ADVERTISING IN BRITAIN

(Continued from page 13)

graph and Morning Post with rather less circulation but of a better quality.

In addition, there are the daily illustrated newspapers such as the Daily Mirror, with a circulation of 1,150,000, and the Daily Sketch, with 1,000,000, appealing to the middle and lower-middle classes.

SUNDAY PAPERS SEPARATE

The Sunday newspapers of Great Britain are also national in scope. They differ from the American Sunday newspapers in that they are not Sunday editions of daily papers, but separate and individual publications issued on Sundays only. These may be divided into two classes, popular and high-class.

The popular Sunday papers have enormous circulations, and there are very few homes in the British Isles where one or more of these publications cannot be found.

The leading Sunday papers and their circulations follow:

News of the World, 3,250,000; Lloyds Weekly, 3,000,000; Weekly Dispatch, 600,000; The People, 2,000,000; Reynold's Newspaper, 1,000,000; Sunday Pictorial, 2,400,000; Sunday Chronicle, 1,040,000; Illustrated Sunday Herald, 1,020,000; Empire News, 1,200,000; Sunday Post, 500,000, while in the better-class field are the Observer, Sunday Times and Referee.

In spite of the existence of the strong national press, each city of any size and importance has its own powerful newspaper or newspapers, the sale of which is not affected by the circulation of the national newspapers. Outside of London such newspapers are the Manchester Guardian, Yorkshire Post (Leeds), Birmingham Post, Glasgow Herald, Edinburgh Scotsman and a dozen others are the breakfast-table papers of the provincial reader; and equally the evening papers are the home journals. These papers must be taken into serious consideration when planning an advertising campaign.

THE WEEKLY PRESS

The weekly press of Great Britain can be divided into two sections—the popular penny editions with very wide circulations and the illustrated weeklies of a smaller circulation, principally among the middle and upper classes.

The leading penny papers are John Bull, London Opinion, Passing Show, Picture Show, Answers, Tit-Bits and Ideas, and the principal illustrated weeklies are the Illustrated London News, Graphic, Sphere, Sketch, Tatler, Bystander, The Patrician and Punch.

The foregoing does not attempt to cover all classes of advertising media in Great Britain, but is simply a partial list of those publications regarded as most suitable for an initial campaign.

There is no royal road to success by means of advertising in England any more than there is in America. Precise knowledge of the product to be marketed, a careful study of local conditions, plus first-hand knowledge of advertising methods and media are essential before a definite selling and advertising campaign can be decided upon.

Perhaps no better advice could be given to the American merchant contemplating entering the British market than to suggest that he get in touch with the American Chamber of Commerce in London or with one of the leading British advertising agencies, who place a broad interpretation upon their conception of the duties of an advertising agency and who maintain statistical, research and service departments at a high degree of efficiency.

Digitized by Google

DISCARDS THE CRIMSON FOR A DAY

Absentees From First Page of Denver Post Under Dr. Boyle Were "Final Score, Shot, Slain, Murdered, Actress, Legs"

Dr. W. H. Wray Boyle, pastor of the Central Presbyterian Church, who edited the Denver Post May 5, on an invitation extended by the publishers, suffered a complete "scoop" in his initial attempt, at the hands of the Denver Times, an opposition paper which all editions. It has been mentioned that this same article showed use of the personal pronoun twenty-seven times. Front page stories include the following. A wire story on the business future of the nation, a Berlin dispatch on a battle between the Poles and German police, in addition to a political yarn and composite story on jury systems and miscarriage of justice. A political story featured in the lower right-hand corner of the same page.

Other "front pagers" include a million dollar swindle, a Paris dispatch of a medical feat performed by surgery and a paragraph on a New Jersey youth who used tacks to stop his rival's car.

THE DENVER POST

COMPLETE BASEBALL SCORES

ALLIED TROOPS FIGHT POLES, ITALIANS ARE SURROUNDED

FRENCH FORTIFY THEATERS, MAYOR SEIZED AS HOSTAGE

BASEBALL SCORES

NATIONAL LEAGUE

AMERICAN LEAGUE

ASSOCIATION

MIDWEST LEAGUE

BATTLE ON HARDING PLAN OF DISARMAMENT OPENS

BERGDOLL'S ESCAPE EASY, NO ONE WATCHING SLACKER

MARINE STRIKE SETTLEMENT IS MORE DOUBTFUL

DISCORD GAINS AMONG G. O. P. SENATORS

JOHNSON ATTACKS HARDING NOMINATION

CLUBMAN SHOOTS ANOTHER KILLS SELF, TO END GRUDGE

Here we have page 1 of the Denver Post before Dr. Boyle took charge for a day—incidentally the old paper looks about the same today—

ran a front page story on his own church.

From the general opinion expressed by newspaper men here and the public, the eminent clergyman published a creditable paper. He placed before the minds of his readers general news as well as things elevating and artistic, according to the common expression.

The "beat" scored on the preacher-editor was a detailed account of steps purported to have been taken by Central Presbyterian church leaders for the "establishment of a thoroughly equipped community house and gymnasium for the use of the young people of the church." Another "exclusive story" appearing in the opposition, presented plans for the construction of "new churches and other religious buildings in Denver" at a total estimated cost of $3,005,000.

Dr. Boyle accepted the editorship of the Post following a frequently quoted and praised sermon from his pulpit on "The Perils of the Press." In directing the policy of the paper for one day, the pastor emphatically advanced his "Ideals of an Editor" in a double column editorial appearing on the front page of

The editor pro-tem eliminated all scare heads and red ink and used nothing but two column heads. Numerous two column leads were broken with a one column box containing poetry, thus presenting a desirable appearance, according to several opinions expressed.

Of him, some veteran newspaper men say the preacher-editor "played fortunate, by reason of the fact that he was confronted with little sensationalism. It was a quiet day," they say, "with little local scandal and virtually no racy national developments."

Incidentally Dr. Boyle ran nothing on the Stokes or Stillman divorce cases, in playing down "sensationalism." "It is not necessary to crawl through a sewer pipe to appreciate the advantages of good drainage," he said in the front page editorial. "I will deem it the function of my paper, to act as a detective for ferreting out the unfit and as a prophet to warn against it, but I will seek to bury in oblivion, the details of a social tragedy."

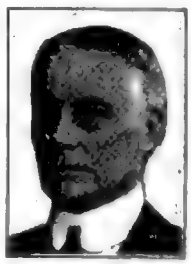
Noteworthy features in the late editions comprise a boxed notice in the upper left corner on the front page, calling attention to the fact that "major league baseball scores will be found on page 3" and an outstanding poem placed in a similar position in the upper right corner on "The Changeless Purpose."

A feature story by a staff member under a two column head "Crook Turns to Right in Chapel, After Twelve Years As a Thief" appeared on page nine. The magazine page featured such stories as "The Blessing of Good Books; Reading Should Be Inspiring," "Mother's Day" and a two paragraph article signed by Prof. James T. Carlyon with a single column headline "If I Were a Mother," and stories on "The Boy Problem," "Innocent Childhood," "The Indispensable Woman" and a two column story by the editor on beating the divorce courts.

In speaking of the mission and accomplishments of the press, Dr. Boyle strikes the keynotes of his journalistic ideals in the following excerpt from his attractive editorial.

"Working side by side with the other two great public educators, the school and the church, the press has three chances where the others together have one to affect the public mind and responsibility is accounted in the same ratio. The representative of it is the interpreter to his fellowmen of what the world of men is doing or ought to do. He is an impassioned man who puts his best thought into his product, ever conscious that what he is in head and heart and conscience his product will be. He is a sort of camera man alert to snatch the impression of a passing moment. He makes his appeal to the moral conscience of his reader and so creates for himself a self-respect which is never for sale in the money market. As the exponent of the public welfare, he is free to do not what he pleases but what he ought.

"Everybody knows that it calls for a high standard of moral courage to conduct a virile and fearless editorial policy, to boldly assume leadership in thought, to provide a spur to public enterprise, to inspire to noble purposes in one paragraph and entertain in the next, to condemn the wrong in policy or party and commend the right. Thus to comprehend is to unselfishly serve. It is to keep a news sheet from becoming a colorless reflection of current events; it is to give to the morbid public appetite, not what it wants, but what it needs to lift it by degrees from low standards to high standards, from false objectives in life to true and noble objectives; it is to gather from the great storehouse of accumulated knowledge the news of a day or the best thought of the centuries."


DR. W. H. WRAY BOYLE

In an appreciation appearing above a front page cartoon suggested by Dr. Boyle, he states "As an editor I am confessedly a novice. How much like a miracle it would be could the novice become a genius over night, yet the task assigned me and accepted would require the fine quality of a genius for anything like a perfect fulfillment—one day in editorship in which to present a new ideal in newspaper making. . . . I will do my best to realize some of my ideals. I acknowledge the uniform courtesy of the Post staff and humbly issue my edition. W. H. Wray Boyle."

Representative for Chicago American

The Chicago American has appointed the G. Logan Payne Company, Los Angeles, its Pacific Coast representative.

THE DENVER POST

THE IDEALS OF AN EDITOR

AN APPRECIATION

THE JURY SYSTEM: WE CANNOT DISPENSE WITH IT, WE OUGHT TO IMPROVE IT; EXPERT OPINIONS

BUSINESS FUTURE OF NATION IS AS CERTAIN AS SUN'S RISING, DELEGATES RESERVE BOARD HEAD

POLES KILLED AND HUN FORCE IN THURINGIAN BATTLE, STRIVE FOR UPPER SILESIA SUPREMACY

—here is page 1 of the Post as it looked on May 5.

CARPENTIER

New York Evening World
Boston Post
Pittsburg Press
Kansas City Star
Cleveland Press
Buenos Aires La Razon
Albany Knickerbocker-Press
Cincinnati Post
Fort Wayne News-Sentinel
Duluth News-Tribune
Vancouver Province
Des Moines News
Toledo News-Bee
Lancaster Intelligencer
Oklahoma City News
Oakland Post
Columbus Citizen
New Britain Herald
Akron Press
Youngstown Telegram
Halifax Chronicle & Echo

UNITED FEAT

WORLD BUILDING

IS HERE!

He Fights Jack Dempsey July 2. During the Training Period of the Next Six Weeks the Greatest Circulation Builder of the Year Is Available in

"My Fighting Life"

By

Georges Carpentier

"My Fighting Life" is Carpentier's own story of his career. Forty chapters are devoted to his intimate life story. In fifteen chapters he outlines his training methods and boxing theories. Each chapter is illustrated by photographs never before published, taken from the Carpentier family album.

This superb feature, with 55 matrices prepared for casting, is ready for release.

Carpentier at 13 Years

Note some of the papers that already have made reservations. Other reservations will be made in order of their receipt by wire.

URE SYNDICATE

NEW YORK CITY

URGE MEDICAL FIRMS TO TAKE OWN CURE

Advertising Will Remove Prejudice Among Publishers, C. G. Green Tells Meeting — Continued Copy Reform Demanded

Advertising, with emphasis on newspapers, was one of the chief matters under discussion at the 39th annual meeting of the Proprietary Association at the Hotel Astor, New York, May 10 to 12. The increasing unpopularity of medical advertising among newspaper publishers was touched upon by several speakers, who gave reasons and suggested remedies, among which was an advertising campaign in EDITOR & PUBLISHER and other trade journals to overcome prejudice against proprietary copy.

Charles C. Green, president of the James Advertising Agency, was the first speaker at the second day's sessions, which were devoted entirely to advertising topics. Mr. Green's subject was "Discrimination of Newspapers against Medical Advertising." He urged a change in the present unfriendly attitude of medical advertisers toward newspaper solicitors, who had often been found of valuable assistance in securing good position and treatment for advertising, and urged that publishers and newspaper representatives be acquainted with the work that the Proprietary Association has done in "cleaning up" the copy of its members.

"While the Association is spending hundreds of thousands of dollars annually," Mr. Green said, "it never spends one cent in making the publishers with whom its members spend all these advertising appropriations acquainted with the association, its work and ideals. Why not spend some money in advertising, in such trade papers as Editor & Publisher, Printers' Ink, and The Fourth Estate? One proprietor has done this with marked success. I would also suggest that every proprietor become a member of the Audit Bureau of Circulations, that one of his staff be thoroughly coached in studying the value of the newspapers whose reports will be sent to him from the A. B. C. at frequent intervals, keeping him thoroughly posted on the influence of the newspaper in its particular community."

Mr. Green, in closing, read a letter from B. T. Butterworth, advertising manager of the New York Times, stating that medical advertising is considered by most newspapers as the least desirable class of advertising offered for publication. He said the text of medical advertisements in the past had been grossly exaggerated, improperly illustrated and the typography used had been such as to produce unfavorable impressions upon the minds of readers. He said that such advertisements are often vulgar and offensive, making them the subject of complain, if placed near other advertisements.

Grafton B. Perkins continued on a corollary of the same subject, with "Higher Ideals" as his text. He said in part:

"Gentlemen, with just enough exceptions to make it interesting, I accuse proprietary medicine manufacturers of two grave faults in their advertising: lack of progressiveness and lack of pride—I might almost say of self-respect. The first of these shortcomings is manifested in two ways—in their copy, of which I shall say more later, and in their attitude toward their chief advertising medium, the newspaper.

"The failure of all but the negligibly few proprietary advertisers to see that advertising methodsand conditions have changed since the gilden age when patent medicine copy was the star boarder at the newspaper's table would have proven absolutely fital, were it not that you are operating in a very large margin of profit. Highly competitive lines, with narrow profit margins, have been forced to keep pace with the changes which you have been able—however unwisely—to ignore.

"The time has come when you must decide, especially in view of the rapidly mounting cost of white space, whether or not you will take advantage of these changes. Let us first face the fact that proprietary copy, once the biggest item in newspapers' foreign advertising, is now a rapidly declining factor, as advertisers in other fields recognize what we recognized decades ago—that the newspaper is the one best bet for selling an article of general appeal.

"Worse than that let us recognize that this erstwhile star boarder is becoming distinctly unpopular. Papers are giving the old style 'patent medicine' stuff less and less consideration as to position, are even bunching this copy off in a corner by itself, in a sort of jim-crow car, or throwing it out altogether.

"And a leading newspaper representative told me only last Saturday that he was instructing his men not to solicit for any of his big list renewal of certain medical contracts."

Finley H. Greene, general manager of the E. P. Remington Advertising Agency, of Buffalo, in speaking on "Merchandising the Advertising" said in part."

"Any man or company with money can spend it for advertising. But when that is done they've only qualified; they've not run the race. And what's the use of running and winning without going down to the judges stand to collect the prize. The most successful advertiser is different from Little Jack Horner. You don't get anything by sitting in a corner.

"It's better to exhibit your advertising 'plum' at every quarter post along the advertising track. And don't stop with a mild exhibition. Don't just say 'what a good boy am I?'—make your advertising campaign work overtime. Make it march and countermarch. The druggists are your first line of attack. You tell em! Get the jobbers to tell em.

"Get the newspaper men to tell 'em. For every dollar you spend for space, crow at least two dollars worth. Crowing is cheap, but tell the druggist all over again, that another day is dawning. There's a new product coming his way.

"It works just as well on established products. I have asked some of the biggest people in the business what they figure as their annual loss of sales through druggists being out of goods at time of consumer call. The answers vary from 2 per cent to 5 per cent."

A. N. Drake, president of the Giroux Manufacturing Company, gave an address on the "Trend of Rates." Mr. Drake said that advertising rates in daily newspapers were too high in most instances, but that it was hard to prove it, as no publisher would put all of his cards on the table. He said they were trying to justify their rates by increasing circulation. He warmly scored what he termed as "the hidden" rate, "tight" paper and the bunching of copy, which takes away from the pulling power of an advertisement. In conclusion, he stated that they did not think it possible for proprietary advertisers to make profits at the present rates."

All officers were re-elected as follows: President, Frank A. Blair, Foley & Co.; First Vice-President, E. K. Hyde, Mentholatum Company, Buffalo, N. Y.; Second Vice-President, Carl J. Balliett, Vick Chemical Company, Greensboro, N. C.; Secretary and Treasurer, Charles P. Tyrrell, Syracuse Medical Company, Syracuse, N. Y.

HAWKINS EUROPE BOUND

President of the United Press Leaves On Tour Of Foreign Bureaus

W. W. Hawkins, president of the United Press Association, sailed Thursday for London, where he expects to spend some time. Before returning to the United States, Mr. Hawkins will visit England, France, Belgium, Germany, Italy, Switzerland, Serbia and other countries.

This is his first trip to Europe since becoming the head of the United Press. He was accompanied to England and France by P. L. Jackson, general manager of the Portland (Ore.) Journal, who also expects to spend several months making a study of general overseas conditions.

Mr. R. J. Burke

Which of These Will You Develop?

IN our work of developing more national newspaper advertising success depends not so much upon each one of us going after a share of what business already exists, but upon creating new business for newspapers and serving that business so well that it will always stand by the newspaper as the one national advertising medium.

Promising in this respect are the products represented in Baltimore by Mr. R. J. Burke of G. A. Fredericks & Co. Among them we find Trade Mark Ham, the product of F. A. Ferris & Co., New York; Mira Herrings, put up by Ivan Burger, New York; Malt Syrup, manufactured by P. Ballantine & Sons, Newark, N. J.; Evaporated Apples, prepared by W. H. Packard, Medina, N. Y., and B. & G.'s Pancake and Waffle Flour, manufactured by Blank & Gottshall, of Sunbury, Pa.

These products lend admirably to newspaper advertising and The NEWS and The AMERICAN will endeavor to show the firms involved, located but a short distance from Baltimore, that their products would sell in greater abundance if in addition to being substantially merchandised they be introduced direct to the consumer through the intensified circulation of NEWSPAPER ADVERTISING; in Baltimore, for instance, through The NEWS and The AMERICAN which have a city and state-wide circulation of more than 187,000 copies daily and Sunday.

Other firms and their products in Mr. Burke's lines further away from our possibility of developing them are Sears & Nichols Canning Co., Chillicothe, O., Sugar Loaf Pumpkin, Corn, Peas and Logan Brand, Goodwin Preserving Co., Louisville, Ky., Brat Apple Butter and Best Cherry Preserves; Coast Fishing Co., Wilmington, Cal., Treasure Sardines, Tuna Meat and Tuna Olive Oil, National Food Products Co., Chicago, Jumbo Salted Peanuts, John S. Talmage Co., New Orleans, Royal Rice; Grand Ledge Milk Co., Grand Ledge, Mich., Arctic Evaporated Milk; and Griggs Bros. Co., Toronto, Griggs' Pure Honey.

WHICH OF THESE WILL YOU DEVELOP?

THE BALTIMORE NEWS
Evening, Daily And Sunday.

The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

34 1/8 STANDARD NEWSPRINT ROLLS

ON SPOT NEW YORK

THE AGROS CORPORATION

Importers of Finnish Paper

27 WILLIAM STREET NEW YORK

An Unprecedented Newspaper Feature

? WHAT ARE THE GRAVEST PROBLEMS NOW ? CONFRONTING THE AMERICAN PEOPLE ?

Answered by

Each Member of President Harding's Cabinet

In the form of eleven signed interviews given to Hayden Talbot, the well-known journalist

Released Weekly Beginning May 22 **Each Artle Approximately 3,500 Words**

FIRST PUBLICATIOI

The interviews will be signed respctively by

CALVIN COOLIDGE
Vice-President

WILL H. HAYS
Postmaster General

ANDREW W. MELLON
Secretary of the Treasury

JOHN W. WEEKS
Secretary of War

HARRY M. DAUGHERTY
Attorney General

HERBERT HOOVER
Secretary of Commerce

EDWIN DENBY
Secretary of the Navy

CHARLES E. HUGHES
Secretary of State

ALBERT B. FALL
Secretary of Interior

JAMES J. DAVIS
Secretary of Labor

HENRY C. ALLACE
Secretary Agriculture

THIS FEATURE IS ONE OI THE MOST IMPRESSIVE, TIMELY AND IMPORTANT EVER OFFERED THE NEWSPAPERS

WIRE FOR OPTON

THE McCLURE NEWSPAPER SYNDICATE, 373 FOUH AVENUE, NEW YORK

WANT ALABAMA LIBEL LAWS AMENDED

Members of State Press Association Will Have Strong Backing in Efforts For New Legislation—W. T. Hard of Dothan Elected President

(Special to Editor & Publisher)

ALBANY, Ala., May 6.—"The truth should be a bar to legal punishment," Lieutenant-Governor Nat L. Miller declared at the annual convention of the Alabama Press Association here today. "It should be a complete defense for newspapers against unscrupulous persons who utter malicious statements and then resent their publication with damage suits," he concluded. Mr. Miller's sentiments were expressed in the course of a discussion of the libel laws of Alabama.

The convention of newspapermen was well attended by editors and publishers from over the state and constructive criticism of various phases of publication and circulation discussed during the two-day meeting. President Frank Julian of Sheffield, occupied the chair.

Officers were elected as follows: President, W. T. Hall, Dothan; first vice-president, William T. Sheehan, Montgomery; second vice-president, F. G. Stephens, Oneonta; third vice-president, W. H. Jordan, Alexander City; secretary and treasurer, Webb Stanley, Greenville; assistant secretary-treasurer, Fowler Duggar, Andalusia; historian, J. H. Hard, Birmingham; poetess, Miss Fannie Golson, Wetumpka; orator, James S. Benson, Scottsboro.

Dr. Henry Smith, president of Washington and Lee University, addressed the meeting on the new school of journalism recently founded at that college. The convention unanimously approved the founding of this chair of learning.

Judge W. W. Brandon and Lieut.-Governor N. L. Miller, two candidates for the governorship of Alabama, urged more liberty for newspapers of the state. At the close of the meeting plans for taking up a fight against the libel laws of the state were worked out.

"W. G. N." AD STAFF CHANGES

Merrill National Advertising Manager With Pancoast In East

Walter Merrill, formerly western national advertising manager of the Chicago Tribune, has been made manager in charge of all national advertising of the Tribune. This is a new position. Mr. Merrill will continue to have his headquarters in the downtown office of the Tribune. Roy C. Holliss, formerly in charge of the New York national advertising office, becomes assistant general manager of the New York News, and C. L. Pancoast, formerly Eastern merchandising manager, has been appointed division manager in charge of the New York office.

LOOKING A BOSTON GIFT HORSE IN THE MOUTH

(Continued from Page 9)

the case of the majority it is not over 3 per cent; nevertheless all stood together in their demands. The Retail Trade Board is a tight, well-organized body moving as a unit for the things that it wants; the socalled publishers' association, however is a disjointed—we-might-and-again-we-might-not organization that is never sure about its final destination.

The new rules of the publishers went into effect last Spring as agreed. Some advertisers paid the additional charges for art work and cuts, but under protest; others educted those new charges and paid the balance.

Then, the attorneys for the advertisers found a loop-hole. Existing contracts did not mention free art and free cuts, but they had been drawn when the practice of giving them was general and was looked upon both by advertisers and publishers as a regular part of the sevice to be rendered for the price specified.

The Transcript and the Globe had no contracts, hence the loop-hole found by the attorneys for the advertisers did not directly affect them. The American had contracts, but they contained a re-adjustment clause that did not bind them in this instance. The Post and the Herald-Traveller had contracts that made it the better part of wisdom to re-establish and continue the old practices until expiration. As a result the well-laid plans of the publishers blew up. Refunds were made to advertisers who had paid in full and rebates taken by others when they had paid their bills were scratched off the books.

In order that there might be no hard feeling and no flare-back all newspapers agreed that the old practices should continue until the expiration of existing contracts of the Post and Herald-Traveller, about January 1, but the publishers agreed that on and after that date the Boston advertisers should pay for their own art and cuts, it is said.

During the remaining life of those contracts the Retail Trade Board carried on a steady campaign to break down the morale of the publishers and make it possible to continue the left-handed rebate system. The Retail Trade Board won.

To the outside observer it would seem that they concentrated on the Post and American. This was made possible because the advertisers were well-organized while the publishers were not.

With its great circulation and the increased cost of newsprint the Post found it necessary to increase its advertising rate upon the expiration of old contracts. A 7-cent increase was decided upon and announced; the members of the Retail Trade Board here had a fighting ground and demanded that under these conditions the old practices should be continued. The result was that the Post ceded free cuts and so notified all advertisers.

The American immediately went one better and sent out a notice that they would go all the way and give free art and free cuts. So far as known the only thing that has not been conceded by any Boston newspaper is the old practice of private art departments collectively paid for. That may come back, unless there is a real get-together meeting, for competition is bitter in the metropolis of New England.

Even the Transcript, which has battled the hardest against this unfair method of doing business—unfair to every publisher—is giving way before the onslaught of the members of the Retail Trade Board and is giving ground on questions that involve extra costs that fall on all other newspapers. However, both the Transcript and the Globe deny that they are now giving free art.

Boston readers are very critical. Here is the way the executive head of one Boston daily newspaper puts it:

"If a Boston advertiser shows the picture of a coat in our paper that has three buttons on the sleeve, that is just what every customer is going to expect to find there. If there are four buttons it is going to cause dispute.

"Our public has been educated to expect to find articles advertised to be exactly as illustrated. So you see, if one of our artists goes down to the store and makes his illustration from the articles in stock there cannot be any mistakes and if there are no mistakes, there are no disputes. The result is everybody is satisfied, including our readers and that is what we are here for—to satisfy our readers."

That may all be true but the fact remains that Boston has a gift horse that it costs the newspapers of that city something over $250,000 annually to feed.

LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

Were you marooned on a desert isle, and allowed but one newspaper, which one would you choose?

The local paper, of course, because you are most interested in the people you know.

To reach Brooklyn people use a newspaper local to Brooklyn.

Most advertisers use the Standard Union anyway.

P. F. H. Gunleman

Digitized by Google

When a Wise Shipper Charters a Ship, He Looks Up Lloyd s Register

He wants to know more than actual tonnage. The condition of the ship, her record, the reputation of her owner and skipper are all facts in his choice of a carrier.

His mental attitude is the same as that of the Scientific Space Selector who wants to know more about the publications than a mere statement of "Net Paid Circulation."

The wise Space-Buyer keeps his copy of "Scientific Space Selection" handy and digs deep into the facts set forth in A. B. C. reports so that he can obtain authentic data on where the publication goes, and to whom it goes.

He also wants to know about the influence, stability and character of the publication in which he is going to buy white space.

All these facts can be obtained from A. B. C. reports. You'll find a carefully audited statement about circulation on the first page and, if you read pages two, three and four you'll be able to visualize the character of the publication and to answer the question "Will this medium help to sell my goods?"

The capacity for taking infinite pains becomes, every year, more applicable to Space Buying. Exaggerated claims, misleading figures, general statements are looked upon with critical eyes. Deductive reasoning dominates space selection, as it does every other business proposition.

That is why A. B. C. repots represent the back bone of space buyig. They are correct, informative and clerly set forth

—but to reap the full benef of A. B. C. reports they must be studiec

Be sure to get your copy of "Sientific Space Selection," the new A. B. C. book A guide to every advertiser, space-buyer nd publisher who is interested in the sale c purchase of white space. *Price, two dollar and a half.*

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

Digitized by Google

PROMOTION IDEAS

"OHIO, the Key State for the National Advertiser," is the title and spirit of a survey of the Buckeye market for the national advertiser by the Columbus Dispatch, which has been just sent out by Harvey R. Young, manager of advertising for that paper. Notable for the completeness and availability of the information on the state's resources, population, etc., and for its attractive appearance, this survey is also remarkable among newspaper promotion activities because it does not try to sell the prospective advertiser the Dispatch until it had thoroughly sold the state and the city.

Introductory to statistical matter is a map of the state, showing industrial centers, rail transportation, sizable cities and the circulation radius of the Dispatch. Resources of the state, in population, assessed valuation of property, manufactured products, crops and livestock, and national bank resources, are compared in line charts with those of New York, Pennsylvania, Illinois, Iowa, Texas, Minnesota and New Jersey. Illustrating the story of the state's population distribution is a map showing the population by counties.

Farm statistics are given under the head of "The Ohio Market at a Glance" and purchasing power is set forth in dollars and cents records of savings banks, wage earnings, taxes, and Red Cross subscriptions. Diversification of crops and the amounts of each staple produced are given in a two-page layout.

Industrial leadership is vizualized in charts showing the industries in which the state is first, second and fourth, and in a map showing the location of industrial centers with illuminative text matter. Another map shows the coal-producing counties of the state, and another is devoted to transportation systems, which are fully described on the opposite page.

"Ohio Leads All Other States, Excepting New York, in Motor Cars Owned" is the heading over a page of motor statistics.

Retail merchants of the state are classified under the statement that for every square mile of Ohio territory there are 1.2 such dealers and a page is given to the statement that more than 80 per cent of the population are native-born whites and that there are 601 daily and weekly newspapers in Ohio, with a combined circulation of 2,140,344, approximately one for every 2.5 persons.

City statistics, which start on page 24 of the 48-page folder, are handled in practically the same manner in Your pages and the Dispatch tells its own story on the pages following. Circulation is shown by a map, illustrating a 200-word description, and the sales talk to the national advertiser gives in detail the resources and advantages of the area reached by the Dispatch circulation. Service to advertisers in past campaigns is graphically set forth by facsimile letters from advertisers and agencies, and by illustrations portraying window displays and dealer signs arranged by the Dispatch's service staff. Detailed information is given as to service rendered in aiding the merchandising of several kinds of advertised goods. Statistics showing why the Dispatch considers itself a better advertising medium than other newspapers occupy the closing pages and the final is devoted to a "Recapitulation of Ohio's Ranking Position in the Union."

The North American is running an attractive news section each Monday dealing with construction and engineering news. The department is edited by J. A. Githens and covers chiefly the field of industry and architectural news, labor conditions, and the engineering market.

The Philadelphia Record has just started a new circulation campaign in the form of an "8-Word" puzzle picture contest. The contest will continue throughout May and fifteen prizes are offered ranging from $2 to $1,000. The puzzle consists of a rural picture in which there are human beings, live stock, farming implements, and apparently "everything under the sun." The object is to name as many objects and articles beginning with the letter "s" as can be found in the picture. The prizes will be awarded to the fifteen persons sending to the Record the largest lists of the names of articles and objects in the picture which begin with s. It is not necessary to be a Record subscriber or to send in any new subscriptions to win a prize. But if the person submitting the list that wins first prize also sends in one annual subscription to the Record, his prize will be increased from $30 to $30; and if his list is accompanied by two subscriptions, one of which must be a new one, the prize jumps to $1,000. There are corresponding bonuses offered with all the other prizes.

The Buffalo Times has opened an aid bureau for former service men. The newspaper is urging that citizens give unemployed veterans at least one day's work and offers free service in getting those with work to do in touch with ex-service men who are seeking employment.

Hoyt F. Bolan, advertising manager of the Pittsburgh (Kan.) Headlight, has a double-folded business card, with a window in the front fold disclosing a bold red figure "9." Those who ask "Nine what?" get their answer by raising the front and reading "9 Out of 10 Homes in Pittsburg Where a Daily Paper Is Taken Take the Headlight."

The Fall River (Mass.) Herald last week published special "Merchants' Carnival Edition," with 32 pages in three sections. The paper organized a parade in which local merchants entered floats, for which prizes were offered by the Herald and several of its advertisers. In the special edition merchants used large space to call attention to their offers of seasonable goods at bargain prices.

The St. Paul Daily News gives grade school children a chance to write fiction in a contest that will return the winner a rate of 15 cents a word. The News puts up a total of $30 in cash and there will be theater tickets for contestants.

Obituary

MRS. ALICE H. C. CORSON, vice-president and controlling owner of the Lockport (N. Y.) Union-Sun and Journal, died in Lockport at the age of 71 years after an illness of four weeks. Mrs. Corson was the widow of Frederick W. Corson, who was formerly owner of the Rome Sentinel, Ogdensburg Advance, Wappingers Falls Courant-Guardian and the Lockport newspaper to which he later devoted his entire time. Mrs. Corson continued publication of the paper after her husband's death in 1904.

GEORGE T. LINCOLN, formerly on the Boston Globe and other papers, one of the organizers of the City Press Association, for more than 30 years editor of the Banker & Tradesman and owner of the paper until a year ago, died in Brookline the past week after a long illness.

ROBERT J. KENNEALLY, a former Boston Post reporter, died in Dorchester, recently. He was 39 years old.

MRS. IDA B. CARR, wife of A. M. Carr, of the Wichita Beacon, former representative of the Mergenthaler Linotype Company in Kansas, died in Wichita recently.

MRS. A. O. SEATON, mother of Fay N. Seaton, editor of the Manhattan (Kan.) Mercury died in Manhattan.

LAWRENCE FAGAN, ex-mayor of Hoboken, N. J., who died May 9, was one of a group of men who founded the old Hoboken Observer (now the Hudson Observer) 28 years ago.

IS YOUR CIRCULATION SICK?

A Two-Fisted 24-Hour Expert Can Be Secured If You Act Quick

Circulation Man Twenty Years Earned $8000 This Year

NO SALARY

You Pay for Results Only

—Promoter
—Organizer
—Producer

W. J. G., Room 1015
Flatiron Building New York

The New York Globe

America's Oldest Established Daily Newspaper—Founded 1793

A Newspaper of Great Virility and Strong Individuality

An Absolutely Fearless, Independent Newspaper

170,000 a DAY *MEMBER A. B. C.*

LORENZEN & THOMPSON, Inc.

Special Representatives

Chicago—People's Gas Bldg. New York—19 W. 44th St.

Newsprint-MF & SC
Rotogravure Paper
Printings-MF & SC

Highly Endorsed by Eminent American Users

And All Other Papers Made by the 31 Paper Mills of Finland

FINNISH PAPER MILL ASSOCIATION
HELSINGFORS

Sole Agents for the U. S., Canada, Cuba and Mexico

H. REEVE ANGEL & CO.
INCORPORATED

7-11 SPRUCE STREET NEW YORK

Digitized by Google

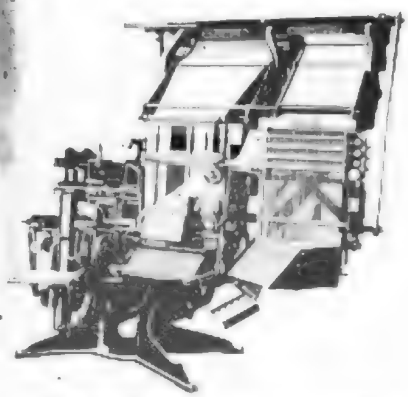
On the Models 20, 21, and 22 DISPLAY LINOTYPES the matrices are carried in light-weight, half-length magazines which can be changed in fifteen seconds.

DISPLAY!

Easily and Quickly Composed on the Display Linotypes

One operator at the keyboard of a Display Linotype can produce as much display composition as half a dozen compositors setting type by hand. His product is all new, clean type, delivered in the form of easily handled slugs. And when they have served their purpose, these slugs are thrown into the melting-pot, thus eliminating entirely the expense of distribution and type-storage.

There are four different Display Models. The nearest agency will be glad to help you select the one best fitted to your needs.



The Model 24 has a range of from 5- to 36-point, and gives the operator command of full fonts of from six to ten different faces without leaving the keyboard.

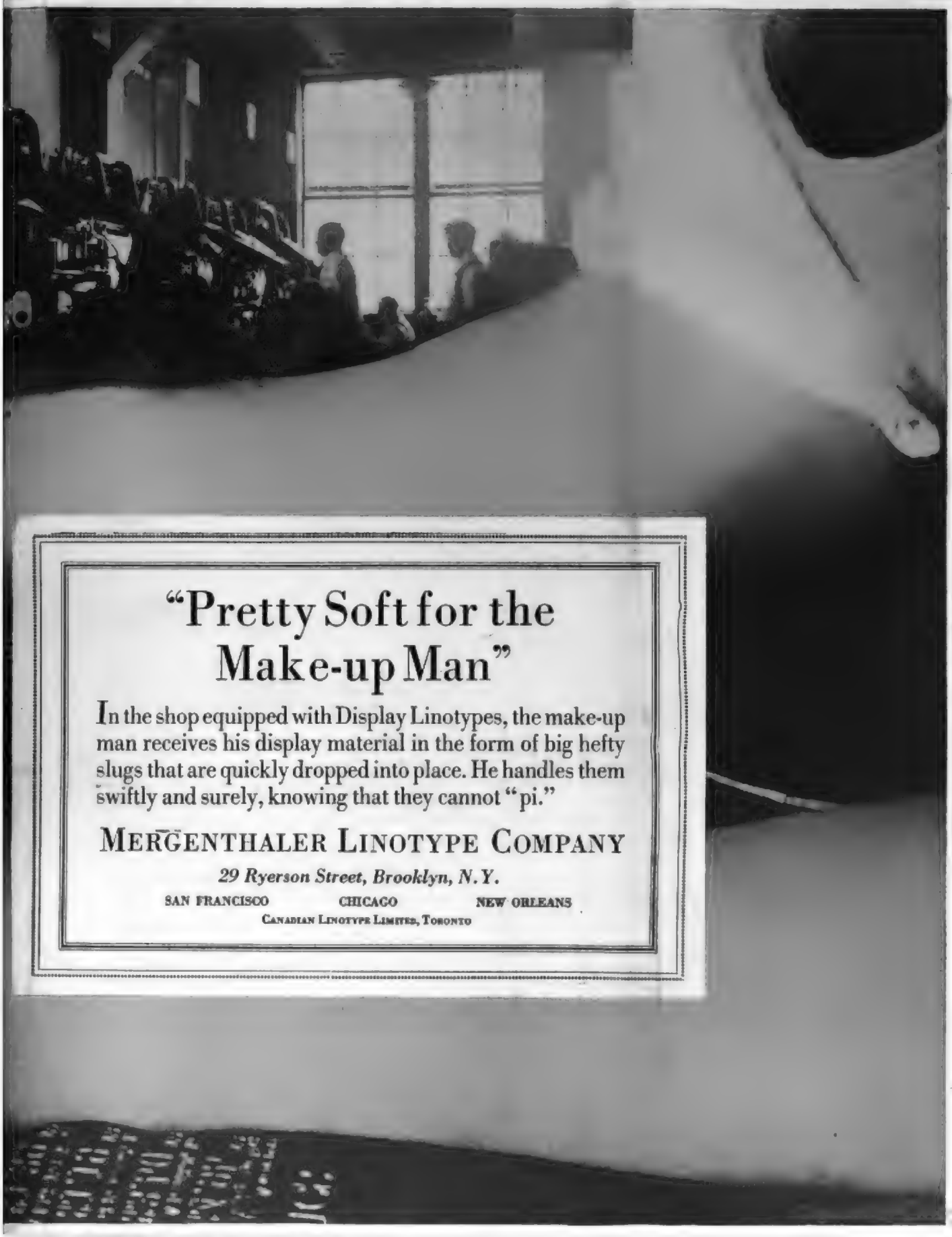
MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

This advertisement is comp



"Pretty Soft for the Make-up Man"

In the shop equipped with Display Linotypes, the make-up man receives his display material in the form of big hefty slugs that are quickly dropped into place. He handles them swiftly and surely, knowing that they cannot "pi."

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

A Few of the Many Linotype Display Faces

LINOTYPE

30 Point

30 Point Bodoni

LINOTYPE comp 123

30 Point Bodoni Bold

LINOTYPE comp 123

30 Point Elzevir No. 2

LINOTYPE compo 123

30 Caslon Bold Condensed

LINOTYPE compo 123

30 Point Cheltenham

LINOTYPE compo 123

30 Point Cheltenham Bold

LINOTYPE comp 123

30 Point Cheltenham Bold Condensed

LINOTYPE composes 123

30 Point Cheltenham Bold Extra Condensed

LINOTYPE composes, just 12345

30 Point Gothic Condensed No. 2

LINOTYPE composes, justi 12345

30 Point Gothic Condensed No. 3

LINOTYPE COMPOSES, JUSTIFIES, C 12345

30 Point Gothic No. 13

LINOTYPE composes, jus 123

30 Point Title No. 5

LINOTYPE com 12

36 Point

36 Point Elzevir No. 2

LINOTYPE com 123

36 Point Bodoni

LINOTYPE co 123

36 Point Cheltenham Bold

LINOTYPE co 2

36 Point Title No. 5

LINOTYPE 12

36 Point Cheltenham Bold Extra Condensed

LINOTYPE composes, just 1234

36 Point Gothic Condensed No. 3

LINOTYPE composes, justifies 1234

36 Point Gothic Condensed No. 2

LINOTYPE composes, just 1234

42 Point

42 Point Caption

LINOTYPE COMPOSES 123

42 Point Cheltenham Bold Extra Condensed

LINOTYPE COMPOSES, 123

42 Point Gothic No. 14

LINOTYPE COMPOSES, C 123

Write to the nearest Agency for complete information

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

Composed entirely of LINOTYPE *material*

VANCOUVER WORLD IS SOLD TO CAMPBELL

Nelson and Associates Receives $250,000—Eastern Capital Said to be Interested with New Owner Formerly of the Sun

The Vancouver (B. C.) World last week was sold to Charles E. Campbell and unnamed associates by John Nelson, Stuart Cameron and John L. Davidson. Mr. Campbell has been identified with the Liberal party, locally and nationally and until a few days ago was a director of the Vancouver Sun, resigning because of a disagreement with the latter paper's policies, it is stated.

Mr. Campbell, who owns the Campbell Storage Company in Vancouver, has made no announcement as to his associates in the purchase of the World, which involved a transfer of about $250,000 beyond stating that they are eastern men. Shrewd observers of present trends in the Canadian daily field have voiced the opinion that the Southam interests, which recently acquired a paper in Winnipeg and which now own several strong dailies across the country, may have furnished the Eastern capital referred to by Mr. Campbell.

John Nelson, who has managed the paper for six years, will remain until his successor becomes familiar with the work of the office. Then he plans a holiday, he announces.

Buys Vancouver Columbian

Herbert C. Campbell has purchased the Vancouver (Wash.) Columbian from Will H. Hornibrook. Mr. Campbell recently resigned as news editor of the Portland Telegram. Formerly he was assistant news editor of the Oregonian and has worked in other capacities on Portland newspapers.

BUSINESS MEN TO BLAME FOR BUYING DEARTH

(Continued from page 11)

er's shelf until you could show that merchant that you had a serious intention of moving the merchandise from his shelves. Merchandise on shelves was dead distribution. The only kind of distribution the retailer was interested in was live distribution.

REQUIRES ADVERTISING DYNAMITE

When it is considered that the cycle is from the manufacturer through the various organized channels of distribution to the consumer, it can readily be seen that when these channels of distribution become clogged it is like a log-jam and requires advertising dynamite to break the jam and start things moving. Advertising in the hands of fighting salesmen was the first step in breaking this log-jam and in accelerating activity all along the channels of distribution.

It was impossible for the manufacturer to sell the jobber, or the jobber to sell the retailer, so long as there was no demand on the part of the consumer for the goods. Such a buyer's strike existed, it was stated, because no effort was being made to change the strike idea in the mind of the consumer. Merchandise would not move until the consumer had been thoroughly convinced that it was a profitable time to buy advertised merchandise. Advertising through newspapers to the consumer was the only solution, and that advertising was of no great value unless it was properly used by salesmen who were out after business. That was made clear.

When productive capacity is greater than desire to consume, the outlet for merchandise can be stimulated only by increasing the desire to consume, and that desire is the result of intensive newspaper advertising effort.

OPENED CLOGGED CHANNELS

The Chicago Tribune played a very important part in building sales triumphs for 1921 because it realized the necessity of forcing merchandise through the clogged channels of distribution by opening the channels at the mouth. There were other notable successes such as the Sherwin-Williams Company who found business slowing up as the old year died. A statement has been made that the The Chicago Tribune advertising was used to take up the slack. Notwithstanding a 20 per cent reduction in prices—sales in Chicago for January, February and March not only increased the sales to the consumer, but also secured many new dealers.

There is also the remarkable campaign of Lyon & Healy who, by increasing their advertising space in the Tribune in 1921 did the largest retail piano business of any similar period in their history.

Another interesting story is that of the Mosinee Wrapping Paper Company, whose mills at the end of 1920 was running only one-fourth capacity. This meant that business was bad. Instead of waiting for business conditions to improve an intensive newspaper campaign in the Chicago Tribune was decided upon, and in January and February the newspaper advertising kept the mill running at full capacity with orders for six months ahead.

A LESSON TO OTHERS

If more concerns had adopted the attitude of this concern, and others mentioned in this article, there certainly would have been less talk about business being bad and less wondering when business conditions would improve to the extent of making it worth while to advertise.

These concerns who have had such remarkable successes during the so-called "lean" period proved conclusively that poor business comes to those who made no effort to assist in stablizing business. Others claim that the public lost confidence in advertising and that there was no use in advertising because it would not sell the goods. This stand has been proved wrong by the results received by Morris L. Rothschild, one of the largest advertisers of men's clothing in Chicago. While other concerns were passing up advertising and simply waiting for men to get into the attitude of buying, the Rothschild store increased their advertising during January 1921 and as a result sales increased 21 per cent in money compared with 1920, and is far more than that in units of merchandise sold.

Of course, the public looks upon the retailer readjustment as the last in the cycle which has to be completed before economic conditions can be considered on a comparatively sound basis. Morris L. Rothschild's advertising convinced the public that it was no longer necessary for them to wait for dealer adjustment.

Here is an instance where newspaper advertising speeded up the turnover and kept the goods changing hands all along the channels of distribution which were effected by the Rothschild stores dealings. Manufacturers, jobbers and others having connection with the distributing of goods to the Rothschild's stores benefited by this plan of keeping merchandising moving through newspaper advertising.

THEY FAILED TO ADVERTISE

The great expense attached to present day distribution has been brought about by a failure on the part of the manufacturers to advertise and keep goods moving at a time when for the health of business in general they should be kept moving. Stabilizing business during 1921 has been entirely a matter of mental attitude.

If a manufacturer decided that business was poor and that there was no use in going after it, he got exactly what he invited. The trouble with many concerns has been that instead of giving thought to constructive sales and advertising plans they have spent their time in making excuses and advancing pessimistic reasons why business could not be improved.

The manufacturer who got the business made up his mind that business could be secured and went after it on that basis. The story has been told of a concern which was on the verge of bankruptcy. The foreman of the factory came to the president and told him that they had orders to keep the factory open for only one week more. The president called together his sales force and said to them; "we have orders only for one week's more of operation. It is entirely up to you fellows. If you want to keep this factory open and going you will have to go out and get orders; otherwise, we will close down the plant." The salesmen went out and in one week got enough orders to keep the factory going for three months. This demonstrated where desperate efforts were used; a business was kept going. There is no possibility of a revival of business if men lie down and stop working.

The only way by which business can be brought back to a comparatively sound basis is through the intensive efforts of salesmen backed by substantial newspaper advertising campaigns.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68& 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

The New York Herald

IS the only New York morning newspaper showing a gain in advertising lineage over last year.

To show a gain this year over the tremendous volume of advertising in The Herald last year is a distinction that comes only to a newspaper that produces unusual results for its advertisers.

Following are gains and losses in advertising lineage in New York morning newspapers for the first four months of 1921, compared with the same period in 1920:

	GAIN	LOSS
HERALD	289,696	
TRIBUNE ...		230,713
AMERICAN ..		556,928
TIMES		1,037,822
WORLD		1,761,549

(Figures compiled by stat. bureau N. Y. Eve. Post.)

You will do a larger business when The Herald is on YOUR schedule.

THE NEW YORK HERALD

Digitized by Google

EDISON ASKS TOO MUCH OF COLLEGE MEN

Don Seitz Tells Intercollegiate Journalists That College Papers Should Present World News—Smith of Cornell President

Representatives of the Eastern Intercollegiate Newspaper Association held their second annual convention on the campus of Columbia University last week. Don C. Seitz, business manager of the New York World, was the speaker of the evening at the banquet at the Hotel Astor on May 6.

"College papers should turn out good copy," declared Mr. Seitz," their space should not be wasted and consideration should be taken in an effort to elevate the reader's mind."

Mr. Seitz said that those who have never gone to college but who have worked hard on newspapers find that they have not neglected their education. He told of the hasty methods employed on the college journals, but hoped that with the years a newer standard of journalism would be incorporated. Speaking of Mr. Edison's recent criticism of college educations, Mr. Seitz said:

"Mr. Edison expects too much from a college student. On the other hand the college student becomes too much enamored of campus life and gets a shell on him which it takes some time to crack off. He evidently has the idea that a college man should know everything. I firmly believe that the college years are nothing more than a period of cultivation. The real education comes afterward in the 'hard knock college.'

"Hasty as the work seems to be on the college newspaper, the reporter is always in front of a continuously moving mirror of passing events and he is bound to grasp a knowledge that he otherwise would not obtain. The daily newspaper plays but a small part in the life of the average college student and it is the duty of the college papers to keep him in touch with world events. College papers would undoubtedly do a great service should they go farther than the campus and print news or a comprehensive summary of events in the world at large."

Dr. J. W. Cunliffe, director of the Columbia School of Journalism, spoke on "Professional Standards of College Papers" before the association at a luncheon held on May 7.

"An end to be desired by college papers is that their standards should be elevated as nearly as possible to the practices of daily journalism on metropolitan newspapers. It is because the college papers are attaining this end that college journalism is becoming of real importance.

"Advertising agencies are the greatest salesmen of advertising in the world," declared W. B. Littell of the Roy Barnhill, Inc., before a business meeting of the representatives of the Eastern Intercollegiate Newspaper Association.

It is absolutely necessary that the newspapers stand back of the agencies or else the advertising will decrease and the newspapers will lose out, according to Mr. Littell.

M. L. Rutsky, manager of the Collegiate Special Advertising agency, urged a change in the policy of college papers in charging national advertisers more than local advertisers.

Following the meeting, E. J. Smith, Cornell Daily Sun, was elected president, and Ike E. Ferris, Columbia Spectator, secretary-treasurer. Ithaca was chosen as the place for the convention next year.

STEIGERS QUITS AS MANAGER

Remains As Officer and Director of St. Louis Post-Dispatch

(*Special to* Editor & Publisher)

St. Louis, May 9.—Stockholders of the Pulitzer Publishing Company, publishers of the St. Louis Post-Dispatch, have re-elected the following officers and directors: President, Joseph Pulitzer of St. Louis; first vice-president, Ralph Pulitzer, New York; second vice-president, W. C. Steigers, St. Louis; treasurer, J. T. Keller, St. Louis; secretary, A. G. Lincoln, St. Louis.

Mr Steigers resigned as business manager because of ill health and his desire to be relieved of the detailed management of the business affairs of the Post-Dispatch. He will continue his association with the Post-Dispatch as second vice-president and director.

ETHICS AND ECONOMICS MINGLED WIN SUCCESS

(*Continued from page* 12)

over $5,000 and was obliged to work another man into his organization. Both lost.

Other instances probably of greater flagrancy than these are not far to seek.

There is one field of business activity in which the principle of right and justice and fairness and satisfaction, of mingling ethics and economics, applies with peculiar force—advertising. Here the publisher has a heavy burden of responsibility which he cannot evade and maintain ethical and economical integrity, nor business stability and progress.

Horace Greeley once in a characteristically-written editorial disclaimed for the New York Tribune any responsibility for the advertising that appeared in its columns. He failed to appreciate that a publication has two different classes to serve: its advertisers, who have a right to what they pay for, and its readers, who have a right to protection from swindlers who try to operate through the publication which they buy. Ethics as an economic force had made no impress upon Mr. Greeley's mind in this application.

Publishers today realize that they must serve both classes, and that they do so best by refusing to allow in their publications dishonest, misleading, unfair or unclean advertisements. Advertisements falling under any one of these heads injure not only readers but also clean and honest advertisers who are thus forced to appear in public in undesirable company. The publication that admits them even though it may do so legally, suffers by loss of good-will.

What a publication has to sell to its advertisers is not its circulation alone but the interest of its readers in its editorial columns and the confidence the publication has inspired in them by its good ethics. By how much it falls short of this interest and confidence by so much it falls short of filling its mission as a worthy publication and a worthwhile advertising medium. And a failure to create and maintain both means, it must be obvious, a failure that will result in business disaster unless the fault is remedied. Without ethics its scheme of economics is unbalanced and must topple.

Space Buyer for Martin V. Kelley

A. H. Black, who has been with the Martin V. Kelley Company at Toledo, Ohio, for a number of years, has been made space buyer of that agency.

INTERTYPE
"THE BETTER MACHINE"

Composing Room Profit Earners—

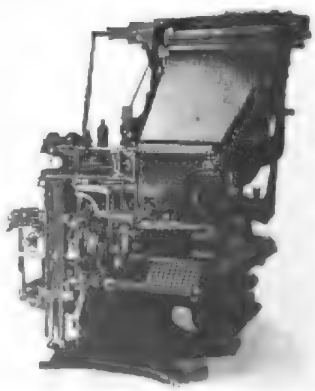
An investment in line casting composing machines is more than a matter of securing modern equipment that will do the work contemplated.

Of prime importance is the fact that you realize a comfortable margin of profit on your investment.

Intertype Standardization, simplicity of construction and flexibility stands by the Investor.

5,000 Intertypes are making good daily all over the world.

No matter what your typographical requirements, the Intertype can be depended upon to deliver the goods with satisfaction and profit.



General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

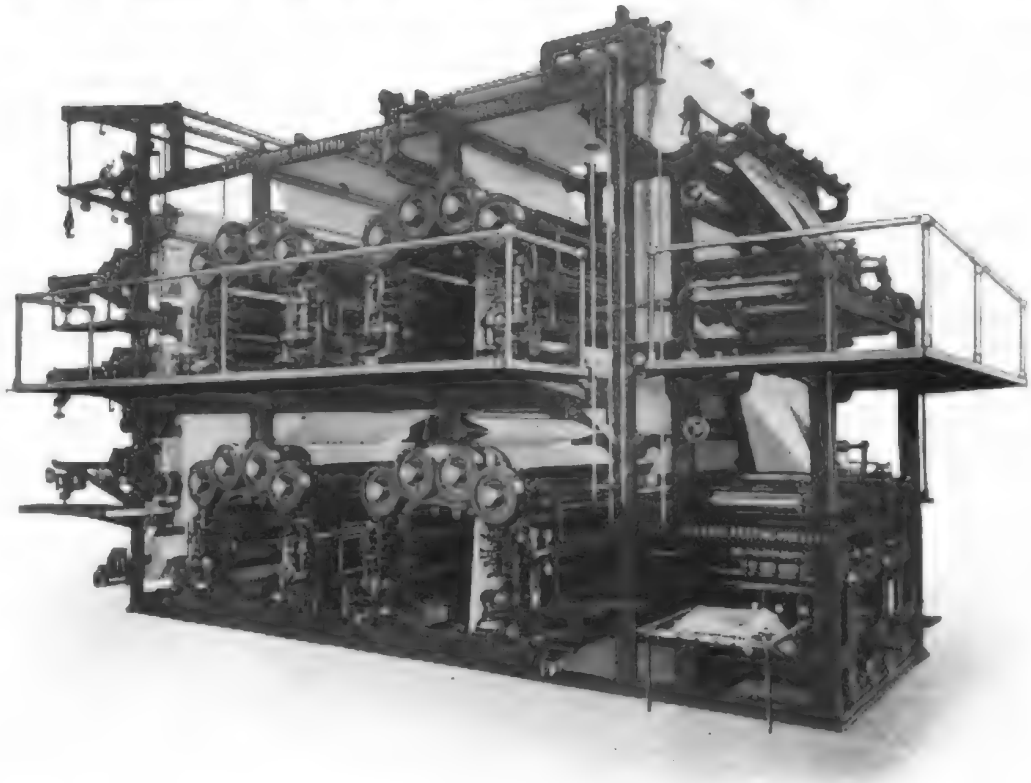
Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.
MILLER & RICHARD, Canadian Representatives

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

GOSS

High Speed Superimposed "Unit-Type" Press



RECENT INSTALLATIONS

***"Post"* — Cincinnati, Ohio**
Four, Octuple Presses

***"Press"*—Cleveland, Ohio**
One, Five Unit Press

***"Mail"*—London, England**
Two, Octuple Presses

64 Pages Without Stuffing

Goss High Speed Presses with extra formers as illustrated above will deliver 64-page papers consisting of two, four, six or eight sections, all folded together as one product, and the number of pages in each section may vary as desired. If extra formers are not used 64-page papers will consist of two or four sections.

These extra heavy folders are now and have been for the past two years, standard equipment on all Goss High Speed Presses, and we were the VERY FIRST to successfully accomplish this result.

The Goss Printing Press Co.

Chicago — New York — London

Digitized by Google

CLARKE HEADS THE "P.-I."

Perry Leaves Seattle for New York, Announcing Him as Publisher

John H. Perry, who recently purchased the Seattle Post-Intelligencer, has returned to New York to actively resume his duties as president of the American Press Association and head of the Publishers' Autocaster Service Company. Mr. Perry has announced the appointment of L. J. Clarke his business associate, as publisher of the P.-I., with "full and complete power to act in my name, place and stead as president and publisher." Clarke was some years ago no the staff of the Seattle Star and in recent years has been connected with the Hearst organization.

ADVERTISING TEACHERS TALK METHODS

(*Continued from page* 14)

Studying of the advertising of a retail store. (Term reports.)

Interview with students, townspeople, and merchants; examination of stores and plants; census data.

Individual assignments in connection with term reports; personal consultation with individual students.

Scrapbook of advertisements illustrating important principles.

Class discussion of certain points.

Text—Advertising written by class. Current copy.

Committee work in the main.

Thirty-one manufacturers furnish the class with complete window displays, cut-outs, booklets, proofs of copy, and other details of their current sales and advertising campaigns. The men install these displays, and in general, are held responsible for a knowledge of why the campaign is being conducted.

Magazines used for illustrative purposes in class.

Simple exercises to illustrate frequency, color, instinct appeal, etc.

Selections from magazine and street-car advertisements displayed before class.

Writing advertising for merchants and manufacturers.

References to books, advertising, and magazines.

Reports, written and oral.

I receive from a number of companies advance proofs of advertisements. These offer ideas for problems.

Student given certain facts and data to layout advertisement and give reason for each step. Referred to the actual advertisement when it appears. In this way student can correct own work and improve.

Class reports, practical problems, association with local business houses.

Text, magazines, car cards, posters. Study text; illustrate lectures with selections; have students gather material from advertising to illustrate lectures.

Real problems of advertisers. Problems I met in my 16 years in an advertising agency. Material from current periodicals.

Students act as advertising managers, agency men, copy writers, layout men tackling real problems of business. Material is corrected and returned. Students can compare their work with that of professional advertising men handling the same problems.

Original advertisements, selected material—periodicals, street-car cards, news advertisements.

Order of merit recognition.

"Five institutions use no text in one or more of their courses.

"On the basis of impressions formulated during the perusal of the returns from the questionnaire, I wish to make the following recommendations:

"1. The development of an adequate and comprehensive first or general course. This would probably have to be a full-year course.

"2. The elimination of duplicate subject-matter in other and special courses, which would result from the establishment of a thorough first course.

"3. A reduction of formal lecturing and a corresponding increase in the discussion of concrete and actual problem material.

"4. Greater emphasis on the development of scientific methods and research aspects.

"In the interest of the first recommendation, I wish to outline a general or first course as it has formulated itself in my mind and as it has largely developed in my teaching experience. This outline may serve as a point of departure for mutual discussion.

PART I. INTRODUCTORY TOPICS

A. 1. Definition, problems, and scope.
2. Sketch of historical development.
3. Types of advertising.

B. 1. The place of advertising in the distribution system.
2. Economic and social aspects.
3. Relation of advertising to the general sales plans.

NOTE: This outline is based on the conception that the purpose of advertising is to sell or to help in selling. As a result, the following four fundamental questions arise which constitute four main divisions of the course:

a) To whom may the commodity be sold?
b) By what appeals may it be sold?
c) How may these appeals be presented most effectively?
d) By what mediums may the appeals be presented?

PART II. THE HUMAN ASPECT OF THE MARKET: TO WHOM MAY THE COMMODITY BE SOLD?

A. 1. Who are the users and buyers of the commodity?
2. Where do they live?
3. How many are there?
4. How large is their need for this product and how much do they, and may they, buy?
5. How do they at present satisfy this need? In what ways? By what brands? From what sources?

B. 1. By what methods and from what sources may information be obtained to answer these questions?
2. The formulation and use of field questionnaires and the methods of obtaining the responses to questionnaires.
3. Statistical data, population, and census data.
4. Typical samples of investigations, data, and results bearing on particular problems.

PART III. THE APPEALS: BY WHAT APPEALS MAY THE COMMODITY BE SOLD?

A. Analysis of the product to determine the appeals to be found in
1. The raw material out of which the product is made.
2. The process of manufacture.
3. Uses and qualities of the finished product.
4. Price and value.

B. Analysis of human nature—the psychology of desires, motives, and instincts involved in buying and selling.
1. An inventory of desires and instincts.
2. Their nature, relative strength, and importance.
3. Desires and instincts concerned in the buying and selling of typical commodities.

C. Method of measuring the strength of appeals.
1. Laboratory and field tests.
2. Statistical methods in treating test results.
3. Use and interpretation of results.
4. Correlation of laboratory and field tests with actual returns from advertisements.

D. Class and sex differences in the effectiveness of appeals.

PART IV. PRESENTATION OF THE APPEALS: HOW MAY THE APPEALS BE PRESENTED MOST EFFECTIVELY?

NOTE: It is assumed that the specific functions of an advertisement are:
a) To secure attention of the reader.
b) To arouse his interest so that he will read and examine the advertisement.
c) To produce desire, conviction, and belief.
d) To produce a response, in most instances, either immediately or later.
e) To establish, in most instances, a memory and an identification of the product.

How may the appeals be presented to accomplish these ends most effectively and economically?

A. Argumentative versus suggestive forms of appeals:
1. Analysis of argumentative, reasoned decisions in buying.
2. Analysis of suggestive decisions and responses.
3. Problems on when either or both may be used.

NOTE: The five functions may perhaps best be considered in the order in which they usually arise in the preparation of advertising plans and copy rather than in the order in which they are enumerated above.

B. Producing desire, conviction, belief.
1. The text—characteristics of convincing and appealing text.
2. Description of the product.
3. Illustrations.
4. Truth and agencies for the betterment of advertising.

C. Arousing interest.
1. Interest incentives.
2. The headline.
3. The illustration.
4. The use of colors.
5. Laboratory methods of testing the interest factors of advertisements.

D. Securing attention.
1. The laws of attention-getting.
2. Space and the size of advertisements.
3. The layout.
4. Display features.
5. Balance and arrangement.
6. Typography.
7. Laboratory methods of testing the attention factors of advertisements.

E. Producing the response.
1. Methods of bringing about a response.
2. Methods of ascertaining the responses produced—buying systems.

F. Establishing memory and identification of advertisements and products.
1. Repetition of advertisements and cumulative effect.
2. Identification features of advertisements.
3. Trade marks and names.
a) Their importance and value.
b) Characteristics of good marks and names.
c) Laboratory methods of testing the merit of trade marks.
d) The registration and protection of trade marks.
4. Slogans.
5. Cartons and containers.

PART V. MEDIUMS: BY WHAT MEDIUMS MAY THE ADVERTISEMENTS BE PRESENTED IN ORDER TO REACH EFFECTIVELY THE PERSONS TO WHOM THE COMMODITY MAY BE SOLD?

A. Classes of mediums and their relative importance.
B. Growth and development of the various mediums.
C. Problems in the selection of mediums.
D. Magazines.
1. Classes.
2. Circulation.
a) Analysis of circulation.
b) Circulation statements—the Audit Bureau of Circulation.
3. Rates and positions.
E. Newspapers.
1. Classes, and number of different classes.
2. Circulation.
3. Rates.
4. Comparison of magazines and newspapers.
F. Street-car cards.
G. Posters.
H. Direct mail material, catalogues, circulars, etc.
I. Miscellaneous.

PART VI. SPECIAL FIELDS OF ADVERTISING
A. National advertising—the advertising campaign.
1. Policy.
2. The appropriation.
3. Seasonal fluctuations.
4. Selection of mediums.
5. The copy.
6. Relation to personal sales campaign.
7. Relation to retail advertising and dealer tie-up.
8. The advertising agency.
9. Analysis and preparation of campaigns.
B. Retail advertising.
1. Policy.
2. The appropriation.
3. Selection of mediums.
4. Use and distribution of space.
5. Daily and seasonal fluctuations.
6. The copy.
7. Preparation of copy for specific commodities and stores.
8. Show windows.
C. Mail-order advertising.
D. Other fields of advertising—such as foreign advertising, financial advertising, clothing advertising, automobile advertising, etc."

The annual election of officers resulted in the choice of the following:

President, Prof. Edward H. Gardner, University of Wisconsin; Vice-President, Prof. Herbert W. Hess, University of Pennsylvania; Secretary-Treasurer, Prof. Edward J. Kilduff, New York University; Directors, for the three-year term, Harry D. Ketson, Indiana University; for the two-year term, N. W. Barnes, University of Chicago; and for the one-year term, J. M. Walters, Georgia School of Technology.

The entertainment provided by the faculty of the university was much enjoyed by the visitors. Thursday evening a smoker conference brought the teachers into close contact with each other. Old friendships were renewed and new acquaintances made. Friday evening a dinner was given in their honor at the University Club, and on Saturday they were the guests of the Westinghouse Electric & Manufacturing Co. at East Pittsburgh.

"The Biggest Little Paper in the World"

"I wish to add a word of commendation about *The Boys and Girls Herald*, which you help us turn out. It is easily one of the best features the *Herald* has ever run."

—J. E. RICE, PRESIDENT, *The Washington Herald*

Write for clippings showing how Mr. Rice uses *The Boys and Girls Newspaper* in *The Washington Herald*.

Associated Editors
35 N. Dearborn St., Chicago

Rochester Times-Union

Carried **168,854** more lines of display advertising during the first four months of 1921 in *six days* than Rochester's second paper carried in *seven days*.

The City Circulation of the **Times-Union** is greater than the combined daily city circulation of all the other Rochester papers.

(See A. B. C. Reports)

Average Net Paid Circulation for six months ending March 31, 1921 64,031

Ask our Service Department what it can do to put your proposition over in Rochester.

J. P. McKINNEY & SON
Representative
334 Fifth Avenue, New York — 122 S. Michigan Avenue, Chicago

Digitized by Google

ERIE NEWS PRINT

A Newsprint Source for 25 Years

THE Butler organization has been a large distributor of news print for 25 years. Not only have we continued to supply the highest grade of news stock, ERIE NEWS PRINT, but we have made it possible for every publisher, whether his publication be the metropolitan one or the small one that features job printing as well as news, to buy it to his own advantage. For example, our mills are so located as to give virtually every publisher the advantage of low freight rate hauls. Likewise, our distributors maintain stocks of sheets and rolls in standard sizes to meet an urgent call for quick shipment. The paper itself is white in color, made from wood pulp, even in formation of high and uniform tensile strength. Comes wound on iron cores, or on fibre cores with metal tips. Anyway you buy—whether on a contract tonnage basis, or in the open market—it will be to your advantage to first consult BUTLER.

BUTLER PAPER CORPORATIONS

New York · Chicago · San Francisco

DISTRIBUTORS OF BUTLER BRANDS—STANDARDIZED PAPER

J. W. Butler Paper Company	Chicago	Mutual Paper Company	Seattle
Standard Paper Company	Milwaukee	Endicott Paper Company	Portland
Butler Paper Company	Detroit	Butler American Paper Company	
Central Michigan Paper Company	Grand Rapids		New York, Chicago, San Francisco
Mississippi Valley Paper Company	St. Louis	National Paper & Type Company	New York
Missouri-Interstate Paper Company	Kansas City	OVERSEAS	
Southwestern Paper Company	Dallas	National Paper & Type Company, Latin America	
Southwestern Paper Company	Houston	Thomas W. Simmons & Co., Inc.	
Sierra Paper Company	Los Angeles		Hong Kong, Shanghai, China
Pacific Coast Paper Company	San Francisco	W. N. Patten Company, Ltd.	Honolulu, H. I

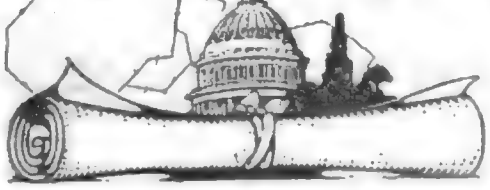
Butler Paper

BUTLER PAPER — Paper — IS BETTER PAPER

Established 1844

Digitized by Google

EDITORIAL



HELPS TO TRUTH IN ADVERTISING

IT is going to be harder sledding than ever in New York for the crooked promoters, the swindlers and others who unlawfully fatten upon the public, for Governor Miller has signed the Martin bill which authorizes the Attorney-General to conduct criminal prosecutions for fraudulent practices in respect to stocks, bonds and other securities. Under this statute the latter can, on complaint or on his own initiative, investigate any device or scheme to defraud the public through the sale of worthless stock.

Fraudulent advertisers are as great a menace to the public as any other class of swindlers. If New York State publishers will aid the Attorney-General in the enforcement of the Martin law the advertising columns of the newspapers will be made cleaner and the advertisements they contain more believable.

Pennsylvania has also passed, and Governor Sproul has approved a bill making it unlawful to use any untrue, deceptive or misleading statements in advertising in newspapers, books, postals, handbills, circulars, pamphlets or letters. The measure covers all classes of advertising and exempts owners of newspapers and periodicals who accept advertising in good faith, but requires them to get the name and address of all advertisers placing classified advertisements and make a record of them which shall be kept for two weeks and be subject to examination by law officers. Violations of the law are punishable by a fine of $500 or imprisonment not exceeding ninety days.

Some forty states have now adopted laws aimed to suppress the plundering of the public through fraudulent advertising. Reports from these states indicate that this kind of advertising is being reduced to a minimum.

Every fraudulent advertisement that is killed in the business office or composing room helps to increase the value and pulling power of every honest advertisement that is printed.

EDITORS TO RUN A CITY

NEWSPAPER editors frequently tell city officials how to run municipal affairs, but rarely are they given a chance to carry out their ideas in practice. One of these rare experiences has come to two North Carolina journalists who have been entrusted with the administration of the government of Wilmington by the citizens of that prosperous town, one acting as mayor and the other as a commissioner sharing responsibility with the mayor. The two men are James H. Cowan, for many years editor of the Evening Dispatch, and Joseph E. Thompson, for twenty years identified with the Morning Star, the oldest morning paper in North Carolina.

We know of no reason why these two experienced newspaper men should not give Wilmington an efficient and progressive administration. Mr. Cowan, the mayor, has been secretary of the Chamber of Commerce and Collector of Customs, and Mr. Thompson, the commissioner, has had an all-round experience in the insurance field and in newspaper work. They have the confidence and esteem of their fellow citizens and will, no doubt, discharge their duties with credit to themselves and the city.

It must be said, however, that men who have been long identified with newspaper editing or publishing seldom find contentment in any other occupation. There is a certain fascination about journalism that is irresistible to those who have once felt its charm. Other kinds of work seem tame and commonplace compared with it. Of course, it's a fine thing to be mayor of a thriving city like Wilmington, but there are some sharply defined limitations to that position. The mayor must be the servant of the party that elected him to office. He must be guided in his acts by the wishes of party leaders. He is the target of criticism and unless he is a diplomatist he will make more enemies than friends.

An editor is more independent, unless he conducts a party organ, and wields a wider influence. If he keeps himself free from entangling alliances, he is in a position to view public questions from an impartial standpoint and can therefore command a wide consideration of his views. That English editor who once said he had rather be Editor of the London Times than be the King of England was not very far away from the truth.

Greatness of mind is not shown by admitting small things, but by making small things great under its influence. He who can take no interest in what is small, will take false interest in what is great.

—Ruskin.

THE ATLANTA CONVENTION

INTEREST in the forthcoming convention of the Associated Advertising Clubs at Atlanta next week is manifesting itself in the heavy demand for hotel accommodations received by the local committee. While the entire program for the week has not yet been published, the lists of addresses already announced for the several departments all indicate that a large amount of helpful material will be presented.

There is no disputing the values of these conventions, not only to those who attend them but to the entire business of advertising. They serve as forums for the discussion of the vital problems of the hour. No one who goes to them in the right spirit can fail to be benefitted. Here are presented the results of the experiences of the foremost men and women engaged in the practice of advertising. Here one can obtain ideas that will add substantially to his income or will help him to avoid costly errors in the conduct of campaigns in his own business.

The advertising manager of a New York manufacturer once told the writer that a single suggestion picked up at the St. Louis convention had saved his firm $5,000 a year. An advertising agent said that information he had gleaned from a speaker at the Philadelphia convention helped him to land an advertising contract that was worth a large amount of money to his firm.

Therefore it pays to attend these conventions. The expense is an investment that is certain to yield good dividends. If you have not made your reservation for the Atlanta meeting, do so at once.

IN these days of heavy taxation, both state and national, every dollar of unnecessary expense should be cut out of the budget. Governor Miller shows good sense in demanding the exercise of strict economy in the administration of state government, and his action in promptly signing the Betts statute should be warmly commended by every newspaper man, even if it deprives him of a certain amount of "easy money."

May 14, 1921 Volume 53, No. 50

EDITOR & PUBLISHER
Published Weekly by
The Editor & Publisher Co.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon Walter Sammis
Frank LeRoy Blanchard

I. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenton Dowling, circulation.
R. L. Staunton George Strate
C. B. Groomes J. G. Tonner
F. W. Payne

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon
Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1727 Arcade Building
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

THE PROBLEM OF ADVERTISING RATES

THE interest shown by our readers in the articles on advertising rates that have appeared in the columns of Editor & Publisher during the last four weeks proves conclusively that the subject is a very vital one to newspaper publishers. From the interviews and other expressions of opinion that have been printed these conclusions may be deducted:

That whenever possible the NET national rate and the minimum local advertising rate should be the same.

That if there is considerable difference between the national and the local rate the present is not an opportune time to increase or decrease either of these rates.

That no national advertising should be accepted from a local distributor at the local rate.

In a letter to the editor of Editor & Publisher, Arthur G. Newmyer, of the New Orleans Item, in giving the results of his observations made during a two weeks' trip he had just taken, said that considerable confusion exists in the minds of many newspaper men upon the question. In his opinion, however, John Budd of New York seems to have the clearest and best ideas on the subject. One of them was that every local rate card should carry the following clause:

The space contracted for is wholly for the use of the local advertiser named. All space in connection therewith used by or paid for by a general or national advertiser shall be on the basis of the foreign rate card governing that quantity and classification.

In order that there shall be no misunderstanding as to what national advertising is Mr. Budd suggests that the advertising representatives be told that

Any space the national advertiser pays for, directly or indirectly, is national advertising.

Obviously there are instances in which it will be difficult to determine whether advertising copy offered by the retail merchant is local or national. Take the Chain Shirt Stores or the United Cigar Stores as illustrations. An advertisement devoted to the local store and telling of the articles dealt in, would be local advertising. But, on the other hand, if the copy exploits a nationally advertised shirt or cigar, would it not be regarded as national advertising and pay the national rate?

Again, how is the publisher to know whether the national advertiser is paying the retail merchant for the advertising of his product? If the retailer uses his space for the exploitation of Campbell's Soup or Gillette Safety Razors or Huyler's Candies, must he make an affidavit that the manufacturer is not paying for it before he can have it accepted at the local rather than the national advertising scale of charges?

There will always be a difference of opinion as to the best way to handle these matters. In most cases it is not going to be very hard to determine whether the advertising is national or local. In the others common sense, a disposition to be fair to the local merchant, the national advertiser and advertising agent ought to determine what course to pursue. One thing is certain, and that is that when the local and the net national rates are identical the newspaper publisher is in a much more comfortable position.

COMMENDATION of newspaper proprietors' various activities by their contemporaries is not unusual, but comment of this character, which appeared last week in the New York Evening Journal, is out of the ordinary run: "Frank Munsey owns many things, magazines that feed amusement to the people, newspapers that feed information, with high moral ideas, and, besides, a chain of grocery stores that supply real food. This day Mr. Munsey's grocery stores begin selling a full pound loaf of bread for six cents. That is better than pre-war prices, when a twelve-ounce loaf sold for five cents. You can't weigh editorial wisdom, you can't measure the value of policy, but a six-cent loaf interests one hundred and five million people; therefore, like Sylvia, Frank Munsey should admired be."

Digitized by Google

PERSONAL

GOV. HENRY J. ALLEN'S new book, "The Party of the Third Part," has just come from the press. It is devoted to a defense of the Kansas Industrial Relations Court, and a history of how the court came into existence.

Arthur Stringer, J. Murray Gibbon, and Vernon Mackenzie, editor of MacLeans' Magazine, were entertained recently at a banquet by the Winnipeg branch of the Canadian Authors' Association.

E. E. Beard, former editor and publisher of the Vancouver (Wash.) Columbian, has purchased the Port Angeles Herald, afternoon, daily and Sunday morning paper, from A. V. Watts, and will take possession immediately. Mr. Beard recently returned from Juneau, Alaska, where he had charge of the Daily Capital temporarily.

Lynn W. Wilson, editor of the Bridgeport (Conn.) Times, will cross the Atlantic on a Rotary club excursion early in June. He expects to spend two or three months in England, Scotland and Ireland.

William H. Conrad, formerly editor and part owner of the Grundy County Dispatch of Grundy Center, Ia., has purchased the interest of his partner in the Medford (Wis.) Star-News.

Judge Harlan G. Palmer, publisher of the Hollywood (Cal.) Citizen recently addressed the Press Club of the University of Southern California at Los Angeles, on the "Publishing of Modern Newspapers."

Edward Beck of the Canadian Pulp and Paper Association, Montreal, sailed last week for Europe. He will study forestry conditions in Scandinavia, France, Finland, and elsewhere, for the purpose of discovering whether these countries offer anything by way of example for the Canadian Provinces. He expects to be joined in Stockholm by G. C. Piche, chief Government Forester of Quebec, and several other forestry experts from the Dominion, and to make a joint investigation with them.

Charles H. Dennis, managing editor of the Chicago Daily News, has gone South for a vacation and to recuperate after an illness of several months.

Fred T. Lougee, director general of R. Hoe & Co., Ltd., London, arrived in New York May 11 on the Olympic.

John H. Atwood, noted Kansas City lawyer and orator, will be the principal speaker at the unveiling of the monument to the memory of the late Henry Grady, for many years editor of the Atlanta Constitution, which will be held May 24. Mr. Atwood was invited to deliver the address, by the Atlanta Chamber of Commerce.

THE EDITORIAL ROOMS

WILSON BLUE, day editor of the Winnipeg Free Press, has been bereaved by the death of his wife, which occurred at Winnipeg suddenly May 2. She had just returned on Sunday from a visit to the Pacific coast.

W. W. Fowler, editor of the automobile section of the Los Angeles (Cal.) Times, and Miss Janette Burke, daughter of James J. Burke, a wholesale jeweler of St. Louis, were married in the latter city recently.

Thomas Horgan, United Press manager, Bridgeport, and more recently telegraph editor for the Bridgeport (Conn.) Telegram, has gone to Boston to assume managerial duties for the International News Service.

Miss Zella Dysart of Ottumwa, Iowa, and Arthur L. Klewer, were married April 26. Mrs. Klewer was, for two years, a member of the editorial department of the Des Moines Register and Tribune, and served on the staffs of Chicago and Omaha newspapers.

Earl R. Bice, for the past several months assistant secretary of the Springfield (Ill.) Automobile Club, has returned to newspaper work as reporter on the Springfield Illinois State Register.

John Breen has joined the staff of the Streator (Ill.) Independent Times, taking over the work of W. J. Lewis, who will do rewrite work.

James A. Stuart, formerly assistant managing editor of the Indianapolis Star, has been made directing editor in charge of the editorial departments of the Denver Rocky Mountain News and the Denver Times.

George S. Holmes, former city editor of the Denver Times, was recently promoted to chief editorial writer of the same publication. E. C. Day, for a number of years a staff member of the Times, has been made city editor.

James D. O'Neill recently joined the editorial staff of the Denver Post. He takes the West Side Criminal Court run vacated by the transfer of Joseph E. Cook to the police run. Charles Lounsberry, former police reporter for the Denver Post has been made a general assignment man. The West Side Court run for the Rocky Mountain News and the Denver Times has been taken by R. G. Morris, formerly of the Herald-Democrat of Leadville, Colo., following transfer of Clyde B. Davis to general assignments for the News. A. C. Bartlett, formerly on the copy desk of the Denver Rocky Mountain News, has been made state editor.

John W. Hart of the copy desk staff of the Worcester (Mass.) Telegram, who has been ill for a week, has returned to work. Mr. Hart was threatened with pleurisy.

Maj. Roy C. Vandercock, political and legislative writer, at Lansing, Mich., has been appointed as executive officer in the new state department of public safety, in charge of all state inspection, supervision of the state constabulary and police and sheriff work and liquor law enforcement. He has served as Lansing correspondent for the Grand Rapids Press during a major portion of his journalistic career. Fred A. Grimes, who has been assistant to Maj. Vandercock at the Press Lansing bureau, will no doubt handle Lansing correspondence for the Grand Rapids paper.

Miss Emilie B. Stapp, who for many years conducted "The Happy Tribe," a department for children in the Des Moines Capital, has resigned to go with the syndicate department of the Houghton-Mifflin company of Boston, in charge of a similar feature department.

Fred Pownall and Mrs. Pownall are entertaining a new daughter at their home in Des Moines. Mr. Pownall is associate editor of the Capital and Mrs. Pownall is known to newspaper readers through her pen name of Dorothy Ashby.

Frank P. Gallagher, editor of the Salt Lake Citizen and formerly editor of the Salt Lake Tribune, will leave this week for New York, where he will take up editorial work. He was given a farewell banquet at the Hotel Utah, at which many prominent business and professional men were present. James P. Casey, manager of the late Salt Lake Herald, acted as toastmaster.

Herbert Pinkham has left the newspaper business to accept a position with a Boston paper mill supply company. He began as a reporter for the old Portland Advertiser, at the end of which he went to Freeport (Ill.), and later to Brockton (Mass.), then to the Boston Journal as editorial writer. When the Journal suspended five years ago, he joined the New York Sun. Since the war he has been with the Sun. Went to Washington for the United Press and recently has been a special writer for the Boston Sunday Advertiser.

Gilbert B. Littlefield, day editor in the Boston bureau of the Associated Press, has been appointed correspondent to succeed Edward McKernon, recently promoted to division superintendent. Mr. Littlefield formerly was located in the New Haven bureau. He entered the service in 1900, going to Boston from the Biddeford (Me.) Journal of which he was city editor.

L. F. Kimmel, Sunday editor of the Wichita (Kan.) Eagle, has been made city editor, succeeding W. V. Nessley, who resigned to return to Spokane, Wash. Harold Allegre, editor of the Pine Bluff (Ark.) Graphic, was made Sunday editor.

Reuben S. Higgins, formerly on the staff of the Worcester (Mass.) Telegram, has become city editor of the Lynn (Mass.) Telegram-News.

Edward McAdams has resigned from the Brockton (Mass.) Enterprise as telegraph editor, and has joined the staff of the Boston Traveler.

Mrs. Alice Simpkins, formerly society reporter for the Lynn (Mass.) Telegram-News, has joined the staff of the Lynn Item.

Merryle S. Rukeyer, financial editor of the New York Tribune, spent last week in Atlantic City attending the National Convention of the Chambers of Commerce. During his absence from the Pulitzer School of Journalism, William E. Harper addressed his class on "Railroad Financing."

Clarence L. Moody has resigned from the Brockton (Mass.) Times and has become telegraph editor of the Lynn (Mass.) Telegram-News.

Daniel Hickey has resumed his duties as sporting editor of the Brockton (Mass.) Times after a brief vacation.

Don Marquis, columnist of the New York Sun, gave a short address before students of the Pulitzer School of Journalism on May 9. He was the guest of Kenneth Lord, city editor of the New York Herald, who instructs in the editorial and news writing class in the school.

Herbert L. Phillips, formerly of the Sacramento (Cal.) Union, now is news editor of the Plumas National Bulletin of Quincy, Cal.

Odell Hauser, political reporter of the Philadelphia Public Ledger, spoke last Saturday before the members of the Councilmanic Committee of the Women's League for Good Government, and urged women voters to make a close and careful study of politics.

(*Continued on page 44*)

FOLKS WORTH KNOWING

A. N. MACKAY is general manager of the Salt Lake Tribune, which celebrated its golden anniversary on April 15, 1921, after a very interesting career. The Tribune was originally established in 1871 by a small but determined group of apostates from the "Mormon" church who were backed by a few leading non-Mormons or Gentiles, as they were known.

A. N. MACKAY

The paper had a hard struggle for existence for years and once or twice it would have had to close down had not some wealthy friend of the owners put money up to save it at the eleventh hour.

The Tribune's fight against the Mormon church ceased about twelve years ago and since then the paper has been friendly toward the church and its people. As a business proposition today, Mr. MacKay, the general manager, said on the Tribune's 50th anniversary to a representative of EDITOR & PUBLISHER it was "paying handsomely"

Mr. MacKay has been with the Tribune since 1911. He has had a wide and varied experience in newspaper work and has specialized on editorial work. He is assisted by H. F. Robinson as business manager, while at the head of the editorial department are E. H. Holden, managing editor, and Forrest Lowry, city editor. The sole surviving member of the little group of men who started the paper is Henry W. Lawrence, a photograph of whom was given an honored place on the front page of the jubilee edition of the Tribune.

ORANGE JUDD WEEKLY SOLD TO DE WITT

American Agriculturist, Old Farm Paper, Passes to Former New York Herald and "E. & P." Executive

Edwin D. DeWitt, for many years general and advertising manager of the New York Herald and affiliated publications, has purchased the rights and interests of the Orange Judd Company in the American Agriculturist, the oldest farm paper in the country, according to announcement of Herbert Myrick, president of the Orange Judd Company, May 9. The weekly, founded in 1842, gained its title as the oldest agricultural paper by taking over the Genessee Farmer, which was established in 1831, and has long been active in the interests of farmers in the middle states.

Charles William Burkett and Thomas A Barrett, who have been associated with the paper under the Orange Judd management, have resigned from the latter organization and with Mr. DeWitt

EDWIN D. DEWITT

formed the American Agriculturist, Inc., a New York corporation capitalized at $100,000. Mr. Burkett, who is widely known among farmers of the Eastern states as an editor and speaker on agricultural topics, has been elected president and editor, Mr. Barrett will be vice-president and Mr. DeWitt secretary-treasurer. The sale price was $200,000, according to report.

Mr. DeWitt, its new owner, has long been active in the metropolitan newspaper fields, but has never allowed interest in his hobbies to lapse, said hobbies being farming and hunting. He was graduated from Princeton University in 1900 after a successful academic and athletic career, became a salesman of classified advertising on the New York Times, went to the Evening Telegram and shortly afterwards became its advertising manager. Then for three years he had charge of the business end of the Paris Herald, returned to New York as advertising manager of the Herald, took over the advertising managership of the Herald and Telegram and in 1911 became general manager of those papers.

He joined EDITOR & PUBLISHER in 1915 and served for three years as publisher, secretary-treasurer and a director of the company, retiring in October, 1918, to resume advertising direction of the Herald and Telegram. His connection with those papers was terminated when Frank A. Munsey bought them in January, 1920, and he now has pending a suit against the New York Herald Company for alleged unpaid commissions and damages for breach of contract totalling $565,000.

SELLING THE NEW ARMY

(Continued from Page 5)

While the advertising was being planned Col. C. H. Martin, chief of the recruiting service, assisted by a number of keen regular and reserve officers, was busy in further complemental development of his conception of the service as a big selling organization with himself as sales manager. Every district officer and his assistants were fully informed of the plan and educated in the psychology of its appeal and in the sort of selling talk and methods to be used in conjunction with it.

No longer was a man to be begged or lugged into the army. The old appeal of "Men Wanted for the U. S. Army" was reversed to: "Men Want the U. S. Army."

The Army was represented as something desirable instead of desiring something. The Recruiting Service Publicity Bureau in New York put out a weekly sales magazine, "The Recruiting News," designed to "pep" up the 2,500 salesmen of the recruiting force; every district headquarters published its own sheet of like nature, tonic selling talks discussed the recruiting "game" from every possible angle, competitions between agencies and between army units were started for the best records in recruiting, special drives for different divisions and corps areas were made, recruiting officers became active in the community life of their cities; and all sorts of national, district and local army news was made.

Being snappy news it got into the newspapers, which were none-the-less favorably disposed towards it because of the fact that for once they were getting some army business.

Each of the 56 district commanding officers was viewed as a district superintendent of sales, and the actual recruiters as "sign on the dotted line" salesmen. From top to bottom all the talk was of what excellent goods the new educational army was and of how best to sell it. All the old-time, rigidity, frigidity, take-it-or-leave-it attitude of the army was junked.

It was not "our army" but "YOUR ARMY" and the private soldier was no longer a condemned automaton but a useful citizen occupying the unique position of filling a good job while learning and venturing.

In selling the new army—the productive army, the educational army, the poor man's University—to the public, the army sold its new self to its old self.

The hard-boiled skeptics became converted to the new conception of an army which would earn its way by its social contributions, and a change was wrought in the atmosphere of army life that really made it far more attractive to the self-respecting, liberty-loving young American than it had ever been before.

All this helped to make the army admirable and desirable. Day by day the enlistments mounted and soon they were coming in so fast that it was getting to be necessary to select the best of the applicants instead of taking all who could qualify. In fact, the Army had practically realized its goal of making itself so desirable that it would have a waiting list of applicants for its privileges and advantages, when Congress called a halt. Parents were bringing in their sons for army jobs, employers were releasing their men for a term in the army schools and were clamoring to get them back and some more like them when the "course" was over.

When the new idea of selling the army as a good thing for the people and the soldier was introduced it was costing Uncle Sam around $197 for each rookie irretrievably and disgustedly trapped. Up-to-date selling methods and desultory advertising had reduced this figure to about $75 apiece for satisfied men when the systematic and supported advertising campaign began last September. By January of this year the cost per man had gone down to $44, which is about a third of the best record in ante-bellum days.

In January, 25,183 men enlisted in the army—by far the largest number ever enrolled in a month in normal times. In the preceding January an expenditure of $895,000 had brought in only 7,170 men; while in January, 1921, the 25,183 new men cost only $1,107,000. If you want to know whether advertising pays, ask the Army.

The army got far more from its advertising campaign than a big batch of recruits. It got the understanding, confidence and sympathy of the public. It revealed itself to the nation.

There is scarcely a department or bureau of the government that doesn't have the same need as the army, both in the item and in the mass, of selling itself and its service to the people through controlled, penetrative, readable, and repetitive communications—which are *paid advertising;* but for the most part they confine themselves to hand-outs for the news-columns, which in publication are almost always condensed, frequently garbled and generally unattractive; and to pamphlets which few read because the many do not know of their existence.

Scores of productive government bureus turn out "goods" of universal appeal which remain stored in dusty tomes because there is no means of "selling" them. Those bureaus exist for the purpose of benefitting the people and they do produce the raw material of the benefits, but the latter never get to the people.

What would you think of a factory that went on piling up goods without an outlet? Well, that is Uncle Sam's factory—except for a bright spot here and there; especially the new, productive army.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Heuslein, Gen. Mgr. M. Blackwood, Sales Mgr.

No Bread Line in the South

Unemployment has never been a problem in the South, even when the rest of the country was in the throes of a panic.

An even balance between agriculture and industry, and the varied nature of these industries, insures the South against complete business depression and resultant unemployment. The slack in one line of business is quickly taken up by another.

Then again, the South is free from cheap immigrant labor, and is never surfeited with men. The job is hunting the man in the South, oftener than the man is hunting the job.

Agriculture, the big industry of the South, awaits the return of the hordes of farm laborers attracted to the industrial centers by war wages, and their return will insure bumper crops in 1921.

The mass of people in the South have jobs—and have money to buy. Introduce your product to them through the columns of Southern newspapers. Southern newspapers alone cover the Southern field, and will "Sell It South" for you.

An abundance of material enables compositors to do more work—makes them want to do more.

Make your own! Monotype makes all type, leads, slugs, rule, space material—on one machine.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia New York Chicago Boston Toronto Birmingham

Monotype Company of California: San Francisco

This page composed in Monotype No. 79 Series and Monotype rule

WHAT OUR READERS SAY

North American Not For Sale

PHILADELPHIA, May 5, 1921.

To EDITOR & PUBLISHER: For several months rumors concerning the alleged pending sale of the North American have been industriously circulated by the representatives of a local competitor. These mendacious reports have been used by the representatives of that paper in the solicitation of advertising. Heretofore, we have taken no official notice of this dastardly campaign because we confidently believed that such dishonest methods would be emphatically repudiated by the owner of the offending newspaper once he became aware of what was being done by underlings in his name. A recent occurrence, however, has revealed that he is fully conversant with the nature of this cowardly conspiracy against a friendly rival. There is not now, nor has there ever been, the slightest truthful foundation for the stories maliciously circulated that the North American is to pass out of its present ownership and management.

The North American is now at its highest point of influence and earning power. Because of this it is obvious how a competing newspaper which has existed through subsidies from the private fortune of a rich sponsor might gain temporary advantage by boastfully proclaiming its purpose to abolish a stronger competitor. But these falsehoods, systematically set afloat by the management of this dependent journal, fall of their own weight among those who have even a superficial knowledge of the character of the two papers. Those who now own and control the North American, and those who will own and control it for years to come, would consider it a betrayal of a sacred trust, if they were to permit its prestige and material assets to become the life preserver of a newspaper whose standards and ideals are notorious.

I apologize for this intrusion upon your time and patience, but there seemed absolutely no other effective way of dealing with this mendacious campaign except by exposing its falsity in this direct and frank manner.

E. A. VAN VALKENBERG,
Editor & Publisher, Philadelphia North American.

Truth in News and Advertising

CHICAGO, May 5, 1921.

To EDITOR & PUBLISHER: Anyone who has read your splendid publication as long as I have, could not help but be firmly impressed with the idea that you strive to practice what you preach, i. e., truth in both news and advertising.

You recently ran a news item to the effect that Milton F. Harris, formerly advertising manager of Armour & Co., had located on the coast. In the current issue of your valued publication you carry a large advertisement announcing the fact that Milton F. Harris, formerly advertising manager of Armour & Co., is opening a Pacific Coast office for a well-known special representative.

I hope you will not think I am too critical when I inform you that Mr. Harris never was advertising manager for Armour & Co. E. B. Merritt was advertising manager for seventeen years, and on his resigning a number of years ago, his assistant, William Laughlin, succeeded him and has been, and still is advertising manager of Armour & Co., and Mr. Harris was merely as assistant to Mr. Laughlin.

Mr. Laughlin has done such valuable work in recognizing the value of newspapers as a medium for the national advertising of his firm that I feel, out of justice to him, someone should call attention to the erroneous statements referred to.

Yours very truly,
J. A. WHITE.

What Is a "Religious Daily?"

LOS ANGELES, April 30, 1921.

To EDITOR & PUBLISHER: Your editorial for April 23, 1921, "No Room for a Religious Daily," tends but to exemplify the misunderstandings which partly account for the intellectual anarchy into which the whole of humanity, apparently, is sinking, as in a morass.

Any editorial attempting to deal with the success or failure of a "religious daily" must of necessity first define the major premise, because, if the major premise be inexact or erroneous, the conclusion, if logically arrived at, cannot be other than of similar nature. If a chemist, for example, were as careless of his ingredients as are our word teachers of theirs, in not knowing or caring what is the substance of their teachings, the phenomena of chemistry would pass all comprehension.

For that reason it is not proven, nor can it be proven, there is "no room for a religious daily," until we know what is a "religious daily," and then, unless what it really is is found out and found to be wanting.

By labeling a thing this or that, it does not follow that the thing so labeled is true to its label. Not by any means. "Religious daily" is a label. What is the *substance* of a "religious daily?" The substance should be daily *religion*. What, then, is *religion?*

Here, then, we run immediately back into confusion that for two thousand years and more has confounded humanity. Thus is your premise traced to its foundation of quicksand. Supposing a chemist *mistook* a jar of "confusion" for a jar of "clarity," what might or might not be the result of his operations?

I venture to say that the Rockefellers, father and son, devoting their lives and their fortunes to the end, could not publish a "religious daily."

There is true and there is false religion, as anyone must admit, even if he holds that all religion is false. Assuming, then, that the true religion is Christianity, a "religious daily" that should undertake to *preach* and to *practice* Christianity, granting that a personnel could be found qualified for such an undertaking, must be crucified, as surely as was Christ Jesus on Calvary.

The reason for this is that we are not living in a state of Christianity, however much we may profess to be. We are living in a state of Capitalism. Because of this every person, and every organization, and every institution must partake of the *nature* of *that* of which it is a *part*, as presently will be illustrated. Christianity is still but the ideal; Capitalism the reality. Persons, and organizations, and institutions are of necessity the reality; not in any sense the ideal, though supposedly fashioned after such.

For merely exercising the right of free speech, in seeking to uphold the ideal, rather than submit to the reality, many men are yet in American jails, when for the same offense offenders have been liberated abroad. You see, this is not even a constitutional country, let alone a system of Christianity. Now, then, supposing a "religious daily" proceeded along these lines and told the truth about everything and about everybody, "Crucify it! Crucify it!" would be the answer.

As illustrating the *nature* of persons, and organizations, and institutions, it is shown on a subsequent page of your publication, for the same date, that the Christian Science Monitor's circulation has dropped off from above 100,000 daily to less than 30,000. In your editorial you do not make the reason clear, either for the success or the failure of the publication.

The Christian Science Monitor could not, of course, be in any sense of the word a "religious daily," when the Christian Science organization is not even a "religious institution." It is a commercial organization. It has things to sell. It has a variety of merchandise. It sells even the ideal. But the same thing applies to every church organization whatsoever, the most of them moribund and decadent because their merchandise is shop-worn and their salesmanship antiquated. You newspaper fellows know this, because you advise them to *advertise*.

So, Christian Science as an organization is as a joint stock company, which traces it directly into Capitalism. It is rich and it is prosperous. A quarrel developed at the seat of power. Quarreling is no part of Christianity. The membership, which is real and not ideal, took sides. The Christian Science Monitor was dropped by the side it opposed as was opposed to it (the personnel), showing that the Monitor did not *lose* its circulation because it was not a "religious daily," and therefore had not *gained* its circulation because it was a "religious daily." It was, of course, as merely "stockholders' paper.

Not anyone is qualified to say how much good or how much bad any and all churches accomplish, or how much good or how much bad newspapers accomplish, but of this we can be certain, that there cannot be much of good until we know the truth, when the practice of it will make us free.

Let me, in conclusion, venture to say it is as true today as it was when Bacun said, several hundred years ago, that "human knowledge resembles a magnificent structure that has not any foundation." And it is tumbling, like a cardhouse, about our heads.

JOHN MANN.

Colgate & Co., Wants Free Publicity from the Newspapers

OIL CITY, PA., May 4, 1921.

To EDITOR & PUBLISHER: The mighty have fallen! Colgate & Co., who have plated most of their advertising eggs in the magazine basket, have awakened to the fact that there are times when the newspaper is indispensable to even a "national advertiser."

A short time ago the writer happened to pick up a card which listed Colgate & Co., along with a score or more of other well-known concerns, as being owned or controlled by the British, and urging the reader to desist from patronizing them by purchasing only American goods.

I do not know how generally the cards were distributed in this or other cities. The boycott urged is a dastardly one, especially as it misrepresents the facts in the case of many concerns, and at the same time is of anonymous origin. But, be that as it may, does it not look a little that Colgate & Co. admit that their advertising program has fallen down somewhat when, in the need of quick action—publicity "hot off the bat," so to speak, their advertising department falls back on the newspapers. That is, they are willing to let it be "released," and announce that it "is being sent broadcast." Further, it should "contain enough news interest to be placed before your readers, it can be taken in whole or part. If it contains enough merit to warrant editorial mention, we shall highly appreciate any publicity you may give. If you do decide to place this statement before your readers, we shall be very glad to receive copies of your issue containing the article."

A circular letter, "dictated by *GSF—Adv. Dept.*," accompanies a column-long story, to which I refer in this letter. It starts off with the news that a "reformatory is to become a soap factory, and after skilfully weaving in the fact that Colgate lines include toilet soap, perfumes and laundry soaps, powders and cleansers, then winds up with a denial of the British-owned story, and an offer of a million dollar reward to anyone who can prove that there is a dollar of foreign capital invested in Colgate & Co.

A very interesting news story!

But, might we ask Colgate & Co., why expect the newspapers to run this story free? Will the magazines do it?

And if the newspapers run Colgate advertising free, why should they not also run the advertising for the department stores in their communities free, also? There, at least, would be the argument of community interest.

"GSF—Adv. Dept." of Colgate & Co., we believe, ought to awaken to the fact that newspapers cannot exist on complimentary advertising, and in fairness to themselves the company ought to recall every line of copy they have sent out to the newspapers.

It would not be so bad coming from a company that has been consistent in its advertising, but coming from Colgate & Co., the request for free notices in the daily press is, to put it mildly, cheeky.

Very truly yours,
SAMUEL M. ROSENTHAL,
Editor and Advertising Manager,
The Oil City Blizzard.

Has Found No Trouble in Equalizing Local and National Rates

OPELIKA, ALA., May 4, 1921.

To EDITOR & PUBLISHER: Had just about digested the form letter sent out by Collin Armstrong, of the A. A. A. A. when your issue of April 30 came in. The letter of Mr. Welty, business manager of the Bartlettsville (Okla.) Examiner, added interest to the subject, especially as that paper appears to be about the same class (size city, etc.) as ours.

Some years ago I gave considerable study to the matter of local and national advertising, relative actual cost of space for each to us and what difference, if any, should be made in rates for the two, and it was our conclusion that for us there was not enough difference between the cost of national and local advertising to justify *any difference* in rates—hence for some years our rates have been exactly the same to both local and national advertisers.

Differing with Mr. Welty we find that as national advertising is so much better prepared, nearly all of it electro matter, is scheduled carefully and correctly, that the office expense of caring for it is inconsiderable when compared to the expense of a local ad man in soliciting, plating and caring for local advertising. It costs money to get advertising whether national or local, and the 15 per cent paid to an agency, we are quite sure, brings that advertising to us at much less cost than we can solicit and care for local advertising.

On one item "error and make good" we have lost 95 per cent more on local advertising the past year than on national advertising—and we have to and do give more time and care to getting local advertising correctly proof read and printed.

Just how the A. A. A. A. will come out in its effort to "equalize and standardize" local and national rates with a majority of papers is a large question. As for the Daily News, one of the smaller city newspapers, I will say that we equalized and standardized several years ago and we know we are satisfied. Our local patrons are satisfied, and as we have carried a larger number of lines and more inches of national advertising than any small city daily we know of, we have ample proof that national advertisers and agencies are satisfied.

We are of opinion that, for papers in our class at least, a careful cost finding will demonstrate that there is not enough difference between the cost of national and local advertising to justify a higher rate for the former. In fact if there is a difference the national advertising, at the same rate, will pay a better profit than the local advertising.

W. T. WEAR,
Business Manager The Opelika Daily News.

Expects 300 Canadian Weekly Publishers At Coast Meeting

TORONTO, ONT., April 18, 1921.

To EDITOR & PUBLISHER: I noted in EDITOR & PUBLISHER that the N. E. A had 360 publishers at Florida. I just wanted to write you to say that we will likely take 175 from Ontario and the East of Vancouver, and that the Western members and wives will likely reach 200 or more.

We are taking men from as far East as Sydney, N. S., to Vancouver and each one has to be a bona fide weekly publisher. Apparently business is good with the weeklies in Canada.

Sincerely,
E. ROY SAYLES,
Manager Canadian Weekly Newspapers Association.

Sustains the Interest

BALTIMORE, MD., May 4, 1921.

To EDITOR & PUBLISHER: I enclose a check for $4 60 to pay my subscription of EDITOR & PUBLISHER to October 1, 1921. EDITOR & PUBLISHER has been an old friend of mine for a number of years and it enables me to keep in touch with the men and policies that I am keenly interested in.

Although I changed my business activities about a year ago my interest in the contents of EDITOR & PUBLISHER is as keen as it ever was and I find in each issue a fund of information that sustains this interest. I congratulate you particularly upon the comprehensive Year Book that was issued a few months ago, which in my opinion is worth many times the annual subscription to an advertising agency.

Your tables in the Year Book, furnishing the basis of estimating advertising campaigns, together with the rates and other information of a hand book character, are especially valuable by reason of their authenticity.

J. HAMPTON BAUMGARTNER.

Magnificent Convention Report

WAUSAU, WIS., May 7, 1921.

To EDITOR & PUBLISHER: Sorry I could not get to the New York convention, but after getting EDITOR & PUBLISHER for April 30, I did not regret it half as much. You certainly had a magnificent report of the big week in the newspaper year; in fact it seemed to me the best number of EDITOR & PUBLISHER I have ever seen. It was particularly valuable to those who, like myself, were unable to be present. More power to you.

J. L. STURTEVANT,
President and Manager,
Wausau Daily Record-Herald.

"The Good Fellow Move"

CLEVELAND, OHIO, May 3, 1921.

To EDITOR & PUBLISHER: In a recent issue I notice that you gave the credit to the Chicago Tribune for the "Good Fellow Move."

If I am not mistaken, this was originated by the Boston Journal in 1914 and was carried on for several years. I know that if the plan had been in effect in Chicago prior to this time none of the executives of the Journal knew about it and it was recorded as an original idea.

E. D. Shaw was managing editor of the Journal at that time and will doubtlessly be glad to verify this statement made in the spirit of loyalty to the Journal.

O. G. DRAPER.

Wants Newspaper Architect

NEW YORK, May 3, 1921.

To EDITOR & PUBLISHER: We will consider it an especial kindness on your part, if you will be good enough to advise us the names and addresses of architects in the larger cities of the United States who make a specialty of newspaper buildings. Our publication is contemplating erecting a new building in Mexico City, and would like very much to know of a reliable and efficient architect.

EXCELSIOR, MEXICO CITY,
RODRIGO, DE LLANO,
New York Representative.

END OF CANADIAN "A. P."

Entire Work Taken Over By Canadian Press, Limited

TORONTO, Ont., May 6.—An unanimous decision to take the necessary steps to wind up the Canadian Associated Press was reached at a meeting of its members here today. The work hitherto done by the association will be carried on by the Canadian Press Limited on behalf of all the Canadian dailies.

A vote of thanks to Irving Robertson of the Toronto Telegram and son of the founder, for his services as president, was moved by Stewart Lyon, of the Toronto Globe. In seconding the motion, C. F. Crandall, of the Montreal Star, said it had been hoped that the C. A. P., instead of vanishing from the field, would have coalesced with the Canadian Press Limited, and thus have carried on the fine tradition of public service established by the C. A. P. and also perpetuate the memory of the great Canadian journalist, the late John Ross Roberston, who founded the organization in 1904.

The Canadian Associated Press furnished Canadian newspapers with a direct cable service with Great Britain, covering events in the United Kingdom of special interest to Canadians.

Jackson Elliott Promoted

Kent Cooper has been reappointed assistant general manager and Jackson S. Elliott, for the past year general superintendent, has also been designated an assistant general manager of the Associated Press and both, as personal representatives of General Manager Frederick Roy Martin, will have jurisdiction under him throughout the A. P. service. Milton Garges has been reappointed chief of the traffic department.

Digitized by Google

LIVE STOCK OF THE SOUTH

The South has about 1-3 of all live stock of the country; 40 per cent of the swine and only a somewhat smaller percentage of cattle and sheep. Its live stock industry has grown along with the rapid advance made in diversified manufacturing, agriculture, shipping, mining and lumbering.

The South's great buying powers rest firmly upon the foundation of wealth which cannot rocked by the faults of any one individual line of trade.

"Not only great today, but great tomorrow," is a slogan of the South. There is more room and opportunity for development of all industry in the South than in any other section of the U. S. When such conditions exist the National Advertiser finds *cash* to pay for all merchandise of merit advertised in this list of Southern dailies.

SOUTHERN LIST

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
*Birmingham Age-Herald ....(M)	22,664	.08	.08
*Birmingham Age-Herald ....(S)	25,466	.10	.10
*Birmingham News ....(E)	50,019	.15	.15
*Birmingham News ....(S)	50,479	.15	.15
*Mobile News-Item ....(E)	10,653	.05	.05
*Mobile Register ....(M)	21,508	.07	.07
*Mobile Register ....(S)	33,863	.085	.085
FLORIDA.			
**Jacksonville Metropolis ....(E)	17,880	.07	.07
‡‡Florida Times-Union, Jacksonville ....(M&S)	28,966	.08 (9c5)	.08 (9c5)
**Palatka Morning Post ....(M)	1,450	.0122	.0122
**Pensacola Journal ....(M)	3,481	.025	.025
**Pensacola Journal ....(S)	4,766	.025	.025
**Pensacola News ....(E)	4,190	.03	.03
GEORGIA.			
*Atlanta Constitution....(M)	50,667	.13	.13
*Atlanta Constitution....(S)	58,616	.13	.13
Atlanta Georgian ....(E)	47,262	.12	.12
Atlanta Sunday American ....(S)	111,161	.15	.15
‡Augusta Chronicle ....(M)	10,254	.045	.045
‡Augusta Chronicle ....(S)	9,734	.045	.045
*Augusta Herald ....(E)	12,701	.05	.05
*Augusta Herald ....(S)	11,864	.05	.05
*Columbus Ledger ....(E&S)	8,294	.04	.04
***Macon Telegraph ....(M)	20,656	.06	.06
***Macon Telegraph ....(S)	20,666	.06	.06
Savannah Morning News ..(M&S)	20,966	.055	.05
Savannah Press' ....(E)	14,246	.05	.05
KENTUCKY.			
‡‡Lexington Leader ....(E)	14,296	.05	.05
‡‡Lexington Leader ....(S)	14,536	.05	.05
Louisville Herald ....(M)	46,429	.09	.09
Louisville Herald ....(S)	56,206	.09	.09
LOUISIANA.			
*New Orleans Times-Picayune (M)	72,349	.15	.15
*New Orleans Times-Picayune (S)	90,976	.15	.15
***New Orleans States ....(E)	38,685	.10	.10
***New Orleans States ....(S)	37,153	.10	.10
New Orleans Item ....(E)	63,896	.15	.15
New Orleans Item ....(S)	65,617	.15	.15
NORTH CAROLINA.			
‡‡Asheville Citizen' ....(M)	11,912	.04	.04
‡‡Asheville Citizen ....(S)	10,423	.04	.04
*Charlotte News ....(E&S)	10,214	.04	.03
*Charlotte Observer ....(M)	20,329	.055	.05
*Charlotte Observer ....(S)	22,270	.07	.06
*Durham Herald ....(M&S)	7,393	.04	.04
Greensboro Daily News ....(M)	18,368	.05	.05
Greensboro Daily News ....(S)	24,754	.06	.06
Raleigh News and Observer..(M)	23,526	.06	.06
Raleigh News and Observer..(S)	25,962	.06	.06
‡‡Wilmington Star ....(M)	6,850	.04	.04
**Winston-Salem Journal ....(M)	8,727	.04	.04
**Winston-Salem Journal ....(S)	9,361	.04	.04
Winston-Salem Sentinel....(E)	9,661	.04	.04
SOUTH CAROLINA.			
Anderson Mail ....(E)	4,130	.025	.025
*Columbia Record ....(E)	13,213	.05	.05
*Columbia Record ....(S)	14,130	.05	.05
***Columbia State ....(M)	21,862	.06	.06
***Columbia State ....(S)	22,307	.06	.06
*Greenville News ....(M&S)	10,923	.045	.04
‡‡Greenwood Index Journal....(E)	4,187	.02	.02
Spartanburg Journal & Carolina Spartin ....(E)	3,670	.04	.04
Spartanburg Herald ....(M)	4,458	.04	.04
Spartanburg Herald ....(S)	6,012	.04	.04
TENNESSEE.			
*Chattanooga News ....(E)	20,154	.06	.05
Chattanooga Times ....(M)	22,661	.07	.07
Chattanooga Times ....(S)	23,046	.07	.07
***Knoxville Sentinel ....(E)	19,822	.07	.06
Memphis Commercial Appeal (M)	84,730	.16	.15
Memphis Commercial Appeal..(S)	115,102	.19	.18
***Nashville Banner ....(E)	41,077	.07	.07
***Nashville Banner ....(S)	43,116	.08	.08
***Nashville Tennessean ...(ME&S)	44,675	.09	.09
VIRGINIA.			
‡Bristol Herald Courier....(M&S)	6,500	.04	.04
Danville Register and Bee (M&E)	11,213	.04	.04
Newport News Times-Herald..(E)	10,819	.05	.05
Newport News Daily Press (S&M)	6,109	.05	.05
*Norfolk Virginian Pilot....(M)	33,848	.08	.08
*Norfolk Virginian Pilot....(S)	40,050	.10	.10
*Roanoke Times ....(M&S)	10,844	.08	.07
*Roanoke World-News ....(E)	11,078	.07	.06
*Richmond News-Leader ....(E)	45,535	.11	.11

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Government Statement, October 1, 1920.
**A. B. C. Audit, October 1, 1920.
***A. B. C. Publishers' Statement, October 1, 1920.
‡Includes Bristol, Tenn.
‡Publisher's Statement.

RATES QUESTION FROM THREE ANGLES OF THE NEWSPAPER

Views of Smaller Publisher Are Too Often Overlooked—Some Faults Found with Handling of National Advertising—Another Argument for Equalization

By FRED MILLIS

MANY publishing problems are discussed only from the standpoint of the bigger newspapers. Display advertising in New York City means something different than display in Richmond, Ind. Adjusting of rates so that the local and national are the same, may be the very thing for Jason Rogers with his New York Globe in which much local business is placed by agencies, but how will it be for the smaller publisher?

In order to place before the publishers of the country, large and small, east and west, and north and south, a thorough discussion of this rate question in the light of the recent resolution of the American Association of Advertising Agencies on standardization and equalization of rates, local and foreign, Hoyt F. Boylan, advertising manager of the Pittsburg (Kan.) Headlight, with a circulation of 7,396 in a town of 18,052, and H. S. Conlon, advertising manager of the Grand Rapids (Mich.) Press with a circulation of 79,800 in a city of 137,000 were asked to give their opinions on the situation.

These expressions are valuable since they are written by men on the firing lines out in the middle west in one of the smaller cities and in the other case in one of the larger towns further west. As has been pointed out on this page in EDITOR & PUBLISHER before, it is easy for resolutions to be passed at a dinner table in New York or Chicago, but when it comes to making the wish a fact, it can't always work out in the ideal way.

There are many sides to the question. Yet agency men should realize that the average newspaper publisher does not hold the advertising agency in the high esteem that the agency thinks he should. It is not the purpose of this article to go into that, but merely to put before agency men and larger newspaper publishers the view of the smaller newspaper publishers.

Hoyt F. Boylan, writes:

"I hardly see where papers that have a differential in these two rates could at this time equalize the two, either up or down, on local or foreign. This is certainly no time to raise, neither is it a time to decrease them. It's a period of 'sit still and don't rock the boat.'

"As to decreasing rates, we are not considering that at all, nor will we consider it in the future. If we had been able to advance rates during the war in comparison with the advance of other commodities, and things came down with us as they have in other lines it might be different.

"The writer has been in grocery, clothing and dry goods stores during the rising market and seen goods on the shelves being marked up on the receipt of a quotation of advance in price, and has seen the remainder of these same goods being marked up the next week, and the next and the next and so on.

"Then I have seen new goods coming in, placed on the shelves, priced at the last highest quotation, but upon inspection noticed that package or canned goods, when in cans, had been reduced in size from 10 to 25 per cent, while in shoes and dry goods the quality had been reduced to offset where the size could not be reduced.

"The newspaper, on the other hand, was unable to increase its rates anywhere near in proportion to the advance of the white paper, ink, etc., it must buy, and the increased salaries it was forced to pay. Taking all the papers combined in the United States I doubt if they on an average raised their rates more than twice during the rocket price period. The newspaper did not reduce its size, but increased it. It did not reduce its circulation, but increased it. It did not reduce its quality, but gave more than ever before in the way of added news and service.

Cannot Adjust Rates Now

"I believe the difference in rates has been brought on, to a certain extent by the agency himself. First the local advertiser is not constantly hammering for free publicity, while with every contract sent in from an advertising agency there is a demand for free space and this demand is repeatedly made through the year.

"Another trouble is that of position. Regardless of the position given, the agency complains. Just recently one agent threatened to withdraw a contract unless we gave him better position. In going back over the files for the month he complained, we found during the entire month this advertisement had either been at the top of the page or with one column of reading top and along side every time except two. We informed this agency if he was dissatisfied with the positions we were giving, we would gladly release him from his contract.

"Few local firms refuse to pay their bills on account of some little error in the advertisement where it does not effect the pulling power of the advertisement. This seems to be the agencies' toe-hold. We have now in dispute a 56-inch advertisement which an agency refuses to pay for because of the omission a 6 point cut-off rule.

"Another agency sends in 15 advertisements to a paint store here, one run each week, and writes the local dealer that if the agency sent the copy direct to us we would give him a commission of 15 per cent, so the dealer was instructed to demand the 15 per cent for himself.

"These things that the agencies do, and the biggest in the country are among them, make the publisher, I believe, feel that he must get more for his foreign advertising than for the local."

Conlon Analyzes Situation

H. S. Conlon writes:

"We do not consider it advisable to make any rate adjustment at this time in our local field, either to increase or decrease rates, in order to meet a question which has been raised and which does not take into consideration the productive costs of our business. Nor would it be possible for us to lower our foreign rate.

"The necessities which forced publishers generally to successive changes of rate during the last two years may have led some few publishers to adopt extravagant rates but to the rank and file of publishers who only established rates to protect their business and took serious losses on existing contracts during a time when the cost of paper and materials assumed such unheard of prices, it would be practically impossible to attempt further rate adjustments under existing conditions.

"It would require boldness akin to possible business suicide for publishers generally to attempt further advances in local rates under present conditions, though production costs have shown little appreciable decline except in the one item of print paper, which of itself still stands at 22 per cent above last year's contract prices.

"Eliminating print paper entirely, the operating expenses of our business still show an average increase on the first quarter of 1921, equivalent to 23 per cent. Practically all of these items, including salaries, wages, freight, postage, express, editorial, etc., are impossible of reduction and will exist on present standards for an indefinite period. The production cost per inch of advertising is alarming in its proportion of increase as compared to the average increase from circulation and advertising, even under existing rates.

Sound Business Principles

"The advantage afforded some local advertisers in a differential in their favor over foreign rates is based on sound business principles. The value of local contracts for specified space on stated days throughout the year, offers publishers an assurance of steady advertising and merits recognition in the matter of rate. With but few notable exceptions, foreign advertising is seasonal copy, to be handled by the publisher as a part of his peak load and produced at the maximum of expense.

"The much larger volume of local copy on a steady basis helps to keep down production cost and makes possible a national rate which is generally most favorable in comparison with costs of national advertising in any other kind of medium. The possibility also afforded national advertisers through proper distribution, to avail themselves of practically the entire circulation value of a publication, is a strong advantage not enjoyed by the local advertiser who is restricted in sales possibilities to the recognized trading radius of the medium which perhaps more frequently than not represents but little more than two-thirds of a paper's circulation.

Advantage of Local Copy

"Considering the advantage accruing to publishers from steady local copy and the handicap of the local advertiser in realizing on much less than the full circulation of a newspaper, the proportionate differential favorable to the local advertiser is not unfair to the agency or national advertiser and should not be considered prejudicial to his interests when the publisher properly co-operates to protect the agency against the abuse of the local rate."

The executive of a large newspaper published in a large city who does not want to be quoted takes the other side of the argument throughout. He maintains that there should be only one rate, but that there would be difficulty in coming to a one-rate basis at once.

In defense of the smaller paper it should be pointed out that no consideration is taken in this statement of the fact that in addition to giving a 15 per cent and a 2 per cent discount to the advertising agency on foreign business which newspapers pay from 10 per cent to 25 per cent to their foreign representatives for handling foreign business. Here is in part his statement:

"For many years I have advocated the sale of newspaper advertising on a commodity basis, with the same price to all advertisers for the same service—whether local or foreign.

"I am glad to see the agitation on the subject taken up by the advertising agents and newspaper representatives generally, for I believe that the adoption of the principle will make for more advertising for the newspapers.

"I sincerely believe that the easiest way for a newspaper to get on a commodity basis will be for them to establish local gross and net rate as near as possible to the foreign gross rate. In establishing this rate, they should go to their larger local advertisers—for example those using upwards of 30,000 lines a year—and give them the benefit of the agents' commission and cash discount provided they pay their bills on the 15th of the following month.

"Then the newspapers can put the men now rendering service to local advertisers on the basis of agents, provided they are entitled to recognition through financial strength or genuine serviceability. From my experience, running over many years, I believe that it will take some time if not a year or two, for the average newspaper to gradually establish the commodity basis. But I believe that when it is once established, the effect will be to have increased slightly local net rates and to have slightly modified the rates on foreign advertising.

Base Rates on Cost

"The basic idea behind my advocacy of the commodity basis has been to educate publishers to base their entire business on a net rate and to dismiss from consideration as a cost the item of commission to agents.

"If we are once brought to see the thing in this way, we no longer incline to worry regarding the matter of commission or brokerage allowance. I sincerely believe that if all of the newspapers would gradually readjust this phase of their business through the activities of the local agents and service men in cities throughout the country, we would develop 100 per cent more general advertising in the newspapers."

Miller Signs Two Press Bills

Governor Miller of New York has signed the bill of Senator Wiswall of Albany requiring the publication of all notices and other matter of any state department, offices or commission in the official state paper, which is now the Albany Evening Journal, owned by William Barnes. Another bill given executive approval is the bill of Assemblywoman Marguerite L. Smith of New York, permitting women proofreaders to work later than 10 o'clock at night. The measure was fought in both houses by trades-union organizations.

Receiver for Charles City News

Charles R. Rhinesmith has been named receiver for the Charles City (Ia.) Daily News plant, purchased by the Farmers Publishing Company from him six months ago. It is claimed the company owes Rhinesmith $23,000. Rhinesmith asks $12,000 damages besides possession of the plant. He will discontinue publication of the Daily News, which was born November 1, 1920, as a Farmers paper with the purpose of becoming a state or national publication.

Suspension of the Daily News, leaves the Charles City Press in control of the field.

Newport News 75 Years Old

The Newport (R. I.) Daily News on May 4, issued a special edition in honor of its 75th anniversary.

Digitized by Google

A. N. A. WILL EMPLOY NEWSPAPERS MORE

Men Who Spent 80 Per Cent of Last Year's Appropriations Meeting at Atlantic City—150 at First Session

By JOHN F. REDMOND

ATLANTIC CITY, May 12.—The Association of National Advertisers opened its semi-annual meeting here this morning to discuss means of fitting advertising into marketing to better advantage for the next half year. About 150 were present at the opening sessions, including one Canadian, Miss Florence E. Clotworthy, Secretary-Treasurer of the Association of Canadian Advertisers.

An optimistic picture of better business conditions in the near future was painted by E. C. Brockmeyer, Washington counsel of the A. N. A. He said the agreement of Germany to pay full war indemnities to the Allies is going to benefit the United States as well as the European countries.

Newspaper advertising received more attention in the discussion than ever before at an A. N. A. meeting. President Mont. H. Wright told EDITOR & PUBLISHER that the 30 members of the association last year spent $200,000,000 in advertising, or 80 per cent of all the money in national advertising in America. The capitalization of A. N. A. membership concerns totals $6,000,000,000. He predicted that A. N. A. members will use more newspaper advertising space within the next year than ever before.

A telegram was read from Charles Miller, President of the National Association of Newspaper Executives, wishing the A. N. A. convention success and pledging to it the co-operation of the N. A. N. E. in solving advertising problems of the day. Mr. Miller invited the A. N. A to hold a joint meeting with the N. A. N. E. in Atlanta, during the A. A. C. W. annual convention

P. L. Thompson of the Western Electric Company gave a splendid talk on "Co-operative Advertising Campaigns." He showed how to use newspaper and magazines together for advertising so that the results link up. He advocated using magazine space for good will advertising and backing it up strongly with local newspaper copy to get the sales.

J. L. Sanger, trade investigator of the Department of Commerce, spoke at the export session tonight on the results of his recent trip to China and Japan. Dr. Tehyi Hsieh, managing director of the Chinese Bureau of Information in New York, will speak on trade possibilities in China tomorrow morning. The other speakers today were Clarence Noble of the General Fireproofing Company, who told how he succeeded in selling dealers in smaller space in the Saturday Evening Post and the Literary Digest; H. S. Daniels of the Dort Motor Car Company, and C. W. Dearden of the Strathmore Paper Company on "General Sales and Advertising Plans," a technical talk illustrated by stereopticon views.

Those registered at the opening session were:

William B. Akin, Guld Refining Company; C. C. Andrews, Willard Storage Battery Company; A. A. Atchison, W. H. Dawson, Atlas Powder Company; B. B. Ayres, American Steel & Wire Company; S. C. Bayer, S. C. Bernhardt, Monroe Stove Company; D. Baldwin, Simonds Manufacturing Company; John S. Barlow, Remington Arms Company; Warner Bates, H. O. Co.; C. F. Bennett, K. S. Parker, Parker Pen Company; L. L. Berry, H. O. Wilbur & Sons, Inc.; W. G. Bisbee, Carter White Lead Company; C. L. Bowman, Standard Oil Company; J. Boyer, Smith, Kline & French Company; C. C. Brekmayer, A. N. A. Washington representative; O. A. Brock, Keystone Steel & Wire Company; C. F. Brown, E. F. Carley, A. H. Berwald, J. C. Bentley, Dupont Company; Harold McD. Brown, Corona Typewriter Company; H. C. Bursley, Murphy Varnish Company; R. S. Butler, U. S. Rubber Company; W. S. Campbell, Scott Paper Company; W. T. Scollar, C. W. Garrison, Lakewood Engineering Company; Miss Ida Clark, Scott & Bowne; C. H. Clark, Robbins & Myers; J. I. Clark, National Bank of Commerce; Robert Clark, Jr., Petroleum Iron Works Company; E. H. Cole, Hills Brothers Company; C. C. Conner, Aluminum Cooking Utensil Company; S. E. Conybears, J. C. McCarthy, H. B. Gates, Armstrong Cork Company; R. M. Cooper, American Sales Book Company; W. E. Blodgett, B. F. Wood, Autocar Company; H. S. Daniels, Dort Motor Car Company.

A. L. Dewar, Jr., Welch Grape Juice Company; R. N. Fellows, Addressograph Company; Geo. S. Fowler, Colgate & Co.; F. H. Gale, General Electric Company; L. W. Gillette, Eastman Kodak Company; John L. Given; C. F. Ohliger, H. J. Heinz Company; F. B. Gridley, American La France Fire Engine Company; A. D. Guion, National Aniline & Chemical Company; N. S. Greensfelder, N. A. Truslow, H. Roberts, Hercules Powder Company; Edward T. Hall, Ralston Purina Company; H. J. Hanna, John Lucas & Co.; O. C. Harn, National Lead Company; R. Calvert, Haws, Baker-Vawter Company; George D. Johnson, Johnson & Johnson; R. B. Johnson, Standard Varnish Works; H. W. Karr, National Cash Register Company; J. J. Keith, Altorfer Brothers Company; Austin Kilham, Bird & Son Co., Inc.

Gordon W. Kingsbury, Diamond Crystal Salt Company; P. C. Leffel, Chicago Mill & Lumber Company; B. Lichtenberg, Alexander Hamilton Institute; N. R. Mass, Auto-Strop Safety Razor Company; W. F. Marr, American Ironing Machine Company; George M. Marshall, Warner Bros. Company., Inc.; H. B. Mathews, S. W. Straus Co.; Norman O. Mick, Burroughs Adding Machine Company; Mark Kellogg, A. C. Reiley, Remington Typewriter Company; W. P. Mills, Moore Push Pin Company; Miller Munson, Hoover Suction Sweeper Company; F. W. McElroy, Alpha Portland Cement Company; J. Fay, Newton, Phoenix Mutual Life Insurance Company; M. H. Newton, White Company; Miss Anna Nies, Hamilton Watch Company; Clarknee W. Noble, General Fire Proofing Company; T. F. Peaver, Stein-Bloch Company; J. C. Pfeifer, D. Appleton & Co.

Frederick W. Prince, Westinghouse Lamp Company; Robert E. Ramsay, American Writing Paper Company; D. R. Rutter, E. I. Dupont de Nemours & Co.; R. B. Savin, S. S. White Company; Carl J. Schuman, Hilo Varnish Corporation; L. A. Selman, Braven Board Company; G. B. Sharpe, Cleveland Tractor Company; I. J. Shutsinger, National Metal Molding Company; F. N. Sim, Timken Detroit Axle Company; Hugh A. Smith, Bausch & Lomb Optical Company; W. G. Snow, A. L. Zeitung, William B. Griffin, International Silver Company; A. M. Stewart, Thomas Leeming & Co.; W. B. Stewart, Jr., Oliver Typewriter Company; E. L. Sullivan, Home Insurance Company.

John Sullivan, secretary-treasurer A. N. A.; Thomas T. Sullivan, Thomas Maddocks Sons Company; G. Lynn Summer, John C. Sweeney, International Correspondence Schools; E. V. Syrcher, Art Metal Construction Company; P. L. Thomsan, Western Electric Company; Tim Thrift, American Multigraph Sales Company; David L. Topkis, Topkis Brothers Company; Stanly H. Twist, Duplicator Manufacturing Company; W. E. Underwood, National Lamp Works; H. J. Winston, N. Black Company; Miss M. G. Webber, Fisk Rubber Company; Walter L. Weeden, Geo. W. Blabon Company; L. W. Wheelock, Stephen F. Whitman & Son; A. D. Welton, Continental and Commercial National Bank, W. P. Werheim, Pratt & Lambert, Inc.; Elmer T. Wible, Pittsburgh Steel Company; Walter Sill, Sill Stove Works; Edgar K. Woodrow, Krohn-Fechheimer Company; Mont. H. Wright, John B. Stetson Company; Ray Young, Stanley Works.

J. Roy Allen, Mint Products Company; L. H. Bartlett, Eastman Kodak Company; E. B. Bedford, C. W. Burtham, Oneida Community, Ltd.; Guy Bolte, Cheney Brothers; W. K. Burton, New England Confectionery Company; Charles C. Chase, Brown Company; Miss F. E. Clotworthy, secretary, Association of Canadian Advertisers; A. B. Cole, Westinghouse Electric International Company; Frank H. Cole, Peter Henderson & Company; G. H. Crofut, F. T. Joy, E. M. Keller, Mallory Hat Company; C. W. Dearden, Strathmore Paper Company; G. M. Davis, Cleveland Metal Products Company; Brainerd Dyer, Acheson Graphite Company; J. L. Demoville, United Drug Company; Warren T. Eastward, Stromberg-Carlson Telephone Manufacturing Company; J. Edward Elliott, M. F. Judd, Raybestos Company; W. J. Frankston, Bloch Brothers' Tobacco Company; W. C. Freeman, Yawman & Erbe Manufacturing Company; F. P. Green, Fayette R. Plumb, Inc.; A. T. Hugg, Detroit Steel Products Company.

Mrs. N. P. Lindsey, H. O. Wilbur & Sons, Inc.; A. H. Loucks, Burroughs Adding Machine Company; S. D. Malcomb, American Express Company; Charles E. Murphy, Texas Company; P. E. McKenzie, Timken Roller Bearing Company; C. A. Palmer, Insurance Company of North America; W. R. Paterson, Yawman & Erbe Manufacturing Company; Carl F. Prouson, E. I. du Pont Company; F. A. Quarles, U. S. Steamship Company; A. C. Reid, Toch Brothers; C. L. Reisner, De Laval Separator Company; George W. Riley, Joseph & Feiss Company; J. W. Sanger, Department of Commerce, Washington; S. C. Ladd, Herbert P. Sauer, G. C. Stuchwch, W. G. Coghill, C. C. Volz, N. L. Whitney, H. R. Zimmerman, National Cash Register Company; Evans E. A. Stone, Standard Oil Company; Edwin E. Taylor, Carnation Milk Products Company; G. W. Vos, Texas Company; F. M. Waters, Hendee Manufacturing Company; Addison L. Winship, National Shawmut Bank of Boston; K. L. Zimmerman, Henry Disston & Sons; H. A. Verton, Wahl Company.

GOOD ALL OVER
WEST VIRGINIA

The population of about 1,500,000 averages about fifty persons to the square mile.

The chief distributing and newspaper centers are strategically situated and cover the state with merchandise and news.

This makes your selling and advertising easy and cheap.

These papers will deliver your advertising message and it's up to you to deliver the goods.

	Circulation	Rate for 5,000 lines
Bluefield		
†Telegraph ...(M)	5,673	.025
Charleston		
‡Gazette .....(M)	17,079	.05
‡Gazette .....(S)	20,007	.05
†Daily Mail (E&S)	13,034	.05
Clarksburg		
†Exponent .(M&S)	8,304	.03
*Telegram ...(E)	7,874	.035
*Telegram ...(S)	9,541	.035
Fairmont		
*West Virginian (E)	5,240	.03
‡‡Times .....(M)	8,065	.03
Huntington		
†Herald-Dispatch (M)	12,521	.035
†Herald-Dispatch (S)	13,521	.035
Martinsburg		
*Journal .....(E)	4,336	.03
Parkersburg		
‡‡News .....(M)	5,083	.02
‡‡News .....(S)	6,327	.02
**Sentinel .....(E)	6,039	.024
Wheeling		
‡‡Intelligencer (M)	10,338	.04
‡‡News .....(E)	14,166	.06
‡‡News .....(S)	14,166	.06

†Government Statement, Apr. 1, 1920.
*A. B. C. Report, Apr. 1, 1921.
‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

Digitized by Google

ILLINOIS

See that this great state is put on your advertising list and kept there

Illinois has an area of 56,665 square miles, 56,043 square miles being land of which 90.7 per cent is in farms and most of them under cultivation.

Because of the fertility of its soil the State has ranked many years as one of the leaders in the volume of its agricultural property and in the gross annual receipts from its agricultural products.

While Illinois has generally been characterized as an agricultural state, it has for many years occupied a leading position because of the importance and variety of its manufactured products.

Such a combination makes this territory worthy of consideration in any advertising campaign.

Use this list of representative Illinois daily newspapers.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph ....(M)	17,774	.05	.05
‡Chicago Evening American ...(E)	364,769	.60	.60
Chicago Herald-Examiner ....(M)	335,331	.55	.55
Chicago Herald-Examiner ....(S)	709,966	.75	.75
‡Chicago Daily Journal .....(E)	116,243	.26	.24
§The Chicago Daily News .....(E)	412,020	.65	.65
Chicago Evening Post .....(E)	44,021	.25	.12
**Chicago Tribune .....(M)	437,158	.70	.70
**Chicago Tribune .....(S)	711,254	1.00	1.00
*Lincoln Courier-Herald.....(E)	1,967	.02	.02
*Moline Dispatch .....(E)	9,899	.04	.04
**Peoria Journal-Transcript..(M&E)	29,556	.11	.09
Peoria Star .....(E)	22,585	.075	.06
Rock Island Argus .....(E)	9,174	.04	.04
*Sterling Gazette .....(E)	4,790	.03	.03

Government Statements, April 1, 1921.
§Publishers' Statements.
‡Government Statement, October 1, 1920.
*A. B. C. Publishers' Statement, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.

NEWS OF ASSOCIATIONS AND CLUBS

WITH tentative plans calling for President Harding making a trip to the Pacific Northwest and Alaska late this summer, the Washington State Press Association has invited the chief executive to speak at the annual convention of that organization to be held at Mount Ranier. The President, in responding to the invitation, said that if he made the trip he would "be pleased to consider the kind offer." The state association is withholding a definite date for the convention in the hope of receiving some definite word from the President.

The Portland (Me.) Ad Club has had a membership gain of 1.567 per cent the past year. Starting with a group of six persons, it has just closed the first year of its existence by passing the century mark in membership. One of the features of a recent meeting was a grab bag from which the members drew presents of all sorts. The mysterious packages were contributed, each member bringing a gift for his fellow workers.

Jesse Lynch Williams was elected president of the Authors, Artists and Dramatists League of America, succeeding Rex Beach, last week. Other officers are: Vice-president, Channing Pollock; honorary vice-presidents, James Forbes, Thomas J. Geraghty, Victor Herbert, Arthur I. Keller, Orson Lowell and Ida M. Tarbell; secretary-treasurer, Eric Schuler (re-elected); executive committee: Gelett Burgess, Eugene Buck, Edward Childs Carpenter, F. G. Cooper, Owen David, C. B. Falls, James Forbes, Dana Gatlin, Thomas J. Geraghty, Cosmo Hamilton, Kate Jordan, William Hamilton Osborne, Channing Pollock, Luther Reed, Albert T. Reid, Arthur Somers Roche, Tony Sarg, Leroy Scott, Walter D. Teague and Maravene Thompson.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, addressed the Worcester (Mass.) advertising Club on "National Advertising and the Newspapers."

An interesting program has been arranged for the eleventh annual convention of the Associated Advertising Clubs of Iowa, which will be held here on Tuesday, Wednesday and Thursday, May 17, 18, and 19. The list of speakers includes E. T. Meredith, Frank Alva Parsons, president of the New York School of Fine and Applied Arts; Judge Charles J. Orbison of Indianapolis; Charles H. MacIntosh of the Chicago La Salle Extension University, whose subject will be "Building Goodwill in Business"; J. R. Ozana of Chicago, advertising manager of Carson, Pierie, Scott and Company, and H. B. Hull, Chicago, publicity director of the Illinois Central Railroad.

The annual meeting of the Illinois Press Association will be held in Springfield May 27 and 28. The Southern Illinois Editorial Association, an affiliated organization, will hold its annual meeting June 24. The program will include a steamer trip on the Mississippi river, in accordance with the custom of many years. At a meeting last week about 100 delegates were present and discussed the high cost of print paper and the impossibility of reducing advertising rates. Lieut. Governor Fred Sterling of Rockford, also a newspaper publisher, was one of the speakers at the meeting.

The Printers' Supply Salesmen's Guild of Philadelphia has been organized and the following have been elected officers: President, E. D. Berry, Lanston Monotype Company; vice-president, R. L. Stevenson, Cline Electric Manufacturing Company; financial secretary, M. E. Hayes, Babcock Printing Press Manufacturing Company; recording secretary, John Farnsworth, printing machinery; treasurer, Thomas J. Curry, D. L. Ward Co. The above officers will constitute the Board of Governors, with John P. Deal, John P. Deal & Company; E. A. Roberts, Cleveland Folder Company, Fred Meinecke, Charles Beck Company, and R. M. Sullivan, R. W. Hartnett Company.

L. L. Robinson, editor of the La Crosse (Kan.) Republican was elected president of the Southwest Kansas Republican Editorial Association at the annual meeting at Hutchinson, Kan., May 7. Ruth Lyons, of the Sterling Bulletin, was elected vice-president; Earl Fickett, Nickerson Argosy, secretary, and A. E. Duvall, Hutchinson, treasurer. The executive committee is composed of Earl Leedy, Sedgwick; C. H. Scott, Hutchinson News; Mrs. Bert Cornwell, St. John; Mrs. Fred Lobdell, Pawnee Rock Herald and Mrs. A. A. Cochran Pratt Republican.

The American Association of Agricultural Editors will hold their annual meeting at Columbia, Mo., May 25-27, the last three days of the annual Journalism week at the University of Missouri.

The Philadelphia Sporting Writers' Association held its annual election last Sunday at the Hotel Walton, choosing the following officers: President, T. V. Zickursch; vice-president, F. T. McCracken; treasurer, Louis M. Goldsmith; secretary, Alex H. Brooks; board of governors, J. C. Isaminger, S. C. Grauley, Ross E. Kauffman, Mark Wilson and R. Q. Maxwell; committee on membership, F. T. McGracken, William E. Brandt, S. O. Grauley, Joseph Labrum and Ross E. Kauffman. It was decided to decorate the graves of dead sports writers on May 29, the Sunday before Memorial Day. On June 20, the Association will hold a dinner.

Annual elections of the Poor Richard Club, May 16, promise to be livelier than was at first anticipated. Since the committee on nominations submitted its list of candidates, which included only one nomination for the presidency—Irvin F. Paschall, advertising manager of "The Farm Journal"—some of the members have exercised their constitutional right and by petition have named two additional candidates—Bartley J. Doyle, president of the Keystone Publishing Company, and John H. Cross, president of the J. H. Cross Advertising Agency.

During the past few days three newspaper men, members of the staff of the Public Ledger, were speakers at various meetings and luncheons in Philadelphia. Frederick William Wile, one of the Ledger's Washington correspondents, spoke on "America's Industrial Relations with Great Britain" before the members of the Kiwanis Club. "Safety—Every Man's Problem" was the subject of a talk given by Richard Spillane, editor of the Business News Section of the Public Ledger, at the April meeting of the Philadelphia Safety Council. Col. George Nox McCain, special correspondent of the Evening Public Ledger, talked to the members of the Rotary Club.

Members of the Poor Richard Club held their annual outing last Wednesday at the Philadelphia Country Club. One of the big features was the baseball game between the Poor Dicks and the Camac Alleys. Victory went to the Poor Dicks by the score of 25 to 21. J. W. Simpson won the golf match and the Bartley J. Doyle trophy.

Digitized by Google

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE: The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there *are* newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

DID you notice at the A. N. P. A. Convention that Western newspaper women were as plentiful as bald-headed editors, and Eastern Feminine Fourth Estaters were very much in the minority?

MILDRED E. PHILLIPS

* * *

OUR chivalrous editors have been telling us since Eve started women in the game by writing the dinner menu on a rock to tempt the home-coming appetite of Adam, that make-up isn't a woman's job. Some of them had better walk up Fifth avenue—or even Main street—with their eyes open. They'll find it has out-grown the requirements of a job and is fast approaching a fine art.

* * *

SPEAKING seriously of make-up, which is concerned with ems, files, "coluyms," and composing-room what-not, we want to call your attention to a sister of ours, Katherine Durand, of the Canandaigua News. We wandered into the office the other day, inquired for "the editor," and Katherine bobbed up. She was bobbing up and down most of the time we spent talking to her, or rather spent listening to and watching this bright little newspaper woman. She was without question the "whole works" there. She's a comer.

* * *

ONE of these days Bessie Gleason is going to answer to our call of "copy." Bessie is having a remarkable experience in China finding out whether Chinamen prefer chow mein to caviar, and still intend to convert the heathen American. Bessie is writing it for the Worcester (Mass.) Telegram.

* * *

WE are on the trail of America's oldest living newspaper woman. We know she could tell us a remarkable story of the progress of newspaper women since she wrote her first story. We newspaper girls of 1921 sometimes do not realize what a tremendous debt we owe our pioneer sisters in the game.

* * *

REGARDING newspaper lore, girls, how long since you read "Martin Chuzzlewit" by the amiable Dickens? I was browsing around our dusty bookcase the other day and happened upon that fascinating satire about the New York Sewer and the New York Rowdy Journal, with its rakish factotum Colonel Diver. Take a peep at it—just as one newspaper person to another. I predict you'll find it more fascinating than you did on that long-ago rainy day when Dickens was prescribed as a tonic for the "shut-in."

* * *

BECAUSE we faithfully promised to omit the name of the sender we are unable to give the source of the following story:

One adamant publisher made it perfectly clear to his feminine helper on a flourishing daily "somewhere in newspaperdom" that he would not object at all, should she care to write something about HIS newspaper for the "coluymn." In fact, he told her that in payment for giving HIS newspaper some very free advertising she would be allowed to powder her nose in the future without scowls and molestation.

He added, incidentally, that he wanted to see her talents, which HE had developed, recognized.

Comment is quite unnecessary "between us girls."

* * *

MRS. Mary L. Parsons, who has been writing under the nom-de-plume of Edith Cornwall for the past twenty-one years, dropped in to say "Greetings" to the EDITOR & PUBLISHER family last week.

Mrs. Parsons surprised us by expressing her intention of leaving her post of duty, the Syracuse Herald, in order to open a news and feature agency of her own in Syracuse.

Mrs. Parsons has had one of the most interesting newspaper careers of any one in our midst. After traveling on the continent, living in the Latin quarter of Paris, and in lodgings in London, she came home and went to work as the first feature writer for the Syracuse Herald, under Arthur Jenkins, publisher. Her first assignment was to adorn herself like unto a hop-picker, go to the hop-fields, live there for a week, and then write her experiences. This was considered a tremendously radical assignment in those days.

"Edith Cornwall" enjoys the unique distinction of having covered more murder trials than any other newspaper woman in the East. She covered all the Thaw trials, as well as the famous Chester Gillette and DeSaulles trials She was the only newspaper woman assigned to the Barnes-Roosevelt trial, as an understanding of such technical procedure was supposed to be outside the "lucid zone of intelligence" of the average woman. She secured big scoops through her cleverness in managing "Mother Jones" during the miner's strike in Scranton, Pa.

Although it is generally believed that a sound knowledge of politics, and an understanding of music and drama take quite a different set of brains, Mrs. Parsons is one of the best known music and dramatic critics in the state.

She deserves great success in her new venture, and we all wish her well.

* * *

ONE of our eminent citizens referred to the press the other day as "the hand maiden of art." We have been wondering ever since whether or not he was trying to make us understand that we supplied the little finger movement to the hand. If that be true, it must be noted that there were practically no amputations "when Johnny came marching home."

* * *

WHAT EVERY NEWSPAPER WOMAN KNOWS

—What every woman knows—

WISCONSIN

Grows great crops; banks huge incomes and it leads all the states except one in the manufacture of machinery and implements to make such agriculture possible.

Wisconsin is the home owning territory, more than three-fifths of the families own their own homes.

Your advertisement in these papers will carry the story of your merchandise to the largest percentage of home owning families in the United States. The families are here, and the homes and the money and the newspapers. All depends on your advertising message.

		Circulation	Rate for 5,000 lines
**Appleton Post-Crescent	(E)	7,915	.035
**Beloit News	(E)	7,814	.045
Eau Claire Leader-Telegram	(ME&S)	8,603	.035
*Fond du Lac Reporter	(E)	5,538	.03
*Green Bay Press Gazette	(E)	10,183	.04
Kenosha News	(E)	5,856	.03
La Crosse Tribune and Leader-Press	(E&S)	12,423	.05
Madison (Wis.) State Journal	(E&S)	15,119	.05
‡‡Milwaukee Journal	(E)	115,279	.20
‡‡Milwaukee Journal	(S)	92,769	.20
Milwaukee Sentinel	(M&E)	76,611	.14
Milwaukee Sentinel	(S)	74,398	.14
Racine Journal-News	(E)	8,113	.045
*Superior Telegram	(E)	17,973	.055
‡‡Superior (Wis.) Sunday Times	(S)	10,000	.055

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Publishers' Statement, April 1, 1921.
**Government Statements, October 1, 1920.

NEW ORLEANS
HAS 60,000 HOMES
(GOOD ONES)

The
New Orleans
Sunday States
guaranteed to reach
55,000
New Orleans Homes
May 15—May 22—May 29

NO INCREASE IN CARD RATE IN MAY

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

THE
NEW YORK
EVENING
JOURNAL
has the largest circulation of any daily newspaper in America.

OF THE SHAFFER GROUP

The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the year of 1920, with a total of 1,031,240 agate lines, exceeding its nearest evening competitor by 171,170 agate lines.

THE CHICAGO
EVENING POST
Chicago's Class Newspaper

OF NEWSPAPERS

Los Angeles—The largest city in the West
EVENING HERALD
The largest daily circulation in the West
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921
143,067
It grows just like Los Angeles. The Evening Herald goes into practically every home—covers this field completely.
Representatives
New York: H. W. Moloney, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

C. R. GOODRICH ELECTED CAROLINA CHIEF

Circulation Managers Will Publish Bulletin Quarterly—Durham Gets Next Meeting, Scheduled for October

C. R. Goodrich, circulation director of the Park Publications, Raleigh, was elected president of the Carolina Circulation Managers' Association at its meeting at Columbia, S. C., May 6 and 7. Other officers were named as follows: First vice-president, A. F. Ballentine, Greenville (S. C.) Piedmont; second vice-president, L. A. Morris, Raleigh News and Observer; secretary-treasurer, C. C. Council, Durham (N. C.) Herald. Durham was chosen as the next meeting place in October, the exact dates to be announced later.

Plans were perfected for the publication of a quarterly bulletin to keep members posted on general circulation activities. It will be published from the office of Secretary Council at Durham.

Papers were read as follows:

"Best Methods for Maintaining and Developing Circulation in Negro Districts," N. B. Jones, Fayetteville Observer.

"At a Probable Sacrifice of Circulation, Should Newspapers Attempt to Maintain 100 Per Cent Circulation Collections?" J. B. Fisher, Greenville News.

"How I Held My Circulation When the Financial Crisis Came," C. C. Council, Durham Herald.

"Is the Paper That Has the Greatest Circulation Necessarily the Best Advertising Medium?" A. F. Ballentine, Greenville Piedmont.

"What Effect Has the Low Price of Cotton Had on Your R. F. D. Business and What Efforts are You Making to Get that Class of Business?" James L. Erwin, Columbia State.

"Will a Pre-Date Edition Pay on an Afternoon Paper and to What Extent are Your Complaints from the R. F. D. routes that Are Able at Times to Secure a Regular Issue from the Newsboy in Their Towns Before Receiving Their Pre-Date the Following Day?" Paul Brown, Columbia Record.

"Value of State News in Circulation Building," A. F. Carrere, Charleston, S. C.

"Does it Pay to Place All City Routes on Independent Basis?" L. A. Morris, Raleigh News and Observer.

Round-Table talks were had on these topics:

Should not the circulation managers for the two States get together and allow a uniform commission to all postmasters, rural and local agents.

The need of our local association in addition to the national association.

The advisability of a bulletin to be sent every three months to each member of the Association carrying short letters of interest, notations and a list of dealers that are in bad standing or have been cut off on account of non-payment of accounts.

Co-operation in buying of twine, wrapping paper and things used in circulation departments.

The blue law as it affects certain towns and localities in regard to the selling of Sunday papers.

Appointments By "The Mirror"

The Mirror Publishing Company, St. Louis, publishers of The Mirror, formerly Reedy's Mirror, has announced the following appointments: William Clarke Jewell, publisher and managing director; Emmett K. Thompson, director advertising.

RETAIN P. O. STATEMENTS

(Continued from Page 7)

best way to reach the mind of the reader and to increase and hold circulation.

"The run-over story question must be considered from two phases—the convenience of the reader and the increased attention it concentrates on the inside pages, which works of course, to the benefit of the advertiser. The reader expects to find the front page news heads an index to the important events of the day, and that he appreciates that cut-overs are necessary to permit a greater scope. So, in my opinion, the reader is not annoyed in following the run-over story to an inside page."

William Elder, Toronto Telegram, discussed the building of circulation on a foundation of leadership in classified advertising. In part, he said:

"A newspaper is like any other article of commerce—its selling value depends on quality. A large list of classified advertisements is a valuable feature in its make-up and an important factor in getting and holding circulation. These lists under different headings are of interest to almost every class in the community, seven or eight pages daily of classified advertising constitute a good advertisement in themselves. This should be supplemented by continued publicity in calling attention to the advantage of the classified columns with information as to results through their use."

Joseph H. Lackey, Nashville Banner, also handled the rotogravure problem. His contribution was in part:

"The rotogravure offers a field for real effective and constructive educational work, especially in providing views of foreign cities and sections; of modes and methods of life in distant parts of the earth; of the beauties and wonders of nature; of picturesque historical spots; of important current event sand interesting or notable personages. The public is hungry for such views and they exercise an elevating and refining influence upon the readers.

"To give the section a local flavor by reproducing pictures of home people of prominence, of home scenes and of the home babies and society buds, will enhance its attractiveness and appeal and increase its effectiveness as a circulation builder. Rotogravure is a legitimate and essential part of the Sunday paper. It may now be considered a fixture, marking another forward step in progressive journalism."

Fred I. Cook, Scranton Republican, speaking on "Premiums—Are They Necessary," said in part:

"As to the value of subscribers through a premium, I will state that our paper uses premiums, circulates among the better and middle classes, and a careful survey will convince anyone that the subscriber we secured through a premium reads our paper just as carefully as the one secured without. Personally, I have always believed that the circulation manager should be governed in the use of premiums by the territory in which he is working."

John T. Toler, Atlanta Constitution, took as his subject, "Successful Circulation Methods of Economy." He said, after setting forth several systems:

"Too much emphasis cannot be placed on the necessity of having a co-operative office organization sufficiently paid and sufficiently interested in the work of the office to take care of the multiplicity of the detail work promptly and accurately. Business secured and lost by bad handling is expensive. There is economy in having a co-operative, well-paid, efficient organization both for securing the business and taking care of it. It is very expensive in the long run not to have such an organization."

Thomas F. Farrelly, Providence Journal, told his opinion of the best plan to increase circulation revenue without raising the retail price. He said:

"If a newspaper is worth three cents on the newsstand, why isn't it worth three cents in the home and why cut the price arrangement in order to bring it into the home? Is it the paper that creates the demand or is it the cut price that tempts the reader to have it six nights in the home? To my mind many of these newspapers are in a position to increase their circulation revenue and increase the carrier's profit if necessary by eliminating the cut price on home delivery. Home delivery is a great expense to circulation. Publishers want it and readers of newspapers consider it a great service.

"A newspaper in a very small commercial product and the cost of express, postage, auto delivery, etc., has increased so enormously in the last three years that we cannot afford to deliver papers in the home on a cut price basis.

"Bulletin readers were notified that a charge of two cents per week would be added to the home delivery price, making it fourteen cents per week by carrier. The two cents was divided equally between the carrier and the office. At first a few readers dropped off and bought the paper at the stores. But the boys kept a list of their names and followed them up continually until they got them all back. The Evening Bulletin carriers added more than 5,000 subscribers since the change in home delivery price. All the other newspapers in Providence have raised the home-delivery price, and following our lead, have benefited greatly by the change. We must remember that the American people are not by any means cheap people. They want excellence and they are willing to pay a reasonable price for any article that has distinct merit."

—in making up advertising schedules, agencies invariably include such newspapers as the

Indianapolis News

FRANK T. CARROLL, Advertising Manager
New York Office: DAN A. CARROLL, 150 Nassau Street
Chicago Office: J. E. LUTZ, First National Bank Bldg.

FIRST IN 1000
NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Family Income
Over $3,000.00

In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The
Pittsburg Dispatch

and know you get the "Best Always."

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

THE MIAMI, FLA. HERALD

Any way you figure it—THE MIAMI HERALD, the year round, will prove its worth as an advertising medium par excellence.

With One Edition a day, and that a HOME EDITION, with a very small percentage street sales, The Herald is the logical buy when the South East Coast of Florida is included in a National Advertising campaign.

Represented by
Frost, Landis & Kohn
Chicago New York Atlanta

THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

More Than an Introduction

When a newspaper does more than introduce an advertiser to a community, there must result a spirit of mutual satisfaction.

For more than three-quarters of a century

The Pittsburgh Post

has introduced advertisers to the purchasing power of the great Pittsburgh district.

Each introduction is accompanied by an indorsement which cannot be disassociated from the character of such a paper.

DAILY AND SUNDAY

Another

Big Plant

Now in Course of Construction at

Perth Amboy, N. J.

Large increase in Savings Deposits during past year.

For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

AND

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

The Day

דער טאג

The National Jewish Daily

TIPS FOR AD MANAGERS

Associates Agency, Gotham Bank Building, New York. Handling accounts of Nivel Beauty Cream Company, Inc., Brooklyn, using magazines and newspapers; F. & R. Company, Hoboken, N. J.

Advertising Service Company, Drummond Bldg., Montreal, Can. Making 560-line contracts with a selected list of newspaper for the Canada Steamship Lines.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders with newspapers generally for R. J. Reynolds Tobacco Company, "Camel Cigarettes," Winston-Salem, N. C.

Aithin-Kynett Company, 1328 Walnut street, Philadelphia. Making 1,000-line contracts with newspapers for G. H. P. Cigars.

F. Wallis Armstrong, North American Bldg., Philadelphia. Renewing contracts with newspapers for Victor Talking Machine Co., Camden, N. J.

George Batten Company, 381 Fourth avenue, New York. Handling advertising for Rice Products Company, Inc., New Orleans. Handling advertising for Schieffelin & Co., 170 William street, New York.

Bloomingdale-Weller Advertising Agency, 1420 Chestnut street, Philadelphia. Reported will start a newspaper campaign in Philadelphia and nearby cities for "Blue Anchor" Ginger Ale, Philadelphia.

Joseph P. Cox, West Roxbury, Mass. Reported to be handling advertising for R. G. Sullivan "7-20-4" cigars, Manchester, N. H.

Critchfield Company, Brooke Bldg., Chicago. Placing orders in newspapers in various sections for Canute Co., "Canute Water," Milwaukee, Wis.

Dunlap-Ward Advertising Agency, Union National Bank Bldg., Cleveland. Making 1,000-line contracts with newspapers for Grant Motor Car Corporation.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with some New York City newspapers for M. Feigel & Bros., "Styx" Glue, 105 Wooster street, New York. Making up lists for American Jersey Cattle Club, 324 West 23d street, New York.

Albert Frank & Co., 14 Stone street, New York. Placing orders with New York newspapers for Cling-Cutlery Corp., "Cling-Blade Scissors," Elmhurst, N. Y.

Greenleaf Company, 41 Mount Vernon street, Boston. Placing orders with newspapers in selected sections for Stedman Products Company, soles and heels, South Braintree, Mass.

L. S. Gillham Company, Atlas Block, Salt Lake City, Utah. Planning campaign for the Associated Retail Lumbermen of Salt Lake City.

Hanff-Metzger, 95 Madison avenue, New York. Again placing orders with newspapers in various sections for the Famous Players-Lasky Co., "Paramount Pictures," 485 5th avenue, New York.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Handling advertising for Liberty Motor Car Company, Detroit.

Hoyt's Service, 116 West 32d street, New York. Placing advertising for Billings-Chapin Company, Cleveland, paint manufacturers.

Wylie B. Jones Advertising Agency, 107 Chenango street, Binghamton, N. Y. Handling the following accounts: Howard Bros. Chemical Company, Wendell Pharmacal Company, Artuw Chemical Company and Woodward Products Company.

H. E. Lesan Advertising Agency, 440 4th avenue, New York. Placing advertising for the Lastlong Underwear Company, union suits, 349 Broadway, New York.

Lyddon & Hanford Company, 200 Fifth avenue, New York. Making yearly contracts with newspapers for New York & Kentucky Company.

Lyddon & Hanford, 40 East avenue, Rochester, N. Y. Again placing orders with some Pacific Coast newspapers for the International Chemical Company, medical, Rochester, N. Y.

Lord & Thomas, 5 South Wabash, Chicago, Ill. Making 10,000 line contracts with newspapers for the Pepsodent Company.

Mears-Richardson-Briggs Company, Payne Avenue & 21st street, Cleveland. Handling the following accounts: American Stove Company, Lorain, Ohio; and Macbeth-Evans Glass Company, Pittsburgh.

McCutcheon-Gorson Service, 64 West Randolph street, Chicago. Placing orders with newspapers in selected sections for the McClellan Refrigerating Company, Marbridge Bldg., New York.

H. K. McCann Company, 61 Broadway, New York. Reported will make up list of newspapers during June for National Farm Equipment Company, New York.

McJunkin Advertising Company, 5 S. Wabash, Chicago, Ill. Making 1,000 line contracts with newspapers for Barley Motor Car Company.

McKinney Company, 58 E. Washington street, Chicago. Placing advertising for McKinney Motor Truck Company, Saginaw, Mich.

Homer-McKee Company, Indianapolis. Has secured the advertising account of the Kokomo Rubber Company, Kokomo, Ind.

Charles F. W. Nichols Co., 20 East Jackson Blvd., Chicago. Placing orders with newspapers that have rotogravure sections for M. Martin & Co., "Plume" underwear, 104 Madison avenue, New York.

Ostenrieder Advertising Corporation, 25 Jackson Blvd., Chicago. Placing an afternoon newspaper campaign in Middle Western and Southwestern States for the Schoenhofen Brewing Company, "Green River" soft drink, Chicago.

Parke, Davis & Co., Detroit, Mich. Renewing contracts direct with farm papers.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Handling the following accounts, Cook Paint & Varnish Company, Kansas City., and C. A. Murdock, "Tropical" coffee. Newspapers in various sections will be used for the Cook Paint Company, and farm papers in the Southwest will be used for the Murdock Company.

Frank Presbrey Company, 456 Fourth avenue, New York. Again placing orders with newspapers in various sections for the Pennsylvania Rubber Company, "Vacuum Cup Tires" Jeanette, Pa.

John O. Powers Company, 461 Fourth avenue, New York. Handling the following accounts: Purity Cross, Inc., Orange, N. J., "Purity Cross" foods, Ward Motor Vehicle Co., Mount Vernon, N. Y.

Fred M. Randall Company, Book Bldg., Detroit. Reported a newspaper campaign will be undertaken later for the National Portland Cement Company, Detroit.

Richard S. Rauh Company, 230 Fifth avenue, Pittsburgh. Handling advertising for Bennett, Hollander & Lewis; Alexander Gallerani Company, and the Englert Manufacturing Company, Pittsburgh.

W. H. Rankin Company, 104 S. Michigan avenue, Chicago, Ill. Making 5,000 line contracts with newspapers for Kellogg Toasted Corn Flakes.

Reardon Advertising Company, Quincy Bldg., Denver, Col. Making 500 line contracts with newspapers for the Denver Tourist's Bureau.

Irwin Jordan Ross, 116 West 32d street, New York. Will make up lists during June for Hamilton Garment Company.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Reported will make up list of newspapers during June for Auto Knitter Hosiery Company, Auto Knitter Machinery & Hosiery, 821 Jefferson street, Buffalo, N. Y.

Scott & Scott, Inc., 220 W. 42d street, New York. Making up schedules to cover country weeklies and monthlies, also newspapers in Eastern and Southern states for United Tractors Corporation, Frankfort, N. Y.

Frank Seaman Company, 470 Fourth avenue, New York. Placing advertising for the Simplex Electric Heating Company, Cambridge, Mass., and Du Pont Motors, Moore, Pa.

Sahl Advertising Agency, City Hall Square Bldg., Chicago, Ill. Making yearly contracts with newspapers for the Calumet Baking Powder Company.

C. Brewer Smith Advertising Agency, 27 School street, Boston. Making yearly contracts with newspapers for Leonard Ear Oil.

Shaffer-Brennan Advertising Company, Wainwright Bldg., St. Louis. Reported will make up list of newspapers during June for Mexican Diamond Importing Co., Las Cruces, N. M.

Seltzler-Warner Company, 225 North Michigan Blvd., Chicago, Ill. Making newspaper contracts for R. L. Watkins Company, Mulsified Cocoanut Oil and Delatone.

Street & Finney, 171 Madison Avenue, New York. Handling advertising for Siff Brothers, 71 Fifth avenue, New York, "American Gentleman" clothes.

Herman W. Stevens Agency, 40 Globe Bldg., Boston. Handling account for the Sexton Can Company, two-column advertisements, appearing in the Boston Sunday Globe.

C. C. Stockford Company, 213 Michigan street, Toledo, Ohio. Making yearly contracts with farm papers for Nu-Way Stretch Suspender Company.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Has secured account of Diamond Iron Works, Minneapolis. Newspapers will be used in strategical industrial centers in addition to industrial and trade paper campaign on "Diamond Oil Engines."

Vanderhoof & Co., Ontario and St. Clair streets, Chicago. Will use newspapers in the Middle West for the Oshkosh Truck Sales Company, Oshkosh Motor Truck Company, Oshkosh, Wis. Planning a national newspaper campaign for the Interstate Investment Company, 410 North American Bldg., Chicago.

C. C. Winningham, Book Bldg., Detroit, Mich. Making 10,000 line contracts with newspapers for Hudson Motor Car Company.

Williams & Cunnyngham, 111 Fifth avenue, New York. Again placing orders with newspapers generally for American Tobacco Co., "Bull Durham" Tobacco, 111 5th avenue, New York.

World Wide Advertising Corporation, 1 West 34th street, New York. Placing one-time orders with some New Jersey newspapers for Conn & Co., musical instruments, 237 W. 47th street, New York.

Frank B. White Agricultural Advertisers' Service, 76 West Monroe street, Chicago. Has secured account of Burlington Blanket Company, Burlington, Wis.

U. S. Chamber Elects DeFrees

Joseph H. DeFrees, of Chicago, was re-elected president of the Chamber of Commerce of the United States at the conclusion of the ninth annual meeting held in Atlantic City last week. Other officers are: Vice-President, A. C. Bedford, chairman of the Standard Oil Company of New Jersey; William Butterworth, Moline Ill., president of Deere & Co.; Frederick J. Koster, San Francisco, president of the California Barrel Company, and Philip S. Tuley, of New York.

Verree & Conklin To Move

Verree & Conklin, New York, newspaper representatives who have for a number of years been located in the Brunswick Building at 225 Fifth avenue, will move about June 1 to 300 Madison avenue.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. *Standard Rate Card*

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

The
Minneapolis Tribune

has just joined us for our Weekly Fashion Page. Other full page features include Camera News, Feature and Children's

The International Syndicate
Baltimore, Md.

Nearly every person in Richmond reads The

NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Marbridge Building B'way at 34th St. New York City. Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

FITZ-GIBBON PAINTS THE FUTURE

Sees Newspapers in Color with National Circulations

Speaking to about 200 students at the Harlem Evening High School for Men, D. Fitz-Gibbon, advertising director of the New York American, pictured a glowing future for advertising in general and newspaper advertising in particular.

D. Fitz-Gibbon

As to the future of the newspaper, he predicted that with the development of the aeroplane in the next five years, the only existing obstacle to newspapers bringing their circulations up to several million copies, their inability to distribute them in the available few hours, will be completely overcome and circulations of ten million copies will be possible.

He said that New York in the morning will read the London newspapers and *vice versa*. A city like Chicago, centrally situated, could cover this entire continent and possibly produce a newspaper with a circulation undreamed of at present.

He prophesied the speedy development in newspapers of color printing, which is already creeping in and will make advertising in color an actuality. With this, he said, an entire new art in the presentation of newspaper advertising would spring up. He altogether maintained that the newspaper, as well as the advertising carried in it, had merely begun to scratch the ground of its possibilities.

HEARST-FISHER CASE AGAIN

Rights to Cartoons Before New York State Court of Appeals

ALBANY, N. Y., May 5.—The Court of Appeals today heard arguments in three cases involving the litigation between Harry C ("Bud") Fisher, and William R. Hearst's Star Company, publisher of the New York American, over the right to reproduce his drawings, done while in the Hearst employ, after he had left the Star Company. There were three actions for injunctions begun in 1915 and the Star Company was the loser in all of them at the trials before Justice Greenbaum in the New York Supreme Court, whose decisions were affirmed by the Appellate Division.

In affirming the decisions of Justice Greenbaum the Appellate Division, in its opinion, said:

"These cartoons, in effect the products of Fisher's hand and brain, are to be treated as a commodity of barter and sale, the same as tangible goods or merchandise which may be sold under a distinctive mark or name which the vendor may exclusively use as a trade mark or trade name in the sale of such goods. The mere circumstance that for a period of time Fisher obligated himself to produce his cartoons exclusively for the Star Company no more deprived him of the exclusive right to use the trade mark or trade name of his productions than would a manufacturer of goods known by a trade name be deprived of the exclusive right to such trade name, because he had agreed for a definite time to manufacture them exclusively for a given firm."

Charles E. Kelley represented Fisher and the Wheeler Syndicate and Nathan Burkan the Star company.

PERSONAL

(Continued from page 33)

Harry Webster, formerly of the Philadelphia Evening Public Ledger, and A. H. Hoskins, formerly of the Babson Statistical Service, have just joined the local staff of the Philadelphia Record.

Will P. Kennedy, of the Washington Star, has been appointed correspondent for the Worcester (Mass.) Telegram at Washington.

Wendell D. Howie has resigned as State House correspondent at Boston for the Worcester (Mass.) Telegram.

Roy R. Johnson, head of the copy desk of the Worcester (Mass.) Telegram, has returned from a week's vacation.

Leland L. Spaulding, general assignment man, acted as substitute financial editor of the Worcester (Mass.) Telegram during the absence of Victor N. Friar in New York.

D. Murray Travis, who became country editor of the Worcester (Mass.) Telegram a month ago, has resigned to return to his post as assistant city editor of the Brockton (Mass.) Enterprise. Francis P. Murphy, assistant county editor, took charge of the county department.

Martin R. Durkin, who has been staff correspondent of the Worcester (Mass.) Telegram in Leominster for the past year, has resigned.

Miss Geraldine Schirmer, for several years a reporter and editor on Sioux Falls (S. D.) papers, and Jay R. Vessels, correspondent of the Associated Press at Duluth, were married in Sioux Falls. They met while Mr. Vessels was a reporter on the Sioux Falls Press.

Arthur L. Wilhelm, formerly of the St. Paul Pioneer Press copy desk and art critic, has been transferred to the Dispatch and placed in charge of music, drama, movies and art. His place at the copy desk is taken by C. E. Stuart, late of the rewrite desk of the Daily News.

Horace Tousley has left the "morgue" of the St. Paul Daily News to enter business as an architect in Southern Minnesota. The "morgue" passes to the charge of Mrs. C. D. Johnston, formerly in newspaper work in South Dakota, who also takes care of the children's page, succeeding Miss Marie Totten, resigned.

A. L. Crocker has been shifted from general assignments for the St. Paul Pioneer Press to the rewrite desk of the Dispatch.

THE BUSINESS OFFICE

GEORGE HEALEY has resigned as manager of the local advertising department of the Niagara Falls (N. Y.) Gazette and has been succeeded by M. Bradley Norton.

Roy Evans, local advertising manager of the Windsor (Ont.) Border Cities Star has resigned to become general manager of the Canadian Motor Sales Company, just being formed. He went to Windsor from the Ottawa Journal a year ago. On May 5 members of the Star staff presented him with a silver cigarette case. Frank Taggart will succeed him as manager of local advertising.

SUPPLIES and EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Buy

New morning newspaper will need the following used equipment about June: Rotary press, 8 to 16 pages, three linotypes, stereotyping outfit, metal, etc. Box A-555, EDITOR & PUBLISHER.

Peckham Machinery Co.
Marbridge Building
N. Y. City
Phone, Fitzroy 6659 Room 1029

10 Years Selling Web Presses, Linotypes and Newspaper Equipment

An experience of 30 years in Selling and Equipping Newspaper plants at your service

PUBLISHERS
OUR NEWSPRINT
Quality—Highest
Serv.ce—Best
Price—Lowest

Best line of Half-tone news, Standard news, and Rotogravure papers available.

Before contracting ASK
J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Hoe Straight-Line Quad Newspaper Press

Thirty-two pages, two deck with color deck (not shown in cut); four plates wide; length of page 23½ inches; seven columns 13 ems or eight columns 12½ ems; unusually complete stereotyping outfit; all in fine condition; can be seen as it stood when paper suspended; immediate delivery; attractive price for quick sale. Full details on request.

BAKER SALES COMPANY
200 FIFTH AVENUE NEW YORK CITY

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Introduction to Employer and Employee

SITUATIONS WANTED

3c **A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.**

Advertising Manager

Available June 1st or before; 15 years' newspaper advertising experience; for the past three years advertising manager of afternoon and Sunday newspaper in live city of 85,000; during this time I have increased local advertising 300 per cent and ran more lineage than first paper. At the present time with business conditions far below normal I am showing a 25 per cent increase. I have the knack of organizing an efficient department and producing business systematically; want permanent position; married, best references. Address Box A-553, Care EDITOR & PUBLISHER.

Advertising Solicitor

A first class advertising solicitor can make a real position for himself in a large middle-western city. Hard work, and long hours, but a good opportunity on a paper leading in circulation. Address A-541, Care EDITOR & PUBLISHER.

Circulation Manager

Now employed, who has spent all his business life in some phase of circulation work and promoted several contests of various character, wishes *permanent* employment as circulation manager of a middle western paper where there is a chance to *build* up on sound principles. Address Box A-546, Care EDITOR & PUBLISHER.

Circulation Manager

15 years' experience, available at once, capable, energetic, good record; 7 years with only evening daily in city of 22,000 population. Understand handling solicitors, carriers, establishing agencies; good on promotion work. Married, age 37, best of references. Address A-548, Care EDITOR & PUBLISHER.

Circulation Manager

Young man, 35 years of age, desires position as circulation manager. Have 18 years' experience in circulation work, held managership about five years. Address with full particulars, P. O. Box 103, Reading, Pa.

Editorial, Research and Writing

man with highly specialized English training and broad experience in lines above mentioned wishes position calling for any or all of these types of work. Salary secondary consideration for time being. Address Box A-521, Care EDITOR & PUBLISHER.

Mr. Publisher

Are you looking for a reporter or telegraph editor able to put life and snap into your paper and render it a power among your constituency? If so, write me. Have had extensive experience in both fields on good dailies. Prefer city of around 75,000. Address Box A-537, Care EDITOR & PUBLISHER.

Reporter

Young man, wide awake, college education, wishes position as reporter on a newspaper offering good opportunities. Can furnish best references. Address William Erter, 1121 Tinton Avenue, New York City.

Subscription Solicitor

Daily or Weekly, 15 years' experience in circulation work; references good. I am available at once to paper that gets busy. Address A-549, Care EDITOR & PUBLISHER.

Telegraph Editor

Desk man, make-up; thoroughly experienced, middle-aged man wants position in East; both metropolitan and small city experience; knows newspaper game at all angles and can guarantee satisfaction. Address A-557, EDITOR & PUBLISHER.

Thorough News Editor

editorial writer, paragrapher—desires western connection. Address Box No. A-530, Care EDITOR & PUBLISHER.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

HELP WANTED

6c **A WORD for advertisements under this classification. Cash with order.**

Wanted

News Editor on morning newspaper, city of 50,000 in middle west. Good opportunity for man who has had copy desk experience. $50. Address Box A-532, Care EDITOR & PUBLISHER.

Accounting

Young man about 25 years of age with accounting experience in advertising department. Large daily publication in important mid-western city. Give age and references, also state salary expected. Box A-539, Care EDITOR & PUBLISHER.

Advertising Manager

Wanted—Competent, experienced advertising manager for Omaha Daily Tribune; only German language daily west of Chicago. Permanent and desirable position. State salary desired and give references. Omaha Daily Tribune, Omaha, Neb.

Circulation Man

Evening paper in New England city of 70,000 wants young man to take charge of circulation. Paper does not use premiums but seeks to increase circulation by publishing a good newspaper, and cultivating field by sound methods. Paper has Sunday edition. Write with full particulars as to experience, religious preference and salary expected. Address A-540, Care of EDITOR & PUBLISHER.

Classified Advertising Manager

Classified advertising manager wanted in middle western city of 100,000 population by morning, evening and Sunday combination; must be a capable executive diplomat with successful experience; age 24 to 40 years; write full letter of application to A-552, Care EDITOR & PUBLISHER.

Composing Room Foreman

Composing room foreman—an afternoon daily in Pennsylvania city of 40,000, desires a non-union foreman, who is a hustler, has some executive ability, and is not afraid of work. If you are the right man, salary will be interesting; 48-hour week. Apply by letter giving references, experience and salary expected. Address Box A-543, EDITOR & PUBLISHER.

News Editors and Reporters

We can place competent men in positions now open as follows: New England, $35-$45; N. J., $35-$45; Pa., $40; N. Y., $35-$45; N. C., $35-$40; Ga., $35; Fla., $40; Va., $35; Mont., $40; Nebr., $30; Ohio, $35-$45; Mich., $35. Also good openings for advertising solicitors and circulation managers at adequate salaries. Registration free. Established 1898. FERNALD'S EXCHANGE, INC., Third National Bank Bldg., Springfield, Mass.

Newspaper Auditor

For position with evening daily with Sunday morning issue, in city of 90,000; must be competent to take care of department. Man of experience and initiative wanted who can simplify and standardize office system; give full information in first letter as to experience, references and salary expected. Box A-547, Care EDITOR & PUBLISHER.

Advertising Solicitor

Young man, experienced in soliciting advertising for daily evening newspaper in town of 100,000 population. Address Box A 556, Care EDITOR & PUBLISHER.

BUSINESS OPPORTUNITIES

6c **A WORD for advertisements under this classification. Cash with order.**

Buy a Weekly

Some of you city newspaper men chained to a desk, who can't call your life your own, why not buy an old-established country town weekly that makes money and where you can take it easy, breathe country air and accumulate property. You can buy 30-year-old weekly, run on strictly big town principles that has always made money and will return $4,000 to $5,000 net to hustler. No competition, pretty Ohio village of 1,500; well equipped, linotype, own building, stands high. Price $10,000, and if you are right kind can write your own terms over $2,500 cash. Address A-551, Care of EDITOR & PUBLISHER.

Want to Buy Daily

Preferably in middle or southern state, city from 15,000 up; must have 51 per cent stock, prefer all; might take run down paper if field exists. Experienced newspaper business men who have made over several properties into winners. Might start new paper if real need exists. In position to pay $35,000 cash. Secrecy pledged. Address A-550, Care EDITOR & PUBLISHER.

MISCELLANEOUS

6c **A WORD for advertisements under this classification. Cash with order.**

Want It?

THEN get copy "TELLING A BODY," telling about Marianna, Florida, by writing Marianna Chamber of Commerce, Marianna, Fla.

Stace Heads Michigan A. P. Editors

At the annual meeting of the Michigan Associated Press Association, May 7, A. W. Stace, editor of the Grand Rapids Press was re-elected chairman. Other officers chosen were: A. W. Wilkie, Detroit correspondent Associated Press, secretary.

KNOXVILLE HONORS CAPT. RULE

A. S. Ochs, New York Times Publisher, Chief Guest at 82nd Birthday Celebration of Journal-Tribune Editor

KNOXVILLE, Tenn., May 10.—Knoxville, under the auspices of its Rotary Club and the Board of Commerce, today celebrated the 82d anniversary of the birth of Capt. William Rule, veteran editor of the Journal and Tribune and the dean of journalism in Tennessee, if not in the entire South. Several speakers expressed their personal esteem and love for the aged editor and also for what he had done for the upbuilding of Knoxville and Eastern Tennessee.

The chief speaker was Adolph S. Ochs, publisher of the New York Times, who was printer's devil for Capt. Rule, his first "boss" when Mr. Ochs was a boy. Tributes were paid to the kindness, ability and integrity of Mr. Rule by his former apprentice, and also by James Moore, editor of the Evening Sentinel, Rotarians and members of the Board of Commerce. Telegrams and letters also were read by the Chairman of the meeting felicitating Capt. Rule on the passing of another milestone in life's journey.

Captain Rule responded briefly to the tributes paid him, concluding with a "God bless you" for all present. Later a committee representing the Knoxville Kiwanis Club called on him and presented a mammoth bouquet as a token of their esteem. This evening A. F. Sanford, publisher of the Journal and Tribune, gave a dinner in his honor, the list of guests including Mr. Ochs and Col. Henry Clay Collins, veteran printer, still in harness, who taught Mr. Ochs the printer's trade.

Utah Country Press Defended

SALT LAKE CITY, May 7.—The members of the Utah State Press Association passed a resolution at their annual meeting denying that the country papers are trying to fleece the county treasuries by using undue influence to get proceedings of county bodies inserted in their columns as paid advertisements and branding the statements made in the recent session of the legislature, wherein the country press was attacked, as "unworthy of men holding the high honor of lawmakers." President James H. Wallis was unanimously re-elected to serve a fourth term as head of the organization and given a vote of thanks for his services in looking after the interests of the members of the association in the legislature.

Suit Over Newsprint Contract

PORTLAND, Me., May 7.—Suit to recover $60,000 damages for alleged refusal to accept newsprint paper under a contract for 1913 has been instituted against the Commercial Publishing Company of Memphis, Tenn., by the Minnesota & Ontario Paper Company, a Maine corporation, in the Superior Court here. It is claimed the contract called for delivery of 440 tons a month and that the Commercial Publishing Company refused to accept shipments after May 31. The plaintiff claims it would have realized a profit of $10 a ton, but was obliged to resell the paper at a loss of more than $32,000, together with the interest thereon.

$2,000

for first payment on a prosperous Maryland, Virginia or North Carolina weekly newspaper property.

Proposition V. Z.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

For Sale
24-PAGE GOSS

High Speed, Straightline Goss, with complete stereotype equipment, including Dry Mat process. Simplex control. This machine was built new in 1916. Accommodates 7 or 8 cols. Cut-off is 21¾ in. Tapeless folder delivers product in half page size counted in lots of 50. Immediate delivery. For price and terms.

Wire or write
Southern Publishers Exchange, Inc.
Newspaper Properties and Equipment
12 North Ninth Street P. O. Box 1397
Richmond, Va.

A Partner!

with energy, initiative and $5,000 is wanted in small southern daily by young publisher.

Splendid field, two of us can put it over in good shape and proposition will be worth five times what is put in it.

State what part of work you would take over, give age and experience. Box A-545, c/o EDITOR & PUBLISHER.

"The African World"
&
"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation
No. 1 West Thirty-fourth St.,
NEW YORK CITY

SHOWALTER
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place
For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

Digitized by Google

The Detroit News

The Sunday Edition of The Detroit News has always led the only other Sunday paper in Rotogravure advertising as it has led it also in classified advertising, which proves that The Sunday News has both class and mass appeal.

HARLEM and BROOKLYN

The New York Times maintains a branch office in Brooklyn and one in Harlem for the accommodation of advertisers and subscribers. Classified and display announcements and subscriptions for The New York Times and other publications of the New York Times Company may be delivered to these offices with every assurance that prompt attention will be accorded them.

For the daily edition of The Times, classified advertisements should be delivered by 4 P. M. the day preceding publication. For Sunday insertion, Real Estate display advertisements must be delivered by 6 P. M. Friday; Business Opportunities announcements by 11 A. M. Saturday, and other classified advertisements not later than 2 P. M. Saturday.

The New York Times

HARLEM OFFICE
111 West 125th Street
west of Lenox Avenue

BROOKLYN OFFICE
300 Washington Street
near Fulton Street and Myrtle Avenue

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, New York — I. A. KLEIN
People's Gas Bldg., Chicago — JOHN GLASS

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the Hunch Editor.

"WHAT do you know about Bellingham?" is the title of daily feature in the Journal of that city. The development of the city from the date of the settlement of Whatcom county in 1852 is being told in short daily installments that are attracting wide reader interest.—A.

Instead of running long stories about the races at Jamaica this season the New York Daily News is running a picture showing the finish of each race and a summary below. This sport feature is one of the greatest space savers that has been introduced in a number of years while at the same time it tells the story and attracts immediate attention.—B. P.

"The Inquiring Photographer," who aside from the practice of the better known "Inquiring Reporter" of asking five people a question, takes a picture of each of the five for use with their replies.—J. M.

A good dull day feature can be secured by interviewing all local photographers on whether men or women are the more vain. A question as to whether vanity has declined in recent years and why, will help the story.—J. R. H.

At Northwestern University the girls have been urged to shun such words as soup and pie and pickles when dining with men. There is a campaign on against the same words at Barnard and Columbia. It is claimed that there is a kiss-inviting pucker behind such words when they are said slowly with a stress on the final sound. "What do the girls and mothers in your town think about it?"—T. M.

The Tacoma Times has a new feature in its columns, called "Open Letters (A weekly budget of messages to various friends and acquaintances.)" The letters are similar in form to letters sent to most newspapers by readers criticizing the paper, its policies, etc. But these letters are to local concerns, public officials and others in the city, criticizing them, and all signed by the Times. The letters are all terse and exact. One letter is reprinted:

"To the Park Commissioners: I've been wondering what goes on at Point Defiance Park all winter. I never saw anybody that went there at this time of year.

"When you stop to think about it, isn't it a shame a great asset like that should lie there unused and unappreciated so many months of the year? Is there not some program of improvement that could be carried out to make the park a winter playground as well as a summer playground of our people? —The Times."

The following day after each league baseball game on the home grounds the Brooklyn Eagle prints the picture of an important play. The reader identifying the play and writing the best letters describing it are rewarded with a free baseball ticket.—R. T.

A series of 500 word articles dealing with the products manufactured by local firms are being used as a Sunday feature by the Wisconsin State Journal. These stories, which are being supplied by the industrial committee of the Association of Commerce, are of interest to most readers in cities under 100,000. The success of this series is evidenced by the fact that the fifty-third article has just appeared.—G. W. G.

A Dallas (Texas) Dispatch girl reporter worked up a dandy story recently about the mottoes business and professional men have hanging in their offices. In one office she found one which read: "A grapefruit is only a lime that has taken advantage of its opportunities." In her daily rounds she made a note of mottoes in the different offices until she had a story with a score of them, showing the moods, literary tastes and dispositions of well known men and women.—G. P.

For months, under the boxed caption "Do You Know?" in 18 upper and lower Cheltenham bold, we have been running in the Frederick (Md.) News a paragraph about various laws in force here. A paragraph is taken each day from the city, county or state code. Many unique statutes have been uncovered and some of the peculiar laws have been revealed. Because there are so many laws there is an almost endless number of paragraphs for each day.—A. T. B.

KELLER, C.E., HONOR GUEST

Washington Star Men Tell What They Think of News Room Ruler

(*Special to* Editor & Publisher)

WASHINGTON, May 12.—When a city editor dies, some of the fellows around the office may chip in and send a bunch a flowers.

When a city editor gets married, his friends on the paper—if he has any—may buy him a wedding present.

When a city editor gets fired the reporters may experience a strange tenderness of feeling which results in a gift or a few kind words of sympathy.

But, when a city editor is made the guest of honor at a banquet given by his staff as an expression of good will, good wishes and genuine respect—the occasion being inspired by nothing in particular—well, it happened to Charley Keller (Charles D. Keller), city editor of the Washington Evening Star.

For those who would like to know what the Star's staff thinks of its city editor, read its tribute:

"In the din and grind of a News Room, the city editor who never loses his head, his temper or his sense of humor; who never displays partiality, engages in office politics or deviates from a natural impulse to treat his fellows fairly is, indeed, a monstrosity. Yet, we know there is such an animal. He performs daily in the Star's menagerie of prodigies. We, who work with him and know him best, have brought him out of his cage tonight to feed him and say a few kind words to him. We, therefore, dedicate this occasion to Charles Keller—a monstrous combination of the virtues that go to make up a man, a damned good city editor and a hell of a good fellow.—The Staff."

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

is all of N. Ohio

The Plain Dealer
Cleveland

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy 2960, 6111
Cable Address:
SCHOLZEM, NEW YORK

Editor & Publisher Classified Advertisements find Better Positions for Ambitious Newspaper Men

Digitized by Google

NEW YORK STATE

The Big Link in the Chain

First, have your merchandise.

Then get it on the shelves of the retailers.

Then tell the buying public about it.

AND—one BIG thing, tell the buying public WHERE they can GET your goods.

Don't leave it to guesswork. Don't merely intimate that the goods are "for sale by first-class dealers." That's too broad an assertion to make. You can't back it up.

Tell the man at SCHENECTADY just who in SCHENECTADY handles your goods. Tell the man at BUFFALO what BUFFALO store can supply your goods. Tell the man at JOHNSTOWN where he can get your goods in HIS town.

These people are willing to buy your goods, BUT THEY ARE NOT SUFFICIENTLY INTERESTED IN YOU AND YOUR PRODUCT TO DO THE WORK OF FINDING YOUR GOODS.

Tell them ALL about your proposition.

In New York State you have ten million people. Average people, if you please, the kind that use the kind of goods you have to sell. Get close to them. Work with your retailers, and with the daily newspapers that produce prosperity for your retailers.

Use this list of New York State Daily Newspapers. They will take your message to the people you want to reach. They will link you up with local dealers, with local newspapers, with local pride. They will sell goods for you.

		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press	(M)	32,243	.09	.09
*Albany Knickerbocker Press	(S)	48,293	.11	.11
†Auburn Citizen	(E)	8,887	.04	.035
*Brooklyn Daily Eagle	(E)	56,487	.20	.20
*Brooklyn Daily Eagle	(S)	70,493	.20	.20
*Brooklyn Standard Union	(E)	65,939	.20	.20
*Brooklyn Standard Union	(S)	44,017	.20	.20
*Buffalo Courier and Enquirer	(M&E)	84,475	.22	.18
*Buffalo Courier	(S)	117,634	.27	.22
*Buffalo Express	(M)	38,065	.12	.10
*Buffalo Express	(S)	62,747	.18	.14
*Buffalo Evening News	(E)	104,221	.21	.21
Buffalo Evening Times	(E)	78,176	.15	.15
Buffalo Sunday Times	(S)	82,717	.15	.15
Corning Evening Leader	(E)	7,353	.04	.04
*Elmira Star-Gazette	(E)	24,451	.08	.07
*Glens Falls Post-Star	(M)	7,323	.03	.03
Gloversville Leader-Republican	(E)	6,128	.03	.03
Gloversville Morning Herald	(M)	6,129	.035	.03
Hornell Tribune-Times	(E)	6,553	.035	.035
†Ithaca Journal-News	(E)	7,226	.04	.04
*Jamestown Journal	(E)	6,821	.025	.025
*Jamestown Morning Post	(M)	9,248	.05	.03
**Middletown Times Press	(E)	5,861	.04	.03
*Mount Vernon Daily Argus	(E)	7,032	.04	.04
*Newburgh Daily News	(E)	10,728	.05	.05
†New York American	(M)	291,840	.60	.60
†New York American	(S)	949,456	1.25	1.25
*New York Globe	(E)	164,429	.45	.45
New York Evening Mail	(E)	155,146	.41	.40
**New York Evening Post	(E)	36,875	.32	.25
*The New York Herald	(M)	198,527	.50	.45
*The New York Herald	(S)	218,642	.50	.45
*The Sun, New York	(E)	189,384	.50	.45
**New York Times	(M)	327,146	.68	.636
**New York Times	(S)	504,823	.75	.727
**New York Tribune	(M)	142,310	.40	.36
**New York Tribune	(S)	142,836	.40	.36
New York World	(M)	346,626	.60	.56
New York World	(S)	621,489	.60	.56
New York World	(E)	313,143	.60	.56
Niagara Falls Gazette	(E)	12,292	.06	.05
Olean Times	(E)	5,021	.02286	.02
*Poughkeepsie Star and Enterprise	(E)	10,819	.06	.05
Rochester Herald	(M)	27,757	.08	.08
†Rochester Times-Union	(E)	64,031	.20	.16
Schenectady Union Star	(E)	13,442	.06	.05
*Staten Island Daily Advance	(E)	7,140	.05	.04
**Syracuse Journal	(E)	42,218	.09	.09
*Troy Record	(M&E)	22,794	.05	.05

Government Statements, April 1st, 1921.
*A. B. C. Publishers' Statement, April 1st, 1921.
†Government Statement, October 1st, 1920.
**A. B. C. Publishers' Statement, October 1st, 1920.

COVERS ITS FIELD COMPLETELY

EVENING HERALD

LOS ANGELES

AN INDEPENDENT NEWSPAPER

In the greatest homebuilding city of America—which is Los Angeles —The Evening Herald goes into the homes, and as fast as homes are built, its circulation grows

Los Angeles is the largest city in the West.

Its growth has been unprecedented among American cities.

THE EVENING HERALD of Los Angeles is that city's greatest newspaper; moreover, it has the largest daily circulation of **any newspaper in the West.**

THE EVENING HERALD GROWS JUST LIKE LOS ANGELES

The government census credited the city with a population of 576,673 in 1920. At the previous federal census of 1910 the city had 319,198 population. The increase in a decade was over a quarter million.

The Evening Herald was born in November, 1911, little less than 10 years ago. It is the youngest newspaper in Los Angeles.

Yet it has grown to an average daily circulation of 143,067, as attested by the government statement on April 1, 1921, and actually has more circulation by nearly forty thousand than both of its afternoon competitors, the Express and Record, combined. The exact figures are:

Evening Herald, 143,067; Express, 60,967; Record, 43,477

The city of Los Angeles has now an estimated population of approximately 700,000—having grown 100,000 in the year past—and this means that it is a city of about 140,000 homes.

The Evening Herald circulation is the most concentrated of any large newspaper in the United States. Of its circulation daily 138,222 copies go into the homes of Los Angeles and immediate vicinity—that is 97 per cent.

Practically Every home in Los Angeles is supplied every week day with a copy of The Evening Herald.

This proves that the circulation of this one newspaper is efficient to cover the field of Los Angeles completely, and that the foreign advertiser needs but one medium to reach every prospective buyer of goods in Los Angeles territory.

The advertising rates of The Evening Herald are lower per inch of space and per thousand of circulation than rival papers. Advertising in The Evening Herald is a sound investment. Experts so advise.

THE EVENING HERALD

Los Angeles, Cal.

Chicago Representative
G. LOGAN PAYNE CO.
432 Marquette Bldg.

New York Representative
H. W. MOLONEY
604 Times Bldg.

Digitized by Google

F3 MAY 25 1921

THIS ISSUE: ADVERTISERS ONLY SHOULD PAY THE AGENTS

EDITOR & PUBLISHER

1864 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909. Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 51 NEW YORK, SATURDAY, MAY 21, 1921 By Mail in Advance $4. U. S. A.; $4.50 Can.; $5. For. 10c. Per C

April Advertising in Chicago

This statement of display advertising for the month of April, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

Churches - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 5,737 lines.
*Next highest score, 880 lines.
*Does not include 2,334 lines of classified.

Clothing - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 264,355 lines.
Next highest score, 254,409 lines.

Department Stores - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 506,845 lines.
Next highest score, 297,708 lines.

Educational - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 3,456 lines.
Next highest score, 3,089 lines.

Out of the Loop Stores - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 67,561 lines.
Next highest score, 18,521 lines.

Foodstuffs - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 41,853 lines.
Next highest score, 39,414 lines.

Furniture - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 72,619 lines.
Next highest score, 43,524 lines.

Household Utilities - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 14,241 lines.
Next highest score, 8,587 lines.

Shoes - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 35,907 lines.
Next highest score, 26,831 lines.

Tobacco - - - - - - - - - THE DAILY NEWS **FIRST!**
6 days against 7
The Daily News, 14,280 lines.
Next highest score, 14,097 lines.

Total Display Advertising - - - THE DAILY NEWS **FIRST!**
6 days against 6
The Daily News, 1,231,333 lines.
Next highest score, 804,017 lines.

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Digitized by Google

NEW ENGLAND

The wise food advertiser realizes that New England is a bigger buyer **Outside,** in proportion to its size, than any similar territory.

Having seven per cent of the country's entire population, it must purchase **three-fourths** of its food supply from other states.

It is a most highly organized, densely populated and accumulating territory and makes enough money from what it **sells** to please itself in food specialties.

The New England daily newspapers have helped a host of manufacturers to merchandise and sell their product successfully.

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,053	.025	.0175
Boston Sunday Advertiser	(S)	380,668	.55	.55
‡Boston American	(E)	301,595	.50	.50
‡Boston Globe	(M&E)	285,189	.40	.40
‡Boston Globe	(S)	349,003	.45	.45
‡Boston Post	(M)	422,631	.60	.60
‡Boston Post	(S)	380,461	.55	.55
Boston Transcript	(E)	37,012	.20	.20
Fall River Herald	(E)	11,038	.035	.035
*Fitchburg Sentinel	(E)	9,685	.05	.035
*Haverhill Gazette	(E)	14,983	.055†	.04
‡Lynn Item	(E)	16,185	.06	.04
‡Lynn Telegram News	(E&S)	18,083	.05	.05
Lowell Courier-Citizen	(M&E)	17,044	.045	.045
*New Bedford Standard-Mercury	(M&E)	27,827	.07	.07
*New Bedford Sunday Standard	(S)	23,953	.07	.07
*Salem News	(E)	19,818	.09	.07
Worcester Telegram-Gazette	(M&E)	73,922	.24	.21
*Worcester Telegram	(S)	42,900	.18	.18

MAINE—Population, 768,014

Bangor Daily Commercial	(E)	14,858	.0475†	.04
*Portland Daily Press	(M&S)	14,358	.04	.04
Portland Express	(E)	24,740	.10	.07
Portland Telegram	(S)	22,856	.10	.07

NEW HAMPSHIRE—Population, 443,083

Keene Sentinel	(E)	3,223	.03	.02
‡Manchester Union-Leader	(M&E)	25,564	.08†	.06
‡Portsmouth Times	(E)	4,066	.02	.015

RHODE ISLAND—Population, 604,397

‡Newport Daily News	(E)	6,186	.03387	.02938
**Pawtucket Times	(E)	23,404	.06	.06
‡Pawtuxet Valley Daily Times (Arctic)	(E)	2,130	.021429	.021429
Providence Bulletin	(E)	89,106	.135	.135
Providence Journal	(M)	31,374	.06	.06
Providence Journal	(S)	51,737	.12	.12
Providence Tribune	(E)	23,793	.10	.09
‡Westerly Sun	(E)	4,529	.025	.025
‡Woonsocket Call	(E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times	(E)	7,035	.025	.02
Brattleboro Daily Reformer	(E)	2,825	.03	.015
‡Burlington Daily News	(E)	7,010	.04	.04
*Burlington Free Press	(M)	10,874	.06	.06
St. Johnsbury Caledonian-Record	(E)	2,920	.0214	.015

CONNECTICUT—Population, 1,380,631

**Bridgeport Post-Telegram	(E&M)	51,636	.145	.14
**Bridgeport Post	(S)	19,858	.065	.05
*Hartford Courant	(M&S)	29,856	.08-.07	.10-.09
*Hartford Times	(E)	42,537	.14	.14
New Haven Register	(E&S)	30,603	.09	.08
*New London Day	(E)	10,853	.06	.045
Norwich Bulletin	(M)	10,755	.07	.05
*Norwalk Hour	(E)	4,101	.025	.025
*Stamford Advocate	(E)	7,839	.0375	.03
*Waterbury Republican	(M)	11,155	.05	.04
*Waterbury Republican	(S)	12,272	.05	.04

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
‡Government Statements, October 1, 1920.
**A. B. C. Publishers' Statement, October 1, 1920.
‖Publishers' Statement.
†Rate on 3,000 lines.

Digitized by Google

B.W. FLEISHER
head of the Far Eastern News Service of the PUBLIC LEDGER

A diplomat says:

"Peace with Japan is largely in the hands of our newspaper men"

Accurate news, and plenty of it, will be the most powerful influence for peace between the United States and Japan.

News that is scanty, garbled or colored by prejudice and propaganda is the chief cause of ill-feeling between nations.

Americans are learning to know the great Asiatic nations better through the Far Eastern Service of the Public Ledger.

B. W. Fleisher, in charge of this service, is a leading authority on the Far East. Fourteen years of travel there have given him an intimate acquaintance with its people and its problems, and a reputation for impartiality and broadness of view. He is proprietor and editor of The Japan Advertiser, the leading foreign daily in the Far East.

He has associated with himself in the Far Eastern Service of the Public Ledger the following correspondents: Glenn Babb, Tokyo; Roger Ames Burr, Peking; G. Gramada, Shanghai; Roy C. Bennett, Manila; I. Hicks, Hongkong.

■

Through the Ledger Syndicate newspapers may obtain exclusive city rights to the Public Ledger Foreign Service including the cables of Mr. Fleisher and of 28 other foreign staff correspondents.

PUBLIC LEDGER

PHILADELPHIA

Digitized by Google

City Population 1,823,779

Seal of Philadelphia

Separate Dwellings 390,000

Prosperity in Philadelphia

The Board of Revision of Taxes of the City of Philadelphia on May 13th announced that the total assessed valuation of taxable property in Philadelphia is eighty million dollars more than the official estimate made last October; the grand total real estate assessments being $2,135,731,299.

Personal property shows a taxable valuation of $707,793,316, and there is also the addition of $1,190,829 for horses and cattle.

Mayor Moore and other city officials make the forecast that the tax rate will be cut and brought back to the old rate.

Philadelphians are not only prosperous, but have money with which to buy the things they want.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for April:

512,550 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of the Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 NEW YORK, SATURDAY, MAY 21, 1921 No. 51

ADVERTISERS ONLY SHOULD PAY AGENTS

A. N. A. Convention View Is That They Can Be Representatives of Advertiser Only and as Such Must Purchase Space at Lowest Possible Rate—Relations with A. A. A. A. Strained

By JOHN F. REDMOND

THE outstanding results of the semi-annual convention of the Association of National Advertisers, held at Atlantic City May 12-14, were:

1—The association placed itself on record as definitely considering the advertising agent solely as the representative of the advertiser and payable on a service fee basis by the advertiser alone. (This is in accord with the stand EDITOR & PUBLISHER has taken on this matter.) At the same time the association made it plain that it recognized the advertising agent as an "essential economic factor in advertising."

2—The A. N. A. stated that it considered the national advertiser to be a purchaser of a commodity—advertising space—on which he is entitled to the lowest price he can get, and advertising agencies, as the representative of the advertiser, must recognize this principle in handling the accounts of its members.

3—The A. N. A. offers to co-operate with all factors interested in an effort to establish a basis of mutual understanding and to formulate, if possible, a standard of practices governing agency relations.

4—Unofficially it was learned that the relations of the A. N. A. with the American Association of Advertising Agencies have become somewhat strained because of past activities of certain A. A. A. A. committees and officials to prevent national advertisers from placing business through local dealers at lower than the net card rate for foreign advertising. However, such representations are considered to have been since repudiated by the executive committee of the A. A. A. A. to the official satisfaction of the A. N. A., but not to many of the individual members.

5—A resolution was adopted requesting the Postmaster-General to inaugurate such action as may be necessary to persuade the Congress to amend the Act of August, 1912, so as to eliminate that part of the publisher's statement which relates to circulation. It is contended that the statement of circulation required of newspapers by the Federal Government in the first place is merely a bare statement of circulation, and, in the second place, is not an audited statement and therefore has no more weight than any other unsupported statement by an individual; also that the Federal Government has provided no machinery whereby such statements can be verified, and advertisers are often deceived by the apparent authority and value of the so-called Government statements. As a final point the A. N. A. claims that newspapers which give audited statements are placed at a disadvantage, owing to their being put into competition with those newspapers which reveal nothing in their so-called Government statements except the bare statement of circulation, and even that an unaudited statement.

This attitude of the A. N. A. is in accord with the policy of the Audit Bureau of Circulations and directly opposed to that of the American Newspaper Publishers' Association and the International Circulation Managers.

6—Many members were of the opinion that business conditions from now on will improve. German's agreement to pay full war indemnity to the Allies was looked upon as the turning point to better times, allowing, as it is expected to do, the collection by the United States of a large amount of loans that are due from European Allies, which will enable the paying off of domestic debts without the necessity of additional taxes. This factor, added to the big saving made in government administrative appropriations by Congress for the next two years, is looked upon as eliminating the necessity for a sales tax this year at least and as making possible the withdrawal of the excess profits tax. It was considered likely, though, that a corporation tax will be substituted for the latter. As soon as these problems are worked out by Congress it is expected that business will go right ahead again, relieved of tax burdens that now harass it, but no big change is expected before the fall.

7—All indications are that more national advertisers will buy newspaper space during the next half-year than ever before, with increasing use being made of co-operative campaigns with the local dealer and representative. Many more members of the A. N. A. than in the past are using local newspaper advertising and paying for it themselves, and many others reported that they are urging dealers to use local space on a 50-50 basis. Many dealers were reported as demanding local newspaper advertising from the national advertiser, although the majority "request" it. Most of the members who told of their experiences said they have found it to their advantage to accede to the desire of the dealer, with the sales department arranging its marketing activities accordingly.

8—Taking the stand that the study of advertising problems so far has been largely a matter of individual effort and experience and the valuable information already developed here and there is not recorded so as to serve as a basis for action and further study, the A. N. A. will appoint a special committee to report not later than at the next annual meeting of the association a constructive plan for the establishment of a serious and permanent study of advertising theory, statistics and experience, and arrange for the permanent recording of cases and conclusions.

Far be it from us to insinuate that Mont H. Wright never wears what some people have referred to as "a nationally known hat," the facts are this is the only picture we have of him.

9—Dissatisfaction with color printing caused the A. N. A. to adopt a resolution urging publishers of advertising mediums, printers and others interested to take steps to work out a process of color standardization to which effort the A. N. A. will lend such help as is possible. The desire of the A. N. A. was expressed as follows:

"WHEREAS, There is much confusion and divergence in results obtained in the use of advertisers' color plates, in three and four color process printing by reason of the lack of any standardization in the tone and strength of the process colors, and

"WHEREAS, The photo-engravers have started a movement to remedy this evil, therefore be it

"RESOLVED: That the Association of National Advertisers express its recognition of the need of such standardization of process colors, and will lend such help as is possible to the establishment of a feasible standardization plan; and be it further

"RESOLVED: That we urge publishers of advertising mediums, printers and others interested, to take steps to accomplish the desired standardization."

10—Emphatic opposition was recorded against the tendency toward shorter working hours in industry—particularly in the printing trades. The A. N. A. set forth its views on this matter as follows:

"WHEREAS, The present economic tendency in industry generally is toward a return to normal price conditions; and,

"WHEREAS, It is only through reductions in cost of manufacturing that this result can be accomplished and business be re-established on a sound and permanent basis; and,

"WHEREAS, This association is already on record as advocating a reduction in the advertising rates established by many publications under the high costs of production incident to war conditions,

"BE IT RESOLVED, That the Association of American Advertisers hereby expresses its disapproval of the demand for a reduction in the present working hours by employees in the printing and publishing industry, because the granting of such reduction must inevitably result in lessened production and therefore increased manufacturing costs, tending to delay the return to conditions essential to a general revival of business."

11—An expression of appreciation was tendered the Guild of Free Lance Artists for its co-operation in compiling valuable information for the use of A. N. A. members regarding art work service and in sending so excellent an exhibit to the Atlantic City meeting.

12—Another suggested change in the postoffice regulations was advocated from the standpoint that direct mail advertisers could materially increase the effectiveness of their direct mail publicity if postal laws permitted the enclosure of a reply card, envelope or similar form bearing a guarantee that the advertiser would pay the necessary first-class postage on such replies as are returned to him. The association authorized its executive committee to investigate the steps necessary to secure such a Postoffice Department ruling and, in the event that a feasible plan is suggested, the executive committee will be requested

(Continued on page 27)

Digitized by Google

HEARST STARTS BOSTON PICTURE DAILY

Old Advertiser Rejuvenated into New Tabloid Pictorial—Post Starts Picture Section as First Step to Offset Newcomer

(*By Telegraph to* Editor & Publisher)

Boston, Mass., May 18.—Bit by bit the mystery as to what William R. Hearst is going to do in Boston is being unraveled. Weeks ago rumors were flying thick and fast that the Boston field was going to be invaded by picture newspapers backed by the Hearst interests and possibly by the owners of the New York News. The first actual step to this end was generally considered to be the purchase, on April 30th after considerable dickering, of the Boston Evening Record by the Hearst interests. Very quietly within a few days the make-up of the Record changed with the addition of several more pages of photographs, including the first, last and center pages, the price remaining the same. Hearst officials went into the Record plant to publish the paper under its ownership and events went on so quietly and smoothly that those on Newspaper Row wondered if this was the final Hearst move.

This morning out came the Advertiser, also owned by Mr. Hearst, rejuvenated into a tabloid pictorial newspaper, a morning replica of the afternoon Record, selling also for two cents.

Conjecturing is again the popular game in Boston. What will be the next move of Mr. Hearst? As things stand now Mr. Hearst has the 3-cent Evening American, which makes its appearance on the street in the early forenoon, as early as eight o'clock in many places; the 2-cent Evening Record in tabloid pictorial style, which comes out later in the forenoon, and the Morning Advertiser, which today made its appearance shortly after midnight selling for 2 cents. It is not considered likely that all three papers will be permanent, but that the American will remain as one of the others, probably the Advertiser, giving Mr. Hearst a morning daily and evening daily in Boston. If the Record remains in the field it would seem to be bucking the American's afternoon sales and the Morning Advertiser sales. Yet it may be Mr. Hearst's intention to continue both the Record and Advertiser for awhile in an effort to determine whether the morning or the evening field is more susceptible to a pictorial [illegible].

As an offset to the new Advertiser, the Post this morning carried a pictorial section of two pages, separated from the balance of the paper so that it folds up into four pages the size of the Advertiser.

DIVISION MANAGERS NAMED

Chicago Tribune Appoints Four Chiefs on National Advertising

Under the reorganization of the Chicago Tribune's advertising department noted in Editor & Publisher last week, by which Walter J. Merrill took charge of all national advertising, the following division managers were appointed:

C. L. Pancoast succeeded R. C. Holliss as manager of the Eastern division, with headquarters at New York and covering all territory from Pittsburgh to the Atlantic coast.

A. W. Anderson, manager of the Illinois division, headquarters at Chicago, from Eastern boundary of Illinois west to Denver.

D. F. McMahon, manager of the Ohio division, headquarters at Chicago, covering territory starting at Eastern boundary of Illinois, along Ohio and Mississippi Rivers and including Pittsburgh.

N. L. Lucius, Pacific Coast division, headquarters at Los Angeles.

GALVESTON TRIBUNE SOLD

H. I. Cohen, T. E. Gaffney and A. L. Perkins New Owners

(*By Telegraph to* Editor & Publisher)

Galveston, Tex., May 16—Controlling interest in the Galveston Tribune has been purchased by Harry I. Cohen of Galveston, Tom Gaffney, present business manager, and A. L. Perkins, present managing editor. Mr. Cohen is publisher and vice-president; Mr. Perkins is president of the board of directors and Mr. Gaffney is business manager and secretary. A stronger local editorial policy and the inauguration of a special cotton, marine and financial section are planned. Mr. Cohen, who was formerly in charge of the business pages of the New York Times, succeeds C. H. McMaster as publisher and there will be no other changes in the office personnel.

Now Smith, Sturgis & Moore, Inc.

Smith, Sturgis & Moore, Inc., is the new corporate name of the advertising agency of Collin Armstrong, Inc., the change being brought about on May 23 by the recent retirement of Collin Armstrong from the company and the purchase of the remaining stock by Frank G. Smith, William A. Sturgis and Col. Harold A. Moore, who have been active in the management for the past two years. Mr. Smith is president, Mr. Sturgis is vice-president and Col. Moore is director in Great Britain. H. L. Cohen continues as treasurer, K. A. Clark as secretary and Charles Hartnet, L. L. Robbins and Robert L. Johnson as account executives.

INLAND MEMBERS NAME LABOR BOARD

Vests Power to Supervise All Contracts in New Committee—Against 44-Hour Week — Adler Sees Short Paper Strike

(*By Telegraph to* Editor & Publisher)

Chicago, May 18.—By resolution unanimously adopted, the Inland Daily Press Association went on record here Wednesday as unalterably opposed to a working week of less than 48-hours in the printing and publishing business. This action came at the close of an interesting discussion which featured the final session of the association's May meeting.

Many of the members do not expect questions involved in the strike of book and job publishing employes for a 44-hour week at the old 48-hour rate of pay to be raised in their newspaper plants, but it was regarded as necessary that the association take a positive stand. The resolution follows:

"Resolved, That the Inland Daily Press Association's 266 members are unalterably opposed to the reduction of the working hours in printing and publishing plants to less than 48 hours a week."

In addition it was decided that a new committee should be appointed to deal with labor questions, the following resolution being unanimously adopted;

"Resolved, That the board of directors of the Inland Daily Press Association shall appoint a labor committee whose duty it shall be to consider all labor problems and that each Inland publisher before signing a new labor agreement should consult with such committee."

Sessions of the association were held Monday and Tuesday at the Hotel La Salle, with President John Sundine, of Moline, presiding and a representative attendance from the 13 Inland States. Mayor Thompson made an address giving the members a cordial welcome to Chicago.

E. P. Adler, chairman of the print paper committee, gave the members an encouraging picture of the paper situation. He said he had found no one who couldn't get all the paper he needed.

"Is there anyone here who needs paper?" Mr. Adler asked. When there was a chorus of "no's," the speaker told everybody to sit tight and not to be led to believe that the present paper mill strike would last six months. He said that as a result of the strike the mills in the United States were producing 4,000 tons per day compared with a normal production of about 7,000 tons. Paper now can be bought in the spot market, Mr. Adler said, at from 4½ to 5 cents, although many mills would not sell at less than 5½ cents.

One of the features of the second day was an address by W. H. Harrington of Moline, Ill., on "What's Ahead in the Newspaper Business." Mr. Harrington told the publishers that the present period of depression was nothing new, that business ran in cycles and that it merely was up to the newspaper publisher to so run his business as to be in on the coming movement up-grade.

He said, however, that the time probably was approaching when it would be necessary for the publisher to sell his space more intensively than ever before, that many of the smaller city advertisers were uneasy and doubtful about the results they were geting from their advertising.

Using a statistical chart, Mr. Harrington illustrated what he meant by business moving in cycles. The chart showed that the present "low" in business generally, including the use of newspaper advertising space, was higher than the peak a generation ago, after making all allowances for relative volumes of business. Contending that it was entirely possible for a newspaper to make money in a period of declining prices, he cited the history of the thirty year period of Napoleonic Wars, during which England laid the foundations for her commercial supremacy, and the 14 years following the American Civil War, when business prospered in spite of declining prices. "Declining prices does not mean that we cannot make money," he said, "they merely mean that the newspaper must do its work better."

The cost finding committee made its usual confidential report through chairman E. E. Johnson, of Iowa City.

The Association decided to issue credentials to any members desiring to make the trip to Honolulu next October to attend the World Press Congress.

Among the papers and addresses were "What is a Fair Circulation Price," by H. F. Kendall of Mattoon, Ill.; "Circulation Data," by Herbert L. Adams, of Perry, Iowa; "What Can the Newspapers do to Co-operate With the Telephone Company," by H. F. Crunden, of the Illinois Telephone Company; "What Can the Newspapers do to Co-operate with the Railroads," by Hal S. Ray, assistant to the president of the Chicago, Rock Island & Pacific Railroad; "Establishment of a Chicago Office," by B. S. Herbert, of the National Printer Journalist; "Extension of Inland Territory," by W. V. Tufford; "Establishment of a Trade Paper in Chicago," by Bert Pinkerton, of Monmouth, Ill.

Bryant Recovering From Operation

William B. Bryant, publisher of the Paterson (N. J.) Press-Guardian, is resting easily after an operation, May 18, for gallstones and for the removal of his appendix. His speedy recovery is expected.

MOVIE NEWSPAPER HERE SOON!

According to Richard J. Beamish, of the Philadelphia Enquirer, who spoke before the semi-annual convention of the Association of National Advertisers at Atlantic City last week, an organization has begun to prospect the establishing of a motion picture daily newspaper to be "issued" in two editions a day and supported entirely by advertisers. He outlined the ideas and purposes behind the plan as follows:

"The trend of the day in advertising as well as in the dissemination of information is decidedly toward the daily newspapers. What happened in the trend towards the newspapers is only a forerunner of what will happen tomorrow in the trend towards the motion picture as an advertising field.

"The day of the purely fictional picture is pretty well on toward its meridian. A new development is taking place—the motion picture newspaper is about to be born. We have news topics. They are the incidents of every well-rounded-out motion picture program. We have jokes and quotations from the Literary Digest and other mediums. They have become fixed features."

But an organization is already in the field, prospecting the establishment of a motion picture newspaper, to be shown twice a day at least—once at four o'clock in the afternoon for afternoon shoppers, largely women, and again at nine o'clock in the evening. It is suggested and proposed that the advertisers who will come into that motion picture newspaper will pay entirely for its presentation.

"You will have, instead of the garish, moorish, arid desert, foolish motion picture entrance, a beautifully designed entrance with demonstration booths as an incident. Perhaps it will be part of an arcade in which advertisers in the particular motion picture newspaper will have spaces for demonstrations or for a show. Promptly at nine o'clock, if it is your evening newspaper, the flash will come upon the screen, The Evening News.

"Then will come classified schedules to the second your news flashes—they will be told in large type, with especially selected lighting, and skilfully edited by the best headwriters that money can buy. You will get summarized the cable news of the world up to that minute. Following that, you will get the telegraphic news of our own country, and with that late financial information.

"Then you will get the local news; and the sporting news. Following that, you will get your news picture flashes, and the news picture flashes of the future will be vastly different from those of today. The newspapers of today have the opportunity, if they wish to seize it, to develop photographs sent by telegraph. It is just as easy to send photographs by cable as to send messages. Just one step more and we will have motion pictures by telegraph and by cable.

"Interspersed with the program there will be advertising, both picture and printed. The picture advertising will probably be not more than one hundred foot flashes. In the case of Whitman's Candies, for instance, there will be a pretty girl opening a box of chocolates, or there will be some of the intimate processes of manufacturing. In the case of Sunkist Oranges, there will be shown the peeling of the fruit or the taking of the fruit from the tree, or some such stimulating flash. There would be a tie-up of the screen show with the demonstration booth outside. For the food products there would be your recipes.

"The motion picture newspaper will not hurt the ordinary newspaper; the ordinary person will still want to read of the doings that he saw flashed in the headlines upon the screen; he also will want to read the advertising in the columns of the newspaper, flashes of which he saw upon the screen."

Digitized by Google

COMMISSIONS TO AGENCIES CONDEMNED AS BASICALLY INCORRECT

National Advertisers and Publishers of Newspapers and Trade Periodicals Commend Contention of "Editor & Publisher" That Clients Should Pay Direct

A GREAT many letters have been received by EDITOR & PUBLISHER commenting upon the editorial in the issue of April 30 declaring that compensation to agencies for placing advertisements should be paid directly by the advertiser and not by the publisher with whom it is placed.

A few publishers who commend the stand of EDITOR & PUBLISHER ask that they be not identified with their written endorsements. Therefore it is fair for us to say that in this matter EDITOR & PUBLISHER has no personal or partisan interest. In other words, EDITOR & PUBLISHER is not taking the part of either publisher or agency as such, but is doing what it always has done, and will always continue to do—battle for what is right, honest and equitable, with full confidence that right and reason will finally obtain.

The question is not a new one. It has been bandied about for years, growing in interest and importance as agencies have progressed gradually from mere placers of copy, practically in the service of publications, to great and useful institutions which offer to advertisers service originated and always intended for them alone.

But now its very age is against it. Other business practices have been either entirely abandoned with altered business conditions or have been modified to suit the march of progress; some even faced about to march in quite the opposite direction. Like the commission basis, they became archaic.

The demand for a change is shown clearly by the actions of some publishers, some agencies and some advertisers who have taken the firm stand that, since the advertiser pays the agency for its service, which is rendered without regard to the interests of the publisher, no charge should be made to the publisher for a service which never can be more than ostensible or perfunctory.

That the stand of EDITOR & PUBLISHER is supported by advertisers, publishers of periodicals and publishers of newspapers is shown by the letters we have received, a few of which follow:

"So long as an agency works for our interests," says F. L. La Bounty, advertising manager, Genesee Pure Food Company, Le Roy, N. Y., "we feel they should look to us for their entire remuneration."

"Commenting upon your editorial of April 30 on agency commissions," says J. T. Dorrance, of the Joseph Campbell Company, Camden, N. J., "it has been in the past and is at present our firm belief that the advertising agency should represent the advertiser and should be compensated by the advertiser.

"It is my belief that the advertiser can then demand and obtain real service from the agency. By this method there would be less merchandising errors committed."

"The positions taken in your editorial on agency commissions seem to us absolutely correct and sound," says Richard B Carter, president, Carter's Ink Company, Boston. "We certainly hope it will not be long before they are universally accepted and acted on."

"My judgment is that the present system of agency commissions is absolutely wrong in principle and is responsible for fake agencies by the score," says P. M. Sharples, president, Sharples Separator Company, Westchester, Pa. "Many agencies are established and used as a means of getting the full trade discount for the advertiser. In other words, they are fake agencies.

"Many agencies get rich while rendering little or no service, because the publisher protects them and most advertisers think there is no way of getting lower costs than by paying the amount that covers the publisher's charges, plus the agent's 15 per cent.

"Thus the publisher by his present method fastens on his business in most cases a leech who, with little service, gets 15 per cent which belongs either to the publisher or to the advertiser or to both.

"If the advertiser needs the services of a go-between, he very well knows it and is willing to pay for it; but he should be left free to arrange for this service and not bound up to take some recognized publishers' agent. Generally speaking, large advertisers, even though they do business through an agency, provide and pay their own advertising staff for exactly the work that they again pay the agent for. It may be good for the agent, but it is bad for the publisher and bad for the advertiser."

"Our opinion is that an advertising agency serves both the publisher and the advertiser," says George A. Descant, advertising manager, J. I. Case Threshing Machine Company, Racine, Wis. "Since the commission is about the only revenue the agency obtains from an account the size of ours, it seems to us it matters little, if any, who pays the commission to the agency.

"A hustling, willing, working kind of an agency *earns* its commission. Those who do not deliver real service to earn their commissions have no right to be employed by advertiser or publisher.

"Should the publishers get together and refuse to pay agency commissions, they can, in our opinion, certainly reduce the space rates to advertisers and any publication refusing to make such space rate reductions we believe would be unworthy of patronage of an advertiser."

"I am very much interested in your editorial on agency commissions," says R. J. Kaylor, publicity manager, Youngstown, Ohio, Sheet and Tube Company. "It seems to cover the ground exactly.

"We do not employ an agency, having a well organized publicity department of our own, but previous experience and some considerable knowledge of the question leads me, without hesitation, to say that the payment of commissions to advertising agencies is not only demoralizing to the agency, but also an exceedingly unbusinesslike method of compensation for such services as an agency may render."

"Commissions paid to advertising agencies have been much discussed at different sessions of the Association of National Advertisers and the opinion is pretty evenly divided," says Karl Kendig, advertising manager, Whitman & Barnes Manufacturing Company, Akron, O. "Personally, I would rather see the publishers pay the commission provided it is uniform with all of them."

"I believe all men entering the publishing business are surprised when they first come in contact with the publication paying agency commission, as the practice seems to be contrary to good business ethics," says H. L. Rogers, business manager, Chicago Daily News. "It occurs to me that this question arises primarily from the fact that we call the allowance a commission rather than a discount. It seems to bear a strong relation to the ordinary jobbers' discount in other lines of business.

"It seems strange that the agents should have made so strong a claim for an increase in this 'agency commission' during the last one or two years when, as far as I can see, they get no benefit from any change which may be made in the amount of commission 'allowed' by the publishers. They are in the peculiar position of arranging their own price to the advertiser through the amount of 'commission' they charge the advertisers as an addition to the net bill from the publisher.

"There may be many faults in this method of doing business, but any suggestions to differentiate between an agency which originates an account and one which is handling it but which did not originate it would, from my point of view, be impossible; and attempts to do so present complications too great, I think, to permit any chance of the publishers even attempting it."

"The agent's commission today is no hardship for any publisher who operates his business on modern lines," says Robert B. Waters, manager, Albany (N. Y.) Evening Journal. "The client pays all overhead, for the publisher regulates his rates accordingly."

"Some agencies are underpaid by the newspapers, while others should pay the publisher for the trouble they make. It may be said in all fairness, however, that a very large percentage of recognized agents perform honestly, and whether or not commissions from newspapers are to continue the client will receive that expert service, which only the advertising agency can give—the best that's in him.

"If the recognized agency is to be penalized by the loss of the publishers' commission it may resolve itself into a question of killing the goose that laid the golden egg—that is, control by a few as against the progress of completion by many.

"If advertising is far enough advanced to invite such a condition, well and good, but long experience will invite closer consideration of an increased commission by the newspapers rather than a complete suspension of a long-recognized necessity in the interest of the game."

"There is absolutely no reason why newspapers should pay commissions to an agency," says W. E. Thomas, general manager, Roanoke (Va.) Times-World. "The agency does not represent the publisher at all. He specifically tells you that the advertiser is his client and that he is a direct agent for him, and it is his duty to get the very best results from the newspaper, it matter not how it is obtained; and if he can get a good bargain or get by with a lot of free publicity, he carries the trophy to his client to show that he is getting results.

"I am of the opinion that all publishers should take a firm stand on the subject and decide, inasmuch as the agency is not a representative of the press, but of the advertiser, that it is inconsistent and out of place to pay commissions of the agency. Rates, both local and foreign, should be uniform, and be absolutely net. A uniform rate card seems to be the only solution of the problem; and when it is made generally effective it will of necessity force the agency to look to the advertiser for pay for the service he renders."

I HAVE seen death come to men in various ways, some rather novel and Western. I once saw a man hanged, and I have seen several men shot and came very near going out that way myself two or three times, but always the other fellow aimed poorly. I was being shot at because I was a newspaper man and I should have been shot at. There must be public concern in what is printed, as well as its truth, to justify it. That is something that newspapers should get to know in this country.—From the deathbed letter of Franklin K. Lane, former Secretary of the Interior.

"To my opinion there is no legitimate reason why newspapers should allow commission to advertising agencies," says A. W. Fell, general manager, Worcester (Mass.) Telegram-Gazette. "The agent performs no service whatever for the newspaper. His work and service is exclusively for the advertiser.

"The argument might be used that the agent creates business for the newspapers, but this is a fallacious theory, for the reason that the newspaper is merely a medium which exists, making it possible for the agent to create the business for himself. In other words, the existence of the advertiser and the existence of the newspaper make it possible for the agent to create business for his own profit.

"In my opinion, the advertiser should pay directly for the service the advertising agent gives him. The fact that the agent sends the business to a newspaper is in no way a favor to the newspaper which should be recognized by commission, for if the agent exercises his services to the advertiser his only way of doing it forces him to use newspaper space.

"I believe that the time is not far removed when the old custom of agencies levying tribute upon newspapers which they *must use* will be a thing of the past. The advertiser pays the bill anyhow, so why not readjust the matter and place the charges where they belong?"

"Referring to your editorial on April 30th on 'Agency Commissions,' I believe that unquestionably advertising agencies should secure their compensation entirely from the advertiser," declares R. A. Huber, business manager, Akron (Ohio) Press. "As soon as they cease to derive their remuneration from that source they not only depart from their fundamental principles but also cease having any excuse for their existence.

"They are as surely dependent upon the advertiser for their compensation as the lawyer looks to his client for his fee. Their office is one of service to the advertiser and the advertiser only. They cannot possibly serve both the publisher and the advertiser without, at some time or other, favoring the one at the expense of the other.

"We maintain our own personal representatives in different sections of the country to represent our interests and we hold these representatives responsible for all business coming from their territories. They are the ones who represent our interests in dealing with the advertiser's representative, or advertising agency."

"We are in complete accord with the expressions of your editorial on 'Agency Commissions' in the April 30 issue of EDITOR & PUBLISHER," says Justin X. McCarthy, advertising manager, Yonkers (N. Y.) Herald.

"Many an agency has seen fit to wield its commission like a club above the publisher's head, but the abuses have not been common to the agency alone. Publishers have been known to allow agency discounts to advertisers who ran their business direct. The latter practice might easily have been justified in the eyes of the publishers by the knowledge that many a direct advertiser does more to really earn a discount than a great many agencies. Was the publisher entirely at fault in this practice? Is it not true that the advertiser pays the agency commission to help maintain the service department of that agency? If the advertiser creates his own advertising department and handles his business direct, does he not earn a discount as deservedly as any agency?

"Should the payment of advertising commissions be discontinued and supplanted by a charge for actual service there is no doubt that it would herald an era of better copy which would automatically increase both the results from advertising and the volume of advertising."

"I note that your editor is quite certain that the agent should be paid by the advertiser directly rather than through the publisher indirectly," says Harry B. Haines, publisher, Paterson (N. J.) Evening News. "From the standpoint of pure theory he is absolutely right, and if I was editing a trade journal I would feel the same way about it. It happens, however, that the advertising business is not a product of pure logic but contains many illogical customs. These seem to call for removal but they display a vitality which astonishes the would-be undertaker. The fact that the agency works for the advertiser and is nominally paid by the publisher is one of these.

"Frank Munsey tried to correct it years ago, when Munsey's Magazine was one of the strongest publications, but failed. His experience seemed to establish the fact that while the agent works for the advertiser and owes no obligation to his nominal paymaster, the publication, the rate must be based on this accepted fact; which means, of course, that the publication in making its national rates assumes that practically all such business will come through the agency. It therefore makes a rate and figures not on the gross but on the net rate received.

"The ideal rate, of course, would be to charge everybody the same rate per line for the same amount of space; the agent too would add his service charge. This is the case in some cities where the agents do not get commission on local advertising but handle such accounts on a service basis. We may come to such a basis eventually, although the agents are by no means a unit in advocating it. In fact, it is a question whether the majority of them would be in favor of it.

"Meantime, Mr. Munsey's experience shows that no one publication or agency can make a change in the accepted trade customs, and these discussions while always interesting are only important when they indicate that the weight of opinion is moving towards a change."

"Newspapers sell advertising space at a price at which they are able to exist. This minimum price is usually given the local advertisers," says F. H. Miller, general manager, Montgomery (Ala.) Journal.

"Under the present system where newspapers have to pay an advertising agency commission on foreign business, the newspaper must necessarily add this commission to its local rate to establish its foreign rate. Of course the foreign advertiser ultimately pays the commission.

"Personally, I do not see that it makes any material difference whether the foreign advertiser gets the local rate in newspapers and in turn pays the advertising agency for its trouble and expense in handling this copy, or whether he pays the foreign rate as at present, which includes the agency commission.

"The present system has been established for many years and I see no reason for changing it. The present agitation is simply due to efforts being made by various business houses to see in what way they can reduce expenses.

"If the foreign advertiser would figure out the matter he might see that if there is a commission to be paid for the services of an advertising agency it must necessarily be paid by him—that is, to be considered in the cost of the advertising."

"There are two sides to the question of compensation of advertising agencies," says W. C. Dowd, of the Charlotte (N. C.) News. "I think it goes without saying that the agency's first allegiance is to the advertiser, and from him he must secure the major portion of his remuneration. At the same time, I think it is equally true that in the preparation of copy, in the preparation of campaigns, in the developing of advertisers and in the handling of details he is also doing some service for the newspapers, from whom he should receive a part of his remuneration.

"Of course there are many cases where the account is already developed and where the service is almost exclusively for the advertiser, and it is hard to agree upon a hard and fast rule that would apply fairly to all classes."

"I have read the editorial in your April 30 issue, entitled Agency Commissions," says F. O. Larson, business manager, Tulsa (Okla.) Daily World. "After having given it considerable thought I am of the opinion that newspaper rates should be net to the advertiser or agency and that any compensation to the advertising agency should come direct from the advertiser.

"I furthermore believe that with all rates net it would be comparatively easy to make the local and national rates the same, and in this manner overcome the very bad practice that has recently been started by national advertisers endeavoring to place copy through local dealers.

"I should like to see some concerted action taken in this matter as quickly as possible, and I hereby pledge the cooperation of the

(*Continued on next page*)

Digitized by Google

S. F. CHRONICLE GETS ARTHUR CLARKE

Named Managing Editor of M. H. de Young's Daily On Which He Was Reporter Over 20 Years Ago, After Wide Experience

Appointment of Arthur L. Clarke as managing editor of the San Francisco Chronicle was announced by M. H. de Young, owner, editor and publisher of that paper, just before he concluded his visit in New York this week. Mr. Clarke, who has been assistant managing editor of the New York Evening World for the past year, takes the office vacated by the death of John P. Young, who had held it for 43 years and under whom Mr. Clarke was initiated into metropolitan journalism in San Francisco during the nineties.

ARTHUR L. CLARKE

Mr. Clarke is a native of Indiana and was brought up in Ohio and educated at Wittenberg College in Springfield, which offered opportunities for entrance into the ministry. Notwithstanding these early advantages, he has never been known to write a book, run for office or preach a sermon. He left college to join the staff of the Springfield Champion City Times, now a component of Governor Cox's Springfield News, reported for a while and then started his travels. His first stop was at the Omaha Republican, where he was sports and dramatic editor and enjoyed the company of Fred Nye and O. H. Rothacker. Chicago and its City Press Association claimed his services from Omaha for a short time.

On the Chronicle

Then his father went to California and young Arthur went with him, with his eyes still fixed on a newspaper career. He joined the San Francisco Chronicle as a reporter and won a desk position as assistant telegraph editor within a short time. Then Mr. de Young heard of his experience in Chicago and he went back to the Windy City as correspondent of the Chronicle. That was in 1892 and it was an opportune moment, for the World's Columbian Exposition, in which Mr. de Young as California committeeman was deeply interested, was getting under full way. Mr. Clarke served Mr. de Young practically as a secretary during the Exposition and upon its conclusion Mr. de Young built up the Midwinter International Exposition in San Francisco and made it a financial success—an unheard of state of affairs for an international exposition—and Arthur Clarke had done his part by purchasing and shipping many of the largest exhibits and much of the equipment of the Columbian Fair. That exposition was directly responsible for the erection of the museum which Mr. de Young recently presented to the city of San Francisco.

Clarke's next opportunity came when the Chronicle became involved in a libel suit which had its heart in Moberly, Mo., the boyhood home of Mark Twain. It was successfully concluded from the Chronicle's standpoint by Mr. Clarke and appointment as Washington representative was his reward when Mr. de Young, travelling in Europe, heard of it. He held the Washington post until 1896, when William R. Hearst bought the New York Morning Journal, now the American, and asked Clarke to go to Chicago as correspondent for that paper and the San Francisco Examiner. In 1899, the Chicago Tribune induced him to go to London as its European correspondent—and events made him South African war correspondent, too, for he covered the Boer War from London for the Tribune.

Back in the U. S. A. a couple of years later, he became assistant managing editor of the Chicago American for about three minutes, for upon his arrival in the office, some one found that a night city editor was needed and "A. L. C." was elected on the spot. Next he served as city editor on both of Mr. Hearst's Chicago newspapers and in 1903 was shunted to Los Angeles to help start and be the first managing editor of Mr. Hearst's Examiner. He stayed four years and then went back to Chicago as managing editor of the American, shifting after a year to the same desk on the New York American, thence to the Chicago Examiner and around the ring again to Boston with the same title on the American. Managing editor of the New York Evening Journal, editor-in-chief of the Boston American, and again to Chicago as the Examiner's managing editor—these rounded out a career on the Hearst newspapers which included service as managing editor or higher on all of them except the San Francisco Examiner and Atlanta Georgian.

He was city editor of the Chicago Herald when it passed to the Hearst ownership and he journeyed back to New York and picked out a coat-hanger in the Evening World office. At first he was a minister without portfolio but shortly afterward as city editor. That was in June of 1918, and he stayed until the following summer. He was nursing a plan for an illustrated tabloid daily in New York, but the Government's rule against new newspapers during the war prevented him from executing his idea. A year later the Chicago Tribune's owners decided to start the then Illustrated Daily News and Clarke was appointed its first managing editor. He stayed with the News during its infancy and when he left after it was seven months old, it was selling at the rate of 165,000 copies a day. After a short vacation in the West, he rejoined the Evening World as assistant managing editor.

He will leave New York May 29 and will take up his duties in San Francisco immediately thereafter with the Chronicle.

Coast Paper Names Roto "Special"

The San Francisco Daily News has appointed the Gravure Service Corporation as special foreign representative of its Saturday rotogravure section.

COMMISSIONS TO AGENCIES CONDEMNED

(*Continued from page 7*)

Tulsa World in bringing about what we believe to be a better condition."

"Your editorial on agency commissions in my opinion is wrong in that publishers are involved in paying commissions under any circumstances," says E. A. Simmons, president, Simmons-Boardman Publishing Company, New York, publishers of a number of trade and technical periodicals. "At no time should the advertising agent act for the publisher. The assumption should always be, from the viewpoint of both parties, that the advertising agent is at all times acting for the best interests of his client. That the advertising is new or that an increase is involved should not be a factor, the presumption being that in either event the agency recommended only what was best for the advertiser.

"We have paid no commissions to advertising agents for at least fifteen years. We maintain our own copy service department and we charge advertisers for whatever writing we do that is accepted by them. Likewise we charge for all drawings and cuts. We believe this plan to be absolutely fair to all concerned, since it enables us to keep our rates for the space involved down to the lowest possible minimum, while those to whom we furnish copy service pay for that service and there is thus no injustice to those advertisers who maintain their own copy service departments or who pay advertising agents to prepare copy for them.

"We have very satisfactory relations with a considerable number of advertising agencies and are always glad to supply them with whatever data they may require to help decide the recommendations they make to their clients.

"I regard your editorial as the most sane, honest and constructive expression of the commission bugbear that I have ever known to be published in any publication," says E. R. Shaw, publisher, Power Plant Engineering, Chicago.

"It pleases me exceedingly to know that Editor & Publisher champions the policy that advertisers should pay their agents direct for whatever counsel and service rendered them.

"It is my firm conviction that advertising, that is, advertising campaigns, would be successful in twenty cases where they are now successful in but one if it were not that so many advertising agents place their clients' advertising in the publications that pay them the largest commission. In some cases it is the largest rate of commission and in other cases it is the largest amount of commission because the publication's rate is very large and the total amount of commission received for placing one piece of copy is huge.

"It is impossible for advertising agents to ignore their own interests in any advertising campaign they carry out, and I think I am correct in saying that they consider their own interests first and their clients' interests second. That being the case, they spend their clients' money where they, the agents, get the most from it and their clients get what happens to come.

"You have seen, of course, a letter on the subject of agents' commissions recently sent out to the publishers generally by N. W. Ayer and Son. I think that it is a wonderful aid to the progress of advertising to have the largest advertising agency in the land state frankly that they are in the employ of their clients and not in the employ of publishers, therefore their clients pay them for the service they render and they accept no commissions from publishers."

"About 40 per cent of our advertising volume is placed through advertising agents; 60 per cent direct through advertisers," says Edwin C. Johnston, publisher, American Exporter, New York. "It is naturally a very trying problem for us to meet the practice of agency commissions when our rates have to be based upon the net value to the advertiser dealing direct. The magazine publisher can readily add sufficiently to his rates to cover the commission, where we cannot.

"The agency serves the advertiser, not the publisher, and should naturally derive its commission from the advertiser and not the publisher. The agency service is intended to enhance the value of the advertising and the advertiser should be willing, therefore, to pay the agency for the increased value."

"We have recently adopted the policy of granting commissions to all agencies on either new or old business," says A. S. Armagnac, president, Heating and Ventilating Magazine, New York.

"Our position in the matter is very much as follows: We feel it to be a great advantage to us to have the advertising copy prepared by an agency. It looks far better as a rule than that prepared by the advertiser himself, besides having the punch. We are saved a great deal of trouble with this arrangement, and it is undoubtedly money in our pocket.

"We think your point is a good one that any service rendered by an agency to a publisher should be paid direct by the publisher. We would be glad to support this idea. That is the way we look upon the payment of commissions. As it works out it is really six of one and half a dozen of the other, although we would like to see the two transactions separated and have the agency get no commission as such, but be paid a stipulated sum by the publisher."

"We have never paid commissions to agencies, and do not intend to start now," says The Haberdasher, New York.

"Your editorial on the agency commission question is excellent, and the last paragraph expresses our ideas on this subject exactly. We do not allow agency commissions on either of our journals and carry quite a few ads placed by up-to-date agencies," says T. L. Smith, treasurer and general manager, The Wood-Worker and Veneers, Indianapolis.

"I am heartily in accord with the spirit of your editorial on agency commissions," says L. B. Mackenzie, president, the Welding Engineer, Chicago, "and believe that the granting of commissions to agencies should be discontinued."

"We have not allowed any agency a commission for more than seven or eight years, for the reason that we do not think that they should be paid a commission any more than we should pay their rent or any other overhead that they have," says J. G. Taylor Spink, general manager, Sporting Goods Dealer, St. Louis.

"We believe that just as our advertising is a service to manufacturers in the sporting goods business desirous of getting in touch with dealers in sporting goods telling them of the merits of their goods, that they should pay our card rate without any discounts or commissions."

OKLAHOMANS TO MEET BY GROUPS

Five Districts Set at El Reno Meeting—Newland New President—Raise $11,000 for Clubhouse—Ponca City Gets Next Session

(*By Telegraph to* Editor & Publisher)

El Reno, Okla., May 16.— The Thirtieth annual meeting of the Oklahoma Press Association here May 13 and 14, was one of the most profitable and enjoyable ever held, despite the two days' rain, for everyone agreed that this was needed by the farmers at home. The annual address of the President, Richard M. Elam of the Pawhuska Daily Capital, dealt with "Modern Newspaper Service." E. S. Bronson of the El Reno American, for sixteen years secretary of the organization, was elected to represent the association at the World Press Congress at Honolulu, at the expense of the Oklahoma press. Six other members of the association expect to attend the congress.

Eleven thousand of a $20,000 endowment fund to sustain the Editor's clubhouse at Medicine Park, was subscribed in open meeting and remainder will be raised by mail. Dues were increased from $2 to $5 annually.

J. H. Cockrell of Tulsa and W. R. Martin of the Oklahoma Live Stock News reported that employing printers were generally holding out against the 44-hour week, many plants being closed down. Clyde E. Muchmore of the Ponca City Daily News reported on the print paper situation.

John F. Asley of the Ardmore Ardmorite, told of various community activities carried on by his paper. H. G. Spaulding of the Shawnee Morning News spoke on the "sliding scale of advertising rates," which he advocated locally, with a flat rate nationally. He advocated a higher local rate than foreign. He told the convention that the A. N. P. A. in annual session went on record for sustaining present advertising rates.

Ponca City was unanimously chosen for the next annual meeting.

New officers are: President, J. L. Newland, Frederick Daily Leader; first vice-president, L. B. Myers, McAlester News-Capital; second vice-president, Elmer V. Jesse, Mangum Star; third vice-president, Kate Suggs Reid, Ardmore; secretary-treasurer, E. S. Bronson, El Reno.

The state was divided into five groups to conform to the division of the Oklahoma Bankers' Association, for the purpose of holding group meetings, chairmen being named as follows:

First, P. P. Wettengle, Elgin Champion; second, J. T. Renfrew, Alva Record; third, H. G. Spaulding, Shawnee News; fourth, L. M. Nichols, Bristow Record; fifth, E. F. Stamp, Hugo News.

Senator John Golobie of the Guthrie Register was endorsed for Ambassador to Jugo-Slavia, his native country. Friday night a ball was given and Saturday night a gridiron banquet burlesque on "the Eighth Legislative Riot" was given to 300 visitors.

Now Lowell Evening Leader

The Lowell (Mass.) Courier-Citizen on May 7, changed the name of its evening edition to the Lowell Evening Leader, with new headings and new features and new make-up. Advertising will continue to be sold for both the morning and evening editions of the same day without change.

Digitized by Google

BANK'S DOORS OPENING WIDER DAILY TO GOOD ADVERTISING MANAGERS

Position Growing in Importance and Increasing in Opportunity as Financial Institutions Realize the Need for Reaching the Public Through the Printed Word

By G. PRATHER KNAPP
Mississippi Valley Trust Company, St. Louis

FINANCIAL advertising has had a remarkable growth in the last five years. Banks and other financial institutions have come broad awake to the fact that they need advertising just like other business ventures and their doors are opening wider every day for the man who knows advertising in its broadest and truest sense.

The Financial Advertisers' Association was formed and made a department of the Associated Advertising Clubs of the World at the advertising convention in Chicago in 1915. Just four financial institutions sent representatives to the convention.

I happened to be one of these four men who organized the Financial Advertisers' Association. Owing to the war and various other circumstances, five years elapsed before I attempted another meeting; in Indianapolis in 1920. The Financial Advertisers' meetings were attended by more than 500 representatives of financial institutions.

What Sort of Man?

Swift as the development of financial advertising has been, there is nothing of the mushroom quality in its growth. America's war financing was an educational problem; a publicity problem. In a large way, it was exactly the problem which faces the publicity man of a single financial institution. Solving it in the individual case is a service which every bank requires and for which many banks are willing to pay handsomely.

Let us come down to brass tacks and consider the financial publicity man. What sort of man should he be? What sort of equipment does he need? What sort of work must he do? And what future has he with his bank and in his community? Here is a concrete example.

Francis H. Sisson, Vice-President of the Guaranty Trust Company of New York, in charge of publicity, is a university man, a Phi Beta Kappa, a former newspaper editor, a former advertising agency man. He is of the publicist type, rather than of the financial type.

His corporation employs more than 5,700 people, has offices all over the civilized world, controls assets in the neighborhood of $1,000,000,000, has a capital of $25,000,000, and, during 1920, earned a 20 per cent dividend on that capital and added five million dollars to surplus. Mr. Sisson is the voice of the Guaranty Trust Company; and more than the voice. As a member of its Managing Committee, he is one of the four or five controlling personalities who really are the company.

A Publicity Job

The need for a man like him and the opportunity for such a man which existed in the Guaranty Trust Company exists to a proportionate degree in every financial institution of the United States. There is both room and demand for skilled publicity men in them all.

Banks and trust companies are at last fully awake to their educational function as one of their essential reasons for being. They realize that they must teach thrift and approved methods of handling money to 100,000,000 people. They realize too that if there ever was a time in the history of this country when thrift was essential, or skill with finance was valuable, that time is this year and the years to follow.

It is not calamity howling but mere common sense to say that we need all our skill and energy and determination in grappling with our problems. Every lesson of thrift and wise investment that can be taught the American people through publicity will save them from learning the same thing in the sharp school of adversity.

We must not only tell people what to do, but how to do it. We must educate a nation where perhaps only one man in a hundred ever enters a bank until we reach the point where one man in at least ten is a regular bank customer.

This job is a publicity job, pure and simple.

Not an Easy Task

It is harder than the average publicity job. If you are advertising hats or soap you know that sometime every one must have a new hat and a fresh cake of soap. But unless you convince your prospect of his need for bank service he will perhaps never realize it. You must convince him, not by glittering generalities, but by plain, hard, everyday facts; and you must have the facts before you can present them.

Some successful advertising for banks has been done by agencies outside of the routine of banking practice, but the future of bank publicity, as I see it, lies in the appointment by every bank of consequence of a representative whose duty it is to vocalize that bank as a factor in its community.

The bank publicity man must know banking and his own particular bank. He must be in touch with directors, officers, employees and customers. He must learn by actual contact and realize by actual experience the basic fundamentals of the banking business.

Let me mention one or two things the publicity manager of a bank must know and do.

First of all, he must appreciate that banking is not the business of handling money, but the business of handling people. The banker's stock in trade is not silver and gold, nor notes, bills and discounts. In the strictest sense, it is not even credit. The banker's stock in trade is human personality.

For some unexplainable reason the impression exists in very many minds that the banker is an unpleasant sort of person, that he has to be an unpleasant sort of person to be a success in his line. The tight lipped, blue nosed, hard jawed, steel eyed Scrooge is the picture that rises in far too many brains when the word "banker" is uttered.

Now, as a matter of fact, no man can possibly be a success as a banker without the ability to make friends and keep them. Your successful banker is a dependable trustworthy, reliable, friendly soul. He is not a Scrooge but a Lorry. Without Lorry's qualities he would never attract a dollar of deposits, never hold a dollar of anyone else's money for a day.

Here's a practically new field for the man skilled in preparing "reason why" copy with a human interest touch. "It's a big job and a hard job," says G. Prather Knapp, "but it pays."

And it is the publicity man's job to make others know this.

Again, the average American must be taught that his banker does not estimate men by their riches and that the small customer is just as welcome as the wealthy customer. As J. Pierpont Morgan put it on the witness stand, "We do not lend on security but on character."

Banks succeed and grow with the success and growth of their customers. Taking an account when it is small and helping it grow large and repeating the process over a number of cases is the secret of success in the banking business. Everyone does not realize this.

It is the job of the bank publicity man to make everyone realize it.

But even more serious is the unfamiliarity with the utility of a bank and the process of the banking business that keeps the average American from using a financial institution.

It must be the duty of the bank publicity man to take the public into the bank by means of his publicity. He must take the man in the street through the main entrance, show him around the lobby, explain to him the form on the check desk, clarify for him the procedure at the teller's window, familiarize him with the personal qualities and business functions of the officers, and so on.

Doing all this and doing it right is a big job and a hard job, but, believe me, it is an interesting job and a necessary job. It is a job that the business of this country needs. Financial institutions realize their need for it and are more or less willing to pay handsomely for it.

BRITISH JOURNALISTS FIX WAGES

The British Newspaper Society, For Newspaper Proprietors Outside London, Settle New Terms Accepted By N. U. of J.

By Herbert C. Ridout
London Editor, Editor & Publisher

FOLLOWING closely upon the heels of the settlement of the wage question of London journalists, already reported to Editor & Publisher, I have just received news from Frank Bird, Secretary of the Newspaper Society, that his association has succeeded in arranging an agreement on salaries and working conditions for the newspaper staffs of country publications (i. e, outside London), and that the agreement has been accepted and signed by the National Union of Journalists. This is the result of prolonged negotiations, and may be taken as further proof of recognition of the Union, especially in view of the fact that the President of the Newspaper Society said that while, on account of the rapidly decreasing cost of living, his colleagues were unanimously of opinion that they could not give a larger increase than that offered, they appreciated the fact that the Union had been loyal for twelve months and on that account had persuaded their members that some advance was due.

That the new agreement has found acceptance by the Union is largely due to the painstaking efforts of the Newspaper Society's President, Valentine Knapp, during the negotiations, and his careful handling of the employers' case. He devoted an immense amount of time and thought to the matter, weighing in judicial fashion every title of evidence, and he has earned the thanks of his colleagues in the resulting agreement and its apparent satisfaction to both sides.

The new agreement is signed to take effect as from January 26 last, and carries a ratification of its provisions from the Scottish Daily Newspaper Society, the terms thus being rendered applicable to Scottish journalists.

Briefly the terms provide that journalists of either sex, of 23 years of age and having earned their living as newspaper writers for three years, shall be entitled to the following minimum weekly salaries:

For weekly papers, £4.7s.6d.; for weekly papers in places where daily papers are published, £4.13s.6d.; for daily papers in towns of fewer than 100,000 inhabitants £5.3s.; for daily papers published in towns of between 100,000 and 250,000 inhabitants, £5.8s.6d.; and for daily papers in towns of over 250,000 inhabitants, £5.15s.

No specified time for the continuance of the agreement is laid down, but twenty-eight days notice from either side will call together the committee, containing five representatives from each organization) to discuss any matters arising from it.

Thus, it would seem that for a period we may expect complete peace between owners and workers on the subject of wages and conditions for newspaper men, so that this element of uncertainty is removed from the thorny paths of news production, and the fact may smooth the way towards the approach of more normal conditions.

Thomas Agency Moves

The Thomas Advertising Service has removed its Tampa (Fla.) to the Citrus Exchange Building.

Digitized by Google

HAWK EYE EDITOR SCORED FIRST BEAT ON LINCOLN'S NOMINATION

Although Over Eighty John L. Waite, Last Survivor of the Group That Reported Historic Convention, Still Directs Famous Burlington Newspaper

By TRACY GARRETT

THE old Cleveland Leader "beat" the newspaper world with its report of the Chicago convention of 1860 that made Abraham Lincoln the republican nominee for president, because, for the first time in newspaper history, a "cub reporter" covering a big story had worked out beforehand how he could combine telegraph and mail service and get his copy to the desk a few hours ahead of competitors.

JOHN L. WAITE

That cub reporter was John L. Waite who has been connected with the Burlington Hawk-Eye for half a century and for more than thirty years editor. Although he celebrated his eightieth birthday some time ago, the same spirit of journalistic enterprise that enabled the Leader to score a beat sixty years ago is still his and his first thought now as then is for "the paper."

Mr. Waite never comes to "the shop" for a chat and I never call at his hospitable and cheerful home without discovering in the discussion of current events or stories of yesterday, some idea that can be used advantageously either editorially or in the news columns. I frequently find on my desk some beautifully written long-hand manuscript that even the printers of today have no trouble in deciphering and this always means that the editorial page of the Hawk-Eye is brighter and more interesting because of a contribution from Mr. Waite.

He is a kindly and constant critic of the Hawk-Eye and the Hawk-Eye is cleaner because of his careful reading of its columns daily. Nor is his criticism confined to errors, many a young reporter of today is made happier when a note comes down "Please tell whoever wrote that story that I thought it very good. J. L. W."

You have asked for a human interest story of Mr. Waite, his whole life is one of human interest, because he has ever been intensely interested in his fellow humans and that interest is just as strong today as when he was a "cub" covering his first big story.

Natural Born Newspaper Man

I have often thought that Mr. Waite is one, of those "natural born newspaper men" so often talked about and so seldom found.

Born in Ravenna, Ohio, Mr. Waite completed his schooling in Chicago and became a telegraph operator, but he was not satisfied in handling copy that others had written. His first chance to do something big in a news way came when the Wigwam was being erected for the Republican convention of 1860.

Securing the plan and a descriptive text he put up a news feature story and submitted it to the Cleveland Leader. It was used and copied by the Chicago Tribune as the first description of the building to appear in Chicago, thus admitting that the volunteer correspondent had beaten the men of the Tribune's own staff. As the result of this piece of work, the Leader offered young Waite the necessary credentials to gain a seat in the press gallery at the convention and asked him to furnish a story but, as telegraphic news service was most limited in those days and very expensive, the Leader did not authorize him to file a wire report.

That did not suit the young newspaper man. He realized the time value in news and, even if his paper did not think a special story of the convention worth while until it could reach the office by mail, he devised a method to gain a full day in transmission of his news stories by using the wire of the Pittsburgh, Fort Wayne and Chicago Railroad, upon which line he was employed as an operator at the time, to send his specials free of charge to the paper through the operator at Crestline, Ohio, who copied them and sent them by mail or express to Cleveland over the Columbus and Cincinnati Railroad.

Thus he gained for his paper twenty-four hours over the regular mail by which the convention story was sent from Chicago and "beat" the country, outside of Chicago, with both his pre-convention stories and the big, descriptive story of the convention itself.

He is probably the last survivor of the men who sat in the press gallery at that history making convention.

Mr. Waite came to Burlington as superintendent of telegraph of the Burlington and Missouri River in 1863 and six years later, after doing considerable newspaper work as a side line, quit the key to take the city editorship of the Hawk-Eye. In 1874 Frank Hatton, then editor of the Hawk-Eye made him associate editor and in 1876 he succeeded Robert J. Burdette as managing editor when the famous humorist resigned to enter the lecture field.

Mr. Waite continued as managing editor until 1882 when he was appointed postmaster of Burlington. Four years later he became editor of the Hawk-Eye. Although he has since served three terms as postmaster he never entirely relinquished his association with the Hawk-Eye and is today chairman of the board of directors.

I have known Mr. Waite intimately since I was a boy. Twenty years ago I did some of my first newspaper work under him and, after an absence of sixteen years it was a great pleasure to again become associated with him.

In all the time I have known him, I have never known him to be other than fair, just and tolerant of the views and opinions of others however much he might differ from them and I have never known him to lose his temper nor to become unduly excited. But he is neither cold nor indifferent. In fact I have known but few men so sympathetic or keenly interested in people and events as he, but he has the real newspaperman's ability to "keep his head when all about him are losing theirs," to listen attentively and see accurately, to retain what he hears and sees and to reproduce it all in written words.

In writing a "human interest story" of a man past eighty who has spent so many years on the street and at a desk in the news and editorial rooms of a daily paper, it is customary to write something about the lengthening shadows and the evening of life, perhaps something about "turning in 30." But one who looks into the clear eyes of J. L. Waite, who realizes his quick grasp of current situations and reads his forceful, legible copy, cannot bring himself to believe that the sun for him is creeping into the west.

Besides he has always been a morning newspaper man who knows no evening.

WORLD'S SUNDAY SCHOOL LEADERS SEEK PRESS CO-OPERATION

By WILLIAM T. ELLIS

WHILE American publishers were recently in annual convention in New York there was, at the same time and in the same city, another gathering, unheralded, of even more far-reaching importance. The Executive Committee of The World's Sunday School Association, of which John Wanamaker is president, was in session at the Union League Club, to consider the affairs of the thirty million members of the Sunday School.

Gathered before a huge wall map of the whole world, these men talked in terms of continents and nations; for literally all the countries of earth are the field of this Sunday School organization, which has its official representatives even in the non-Christian lands.

Naturally, the universal unrest of society means more to the World's Sunday School Association than to many other bodies. Since the Sunday School deals with the erection of ideals and the formation of character, these leaders inevitably faced their responsibility for preserving the proved integrities of civilized life and of real democracy and liberty.

As everybody knows, the Sunday School is the one organization in the United States and Canada which is literally all-pervasive, going even farther than the public school, into every city, town, village and rural settlement. With something like twenty million members, most of them children and young people, in North America alone, upon whom its touch is weekly, and distinctively character-forming; it is in a peculiar position to combat the un-Christian and un-American influence of foreign radicalism.

So an important step was taken, when, at the New York meeting, the World's Sunday School Association appointed a committee, to serve with a similar committee from the International Association with a view to enlisting the co-operation of the newspapers of the English-speaking world in a great "drive" to help the Sunday Schools function fully in the present emergency. The quickest and most direct way to awaken the Sunday Schools themselves, and the public that is naturally in sympathy with them, to the new task of saving Christian civilization, is through editorials and news and special articles in the daily press.

This plan implies no perversion of the proper functions of either the Sunday School or of the newspapers. It is the clear Bible idea of liberty and of social justice and of democracy that is going to save the world from the hate-filled vagaries of Bolshevism. It is a primary mission of the press to give attention to all that makes for public welfare; and to print freely whatever news of public interest arises in any large element of its constituency. And with nearly one-fifth of the country's population officially in the Sunday School, and more than half the people sentimentally interested in it, the news value of the Sunday School is obvious.

A speaker before the World's Association leaders pointed out that the daily articles upon the Sunday School and Bolshevism, which the Philadelphia North American and the Pittsburg Leader are publishing, apparently have been highly profitable to these papers from a circulation standpoint.

The general public has little knowledge of how complete is the organization of the Sunday School, extending by units of nations, states and provinces and counties and cities, down to the smallest communities. Many hundreds of employed officers give all of their time to the promotion of the Sunday School, and these will be straightway enlisted in the new effort for newspaper co-operation.

It is easily conceivable that the movement inaugurated by the World's Sunday School leaders in New York may, by the help of the newspapers, assume proportions that will profoundly affect the future of America and of the other nations.

HASTINGS CALLED TOO LENIENT

Ontario Editor, Serving as Judge, Investigated for Booze Decisions

The Commission recently appointed by the Hon. A. E. Raney, Attorney-General for the Province of Ontario, to investigate the conduct as local magistrate of David Hastings, editor and publisher of the Dunnville (Ont.) Gazette, has handed in its report. In it testimony is paid to Mr. Hastings as "an upright and honorable man, a leader in the Methodist church, and one whose integrity is unimpeachable." While the Commissioner does not find that Mr. Hastings "intentionally or consciously favored in administering the Ontario Temperance Act any particular 'ring' or group," as was alleged in the complaints, he thinks that Mr. Hastings was not strong enough in his administration, and tempered justice with too excessive leniency.

The press in Ontario particularly has taken up the case and discussed it at length. Both editorial and public opinion generally incline to the belief that Mr. Hastings has been unfairly dealt with. Mr. Hastings meanwhile has announced his intention of proceeding further with the matter.

N. E. A. Fighting Mondell Bill

The National Editorial Association is unremitting in its oppsition to the Mondell bill for the repeal of the postal zone law on second-class mail. H. C. Hotaling, the executive and field secretary, says that every vice-president has received a circular urging him to get busy with the Congressmen of his state. The resolution adopted by the association at the Florida convention has been placed in the hands of every member of congress.

Feiker Hoover's Assistant

F. M. Feiker, vice-president and chairman of the editorial board of the McGraw-Hill Company, has been appointed assistant to Secretary of Commerce Hoover. Mr. Feiker will assist Mr. Hoover in the expansion of the Bureaus of Foreign and Domestic Commerce, Standards and Census.

Digitized by Google

CALLING DOWN A COLLEGE PROFESSOR WHO MISJUDGED ADVERTISING

"Advertising Is a Gamble" and "Wait a Few Years," Stirred the Ire of a Young Woman in His Audience to Make a Few Remarks, Which She Digests Here

By MISS ELIZABETH V. MAGUIRE

A PROFESSOR in the School of Commerce in a nationally known University not long ago, addressing a club of advertising women, laid great stress on the caution that must be exercised in spending money for advertising. He advised the storekeeper and the manufacturer who had a product to advertise not to disturb his working capital for advertising.

His admonition to "wait a few years before advertising", would sound the death knell for all progress and distribution of the world's output. I didn't believe that this had to be argued any longer. It is so self-evidently true and can be so convincingly demonstrated that I was amazed to hear a man supposedly an expert argue along lines that seemed almost primitive—which belong to a past generation of business failures.

Not a Gamble

This man, who deals in figures alone, who sits at a desk and talks to students, may be pardoned for reaching an erroneous conclusion, but he should not, working from this erroneous premise, disseminate an impression that is altogether false, is not even founded upon fact, much less substantiated by experience. A brief, practical experience would demonstrate to him how mistaken is his theory; how fatal would be its application to business. He has never watched the little grains of seed, nurtured by the right kind of advertising, propagate and grow into a great swaying field of grain to the benefit of thousands and the golden profit of the sower who has had faith in his product, belief in advertising, vision to know that it is not a gamble, but an assured and real investment that will come back laden with interest, increased profit and greater volume of business.

This professor, who is instructing young men in finance and commerce, went so far as to say, when questioned as to the efficacy of advertising, that advertising might be allright "If you want to gamble."

If he had looked beyond his desk, outside of his class-room of students and into the great world of business he could have seen marvelous real, unanswerable evidence that advertising supported by the right kind of merchandise, is not taking a chance; that it is not a gamble, but money spent that has come back a hundredfold, and more. It is giving to the world useful knowledge that it needs.

The Altruistic Side

Instances beyond easy count could be quoted reading to convince the most doubtful mind that advertising is not taking chances; that it has brought success out of failure, progress out of retrogression, efficiency out of deficiency, hope out of despair in every business where its magnetic power has been set to work.

Advertising has done more than bring mere profit and larger distribution to the advertiser. Think of its altruistic side. The advertiser may well claim his investment in publicity as a public benefaction. Every time, for instance, that I write an advertisement which places a player piano, a talking machine, a washing machine, a vacuum cleaner or any other of the superb appliances for the household, I know that I have been instrumental in lifting away hours of drudgery and discouragement, and assisting people to a few hours of leisure and enjoyment that they would not otherwise have known.

Think of the tractor; how it has helped the farmer. Investigate the story of the campaign for Sun-Kist Oranges and learn how as a result of that campaign, the discouraged, overmortgaged farmer took heart again and prospered. Old mother earth was taught to give her best to the perfection of this product, sons and daughters of the farmers of the West were saved from drudgery, failure, and sent to schools and colleges. Advertising saved the orange for commerce, made the farmer's work count for something, and gave you and me a better, finer product.

This is just one instance of the far reaching uplifting power of advertising. Millons may well thank it. Mr. Professor should investigate. He would find that he is traveling on the wrong path, working from a false premise, if he advises such extreme caution, in the beginning of a new business.

Did we wait, as Mr. Professor advised, until business surplus warranted using money for advertising, where would business today exist? In the grave; and written on its tombstone: "I failed, I died, because I did not advertise."

One of the greatest of retail merchants, John Wanamaker, when he opened his store in Philadelphia took the receipts, not of the day's profits, but the entire income of the day, and spent it for advertising for the next day. Had he waited for success first before "Gambling with Advertising", we should not have the magnificent structures in Philadelphia and New York, whose distribution is world-wide; whose effective part in the commerce of the world is one of many units that typify the retail store's part in world commerce.

I care not how fine your product, how finished your service, you are deriving little of profit or benefit unless you tell your public. And your sure, best, most direct method is advertising. The right merchandise, properly advertised is sure of good result.

Retail businesses on the verge of failure, have been resuscitated, saved from failure, by judicious advertising.

Every business that has grown to importance, every retail or wholesale enterprise that has become renowned, every product that has attained national or international prominence and distribution, must thank the muse of advertising for its progress.

Academic judgment and actual business experience sometimes differ in fundamentals. When it does there's nothing like a few bold and well-founded words, such as these of Miss Elizabeth A. Maguire's, to set a professor right. EDITOR & PUBLISHER asked Miss Maguire what she said and she wrote this article in reply.

STANDARD PRICE BILL IN HOUSE

Representative Kelly (Pa.), Sponsor for Law to Prevent Cut Rates

Representative Clyde Kelly, of Pennsylvania, has introduced in the House his standard price bill, under which independent manufacturers would be allowed to fix the prices at which their products would be sold in all markets. Hearings have been held on this bill by the Interstate and Foreign Commerce Committee of the House. The bill is intended, according to its caption, to "protect the public against false pretenses in merchandising under trademark of articles of standard quality."

The purpose of the bill, according to Mr. Kelly, is "to give the independent manufacturer with an identified product the right to file his trade mark or brand with the Federal Trade Commission as well as his price for sale to the wholesaler and retailer. On such filing, he would have the right to maintain the price of his article. If any person feels aggrieved, that the price is too high for instance, he may appeal to the Federal Trade Commission.

Zinc Men Will Advertise

The American Institute of Zinc at its annual meeting in St. Louis last week decided to carry on a campaign of promotion for zinc for roofing and other supplies, the campaign to include advertising and other exploitation. The mine operators have agreed to an assessment of 2½ cents a ton on ore and mill owners and manufacturers have agreed to an assessment of 5 cents a ton on manufactured zinc to be used for this purpose. E. H. Wolff of Peru, Ill., is president, and Stephen W. Tuthill of New York, secretary of the Institute.

New Shipping Board Ad Campaign

The Advertising Agencies Corporation, New York, will shortly send out copy to 8,000 country weekly and daily newspapers for a U. S. Shipping Board campaign.

HORD HEADS EDITORS OF HOUSE ORGANS

News Gets Better Results in Employes' Papers Than Editorials, Says Prof. Lee—New Trade Paper Introduced

Editors of employes' magazines representing fifty industries and half a million workers in New York State met at the New York Advertising Club, May 16, for the annual meeting of the New York State Editors' Association of Employees' Publications. Spencer Hord, editor of Kodak News, Eastman Kodak Company, Rochester, N. Y., was elected president; E. T. Wilkins, editor of Work News, General Electric Company, Schenectady, vice-president; and George Herbster, editor of the Arrow, Cluett, Peabody & Co., Troy, N. Y., secretary-treasurer.

Reports of the work of the association during the past year were given by E. T. Wilkins, secretary-treasurer, C. W. Y. Currie, assistant publicity manager of the New York Central Lines and chairman of the membership committee, and Bert E. Barnes, editor of the Morse Dry Dock Dial and chairman of the investigation committee.

Following a discussion of problems and plans for next year, luncheon was featured by a highly interesting talk and demonstration of character analysis by Dr. E. H. Merton of the Merton Institute. Taking three of the members as examples, he pointed out facial characteristics and explained the relation of these to their inherent ability for different lines of work.

The afternoon session opened with a talk on engraving by Stephen H. Horgan, of Sinclair & Valentine, who made the first newspaper halftone. He told the history of the development of engraving, gave points of advice to editors and answered questions.

N. P. Winchell, editor of Paper, gave a talk on "How to buy, test, and use paper." He told how paper is made and discussed the different grades from the editors' standpoint.

James Melvin Lee, professor of journalism in New York University, spoke on "News Elements in Employes' Publications." He urged the value of news as against editorials for getting results among workmen and advised greater variety in presentation. Among the ways for gaining variety effectively, he suggested dramatization, anecdote, personal impressions in a walk through a plant, unexpected twists in stories, humor and personal items.

The final speech was E. A. Shay, assistant secretary of the Industrial Relations Associations of America, who talked on "Why an Employes' Magazine should be under the Direction of the Personal Relations Department." This was followed by a prolonged discussion.

During the session, Bert E. Barnes, editor of the Morse Dry Dock Dial, introduced the Blue Pencil, a new publication devoted exclusively to employes' magazines and house organs and designed to be of practical help to editors of these papers.

Underwood Bill Reintroduced

Senator Oscar W. Underwood, of Alabama, has reintroduced his resolution, which the Senate adopted at the previous session of Congress, providing for a commission to confer with the Government of the Dominion of Canada or the provincial Governments of Quebec, Ontario and New Brunswick with a view to having withdrawn certain restrictions on the exportation of wood pulp to the United States.

Digitized by Google

PAPER MAKERS SUED FOR $1,500,000 BY NEW YORK GLOBE

Monopoly Causing Loss of Business to Newspaper Charged in Action to Recover Damages Suffered During 1915, 1916, and 1917, Under Anti-Trust Law

NEWSPAPER publishers of the country brought their thoughts back to the days of 1915, 1916 and 1917 when prosecutions of the newsprint manufacturers of the American continent were under way when the New York Globe this week filed suit against the International Paper Company, Philip T. Dodge, its president, and G. F. Steele, at that time secretary of the Newsprint Manufacturers' Association, and now manager of the Canadian Export Paper Company, alleging illegal conspiracy in restraint of trade, resulting in a loss of circulation and advertising to the Globe, and asking damages of $500,000 and punitive damages of thrice that amount under the Clayton amendment to the Sherman Anti-Trust Law.

That the filing of the suit may be the forerunner of other suits to recover heavy damages from the newsprint makers by the newspaper publishers of the country was indicated to EDITOR & PUBLISHER this week by Jason Rogers, publisher of the Globe, when he was asked to tell why the action was started.

"The Globe's suit against the International Paper Company for damages caused by the combination in restraint of trade of the now defunct Manufacturers' Association for the organization and operation of which its members were indicted on complaint of the Department of Justice is only the opening gun in a campaign which will be launched by the publishers of the country to recover millions of dollars which have been filched from them," said Mr. Rogers.

"A reading of the Clayton Law, with its triple damages applied to the situation of the men who were indicted and pleaded *nolo contendere* in criminal prosecution and escaped with nominal fines provides a case against them for the recovery of damages in civil suits which it is going to be very difficult for them to defend.

"The Globe did not bring its suit until the International Paper Company started to sue it recently for the difference—about $95,000—between the price which the paper company charged its customers in 1917 and the price fixed through the mediation of the Federal Trade Commission on petition of the paper manufacturers, 2½ cents a pound, which was all that the Globe paid.

"The amount set up as damages by the Globe, $500,000, grows to $1,500,000 under the triple damages provided in the Clayton Act, and only covers the situation up to January 1, 1918. It is probable that another action to recover damages from that date will be instituted on the ground of violation of the stipulations reached at the conclusion of the criminal proceedings.

"The Globe, until it was sued by the paper company, had several times offered counsel and officials of the A. N. P. A. evidence and groundwork for a civil case against the manufacturers, but they did not see fit to engage in another battle with the paper group.

"The average publisher, after the bitter experiences of the past four years has become so accustomed to eating out of the hand of the man who provides paper at from 200 to 300 per cent profit, that he will sign on the dotted line regardless of price.

"The Globe was thrown into the spot market in January, 1918, and again in January, 1921, but is today buying paper much more cheaply than if it had been given a contract for 1921, so that the last forced plunge into the market has been rather profitable than otherwise.

"The very interesting effort of the Canadian manufacturers to secure a differential in a tariff wall to protect them from the inroads of European paper would seem to indicate that they still think themselves smart enough to continue inordinate profits, but Congress will have little sympathy for them and much for the newspapers which have suffered.

"Acting for the relief of many publishers, large and small, I have orders aggregating well over 150,000 tons of paper, which I expect will be swelled to double that quantity within a few weeks. I will buy the paper either in Europe, Canada, or the United States, wherever I can buy it cheapest and best. I shall not try to break the price below a fair level, but I most certainly will not pay prices asked for supply today by profiteers.

"I know what it costs to produce paper at modern effective mills, for I am interested in the development of several of them and have just as sound expert data to work with as any of the paper manufacturers. In comparison with the costs of these mills, the experience of some publishers who bought mills at war prices takes on many of the phases of trying to resurrect into being a second-hand cheap automobile."

The Globe's complaint, filed by Kellogg, Emery & Cuthell, sets forth in the course of its forty pages that the Globe is one of the leading afternoon newspapers of the country, with large circulation and advertising contracts and that it requires for publication 9,000 to 12,000 tons of newsprint paper a year. It is alleged that the Newsprint Manufacturers' Association, organized in 1915, controlled 80 per cent of the newsprint paper output of the North American continent.

During its life, from 1915 to 1917, the Association had no constitution nor by-laws and kept no minutes of its meeting, the complaint states, and continues that the association was under the control of Philip T. Dodge, George H. Mead, of the Spanish River Pulp & Paper Company; George Chahoon, Jr., Laurentide Company, Inc.; G. H. P. Gould, Gould Paper Company; Frank J. Sensenbrenner, Kimberly-Clark Paper Company, and Alexander Smith, who is described as the leading banker in the United States in paper mill finance.

It is further alleged that this association, through the above executive committee, dominated the newsprint trade between 1915 and 1917, thereby, the complaint argues, effecting a "conspiracy and plan to monopolize business in newsprint and the necessary effect of all the foregoing was to restrict the output of newsprint paper in the United States and to destroy an open and competitive market therein, and to enhance the price thereof to consumers beyond a fair and reasonable price."

The Globe purchased its paper, the complaint states, from the International Paper Company at a price ranging from 2 cents to 2¼ cents between 1915 and 1917. Through the Newsprint Manufacturers' Association, it is alleged, customers of member paper companies were allotted to manufacturers and "each member of the said association agreed with all the other members thereof not to interfere between a manufacturer and an allotted customer, and not to make contracts with nor to entertain offers from the customers who were allotted to other manufacturers."

Under this arrangement, the Globe contends, it could not have purchased paper for its requirements in any larger quantity or at any better terms than through the International Paper Company, one of the members of the association, and the absence of an open and competitive market is denounced by the plaintiff who says such absence was caused by "corrupt and unlawful contract, combination, conspiracy and monopoly in newsprint paper."

By reason of this contract, it is alleged, the Globe was unable to obtain the quantity of paper needed in the conduct of its business following limitation of the contract tonnage by the International Paper Company and thereby "suffered a loss of circulation of a large number of copies per day and a consequent loss in the value of its newspaper business, and likewise suffered a loss in advertising rates which it was able to charge and was also prevented from printing large quantities of valuable advertising which was offered to or obtained by it, solely by reason of its inability to procure a sufficient supply of paper."

It is also alleged that the International Paper Company's prices were excessive and exorbitant and "more than the fair market value."

HEADS MEDILL SCHOOL

Prof. Harrington Has Taught Journalism in Middle West

Prof. H. F. Harrington, head of the department of journalism in the University of Illinois, has been appointed director of the Medill School of Journalism, Chicago. Prof. Harrington, who was graduated from Ohio University in 1905 and received the degree of A. M. from Columbia University, in 1909, has had practical experience in newspaper work having served as a reporter and desk man on the Columbus (Ohio) State Journal, and publisher of the London (Ohio) Times, besides contributing articles to various other newspapers, trade papers and magazines. He is the author of three text books on journalism: Essentials in Journalism," "Typical Newspaper Stories" and "Writing for Print."

PROF. H. F. HARRINGTON

Prof. Harrington, who is one of the pioneers in journalistic instruction in colleges, has conducted courses in journalism at Ohio Wesleyan University, Ohio State University, University of Kansas and the University of Illinois. He has been at the latter institution for the past six years. He taught courses in journalism for two summer terms in the Southern Division, University of California, Los Angeles, one summer at the University of Wisconsin, and will teach a course in journalistic writing this summer at the Pulitzer School of Journalism, Columbia University.

AUTO AD MANAGERS DISCUSS PROBLEMS

Motion Picture Advertising Being Used to Advantage—Favor Heavy Publicity When Business is Dull, But Advice Not Taken

New methods to meet new conditions was the keynote of the Conference of Automobile Advertising Managers held under the auspices of the educational department of the National Automobile Chamber of Commerce, at the Hotel Statler, Detroit, May 6.

H. R. Hyman, Cole Motor Car Company, discussed "New Forces in Automobile Advertising," and H. C. Dart, Paige-Detroit Motor Car Company presented a paper on "General Advertising Plans That We Have Found Helpful."

The motion pictures, Mr. Hyman developed, are one of the new forces in advertising, the possibilities of which have been scarcely realized. A particularly useful type of industrial motion picture was found to be that produced for foreign trade where the size and personnel of the plant is emphasized in order to give the foreigner an idea of the extent of American industry.

Mr. Hyman's paper brought out the fact that although automobile copy is coming more and more to stress reliability and service, rather than mere speed and recreation, the artists have not kept pace in ideas with the copywriters. One still finds Mack Sennett bathing girls or country club scenes holding dominant positions in our automobile advertising.

H. C. Dart's paper brought out the fact that in Paige experience, the foreign advertising agency has fully as clear a grasp of its own market as the American agency, assuming the comparison to be between first class organizations. This provoked a discussion as to the advisability of letting the foreign dealer select his own advertising media. The majority opinion inclined to the belief that the local foreign dealer is as a rule the best judge of which paper would have greatest pulling power in his community. A minority held the view, however, that a local foreign representative might have an axe to grind or might be overcharged in rates.

The advertising men were of the opinion that when business is dull it is the time to advertise heavily. However, they find it impossible to convince the men who control the money of the wisdom of such a policy when times are poor.

The tendency of automobile advertisers was shown to be more and more to co-operate with the local dealer in newspaper advertising—the 50-50 basis of payment being the general practice that has proven most satisfactory. Efforts are always made to get the best rate possible from the newspapers and on this point most advertisers have been found to be co-operating. Some were reported, however, as not properly looking after advertisers' interest in this respect.

The outlook was not toward very much increased advertising in the near future.

Hal Fink World Advertising Head

Hal Fink, who has held executive positions in the advertising departments of New York newspapers for several years, was this week given a four-year contract as advertising manager of the New York World, succeeding the late George H. Larke.

Digitized by Google

TRAVELING SALESMEN'S O. K. IS FINAL MARK OF PROMOTION MERIT

Job Has Not Been Completed Until Business Visitors To Local Dealers Become Friends of Your Newspaper—Only Few Advertising Managers Have Learned Their Value

By T. M. DARLINGTON

WHEN considered from all angles there is probably no single influence more valuable to newspapers than the good will and active support of the traveling salesmen. To these I would add the state and district managers, many of whom have full authority to designate the advertising mediums that will be used.

A newspaper can be said to have "arrived" in promoting its trade extension work when it has progressed to the point where it can claim the friendship and active support of the traveling salesmen making the territory and know that they are not letting an opportunity pass to put in a request for newspaper advertising.

This thing of winning over the traveling salesmen to the cause of newspaper advertising is the largest and most far reaching accomplishment the newspapers have to their credit in all the big things they have done to promote newspaper advertising. While it is true that comparatively few newspapers have really gotten their papers over with the traveling salesmen, many are headed in the right direction and will "arrive" sooner or later.

Salesmen Must Be Shown

Anyone who has given the subject any thought knows that traveling salesmen think for themselves and act independently. They have to be "shown" and they are not easily fooled. A newspaper to be influential with traveling salesmen must possess "dealer influence" to a marked degree. Dealer influence carries with it "reader influence" and, since traveling salesmen go from town to town and from store to store, they soon learn to value the newspapers by the class of dealers who read them. But this is only half the story. The fact that many dealers read a certain paper does not mean that the salesman is going to become an advocate of newspaper advertising. The average salesman has been content with the magazine advertising his "house" does and he has been able, in most territories, to lead dealers to believe that advertisements in magazines reaching several million people would actually be of marked assistance in introducing goods to the people who trade at the average county-seat store.

Now comes the wise newspaper advertising manager with his new-fangled notion that retail dealers can be educated to a clear understanding of the value to them of standard, trade marked goods advertised in large daily newspapers reaching their trade.

Magazine Value Overestimated

The influence of magazine advertising has undoubtedly been overestimated to dealers. Newspapers therefore are certainly justified in playing up their large circulations, concentrated in a limited trade territory, reaching in large numbers daily, the people who trade at the stores as opposed to magazine advertising reaching only a limited number. A good newspaper will show several hundred papers delivered daily within the trading radius of every good town in its trade territory and thousands of readers in its home city. Daily newspaper circulations are still on the increase. It is a newspaper reading age.

It is only a matter of doing the necessary educational work on the dealers to have them demanding of traveling salesmen that the goods be advertised in local newspapers or in the nearest big city newspaper, if the dealer is located in a small town. The dealer's favorite newspaper will be put forward by him and when a newspaper can bring about a favorable situation where a large number of retail dealers are making it their business to advise salesmen to advertise their products in newspapers and work up a real consumer demand so that the goods may be handled with assured turnover and profit, then it is that the factory begins to hear from its traveling salesmen, either direct or through the state and district managers, suggesting that the factory would sell more goods by placing all or a part of the advertising in daily newspapers and thus satisfy dealer's logical demands.

A dozen or so newspaper publishers have found that the direct route to the national advertiser is through the local dealer. Once the dealer is sold on the big, concentrated, circulation delivered daily by the newspaper he will usually make it his business to demand of salesmen just when, and in what mediums the advertising is to appear. If local newspapers are not to be used the dealer will freeze up and refuse to buy.

Farseeing publishers have seen to this. They have done and continue to do expensive dealer educational work, and it pays big dividends when intelligently and consistently done.

The newspaper which builds up a loyal following among dealers, increases its prestige with brokers and wholesalers as well. It is a well known fact to the initiated that jobbers and brokers are influenced through the dealers, just as manufacturers are influenced through dealers.

How to do dealer educational work effectively will be briefly outlined at another time.

SUNDAY EDITION IN FT. WAYNE

News and Sentinel Paper Starts May 22 —No Subscription Price Raise

The Fort Wayne News & Sentinel will launch a Sunday morning edition May 22, in conjunction with its six-evenings a week paper, with no increase in subscription prices. It will include a rotogravure section, colored comics, and tabloid magazine.

The Sunday edition will be from 32 to 40 pages and will have a street sale price of five cents. There will be six pages of comics, four pages of rotogravure and sixteen-page tabloid magazine section. United Press wire service will be used. Advertising rates will be the same for both evening and Sunday editions. No new equipment will be purchased at present.

Morning Paper For Ogden

Plans are under way for the publication of a morning newspaper in Ogden, Utah. It is stated that a number of business men are backing the movement and have already signed contracts for advertising. Ogden has only one newspaper now—the Standard-Examiner.

APRIL LOSS IN LINEAGE WAS SEVEN PER CENT IN GREATER NEW YORK DAILIES

APRIL advertising in Greater New York newspapers came within 7 per cent of equalling the high total of April, 1920, according to the New York Evening Post Statistical Department. The total for the 17 New York and Brooklyn papers was 13,138,166 lines for 1921 against 14,183,448 lines in 1920. Gains were made by the Herald, Evening Journal, Evening Post and Sun, the reports on all newspapers indicate. The tabulated figures compared for the month in 1921 and 1920 and from 1921 by years to 1915, follow:

Pages 1921	Pages 1920		Percentage of total space	1921	1920	Gain	Loss
956	828	American	6.5	859,706	903,780	.....	44,074
1,026	958	Broklyn Eagle	9.0	1,177,088	1,265,156	.....	88,068
394	388	Brooklyn Times	2.1	269,762	313,632	.....	43,870
380	372	*Commercial	2.0	261,548	311,852	.....	50,304
722	572	*Evening Journal	7.1	936,928	815,868	121,060	.....
466	444	*Evening Mail	4.1	541,688	587,996	.....	46,308
596	534	*Evening Post	3.9	518,050	484,868	33,182	.....
574	516	*Evening Sun	5.5	725,396	711,220	14,176	.....
608	622	Evening Telegram	5.0	649,752	772,790	.....	123,038
634	614	*Evening World	6.3	831,042	880,252	.....	49,210
476	468	*Globe	4.3	568,130	651,030	.....	82,900
933	842	Herald	8.1	1,065,668	1,050,044	15,624	.....
322	...	*News (Tabloid)	1.6	215,212	.....	.....	.....
594	662	Standard-Union	4.1	533,342	782,274	.....	248,932
1,336	1,346	Times	14.7	1,923,902	2,146,030	.....	222,128
888	856	Tribune	6.6	861,466	865,812	.....	4,346
974	1,138	World	9.1	1,199,486	1,640,844	.....	441,358
12,128	11,140	Totals		13,138,166	14,183,448	.....	1,045,282
		* No Sunday Edition.					Net Loss

COMPARATIVE TOTALS, APRIL, 1921-1915

	1921	1920	1919	1918	1917	1916	1915
American	859,706	903,780	869,829	885,774	888,635	930,024	738,600
Broklyn Eagle	1,177,088	1,265,156	1,011,115	890,995	854,508	891,340	778,101
Brooklyn Times	269,762	313,632	†	†	†	†	†
Commercial	261,548	311,852	214,872	189,445	142,301	†	†
Evening Journal	936,928	815,868	922,544	702,779	660,096	662,688	712,890
Evening Mail	541,688	587,996	374,222	454,450	419,977	411,898	417,492
Evening Post	518,050	484,868	378,492	396,524	328,772	327,683	283,271
Evening Sun	725,396	711,220	713,083	542,051	506,723	527,396	467,483
Evening Telegram	649,752	772,790	830,702	744,583	671,693	583,086	660,553
Evening World	831,042	880,252	753,866	445,613	476,062	461,583	577,446
Globe	568,130	651,030	774,552	472,145	481,842	535,815	469,620
Herald	1,065,668	1,050,044	702,980	625,098	743,252	737,429	701,923
News (Tabloid)	215,212	†	†	†	†	†	†
Standard Union	533,342	782,274	611,324	518,101	499,434	513,508	526,457
Sun	‡	‡	506,478	367,782	417,971	348,854	295,013
Times	1,823,902	2,146,030	1,499,585	1,212,302	1,175,021	1,113,219	817,559
Tribune	861,466	865,812	665,124	393,343	436,761	399,817	258,734
World	1,199,486	1,640,844	1,471,840	1,310,480	1,275,136	1,214,091	881,516
Totals	13,138,166	14,183,448	12,300,608	10,061,345	9,966,889	9,647,431	8,586,628

‡ Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

† Figures not recorded.

FORREST GOES TO PARIS FOR N. Y. TRIBUNE

Has Two-Year Contract as Manager in France, Following Long Service With Armies and in Mexico and Hayti

Wilbur Forrest, for the past three years foreign correspondent and feature writer on the New York Tribune, sailed May 14 for Paris to take charge of the Tribune's bureau in that city. This assignment, on a two-year contract, puts in Paris for the Tribune a former American war correspondent and a man who has scored perhaps more unusual beats than any other newspaper man of his age, 34.

Wilbur Forrest

Mr. Forrest was born in Peoria, quit college to go to work on the Peoria Journal in 1910. The following year he went with the United Press, with which he was associated for seven years in the Chicago office as manager for the northwest with headquarters in Milwaukee, and in Washington, where he covered the White House during the change from Taft to Wilson, and finally moved on to London as assistant general European manager under Ed L. Keen.

Forrest's two biggest stories in the two years he was in London were the sinking of the Lusitania and the Dublin revolution. He got what was probably the first tip of the sinking of the Lusitania, and riding on government safe conducts and passes, he made his way through Wales and across to Queenstown several hours ahead of any other American newspaper correspondent.

Always In "Thick" Of It

In the Irish rebellion, Forrest landed from a British destroyer in the Liffey River during the fighting. He went to France in 1917, covered the battle of the Somme, recrossed to England to visit the British battle squadron in the Firth of Forth after the battle of the Dogger Bank, returned to Paris and became manager for France. He was soon accredited to the French and later to the American armies. He left the United Press in March, 1918, to join the staff of the Tribune, continuing to serve throughout the war. He was in Belgium, at St. Mihiel, in Picardy, at the Marne, in the Argonne and in Lorraine.

When the German armies on July 15, 1918, struck their last great blow from Picardy to the Argonne, Forrest cabled that the offensive east of Rheims was a feint, that the principal blow would develop between Soissons and the Marne and that the Allies had made preparations for such a development, improbable as it then seemed. On July 17 Forrest's predictions were fulfilled. That night at 9 p. m. he cabled fifteen words by the most expensive and fastest route. Under existing censorship regulations he could not tell what he knew—that the first Allied counterblow was to fall at dawn the next day. But his fifteen words were correctly interpreted on the Tribune's front page the next morning, and the Tribune had the first intimation in America that Foch's hammer was about to fall.

Forrest had seen Pershing land in

(*Continued on page 37*)

Digitized by Google

JAPAN INVITES VISITS OF U. S. EDITORS

Toshita Takagi of Osaka and Tokyo Newspapers Ends Stay After Buying Gravure Presses for Use in Osaka

Toshita Takagi, managing director and editor of the Osaka Mainichi, one of the most influential newspapers in Japan, who has been spending several weeks in this country observing Western journalism and investigating newspaper presses, will return to Japan in a few days. He is accompanied by several members of the editorial and business staffs of his newspaper, among whom are Mr. Hirakawa, one of the foreign editors and Mr. Ikeda, assistant circulation manager. Mr. Takagi, who has become enthusiastic over American journalism, gave the following interview at his New York office to EDITOR & PUBLISHER a few days ago.

TOSHITA TAKAGI

"We have been much impressed by the progress of American journalism as a purveyor and interpreter of the news, as well as a business enterprise," he said. "American newspapers are very alert and the newspapers of Japan always studying American journalism for the purpose of adopting the best of your features and methods.

"In Japan, newsgathering is not very different from the American way. Our paper employs more than a hundred editors and reporters and sends a about a dozen staff correspondents, who are now staying in leading cities of the United States, Europe and China, besides about the same number of special correspondents.

"Our way of printing, however, is rather in the stage of infancy. At present, we have to employ more type-setters than you, because of our syllabary system of writing. We couldn't use linotypes, and our paper had 300 compositors. But some kind of monotype has just been invented which can be applied to Japanese letters. If this proves successful, we will have a revolution in newspaper printing.

"We publish two papers, the Osaka Mainichi in Osaka, and the Tokyo Nichinichi. Our Osaka paper publishes both morning and evening papers. But difference btween American and Japanese morning and evening papers is very great. In Japan, it is necessary for everybody to take a morning and evening paper, because these two make one complete set of editions and neither reprints any news from the other.

"Circulation are about the same in Japan as in America. The Mainichi's combined circulation for morning and evening editions is between 600,000 and 700,000; and the Nichinichi has a circulation of 340,000

"Illustrated journalism is yet in its infancy in Japan, but we are making preparations to go ahead. Our paper has begun to purchase rotogravure printing presses, to print a photogravure section for our Sunday paper, such as so many American papers have. An American gravure engineer is coming to our plant to teach us. We expect to begin publication about July, which will mark the first production of newspaper photogravure in Japan.

"Our paper sends about half a dozen members of its staff to America and Europe every year for the purpose of familiarizing them with the conditions and customs abroad. I think it would be a good idea for American newspapers to send representatives to the Orient on periodic visits, so that you in the United States can get into closer relationship with us, and help in furthering better understanding between us.

"One of the missions of journalism is to banish prejudice and spread enlightment. American newspapers can do much good work in sympathetically studying the problems of the Orient, and presenting these problems to their readers in a way that will not create antagonisms. From what I have seen of American newspapers, I rank their sense of responsibility high. Therefore, I would like to invite all possible publicity for Japanese affairs at the hands of American journalisists. The more journalists you send to us, the quicker will you come to know us, and understand our difficulties and our problems in life."

Bryan Eagle Pays 10 P. C. Dividend

The board of directors of the Bryan (Tex.) Daily Eagle Printing Company, has elected officers as follows: Lee J. Rountree, president; O. Boatwright, vice-president; P. A. Tardy and C. M. Cole, assistant secretary. The board also elected Lee J. Rountree as managing editor of the Daily Eagle. A dividend of 10 per cent was declared.

Charter for Oklahoma Publishers

The Allen (Okla.) Publishing Company has been organized and a charter has been filed at Oklahoma City. The company is capitalized at $6,000 and the incorporators are: W. W. Gaines, Hugh A. Stokes and D. G. Johnson.

JUBILEE OF NORWALK HOUR

Don Seitz Chief Speaker at Dinner Ending 50-Year Celebration

(*Special to* EDITOR & PUBLISHER)

NORWALK, Conn., May 17.—The golden jubilee of the Norwalk Hour, which was observed on Friday, May 6, by the issuing of a golden anniversary edition, containing, besides the life story of the paper, reminiscenses from former newsboys, printers, news-writers and editors, past and present, who have played leading roles in creating the Hour, was rounded out this evening with an anniversary dinner at the Royal James Hotel.

Arthur C. Wheeler, president of the Hour Publishing Company, acted as toastmaster, and the principal address of the evening was by Don C. Seitz, business manager of the New York World. Ten-minute speeches of a felicitous nature were made by prominent newspapermen of the state.

Upward of 175 guests, including not only Hour men of the past and present, but representative business and professional men of the city were present.

The leading spirit of the anniversary edition and the anniversary dinner were, besides President Wheeler, Business Manager and Publisher Edward J. Thomas, Managing Editor Victor W. Ferris, Mechanical Superintendent William J. Brown, Associate Editor Wellington A. Tolles, and Richard H. Fitch, special writer.

Barred from Canada

TORONTO, Ont., May 18.—The Canadian Customs Department has announced a ban on the Police Gazette, published in New York. The Post Office Department has refused to carry it for some time.

NEW HOME IS TESTIMONY TO SUCCESS OF PEORIA EXPERIMENT IN BOARD MANAGEMENT

THE "Peoria Experiment" which has been in effect in the office of the Peoria Evening Star for a little more than a year, has just demonstrated its success by throwing open to the public a magnificent new home, said to be one of the finest and most complete of its size in the United States.

This building which differs somewhat from the average newspaper office has all its executive offices and all working departments on one floor and in plain sight of the spectator the minute one enters the door. This room is 109 feet long by 50 wide, with thousands of feet of window space and an 18 foot ceiling. All wood work in the building is walnut and all furniture is mahogany. Two rows of ornate 18 foot columns surmounted by ornate caps, give a particularly imposing and beautiful appearance.

The "experiment" referred to above is the fact that for more than a year now the paper has been conducted by a board of managers, something hitherto considered impracticable in newspaper circles. On the death of Harry M. Powell, who had been manager since the death of the founder of the paper in 1914, the owner of the paper, Mrs. Fannie G. Baldwin, called a meeting of some of the older employees and formed a board consisting of five persons; Clarence Eyster, circulation manager, who was chosen as chairman; S. A. Oakley, editor; Louis Proehl, advertising manager, and Roy Newton, manager of collections and Miss May B. Finney, treasurer. The management was turned over to this board.

The board financed and built the handsome new structure which now houses it, passed through a protracted contest with some of the leading advertisers of Peoria, who for some three months withheld their patronage, installed new equipment far beyond the average office of its size and emerged triumphant from the ordeal.

The new building, which departs somewhat from recognized standards for newspaper offices, carries out the ideas of the management to make the heads of departments and all responsible employees as easily accessible to the public as possible. All the executive offices and working departments, as above stated, are on one floor. The editor's office is just inside the main entrance to the left. Next comes the city editor and reportorial departments, next the advertising, next a consultation room for board meetings and private conferences, next a rest room for employees.

On the right is the circulation, counting and financial departments. The press room is located in the rear of the building with a 20 foot ceiling. Immediately above it is the mailing room and back of that on the street level is the loading room for the trucks, which is enclosed and also serves as a garage. The composing room is one of the most complete in every respect. The building is equipped with a pneumatic tube system and a 40 line telephone system.

The Star was founded in 1897 by Eugene F. Baldwin and the late Charles H. Powell.

Digitized by Google

LET'S GO—STEP ON THE GAS, KEYNOTE OF A. A. C. W. CONVENTION

President Rowe Stewart Says Meeting Will Endeavor to Answer Demand of Day That Advertising Be Studied Up As Never Before—Complete Program

"IT will be a convention of advertising men and women—of Association men and women—who are concerned with current business problems and interested in the opportunities of the Associated Advertising Clubs to help in their solution."

That, in brief, is President Rowe Stewart's answer to the question, "How about the A. A. C. W. Convention this year—what is it going to be like?"

"A convention to me is a get-together of advertising men, who meet for two distinct purposes," says Mr. Stewart. They are after ideas that will help them in business, and they are intersted in movements to promote the business in which they are engaged. The program for the 1921 Convention will, I believe, meet both requirements.

Theme of Program

"'Let's Go' and 'Step on the Gas' indicate the atmosphere of this year's sessions. They embody an idea—to get business moving—going again. We have built the program on the theory that the subject is the big thing and we want to start every man and woman who will be at Atlanta to thinking *now* about the convention theme—Just what do we need to start business going again, and how can that need be met?

"The general sessions will handle the problem in a big, broad way. The departmentals will weave it in great detail all through their programs. Then again, we are going to talk a lot at Atlanta about getting back to the old-fashioned honesty that leads business men to recognize their responsibilities and respect their obligations. The business world needs a reaffirmation of Faith, and advertising, the greatest educational force of modern times, here finds its opportunity.

"I referred to the interest of those attending the convention in movements that promote advertising. The Associated Advertising Club movement is the center of such an interest. It is, in fact, Organized Advertising, for the study of advertising, the promotion of advertising, the protection of advertising.

Study as Never Before

"Today's problems and responsibilities demand that advertising be studied as never before. The same problems and responsibilities call for its greater promotion. And, with the keen competition that comes when merchandise is moving slowly, when goods must be sold rather than orders taken, there is the increasing tendency to step over the line—to misrepresent—to abuse reader confidence, on which successful advertising depends, and the solution of this problem, as you know, belongs to the Associated Advertising Clubs.

"Finally, Atlanta has prepared a splendid welcome. The entertainment will live up to the reputation of the South for hospitality."

All general sessions, with the exception of the inspirational meeting on Sunday afternoon and the exhibit meeting on Tuesday evening, will be held in Wesleyan Memorial Church. The inspirational meeting and the evening exhibit meeting will be held at the Auditorium.

Milwaukee is hot after the 1922 Convention.

The complete program for the inspirational meeting, general sessions and departments follows:

GENERAL SESSIONS

Sunday, June Twelfth

Inspirational Meeting, at Atlanta Auditorium, Gilmer and Cortland.
Organ Recital, 3:00 to 3:30.
Chairman, Samuel C. Dobbs.
Invocation—Rev. Henry Alfred Porter, Chaplain, Advertising Club of Atlanta.
Welcome to the South—Hon. Hugh Dorsey, Governor of Georgia.
Welcome to Atlanta—Hon. James L. Key, Mayor of Atlanta.
Response—Rowe Stewart, President of Associated Advertising Clubs of the World.
Address—"Business Morality, the Cornerstone of the New Prosperity," Hon. Henry J. Allen, Governor of Kansas.

Monday, June Thirteenth

General Session, at Wesleyan Memorial Church, Auburn and Ivy.
Opening precisely at 9:30. Admission by badge only. Doors open for admission or departure only between addresses.
Music—9:30 to 10:00
Session Subject: "Let's Go."
Chairman—Rowe Stewart, President, Associated Advertising Clubs of the World.
"Getting at the World Markets to Build Home Trade," Hon. Walter E. Edge, Senator from New Jersey.
"Keeping the Home Market Humming." (Speaker to be announced.)
"Figuratively Speaking—America's Future," Archer Wall Douglas, Vice-President, Simmons Hardware Co., St. Louis.
"The Spirit of the Convention," Herbert S. Houston, Vice-President, Doubleday Page & Co., New York.

Monday Noon

Luncheon Meeting of National Advertising Commission, Main Cafe, Hotel Ansley.

Monday Afternoon

Four conferences, for official delegates only, will be held in the Wesleyan Memorial Church, each to discuss one of the following Associated Advertising Clubs' activities or problems:
Educational and Club Contact Work—Room No. 1. Chairman—Charles H. Mackintosh, Chairman, National Educational Committee.
The Truth-in-Advertising Movement in Club Cities—Room No. 2. Chairman—Vice-President T. W. LeQuatte.
Shall the Association Select a Permanent Convention City?—Main Auditorium. Chairman—Vice-President Frank E. Lowenstein.
Changes in the Association Constitution and By Laws—Room No. 3. Chairman—Vice-President Charles J. Orbison.

Monday Evening

Entertainment at East Lake Country Club.

Tuesday Morning, June 14th

Department Sessions.

Tuesday Afternoon

Department Sessions.
Presidents' dinner, at 6:30, Capital City Club.
Official dinner to club presidents and the executive committee given by Advertising Club of Atlanta.
Invitations confined to club presidents or their representatives. Followed by business session.

Tuesday Evening

Advertising Exhibit Session, Atlanta Auditorium, Gilmer and Cortland.
Opening precisely at 8:30.
Chairman—Charles H. Mackintosh, Chairman, National Exhibit Committee.
8:30—"Making Salespeople Think in Advertising Terms," Arthur Freeman, General Director, Affiliated Retail Stores, New York.
9:45—An Old Time "Uncle Remus" Entertainment. Followed by dancing.

Wednesday, June 15th.

Interdepartment Session, Atlanta Auditorium, Gilmer and Cortland.
Opening precisely at 9:30. Doors open for admission and departure only between addresses.
Chairman—W. Frank McClure, Chairman, National Advertising Commission.
This program will consist of selected addresses from the Department meetings on Tuesday, in addition to the following four talks:
"The Permanent American Merchant Marine," (Speaker to be announced.)
"The Use of Color in Advertising," Harry R. Wellman, Professor of Marketing, Amos Tuck School of Administration and Finance, Dartmouth College.
"Copy." (Speaker to be announced.)
"An Analysis of Marketing Costs," Harry Tippee, Automotive Industries, New York.
NOTE: Each department, at the close of its sessions on Tuesday, will select the best address on its program, and send notification of this selection to the National Advertising Committee, at Registration Headquarters, Piedmont Hotel, before 6:30 Tuesday evening. To make room for the four addresses scheduled above, several Departments have waived their right to select a speaker for this Interdepartment Program.

Wednesday Noon

Luncheon Meeting of Nominating Committee, 12:30, Pine Room, Hotel Ansley.

Wednesday Afternoon

Interdepartment Session continued. Reconvening at 2:30.

Wednesday Evening

Barbecue at Lakewood, given by Fulton County Commissioners.

Thursday Morning, June 16th

General Session, Wesleyan Memorial Church, Auburn and Ivy.
Opening precisely at 9:30. Admission by badge only. Doors open for admission or departure only between addresses.
Session Subject: "How It Works."
Chairman—Rowe Stewart, President, Associated Advertising Clubs of the World.
"How We Can Envy Each Other," Charles F. Higham, M.P., London, England.
"Advertising Eugenics,"—an analysis of the Better Business Bureau Activities—Richard H. Lee, New York.
"Advertising—The Star Boarder," Mrs. Christine Frederick, New York.
"The Little Red Schoolhouse Up to Date," an outline of the Educational Committee's future program—Charles Henry Mackintosh, of Chicago.
"Times are Always Brighter, Advertising Always Progresses," Dr. Edward James Cattell, of Philadelphia.

Thursday Afternoon

Business Session, Wesleyan Memorial Church, Auburn and Ivy.
Subject: "Steam Up for Another Year."
Doors open at 1:45 P.M. Session Opens at 2:30.
Reports of officers.
Reports of committees.
Adoption of Resolutions.
Confirmation of Choice of Convention City.
Awarding of Trophies.
Election of Officers.
"Farewell—and Come Again," Hon. John M. Slaton, of Atlanta.
Adjournment until 1922.

NEWSPAPER DEPARTMENT

Roof Garden, Ansley Hotel

Chairman: Charles Miller, President, National Assn. of Newspaper Executives.

Monday Afternoon, June 13th:
Noon to 4:00—Registration.
4:00 to 6:00—Executive Session.
Joint meeting with Newspaper Advertising Managers' Association.
Discussion—"What is Local and What is Foreign Advertising."

Tuesday Morning—9:30.
Joint meeting with American Association of Advertising Agencies.

Tuesday Afternoon—2:30.
Joint meeting with Agency Representatives, not members of American Association of Advertising Agencies.

Wednesday Morning—9:30.
Joint meeting with Association of National Advertisers.

Wednesday Afternoon—2:30.
Unfinished Business.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Boys' High School, Room 13

Charles W. Hoyt, presiding. Daniel A. Ruebel, chairman program committee.

Tuesday Morning:
9:30—Meeting called to order by Charles W. Hoyt.
9:40—"Origin and Developement of the Advertising Agency
A—History
B—Scope of Service
C—Basis of Service
D—Advantages to Advertiser and Publisher."
St. Elmo Massengale, President, Massengale Advertising Agency, Atlanta, Ga.
10:10—"How the Advertising Agency Functions.
A—Presentation of a typical Advertising Account as Handled by the Various Departments."
Charles W. Hoyt, President, Hoyt's Service, Inc., New York, N. Y.
10:40—"How the Advertising Agency has Stabilized Business.
A—In Developing Small Business into Big Business.
B—In Preparing Business Against the Shock of Depression.
C—In Developing New Fields of Advertising."
Norman Lewis, Account Executive, Chappelow Advertising Co., St. Louis, Mo.
11:10—"What Advertising Agency Research Means to the Advertiser."
Joseph A. Richards, President, Joseph Richards Co., New York, N. Y.
11:30—"The Attitude of the British Business Man Toward the Advertising Agency."
Chas. F. Higham, C. F. Higham, Ltd., London, England.
11:50—"How the American Association of Advertising Agencies is Serving the Advertiser.
A—Standardization of Advertising Agency Service.
B—Standardization of Advertising Agency Practices.
C—Recognition of New Advertising Agencies."
James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York.
12:10—"Responsibility of the Advertising Agency in Aiding Vigilance Work."
H. J. Kenner, Executive Secretary, National Vigilance Committee, Associated Advertising Clubs of the World.

Tuesday Afternoon:
2:30—Meeting called to order.
2:40—"How Should a Manufacturer Select his Advertising Agency?"
W. T. Mullally, President, Wm. T. Mullally, Inc., New York, N. Y.
3:10—"Relationship Between the Advertising Agency and the Advertising Manager."
Geo. W. Hopkins, General Sales Manager, Columbia Graphophone Co., New York, N. Y.
3:40—"Equalizing Local and National Newspaper Rates."
Collin Armstrong, chairman of board, Wm. T. Mullally, Inc., New York, N. Y.
4:00—"How the Advertising Agency is Meeting the New Conditions from a Copy Standpoint."
Roy S. Durstine, Vice President, Barton, Durstine & Osborn, New York, N. Y.
3:30—"A Review of the International Advertising Exhibit in London."
Chas. F. Higham, C. F. Higham, Ltd., London, England.
4:50—"What Government Advertising as Handled by the Advertising Agencies Corporation Means to the Manufacturer."
James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York, N. Y.
5:10—General Discussion.

ADVERTISING WOMEN

Phonograph Concert Hall, Peachtree and Ellis

Tuesday Afternoon.
2:30—Greetings from various clubs represented.
2:45—"Advertising's Future." Reuben H. Donnelley, Former President Associated Advertising Clubs of the World.
3:05—"Interviewing One Thousand People a Year." Mrs. Grace Oakley, Publicity Manager, Hotel Pennsylvania, New York
3:25—"Woman as Director of the Policy of the Advertising Department of a Big Newspaper," Mrs. Mary D. Fischer.
3:50—"The Taylor System of Color Harmony," Mrs. Hazel H. Adler, New York.
4:15—"How American Dyestuffs are Advertised and Marketed to the Mill Trades," Miss Minna Hall Simmons, Minna Hall Simmons Service, New York.
4:45—Election of Chairman, Women's Conference for 1922. Election of Woman Member of Executive Committee.

FINANCIAL ADVERTISERS

Capital City Club Ballroom

Monday Afternoon, 2:30.
President's Annual Address. Lloyd H. Mattson, Corn Exchange National Bank, Omaha, Nebraska.
"Financial Advertising From the Reader's Angle." Herbert S. Houston, World's Work.
"The Salable Bank." Thomas B. McAdams, Merchants National Bank, Richmond, Va.
"Selling Trust Department Service." L. A. Merahon, Secretary, Committee on Publicity, Trust Company Division, A. B. A.
"The Financial Publishers' Association." Haynes McFadden, Editor, Southern Banker, Atlanta, Ga.

Tuesday Morning, 9:30.
"Popularizing Bonds." A. E. Bryson, Halsey, Stuart and Company, Chicago, Ill.
"The Daily Paper—Its Use By a Bank." G. Prather Knapp, Mississippi Valley Trust Co., St. Louis, Mo.
"The Bank House Organ." W. Frank McClure, Fort Dearborn National Bank, Chicago, Ill.
"Financial Advertising from the County Seat." J. A. Abernathy, First National Bank, Fordyce, Ark.

Tuesday Afternoon, 2:30.
"Increasing the Per Capita Savings Balance." Miss Minnie A. Bushee, American Bank of Commerce and Trust Company, Little Rock, Ark.
"The Peoples Insured Savings Plan." John A. Price, Advertising Manager, Peoples Savings and Trust Co., Pittsburgh, Pa., and Bank of Pittsburgh, N. A.
"My Best Advertisement."
a. Why I Wrote It
b. How I Published It—
c. What It Accomplished.

(Continued on next page)

Digitized by Google

By—A. G. Flather, American Security & Trust Co., Washington, D. C. Gaty Pallen, Mercantile Trust Co., St. Louis, Mo. Miss Jessamine G. Hoagland, National City Bank, Chicago, Ill. E. H. Kittredge, Old Colony Trust Co., Boston, Mass. M. F. O'Callaghan, Union & Planters Bank & Trust Co., Memphis, Tenn. Miss Percy Garner, Wachovia Bank and Trust Co., Winston-Salme, N. C. D. D. Bailey, First National Bank, Tulsa, Okla. Clem J. Steigmeyer, First and Hamilton Natl. Bank, Ft. Wayne, Ind. R. P. Hammond, Second Ward Securities Company, Milwaukee, Wis. F. C. Adams, National Bank of Kentucky, Louisville, Ky. Harry J. Plogstedt, Union Savings Bank & Trust Co., Cincinnati, O. D. B Harris, Hamilton National Bank, Chattanooga, Tenn. H. G. Hodapp, Wells and Dickey Co., Minneapolis, Minn.

PAN AMERICAN ADVERTISING

Wesleyan Memorial Church, Main Auditorium

Presiding Officer: James Carson, President, Pan American Advertising Association.

Recording Secretary: Arthur J. Lang, Secretary, Pan American Advertising Association.

Tuesday Morning.

9:30—President's Address.
9:50—"Functions of the Agency in Foreign Advertising." Maurice Pereles, President of the Foreign Advertising and Service Bureau.

10:20—Discussion.
10:30—"What the Pan American Advertising Association is doing for Truth in Export Advertising." Herbert S. Houston, Former President of the Associated Advertising Clubs of the World; Vice-President of Doubleday Page & Co., and Publisher of World's Work.

11:00—Discussion.
11:10—"Honor in Business Relations Between North and South America." Allen Walker, Manager, International Dept. Guaranty Trust Co., New York City.
11:40—"Present Conditions of Advertising in South America." A. B. Chivers, Formerly Business Manager, New York Globe, Member of the firm of S. S. Koppe & Co.

12:20—Discussion.
12:30—Adjournment for Luncheon.

Tuesday Afternoon.

2:30—"Stimulating Sales Through Consumer Advertising." George C. Vedder, Manager Johnston Overseas Service; Author of "American Methods in Foreign Trade."

3:00—Discussion.
3:10—"India as a Market for American Goods" Including an Analysis Showing What to Avoid in Planning a Campaign, Selection of Media, and Shortcuts to countrywide distribution. Harold Pereira, Advertising Manager, Skippers & Co., Ltd., Calcutta, India.

3:40—Discussion.
3:50—"Pan American Advertising from the Publisher's Viewpoint." L. F. Gordon, Vice-President of the Export Publishers Association, Manager of Ingenieria Internacional.

4:10—Discussion.
4:30—Adjournment.

CLUB SECRETARIES

Boys' High School, Room 22

Norman M. Parrott, president, Baltimore, presiding; Elmer A. Guise, secretary, Tulsa, Okla.

Tuesday Morning.

9:30—Registration of Attendance.
9:40—"A Message From the National Association." Rowe Stewart, Manager of the Philadelphia Record, President, Associated Advertising Clubs of the World.

9:55—"Co-operation of Women's and Men's Clubs." Miss Jane J. Martin, Advertising Manager, The Sperry & Hutchinson Company, New York, Member of the National Executive Committee, Associated Advertising Clubs of the World

10:05—Questions and Discussion.
10:15—"The Proposed Educational Program of the Associated Advertising Clubs of the World." Charles Henry Mackintosh, LaSalle Extension University, Chicago, Chairman, International Educational and Exhibits Committees, A. A. C. of W

10:25—Questions and Discussions.
10:35—"Co-operation." Park S. Flores, Secretary, Associated Advertising Clubs of the World.

10:45—Questions and Discussion.
10:55—(Subject) "Standing Pat." Richard H. Lee, New York, Counsel, National Vigilance Committee, A. A. C. of W.

11:05—Questions and Discussion.
11:15—"How Clubs that have an organized Better Business Bureau or Vigilance Committee can do volunteer work." Wm. P Green, New York, Field Secretary, National Vigilance Committee, Associated Advertising Clubs of the World.

11:25—Questions and Discussion.
11:35—Selection of the order in which subjects will be discussed at the afternoon session.

Tuesday Afternoon.

2:30—Meeting called to order. The following subjects have been requested by Club Secretaries for discussion:

Membership.

(a) Should membership be limited to strictly Advertising men?
(b) Should membership include allied interests?
(c) Should membership be opened to all those interested in advertising?
(d) Selling the Club to prospective members.
(e) Best methods of securing the most desirable members.
(f) How to maintain the interest of the old members.
(g) How to handle resignations.

How can Clubs be of definite value to the Advertising profession?
The Advisability of getting away from so called brass tack talks.
Best method of securing speakers.
The advantage of throwing meetings open to members.
The Value of Membership Cards.
Should programs be left entirely to the Committees?
Should programs be strictly technical?

Club Records.

(a) Membership rolls, etc.
(b) Financial accounts and reports.

Programs.

(a) Value to Club members.
(b) Mixed or strictly advertising subjects.

Club Notices.

(a) Are they necessary;
(b) How to make them increase attendance.
How far should clubs co-operate with other organizations in community work?
How can small town Clubs best serve their members in making them better advertisers.
How to get members to work.
The advantage of active and associate membership.

Educational Work.

(a) Value to members.
(b) Advertising Classes.
(c) Advertising Classes in Educational Institutes.
(d) Assisting those who wish to make advertising a career.

Club Management.

(a) How to increase membership.
  1. Generally.
  2. In a distinctly retail city.
(b) Club Finances.
(c) Advantages of Club-Rooms.
(d) Uniform dates for election.
(e) Uniform fiscal years.
(f) Should Secretaries be paid?
(g) Qualifications of Secretaries.
(h) The advantage of district meetings of the Club Secretaries.
(j) Uniform Club reports to National headquarters to be circulated among Clubs.
(k) Active co-operation in and with Vigilance Committees.

Meetings.

(a) Maintaining attention at meetings.
(b) Record of attendance.
(c) With or without meals.
(d) Noon or Evening Meetings.
(e) Does the price of a meal have a bearing on the attendance?
(f) The advantage of special Social or Entertaining programs.
(g) How to get the members out.

CHURCH ADVERTISING

Wesleyan Memorial Church, Young Men's Room, No. 5

Chairman: Rev. Christian F. Reisner, President.

Tuesday Morning, Opening 9:30.

"Extending the Kingdom of God by Wireless Telephone." Rev. Hubert Cowley-Carroll, Rector, Trinity Episcopal Church, Hamilton, Ohio
"Spiritual Church Advertising." Philip Ritter, The Philip Ritter Co. (Advertising), N. Y.
"How Local Ad Clubs Can Aid Church Advertising." W. N. Bayless, Chief of Service, The Powers-House Co., Cleveland.
"Denominational Assistance in Local Church Advertising." Herbert H. Smith, Charge of Church Advertising Department of Publicity, Presbyterian Church, N. Y.
"Advertising Churches in Philadelphia." Rowe Stewart, Pres. A. A. C. of W., Philadelphia.
"United Effort in Church Advertising." W. F. McClure, Publicity Director, Fort Dearborn National Bank, Chicago.
"Methods Used in My Church." G. W. Hopkins, General Sales Manager, Columbia Graphophone Co., N. Y.
"Using Printer's Ink for the Church." J. Clyde Oswald, President, Oswald Publishing Co., New York.

Tuesday Afternoon, Opens 2:30.

"Poster Advertising as a Means of Evangelism." J. B. Spillman, President, The Religious Advertising Association, Columbia, S. C.
"Mail Methods for Church Advertising." Homer Buckley, Buckley Dement Co., Chicago.
"Publicity in the Advance Movements of the Church." Elmer T. Clark, Manager, Department of Publicity, Methodist Episcopal Church, South, Nashville, Tenn.
"The Publicity Program of Southern Baptists." Frank E. Burkholder, South Baptist Church, Nashville, Tenn.
"Publicity for Collecting $135,000,000." Rev. Ralph Welles Keeler, D.D., Dept. Publicity, Com. Conservation and Advance Methodist Episcopal Church, Chicago.
"A National 'Religious' Advertising Campaign." Rev. Christian F. Reisner, Pastor, Chelsea Methodist Episcopal Church, New York.
"Practical Church Advertising Experience." Rev. Hugh T. Stevenson, D.D., Pastor, Bethany Baptist Church, Washington, D. C. Rev. Charles H. Pratt, Trinity Presbyterian Church, Montgomery, Ala. Rev. C. K. Windo, Knoxville, Tenn.

JUNIOR ADVERTISING CLUBS

Wesleyan Memorial Church, Auburn and Ivey.

Tuesday Morning.

9:30—Temporary Organization.
  a. Meeting to be called by H. J. Echele, President, Junior Advertising Club of St. Louis.
  b. Election of Officers for the day's session.
  c. Appointment of Nominating Committee for Officers of National Junior Conference, 1922-23.
  d. Appointment of Committee to draft Constitution and By-Laws for National Junior Conference.
10:30—Inspirational Talk on the Junior Movement.
11:00—The Purpose of a Junior Advertising Club.
11:30—The Purpose of a National Organization of Juniors.
12:00—Adjournment for Luncheon.

Tuesday Afternoon.

2:30—Business Session.
  a. Report of Constitution and By-Laws Committee.
  b. Adoption of Constitution and By-Laws.
  c. Report of Election Committee.
  d. Election of Officers.
  e. Other Business.
3:30—How Shall We Spread the Junior Idea?
3:55—What Will Be Our Educational Policies?
4:20—How Can We Cooperate With the National Commission of the Associated Advertising Clubs of the World?
4:45—Open Forum.
  Adjournment.

AGRICULTURAL PUBLISHERS

Auditorium, Chamber of Commerce

Tuesday: Sessions at 9:30 A. M. and 2:30 P. M. Chairman B. Kirk Rankin, President. Reading of Minutes and Reports of Committees.

"Second Class Postage." Shall we send a committee to Washington?
"Cooperation With Vigilance Committee of the Associated Advertising Clubs of the World." Conference with Richard H. Lee, general counsel for the committee, and others, to determine what are the benefits to be derived from the work of the committee and what are the obligations of the publishers.
"Agency Recognition." Can we secure acceptance by all members of the recommendations of our committee?
Question Box (Topics suggested by members). Where should the line be drawn in giving cooperation to advertisers?
Adjusting complaints with bankrupt advertisers.
Responsibility of agents for the honesty of clients.
Agency credits.
The paper situation.
(The meeting will be open to further suggestions from the floor.)

COMMUNITY ADVERTISING

President: Charles F. Hatfield, 507 Commercial Bldg., St. Louis, Mo.

Secretary: A. W. McKeand, care Greater Terre Haute Club, Terre Haute, Ind.

Luncheon, Monday Noon, 12:15 Sharp, Breakfast Room, Kimball House.

"A Court of Inquiry on Cooperative Retail Advertising for the Small Town—The Neosho Plan." Statement by President Charles F. Hatfield, Gurney (Neosho) Lowe, Neosho, Missouri, Presiding.

First Witness, A. C. McGinty, Neosho, Mo.
Second Witness, G. G. Foskett, Secretary-Treasurer, Coulter Miller Lumber Co., Clarksville, Tenn.
Third Witness, F. L. Swinehart, Hardware and Furniture Dealer and President of the Wabash Valley Ad Clubs, Clinton, Ind.
Fourth Witness, J. W. Pierce, Publisher the Clintonian, Clinton, Ind. "The Newspaper and the Neosho Plan."
Fifth Witness, W. H. Hill, Agricultural Agent, New York Central Lines, Chicago, Ill. Will report for Michigan towns.
Sixth Witness, W. C. Byers, Supervisor of Agriculture, Pennsylvania State Chamber of Commerce, Harrisburg, Pa. Will report for Pennsylvania towns.
Seventh Witness, L. D. Fuller, Chief Agricultural Agent, Erie Railroad, Jamestown, New York. Will speak for New York towns.
Eighth Witness, Sam Faucett, Dry Goods Dealer, Robinson, Ill.
Ninth Witness, C. A. Doak, Secretary Ad Club, Camden, Ark.
Tenth Witness, Robert R. Free, Secretary Chamber of Commerce, Waynesboro, Pa.
Eleventh Witness, R. W. Quackenbush, Agr. Agt., N. Y. Central Lines, N. Y. C.

Tuesday Morning, 9:15 A. M. Sharp.

Breakfast Room, Kimball House.

"Selling a Community to Itself." Charles F. Hatfield, Presiding, President's Address.
9:30—"The Railroad a Part of the Community—Home Folk." J. M. Mallory, Industrial Agent, Central of Georgia R. R., Savannah, Ga. Ten Minutes for Questions.
9:55—"How a Southern Town Sold Itself to the County." W. B. Royster, Secretary-Manager, the Griffin & Spalding County Board of Trade, Griffin, Ga. Ten Minutes for Questions.
10:20—"A Few New Highlights on the Maryville Way." H. E. Miles, Advertising Manager, the Maryville Tribune, Maryville, Mo. Ten Minutes for Questions.
10:45—"The Magic of Cooperation in the Southwest." Donald Mac Ivor, Secretary, the Great Southwest Association, Dodge City, Kansas. Ten Minutes for Questions.
11:20—"Two Years Experience in Building Good Will. The Wabash Valley Plan." A. W. McKeand, Business Manager, Greater Terre Haute Club, Terre Haute, Ind. Ten Minutes for Questions.
11:45—Round Table until Adjournment.
Luncheon, Breakfast Room, Kimball House, 12:15 Sharp.
Question Box.
All questions must be in writing and presented to a special committee for arrangement. Presiding officer to be selected.

Tuesday Afternoon, 2:30 Sharp, Breakfast Room, Kimball House.

"Selling a Community to the Nation."
2:30—"A Review of the St. Louis Campaign—Results-Faults-Future Plans." Herbert M. Morgan, Chairman of Publicity Committee, St. Louis Chamber of Commerce, St. Louis, Mo. Ten Minutes for Questions.
2:55—"The Ozark Play Grounds Association, A First Year's Showing." Ross E. Burns, General Manager, Joplin Globe, Joplin, Mo. Ten Minutes for Questions.
3:20—"What Twelve Year's Continuous Community Advertising Has Taught Asheville." N. Buckner, Secretary Board of Trade, Asheville, N. C. Ten Minutes for Questions.
3:45—Election of Officers.
4:00—"Does Community Advertising Pay? A Court of Inquiry." Chairman, John E. Northway, Secretary-Manager, Chamber of Commerce, Hamilton, Ohio.

Witnesses: John M. Guild, General Secretary, Chamber of Commerce, Kansas City, Mo. A. V. Snell, Manager, Chamber of Commerce, Charleston, S. C. Montague A. Tancock, Manager, Bureau of Publicity, Chamber of Commerce, Omaha, Neb. Wm. Holden, General Secretary, Chamber of Commerce, Sioux City, Iowa. John Wood, Secretary, Chamber of Commerce, Roanoke, Va. Guy Lavingston, Managing Secretary, Chamber of Commerce, Miami, Fla. Z. E. Black, Publicity Director, Chamber of Commerce, Middletown, Ohio. W. Frank McClure, Chairman, National Advertising Commission, Fort Dearborn National Bank, Chicago, Ill. Herbert M. Morgan, Chairman, Publicity Committee, St. Louis Chamber of Commerce, St. Louis, Mo.

Luncheon, Wednesday, June 15th, 12:15 Sharp, Breakfast Room, Kimball House.
"Selling a Nation to Itself." Harry N. Burhans, Director of Publicity, the Denver Tourist Bureau and President of the American Travel Development Bureau.
Open Discussion of Travel Problems.

SCREEN ADVERTISERS

Atlanta Theatre, Edgewood St. & Exchange Place

Motion pictures will be shown continuously from 10:30 A. M. to 10:30 P. M. Films used in both National and Local campaigns will be projected on the screen and the campaigns explained in detail.

Tuesday Morning, 9:30.

"The Making of an Industrial Educational Film." Harry Levey, President, Screen Advertisers' Association, New York.
"Merchandising with Motion Pictures." Herbert R. Hyman, Advertising Manager, Cole Motor Co., Indianapolis, Ind.
"The Educational Film as a Dealer Help" Chas. M. Brown, Advertising Manager, Woodrow Mfg. Co., Newton, Iowa.
"The Modern Salesman and his Film Samples." A. E. Gundelach, Sales Manager, DeVry Corporation, Chicago.
"The Short Length Film and Its Uses" M. J. Caplan, Manager, Metropolitan Motion Picture Co., Detroit, Mich.
"The Rise of the Industrial-Educational Film Industry." J. Dannenberg, Publisher, The Screen, New York.

Tuesday Afternoon, 2:30.

"The Distribution of Industrial-Educational Films." Henry Levey, President, Screen Advertisers' Association, New York.
"The Home Economics Film and Its Effectiveness." Mrs. Ida C. Bailey Allen, Directress, Mrs. Allen's School of Good Cookery, New York
"Selling the Foreign Market Through Movies." A. B. Cole, Director of Publicity, Westinghouse Electric International Co., East Pittsburgh, Pa.
"The Professional Projector for Non-Theatrical Use." S. S. Cassard, Vice-President, Nicholas Power Co., New York.
"What Slide-vertising is." D. H. Harris,

(*Continued on page 35*)

Digitized by Google

André Tardieu

Former French High Commissioner to the United States

Has been engaged to write *exclusively* for the Consolidated Press

TARDIEU is the Man of the Hour in France. He knows America intimately. He spent two years in the United States during the war. He represented France at the Peace Conference. As a journalist and a statesman, he ranks first, today, in the public eye of France.

What Colonel House says about Tardieu:

"There are others who may be able to write as accurately and as interestingly concerning events which led up to the World War and the war itself, but there is no Frenchman, save Clemenceau, who can write with so much authority concerning the Peace Treaty as André Tardieu.

"M. Tardieu gets nothing second-hand. He was a participant in the events of which he writes. As a member of the Chamber of Deputies, he knew the currents of French political life and he can write understandingly of the causes leading up to the great conflict. As an officer in the French Army, he can speak authoritatively of that glorious page of history of which he was a part. He was in all truth the one nearly indispensable man at the Peace Conference."

What André Tardieu said in a recent cable to our newspapers:

"Europeans, even the French who enjoy a special sympathy in America, have a vital interest in not attempting to exert pressure on American policy.

"The United States is saturated with the propaganda of the various European countries. Americans quite naturally ask to be let alone to make up their own minds. Europe should limit her role to the submission to America of the documents in the case.

"For my part, I shall endeavor to do this from time to time by submitting not pleas and theories, but facts, to which I shall add the interpretation placed upon these facts by France."

The list of contributors to our Friday Night Leased Wire Service includes the following: Andre Tardieu—Maximilian Harden—George N. Barnes—William Bird—Robert T. Small—Elizabeth King Stokes—Walter Camp—Sparrow McGann—Jessie Henderson—Stuart P. West—Harden Colfax—Ralph Barton—George Chadwick—Robert C. Benchley—Betty Baxter

For rates and details apply to ROBERT B. McCLEAN, Business Manager

CONSOLIDATED PRESS ASSOCIATION

Executive Offices: Commercial Bank Building, Washington, D. C.

HORACE EPES, Western Superintendent
Fourth Floor, Daily News Building, Chicago

JAY JEROME WILLIAMS, Eastern Superintendent
Eleventh Floor, World Building, New York

THOUGHT PUT IN ADVERTISING COPY PAYS HEAVY DIVIDENDS

"Two-Liners" Pay User, But Large Space Used By Indianapolis Firm Enabled It To Gain Bank Credit and National Scope In One Year

By C. L. PERKINS

This is one of a series of articles. Mr. Perkins, who is executive secretary of the National Association of Newspaper Classified Managers, is writing for EDITOR & PUBLISHER on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

WHEN the advertiser gives little or no thought to the preparation of his classified copy it is apt to bring some results. However when he devotes time and thought to developing copy ideas he can be sure of very large returns. Over the country hundreds of moving and transferring companies profitably use classified columns with two line advertisements of this type:

"Moving and transferring—lowest rates Phone Main 100."

In Indianapolis there is a firm, the Red Ball Transit Company, which has made its classified advertising unusually productive and merely by using carefully prepared copy.

That its copy is different is shown by the following, which is only one of numerous unusual ideas:

Are You Going To Move?
Red Ball Transit Co.
Will Move You Anywhere, Any Time,
Cash or Payments
HUNDREDS OF BLANK TRUCKS
Operated by Experienced Men, Fully
Equipped, at Your Service
WE INSURE YOUR GOODS IN TRANSIT
Fill out the following and send it to us.
We will quote prices.

Piano .....
Victrola .....
Davenport .....
Bookcase .....
Desk .....
Tables .....
Chairs .....
Sewing Machine .....
Washing Machine .....
Garden Tools .....
Stoves .....
Buffet .....
China Closet .....
Kitchen Cabinet .....
Ice Box .....
Beds .....
Linoleum .....
Dressers .....
Trunks .....
Rockers .....
Tool Chest .....
Boxes .....
Barrels .....
Library Table .....
Chiffoniers .....
Chests .....
Sanitary Couch .....
Child's Cribs .....
Misc. .....

Name .....
Phone No. .....
Address .....
Moving to .....
When? .....
Remarks .....
.....
.....

That the development of better copy pays is shown by this letter which the company recently sent to the Indianapolis Star.

"We have been asked by the various newspapers that we have been advertising with, about what we think of newspaper advertising. Inasmuch as we have given you people a considerable share of this business, we are sending you a copy of what we have to say with reference to the results we have obtained.

"On February 1, 1920, I started the Red Ball Transit Company in Indianapolis with very little money and no reputation as a transfer company. During that period, we have patronized the newspapers to the extent of fifty per cent or more of our profits on business handled and we are very proud to say at this time, we are able to nationalize this company without financial assistance from anyone. We have also established a credit for the Red Ball Transit Company in the city of Indianapolis and other cities outside of Indianapolis, which enables us to operate without being embarrassed by being asked who we are, as they have learned that through the newspaper columns.

"It is our experience at this time, that the people who are howling the most about financial worries and poor business are, as a majority, people who do very little advertising, or, if they do advertise, do it in the wrong way. We find continuous advertising for our business is much better than larger copy run any certain time.

"We need a constant reminder every day, so when the public is in need of the service we are able to render, they are able to find our ad in the newspaper any day.

"We are convinced of what advertising has done for us and are only too glad to tell you about it and at this time, we are planning an advertising campaign which will cost thousands of dollars, in the face of what some people say that we are going through a financial crisis which is shaking the very foundations of business.

"Enclosed find our check in payment for recent advertising."

RED BALL TRANSIT COMPANY,
By W. B. HINES.

ASKS $500 FOR OMITTED NAME

Quebec Lawyer Says Telegraph Slighted Him Intentionally

Claim for $500 damages has been entered in the Superior Court of the Province of Quebec, by Armand Lavergne, K. C., against the Quebec Telegraph, published by the Hon. Frank Carrel, for the omission of Mr. Lavergne's name from a report published in the Telegraph of a criminal trial at which he had appeared as counsel for the prisoner. The name of his assistant lawyer was mentioned. Mr. Lavergne alleges that the omission of his own name was intentional; that it was made with object of doing him injury; and that it is but the continuation of the policy of the paper to ignore him every time it has the opportunity.

The claimant is well known as a barrister, late member of the Canadian House of Commons, editor, and is a former colonel of militia. His action is said to be based on an old feud with the Telegraph, which for a long time, says the Toronto Evening Telegram editorially, had a rule that the name of Armand Lavergne should never appear in its columns.

Other newspapers in various parts of Canada and the United States have adopted the same policy towards men with whom they have taken issue, but seemingly without exposing themselves to suits for damages although one notable exception was that which occurred in London (Ont.), some months ago, when an alderman of the city sued unsuccessfully one of the local dailies for omission of his name, intentionally he alleged, from the paper's reports of council meetings.

Editors complain that the Quebec libel law is an instrument in the hands of their enemies for the persecution of the press. Though the French-Canadian papers have felt its weight, it seems that the two English-written papers of the ancient capital—the Telegraph and the Chronicle, the latter owned by Major-Gen. Sir David Watson—are almost in constant hot water. Sometimes the publishers get off with apologies; but until recently, at least, the yearly bills for damages and counsel fees to fight unjust claims were considerable.

New Sunday Paper in Oklahoma

The Duncan (Okla.) Daily Banner has begun the publication of a Sunday edition. The Sunday paper carries Associated Press night report, a sport section, magazine section, and oil news department.

MR. J. NOBLE STOCKETT

A Favorable Time

THERE is no time so ripe as the present for developing more national newspaper advertising. Executives are thinking along new lines and adopting new methods for injecting new life into business.

Naturally, this offers a splendid opportunity for newspaper men to do intensive construction work, beginning, particularly, with the manufacturers in and near our own towns.

The George Frost Company of Boston, represented in Baltimore by Mr. J. Noble Stockett, are moving in the right direction with Boston Garters which have enjoyed the support of NEWS advertising and which advertising is now to be followed by a schedule in both The NEWS and The AMERICAN. The other two products of the Frost line—Naiad Dress Shields and Velvet Grip Hose Supporters—should also respond splendidly to newspaper advertising. Won't newspaper men close to the George Frost Company undertake to demonstrate the tremendously added advantage of giving these other products the same INTENSIFIED NEWSPAPER SUPPORT in their various markets?

Here in Baltimore The NEWS and The AMERICAN have an intensified circulation of more than 187,000, daily and Sunday, and will carry the Frost or any other message into practically every buying home in Baltimore and suburbs, every nook and corner in the State of Maryland and nearby portions of the adjoining states as well.

We newspapers individually will all get more if we co-operate in this work, and produce more general national advertising development in newspapers.

THE BALTIMORE NEWS
Evening, Daily And Sunday.
The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Munsey
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg.
Chicago

Newsprint-MF & SC
Rotogravure Paper
Printings-MF & SC

Highly Endorsed by Eminent American Users

And All Other Papers Made by the 31 Paper Mills of Finland

Finnish Paper Mill Association
HELSINGFORS

Sole Agents for the U. S., Canada, Cuba and Mexico

H. REEVE ANGEL & CO.
INCORPORATED

7-11 SPRUCE STREET NEW YORK

Digitized by Google

ALBERT PROTESTS BAN ON SENATE LOBBY

Closing of Space Behind Vice-President's Desk Will Break Down Close Relations of Past Years, Committee Argues

(Special to Editor & Publisher)

WASHINGTON, May 18.—"Chief" Albert, whose years as a Washington correspondent would entitle him to a sleeve full of service stripes if such were given in newspaper work, appeared the other day in a new role. He discarded for a few moments his familiar inquisitiveness as a "seeker after the truth" in the Senate, and became an advocate before the Rules Committee in behalf of the corps of correspondents.

Mr. Albert, who is addressed formally as Charles S. Albert of the New York World, addressed the Senate Rules Committee as chairman of a special subcommittee of the Standing Committee of Correspondents. He was spokesman for the correspondents in opposition to the withdrawal of the privileges of the Senate lobbies, which the correspondents have enjoyed for many years. The lobby, back of the Vice-President's desk, was closed by order of Senator Philander C. Knox, chairman of the Rules Committee, in order to make it technically a part of the Senate floor and the marble room an outlying cloakroom.

The Senate's action has hampered newspapermen as could nothing short of absolute expulsion from the Capitol. It goes far toward breaking down the close relationships which have been developed in the past few years, relationships which operated to the mutual benefit of Senate chamber and Senate press gallery. Mr. Albert's address to the Rules Committee was in very good taste, and was productive of a better understanding with members of the Committee.

Copies of Mr. Albert's address, together with the resolution of protest adopted by the correspondents on April 13, were placed in the hands of every member of the Senate. Other members of the special committee of the press gallery were Roy A. Roberts, of the Kansas City Star, and Robert Barry, of the Philadelphia Public Ledger, chairman of the Standing Committee.

CAPITOL MEN DINE TWICE

White House Corps Officers Inducted—Labor Secretary also Host

(Special to Editor & Publisher)

WASHINGTON, May 14.—Washington newspaper men, making up the White House "regulars" and the reporters who cover the Department of Labor participated in two dinners within the last week, one given by the White House corps to George B. Christian, Jr., secretary to President Harding, and the other by James J. Davis, secretary of labor.

The dinner to Mr. Christian also was in the nature of an inauguration of the officers of the White House Correspondents' Association recently revived to protect the Presidential conferences from tipsters and press agents. The officers inaugurated were: Frank Lamb, Washington Times, president; Russell Young, Washington Star, vice-president; Byron Price, Associated Press, secretary-treasurer; and Frank Stetson, International News Service and W. Bruce Macnamee, Universal Service, members of the executive committee.

The dinner given by the Secretary of Labor was attended by Assistant Secretary Henning, who acted as toastmaster, G. Harry Ward, International News Service; M. W. Flynn, Washington Times; Isaac Gregg, New York Evening Sun; Samuel W. Bell, Philadelphia Public Ledger; Charles J. Sterner, Wall Street Journal; Guy D. Wilson, Associated Press; W. R. McCollum, Washington Star; Ralph A. Collins, New York Herald; Glen I. Tucker, New York World; John F. Richter, New York Journal of Commerce; Harry N. Price, Washington Post; James A. Buchanan, Washington Star, Edward C. Easton, Philadelphia Inquirer; Ralph F. Couch, United Press; Mason McGuire, New York Tribune; T. D. Ransom, Universal Service; Walter J. Fahy, W. T. Saffell, Wallace J. Murphy and T. Linton Kane.

WASHINGTON NOTES

LEGISLATION proposed during the past week included a bill by Senator Irvine L. Lenroot, of Wisconsin, authorizing the Secretary of the Navy to deliver to the Milwaukee Press Club the bell of the wrecked cruiser Milwaukee. The bell now is in storage at the Mare Island Navy Yard, Cal.

HOLDING acts of the British Government to be in "direct violation of the principles of a free press," Representative Leonidas C. Dyer, of Missouri, by way of protesting against orders to James P. Tuohy, of the New York World, warning him to remain out of Ireland, has offered a resolution entering "the most solemn protest" of Congress. The Dyer resolution "demands for the correspondents of the American newspapers in Ireland the same courtesy and consideration which is given English newspaper men in the United States."

WASHINGTON newspapermen who accompanied James M. Cox, of Ohio, during his campaign for the presidency, learned with genuine sorrow this week of the death of Mrs. Daniel J. Mahoney, the former governor's daughter and wife of the editor of the Dayton News. A floral tribute was sent from the national capital.

MEMBERSHIP in the Press Congress of the World has been extended to a number of Washington correspondents by Dean Walter Williams of the School of Journalism, University of Missouri. A large percentage of the correspondents have accepted the invitation.

WINDER HARRIS is running the shop at the Universal Service. "Windy" was called to take the desk following the departure of Than V. Ranck, to take charge of the Boston Record. He had been doing the House for several years, but is familiar with all the news runs in the capital.

Amaroc News Two Years Old

The Amaroc News, the daily newspaper of the American forces in Germany, celebrated its second birthday April 21, with a 14-page regular issue and a six-page supplement. Although the News is considered by its editor and manager, Major Paul J. Muller, as different from the ordinary newspaper business proposition, the anniversary issue, which has just reached Editor & Publisher, is notably long on advertising of Coblenz merchants, and it is also notable in that the history of American journalism in the occupied Germany territory is comprehensively narrated.

Publishers—Reproduce this in your own columns. Give your local wholesalers and retailers reasons why they should insist upon newspaper advertising when manufacturers' salesmen display an impressive looking magazine campaign.

Wasted Advertising Who Pays?

The Retailer and Wholesaler Pays

Many manufacturers advertise in mediums of national circulation, covering vast territory where they have no distribution. They spend thousands of dollars creating a demand that cannot be supplied and then complain because the dealer sells a similar article to those who respond to the advertising.

And in territories where jobbers and retailers have stocked the goods, the magazine circulation is necessarily limited, reaching only a minority of your customers.

But the waste circulation must be paid for—and it is bought at the expense of the very retailers and wholesalers who are giving that advertiser their co-operation!

When salesmen try to sell you merchandise on the strength of an advertising campaign, insist that the advertising be confined to channels of distribution, that the advertising appear in newspapers reaching the greatest number of prospects in **your** territory.

That is the manufacturer's duty and it is your right.

Insist Upon Newspaper Advertising

If you use this Series, will you please send us clippings?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago Kansas City New York Atlanta San Francisco

Digitized by Google

GRITLESS

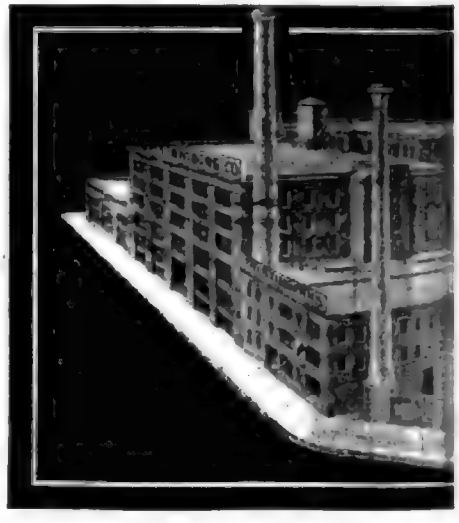
WE HA

POSITIVELY FR

Ask These Great Consumers of Ink

They know from experience the indisputable superiority of our newest product

New York Times
Daily News
New York Evening Mail
New York Herald
New York Telegram
New York Sun
Brooklyn Daily Eagle



THE AULT & WI

CINCINNATI NEW YORK BOSTON BALTIMORE PHILADELPHIA CHICAGO CLEVELAND DETROIT

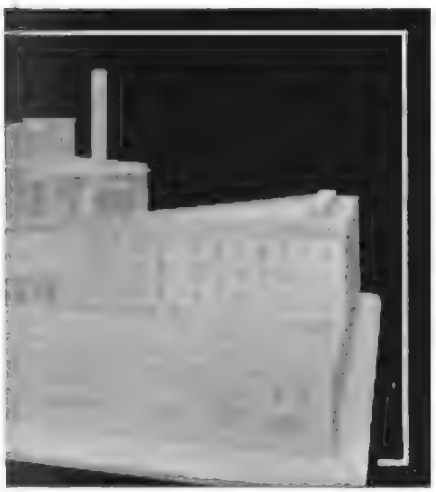
PLACE YOUR ORDERS

Digitized by Google

NEWS INK

VE IT!

:E FROM GRIT!



Since the wet-roll days, since the slow-press days, GRIT has been the curse of the press-room.

Since the ink manufacturers were called in thirty years ago to solve the new-era troubles, the ink world has worked unceasingly to eliminate GRIT.

But *we have it:* **INK WITHOUT GRIT.**

BORG COMPANY

BUFFALO ST. LOUIS MINNEAPOLIS LOS ANGELES
ATLANTA MILWAUKEE SAN FRANCISCO FORT WORTH

VITH NEAREST HOUSE

MUCH WORK REMAINS FOR I. C. M. A. TO DO

Positive Action Needed in Protecting Newsie and Carrier from Legislation—Must also Guard Against Contest Propagandists

By Fenton Dowling

At the convention of the International Circulation Managers' Association, at Columbus, Ga., on May 11th, 12th and 13th, some splendid work was accomplished, yet some things had to go over. Next year, with the convention scheduled for Indianapolis and the prospect of a large attendance, the vital needs of the circulation fraternity should have most careful consideration and definite treatment.

Newsboy and carrier welfare was discussed at Columbus, but aside from the introduction of papers and a plea to carry back word to the publisher of the dire plight newspapers will be in if these so-called reformers are not headed off before they wreck the only means at present of distributing papers to homes and selling them on the streets, no tangible result was accomplished.

"The year 1921 will reward fighters" is enunciated by one of our big newspapers, so it won't do to simply talk about dangers. Action is needed if boys under 16 years of age are going to be allowed to sell and carry newspapers without interference from a lot of misguided individuals who would bring about reform, yet unconsciously starve the newsboy and his too often dependents.

Serious consideration should be given to other problems, too, such as the postage rates, so that big periodical publishers may not be enabled to walk away with the rewards. Newspapers—distributing the bulk of their product within a radius of the first, second and third zones—should not be inflicted with an excessive rate to compensate for the loss sustained by the Government in carrying periodicals to the farthest confines of the country at the same price.

There is, too, the prospect of stiff newsprint prices growing out of the shut-down of the paper mills. The growing tendency to lower legitimate prices must be considered from every standpoint.

Let every circulation man get back of the I. C. M. A. and fight for light and help on these problems. Let us not think so much of office and politics and personal satisfaction. Let us keep out the propagandist and not allow the contest, the premium or any other influence to do any of its fine work at conventions. Several excellent papers were delivered at the I. C. M. A. meeting, which were not touched upon in Editor & Publisher's convention report last week due to the closeness of the convention's adjournment and press time. For instance:

James L. Farley, Philadelphia North American, who was asked to name the best feature for a metropolitan Sunday paper, said:

"It is impossible for any publisher or any newspaper efficiency man to lay down a rule that will apply generally in the selection of features or the manner in which they should be displayed. You cannot publish a newspaper fitting the peculiar needs of Galveston and say that the same sort of a publication would succeed in Duluth.

"About all that any of us can do is to agree that there are certain elemental things that ought to apply in almost any community, love, eating, health, amusement and fashion are all primitive instincts, therefore a news feature dealing with some romance in which the above items play a leading part is apt to find a receptive group of readers whether in New York or San Francisco.

"There are many local feature stories, such as the doings of the 400, etc., worthy of elaboration in the Sunday edition, and in almost every community they will be found valuable circulation builders, because of the personal touch which they possess and the inherent desire of all of us to be in the limelight. There can be no accepted rule for displaying a story.

"My own experience has taught me that a reasonable display is needed and a reasonable amount of sensationalism is often useful. If there be a good motive back of a feature story the splash head and the large illustrations which leave something to be imagined will help carry that motive and in the end only good will result. You all know the class of feature stories that are used by the papers having large metropolitan circulation, particularly that class having so much of it that they find it necessary to print and send them out to the dealers in the middle of the week in order to accommodate their fast-increasing clientele. What is it that creates this unusual demand? Surely it cannot be the news, as they contain no news but what is from 36 to 48 hours old.

"This unusual, and I might add, unnatural demand, is caused by the weird and salacious magazine features which they contain, and strange as the paradox may seem, the worse they are the better they sell. In other words, the rank and file of the people are not looking for or expecting to get high-class literature (Boston, of course, excepted).

"Finally, for me or any other circulation manager to place my hand on any one of any group of feature stories and say that they are the best is impossible, for the tastes, whims, likes, dislikes, and needs of one city are different from another city, and this country of ours is too big to lay down any hard and fast rules on a subject of such engrossing importance as your chairman has asked me to discuss."

Herbert Peters, Wichita Falls (Tex.) Times, outlined successful methods of publishing junior publications as follows:

"It has been my experience that junior publications are of great value in instilling an aggressive and loyal spirit in carriers, newsboys and agents. It serves to strengthen the morale of your organization and tends to make the personal contact closer. You will find that all carriers, newsboys and agents are human, in that they like to see their names in print, and are just as proud and pleased when they receive notice in the column of the Junior as a circulation manager is to see his name appear in the Official Bulletin.

"I have found it the best policy to mention a boy when he has done something to be commended rather than when he has done some thing to be criticised. In fact, I do not believe in scolding or reprimanding them through the columns of the Junior. Newsboys are sensitive and do not like to be held up as horrible examples to their comrades, so unless a boy can be praised we do not mention him at all. By picking out a carrier or newsboy who has made a notable increase on his route or in his sales and giving him a nice writeup it serves to make every other carrier or newsboy strive to do something that will attract the attention of the editor and earn him a similar distinction.

"We always try to encourage thrift among the boys through the columns of the Junior and a recent canvass disclosed the fact that among almost a hundred newsboys and carriers over 50 per cent of them had savings accounts. Summing up, I would say that a junior publication serves to develop co-operation, fair treatment, thrift, loyalty, enthusiasm and service."

O. V. Fragstein, director of circulation of the Milwaukee Journal, urged support by the I. C. M. A. for the Audit Bureau of Circulations in the elimination of waste and untruth in circulation practices. He said:

"If this body of representative circulators does not assure the bureau of its support in suppressing such evils, we as individuals cannot hope to gain its support in correcting conditions in our respective local fields. I am going to submit to you a number of subjects for discussion and consideration, with the hope that this association will go on record and notify the A. B. C. that this body is for the elimination of all practices that may tend to mislead the advertiser and further, stands ready to consider and endorse any movement tending to clarify the circulation statements and reports issued by the A. B. C. and punish by suspension and monetary fine, any attempt, successful or unsuccessful on the part of the publisher, to use the A. B. C. or his columns while a member of the A. B. C., in endeavoring to mislead local or foreign space buyers."

The "Flying Circus" as used by the St. Paul Dispatch, Pioneer Press and the Farmers' Dispatch was described by E. C. White, circulation director of those papers. He detailed the equipment used, comprising an aeroplane, pilot, stunt man, naval band, wireless outfit, a racing automobile and a parachute, stated that they give exhibitions at county fairs and other public gatherings, of stunt flying, rope-ladder acrobatics, a five-mile race between airplane and auto, a parachute jump and change of planes in midair. Advertising of the newspaper, the airplane company nad the various brands of equipment used is accomplished before the crowds attracted by the spectacle, Mr. White said, as well as recruiting publicity for the navy. Organizations under whose auspices the exhibitions take place do not pay the newspaper for the "circus," but agree to secure a certain number of paid-in-advance subscriptions at regular rates, under several plans outlined by the paper's manager.

F. R. Folkes, Regina (Sask.) Morning Leader and Daily Post, was unable to be present, but his paper, "Successful Methods of Obtaining R. F. D. Circulation and How We Get Them," was read by the secretary. In part he said:

"Dealing first with the solicitor, if the field is properly fitted and the solicitor properly chosen, I believe much can be achieved in this way. What I mean by the field being properly fitted is if your field is populated so as to obviate long train-jumps, thereby incurring too much expense, and if you can secure energetic, honest, well-appearing young men, you can build up circulation at a very reasonable price.

"I have tried 'direct-by-mail' means at times and found it fairly successful, but I believe the only way this scheme will be successful is in conjunction with bargain-day offers or premiums.

"I believe much can be achieved by the premium. I don't wish to go on record as favoring a premium which is sold to the subscriber, but I do think if the premium is well chosen and purchased cheaply enough to permit it being offered gratis with new and renewal subscriptions, it will do much toward assisting you in building up out-of-the-city circulation. Premiums should be offered that cannot be purchased in the stores; if such are offered, we come right back to the old proposition of turning the newspaper office into a junk shop.

"The contest system you know as well as I do, but in passing I would go so far as to say that in a sparsely settled field such as mine, I have, at times, secured quite a monetary benefit.

"The system of a local subscription agent, I believe, is the best field in a field such as my own. In my territory I chose country postmasters for agents. I pointed out to them the possibility of making a lot of money in his territory, offering 25 per cent commission on all new or renewal subscriptions. I later offered a small contest in addition to the commission with remarkable results. I now have more than 900 country subscription agents covering every conceivable corner of my territory."

J. C. Montgomery, Detroit News, gave a brief address on elimination of "unaccounted-for" copies in press and mailing room. He said:

"In accounting for copies printed it is necessary that a system be maintained which will assure the accuracy of the circulation records.

"In a system employed by our accounting department a daily circulation report is prepared as the initial step in accounting for the press production. This report is made up the morning following date of publication while the day's developments are fresh in mind, as it sometimes happens that there is a considerable difference between the distribution and press production and, by making prompt investigation, the difference can be located and correction made. It is our experience that an excessive 'unaccounted,' item is usually due to an error of a pressman when marking the record for press production.

"At present we publish five editions daily and our circulation report is so arranged that each edition is accounted for separately, as by this plan any large difference is located more quickly than is possible where all the editions are carried in one total.

"Our mailing department supplies the foreman of the press room with a veteran order for the minimum number of copies required for each edition (also a written order for any additional copies). This order is based on the previous day's distribution, allowing for any addition or reduction in the circulation. The press room foreman, in turn, apportions the order to the several press captains.

"Each press captain is supplied with a form upon which the foreman enters the order that

DRY MATS

We have but two reasons to be worthy of your patronage

1. Quality
2. Price

Wouldn't either be sufficient to have us quote you

They are Imported

W. B. WHEELER CORP.

Formerly Albert de Bary, Jr.

'Phone Rector 9030 — 6 Church Street New York

Local Display When You Need It

Saturday Evening and Monday Morning News Schedules Must Not Be Cut

LET'S face the situation. Advertising lineage is harder and harder to get. Advertising managers are using every means to hold it, but this month's totals are way below last year. Next month will be worse.

Saturday evening and Monday morning editions feel it first. Editor complains that his news schedule is cut. Besides losing money you are losing prestige, something money cannot buy.

We can secure a full page of local display for you—Our Weekly Business Review Page, made up of small advertisements of leading wholesalers and manufacturers of your own city. It will be a permanent feature, a friend and prestige maker for you.

Now appearing in a number of leading dailies, some of which we have worked for in one capacity or another during our entire business life of 20 years. We consider this an endorsement of our clean cut selling methods. Dun or Bradstreet can tell you our financial strength.

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

Digitized by Google

particular press is to produce and when the run is off, the press captain enters on the form opposite the order the reading of his press registers. A comparison of the totals will promptly detect any error in transcribing the register reading, although we find that the pressmen do not always take the time to make the comparison.

"After the press has been made ready for the run the register is set at zero and all copies spoiled after the press starts are deducted from the gross production. These spoiled copies also include the basket waste produced during the run by sheets breaking.

"In our circulation accounting department the dealers' charges are listed in draw books and a total made of each day's drawing. This total is reconciled with the daily circulation report and our system also provides for complete agreement of the draw book totals, daily circulation reports, and ledger charges. This agreement forms the basis of the controlling account entry used in making up the monthly ledger statement and balance sheet. It is also very useful in proving our circulation claims at the time of the A. B. C. auditors visits. In fact the auditors compliment us on the efficiency of our system.

"The number of mail subscribers is ascertained from a count of the galley and the changes in the list are added to or deducted from the count from day to day to obtain the figure for the daily circulation report. The list is recounted each month and any necessary adjustments made.

"Street men who supply corner boys are required to give a written order for the number of copies required and a count of their order is made by reliable men when taken from the mailing room. The order is made in duplicate and the original referred to the accounting department for record.

"At present the daily reading of our press registers is approximately 240,000. Of this total less than 3 per cent is unaccounted for.

"Since installing our present system of accounting, by means of which we are able to keep an accurate record of our paid circulation, we have found the unaccounted item to be confined to press turnovers which produce neither good copies or waste; splices that are conveyed to the mailing room, rejected by the mailers but not included in the waste; the practice some employees make of taking more than the one copy per day which is the number allowed for personal use, but by constant vigilance we hope to make still more of a reduction in the unaccounted item."

SIDELIGHTS ON THE I. C. M. A. AT COLUMBUS

FIRST convention the I. C. M. A. ever held of which an official photograph was not taken—seemed to be too busy all the time.

* * *

J. V. McClatchy earned the honor of hoisting the association burgee once more, for his journey from Sacramento via the Panama Canal and New York, easily outdistanced the other claimants to having traveled the longest distance. Halifax, N. S., and Calgary, Ala., were good seconds but they fell far short of his 10,000 mile trip.

* * *

F. R. Folks, of Regina, Sask., had a good alibi for his non-attendance in the one-page copies of the Leader, run off on a Washington hand press, which he sent to the convention. The printer's strike played havoc with the output, but the snappy sheet was ocular evidence that the staff was not down-hearted.

* * *

H. H. Fris of El Paso, Tex., missed his first convention in years, and this fact was commented on. As ambassador extraordinary and minister plenipotentiary to Mexico for the local Chamber of Commerce, he couldn't very well be in Columbus and on the west coast at the same time. This is his third trip to the west coast since the first of the year. It sure has attractions.

* * *

W. E. Page, now general manager of the Columbus Ledger, tried to resign from the I. C. M. A. thinking it would be necessary to do so to insure representation for his circulation manager. The association soon set his mind at rest, as it proposes to do to "Bill" Darby, the new general manager of the Toronto Mail & Empire, the first time he gives them a chance.

* * *

William Dennis is leaving no stone unturned to make his Halifax publications the most influential in the Maritime Provinces and while Miss Frasier, who came all that distance to represent him did not take any prominent part in the proceedings, it is a safe bet she returned with many practical suggestions which will further tend to improve the efficiency of the department she has been directing for two years.

* * *

Joe Levy of the New Orleans Item was not in good condition and the macaroni-eating match between him and Oscar Anderson of Montgomery, was not pulled off. Anderson's record established at Buffalo two years ago still stands.

* * *

J. O. Stuardi of Mobile is suspected of being in the employ of the tourist bureau of the Mobile Board of Trade. He boasts so much of the city's attractions, trippers are being diverted there from Florida points. D. B. G. Rose and wife, were added to his personally conducted party at Columbus.

* * *

A few of the pioneers felt they were growing old when they witnessed the son of Past President J. H. Taylor take his seat in the convention. To "Joe" goes the honor of being the first member to educate a son in circulation work and qualify him for membership in the I. C. M. A. Who'll be the next?

* * *

No city in which the convention has been held ever took advantage of the advertising possibilities of the presence of a group of delegates until the convention went to Columbus. What the two papers did was a revelation and their enterprise was appreciated and commented on.

* * *

What real good was accomplished by driving a lot of more or less acquiescent supporters of Mr. Volstead to a point in Alabama and showing them the spot where $250,000 worth of perfectly good bonded wares were taken from the storehouse, to be broken and burned up, while an envious crowd gazed at the proceedings? Was it to make them satisfied that the convention dates fell in May instead of the month this tragedy occurred?

Tom Kavanaugh says he only took passing interest in the treatment accorded the Prince of Wales by our boys "cutting in" and taking his dancing partners away, but since his visit to Columbus he better understands how the Prince felt when he found himself alone in the middle of the floor, and with no place to go.

* * *

Columbus has two live-wire organizations in the Rotary and Kiwanis Clubs. The former had Rotarian A. E. Mackinnon of the New York Club as its guest on Wednesday and Kiwanian Clarence Eyster of the Peoria club came in for signal honors on Thursday. On both occasions there was a generous sprinkling of visiting delegates.

* * *

Just the same Kunze put a real thrill into that invitation at Buffalo when he told of the luscious peaches and the tantalizing watermelons that were awaiting us. It sounded good, even if we didn't get them.

CIRCULATION NEWS AND NOTES

Edward L. Coughlan has resigned as circulation manager of the Portland (Me.) Express-Advertiser and Sunday Telegram. He is going into the printing business with a brother. Coughlan's successor has not been selected.

Celebrities by the score were present at the annual reunion of the former Boston Newsboys' Union, which went out of existence about three years ago, held last week at Young's Hotel. Mrs. Curtis Guild was the chief guest at the dinner in view of the fact that her husband, the late Gov. Guild, was for years greatly interested in the union and individual members of it. Other guests were Thomas Downey, circulation manager of the Globe; Ex-Secretary of State Donahue, Rabbi Harry Levy of Temple Adath Israel, who surprised everybody by declaring he was once a newsboy in Ohio; Immigration Commissioner Skeffington, Mayor Peters, Harry E. Burroughs. The association subscribed $3,000 to the $2,000,000 Boston College fund at the banquet.

The Des Moines Register and Tribune staff rested on its journalistic arms the other night and celebrated in the fashion of victorious warriors the attainment of the 100,000 Sunday circulation objective. While the presses paused, 400 men and women who contributed to the feat were banqueted at Hotel Fort Des Moines by Gardner Cowles, publisher. They represented all facets of modern newspaper publication—circulation, editorial, business, advertising and mechanical. J. N. Darling was master of ceremonies. Primarily, the gathering paid homage to the circulation department.

THE MAN WHO WRITES OR EDITS FICTION

will waste much precious time unless he understands the technique of the short story. The only sound and helpful exposition of this difficult problem has come from Professor Walter B. Pitkin of the School of Journalism, Columbia University. Professor Pitkin is now offering to a limited number of professional writers and advanced students instruction by mail. Manuscripts will be criticized and technique explained. For full particulars address

Professor Walter B. Pitkin

Sub-station 84 New York

BARBOUR'S Advertising RATE SHEETS

TO MAKE a contract, or place an order you must have a publisher's rate card or a BARBOUR'S ADVERTISING RATE SHEET.

It's just a question as to which method is the most complete and dependable.

Many space buyers know from experience that BARBOUR'S ADVERTISING RATE SHEETS is the *only* practical method of maintaining rate files and that therefore *it is* the most economical.

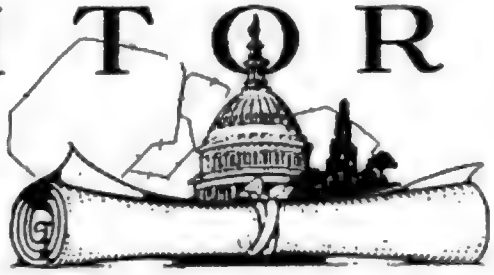
When you learn the real advantages of BARBOUR'S ADVERTISING RATE SHEETS you will maintain our service.

538 South Clark Street
Chicago, Illinois

152 West 42nd Street
New York, N. Y.

Digitized by Google

EDITORIAL



Then in the place of all other delights substitute this, that of being conscious that you are obeying God, that not in word, but in deed, you are performing the acts of a wise and good man.

—EPICTETUS.

GOVERNMENT CIRCULATION REPORTS

THE movement inaugurated by the Audit Bureau of Circulations to induce the Government to abolish the rule requiring newspapers to file circulation statements semi-annually is not receiving the support that its friends had expected. The American Newspaper Publishers' Association, the International Circulation Managers' Association and one or two State Editorial Associations have passed resolutions urging the Government to continue the practice, while the Association of National Advertisers is about the only important organization that has passed resolutions urging its abolishment.

The factor that seems now to be universally recognized by publishers as vital and helpful and constructive in the Bourne Law of 1912, now in general force and effect in the newspaper business, is the force of compulsion, strange to relate.

In 1913 there was formidable opposition to this law because it was compulsory. But now newspaper publishers seem to agree that it is a good thing that publishers MUST certify their circulations.

Certainly we have traveled far in the past nine years. To be sure we have with us yet the circulation liar—the man who deliberately deceives and defrauds and misrepresents his circulation. But it is the earnest and sincere belief of EDITOR & PUBLISHER that the percentage of publishers of newspapers throughout the nation who deliberately cheat and lie about their circulation is so small and inconsequential as to be hardly worth considering.

The good publishers—the truthful publishers—the publishers certifying to correct figures of circulation are now pretty close to 99 44/100ths per cent.

The complaint has been that when these misleading statements of circulation are challenged and brought to the attention of the postal authorities that no attention is paid to them. If the Post Office Department could be authorized by Congressional enactment to investigate these complaints and take some action one way or the other upon them, the standing of these reports would be much higher.

The Department when accused of laxity or apparent indifference offers as an excuse that it has not funds or organization for making investigations. This being true, what the Government should do to give these circulation statements authority that rightfully belongs to them is to perfect some arrangement with the A.B.C. whereby the efficient corps of expert examiners of the A.B.C. would be available to the Government without expense.

Manifestly it would be inadvisable for the government to appropriate funds for circulation verification, as machinery for such purposes already exists and is in capable hands.

Some such arrangement as the A.B.C. and the A.N.A. now have in operation to their mutual advantage would immeasurably strengthen the government reports and the A. B. C.

The principal objection to the abolishment of these semi-annual circulation reports is that it would give the Audit Bureau of Circulations a monopoly of the circulation auditing business, which it seems to us is not altogether undesirable for the very good reason that it is in the control of both advertisers and publishers and the stronger it grows the more efficient service it can render.

The Audit Bureau of Circulations is a most valuable institution and has done notable work in making circulation statements more believable. But there can be absolutely no comparison between an A.B.C. circulation statement and a Government statement. One is a verified expert audited statement of fact with many side lights; the other is a publisher's affidavit in figures without the essential detail.

THE meeting of the National Association of the Teachers of Advertising, held recently at Pittsburgh, served to call attention to the important position that courses in advertising now occupy in college and university schools of business. Instruction is now given in more than thirty collegiate institutions, and in about fifty Y. M. C. A.'s academies and secular schools. The teachers, especially in the colleges, compare in ability and scholarship with the best in other branches of knowledge. Advertising is now regarded as necessary to the mental equipment of men who are in training for important executive positions.

AGENCIES' COMMISSIONS

WHEN national advertisers, newspaper publishers and publishers of business papers write endorsements of the stand taken by THE EDITOR & PUBLISHER, that advertising agencies should derive their entire compensation directly from their advertising clients, it is obvious that a definite move should be made to settle upon a plan by which a widely desired change in the present method of collecting commissions from publishers may be effected.

If the demand for a change needs greater emphasis than is indicated in the letters published in another column of this issue, which are only a part of the large number received, that emphasis can be found in the action last week by the Association of National Advertisers in approving the report of its Committee on Agency Relations, calling unequivocally for the payment of agencies strictly upon a service fee basis and directly from the advertiser.

On every hand it is realized that the change that must come will cause confusion if it be not brought about by methods and agreements that are right, definite and constructive. Neither advertisers, publishers nor agencies can do the job individually and alone. The interests of all are involved and only as the mutual welfare of all is conserved can any plan be fair, permanent and successful. That such a plan can be devised when the thought of representative men in all phases of advertising shall be concentrated upon it cannot be doubted.

This, then is THE EDITOR & PUBLISHER's suggestion: Agencies, newspaper publishers, publishers of periodicals and national advertisers being the parties in interest, let the representative organization of each of these divisions appoint three or five of its members to meet in one continued committee to discuss every phase of the question and devise a method of procedure for its determination. This could be a simple and effective way of settling the entire question.

May 21, 1921 Volume 53, No. 51

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Preston Dowling, circulation.
R. L. Stanton George Strate
C. B. Groomes J. G. Tanner
F. W. Payne

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 3, Place du Palais-Bourbon.
Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1777 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50.

THE WORLD IS POORER TODAY

THREE men, each distinguished in his own field of endeavor, passed into the great beyond during the week just ended. All of them were, or had been, allied with journalism and contributed materially to its upbuilding. One devoted the latter years of his life to the nation's service, one was the active head of the world's greatest printing press manufacturing concern and the third was a well-known metropolitan newspaper executive.

Judged by any standard, Franklin K. Lane was one of the foremost men of the present generation of Americans. Possessing an enjoyable and commanding personality, broad culture, a keen mind and firm belief in our country and its institutions, he was a constructive leader in whatever cause he espoused or public service in which he engaged. His vision was clear, and only the highest ideas of citizenship or government appealed to him. His patriotism and desire to serve the nation was unselfish and when he retired from the Cabinet he left the office a poor man. Many legitimate opportunities for amassing wealth came to him while engaged in the affairs of state, but he rejected them all. It was not until he resumed his business career that he made the slightest attempt to retrieve the modest fortune he had spent in maintaining his position as a government executive. There are altogether too few Franklin K. Lanes in private life or in public service, and his passing is a distinct loss to the nation.

George Harriss Larke, advertising manager and assistant busines manager of the New York World, whose sudden death on Sunday was a severe shock to his friends and associates, owed his rise in the daily newspaper field to his fine sense of integrity, his ability to inspire confidence, his broad grasp of the publisher's problems and his indomitable spirit. He was a quiet, gentle man—one who preferred to keep out of the limelight and who rarely spoke in public. Those who had his confidence and enjoyed his friendship knew and appreciated those sterling qualities of character which he possessed and that bound him to them.

Mr. Larke was one of the comparatively few men who, having achieved a measure of success as a newspaper editor, devote the remainder of their career to the business end of journalism. His earlier experiences were heartbreaking as the newspapers with which he was then connected were involved in labor and other troubles of the most serious character. As business manager of the Evening Mail when it was under fire during the War, he won the admiration of New York publishers by the manner in which he conducted its affairs. His career on the World showed that he was entitled to be regarded as one of the most capable men in the newspaper business of our day.

In every industry there is usually one man who stands head and shoulders above his fellows because of his superior mastery of the business in which he is engaged. Such a man was Oscar Roesen, vice-president and general manager of R. Hoe & Co., whose death occurred last week.

Starting as an apprentice, he worked his way up until at the end he became the active head of the greatest printing machinery manufacturing company in the world. He knew every detail connected with the industry and could do the work of any employee in the Hoe establishment. Although conservative in his ideas he was quick to adopt mechanical improvements that would increase printing press efficiency.

Because of his intimate expert knowledge of the business Mr. Roesen was called upon for advice whenever and wherever new printing presses were to be installed. In his death the newspaper world sustains a serious loss, for it was his genius and his close study of publishing problems that made possible the present efficiency in printing plants.

THE Pittsburgh Chronicle-Telegraph prints daily a column of editorials from New York newspapers, each appearing under the reproduced nameplate of the paper quoted. This treatment is effective as it makes it easy for a reader to find the editorial from his favorite metropolitan newspaper The idea is good as it gives the readers of the Chronicle-Telegraph a diversified view with respect to public questions.

Digitized by Google

PERSONAL

EDGAR D. SHAW, of the general management of the Hearst publications, and Miss Gertrude Stevenson, well known as a writer of special articles for Boston and Washington newspapers, were married in New York last week. The couple were attended by Mr. and Mrs. Walton Atwater Green, of New York. Mr. Green was formerly associated with Mr. Shaw on the Boston Journal.

E. H. Harris, publisher of the Richmond (Ind.) Palladium, spent this week in New York.

Cyrenus Cole, editor of the Cedar Rapids (Ia.) Republican and Times, is likely to be a candidate for congress in the fifth Iowa district. He will run on the Republican ticket in the primaries.

I. H. Masters, well known Utah newspaper man, has bought the Twin Falls (Idaho) Daily Times. He will continue the paper on an independent basis.

A. G. Rutledge, of Minneapolis, secretary of the Northern Minnesota Editorial Association, has been appointed assistant state commissioner of immigration.

Warren Scripps Booth, assistant business manager of the Detroit News, and Miss Alice Newcomb were married at the country home of the bride, in the Bloomfield Hills, north of Detroit, May 14. Mr. Booth is a son of George G. Booth, president of the Detroit News, and grandson of the late James Edmund Scripps, founder of the paper. He is a graduate of Yale University, and was a captain of artillery overseas.

Arthur H. Boyd, principal owner of the New Brunswick (N. J.) Daily Home News and Sunday Times will sail for England on the Aquitania May 24, with Mrs. Boyd, to be absent several months. Mr. Boyd while abroad will place a newsprint contract for his own, and several other newspapers whose publishers believe that money can be saved by buying foreign newsprint at present market prices.

Sir Campbell Stuart, K.B.E., managing director of the London Times, and his mother, Mrs. Ernest Stuart, arrived in Montreal from England last week. Sir Campbell's business interests will probably keep him on this side for several weeks. Before his return home he will visit Washington, and later Newfoundland, to inspect the Northcliffe pulp and paper mills there.

J. Charles O'Brien, art director of the Joseph Richards Company, Inc., New York, who sailed recently with Mrs. O'Brien for a four-months' trip to Southwestern Europe, was the honor guest at a farewell luncheon given by his associates in the agency, prior to his departure.

Cornelius Vanderbilt, Jr., of the New York Times, and Mrs. Vanderbilt left New York yesterday on an automobile trip to the Pacific Coast. Stops of several days will be made at Chicago, Spokane and Seattle. Vancouver Island is their final destination. Mr. Vanderbilt will be attached to the Times bureau in Washington next winter.

IN THE EDITORIAL ROOMS

MISS WINIFRED G. GUTHRIE, of the Chicago Evening Post staff, has joined the Chicago staff of the Newspaper Enterprise Association. She will assume many of the duties of Burton Roscoe, who recently left the N. E. A. to become editor of McCall's Magazine.

George Schreiver, formerly of the Chicago City News Bureau, has joined the local staff of the Chicago Evening Post and will cover the Federal Building.

Clarence H. Wilson, city editor of the Port Chester (N. Y.) Daily Item, and his wife are enjoying a vacation at Saratoga, N. Y.

William A. Linnane, city hall reporter for the Hartford (Conn.) Times, has been reappointed a member of the city plan commission. Mr. Linnane has served two years, being appointed to fill the vacancy caused by the death of William A. Graham, formerly of the Courant.

Harry Spang, former Buffalo photographer, has just started a four months' tour which will be spent in taking motion pictures for an industrial film for a Buffalo corporation.

W. W. Truax, city editor of the Dallas (Tex.) Journal, the afternoon publication of A. H. Belo & Co., and Miss Frances Adelle Kleber were married in Dallas recently.

Cyril C. Clifton, of Des Moines, Ia., associate editor of the Iowa Homestead, and Miss Lucile Reaver of Eldora were married at the home of the bride's parents recently.

P. D. Swick, connected with Iowa newspapers since 1869, will leave Iowa in the near future for California. He published the Northwood Weekly for a number of years, and was later connected with the Des Moines Register and other dailies in the State.

E. M. Richter, of St. Paul, who for years covered the capitol for the Associated Press, and was afterward in charge of the publicity work of the Minnesota State Highway Commission, has been named secretary to Highway Commissioner Babcock.

Charles E. Ogden, a veteran newspaper man of Rochester, has been appointed canal publicity agent in the State public works department by State Superintendent Cadle. Mr. Ogden is a former city editor of the Rochester Times-Union and has since been member of assembly, secretary to the mayor of Rochester and assessor.

F. C. Scoville, who has been with the Associated Press at Panama, has been transferred to Havana, Cuba, as correspondent. He succeeds W. R. Downing, who has been in turn transferred to the San Francisco office.

Miss Miriam Teichner, who is writing a series of articles on conditions in Germany for the Detroit News' turned an accident into a story on her ocean trip. She broke an arm on shipboard but used the other arm to tell her readers about conditions in Hamburg hospitals.

E. G. Fitzhamon, formerly of the San Francisco Examiner, has joined the Bulletin's sports department.

Josephine Streatfeild is writing the art notes on the New York Galleries for the Detroit News in the place of Edith Powell during the latter's absence from the city because of family illness.

Fred E. Janette, for many years a writer and executive on the staff of the Detroit News, has been appointed State Commissioner of Pardons and Paroles by Governor Alex Groesbeck. The office is a newly created one, succeeding the old pardon board, and pays the occupant $5,000 a year.

Miss Amanda Otto, editorial secretary of the Portland Oregonian, and W. E. Marion, formerly assistant city editor of the same paper and now secretary of the Portland Civil Service Commission announced their marriage last week. Miss Otto has been with the Oregonian more than 15 years.

FOLKS WORTH KNOWING

IRVIN F. PASCHALL, advertising manager of the Farm Journal, Philadelphia, was elected president of the Poor Richard Club, at its annual election held last Monday. It was a lively election, but not quite so exciting as had been expected. Of the two candidates that had been named to oppose Mr. Paschall, one, John H. Cross, head of the J. H. Cross Advertising Agency, withdrew his name a day or two before the election, leaving only Bartley J. Doyle, president of the Keystone Publishing Company, as a rival candidate.

Photo by Philips
IRVIN T. PASCHALL

Mr. Paschall is chairman of the program committee of the 1921 Convention of the Associated Advertising Clubs of the World.

Other new officers of the Poor Richard Club selected at Monday's election are: First vice-president, Philip C. Staples, vice-president of the Bell Telephone Company of Pennsylvania; second vice-presidents, Karl Bloomingdale, retiring president, and member of the advertising agency of Bloomingdale & Weiler; Cyrus H. K. Curtis, president of the Curtis Publishing Company and the Public Ledger Company; Rowe Stewart, general manager of the Philadelphia Record and president of the Associated Advertising Clubs of the World; Charles A. Stinson, president of Gatchel & Manning; treasurer, J. M. Engelsanger; secretary, William H. Martin, of the Holmes Press; directors, E. S. Edmondson, advertising manager of the North American; Jack A. Lutz, advertising manager of the W. B. Saunders Company, medical publishers; and John H. Sinberg.

Herbert R. Toombs has joined the staff of the Worcester (Mass.) Telegram as Clark University correspondent.

Harry Norbery is now staff photographer of the Worcester (Mass.) Telegram.

THE BUSINESS OFFICE

B. J. REYNOLDS has been appointed to the management of the Capper Publications' Chicago office, succeeding J. C. Feeley, who becomes advertising counsellor to the Chicago office and special Western representative on certain agricultural accounts.

C. A. Abraham, who has been advertising manager of the Vancouver (B. C.) World for several years, is now acting as business manager for the new publisher of the paper, Charles Campbell.

Harry Watts, advertising manager of the Des Moines Register and Tribune, and Chester Coggswell, of the Coolidge Advertising Agency are candidates for the presidency of the Advertising Club of Des Moines. The annual election is to be held May 24.

Raymond Bissell, business manager of the Buffalo Commercial, was offered but declined reappointment as member of the Buffalo Board of Education. Mr. Bissell is Buffalo's postmaster under temporary appointment.

William F. Oakley, for nearly nine years with the New York American, part of that time as manager of foreign advertising, has joined the New York office of the Gravure Service Corporation, foreign advertising representative of newspaper rotogravure sections.

J. W. O'Connell, former business manager of the old Hartford Post and more recently a special collector for the U. S. Internal Revenue Department, has been appointed assistant to the publisher of the Jamestown (N. Y.) Morning Post. Before going to Hartford, Mr. O'Connell was auditor in the business departments of the Bridgeport Post, Telegram and Sunday Post.

R. B. Chandler has been appointed business manager of the Birmingham Post.

George E. Piper has resigned as agricultural and rural marketing adviser with the Ferry-Hanly Agency, Chicago, and has joined the Capper Farm Press organization.

The following papers have signed contracts for the Haskin Service for one year:

The New Orleans Times-Picayune
The Salt Lake Tribune
The Topeka State Journal
The Knoxville Sentinel
The Allentown Evening Item
The Warren (Ohio) Chronicle
The Lorain (Ohio) Times-Herald
The Alliance (Ohio) Review & Leader

Digitized by Google

George E. Scroggie, advertising manager of the Toronto Mail and Empire, has just been elected president of the National Club, Toronto.

D. J. Mahoney has been appointed general manager of the Dayton (Ohio) News and Orville Harrington manager of foreign advertising for the Dayton News and Springfield News under changes recently made by James M. Cox, owner of both papers.

WITH THE AD FOLKS

M. A. HOLLINGSHEAD, advertising manager of the Saxon Motor Car Corporation, has returned after a three months' trip to the automobile shows.

A. W. Bull, won the $50 prize offered by J. H. Nortridge, president of the North Ridge Brush Company, Freeport, Ill. The contest was for the best written plan to bring the company's summer vacation offer before students.

Charles W. Collier has resigned as assistant business manager of Lumber to become executive secretary of the Advertising Club of St. Louis, succeeding Fuqua Turner, who has become executive secretary of the St. Louis Missouri Centennial Association.

Miss Elsa Queller, advertising manager of the American Trust Company and a student of the class in advertising at Washington University, won the first prize of $25 in a life insurance advertising writing contest.

NOTES OF THE AGENCIES

WILLARD FAIRCHILD has joined Hoyt's Service, Inc., New York, as art director. He was previously connected with the Amsden Studios, Cleveland, as supervisor of production and layouts. Previous to this, Mr. Fairchild was art director of Fuller & Smith. He did free lance work in New York for a number of years.

The Lindsay Association of Artists has been incorporated in New York. The officers are F. E. Lindsay, president and T. J. Peters, vice-president.

McCutcheon-Gerson Service, Chicago, is enlarging its quarters by taking additional space next to their present offices on the 10th floor of the Garrick Theater building.

The Associates Agency was recently incorporated in New York with C. P. Hayes as president. H. Sutcliffe as vice-president and A. F. Reilly as secretary-treasurer. Don Hayward, assistant art director of the Daily News, has also purchased an interest in the agency and will direct the art department. Offices are in the Gotham Bank Building.

Sidney B. Egan, formerly of the Egan Company, Chicago, is now a member of the Chicago staff of the Potts-Turnbull Advertising Agency.

Stanley Nowak has taken over the management of the mechanical production of Hoyt's Service, Inc., New York. Mr. Nowak was formerly president and general manager of the Gornay Advertising Agency and prior to that was general manager of the Irving Press.

Irving F. Morris, head of the plan department in the San Francisco office of the Izzard Company became manager of that office on May 1 succeeding L. A. Pierce. Mr. Morris was formerly with the copy department of the Izzard Company's Seattle office.

A. L. Rice, who was recently transferred from the New York office to the Boston office of Hoyt's Service, Inc., has been made manager. Mr. Rice has been associated with Hoyt's Service since 1912, in the production department.

A bill in equity against Fred J. Burrell, former State treasurer, and Frank O. Howlett of Winchester, has been filed by Warren L. Newcomb of Fitchburg, in which he asks the court to appoint a receiver to terminate the partnership and to refund to him his share in the business of Howlett & Newcomb, Boston Advertising agents at 18 Tremont street.

George F. Farrah has become associated with Frank Kiernan & Co., advertising agency, New York. He will devote his time to developing general accounts. He has been connected with the New York Times and for the last year advertising manager of a technical magazine in the marine field.

George H. Daugherty has left Critchfield & Co., to become a vice-president of Johnson, Read & Co., Chicago. Mr. Daugherty was five years with Lord & Thomas, and eight years with Critchfield & Co., as head of the copy department. Prior to entering the advertising business, Mr. Daugherty was in newspaper work as reporter, correspondent and editor. His last connection was as news editor of the Indianapolis News.

William T. Mullally, Inc., New York advertising agency, has enlarged his offices of 198 Broadway, by moving from the ninth to the tenth floor, thereby doubling their space

Miss Elizabeth Deery, for the last ten years in charge of the contract and forwarding department of the J Walter Thompson Company, and more recently with John M. Branham Company, has joined the forces of the James Advertising Agency, Inc., New York, in charge of the contract and forwarding department.

The New York Council of the American Association of Advertising Agencies held its monthly luncheon, May 20 at the Hotel McAlpin. Dwight W. Morrow, vice-president of J. P. Morgan & Co., who has recently returned from a protracted visit abroad, where he studied financial conditions in England, France and Germany, gave an interesting talk.

W. L. Agnew has joined Critchfield & Co., Chicago advertising agency, as copy director. His early experience was gained as advertising manager of the Northern Pacific, where he coined the well known slogan "See America First." He has also been with Lord & Thomas, Hudson Motor Car Company and more recently with Henri, Hurst & McDonald. William E. Prickett has joined the same agency as art director, coming from the H. Walton Heegstra Company.

Employes of N. W. Ayer & Son will give a musical advertising fantasy in the Philadelphia Academy of Music May 23. The Ayer employes have a dramatic organization called "The Frolickers," and one of the principal characters in the show is to be the executive of a twentieth century advertising house who wonders what he could have done had he lived centuries ago and possessed his present-day knowledge of advertising. "Let's Go" is the name of the fantasy which was written by members of "The Frolickers." Most of the music was composed by Howard H. Hoyt of Chicago, a former representative of N. W. Ayer & Son, and many of the scenic effects have been designed and executed by advertising artists. The instrumental music will be furnished by twenty-one members of the Philadelphia Orchestra.

S. W. Meek, secretary of Hoyt's Service, Inc., has been transferred from the New York to the Boston office. When at the New York office, Mr. Meek was assistant to the president.

The Boston advertising agency conducted by Samuel M. Rachlin, for the past four years, has been taken over by the Rachlin Advertising, Inc. Mr. Rachlin will be president and general manager of the new company, which was incorporated in Massachusetts.

George S. Botsford has become distribution manager for the advertising agency of Botsford, Constantine & Tyler, with headquarters at Portland.

S. W. Frankel, of Boswell & Frankel, New York, is leaving for Europe today. Mr. Frankel also is one of the owners of the American Art News and a part of his work abroad will be in the interest of that publication.

Mrs. Clara C. Squires, formerly copy and sales-letter writer and director of sales promotion of the Woman's Institute, has become copywriter and merchandising counsel with the Swisher Advertising Service, Scranton, Pa.

Robert H. Zerfing, of the N. W. Ayer & Son Advertising Agency, will speak on "Advertising and Copy" at the meeting of the Albany Advertising Club, May 23.

Frank E. Fehlman, vice-president of Churchill-Hall, Inc., and the new president of the Advertising Club of New York, has resigned from that agency, to become vice-president and general manager of J. T. H. Mitchell, Inc., New York advertising agency.

New Firm of "Specials"

S. C. Stevens, George W. Gibbs and John H. Baumann, all of New York, will form the Stevens, Gibbs & Baumann Company, Inc., special newspaper representatives, opening offices June 1 at 47 West 35th street, and also maintaining a Chicago office. Mr. Stevens was for many years a newspaper representative in New York and Mr. Gibbs has been on the advertising staff of the New York Tribune. Mr. Baumann has for the past sixteen years been connected with the Frank Presbrey Company in various capacities, and is now assistant secretary of that company.

Gallien a Hoe Officer

A. J. Gallien, who has been thirty years in the service of R. Hoe & Co., printing press manufacturers, was elected second vice-president of that company at a meeting of the board of directors May 12. Mr. Gallien began his business career with the Hoe Company and has a wide acquaintance among newspaper publishers of the United States.

"Give Us Something Different!"

(A Typical Conversation)

"What's in the paper today?"
"Oh, nothing new—same old stuff."

• • •

Even the best newspapers have lost thousands of good subscribers this way.

• • •

"Give us something different!" they cry eternally. The abler the editor, the louder this cry seems.

• • •

You want writers like J. P. McEvoy who don't ride on one old idea day after day—"Monday's Lesson" in the unsurpassed McGuffy reader style; "Typical Conversations," inimitably true, every Thursday; "Twin Bed Lectures," tragically funny, every Saturday; unexpected essays and verse Tuesdays, Wednesdays and Fridays.—more variety in one week than most humorists have in a year.

• • •

Wire for it today!

Associated Editors
35 North Dearborn Street, Chicago

The
New York Globe

America's Oldest Established Daily Newspaper—Founded 1793

A Newspaper of Great Virility and Strong Individuality

An Absolutely Fearless, Independent Newspaper

170,000 a DAY *MEMBER A. B. C.*

LORENZEN & THOMPSON, Inc.
Special Representatives
Chicago—People's Gas Bldg. New York—19 W. 44th St.

Digitized by Google

ADVERTISERS ONLY SHOULD PAY AGENTS

(Continued from page 5)

to take the necessary steps to obtain such action.

Although the meeting was held behind tightly closed doors, vigilantly guarded against non-members and the press, there was no doubt about the temper of the members, outside the convention room, over the subject of agency relations and about their emphatic belief that the advertising agency must represent the advertiser exclusively and in his dealings with a media obtain the lowest possible rate for the advertiser, regardless of the effect on his commissions.

One whole afternoon's session—on Friday—was devoted to agency matters and it was here that the agency relations committee report was approved and the association placed itself on record for service fee payment for the advertising agent by the advertiser. The agency relations committee was instructed at the same time to prepare a statement clearly giving the A. N. A.'s views on agency service, to be distributed at the earliest possible moment to every publisher, advertising agent and every other factor interested, so that there need be no misunderstanding thereafter on what the A. N. A. stands for. It is expected that this statement will be ready to be sent out next week.

While Editor & Publisher has not been informed as to the details of the forthcoming statement, its spirit, as stated above, clearly means that the A. N. A. has decided the time has arrived for a complete revolution in advertising agency relations.

It means that the A. N. A. considers it impossible for an advertising agent to serve two masters—the publisher and the advertiser—any longer.

If A. N. A. members carry out the desires of the convention, the advertising agent who does business with them hereafter will act as the representative of the advertiser only and abolish entirely the practice of collecting a commission from the publisher on the ground that he is the latter's agent also and in addition charging the advertiser on the other end for services rendered.

For years this matter of agency relations has been talked about without effecting any general change, although some large national advertisers have gone on the service fee basis and several of the bigger agencies of the country have so changed their methods of operation—but never has feeling on the part of the national advertiser been so tense as now nor the situation seemed so near the breaking point.

What the powerful force represented in the A. N. A. membership can do to have its way in changing agency relations to suit its own desires, if it enforces fully the sense of its convention, is easily recognizable when it is considered that its 300 members are said to control 80 per cent of the money spent yearly in national advertising through advertising agencies. A. N. A. members last year alone spent over $200,000,000 in advertising. The total capitalization of membership concerns is approximately $6,000,000,000.

In connection with the acceptance of the report the A. N. A. resolved to co-operate with all factors involved—the advertising agencies and the publishers—in an endeavor to bring about a clearer understanding of agency relations and to work out a standard of practice.

In talking unofficially with the representative of Editor & Publisher A. N. A. members invariably brought up the agency relations subject.

There was plenty of talk around the Traymore Hotel lobby about relations between the A. N. A. and the American Association of Advertising Agencies being considerably strained—perhaps not so much now as they were a month ago, when an open break seemed imminent, but was smoothed over for the time being at least by the action of the A. A. A. A. executive committee at its meeting, April 12 and 13, in placing the "4 A's" on record to the effect that so long as differences in newspaper advertising rates on local and national advertising prevail, "advertising agencies representing national advertisers cannot be criticized for endeavoring to purchase space at the lowest possible rate."

The story is that the threatened rupture between the two bodies was due to the activities of certain officials and committees of the A. A. A. A. which resulted in appeals being sent out broadcast early in April by the Six-Point League of New York and the Chicago Newspaper Representatives' Association urging newspapers to deny national advertisers any rate lower than card net rates for national or foreign advertising on the ground that to allow national advertisers local or lower rates on copy placed through local representatives would tend to undermine the advertising agency business and at the same time might injure the standing of offending newspapers with advertising agencies. The sending out of these appeals was based on conferences between accredited committees of the A. A. A. A. and the special representatives' organizations and was plainly so stated.

It is understood that the Association of National Advertisers immediately protested to the A. A. A. A. that such a position was not in the advertisers' interests—that A. N. A. members considered the advertising agent to be their personal representative only and therefore was expected to obtain the lowest possible rate for them on space at all times. It demanded an immediate official repudiation of what had been done by the A. A. A. A. committees and officials involved, and the matter was the first thing that came before the executive board meeting at its April meeting, being acted upon in accordance with the A. N. A.'s ultimatum.

Although officially considered by the A. N. A. to be a complete repudiation of the "4-A" committees and officials complained of, the subject was still fresh in the minds of A. N. A. members at the convention and was credited by most of them with bringing the service fee basis of agency payment to a decision.

Other A. N. A. members emphatically voiced their dissatisfaction with the A. A. A. A. executive committee's resolution calling upon newspapers to "equalize and standardize" local and national rates. They contended that neither "equalizing" nor "standardizing" was a recommendation for lower rates, but instead would result, if any changes were made, in the local rate

Complete Merchandising Facts About Any Industry

Are you contemplating entering or financing a new line of business? Or does your business require you to know about various industries?

For twelve years the Bourse has been the principal headquarters for merchandising information on any industry. One hundred and twenty-eight industries have been investigated and duplicate copies of reports on these industries can be obtained at very moderate cost. Each industry report covers over 100 typewritten pages, and is a complete picture of the statistics, sales methods and marketing conditions of that industry.

Write for outline of contents of industry you're interested in, even if it is not listed herewith, and ask for circular covering our service.

Investigations of all these Industries are available

In typewritten form, in loose-leaf leather binder, with hand-drawn charts and maps. Concrete facts only; no padding, and right to the point. Deal with merchandising, distribution and sales. Cannot be matched at ten times the price, $150.00. Among the industry reports available are:

Adding Machines
Addressing Machines
Agricultural Machinery
Aluminum Utensils
Auto Accessories
Auto Oil
Auto Tires
Auto Trucks
Auto Trailers
Automobile Soap
Baking Powder
Bath Tubs and Fixtures
Belting
Bicycles
Books
Bottling
Brake Lining
Bread
Breakfast Foods
Brick
Builders' Hardware
Butter (and Substitutes)
Candy
Canned Fish
Carburetors
Catsup
Celluloid
Cement
Chewing Gum
Children's Clothing
Cigarettes
Cigars
Cleansers
Clocks
Cloaks and Suits
Cocoa
Coffee
Coffee Substitutes
Cooking Utensils
Comforters
Condensed Milk
Correspondence Course
Corsets
Crackers
Cutlery
Dentifrices
Differentials and Gears
Disinfectants
Dictation Machines
Dress Fasteners
Dried Fruits
Duplicating Machines
Enamel Ware
Face Creams
Films (Movies)
Firearms
Flavoring Extract
Floor Polish
Flour
Ford Accessories
Fountain Pens
Furnaces
Furniture Polish
Fuse Box
Gasolene
Garters
Gelatine
Ginger Ale
Gloves (Men's, Women's)
Grape Juice
Hair Tonic
Hardware
Hats (Men's, Women's)
Heating Systems
Home Dyes
Home Oil
Hominy
Hosiery
Jewelry
Insurance (Life, Fire, Accident, Auto, Burglar)
Intercommunicating Services
Lace
Lard (and Substitutes)
Laundry Soap
Laundry Wax
Lighting Systems
Linoleum
Loose Leaf Devices
Lubricating Oils
Macaroni
Mail Order
Matches
Men's Clothing
Men's Hats
Men's Neckwear
Merchant Tailoring
Metal Office Furniture
Metal Polish
Metal Roofing
Magnetos
Motor Trucks
Nursing Bottles
Office Appliances
Oilcloth
Oleomargarine
Ostrich Feathers
Office Furniture
Paint
Paint and Varnish
Paper
Paper Fasteners
Paper Towels
Patent Medicines
Paraffin
Pencil Sharpeners
Perfumes
Pianos
Plaster Board
Player Pianos
Playing Cards
Plumbing
Polishes
Ready Roofing
Refrigerators
Rat and Mouse Killers
Real Estate
Rubber Boots and Shoes
Rubber Goods
Rubber Heels
Rugs
Safety Razors
Salad Dressing
Salt
Saws
Securities
Seed
Shoes
Shoe Polishes
Silk Gloves
Silverware
Slippers
Slot Machine Selling
Small Denomination Bonds
Soap (Laundry, Toilet)
Soft Drinks
Soups
Spices
Sponges
Steel Office Furniture
Stoves
Sugar
Talcum
Talking Machines
Tea
Toilet Powders
Toilet Soaps, etc.
Tractors
Trucks
Trunks and Luggage
Typewriters
Umbrellas
Underwear (Athletic)
Underwear (Men's, Women's)
Vacuum Cleaners
Varnish
Wall Tints
Washing Machines
Washing Powders
Watches
Women's Kid Gloves
Yeast

Mark the ones you are interested in and secure outline of contents free. Also ask for booklet-catalog, a highly interesting revelation of the modern business information available. Send for it and learn how to profit by the dearly bought experience of others.

THE BUSINESS BOURSE, International, Inc.

J. GEORGE FREDERICK, *President*

The Clearing House of Business Information

347 FIFTH AVENUE NEW YORK CITY

34 1/8 STANDARD NEWSPRINT ROLLS

ON SPOT NEW YORK

THE AGROS CORPORATION

Importers of Finnish Paper

27 WILLIAM STREET NEW YORK

Digitized by Google

being raised to meet the national rate and in the end would mean no saving whatsoever for the advertiser. In cases where the national advertiser is now getting the benefit of local rates through co-operative arrangement with his local dealer such equalizing of rates, it was pointed out, would actually increase the cost.

The general view seemed to be that so long as the advertising agent derives a commission based on the publishers' advertising rate when buying space, he cannot serve the advertiser's best interests any more than any one else can serve two masters, and the only way out of the unsatisfactory situation is to insist on the agent representing the advertiser only.

Agencies Lacking in Service?

One prominent member of the A. N. A. told Editor & Publisher that, as they are operating today, he did not consider that over fifty out of the more than 1,100 agencies in the United States are rendering efficient service to the advertiser. "The result has been," he said, "that many national advertisers have taken over themselves and made part of their own efficient advertising departments much of the work that was formerly done by agencies. Very few big national advertisers today are dependent to any great extent on agency service, and I honestly believe that in a surprisingly short time many more advertisers will eliminate agency service altogether and deal direct with the publisher. It is coming to that. Just watch."

The Atlantic City meeting was entirely different from any former conventions of the A. N. A. in that no formal papers were read by members and there were only three non-member speakers.

J. W. Sanger, trade investigator of the Department of Commerce, told of his recent visit to China and Japan and of American trade opportunities there.

Dr. Tehyi Hsieh, director of the Chinese Government Bureau of Information in New York, spoke on China's development under republican government and outlined many benefits America can derive by being friendly and helpful to China during the critical stage of her evolution.

Richard J. Beamish of the Philadelphia Inquirer spoke on "The Future Newspaper and Advertising Medium" saying it would be a twice-a-day daily news film carrying news and pictures flashed from all parts of the world.

Aside from these three diversions the A. N. A. members stuck right to their allotted assignment of "fitting advertising into marketing plans to better advantage." The subject was treated from all angles and when the meeting adjourned President Mont Wright, of the John B. Stetson Hat Company, Philadelphia, stated to Editor & Publisher that ideas and suggestions of priceless value had been obtained through the discussions.

One angle of the program topic that aroused much interest and discussion was "Partnership Advertising," ably handled by Austin Kilham of Bird & Son, in which the speaker told of his experiences with local newspaper campaigns on the "50-50" basis with dealers. He said he found the method very successful, especially during the last few months, in selling goods. Closer contact with the dealer was secured, which resulted in his pushing the sale of Bird goods more interestedly than dealers had ever done before. Mr. Kilham said the plan actually enabled his firm to effect economies in marketing its goods. Presentation of his views was followed by an intensive discussion in which several valuable points were brought out. One was that in going in with dealers in partnership campaigns the salesmen of the company must be entirely sold on the proposition or the best results are not obtainable.

Response Has Fallen Off

Another was that publicity along such lines does not succeed properly unless the goods are nationally known and the dealer can be made to recognize that it is to his interest to sell them in preference to others.

The matter of rates entered into the discussion and reports were given that in some cases members had to pay the full card rate on national advertising, others obtained local rates and some stated that they were actually getting a lower rate than even local. It was a case of bargain for the best rate obtainable.

W. B. Stewart of the Oliver Typewriter Company, Chicago, said he had obtained better results from direct mail advertising than he did from space advertising during the past few months. He said response to his space advertising, in both newspaper and magazines, had fallen off so much and that he resorted to the experiment of cutting off space advertising altogether and trying out direct mail methods. To his surprise he found that he secured more sales and at less cost than through "space." However, Mr. Stewart reminded his hearers that it was a condition of the times and he did not believe the plan would hold good under normal conditions.

J. I. Clark, vice-president of the National Bank of Commerce, New York, said it was necessary for business men undertaking an advertising campaign for the purpose of creating good will to make organization preparations before starting so as to be ready to handle the results properly when they began to come in. Too many advertisers for good will wait until the advertising has begun to bring in responses before taking steps to handle them, with the result that much of the benefit is lost. "Don't wait for the space to create the demand, get ready ahead of time," was Mr. Clark's advice.

G. Lynn Sumner of the International Correspondence Schools, Scranton, Pa., reported that his firm had found it much more advantageous to handle the distribution of industrial films itself than to give them into the care of the big exchanges.

Secretary John Sullivan's report showed a great increase in the demand for data service by members of the A. N. A. The number of individual inquiries handled by the headquarters office for the year ending November 30, 1920, was 29,478. In the first five months of this year they amounted to 16,493. It is estimated that the total for the year will reach 40,000.

Mr. Sullivan reported that a great deal of legislative work had been done by the A. N. A. during the past year. State bills to tax advertising were successfully opposed in Massachusetts, New York State, New Jersey, Pennsylvania, Virginia and Tennessee. One passed in Vermont, having been rushed through at the last minute without the knowledge of the A. N. A. All the bills pertained to billboards, but Mr. Sullivan pointed out that the association would have taken just as active an interest in opposing any affecting newspapers, magazines or other forms of media, had they come up. It is the principle of taxing advertising expenditures that the A. N. A. is interested in primarily and not the class of media affected.

A new by-law was adopted providing that the retiring president shall serve as a member of the board of directors for one year after relinquishing the executive chair so that the board may have the benefit of his experience.

No action was taken to fill the places on the board of directors left vacant by the retirement of William A. McDermid and Don Francisco. The executive board, at its next meeting, will make appointments.

Summed up the A. N. A. meeting left the distinct impression that the advertising man of today has become definitely a marketing man. He has stopped talking about tools only and is concerned in what the tools will do. He is looking beyond the technique of advertising into the markets and is more concerned in sales than whether a cut should be at the top or the bottom of a piece of copy, as one member aptly expressed it.

The service rendered the A. N. A. at the Traymore was the best it ever had at a convention, and officials and members were profuse in their compliments to John C. Benson of the hotel management, who took personal charge of the arrangements. Mr. Benson, by the way is Senator Walter E. Edge's old partner in the ownership of the Atlantic City Press and Union. When Senator Edge retired on going to Washington Mr. Benson sold out his interests, too. In his new position he is just as active.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York
I. L. Heulen, Gen. Mgr. M. Blackwood, Sales Mgr.

The Atlanta Journal
Atlanta, Ga.

Advertising Omitted
Two columns of advertisements were left out of The Journal today for lack of available space.

The routine notice above is reprinted from The Atlanta Journal of May 3, 1921.

Advertising in The Journal Sells the Goods

PUBLISHER

of a leading morning paper in one of the largest cities of the Middle West desires to obtain the services of a *high powered, broad guaged* Business Manager. Brains, intuition, successful experience, never say die spirit, are main requisites. Salary will be satisfactory to the right man. Address, in confidence, F., Box A-559, Care of Editor & Publisher.

Digitized by Google

GEORGE LARKE DEAD IN 51ST YEAR

New York World Executive Had Distinguished Career in All Branches of Newspaper Work in Middle West and Eastern Cities

George Harriss Larke, advertising manager and assistant business manager of the New York World, died May 15, at his home in New York, after a three-day illness of lobar pneumonia. He had been at his desk the previous Thursday, when he mentioned to his associates that he was feeling ill. Hope of recovery was held out until Sunday morning, when his heart action failed. Mr. Larke was in his fifty-first year, having been born at Markesan, Wis., July 17, 1870.

GEORGE HARRISS LARKE

Mrs. Larke, who had gone to Indianapolis last week for an operation on her throat, hurried back to New York upon hearing of Mr. Larke's illness and reached their home an hour before his death. He had made a strong fight to live until she arrived and was conscious until the end.

Mr. Larke had been in New York over six years, following experience in every line of newspaper work in the West. Early in life he entered journalism in the Northwest, in Superior and Duluth, serving as managing editor of the News-Tribune in the latter city. After further editorial work in Columbus, Ohio, he bought the St. Joseph (Mo.) Gazette and in that city he married Miss Lillian Tootle twelve years ago.

On selling the Gazette he became publisher of the Kansas City Post, also having charge of the Post in Denver under the same ownership. His next step was the purchase of the old Indianapolis Sun, from which he went to the Boyce Publications as general manager. Since coming to New York, his work has been with the Evening Mail as business manager for four years and with the World for the past three years.

During the latter period he has been active in the work of the Publishers' Association of New York City and of the American Newspaper Publishers Association, declining re-election as treasurer of the A. N. P. A. at the recent meeting in New York. He has taken an active part in the negotiations of new labor scales for the New York Publishers' Association.

The Morning World in its issue of May 17, eulogized Mr. Larke editorially as follows:

"George H. Larke, advertising manager, and assistant business manager of the World, found time in his too brief life of but fifty years for many things. Distinguished and conspicuous though it was, the greatest of these was not that untiring labor in his profession which, guided by keen intellect, made him widely known as a master of the business of publication in all its branches. Above that proficiency those who knew him best would unhesitatingly place his fine integrity and his capacity for inspiring trust and confidence. The monument of Mr. Larke's half-century, in which devoted toil and sympathetic understanding of others so happily blended, is the memory of a kindliness that never wearied and a character that always commanded respect."

Funeral services were held at his home Monday afternoon, Rev. Dr. Karl Reiland, of St. George's Protestant Episcopal Church, officiating. All New York newspapers were represented at the services and the honorary pall-bearers were Maj. T. E. Thresher, U. S. M. C., brother-in-law of Mr. Larke; J. P. McKinney, representative of the out-of-town newspapers; Lincoln B. Palmer for the A. N. P. A., and Howard Davis of the New York Tribune; and Anton L. Trunt. Interment was at Mrs. Larke's former home, St. Joseph, Mo., Thursday.

OSCAR ROESEN DEAD

Probably Installed More Printing Presses Than Any Other Man

Oscar Roesen, vice-president and general superintendent of R. Hoe & Co., printing press manufacturers, having risen from apprentice boy during his 48 years' service with the company, died May 14 of heart disease while reading a newspaper after breakfast at his home. He had been at his desk Friday as usual at the Hoe offices. He is survived by his wife, a daughter, and two sons, Oscar, Jr., in the sales and engineering departments of the Hoe Company, and Robert.

In knowledge of the manufacture of printing presses Mr. Roesen was believed to have had few equals, and at a dinner given in his honor in Philadelphia a year ago the assertion was made that he had installed more presses than any other man in the world. His knowledge of the business was not limited to the mechanical end, for after passing through the various grades of employment with the machines he entered the selling department and was sales manager before becoming a director and vice president.

He was born in Manhattan August 13, 1857, and when only 11 years old went to work in a print shop. He entered the Hoe plant five years later, and during his long career aided the development of the printing press to its present stage of perfection.

FRANKLIN K. LANE

Late Interior Secretary Always Proud of Newspaper Experience

Franklin K. Lane, who died suddenly this week, prefaced his long career as a public servant with several years' service in all branches of newspaper work, from reporter to editor and publisher. The New York Herald, commenting editorially upon his passing, takes pride in asserting that the late Secretary of the Interior was a member of its staff after graduating from college and also notes that he was correspondent in New York for several out-of-town newspapers before going to Tacoma, Wash., as part owner and editor of the Daily News.

His sturdy patriotism and vision of the future of America were strongly impressed upon the advertising men of the country by an address he delivered at the Philadelphia convention of the Associated Advertising Clubs of the World in 1916, when events were drawing the United States into the European war. In that address he said:

"We in America . . . are discovering our country. Every tree is a challenge to us and every pool of water and every foot of soil. The mountains are our enemies. We must pierce them and make them serve. The wilful rivers we must curb; and out of the seas and the air renew the life of the earth itself. We have no time for war. We are doing something so much more important. When war comes to a democracy it comes because we are not allowed peacefully to work."

Veteran Ad Agent Dead

John Phillips Scrymser, for many years with the Howland Advertising Agency in New York, died May 16.

NEWSPRINT

We handle only the highest quality standard news. "Made in Finland"

Do not let domestic conditions worry you.

Our supply is sure.

We have **not** taken advantage of the higher **spot prices** to advance our **contract price.**

Write or Wire for Our Prices.

AMERICAN TRANSOCEANIC TRADERS, Inc.
25 West 43d Street, New York

Phone Murray Hill 0171

Our Own House
Helsingfors, Finland

Business in New England

New England is a bright spot on the industrial map. It makes an exceptionally good showing in the monthly report of the United States Employment Service. The investigators find that in this part of the country industry has been reviving faster than elsewhere, and, in this connection, it is to be borne in mind that the depression here was at no time as severe as it has been in some other sections. Now, while unemployment and part-time work are still in evidence, New England is in the van of the procession on the road to normalcy....Among the cities, Boston is in the front rank....

What of the future? The report is distinctly encouraging in prophecy as well as in statement of present conditions. It forecasts marked enlargement next fall in the demand for textiles and other manufactured products....

The report is an interesting and valuable exhibit in the case for New England as a good place in which to live and do business. If we have here no cities whose population mounts like a sky-rocket through the census returns, we have less marked variations from a steady and high level of prosperity than occur from time to time in other sections of the land.....

—*Editorial, Transcript, May 6, 1921*

Boston Evening Transcript

gained 105.6 columns of advertising last month over April a year ago

The total was second for Boston dailies and larger than any other evening paper. Advertisers appreciate more and more that Transcript readers furnish the backbone of business

Advertising Rates the Same, National and Local

National Representatives: **CHARLES H. EDDY COMPANY**
NEW YORK CHICAGO BOSTON

Digitized by Google

Obituary

CHARLES JAMES BOWELL, president and manager of the Belleville (Ont.) Intelligencer, died last week, aged 54. He was the son of the late Sir Mackenzie Bowell, ex-premier of Canada, who founded the paper in 1867.

LEIFOLD B. DAVIDSON, founder and editor of the Newcastle (Ont.) Independent, died in Newcastle in his 63rd year, after a week's illness of pneumonia.

ALBERT G. BRADFORD, a member of the advertising firm of N. W. Ayer & Son, Philadelphia, died May 16 after an illness of several weeks. Mr. Bradford, the ninth in direct descent from Governor William Bradford of Plymouth Colony, was born in Connecticut, November 1, 1855. He went to Philadelphia in 1884, entering the employ of Ayer & Son as bookkeeper. He was admitted to the firm January 1, 1898. Mr. Bradford had long been an active worker in the Presbyterian Church and was also a member of the Manufacturers' Club, Poor Richard Club, City Club, Down Town Club, and of the New England Society.

CHRISTOPHER J. PERRY, SR., for 36 years editor of the Philadelphia Tribune, a negro newspaper, died May 15 in that city. He was 66 years old.

CHARLES J. BOWELL, publisher and manager of the Belleville (Ont.) Intelligencer, died on May 6, following lengthy illness. He was a son of the late Sir Mackenzie Bowell, former Prime Minister of Canada, and was 53 years of age.

THOMAS H. O'KEEFE, former editor and proprietor of the Oyster Bay (N. Y.) Pilot and a Democratic leader in Nassau County, died this week at his home in Oyster Bay, aged 42 years.

DR. FRANK W. THOMAS, editor of the Quarterly Review of the Methodist Episcopal Church South, Bowling Green, Ky., committed suicide by hanging himself May 9. He had long been a sufferer from insomnia.

RONALD J. CALLOWHILL, city editor of the Trenton (N. J.) State-Gazette, died suddenly May 10, aged 43 years.

WILLIAM HENRY SUTTON, for seventy-seven years in the employ of the Brooklyn (N. Y.) Daily Eagle, died May 6 in his ninety-first year. Mr Sutton was born in Liverpool, England, and came to this country in 1840. In 1844 he entered the employ of the Eagle as printer's devil. In his more than three-quarters of a century on the Eagle he had served as foreman of the composing room and in later years as editor of the fraternal news of that paper. It was Mr. Sutton who first read and put into type the poems of Walt Whitman, editor of the Eagle at that time.

OSCAR ROESEN

A TRIBUTE BY CHARLES F. HART

THE printing industry of Greater New Yurk was shocked by the news "Oscar Roesen is dead." Within twenty four hours, through the news services, this sad note was sent around the world on May 14, 1921. It is doubtful if a newspaper publisher or printer of any prominence in North or South America, the British Isles, France, Australia or New Zealand had not at some time come under the influence of this remarkable man, and quickly learned to love, admire and trust him.

OSCAR ROESEN

He was a remarkable man to the printing world. The layman would not associate Roesen and the printing press as he does Watt and the steam engine, Westinghouse and the air brake, Edison and electrical development or Marconi and wireless, but all newspaper publishers and printers thought of Roesen and printing machinery as a unit.

For twenty-five years—the span the writer can testify of—the slogan "What does Oscar Roesen think of it" was asked when any radical development in printing machinery was attempted. He was not a specialist in any particular printing field; his knowledge of printing machinery took him through stereotype, lithograph, both direct and offset; electrotype, and rotogravure printing; not alone the press, but all the various machines necessary to produce the plate or cylinder for the press.

It was my privilege on many winter evenings, particularly in the past seven years, to listen to him tell of the many fruitless experiments made to advance the printer's art. His mind was young and his heart still younger; no experiment was too daring for him; no traditions hemmed him in; only his superb judgment and experience held him in check when a new thought was suggested. Two days before his death he was planning radical departures in the design of rotogravure presses.

Not alone in his knowledge of printing machinery was he great. He had a still greater asset, he knew men. Starting as an apprentice boy at fifteen and with a very limited schooling, he passed through the great school of experience with eyes and ears wide open. Through the various stages of his career he learned the viewpoint of the apprentice, the machinist, the erector, the foreman, the outside superintendent, the salesmen and the high executive. At no stage of his career did he forget his earlier struggles. No one knew Mr. Roesen; everyone knew and loved Oscar Roesen. How many men he placed in responsible positions in newspaper and printing establishments of this and many other countries cannot be estimated. Never did he lose interest in a protége. Who could tell the number of nights he spent in pressrooms, helping some perplexed pressman overcome difficulties and hold his job? Nothing was a trouble to him if he could lend a helping hand to anybody, from apprentice boy to proprietor.

Oscar Roesen is gone. That cheery hello! is stilled forever. That wonderful faculty of getting at the bottom of our troubles will help us no more, but his memory will live, and we who have profited so richly from his freely given store of knowledge, who have looked upon him as our counsellor and friend in sunshine and rain, will cherish his memory and keep it green. We shall not see his like again.

LARGE BEQUESTS BY MRS. McLEAN

Princeton University and Philadelphia Church and Hospital Benefit

The will of the late Mrs. William McLean, wife of the publisher of the Philadelphia Evening Bulletin, included a bequest of $100,000 to the trustees of Princeton University in memory of her son Warden McLean, who was killed in the war; $50,000 to the Germantown Trust Company as a memorial to Mrs. McLean's family, the income to be used in maintaining the organ installed by herself and husband in the First Presbyterian Church of Germantown; $100,000 to the trustees of the Germantown Dispensary and Hospital, to be added to the endowment fund of that institution, in memory of her parents, the fund to be known as the William and Sara G. W. Warden Endowment Fund. After bequests to her secretary and servants, the residue of the estate is to be held in trust for Mrs. McLean's family.

Buffalo Courier Names "Special"

Lorenzen & Thompson, Inc., New York and Chicago, have been appointed to represent the Buffalo Courier, Enquirer and Sunday Courier in the national field.

Wells Made Ad Manager

D. R. Walls has been made advertising manager of the Splitdorf Electrical Company of Newark, N. J.

The Morning Record

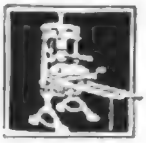
Always the FAMILY Newspaper in

Meriden, Connecticut

Its high character and commanding influence give it QUALITY circulation, as well as quantity.

Lowest advertising rates per thousand of circulation. A. B. C. Audits tell the story.

All Eastern advertising handled from the HOME OFFICE
Gilman, Nicoll & Ruthman, Western Advertising Representatives,
Tribune Building, Chicago



The home is the great buyer of furniture. In Minneapolis, the home paper is The Journal—60,000 daily in the city. There is a direct relation between these facts and the preference of Minneapolis furniture stores for Journal space—a preference maintained for the last eight years, and last year increased by 17% more display advertising than they placed in any other newspaper.

THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee

Digitized by Google

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE: The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there *are* newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

IS advertising journalism?

No, don't get excited. We are not going to settle this long debated question, but like participants in a real Forum, we shall only put forth a few views pro and con now and then—

MILDRED E. PHILLIPS

To wit:—

The following letter from Miss Annonette Bales, president of the Chi Epsilon of the Oakland (Cal.) Tribune, needs no preface. It is really so good that we are using all of it to show some of our modest Easterners that Western girls can write—and aren't ashamed of the fact.

* * *

BUT now for Annonette—and thank you very much, ye breezy sunny one! I wish the editorial girls of the Tribune were as prompt with dues as you have been. But I expect they will soon send across country some luscious fruit of California humor, humor of that ripe, rare and racy variety indigenous only to the lilting pen of California's chosen—her women journalists.

* * *

WRITES Miss Annonette:

"As a prospective 'constant reader' of your 'valued colyum', and as President of the Advertising Club formed by the women of the advertising staff of the Oakland Tribune, I write to you today after reading with keen interest your announcement in this week's EDITOR & PUBLISHER.

"Congratulations and best wishes. We claim the right to ally ourselves with our Editorial sisters of the Fourth Estate because we too are reporters.

Surely no news appearing in our columns is more vital than that which informs us how best to live—certainly not reports of pink teas, to which, as you say, the editorial activities of the sisterhood are so largely confined.

"I thought you would be interested to know that the young ladies of Oakland Tribune have formed a Greek Letter Sorority, Chi Epsilon, with a charter membership of sixteen, and to which junior members of the advertising department are admitted after serving their period of probation.

"Although the Club is basicly social, it is formed with the purpose of maintaining newspaper ideals in the advertising world, and of training the newcomers in journalism according to those ideals.

"All this sounds very dry and academic, but a letter of explanation must always be so."

(Nay, Nay, we chorus)

"We rest our faith on the claim that the advertising phases of Journalism are peculiarly the Woman's Field, because the news they carry and the service they render are so largely to the women of America, and we propose as the years pass, to train and maintain a body of advertising writers and directors in every branch of the profession, who will mean as much for the morale and advancement of what is now rather disrespectfully termed publicity, as have the journalistic leaders among the men of our profession."

* * *

SUCCESS to Chi Epsilon, and to its scribe and president! We hope some day to read your name among the advertising managers of this country.

* * *

YOU say you didn't know there were any? Well, just glance at this list. I confess as I read it I couldn't for the life of me—and can't yet see or understand—how they ever did it.

* * *

STILL, the war did change a lot of things, and give a lot of us a chance to prove that life wasn't all putting out the milk tickets at night and taking in the filled bottles every morning.

Florida has Miss Botkowsky, and they say a brighter ad woman never lived. She fairly rakes in the Southern gold and advertising for the St. Augustine Record.

Illinois, not to be out-womaned in the advertising field, boasts of Miss M. C. Lannon on the Lincoln Star, as well as Mrs. W. O. Paisley on the Marion Republican.

Indiana also has two women advertising managers, Miss Viola Spencer, Greenfield Reporter, and Miss Inez Williams, Connersville News-Examiner.

Michigan refers proudly to Mrs. C. A. Sutherland, of the Ludington News.

New Mexico has Marjorie Allen of the Albuquerque Herald.

The conservative Empire state has to journey to the office of the Norwich Sun to find Miss Irene L. Carter.

Ohio proudly claims entrance in these ranks with Miss Bertha Kerr of the Ashland Times-Gazette.

Pennsylvania says Miss Rose E. Berkmyre, of the Latrobe Bulletin, is her one best ad bet.

Tennessee closes the list with Miss Frances Osborne, Clarksville Leaf-Chronicle.

* * *

PERHAPS you will be inclined to say, as you count up the list, "Well, only nine states out of 48 are represented." but I hope you will add the afterthought, "Yes, but this result has been accomplished in a comparatively short period, less than six years. The Rome of the newspaper women cannot be built in a day, but because it is being constructed out of the bricks and mortar of worthwhile lasting service, which makes the growth proper and lasting, we dare predict that no masculine fiddles will be tuned up for its burning.

* * *

WE want the secretary of the Illinois Woman's Press Association, and the secretaries of any other state press women's clubs to write and tell us about themselves. Isn't that what secretaries are for?

INDIANA

Still another reason **Indiana** is a state worth while for you to market your merchandise is that many natural resources, especially sands and clay, furnish bases of **profitable industries** for her people.

Indiana, as a state, presents trading advantages which are particularly attractive.

The development of the interurban railway has made plausible the claim that the state has the best system of inter-city electric communication in the world.

The following Indiana dailies intensively cover merchandising areas that will profit you:

		Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M)	4,005	.025
Decatur Democrat	(E)	3,114	.025
Evansville Courier	(M)	23,513	.05
Evansville Courier	(S)	21,318	.05
*Fort Wayne Journal-Gazette and Evening Press	(M&E)	45,829	.07
*Fort Wayne Journal-Gazette	(S)	26,888	.07
*Fort Wayne News and Sentinel	(E)	34,715	.05
*Gary Evening Post	(E)	6,780	.04
*Indianapolis News	(E)	118,205	.20
LaPorte Herald	(E)	3,638	.025
Richmond Palladium	(E)	11,937	.05
South Bend News-Times	(M)	10,617	.05
South Bend News-Times	(E)	6,551	
South Bend Tribune	(E)	17,028	.055
Terre Haute Tribune	(E&S)	21,670	.06
*Vincennes Commercial	(M&S)	4,832	.025

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, April 1, 1921.
†Publishers' Statement.

Digitized by Google

FACTORS IN RATES CONTROVERSY MUST COME TO UNDERSTANDING

All Now Have Different Theories—Newmyer Offers Suggestion—N. A. N. E. Convention Program—Many Market Surveys Entered in Contest—Advertising Round-Table

By FRED MILLIS

HERE'S another view of that ever present local-foreign rate controversy which has recently come to a head again in the resolution placed by the American Association of Advertising Agencies that the two rates be made practically the same. Arthur G. Newmyer, associate publisher of the New Orleans Item, and very active in newspaper organization affairs, writes:

"I am just back at my desk after two weeks absence, and hasten to place before you the results of my investigation along the lines of the rate controversy.

"In every newspaper shop that I visited, and with everybody who seemed to be in touch with the business department whom I encountered, I brought up this most timely topic only to find in most instances a state of seemingly hopeless confusion.

"I spent one morning with John Budd on this thing, for I believe that unless it is definitely and emphatically handled at once newspapers are destined to lose some of their prestige as national advertising mediums.

"From John Budd personally I secured what seems to me to be the most intelligent and constructive solution to the problem. He suggested that on all local rate cards the following clause be printed.

> "The space contracted for is wholly for the use of the local advertiser named. All space in connection therewith used by or paid for by general or national advertiser shall be on the basis of the foreign rate card governing that quantity and classification."

"And that following such action the local and foreign staffs be instructed as follows:

> "Any space the national advertiser pays for, directly or indirectly, is national advertising."

"Of course, this general plan would not fit into every little isolated situation; nor would it necessarily apply to the chain store problem—but from the broad aspect of the case I do believe Budd has hit upon a practical plan to handle this phase of our business.

"As regards chain stores, it seems to me that that is a matter for individual local consideration. The advertising of the Piggly-Wiggly people is obviously local; the advertising of the National Cigar Stores—the exploitation of a single brand with these stores as central distributing points—it seems to me is obviously foreign.

"The agents, special representatives, as well as the local newspaper people, are all out with different theories on this proposition right now. Something definite must be done at the Atlanta convention of the A. A. C. W."

* * *

MARKET surveys are coming in thick and fast to the office of the National Association of Newspaper Executives, at Indianapolis, as entries in the contest now being staged under the auspices of the Association.

Inasmuch as no specific rules were made as to the surveys other than they should conform in a general way with the Standard of Merchandising Practice for Newspapers as adopted by the Association, none of the surveys are very much alike.

> Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the use of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

R. A. Turnquist, of the Milwaukee Tribune, has entered six volumes, running from 50 to 200 pages each. The surveys are on Baking powders, coffee, cigars and cigarettes, dressings, laundry soap and general retailing conditions.

The St. Louis Star has entered a very elaborate and complete book which is a survey of the St. Louis market headed, "Visualizing the St. Louis Tire Market."

E. C. Albrecht, of the service department of the St. Louis Globe-Democrat, has entered two surveys, one on washing soaps and powders and the other on toilet soaps.

The New Orleans Item's survey is on the "Sales possibility of tea in the New Orleans territory."

The New York World has entered one of its elaborate "Preliminary Investigations of Trade Conditions in the New York Territory." This report is on electrical appliances.

The San Antonio Express has entered a market survey of lye. It gives the original inquiry from the advertising agency as well as the actual copy of the newspaper's reply.

Don Bridge, merchandising manager of the Indianapolis News, has entered two surveys. One of these is of the kind prepared for a manufacturer who is considering entering the Indianapolis market. The other is market analysis or investigation made for an advertiser during the course of an advertising campaign.

At least a dozen other papers have surveys in the contest which closed May 15.

The American Association of Advertising Agencies has been asked to appoint a secret committee to rank the first ten best reports considering them from the advertising agency's viewpoint.

All of the reports will be on exhibit at the Atlanta convention.

* * *

THE Citizen of Ottawa, Canada, has been publishing a dealer publication each month since October, 1920, called the Citizen Retailer. Olin J. Harris, the editor, writes: "We think The Citizen Retailer stands up with similar publications issued in cities of the size of Ottawa."

The National Association of Newspaper Executives has been attempting to make up a list of dealer publications, as the one printed recently on this page. Dealer publication editors seeking for information on what other papers are doing should write to Mr. Harris.

* * *

IN the list of retailer publications issued by newspapers, published on this page of EDITOR & PUBLISHER on April 23, the name of the Boston American was inadvertently omitted. The Boston American issues "The Link," which is one of the oldest and most successful of the newspaper merchandising helps rendered national users of newspaper advertising space in linking up the advertiser with the public through closer co-operation of the retailer dealer.

* * *

NEWSPAPERS in foreign countries, particularly in England, are much better printed than those in this country, according to Benjamin Wood, president of the Wood Flong Corporation, writing in comment of the article which appeared in this page on May 7, on newspaper typography. Mr. Wood says that the make-up of the Chicago Tribune is particularly good, but there are many other papers in this country which are very much better printed.

"If you have ever compared the printing of our newspapers with that of foreign ones, particularly in England, you are aware of the fact that the printing over there, notwithstanding that all the best machinery comes from this country, is far superior to ours. The principal reason for this is that more impression is carried on the presses and that the workmen themselves are more careful and less slip-shod.

"It is quite true that nearly all newspapers at present are painted, and not printed. The print paper mills could just as well, and without increasing expense, put a little better finish on print paper. If the newspapers would watch their equipment and insist on the pressman carrying more impression on the presses the printing would be much better than it is now."

Of course, Mr. Wood advocates the adoption of the Wood dry mat, as he states there is a great improvement in the reproduction of half-tones. The printing from the dry mat stereotype plate is very much like that of an electrotype.

This phase of the publishing business is of exceeding interest to the advertising manager. Many agencies and advertisers would rather put up with the disadvantage of scattered magazine circulation, because of the poor printing results secured in newspapers.

The average newspaper is a very poor piece of printing. This condition can be corrected. The advertising department is the place for the movement to start from in a newspaper office.

* * *

A NEW member of the National Association of Newspaper Executives is the Arkansas Democrat of Little Rock, Ark. S. C. Speer, Jr., manager of the service and merchandising department of the Democrat, is going to attend the Atlanta Convention.

RESPONSIBILITY FOR TYPE ERRORS

WHAT do you do in case of a typographical error in a newspaper?

There seems to be no standard practice among newspapers in handling this vexious question which comes up almost every day. It is being urged by advertising managers that the National Association of Newspaper Executives go on record for some standard practice at the Atlanta Convention.

Many newspapers over the country still allow themselves to be held financially responsible for typographical errors. Where a suit is advertised for $22.50 instead of $62.50 through a typographical error many a newspaper is paying the $40 difference, or rather crediting the advertiser with that much on his books.

These newspapers do not realize th t merchants look for just such opportunities as these. In one case in a city of about 60,000 recently where such an error was made, the merchant having an unusually large stock of suits on hand had his clerks call up on the telephone many of the customers to advise them of the unusual bargain.

The newspaper got on to this early in the day and protested without avail to the merchant. The merchant of course denied that he was doing this, but yet at the same time he cleared out his stock of suits and was able to get a credit on the newspaper books which will carry his advertising for nearly two months of the spring season.

In those cities where there are Better Business Bureaus this matter has been straightened out.

Typographical errors are bound to happen in newspapers. Advertisements are set by human beings. Starting from this premise any newspapers is very foolish to be financially responsible for ridiculous errors. Even after the advertiser has "OK'd" the proof, slips are bound to occur in the make-up.

The logical thing for a newspaper to do is to give a letter to the advertiser accepting responsibility for the error and suggesting in the letter that the letter be shown to any customer questioning his statement.

In the letter the retailer should be advised to sell the merchandise at the price that was intended to be advertised and not at the price actually printed in the paper through error. This also should be thoroughly and specifically covered in the newspaper's contract with the merchant.

PARTRIDGE GETS C. D. N. A. POST

Rochester Colyumist Named Manager of Ad Promotion Department

Arthur Partridge, at one time of the St. John (N. B.) Globe and the Worcester (Mass.) Telegram, but more recently of the Rochester (N. Y) Post-Express, has been appointed manager of the advertising promotion department of the C. D. N. A. He will assume his new duties on June 1. Mr. Partridge is the son of the late Very Rev. Francis Partridge, dean of Fredericton (N. B.), and is a graduate of the University of King's College, Windsor (N. S.)

When the great war broke out, he returned to Canada from the United States and enlisted as a private in the 42nd Highlanders at Montreal. In 1915, he was commissioned as a lieutenant in the Royal Naval Air Service, and in 1918 was promoted to the rank of major in the Royal Air Force. He was mentioned in despatches for his part in special tests carried out at sea of heavy bombs and fuses that were later used successfully at Zeebrugge. Toward the end of the war he was attached to the United States navy as consulting officer in seaplane armament. He resigned from the Air Force and went to Morocco where he represented British Dye., Ltd., in a trade survey. But the lure of newspaper life was too strong for him, and he finally returned to the United States to take up his work again as editorial writer and columnist on the Rochester Post-Express.

Digitized by Google

NEWS OF ASSOCIATIONS AND CLUBS

W. G. CHANDLER, assistant to the president of the Scripps-McRae League of Newspapers, was the principal speaker at the weekly meeting of the Houston Advertising Association. Mr. Chandler urged Houston business men to form a Better Business Bureau and through it to force truth in advertising. The speaker told how businessmen of Cleveland, Ohio, had been able to force the dishonest advertisers out of the newspapers. A resolution by H. A. McCelvey, providing for a change in the constitution of the organization raising the membership was passed. The membership limit is made 150, and buyers of advertising may have two memberships and newspapers six.

The Technical Publicity Association of New York held its last meeting of the season May 12 at the Machinery Club "General Business Conditions" were discussed and the speakers were Harford Powell, editor of Collier's, B. C. Forbes of Forbes' Magazine, and Samuel O. Dunn, vice-president of Simmonds-Boardman Publishing Company and editor of Railway Age.

The Advertising Club of New York on April 30 had 1,140 members—928 resident and 212 non-resident.

William F. Baker has been elected chief crier of the Providence (R. I.) Town Criers. Other officers elected are: First deputy chief crier, Sam W. Burchiel; second deputy chief crier, C. Walter Fraleigh; scrivener, Roy S. Whitmore; funds holder, Benjamin M. Rawlins; bellman—Daniel S. Mahoney; trumpeter—Walter S. Ball. Chairmen of the various committees are: Dinner, Carlton F. Freese; souvenir dinner, Harry J. Aitken; luncheon board, Frederick W. Bliss; national advertising, Gardner T. Swarts, Jr.; Retail advertising, Arthur A. Higgins; graphic arts, Edward F. Walton; sales management, Charles B. Greenup; business administration, J. William Schultz; membership, Frank M. Whitford; educational, Philip H. MacDonald; wherewithal, H. Harold Price; what cheer, Harry L. Schofield; Providence 1936 planters, Albert W. Howard; better business, Charles H. Graves; house, Harry D. MacLean; displays division, G. Frederick Bohl.

"Selling Newspaper Advertising" was the subject of a recent address by Ward C. Mayborn, general manager of the Dallas Dispatch and the Houston Press, before the Dallas Advertising League. Mr. Mayborn was optimistic as to the future of advertising as viewed by the newspapers, and predicted better days.

Taylor Urges Data Bureau

Boston, May 10.—Establishment by the daily newspapers of New England of a bureau of information for the compilation of data on every phase of newspaper maintenance and operation was recommended today by Charles H. Taylor, Jr., of the Boston Globe. Speaking at a luncheon of the New England Newspaper Alliance, Mr. Taylor pointed to the difficulty which, he said, publishers have in dealing with labor unions and others through lack of full information. He suggested that the bureau be conducted by New England newspapers on the lines of the American Newspaper Publishers' Association labor committee. The bureau should be located outside of Boston, he thought.

"Pure Ad" Bill a Law in Texas

Governor Pat M. Neff has signed the "Pure Advertising Bill," enacted by the Texas Legislature, and the measure will become a law on June 12. A gold pen was used, furnished by Dr. W. B. Georgia of Waco, past president of the Advertising League of Waco. Dr. Georgia was present and announced that the pen would be presented to the Waco Advertising League with his compliments. The Governor retraced his signature on the bill with two other pens, one of which will be presented to Senator Harry Hertzberg of San Antonio, author of the bill, and the other to the Associated Advertising Clubs of Texas. The bill provides severe penalties for untrue or dishonest statements in advertising matter of any kind, whether newspaper or other publication, bill boards, hand bills, or any other kind.

A. P. Executives Meet May 27

The date of the executive committee of the Associated Press has been changed from May 25 to May 27. The following members of the committee are expected to be present: Frank B. Noyes, Washington Star, president; Charles Hopkins Clark, Hartford Courant; Col. Charles A. Rook, Pittsburgh Dispatch; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Evening Bulletin, and John R. Rathom, Providence Journal. Victor F. Lawson of the Chicago Daily News will be unable to attend. There will also be present Melville E. Stone, counselor; Frederick Roy Martin, general manager; Kent Cooper and Jackson S. Elliott, assistant general managers, and J. R. Youatt, treasurer.

Harding in Denver Press Club

President Harding has been presented with the resolutions and a gold-hammered engraved card declaring him an honorary life member of the Denver Press Club. They were formally presented to the president by United States Senator Lawrence C. Phipps, who is an associate member of the club. Present on this occasion was United States Senator Samuel D. Nicholson, another associate member of the club and Representative Guy U. Hardy of the Third Colorado district, Edward Keating, W. Pike Johnson and John I. Tierney all active members of the club now in Washington, and Warren R. Given.

Quaker City Sport Writers Guests

Sports editors and tennis writers on the Philadelphia papers were entertained at a dinner May 13, at The Racquet Club by Samuel H. Collom, chairman of the Tennis committee of the Germantown Cricket Club. The national tennis championship singles this year will be played in September on the courts of the Germantown Cricket Club.

U. P. Moves Chicago Office

The United Press Association's Chicago offices were moved this week from the Tribune downtown building to an office building at the corner of Madison and Clinton streets. The rooms formerly occupied by the United Press have been taken over by the Tribune's business survey and the Tribune staff.

Choose A. P. A. Papers in Minnesota

The executive committee of the Minnesota Select List of which Herman Roe of the Northfield News is chairman and H. C. Hotaling secretary, is picking out the country newspapers upon which the work of the American Press Association will be centered. About ninety will be chosen.

Prehn with United Candy Stores

Martin Prehn has been appointed advertising manager of the United Retail Candy Stores, New York.

IOWA

Iowa is gaining in wealth much faster than in population. That is why its 2,000,000 people have nearly as many automobiles as they have families while the state with the *most* automobiles of all has more families than autos, notwithstanding its riches.

It is pretty good thought to give the weight of your advertising to the territory that can buy quantities as well as quality, and where the newspapers are read at home for the advertising as well as world news.

Where there is money at home to spend, your advertisement in the city daily is sure to receive attention.

Use these Iowa daily newspapers.

		Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M)	10,401	.035
Burlington Hawk-Eye	(S)	12,960	.035
*Cedar Rapids Gazette	(E)	19,005	.055
Council Bluffs Nonpareil	(E&S)	15,147	.05
*Davenport Democrat & Leader	(E)	15,153	.06
*Davenport Democrat & Leader	(S)	17,332	.06
Davenport Times	(E)	24,322	.08
Des Moines Capital	(E)	49,605	.14
Des Moines Sunday Capital	(S)	32,931	.14
Des Moines Register and Tribune	(M&E)	111,560	.20
Des Moines Sunday Register	(S)	92,761	.20
†Iowa City Press-Citizen	(E)	6,847	.035
**Mason City Globe Gazette	(E)	9,516	.035
*Muscatine Journal & News Tribune	(E)	7,991	.035
Ottumwa Courier	(E)	12,373	.05
Sioux City Journal	(M&E)	51,723	.11
Sioux City Journal	(S)	33,795	.11
**Waterloo Evening Courier	(E)	15,554	.05

Government Statements, April 1, 1921.
*A. B. C. Publisher's Statement, April 1, 1921.
**A. B. C. Audit, October 1, 1920.
†Publisher's Statement.

Digitized by Google

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

The Mount Vernon, N. Y.
DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES AS A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. New York
Lytton Bldg. Chicago

TIPS FOR AD MANAGERS

Allied Crafts Service, 712 Kanawha Banking & Trust Bldg., Charleston-Kanawha, W. Va. Has secured account of Jeffery-Dewitt Insulator Company, Huntington, W. Va. Copy will start in two to three months in technical journals.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts with newspapers for E. A. Strout Farm Agency (classified advertising).

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 40 inch orders to run 5 times for the Massasoit Manufacturing Company, Fall River, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders with newspapers in various sections for P. H. Hanes Knitting Co., Winston-Salem, N. C.

George Batten Company, 381 4th avenue, New York. Reported to be handling advertising for De Long Hook & Eye Company, 21st and Clearfield streets, Philadelphia.

Blow Company, 116 West 32d street, New York. Placing orders with newspapers that rotogravure sections for Doctor's Essential Foods Company, "Busy Bread," Orange, N. J.

Calkins & Holden, 250 5th avenue, New York. Placing orders with newspapers on contracts for H. J. Heinz Company, food products, Pittsburgh.

Centaur Company, "Castoria," 250 West Broadway, New York. Placing extra copy with newspapers in various sections.

Cramer-Krasselt Company, Milwaukee & Michigan streets, Milwaukee. Sending out 300-line orders to run 4 times in Middle West newspapers for the National Enameling & Stamping Company.

Critchfield & Co., Brooks Bldg., Chicago. Has secured the following accounts:

North Ridge Brush Company, Freeport, Ill.; Johnson Biscuit Company, Sioux City, Ia.; Lake Superior Loader Company, Duluth, Minn.; M. & K. Corset Company, Jackson, Mich.; Thorpe Bros., Minneapolis; Canute Co., Milwaukee; Tegefer Machine Works, Minneapulis; Sheet Metal Products Company of Duluth, Minn., has changed its name to Western Steel Products Company.

J. H. Cross, 214 S. 12th street, Philadelphia. Sending out 3-inch orders to run 104 times for the Dill Company.

Dake Ad Agency, 251 Kearney street, San Francisco. Making 2464 line contracts with newspapers for Hills Bros., "Red Can Coffee."

Dorland Advertising Agency, Atlantic City, N. J. Placing orders with newspapers in various sections for Italian State Travel Agency, 281 5th avenue, New York.

George L. Dyer Company, 42 Broadway, N. Y. Handling advertising for the Atlantic Coast Fisheries Company.

F. A. Ensign Ad Agency, Union Arcade, Pittsburgh. Making yearly contracts with newspapers for the Mariel Products Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000-line contracts for the Goodyear Tire & Rubber Company, Akron, Ohio.

Federal Adv. Agency, 6 East 39th street, New York. Gradually extending orders to newspapers in various sections for Dunn Pen Company, fountain pens, New York. Placing orders with newspapers in various sections for Kaufman Hats, New York.

Fuller & Smith, Guardian Bldg., Cleveland. Reported will make up a list of newspapers in June for the American Multigraph Sales Company.

Gardner Advertising Company, 1627 Locust street, St. Louis. Making yearly contracts with newspapers for the Fredonia Portland Cement Company.

Gormley-Smith-Palfer, Inc., of Atlantic City, N. J. Sending out schedules for Ocean City, N. J., to a list of Eastern newspapers.

Grandin-Dorrance-Sullivan, New York City. Sending out copy for Southern newspapers for the Business Men's League, Hot Springs, Ark. Handling advertising for the Eastman, Arlington and Majestic Hotels of Hot Springs, which control the Hot Springs Golf Course.

Hoyt's Service, 116 West 32d street, New York. Placing advertising for Buxton, Inc., Springfield, Mass., formerly the L. A. W. Novelty Company, makers of Buxton Key Kases.

Hotel Advertising Company, 90 West street, New York. Placing resort advertising of Delaware Water Gap and Mount Pocono with some Eastern newspapers.

Hoyt's Service, 116 West 32d street, New York. Placing orders with some New England newspapers for Peppercell Spring Water.

H. B. Humphrey Company, 581 Boylston street, Boston. Sending out 42-line orders to run 104 times in a selected list of newspapers for the George Frost Company, Boston.

H. B. Humphrey Company, 581 Boylston street, Boston. Again placing orders with newspapers in various sections for George Frost Co., "Boston Garter," Boston.

Johnson, Read & Company, 202 South State street, Chicago, Ill. Handling advertising for The Velie Motors Corporation, Moline, Ill., and the Diller Manufacturing Co., Bluffton, Ohio, makers of "Thermatic" fireless cookers.

Martin V. Kelley Company, Second Nat. Bank Bldg., Toledo. Again placing orders with newspapers in various sections for Fisk Rubber Company, tires, Chicopee Falls, Mass. Placing orders with newspapers in various sections for Pilot Motor Car Company, Richmond, Ind.

ARRANGING N. A. N. E. PROGRAM

Miller, Newmyer and Foster Confer in New Orleans

(Special to Editor & Publisher)

New Orleans, La., May 16.—Charlie Miller, business manager of the Atlanta Georgian and America and president of the National Association of Newspaper Executives; Arthur G. Newmyer, associate publisher of the New Orleans Item, and Marcellous Foster, publisher of the Houston Chronicle and chairman of the N. A. N. E. committee on agency relations, held a conference here today on their association's A. A. C. W. program.

Chairman Foster is arranging a program that will mean a lot to the newspaper and agency men assembled. The questions of what is local and what is foreign advertising and of making the foreign rate the same as the local will be the two principal topics of discussion at the meeting with the advertising agencies.

The program for Wednesday morning's meeting (June 15) with the Association of National Advertisers will not be decided definitely until President Mont Wright and Secretary John Sullivan of that organization decide what subjects are to be discussed with the National Association of Newspaper Executives.

While in New Orleans, President Miller conferred with J. A. Van Buren, business manager of the Times-Picayune and N. A. N. E., is vice-president for Lousiana, who states that Louisiana will report 100 per cent at the convention. James Ewing, business manager of the New Orleans States, has notified President Miller that both the New Orleans States and the Shreveport Times, the two papers in which Mr. Ewing is interested, will be well represented at the Atlanta meetings, which will be held in the Ansley Hotel.

JAPANESE JOURNALIST IS HOST

Editor of Osaka Mainichi Entertains at Dinner in New York

Japanese and American relations were discussed in a very frank manner by both Americans and Japanese at a dinner given by Toshita Takagi, editor and managing director of the Osaka Mainichi and Tokyo Nichi-Nichi, at the Pennsylvania Hotel last Tuesday night.

The speakers were Mr. Takagi, Don Seitz, Consul General Kumasaki, Percy S. Bullen, J. W. T. Mason and K. Hanazono. Mr Takagi's guests at the dinner were: Japanese Consul General K. Kumasaki; M. Kobayashi and M. Tajima, of Mitsui & Company; S. Imamura, of the Sumitomo Bank; M. Araki, of the Taiwan Bank; S. Nakase, of the Nippon Yusen Kaisha; M. Kashiwagi, of the Yokohama Specie Bank; S. Wada, of the Osaka Asahi; S. Nizeki, of the Chugai Shogyo; S. Midutani, of the Japanese Times; J. Komori, of the Japanese-American Commercial Weekly; M. Takata, K. Hanazono, K. Ishikawa and T. Ikeda, of the Osaka Mainichi and Tokyo Nichi-Nichi; Don Seitz, the World; Karl Bickel and James H. Furay, the United Press; B. T. Butterworth and Van Buren Thorne, the Times; James C. Grey, the Sun; J. W. T. Mason, the London Daily Express; Percy S. Bullen, the London Daily Telegraph and president of the Association of Foreign Correspondents; Nicholas Roosevelt, of the Tribune; Royal J. Davis, of the Evening Post; Harold Anderson, of the Herald; James Wright Brown and Ben Mellon, of the Editor & Publisher.

—first of all a great newspaper, it is naturally one of the outstanding advertising mediums of the U. S.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager
New York Office: DAN A. CARROLL, 150 Nassau Street
Chicago Office: J. E. LUTZ, First National Bank Bldg.

1920 Indication of Lineage Increase 1920 vs. 1918 in the BOSTON AMERICAN on Financial Advertising

Total Lines, 1918... 21,769
" " 1920...233,609

1918

Buy Space in Boston's Greatest Evening Newspaper

Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

SHOWALTER

Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
51 Irving Place

For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

Digitized by Google

"My Life"
By
MARY PICKFORD
in ten illustrated installments
From Gladys Smith, aged five years, to Mrs. Douglas Fairbanks

Lord Northcliffe sent Hayden Talbot six thousand miles from London to Los Angeles to get "OUR MARY" to tell
HER OWN STORY

Wire at Once
McClure Newspaper Syndicate
373 Fourth Ave., New York City

ROME, GA.
Assure the success of your campaign in the market covered by the circulation of the ROME NEWS by using the newspaper popularly endorsed by local advertisers—not only as an advertising medium, but as the one essential factor in the daily affairs of the people and business interests.

1920 Local Advertising in Rome
THE ROME NEWS.....2,678,326 Lines
The Tribune-Herald...1,779,764 Lines
The News Led by.... 898,562 Lines

Represented by
Frost, Landis & Kohn
NEW YORK CHICAGO ATLANTA

Another
Big Plant
Now in Course of Construction at
Perth Amboy, N. J.
Large increase in Savings Deposits during past year.
For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 93 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

A.A.C.W. SCREEN ADVERTISERS' PROGRAM

(Continued from page 16)

Service Dept., Standard Slide Corporation, New York.
"Use of Motion Pictures to Teach Technical Subjects." John E. Millea, Director of Factory Management, Babson Institute, Wellesley Hills, Mass.
"How the Motion Picture Theatre Owner is Booking Industrial Films." Speaker to be announced later.

DIRECTORY PUBLISHERS

BOYS' HIGH SCHOOL, ROOM 27

Business Meeting, President, George W. Overton, Reuben H. Donnelley Corp., Chicago. This meeting is for discussion of reorganization plans. No formal program.

DIRECT MAIL ADVERTISING

CABLE HALL, BROAD BETWEEN LUCKIE AND POPLAR STS.

Jos. Meadon, President, presiding.

TUESDAY MORNING.

9:30—"Changing the Way of a Woman." Mrs. Ida Bailey Allen, specialist in Direct and Educational advertising to the Housewife. President "Mrs. Allen's School of Good Cookery," New York. Formerly Associate Editor "Ladies' Home Journal," "Delineator" and "Good Housekeeping."
10:00—Discussion.
10:15—"Bridging the Great Divide." C. Coy Glidden of Williams & Cunningham, Chicago. Formerly Advertising Manager, Marshall Field & Company, Wholesale. Service Director, The Butterick Trio.
10:45—Discussion.
11:00—"The Modern Pied Piper." Paul Hunter, President Educational Advertising Company, New York City. Formerly U. S. Tire Company, X-Ray Reflector Company.
11:30—"Scrapping The False Alarms." Louis Balsam, Managing Director, Direct Mail Advertising Association. Formerly Director of Correspondence, Lewis Mfg. Co., La Salle Extension University.
12:15—Discussion.
12:30—Adjournment.

TUESDAY AFTERNOON.

Debate—Resolved, "That Twelve Issues of a House Organ properly edited and issued consecutively, is a greater producer of good will and profit than twelve pieces of Direct Advertising going out consecutively once a month."
Robert C. Fay, Moderator.
Affirmative—Robert E. Ramsay, Advertising Manager, American Writing Paper Co., Author, "Effective House Organs," Holyoke, Mass.
Frances M. Buente, Editor "Tidewater Topics," Tidewater Oil Company, New York.
Negative—Wm. Hersey, Director Mail Sales, Robt. H. Ingersoll & Bro., New York.
Eleanor Dougan Hunter, Chairman of the Board Educational Advertising Company, New York.
Judges—E. St. Elmo Lewis, Vice President, Campbell Ewald Company. One of the foremost Direct Advertising authorities in America.
Tim Thrift, Editor, "The Mailbag." Advertising Manager, The American Multigraph Sales Co., Cleveland.
Noble T. Praigg, Director of Advertising, United Typothetae of America. Formerly Editor "Associated Advertising." Publisher and writer.

ASSOCIATED BUSINESS PAPERS

BOYS' HIGH SCHOOL, ROOM 21

TUESDAY AFTERNOON—2:30.

Chairman, W. R. C. Smith, President, W. R. C. Smith Pub. Co., Atlanta.
Opening remarks by the Chairman on General Conditions in the South and their Relation to Business Papers.
"Developing a Market for Raw Material Through Business Papers." Austin L. Black, Advertising Manager, The Pacific Lumber Company, Chicago.
"Importance of Promoting the Economical Movement of Goods from Industry to Industry." F. M. Cockrell, Promotion Manager, McGraw-Hill Co., Inc., N. Y.
"Work of the Associated Business Papers, Inc., in the Interest of Better Advertising and Publishing." Jesse H. Neal, Executive Secretary, The Associated Business Papers, Inc., New York.
A Discussion of Subjects of General Interest including—"Problems of Printing and Labor," "Postal Rates and Service."

ADVERTISING SPECIALTIES

BOY'S HIGH SCHOOL

TUESDAY MORNING—9:30.

Executive Session for Members and Representatives of Member Firms, President Carroll H. Sudler, Presiding, Vice President, Ketterlinus Litho Mfg. Company.
"What we are Doing to Make Advertising Specialties Pay The Advertiser," S. W. Allen, The Kemper-Thomas Company; N. B. Hatch, The Knapp Company; J. M. Saunders, The Blanchard Company; H. G. Huse, Brown & Bigelow.
General Discussion.
"Winning on Points or Winning a Decision in the Fight for Business," Stanley Ikerd, Western Manager, Associated Advertising.

TUESDAY AFTERNOON—2:30—Open Session.

President Carroll H. Sudler, Presiding.
"The Place of the Specialty in the Advertising Campaign," J. B. Short, The Whitehead & Hoag Company.
"Advertising—The Servant of the Public," Frank B. White, Agricultural Advertising Service.
"Taking The Guess out of Color in Advertising," Mrs. Hazel Adler, Authority on color—and Member Faculty Cleveland Advertising School.
"Building Coco Cola Sales with Advertising Specialties," S. C. Dobbs, Formerly President The Coco Cola Company.
"Four-Square Advertising," Richard H. Lee, Counsel National Vigilance Committee, Associated Advertising Clubs of the World.
"Co-operation—What it means in the Advertising Field," E. Allen Frost, of the Poster Advertising Association.

WEDNESDAY, 12:30 P. M.—Luncheon—Capital City Club.

Members and Representatives of Member Firms. Round Table Discussion.

EMPLOYING LITHOGRAPHERS

PIEDMONT HOTEL, ROTARY ROOM

TUESDAY—Two Illustrated Addresses by Harry R. Wellman, Professor of Marketing, Amos Tuck School of Administration and Finance, Dartmouth College.
9:30 A. M.—"The Known Value of Color in Advertising."
2:30 P. M.—"The Practical Application of Color in Terms of the Advertising Appropriation."

POSTER ADVERTISING

WESLEYAN MEMORIAL CHURCH, ROOM NO. 3

TUESDAY MORNING.

9:30—Opening Remarks.
Milburn Hobson, Pres., Poster Advertising Association, Dallas, Texas.
10:15—"Good Will."
E. Allen Frost, Chicago, Ill.
10:45—"Merchandising in the Southwest with Poster Advertising." C. O. Maxwell, Promotion Dept., Poster Adv. Co., Inc., New York City.
11:15—"Local and Retail Advertising by Means of Posters." Gordon MacEdward, Sales Manager, Walker Company, Detroit, Mich.
11:45—"Relation of Poster Advertising to Educational and Civic Development." Prof. H. D. Rinsland, Public Schools, Vocational Department, Ardmore, Okla.

TUESDAY AFTERNOON.

2:30—"Building Trade Marks with Poster Advertising." A. de Montlurin, Poster Adv. Co., Inc., Cincinnati, Ohio.
3:00—"Poster Advertising Christianity Promotes Prosperity." J. B. Spellman, Columbia, S. C.
3:30—"Application of Poster Advertising and Its Practicability for the Southern Manufacturer." K. H. Fulton, Van Buren & N. Y. Poster Advertising Co., New York City.
4:00—
John Sullivan, Secretary, Association National Advertising, New York City.
5:00—Discussion.

GRAPHIC ARTS

WESLEYAN MEMORIAL CHUCH CLASS ROOM NO. 2

Chairman—John R. Demarest, president, Graphic Arts Association, New Haven, Conn.

TUESDAY MORNING—9:30.

"How Printers Have Organized to Make Printed Salesmanship Build Bigger Business."
William J. Eynon, President United Typothetae of America.
"The Tested Shock Absorber for Selling Costs," Noble T. Praigg, Director of Advertising, United Typothetae of America.
"How the South is Cashing in on Printed Salesmanship," W. O. Foote, President, Foote & Davis, Atlanta, Ga.
"Demonstrations of Printed Salesmanship." Byron A. Bolt, R. R. Donnelly & Son, Chicago, Ill.

TUESDAY AFTERNOON—2:30.

"The Printer, as Assistant to the Sales Manager." Henry P. Porter, Chairman of the Educational Committee of The United Typothetae of America.
"How Printed Salesmanship Builds Bigger Business in Canada." C. C. Ronalds, The Ronalds Press, Montreal, Canada.
Norman T. A. Munder, of T. A. Munder & Co., Baltimore, Md., Chairman of Program.

STUDENT CLUB ORGANIZATION

WESLEYAN MEMORIAL CHURCH, CLASS ROOM 4

Chairman—Joseph B. Hosmer, Columbia, Missouri.

TUESDAY AFTERNOON—2:30.

Informal session for the discussion of plans leading to the organization of Student advertising clubs in all colleges and schools offering advertising instruction.

NEW ORLEANS
HAS 60,000 HOMES
(GOOD ONES)
The
New Orleans
Sunday States
guaranteed to reach
55,000
New Orleans Homes
May 15—May 22—May 29
NO INCREASE IN CARD RATE IN MAY

Nearly every person in Richmond reads
The
NEWS-LEADER
The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.
The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.
The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.
Foreign representatives
The Kelly-Smith Co., Marbridge Building, B'way at 34th St., New York City.
Chicago, Ill. Kelly-Smith Co. Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

FIRST
In four months of this year
The New York Times
published 803,232 agate lines of financial advertising—more than the combined volume published by the New York morning newspapers second and third in financial advertising.

OF THE SHAFFER GROUP
The Indianapolis Star had larger gain in advertising during the year of 1920 than any other Indianapolis newspaper, exceeding the gain of its nearest competitor by 173,097 agate lines.
THE INDIANAPOLIS STAR
Largest Morning and Sunday Circulation in Indiana
OF NEWSPAPERS

The Standard of Influence
Discriminating readers and advertisers know that generations have found such power behind their favorite paper,
The Pittsburg Dispatch
the same year in and year out!
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

Digitized by Google

ARGUS MAIL LOTTERY CASE

Highest New York Court Gets Testimony on Attempted Prosecution

ALBANY, N. Y., May 18.—The Court of Appeals May 9 heard arguments in the attempt of the district attorney of New York county to punish the Mail and Express Company, publisher of the New York Evening Mail and its publisher Daniel Nicoll, on the charge of unlawfully advertising a lottery. In July, 1919, the Evening Mail began the free distribution of cards advertising the paper and the fact that the numbers on them entitled the holder to a drawing of $15,000 in prizes of Liberty Bonds and money. The cards were left at newsstands for free distribution and were handed to passengers on the subways by boys and referred to the issues of the paper for details of the prizes and the names of the winners.

A demurrer interposed to the indictment was allowed by the Court of Special Sessions of New York and their decision was upheld by the Appellate Division. Henry Wollman, appearing for the defendants, argued that the plan of gift coupons was for the purpose of advertising the paper and increasing its circulation, and that as nothing was paid for them there was no lottery within the meaning of the law. The district attorney contended that the public was induced to buy the paper because of the cards and that this was sufficient consideration to constitute an unlawful lottery.

ADS TRIPLED RICE USE

Millers Will Continue Campaign, It Is Decided At Annual Meeting

Newspaper advertising has nearly tripled the consumption of rice in the United States, declared Frank A. Godchaux, president of the Associated Rice Millers of America, at its annual meeting in New Orleans, May 10. A new advertising campaign is being planned for next year.

"Rice" said President Godchaux, "is being consumed in the United States at the rate of seven pounds per capita, an increase of 4.53 pounds over the 2.47 pounds the average person ate in 1920.

"The advertising plan as carried out created a feeling and spirit of co-operation among the greatest number of jobbers and retailers throughout the country and as a result rice has been placed on a proper cost-to-consumer basis.

"The advertising campaign presently being worked out by the association will not only increase the consumption of rice by the present generation, but will be one of a broad educational nature. The science of cooking and the proper uses of rice will be brought home through the domestic science work that will be carried out through the schools and other educational channels, thereby creating a permanent demand for generations to come."

NEWS FROM MT. EVEREST CLIMB

Public Ledger Will Tell Philadelphia of Highest Peak's Conquerors

An interesting journalistic enterprise has been announced by the Philadelphia Public Ledger in connection with the forthcoming attempt of the Alpine Club of England and the British Royal Geological Society to climb Mount Everest in the Himalaya Mountains. The exploring party left England a few days ago and simultaneously with their departure, the Public Ledger announced that through its foreign service it had arranged to receive exclusive cable dispatches telling of the adventures and discoveries of the expedition. The Public Ledger Foreign Service has arranged with the expedition to have runners bring the latest news from the explorers, as often as possible, to the nearest telephone or telegraph stations, from which points the news will be relayed by telegraph, telephone, cable and wireless.

Another "A. M." Quits in Dubuque

The Dubuque (Ia.) Telegraph-Herald has discontinued its morning edition and is printing a pre-dated edition with the following morning's date-line. Similar action was taken about three weeks ago by the Dubuque Times-Journal.

Charter for Connecticut Paper

The Shore Line Times Publishing Company, Guilford, Conn., has been incorporated with a capital stock of $25,000.

The Omaha World Herald has just entered the field with the semi-monthly Retailers' World Herald of four pages.

We're quoting attractive combination prices on our

DAILY COMICS

Scoop (6-col.), Old Pals (6 or 7 col.), Jangling Jingles (2 col.), Smiles (filler), and Noozie (½ & 1 col.).

The International Syndicate
Baltimore, Md.

SUPPLIES and EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Rebuilt Goss Matrix Rolling Machine for wet mats, complete with direct geared motor equipment. Price reasonable. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

For Sale
One Hoe Sextuple Press, four plate wide, seven column 13½ ems or eight columns 12 ems. Column length 20¾ inches. Price and further description on application to Dallas News, Dallas, Texas.

For Sale
Duplex Tubular Plate Press, with complete outfit of modern stereotyping machinery; used only two years; press now prints 4, 6 and 8 pages, and additional units can be added as required. First unit would give 10 and 12 pages, second addition would give 14 and 16 pages; attractive price; early delivery. John Griffiths, 41 Marshall Street, Poughkeepsie, N. Y.

Established in 1912 to sell and equip Newspaper Plants

PECKHAM MACHINERY CO.
MARBRIDGE BLDG.
34TH & BWAY
NEW YORK CITY

QUICK ACTION BARGAINS

Practically New Flat Bed Web, printing 4, 6 8, 10, 12 or 14 pages, at special price if taken in June.

Guaranteed Head Letter Molds, $70

BANG — $16,000

buys complete newspaper equipment. Immediate delivery

Consisting of Goss Junior straight line 16-page, 7-column press; complete stereotyping equipment. Sixteen trucks and chases. Matrix roller. Two steam tables. Furnace, casting box, saw, trimmer, tail cutter, etc. Three linotypes, Models 8, 4 and 5. Individual motors for all power driven machinery. Two twenty volt, sixty cycle three phase. Steel equipment. Two double tier type cabinets. Forty cases of type with assembling tops and place for leads and slugs. Single head-letter cabinet and type. Machinist bench, cabinet, tools, supplies, correction bank and news dump, make-up table, galleys, brass column rules and justifying materials. Roll top and flat top desks, typewriter desks, four L. C. Smith typewriters, chairs, tables, safe, filing cabinet, book case, cash register, baling machine, etc. Equipment may be seen set up just as left when paper suspended. Step lively, this will go quick.
Wire Box A-576, EDITOR & PUBLISHER.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

NEWSPRINT

Reasons for buying from us

Quality of paper always uniform.
Regular deliveries.
Shipments made in from five to six weeks at prices below present contracts.

J. & J. SCOTT, Ltd.
33 W. 42nd St., New York City
Phone Vanderbilt 1057

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Rotary Press
Wanted to buy second hand 24-page rotary press, 8 column, must be in good condition. Send best price and full particulars to Box A-565 Care of EDITOR & PUBLISHER.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Goss Straight Line Quadruple Four-Deck, Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

Goss Semi-Rotary Press
14 PAGE

This is a flat bed press, printing from 2 to 14 pages direct from type. 7 columns, 21 inches long, 13 ems. Uses roll paper, 23, 46 and 69 inches wide. Installed in 1917. Now in use. Delivery about July. Price $4,500.00. Installation of larger press reason for selling.

Gazette-Review Co.
ATLANTIC CITY, N. J.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Available June 1st or before; 15 years' newspaper advertising experience; for the past three years advertising manager of afternoon and Sunday newspaper in live city of 85,000; during this time I have increased local advertising 300 per cent and ran more lineage than first paper. At the present time with business conditions far below normal I am showing a 25 per cent increase. I have the knack of organizing an efficient department and producing business systematically; want permanent position; married, best references. Address Box A-553, Care Editor & Publisher.

Experienced Advertising Manager
with metropolitan and small city executive training seeks larger field. Copy-writing, layout man thoroughly conversant with requirements of foreign and local departments. Box A-571 Care of Editor & Publisher.

Circulation Manager
Age 32, married, worked up from carrier, twelve years' experience; believe in steady systematic building; have reached limit with paper of 13,000 circulation; prefer central states. Address Box A-514, Care Editor & Publisher.

Circulation Manager
desires position in middle west. Experience on morning and evening and Sunday editions. Thoroughly familiar with every detail. A1 reference. Box A-566, Care of Editor & Publisher.

Editorial, Research and Writing
man with highly specialized English training and broad experience in lines above mentioned wishes position calling for any or all of these types of work. Salary secondary consideration for time being. Address Box A-521, Care Editor & Publisher.

Mr. Publisher
Are you interested in securing the services of a young man experienced in advertising promotion and development? He wants a permanent position where the sound application of advertising knowledge will mean an established future. Address P. O. Box 131, Scranton, Pa.

News Man
Experienced news man seeks place with daily in town under 50,000 in eastern states. Can handle any branch thoroughly from news gathering and writing to laying out paper, editing copy and writing heads. Five years' experience on dailies in west. Just locating in east. Best of references. Moderate wages expected. Arthur A. Bull, 689 East Second St., Brooklyn, N. Y.

To Whom It May Concern
The following recommendation is one received from a newspaper manager: "I have known Mr. ..... for the past four years. Found him to be a live, tireless successful advertising solicitor." If there is a publisher with an opening for a young man possessing the above qualifications they can reach him by addressing Box A-561, Care of Editor & Publisher.

Magazine and Syndicate Writer
Woman, successful magazine, and syndicate writer, wants departmental or Sub-Editing position. Magazine, trade paper, newspaper. Originality, wide range interest, some editorial knowledge. Sound training in editorial technique more important than salary. Address A-558, Care of Editor & Publisher.

Rapid Fire Reporter
Managing editor of small daily desires to become member city staff of daily in city of around 100,000. Experienced, college education, hard, resultful worker. Address Box A-570 Care Editor & Publisher.

Reporter
Young man, wide awake, college education, wishes position as reporter on a newspaper offering good opportunities. Can furnish best references. Address William Ester, 1121 Tinton Avenue, New York City.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Accounting
Young man about 25 years of age with accounting experience in advertising department. Large daily publication in important mid-western city. Give age and references, also state salary expected. Box A-539, Care Editor & Publisher.

Classified Advertising Manager
Classified advertising manager wanted in middle western city of 100,000 population by morning, evening and Sunday combination; must be a capable executive diplomat with successful experience; age 24 to 40 years; write full letter of application to A-552, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor
A first class advertising solicitor can make a real position for himself in a large middle-western city. Hard work, and long hours, but a good opportunity on a paper leading in circulation. Address A-541, Care Editor & Publisher.

A Special Agency
is looking for a live, alert, intelligent young man to add to its soliciting force. Experience is not altogether necessary, but industry, integrity and a desire to succeed is. Any young man with these qualifications will have an opportunity to start with an established concern and to go just as far as his intelligence and industry will carry him. The position is open at once. Apply by mail, stating age, education and experience, if any. Box A-567, Care of Editor & Publisher.

Circulation Manager
of ability and capacity for growing evening paper in prosperous city of over one hundred thousand people in southwest. Circulation over twenty thousand. Present Manager being promoted. Write fully, giving experience, age, references and salary expected in first letter. Box A-560, Care of Editor & Publisher.

Circulation Man
Evening paper in New England city of 70,000 wants young man to take charge of circulation. Paper does not use premiums but seeks to increase circulation by publishing a good newspaper, and cultivating field by sound methods. Paper has Sunday edition. Write with full particulars as to experience, religious preference and salary expected. Address A-540, Care of Editor & Publisher.

Wanted
News Editor on morning newspaper, city of 50,000 in middle west. Good opportunity for man who has had copy desk experience. $50. Address Box A-532, Care Editor & Publisher.

Machine and Hand Man
Experienced machine and hand man wanted on Kentucky daily; permanent, desirable position. Write full particulars regarding experience. Box A-575, Care of Editor & Publisher.

Circulation Manager
Circulation managers wanted for four different papers, located: One in Middle West, one East, one Pacific Coast and one Canadian. Only interested in high class men with demonstrative ability; salary to fit; send record, photo and time available; confidential; no fee. Box A-574, Care of Editor & Publisher.

Advertising Solicitor
Young man, experienced in soliciting advertising for daily evening newspaper in town of 100,000 population. Address Box A 556, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted
To take over or obtain half interest in live weekly or daily newspaper in growing town, or trade paper or magazine proposition. State initial investment required. Replies considered confidential. Harry A. Guiremand, 2789 Valentine Ave., N. Y. C.

SEATTLE TIMES CUTS PRICE

Back to $12 a Year in Anticipation of Cheaper Newsprint

In anticipation of future reduction in white paper prices, C. B. Blethen, editor and publisher of the Seattle Times, has announced a return to old circulation rates, of $1.00 per month and $12 per year.

Col. Blethen's announcement follows:

"After careful study of the white paper situation in the markets of the East, I have come to the conclusion that newsprint prices will soon return to normal, or nearly so. Prices have gone down considerably in the East and Middle West, although still practically at their peak on the Pacific Coast.

"Believing that this state of things cannot long persist and that the whole trend of prices will continue to carry newsprint alone the downward scale, the Times has determined to anticipate its future white paper prices and immediately to pass its future savings in 'overhead' on to its readers. This is but in line with the policy of taking losses to secure quicker readjustment in business that has right along been advocated by this newspaper, and the present situation will be utilized to emphasize the Times' sincerity.

"Therefore, in spite of the fact that we have been paying the highest price for newsprint in our history during the last few months and may be compelled to continue doing so for some time to come, we have determined to return to the Times' old circulation price standard of $1 per month and $12 per year."

Heads Representatives Club

C. W. Fuller of Photoplay was elected President of the Representatives Club of New York at the annual meeting of this organization at the Hotel Pennsylvania on May 9. The other officers elected were: O. S. Kimberly, Red Book, first vice-president; A. M. Carey, Hearst's International, second vice-president; George L. Alpers, Metropolitan, secretary, and C. S. Plummer, Jr., Metropolitan, treasurer.

FORREST GOES TO PARIS FOR NEW YORK TRIBUNE

(*Continued from page* 13)

France and after the war was over, beat him back to New York, and covered the return of the A. E. F. commander. Subsequently he received a letter from General Pershing in recognition of his services as a correspondent. Forrest also was decorated by the French government.

Among Forrest's most picturesque exploits was his attempt in May, 1919, to interview the former Kaiser. He decided to try a military invasion of Amerongen. In his own military automobile, wearing a uniform himself and accompanied by a lieutenant colonel, two captains, a sergeant and a corporal, Forrest drove from Lorraine to the one-time war lord's retreat. The Kaiser had been industriously sawing wood, but with the arrival of the whole American army, he kept cooped up in Count Bentinck's castle during the three days that Forrest stayed. Leaving town, Forrest obtained a battered Dodge car and a suit of civilian clothes, in preparation for a new drive on Amerongen. After camping five more days, he finally wrung from the Kaiser, through his personal aide, General von Gontard, the information that His Highness didn't want to talk things over with the New York Tribune and would feel much better about it if Forrest would leave town. Forrest did.

The most widely known story from Forrest's typewriter was that of the "Lost Battalion" of the 308th Infantry, which has already been reprinted in one collection of war correspondents' stories and is now to be included in the "Eighth Reader" being published by the American Book Company.

Returning to America after a trip to the Rhine, Forrest was sent to Mexico where he interviewed Federico Cordova, bandit leader, in Mexico City, under the noses of the Carranzistas, learned of the plot against American consular agent Jenkins, got information which enabled him to predict the Obregon revolt and the overthrow of Carranza, and escaped from Mexico two hours ahead of Carranzista police who carried orders for his arrest. In November and December, 1920, Forrest was in Hayti, getting a beat on an interview given by President Dartiguenave. In February, 1921, he interviewed Henry Ford after 150 other correspondents had tried the same trick in the course of a year and failed.

$75,000
or less will be paid for a daily newspaper property in a city of 10,000 or more population. $35,000 available for first payment, balance to be deferred. Politics immaterial.

Proposition W. B.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

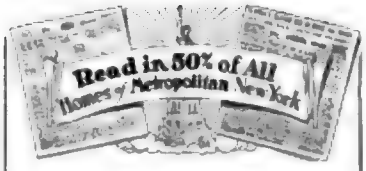
Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

For Sale
24-PAGE GOSS
High Speed, Straightline Goss, with complete stereotype equipment, including Dry Mat process. Simplex control. This machine was built new in 1916. Accommodates 7 or 8 cols. Cut-off is 21¾ in. Tapeless folder delivers product in half-page size counted in lots of 50. Immediate delivery. For price and terms,
Wire or write
Southern Publishers Exchange, Inc.
Newspaper Properties and Equipment
13 North Ninth Street P. O. Box 1807
Richmond, Va.

MANAGER OF ADVERTISING
High-class Specialty Shop in Boston has good opening for experienced advertising man, preferably one who is familiar from the inside with advertising problems, preparation of layouts, etc. Address Box A-568, care of Editor & Publisher.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St.,
NEW YORK CITY

Digitized by Google



THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. Standard Rate Card

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

IN NEW ORLEANS
IT'S—

THE NEW
ORLEANS ITEM

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

דער טאג

The National Jewish Daily

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR.

HAVE short skirts decreased the number of injuries to women pedestrians in your town? Statistics in some cities show this to be true.—E. C. L.

A year ago $22 would buy 100 pounds of sugar. Now 100 pounds of sugar costs about $7.50. To show the housewife graphically how food prices have dropped within a year run a list of edibles showing cost of each item, bringing the total to $22. Include a few pounds of ham, flour, cans of corn, peas, etc. The list can be stretched to 20 or 25 items, the total of 1921 prices being the $22 that the 100 pounds of 1920 sugar cost.—E. C. L.

The New York Evening Post, beginning with their Wednesday issue of this week, is publishing four pages of gravure as a mid-week feature. It differs from their regular Saturday gravure section in that it is made up entirely of pictures of live news interest.

"New Yorkers for a Day Or Two" is the catchy title of a new department of interviews with New York visitors that is appearing in the Evening World.

"Famous Townspeople" is the standing head above a new regular feature in the Pelham (N. Y.) Sun. Only one person is talked about in each issue and pictures taken at the time that fame was won are used. For example, in a recent issue a picture was used of Maj. Charles A. Walker at the time he enlisted in the army in 1861 and another of one year later when he was made a captain.

The Washington Post is carrying on a picture puzzle, in which readers try to see who can get the most words beginning with S, and represented in the picture. The first prize is fifty dollars, and so on down, but if competitors desire to increase their chances, they may, by sending in two daily and Sunday subscriptions place themselves in the eligible list for the $1,500 prize. That is if their answer is judged best by the judges, and they have sent in the subscriptions, they will receive $1,500, instead of $50. Rather an interesting way to obtain new subscribers, and to get in a lot of money at one time. The maximum number of subscriptions is two daily and Sunday.—A. P. McP.

Who was the first automobile owner in your city? His experiences with his car in the early days will furnish some good feature copy.—M. A. C.

The Washington Post has a Know Your City page each Sunday to which people are invited to contribute. They pay $2.00 for 250 words or less about odd and unusual things in the city, as well as historical buildings, etc. The school children were especially invited to contribute to this page, with the result that they have become very interested readers. It pays to cater to the children of today, for they have an increasing influence in the modern home.—A. P. McP.

The Lima (Ohio) News is having good success with "Short Interviews," a daily feature composed of half a dozen short interviews with people reporters meet. Names are given and a quotation of 25 to 75 words used in each interview. Topics of general interest are discussed and views of both men and women given.—E. R. L.

A good feature which will attract wide reader interest for several days may be made in the form of a contest in which men are asked to write ten commandments for married women and women are asked to write commandments for married men. A cash prize may be offered to stimulate interest if desired. Interest may be added by securing the services of the judges of domestic relations courts as presiding judges to determine the best commandments.—L.

What are some of the reasons for turning in fire alarms? Not all alarms are false; for instance, the fire department here was called out to settle a family quarrel, to pull a child out of a well, to repair frozen water pipes, etc.—M. C.

What is the per capita water consumption of your town?—C.

A series of feature stories entitled, "Odd Corners in Industry" was run in the Cleveland Plain Dealer recently. They covered, as the title implies, the unusual and peculiar in industries in the city. "The Pipe Hospital" and the "Bird House Shop" are representative of the type of material used.—H.

W. H. Denney Starts Agency

The William H. Denney Company, advertising agency, has been started in New York by William H. Denney, who was formerly vice-president of Sherman & Bryan, Inc., New York. Among the accounts which the new agency will handle are: The Furness-Bermuda Steamship Line, Bermuda Government; Azurea Face Powder, Lindt Powder Company and Hospital Specialty Company.

Dinner For N. Y. Paper's 125th Year

President Harding and Vice-President Coolidge will be guests of honor at a dinner celebrating the 125th anniversary of the New York Commercial's foundation in New York, May 23. Russell R. Whitman, publisher of the Commercial, is chairman of the committee in charge of the dinner, the price of which will be $25 a plate.

Meyer Martin Bill Signed

Governor Miller of New York this week signed the Meyer-Martin bill, designed to make illegal price-fixing agreements between employers and employes, such as now exist in the photo-engraving industry.

The Detroit News

The Sunday Edition of The Detroit News has always led the only other Sunday paper in Rotogravure advertising as it has led it also in classified advertising, which proves that The Sunday News has both class and mass appeal.

Los Angeles—The largest city in the West

EVENING HERALD

The largest daily circulation in the West
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921

143,067

It grows just like Los Angeles. The Evening Herald goes into practically every home—covers this field completely.

Representatives
New York: H. W. Moloney, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

THE
NEW YORK
EVENING
JOURNAL
has the largest circulation of any daily newspaper in America.

World Wide
ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy 2900, 5111
Cable Address:
SCHOLZEM, NEW YORK

Digitized by Google

"OHIO FIRST"

Ohio has everything to make an ideal market. As a try-out proposition Ohio is one of the best territories possible to find in the whole United States.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually, and Ohio daily newspapers are in strict keeping with the character of the State and the people.

Give these daily newspapers a chance to serve you, co-operate with the live-wire merchants in Ohio and you will understand why Ohio is the great State it is.

	Circulation	2,500 Lines	10,000 Lines
‡Akron Beacon-Journal ..... (E)	34,078	.035	.035
‡Akron Times ..... (E)	23,500	.06	.06
Akron Sunday Times ..... (S)	24,062	.07	.07
*Athens Messenger ..... (E)	3,930	.03	.03
Bellaire Daily Leader ..... (E)	3,987	.03	.02
Bellefontaine Examiner ..... (E)	4,071	.0143	.0143
*Cambridge Daily Jeffersonian..... (E)	7,455	.03	.03
Cincinnati Inquirer, Sc. ..... (M-S)	71,489	.17-.35	.17-.35
Cleveland Plain Dealer ..... (M)	160,666	.32	.32
Cleveland Plain Dealer ..... (S)	217,513	.37	.37
Columbus Dispatch ..... (E)	74,535	.15	.14
Columbus Dispatch ..... (S)	76,147	.15	.14
Columbus (O.) State Journal ..... (M)	57,195	.12	.11
Columbus (O.) State Journal..... (S)	30,284	.12	.11
Dayton News ..... (E)	30,032	.10	.10
Dayton News ..... (S)	34,137	.035	.035
Dover Daily Reporter..... (E)	3,989	.02	.02

Government Statements, April 1, 1921.

‡Government Statement, October 1, 1920.

	Circulation	2,500 Lines	10,000 Lines
Ironton Irontonian ..... (M)	3,190	.0179	.0179
*Lima News and Times-Democrat..... (E&S)	14,494	.06	.06
Lima Republican-Gazette ..... (M&S)	9,124	.035	.025
Middletown Journal..... (E)	4,494	.0214	.0214
Newark American-Tribune ..... (E)	6,475	.025	.025
New Philadelphia Daily Times ..... (E)	5,453	.02	.02
Piqua Call and Press-Dispatch ..... (E)	6,043	.025	.025
Portsmouth Sun and Times ..... (M&E)	17,000	.06	.06
Portsmouth Sun-Times ..... (S)	9,309	.04	.04
**Springfield News ..... (E)	15,763	.06	.06
**Springfield News ..... (S)	13,381	.06	.06
Toledo Blade ..... (E)	83,227	.25	.23
Warren Daily Chronicle ..... (E)	5,572	.025	.025
*Youngstown Telegram ..... (E)	23,843	.07	.07
Youngstown Vindicator ..... (S)	24,900	.07	.07
Youngstown Vindicator ..... (E)	25,373	.07	.07

*A. B. C. Publisher's Statement, April 1, 1921.

**A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

Pennsylvania

No state can offer more or better opportunities for money making than can this great Keystone State.

Commercially Pennsylvania is a producer and with Pennsylvania's prosperity comes Pennsylvania's demand for goods of all kinds---and Pennsylvania's daily newspapers to carry your message to these people.

These daily newspapers co-operate in every way to make advertising pay and pay handsomely. Use them to get your share of this great business.

		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item	(E)	32,561	.10	.10
*Altoona Mirror	(E)	23,556	.06	.06
Bethlehem Globe	(E)	7,764	.04	.04
*Chester Times and Republican	(M&E)	15,110	.065	.05
Coatesville Record	(E)	5,429	.021	.021
Connellsville Courier	(E)	5,267	.0179	.0179
*Easton Express	(E)	13,260	.05	.05
Easton Free Press	(E)	13,969	.05	.05
*Erie Dispatch (M) Herald (E)	(M&E)	19,493	.065	.065
*Erie Dispatch-Herald	(S)	18,738	.07	.07
*Erie Times	(E)	27,787	.08	.08
Harrisburg Telegraph	(E)	34,445	.095	.095
*Lancaster Intelligencer and News-Journal	(M&E)	23,143	.06	.08

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.

		Circulation	2,500 Lines	10,000 Lines
§Oil City Derrick	(M)	6,467	.04	.035
Philadelphia Record	(M)	111,683	.25	.25
Philadelphia Record	(S)	125,555	.30	.30
*Pittsburgh Dispatch	(M)	57,521	.17	.15
*Pittsburgh Dispatch	(S)	76,651	.22	.18
§Pittston Gazette	(E)	3,847	.03	.025
*Pottsville Republican	(E)	11,416	.055	.05
Scranton Republican	(M)	31,190	.12	.10
Scranton Times	(E)	35,904	.12	.10
*Sharon Herald	(E)	4,942	.021	.021
Warren Mirror	(E)	3,780	.0179	.0179
*Washington Observer & Reporter	(M&E)	15,640	.06	.05
*Wilkes-Barre Times-Leader	(E)	18,346	.05	.05

**A. B. C. Publishers' Statement, October 1, 1920.
§Government Statement, October 1, 1920.

THIS ISSUE, TWO SECTIONS: PRINTED WORD HAS ONLY STARTED DIVINE MISSION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1921

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president and editor.]

Vol. 53 No. 52 NEW YORK, SATURDAY, MAY 28, 1921 By Mail in Advance $4. U. S. A.; $4.50. Can.; $5. For. 10c. Per Copy

THE DAILY NEWS—illustrated, tabloid—is the national advertiser's *best* opportunity in New York City.

The largest morning circulation (more than 400,000 copies) and, at present, the lowest rate per line per thousand of all New York newspapers! A twelve hour life. Larger daytime sale and more home circulation than many New York evening papers.

AND the peculiar advantages of the tabloid. Less to see on the thousand line page, so even small ads are seen. Less to read, quantitatively (more qualitatively), so all of the DAILY NEWS is read. The unique combination of reader attention and reader interest makes small space do more work, *small appropriations go farther.* For general information and specific facts address the

Advertising Offices

512 FIFTH AVENUE, NEW YORK
TRIBUNE BUILDING, CHICAGO

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Digitized by Google

The Answer in Rochester

178,584 Lines

That's the excess of local display advertising in The Times-Union (6 days a week) over the Democrat & Chronicle (7 days a week) for the last four months.

Which paper do *you* think the *merchants* prefer?

23,858 Copies

That's the excess of daily city circulation of The Times-Union over the Democrat & Chronicle given by the last A. B. C. Audit.

Which paper do *you* think the *people* prefer?

Write Our Service Department for Merchandising Information

Rochester Times-Union

First in Its Field

Circulation (A.B.C.) 64,018

J. P. McKINNEY & SON, *Representatives*

334 Fifth Ave., New York 122 S. Michigan Ave., Chicago

Service NEA

Where N·E·A· Mats are Made

What they think of N·E·A· Mats

WAUKEGAN DAILY SUN
LAKE COUNTY PUB. & PTG. CO.
PRINTERS, PUBLISHERS
BINDERS
WAUKEGAN, ILLINOIS

May 19, 1921

Newspaper Enterprise Ass'n,
Cleveland, Ohio.

Gentlemen:

I want to thank you for the very excellent bunch of mats on prominent men sent in your service of May 18th.

That certainly gives your clients a mighty fine addition to their morgue and I want you to know that the Sun appreciates such live service.

Yours very truly,
WAUKEGAN DAILY SUN

WJS:JE

"Our stereotypers say yours are the best mats they've handled."

Business Manager,
Jersey City, N. J, Evening Journal.

"Your mats are better than any that come into office."

Editor,
Benton Harbor, Mich., News Palladium.

"In their printing quality, N.E.A. mats are the best that come into our office from any source."

Geo. Waldorf
Editor in Chief,
Bridgeport, Conn, Post.

"Yours are the best mats we receive from any source."

Managing Editor,
Louisville, Ky., Herald.

"Your mats are the best possible."

Grover C. Baldwin
Managing Editor,
Pensacola, Fla., Journal.

Write or wire—

The NEWSPAPER ENTERPRISE ASSOCIATION
(A Service—Not A Syndicate)
CLEVELAND. O.

Digitized by Google

City Population 1,823,779

Seal of Philadelphia

Separate Dwellings 390,000

Philadelphians are not only prosperous, but have money with which to buy the things they want.

The Bulletin is the "one newspaper" which makes it easy for you to sell your goods in Philadelphia.

That's why local and national advertisers prefer it.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

The Bulletin

"In Philadelphia nearly everybody reads the Bulletin"

Net paid daily average circulation for April: 512,550 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Digitized by Google

EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330
Charter Member Audit Bureau of Circulations.

Vol. 53 | NEW YORK, SATURDAY, MAY 28, 1921 | No. 52

PRINTED WORD HAS ONLY STARTED DIVINE MISSION

An Editorial

IN the darkest and most materialistic age that mankind has known, ruled by brute force, worshipful of wealth and worldly power, sodden in ignorance and iniquity, there was born the highest idealism of all time. Out of muck the richest vegetation springs. In that age of darkness and despair three men set out on the strangest journey in history; sick of soulless philosophies, they started in search of a spiritual ideal, with no guidance but a star. Across scorching deserts they rode, through cities and villages they passed, through crowded bazaars and market places, where curious loungers shrugged their shoulders and tapped their foreheads significantly, while learned philosophers, hearing of the strange quest of a star, pronounced the seekers the veriest of fools. Dreamers? Idealists? Yes, indeed. But for twenty centuries, strangely enough, men have been calling them—as they will continue to call them as long as the Christmas story is told—"The Wise Men." For the star they followed, meaningless to the enslarkened masses, has led humanity into the light eternal.

Those who despair of journalism today may take heart. Those who judge the profession from only its grosser errors and see no tendencies toward progress are the fools who shrug their shoulders and tap their foreheads as the idealists press forward.

For there are idealists in journalism today—more than three. And the star, to them who would vision it, shines as clearly now as ever it shone over Bethlehem. Human progress, for all that it has achieved, is only beginning, and the printed word, divinely destined to spread the truths that will rule the world, is only fairly started on its mighty mission.

Printing is old—yes. Hieroglyphics and script are ancient even. But measured by human existence, by civilization and even by modern intelligence, the daily newspaper is merely in its puling infancy. General reading is a younger infant still, that is just opening its eyes upon unimagined marvels.

It is startling to realize that as recently as 1847 with the invention of the lamp chimney, was produced the first steady, bright light for night reading that ever had been known. Up to then, virtually up to 1875, when the incandescent light appeared, mankind was divided into two great classes, the professional scholars and the unread. The scholars read by day; it was part of their work. The common man had other work by day and, with no good light at night, he did not read at all. There were Franklins and Lincolns, but they were rare. Mark now the instantaneous and marvelous change. Darkness began to lift from the mind of man. In what is a merest fraction of recorded human progress the sales of books, magazines and newspapers have multiplied stupendously—particularly the sales of newspapers. Every tiny light that glows against the darkness of the night is a beacon to the press. America leads not because we have better brains, but because we have had more oil and higher electrical development and have made the most of them. The reading lamp is the star the modern idealist seeks.

The value of education may readily be overestimated. Edison's questionnaire has illustrated this. It is still more strikingly emphasized in the fact that if the colleges of this country or any other had to depend upon their own graduates for their endowments they would perish in a year. There is tremendous significance in the circumstance that a Rockefeller, with little common schooling, and an Edison, with none at all, are the heaviest contributors to learning in our generation, the one in means for teaching and the other in scientific discoveries to be taught.

Learning is the fetish of our age; and yet how little learning ever has done for humanity! Has it made us physically stronger or healthier than the old Greeks? Are we mentally superior to the ancients? Have we any among us wiser than Solomon or Socrates, more masterful than Cæsar, more versatile than Shakespeare? No. Despite all the marvelous discoveries and general diffusion of knowledge, there has been no appreciable improvement in mental power. The common level of intelligence, indeed, is rapidly rising, but the peak no further penetrates the mists of mystery than it did thousands of years ago. Mankind still are like babbling children playing on the boundless shore of Time, wondering at the meaningless whisperings of the winds and racing eagerly to grasp the shining shells and pebbles cast out by the waves, thinking them amulets of fortune and pearls of wisdom.

In the rise of the general level of intelligence and common understanding of life lies the hope of real progress. Socially—in the relations of man to man and nation to nation—there would seem to be limitless field for advancement of human welfare. But let's not ignore the reverse facts. After centuries of constructive civilization the world suddenly is cast into chaos by the most bitter, most widely extended and most destructive war of all time. With all our intellectual levelling upward, still alongside the palace of the over-rich stand the penitentiary, the poor-house and the asylum for the insane. Hovels multiply and crime grows bolder and more aggressive and cunning.

In man's increasing control of nature too lie seeming limitless possibilities for betterment of human conditions. But here again disconcerting facts confront us. Through control and manipulation of matter, some of us—a small minority—are better sheltered, fed and cared for than were our ancestors. Are we happier, more moral, in better health or of longer life than they? Alas! No. Nicely adjusted mechanism, driven by harnessed steam, gas or electricity, may carry us at the rate of 60 or 100 miles an hour, but has it carried us from our sorrows, sicknesses and evil impulses? No, again. Antiquarians tell us of crude cave-dwellers among our barbarous progenitors who were cannibals and suckled the marrow from the stone-broken bones of their weaker fellowmen. Knowledge such as this we call learning. Well, cannibals of today have their caves gilded with gold and graced with silken draperies, within walls so thick that they cannot hear the moans of dying and cries of starving brothers, the marrow of whose bones they are sucking out, each cannibal absorbing the living of thousands. Understanding of present conditions will be the new learning.

The daily newspaper that is both mirror and mentor becomes the fitted tool in the hands of fate. Its power to enlighten, advance and uplift mankind is limited only to the sincerity, vision and idealism of the men who conduct it.

Under these conditions daily journalism offers to the man of right quality and real ability opportunity for power far surpassing that of any preacher, orator, author, jurist or statesman; for the best that any of these can achieve, within limited areas and for the moment, he may vitalize, humanize and transmit unto the uttermost recesses of life, thought and feeling. The editor is the alchemist by whom the highest inspirations of the best minds may be transmuted into popular thought and fused into common life.

That even the international diplomacy of the future will be conducted by newspapers Col. R. R. McCormick has been impressing upon the journalists of France. The foreign relations of the nations of the world, he declares, will be directly in the hands of the people themselves, who will exchange their views and opinions by means of newspapers rather than through the medium of ambassadors alone. The transmission of news has become mechanically instantaneous, and, thanks to the development of independent newspapers and independent press associations, the peoples of the world can exchange daily their views on international questions. Evolution or revolution, it is momentous reform. To the press it means obligation and opportunity undreamed of even five years ago. To the stricken world it means the saving agency of a de facto League of Nations or, as opponents of that scheme prefer, the same thing under some other name.

The press, more than legislature, moulds the laws and, more than court, interprets them in their real application. We are seeing how even a Federal constitutional amendment fails of full enforcement until the press shall have awakened public conscience and crystallized public opinion in its favor. Reforms do not attain fruition in "Be it enacted." All

(*Continued on page 24*)

I HAVE one outstanding wish for the present Administration, and that is to inaugurate the era of understanding. I want understanding between the Government and the people. I want understanding among nations. And I want our America to have nothing to do with any nation that is not willing to sit at the table and come to an understanding.

I want understanding between the Captains of Industry and those who make up their toiling forces. Aye, I want understanding with those who come to our shores to participate in the benefits of residence in America. I want them to come understanding that there are obligations as well as privileges of American citizenship. And I want it understood everywhere that a man must give as well as receive from the Government which shields him.

Nay, more, I want an understanding between those who would preserve our form of Government and those who would destroy it, and I want the destroyer or the would-be destroyer to understand that he is mad to destroy the thing that makes his existence possible and I want him who would preserve to understand his obligations in teaching the other his place in Government under the law.

Nay, more, my countrymen, I want it understood that a nation that goes on to the supreme fulfillment must be in every way a righteous nation and its people must be a righteous people and in the strength of righteousness I know America will go on to the supreme fulfillment of its destiny.—*From the address of President Harding at the celebration of the New York Commercial's 125th anniversary.*

Digitized by Google

NEW PUBLISHERS' BODY IN NEW ENGLAND

Dailies' Executives Will Meet at Braintree June 10 for Organization—Central Office and Paid Manager Considered

(*Special to* Editor & Publisher)

Boston, May 24.—At a meeting of several New England daily newspapers held in Boston, it was voted to take immediate steps to form an association of New England daily newspapers, having as its object greater unity of action and co-operation in matters pertaining to the general work of newspaper publishing.

It is suggested that a central office for the district be maintained, where there shall be on file such statistics as labor scales and labor conditions, newsprint prices, and sources of supply and other matters of the same general character. A central office is to be established in charge of a thoroughly competent man, with such clerical assistance as is deemed necessary. This man, as soon as he has accumulated the various items of information, would be in a position to give such information and advice to any New England publisher, a member of the association, who was negotiating a new wage scale, or other matters of general interest. The proponents of this organization idea have no man in view for this particular position, but they believe that one can be secured and that he would be a valuable asset to the organization suggested. The expense per individual paper would not be large, and would be apportioned in an equitable manner. The backers of the scheme are assured that the Boston daily papers will co-operate to the fullest extent.

The organization is not intended to supplant, but is intended to work in conjunction with the various committees of the American Newspaper Publishers' Association, and it is expected that the greatest amount of assistance will be given by that national organization.

Charles H. Taylor, Jr., of the Boston Globe, acting for himself and other Boston publishers, has extended an invitation to all New England daily publishers to meet at the New England Kennel Club, Braintree, Mass., June 14, at 10 a. m. daylight saving time. This meeting will take the form of a field day and will last from early morning to sunset, with two executive sessions and a luncheon.

The committee on organization consists of Benjamin H. Anthony, New Bedford Standard, John R. Rathom, Providence Journal, William H. Dow, Portland Express, John D. Plummer, Springfield Union, Frank E. Sands, Meriden (Conn.) Journal, Willard B. Howe, Burlington (Vt.) Free Press, and John A. Muehlin, Manchester (N. H.) Union-Leader.

U. S. Correspondent for Petit Parisien

A cable dispatch from Paris printed in the Philadelphia Public Ledger this week announces that the Petit Parisien has just made arrangements for the Ledger's exclusive news service in Paris, including the special articles being written by Col. Edward M. House, who is now in Europe making a survey of the European situation. The Petit Parisien will shortly send a member of its staff to the United States as American correspondent. The Parisien's representative will make his headquarters in the Ledger Building.

MARY WHITE

By WILLIAM ALLEN WHITE

Editorial Note—This fine piece of writing by a father at the time of the death of his only daughter is reprinted from the Emporia Gazette.

THE Associated Press reports carrying the news of Mary White's death declared that it came as the result of a fall from a horse. How she would have hooted at that! She never fell from a horse in her life. Horses have fallen on her and with her—"I'm always trying to hold 'em in my lap," she used to say. But she was proud of few things, and one was that she could ride anything that had four legs and hair. Her death resulted not from a fall, but from a blow on the head which fractured her skull, and the blow came from the limb of an overhanging tree on the parking.

The last hour of her life was typical of its happiness. She came home from a day's work at school, topped off by a hard grind with the copy on the High School Annual, and felt that a ride would refresh her. She climbed into her khakis, chattering to her mother about the work she was doing, and hurried to get her horse and be out on the dirt roads for the country air and the radiant green fields of the spring. As she rode through the town on an easy gallop she kept waving at passersby. She knew every one in town. For a decade the little figure with the long pigtail and the red hair ribbon has been familiar on the streets of Emporia, and she got in the way of speaking to those who nodded at her. She passed the Kerrs, walking the horse, in front of the Normal Library, and waved at them; passed another friend a few hundred feet further on, and waved at her. The horse was walking and, as she turned into North Merchant Street, she took off her cowboy hat, and the horse swung into a lope. She passed the Tripletts and waved her cowboy hat at them, still moving gayly north on Merchant Street. A Gazette carrier passed—a High School boy friend—and she waved at him, but with her bridle hand; the horse veered quickly, plunged into the parking where the low-hanging limb faced her, and, while she still looked back waving, the blow came. But she did not fall from the horse; she slipped off, dazed a bit, staggered and fell in a faint. She never quite recovered consciousness.

But she did not fall from the horse, neither was she riding fast. A year or so ago she used to go like the wind. But that habit was broken, and she used the horse to get into the open to get fresh, hard exercise and to work off a certain surplus energy that welled up in her and needed a physical outlet. That need had been in her heart for years. It was back of the impulse that kept the dauntless, little brown-clad figure on the streets and country roads of the community and built into a strong, muscular body what had been a frail and sickly frame during the first years of her life. But the riding gave her more than a body. It released a gay and hardy soul. She was the happiest thing in the world. And she was happy because she was enlarging the horizon. She came to know all sorts and conditions of men; Charley O'Brien, the traffic cop, was one of her best friends. W. L. Holtz, the Latin teacher, was another. Tom O'Connor, farmer-politician, and Rev. J. H. J. Rice, preacher and police judge, and Frank Beach, music master, were her special friends, and all the girls, black and white, above the track and below the track, in Popville and Stringtown, were among her acquaintances. And she brought home riotous stories of her adventures. She loved to frollick; persiflage was her natural expression at home. Her humor was a continual bubble of joy. She seemed to think in hyperbole and metaphor. She was mischievous without malice, as full of faults as an old shoe. No angel was Mary White, but an easy girl to live with, for she never nursed a grouch five minutes in her life.

She hungered and thirsted for righteousness; and was the most impious creature in the world. She joined the Congregational Church without consulting her parents; not particularly for her soul's good. She never had a thrill of piety in her life, and would have hooted at a "testimony." But even as a little child she felt the church was an agency for helping people to more of life's abundance, and she wanted to help. She never wanted help for herself. Clothes meant little to her. It was a fight to get a new rig on her; but eventually a harder fight to get it off. She never wore a jewel and had no ring but her High School class ring, and never asked for anything but a wrist watch. She refused to have her hair up; though she was nearly seventeen. "Mother," she protested, "you don't know how much I get by with, in my braided pigtails that I could not with my hair up." Above every other passion of her life was her passion not to grow up, to be a child. The tomboy in her, which was big, seemed to loathe to be put away forever in skirts. She was a Peter Pan, who refused to grow up.

For her pallbearers only her friends were chosen; her Latin teacher—W. L. Holtz; her High School pincipal, Rice Brown; her doctor, Frank Foncannon; her friend W. W. Finney; her pal at the Gazette office, Walter Hughes; and her brother Bill. It would have made her smile to know that her friend, Charley O'Brien, the traffic cop, had been transferred from Sixth and Commercial to the corner near the church to direct her friends who came to bid her goodby.

A rift in the clouds in a gray day threw a shaft of sunlight upon her coffin as her nervous, energetic little body sank to its last sleep. But the soul of her, the glowing, gorgeous, fervent soul of her, surely was flaming in eager joy upon some other dawn.

GEORGE BURBACH PROMOTED

Retains Title of Advertising Manager In Charge of Dispatch Business

George M. Burbach, advertising manager of the St. Louis Post-Dispatch, has been advanced to the duties and responsibilities of the position until recently held by W. C. Steigers, who recently resigned as business manager on account of ill health, but retained his connection with the Post - Dispatch as an officer and director. For the present Mr. Burbach will retain the title of advertising manager, but will have complete charge of business matters of the Post-Dispatch.

George M. Burbach

Mr. Burbach has taken an active part in national organizations concerned with advertising and has been one of the progressive leaders in the newspaper department of the Associated Advertising Clubs of the World for several years past.

OFF 11,777,928 LINES IN APRIL

Month's Lineage Largest This Year—Three Cities Show Gain

April advertising lineage was the largest so far this year carried by 116 newspapers in 25 leading cities, but it ran 11,777,928 lines behind the total for April, 1920, according to figures just issued by the New York Evening Post Statistical Department. The 1921 total was 96,928,647 lines. Gains were made by 23 newspapers, and three cities—Los Angeles, Cincinnati and Oakland—showed higher lineage totals for 1921 than for 1920.

The tabulation by cities follows:

	1921	1920	Loss
New York	13,138,166	14,183,448	1,045,282
Birmingham	1,794,002	2,165,926	371,924
Chicago	6,030,921	6,118,644	87,723
Philadelphia	6,365,501	7,182,543	817,042
Los Angeles	6,637,862	6,545,042	92,820*
Baltimore	4,300,943	5,225,263	924,320
Boston	4,880,927	5,952,308	1,071,381
Detroit	4,295,130	5,287,282	992,152
Cleveland	3,949,350	4,945,725	996,375
Buffalo	3,205,254	4,208,536	1,003,282
Washington	3,872,224	3,884,094	11,870
St. Louis	3,574,340	3,579,640	5,300
Indianapolis	2,857,560	3,026,280	168,720
Minneapolis	2,856,924	3,260,960	764,036
St. Paul	2,244,368	3,002,338	757,970
Milwaukee	2,680,820	3,056,578	375,758
S. Francisco	3,669,810	4,275,194	575,384
New Orleans	2,814,952	3,340,206	525,254
Cincinnati	3,047,700	2,900,100	147,600*
Louisville	2,625,323	2,640,006	14,683
Houston	2,138,682	2,243,640	104,958
Columbus	2,980,190	3,287,300	307,110
Providence	2,533,522	2,709,180	175,658
Seattle	2,615,256	3,564,288	949,032
Oakland	1,788,920	1,762,054	26,866*
Totals	96,928,647	108,706,575	11,777,928

* Gain.

Puckette Again Heads City News

Charles McD. Puckette, managing editor of the New York Evening Post, was re-elected president of the New York City News Association at its annual meeting, in the rooms of the Association, May 18. Newspapers represented were the Herald, Telegram, Times, Tribune Staats-Zeitung, New York Herold, Evening Post, Morning Telegraph, Brooklyn Eagle, World, Evening World, Evening Mail and Associated Press. Other officers were elected as follows: Vice-president, L. W. H. Emmert; secretary, J. E. Hardenburgh; treasurer, W. G. Henderson; executive committee, H. M. Crist, Brooklyn Eagle; Osmund Phillips, New York Times; Kenneth Lord, New York Sun; Hood MacFarland, New York Tribune, and T. E. Niles, New York Evening Mail.

Digitized by Google

ORGANIZATIONS TAKING ACTIVE STEPS ON AGENCY COMMISSION QUESTION

Conferences of Interested Parties Being Held to Discuss Ways to Effect Change and Other Meetings Projected—Letters from Publishers and Advertisers

INTEREST in the principle that agencies should derive their compensation directly and wholly from their clients has been stimulated into activity by the affirmative stand on this question taken by EDITOR & PUBLISHER. It has long been recognized as an economic entity. Individuals in every contact with advertising have talked of it continually—almost continuously. Organizations have discussed it officially, and some have taken verbal and recorded notice of it. But until EDITOR & PUBLISHER declared unequivocally on April 30 that the commission basis as it now exists is wrong and should be abolished no step of a positive nature looking to readjustment of agency compensation methods had been taken. Now individual opinion is beginning to find expression through organized action.

That newspaper publishers years ago deemed the commission system unfair and no longer necessary is proved by a resolution passed by the American Newspaper Publishers Association in 1917. At the convention of that year Jason Rogers, publisher of the New York Globe, introduced the question: "Why should publishers pay commissions to advertising agents for services rendered advertisers—not publishers?" The minutes of that convention carry the following:

TIME HAS ARRIVED

"During discussion it was reported that the Association of National Advertisers had passed a resolution approving the principle that commissions should be paid by the advertiser, and it was stated that the same view prevailed among the advertising associations in Canada. Many publishers do not allow commission on local business, and in some of the larger cities the publishers do a net business with any advertiser using 10,000 lines a year, whether foreign or local. The rate for general business is in most cases higher than for local business.

"On motion, a committee, of which Jason Rogers was chairman, prepared and presented the following resolution, which was adopted:

"'WHEREAS, From time to time for many years the question has arisen as to whether the payment of commission to advertising agencies should be paid by the newspaper publications, or direct by the advertiser; therefore be it

"'RESOLVED, That it is the opinion of the American Newspaper Publishers Association that the time has arrived when in the interest of advertisers, agencies and publishers, the commission or fee should be paid by the advertisers as a direct service charge.'"

The resolution itself certainly was strong and definite. But notwithstanding the affirmative position it defined the Association took no positive action to rectify the evil it recognized officially. Nevertheless, that its membership is still of the belief that agencies should derive their entire compensation directly from the advertisers finds ready and conclusive proof in the letters received by EDITOR & PUBLISHER in the last few weeks, some of which were printed in last week's issue of this paper, and a few more of the many remaining reproduced in this issue. Indications are not lacking that publishers are preparing for action that will be positive and conclusive.

Agencies themselves do not deny that the system has fundamental faults. A few stand for net accountings to their clients, but in most instances even those who aver this as their practice admit variations that tend to nullify the desirable result. At the same time they admit that it is possible for a solution to be arrived at which will not only not diminish their rate of compensation, but may even increase it.

The most determinate action that has been taken since the publication of EDITOR & PUBLISHER'S editorial of April 30 is that of the Association of National Advertisers in its semi-annual meeting in Atlantic City, announced last week in this paper.

It is understood that the matter is not to be allowed to lie quiescent. Hitherto discussion of the question has been confined, so far as advertisers are concerned, to advertising managers. Since its settlement is a matter closely concerning the business policy of a manufacturing organization the advertising managers have not had full power to act. Now, however, it is before the executives of nationally advertising concerns, whose eyes have been opened to its importance. Not a few of them have given instructions that it must be pursued to a conclusion.

It is within the knowledge of EDITOR & PUBLISHER that inter-conferences by representatives of interested organizations have been held and that others are arranged. As we suggested in our issue of last week, organizations representing all the interests involved, advertisers, agencies and publishers, should get together in one committee and decide finally upon a method of procedure that will bring about the desired change in a manner which shall be satisfactory to all. That the conferences mentioned will have that result there seems to be no doubt.

It is not possible, for space reasons, for EDITOR & PUBLISHER to reproduce in this issue, nor in succeeding issues, all the letters it has received endorsing its stand for direct compensation to agencies. Room is found, however, for presenting a few of them here:

* * *

IN the position you have taken on agency commissions you have brought forward, to our minds, the most vital question that advertisers have to face at the present time; and you have summed it up very tersely in your final paragraph "Agencies should look for their recompense to the parties they serve."

"Advertisers, of course, desire and should pay for services rendered by agencies in the preparation, placing and checking of advertising. The amount paid for this service should be estimated on the basis of the services rendered and not on the amount of money expended.

We have had the pleasure of discussing this point with a number of men in the advertising agency business, and it is our impression that the agency men themselves would welcome a settlement of this question.

It would certainly make service paramount to success; and advertisers must be served, and served as never before, if advertising is to continue to be the least expensive form of mass salesmanship.

We believe that two things will do more to overcome present malpractices —first, net rate for local and foreign advertising—second, no commissions to advertising agencies.

The writer believes in some advertising agencies and recognizes the need that advertisers have for some advertising agencies. Their compensation, as previously stated, should be based on service rendered rather than amount spent.

A. M. STEWART,
General Manager,
Thos. Leeming & Co., New York.

* * *

THE editorial, with reference to the method of compensation of advertising agencies is, in our opinion, most excellent.

We concur fully in the views expressed in this editorial, because it is our distinct feeling that the present method of compensation is basically wrong and fundamentally unsound. We shall welcome the day when advertising agencies place their business on a proper basis, deriving their compensation directly from the advertiser under an arrangement whereby they will be compensated for service rendered.

CHAS. A. LUCK,
General Manager,
Conklin Pen Mfg. Co., Toledo.

* * *

PUBLISHERS and advertising agencies must work out the details of how this commission matter should be handled between them.

However, there can be no question that the method under which advertising agencies are now compensated for serving their clients, the advertisers, is illogical and unsound. I do not think it would have endured as long as it has if it were generally understood among executives who authorize advertising appropriations. If they knew they were engaging in a practice exactly similar to allowing their purchasing agent to draw his pay from the sellers from whom he buys, they would not tolerate it.

It is true, to a certain extent, that if we would advertise we must abide by existing rules, but when the rules are so contrary to all recognized standards of good business and so subversive to the advertiser's interests, he is bound to wake up to this some day and see that they are changed or quit the game.

J. J. KELLY,
Vice-President,
Hercules Powder Co., Wilmington, Del.

* * *

REFERRING to your editorial of April 30th, in regard to agency commissions: The advertiser really should pay the agency commission like the client pays a lawyer's fee, and like any other service is paid for, but it is not going to go that way. The agencies do not represent the publisher, but they have business to place, which the papers want, and the publisher is going to have to pay the freight. It is a great deal like the handling of fire insurance. A clearing house is necessary especially for the smaller papers.

Most newspapers have a special representative in the East who deals with the agencies. The agency gets a commission and the special gets another, and lately the 2 per cent discount rule has been observed. The papers are therefore paying too much in commissions, and in the case of the Gazette, whose rates are low, compared to its circulation, the combined commissions are burdensome. The extra 2 per cent is a fraud in most cases, as it is deducted

(*Continued on page* 28)

IN NO SENSE IS AGENT EMPLOYE OF PUBLISHER

I HAVE always believed and always advocated that advertising agents should be paid for their services by the advertisers and not the publishers. I believe some of the largest and best agencies in the country are of the same opinion. In no sense is the agent the employee of the publisher. It is true that he does a great deal to stimulate advertising and to increase its volume, but that is what he is in business for. If the volume is not increased his business does not increase.

The fundamental defect of the present arrangement is that the agent too often is influenced by the compensation paid to him by the publisher and, unfortunately, too often the publishers in their anxiety to get business attempt to influence the agent by a large commission or by many tricks of the trade by which some advantage may accrue either to the agent or his customer.

The agent, as a rule, prepares the copy, makes a study of advertising in all its forms and gives expert advice to his client. The advertiser should pay for that very valuable service which he receives. That being the arrangement the agent is bound to place the advertising in such mediums as best will benefit the advertiser. Favoritism, friendship and all those elements which do more or less enter into business arrangements largely disappear and he is dealing with his client in a strictly business and scientific manner to obtain the largest results for the money expended.

It has often been urged that the newspapers are justified in paying the commission because the payment of the accounts are guaranteed by the agent. The many sad experiences which newspapers have had in the past where agencies have failed does not in any way justify this argument. With the present method today of establishing credits it is an easy matter for the publisher to determine the responsibility of the large advertisers who employe the services of agencies. It is hardly fair to the concerns which place their own advertising and especially to the small merchants or manufacturers that they should pay the regular advertising rates and not have the benefit of the expert agent who prepares the copy for the rival or larger competitor. The cases are numerous where newspapers or magazines or bill boards have been favored with advertising because of the larger commission paid by them than by some other medium which in reality would have been more productive in results to the agents' clients and which doubtless would have been used had the agent received his compensation from his client.

I believe the time is not very far distant when the present arrangement will be changed and agents will serve those who employ them and be paid by them.

H. F. GUNNISON,
Publisher, Brooklyn Daily Eagle.

PUT HUMAN INTEREST INTO YOUR HOTEL COLUMN AND IT WILL BE READ

Exchange Editor Can Play Important Part in Making Hotel Run a Success—Portland Writer Gives Some Hints on How to Keep Posted on Visitors to Your City

By FRED LOCKLEY

EDITORIAL NOTE.—Mr. Lockley is the associate publisher of the Oregon Journal and a regular contributor to its editorial page. He is one of the best known men in the Northwest and in the article that follows it is entirely possible he is giving away the secrets of how he learned the first name and business of every man in Oregon.

THERE is an old saying that the team that is kicking isn't doing much pulling. This is merely another way of saying that the only way to pull a heavy load is with a long pull, a strong pull and a pull all together. Most newspapers could accomplish better results and accomplish them with less friction if there was better team work.

Every successful newspaper man knows that the more names you have in your paper, the more human interest you attach to these names the easier the work of your subscription department will be and the harder it will be for other papers to win your subscribers from you. Team work between the different departments on a newspaper is too big a subject to handle in a brief article, so I am going to discuss the relation of the work of the Exchange Editor to the man who is handling hotel arrivals. At first glance there would seem to be no relation, yet no two departments can work in greater harmony than these two.

Tips for Interviews

As the Exchange Editor goes through the papers he clips out the items of interest to the various departments, including all mention by the exchanges of Portland people who are visiting in their towns as well as of their citizens who are visiting Portland. He hands these clippings to the hotel reporter. Rarely a day goes by that there is not a valuable tip for an interview in these clippings. For example, the owner of a garage is coming to Portland with his son to buy five cars.

He will hire three extra men in Portland and will drive the five cars back to Prineville or some other inland point. Without this tip this man's name on the register would mean nothing to the reporter. Through the tip he knows that the man is an old-time resident of Prineville and the fact that he coming down to buy five cars shows that conditions around Prineville must be good.

Lists That Prove Valuable

Consequently, the man is good for an interview not only on road conditions but also on general farming and stock conditions in his section. More than half of the clippings will refer to people who are coming to Portland who are not going to the hotels but are visiting friends. Usually the name of the friend or relative is mentioned. Very often the item states they are coming down to the wedding of a relative, to a family reunion or for some other specific purpose. By the use of the telephone the man who is covering the "random observations around town" can get the story in short order.

Suppose a new man is put on the hotel beat. There is no need, as is often the case, of his being scooped by the reporters for the other papers. By going to the hotel and meeting visitors from out-of-town cities and getting from them a list of their fellow townsmen who have moved to Portland he has a list that will prove invaluable. All he needs to do when he sees the name of a man from Klamath Falls, Wallowa, Umatilla, Roseburg or Albany or any other town in the state is to look in his "blue book" for the name of some resident of Portland who formerly lived there, call him up on the telephone and ask who the visitor is and what he does.

The man you call up will be pleased to be consulted. He will go out of his way to give you a good story. The result will be that the man about whom you publish this story will wonder where you got it, will talk about it to his friends, will cut out the item and show it to them, and to please him his local paper will publish it and thus your paper will receive additional publicity.

In these days when so much of the travel is done by automobile it pays a reporter to cultivate the leading garage men of the city. An occasional mention of your source of news will not only please the garage men but will encourage them to find out for you the names and home addresses of the tourists who patronize their garage. Excellent stories, can be secured from these birds of passage.

Another mighty good scheme is to write to the editor in each town, enclosing stamps and ask him to send you the latest telephone directory. If a man writes his name rather illegibly on the register, by referring to the telephone directory of this town you can usually not only get his initials correctly but you can get a line on his business and residence. Using this in connection with a city directory and an occasional glance at his local paper will soon give you a wide acquaintance over the state.

The surest way to get the out of town papers to copy references to their local citizens is to put an unusual twist on the item. You notice on the hotel register the names of Mr. and Mrs. Henry Blackman, Heppner, Ore. If in writing a brief item about them the reporter says "The Blackmans are pioneer residents of Heppner which was founded in 1872, by J. W. Morrow and Henry Heppner, who started a store there, the county being named for Mr. Morrow and the town after the other member of the firm," every old-time resident of Heppner in Portland will read this item with interest.

It will be copied in the Heppner papers and Heppner subscribers will be gratified at the mention of their town. Just beneath the signature of the Blackmans, the reporter notices the scrawling signature "William Hanley, Oregon" The mere mention that William Hanley is a guest of the Hotel Portland will not be given a second glance but if the reporter makes his story read as follows the item will be of real interest: "The signature of William Hanley of Burns is on the register at the Hotel Portland. 'Bill' Hanley has overflowed Burns and Harney County and claims the whole state of Oregon as his domicile. The signature looks as if he had signed it with a fence rail or something else equally appropriate to one of the biggest stock men of the Inland Empire.

"Col. Hanley is not only the facial double of William Jennings Bryan but he is one of the unique figures of the west. In speaking of him Irvin Cobb calls him the Demosthenes of the Desert, the Plato of the Prairie and the Sage of the Sagebrush."

Suppose you have the name of a man and his post office and you know nothing about him. It should be easy to make a good story of him. For example, the one fact you have to work on is the signature of F. B. Mangus, Shaniko.

An item like this based on the above facts will be copied in the Shaniko paper and will be read with interest by the readers of your paper. "F. B. Mangus is down from Shaniko and is registered at the Hotel Seward. Shaniko is the terminus of the Columbia Southern Branch of the Union Pacific Railroad. It is in the center of a rich stock grazing and farming district and enjoys the reputation of being the terminus of one of the crookedest railroads in the United States, the road having more curves than a hoop snake, lying on a sandy bank on a sunny day."

Day in and day out a reporter with any ingenuity can turn out a column of personals full of human interest and he will use a little of the gray matter in his cranium he can put a twist in most of them that will bring a smile to the faces of the readers of his paper and not in anyway offend the man about whom the item is written.

WHAT IS THE ANSWER?

By D. FITZ-GIBBON

Advertising Director, New York American

WHY is the world so inconsistent? Bald barbers tell you how to recover your lost hair, while those most loudly preaching the virtues of advertising to others never seem to practice it themselves.

I am talking particularly about newspaper publishers. Their emissaries make the welkin ring with the praises of advertising, but why—oh why—do these self-same publishers hardly ever advertise their own goods—their newspapers?

Is it that it would not pay? Perish the thought! Could you imagine anything lending itself better to picturesque advertising than the doings of the modern newspaper?

Is it that in a city like New York the cut-rate—or should I say cut-throat?—competition among the newspapers has not left them enough simoleons to afford a live and up-to-date promotion department? It would almost look like it.

The little sporadic advertising that some newspapers carry on in other newspapers is so negligible as not to be worthy of mention.

Is the newspaper as an institution getting old and tired?

Is it a sad but true fact that it is barren of imagination and new ideas, when it comes to advertising itself? I have often wondered. I am still wondering—and probably shall have to keep on wondering.

Bennett sent Stanley to Africa. Splendid advertising!

Lord Northcliffe had a famous "movie" made showing the making of the *Daily Mail*, entitled, "From Forest to Breakfast Table." It was an enormous circulation-getter. He promoted several air races almost immediately after the aeroplane had been invented by the American Wright Brothers. He did several other startling things in the way of promotion and reaped magnificent rewards in the way of advertising and circulation.

This, however, is not to boost Lord Northcliffe but to bewail our own shortcomings, our lack of enterprise and alarming signs of hardening of the publishers' arteries.

If I owned a newspaper, I would—but there, I nearly spilled a tremendously valuable idea. But I *would*, nevertheless!

If publishers cannot think up anything themselves, there are any number of advertising agencies, who, without unduly exercising their inventive powers, could map out live and fascinating campaigns to advertise a newspaper. And if such campaigns would not pay handsomely, I'd eat my last year's straw hat.

Why don't newspapers advertise like other big business enterprises, in a style and manner befitting the magnitude of their undertaking? I cannot give a satisfactory or serious answer to this question, which reminds me of an English musical play, in which the pretty chambermaid confessed to the man she was keeping company with, "When I first met you, George dearest, I never could quite make out whether you were poor or stingy."

BLETHEN FORECASTS A. M. PAPER

Seattle Times Starts Daily Graphic to Prepare Public for Tabloid Size

(*By Telegraph to* Editor & Publisher)

SEATTLE, May 20.—An intimation that the Seattle Times may establish a morning newspaper here is given by Col. C. B. Blethen, editor and publisher, in following statement published in today's issue.

"Another exclusive feature of the Times is daily graphic people often ask why we have given this supplement in the regular evening edition an individual name. This is because in the rapidly changing conditions of American journalism, it is perfectly possible that the owners of this newspaper may find it desirable to issue a morning edition. If this should occur, it is obvious that this newspaper must possess individuality both of make-up, form and name, and as the trend of newspaper work is towards briefer news items and greater quantity of illustrations, it has seemed desirable to give our readers the benefit of this new idea, while we, at same time, familiarize the public with tabloid form and establish our copyright on name and style."

The Daily Graphic consists of eight pages of news pictures, cartoons, comics and short stories.

Standardize Legal Ad Rates

The Minnesota legislature has passed an act to standardize rates, measurements, etc., for legal advertising and it becomes effective on July 1. It means a net increase of about 20 per cent in the rates to be charged above the existing schedules. The law was drafted by Attorney General Hilton and represents the labor of many months performed chiefly by Sam Y. Gordon, state printer and publisher of the Brown's Valley Tribune.

Closes Paris Office

The Montreal Daily Star has closed its bureau in Paris. Miss Doris Henning, of Montreal, was in charge of the bureau.

Digitized by Google

FITTING YOUR PRODUCT TO ITS MARKET ESSENTIAL TO SALES SUCCESS

Only Close and Skilful Analysis Can Reveal Its Strong and Its Weak Points and Show What Must Be Done with It to Make It Fit

By J. GEORGE FREDERICK
President, The Business Bourse, New York.

EDITORIAL NOTE.—This is the first of a series of five articles written especially for EDITOR & PUBLISHER by Mr. Frederick, who for years has been engaged in research work. The full series will cover in detail just what steps must be taken to make certain of advertising and marketing success. This is a new presentation of the subject, and it packs into five brief articles the essential points of what every merchant and manufacturer, every advertising agency and every other factor in advertising and selling must know to work intelligently in making a full analysis. The succeeding articles, which will appear in EDITOR & PUBLISHER weekly until the conclusion of the series, will cover completely and in detail "Analyzing the Market," "Analyzing the Agency," "Analyzing the Advertising Copy" and "Analyzing the Advertising Medium."

THERE'S a big difference between merely a "product" and a thoroughly *merchandisable product*. Millions of dollars are wasted every year on the rock of this difference, and it's time a red lantern were hung on it.

There are hundreds of thousands of patents in the archives at Washington representing "products" of one kind and another which will never be known outside of them. And there are many other unpatented and equally valueless "products" from a commercial point of view.

It's the relation a product bears to a present or possible market that fixes its value; and as a product is a thing that is alterable and flexible a tremendous lot of profitable work to be done on products when they are new or after they are on the market. It is always readily conceded that a new article needs to be analyzed as to its market, but there is resistance against analyzing the article already enjoying some sales.

Only Raw Material

It seems hard for some men to appreciate that there are plenty of instances of products which have had a 90-pound per square inch sales resistance, but that when changes were made, based on analysis, the resistance disappeared almost entirely. Many firms barely existed from hand-to-mouth until certain changes were made in their products, but after that they shot to their real goal of big sales without much delay.

Let us take first the case of an entirely new product. It comes often, fresh from someone's hands, but considered as finished and ready for the market. It should be viewed chiefly as raw material, and a starting point for development.

People often wonder why an inventor or originator rarely makes a success of his project—why someone else so often makes the thing a success after taking it over. The explanation is simple. The inventor or originator nearly always has an emotional faith and pride in the exact rightness, "*as is*," of his article, whereas the subsequent purchaser cares nothing if the re-shaped product bears almost no resemblance to the original so long as it fits the market and sells.

Work and Research

The inventor or originator does not do a complete job—he originates only a materialistic thing, whereas the *complete* creation of a merchandisable product must be

(1) material or mechanics, plus
(2) average adaptability, plus
(3) wide marketability, plus
(4) compact, neat, attractive, plus
(5) psychological appeal, plus
(6) popular or fitting price, plus
(7) individuality.

The thing must be put through an inventive or laboratory process quite as serious and important as the first work of the originator.

In fact, the modern idea, one of great significance in business teamwork, is combination research and technical laboratory work on a product, so that there will not be frequent and wasteful lack of completeness in an article from a marketing point of view.

Scientific men, who are coming into industry in increasing numbers, are appreciating the inescapable merchandising or sales point of view necessary to consider in the making of scientific or technical researches of a product. It is the sheerest business impracticality to conduct scientific and technical investigations which have only a theoretical or abstract value.

J. GEORGE FREDERICK

One of the most pointed truths in business technique is that while many inventions and products may be devised which have some interest or even usefulness, there is only a relatively small percentage which has a *commercial* value.

Pass the Question Along

Some of the most modern technical research departments combine both functions technical as well as sales analysis. Other technical research departments have a free rein to devise and invent and investigate what they will, but their findings are tested in a commercial research department. Still other research departments or laboratories take their orders from a commercial research department, which simply asks that a solution of specific problems be found. For it is quite true that a great many brilliant commercial developments are the result of vision as to what are the market desires and the concentration of technical brains upon the problem of meeting these desires.

The great rubber companies are constantly making experiments as to new applications of rubber, and if it is discovered (as it has been) that rubber is an excellent material for picture frames, then the question is passed on to the commercial researchers who analyze the subject from the selling and consumption points of view.

The laboratory analytical test should cover such facts as:

(1) The adaptability in cost, nature, operation and use and general commercial availability of some article to be considered.

(2) The usefulness, volume of possible sale, technical excellence or defects under average conditions of use and abuse of an article or device.

(3) The devising of new models or materials to fit certain market conditions or opportunities.

(4) The re-shaping and re-planning of an article or device to fit the commercial necessities and advisabilities, from the point of view of price, profit, class of users, volume desired, etc.

(5) The selection and study of a new article of manufacture desired which will meet with equal success the suggestions of technical economy and feasibility as well as maximum sales and profit possibilities.

(6) A technical examination of all competitive goods and an analysis of competitive claims, and the working out in figures of the exact comparative standing of various brands or types of goods.

Tried on Watches, Too

One of the significant methods of analyzing a product from the market side is to make a consumer investigation which will produce a cross-section of consumer attitude to the line of goods. For instance, the corset-buying "history" of some thousands of women was taken some time ago by my organization to learn why the women changed from one make to another.

In a questionnaire containing other items the matter as to corset buying experience was included, so that when all the returns were in it was possible to see on what point each corset had "fallen down" or "stood up," under consuming conditions. The plan was also used in a watch investigation to determine how the different makes of cheap watches fared in the hands and minds of purchasers.

From such data it was developed what were the weak points of all the articles in the market—a most important matter to be informed about in planning *the appeal*; that is, the effective arguments. A product, to a sales and advertising manager, is simply an aggregation of appeals, some quite strong, some less strong. The problem is to build up a product which has a maximum of appeal for the particular field desired, *and to know the relative strength of these appeals*. The average firm knows only in a rough way the relative strength of its appeals; why not analyze them accurately and fully?

The Chief Factors

The usual range of appeal for a product is made up of combinations in various degrees of strength of the following:

(1) Price
(2) Utility
(3) Convenience
(4) Appearance
(5) Service
(6) Reliability
(7) Recommendation
(8) Taste
(9) Economy of Use
(10) Prompt availability
(11) Reputation and familiarity
(12) Advertising

Now, it has been proved over and over again that salesmen will select their own ideas of the strongest appeals, or insist that the appeal varies in strength according to the prospect he's talking to. They are often encouraged to do this; but it is also proved that there is always one fundamentally *strongest* appeal, or strongest set of appeals, which it is wisest to stress to practically all prospects, and through all salesmen and advertising.

In other words, an analysis for any given product will show that certain appeals are supreme; that for a certain article appearance may be 60 per cent; reliability 20 per cent and recommendation 20 per cent, and for another product the appeal may be some other ratio.

It is not theoretical, but highly practical, to make a searching analysis of the appeals of your product, so that they can be rated accurately. It makes the sales manual more definite and valuable; it is of immense value and importance to the advertising manager and the agent, and it strikes far closer to the bull's eye in results. Your target is thus distinctly defined and you know the range and the ammunition required.

How It Is Done

How is it done? Certainly not by asking your stenographers, wife or mother-in-law! It is done by making a carefully controlled research test on consumers, possibly also on dealers, and tabulating the results to reach the necessary averages. Dr. Hollingsworth, of Columbia University, blazed the way for this method some years ago and it is now a practical method of proved worth. Some time ago a talcum powder made a remarkable demonstration of how rapid a success can be achieved in this hard field by researching the appeals. The traditional ideas of what appeals count most in selling talc were all upset by the facts; and a big sales list was the result.

It was found that smell, not smoothness or sanitary quality, was by far the biggest appeal.

In all articles of household or average family use it is important to carry the analysis even further. It should be studied by practical home-economics consultants. It is amazing what absurdities are perpetrated, what wastes indulged in, out of sheer failure to get a practical but scientifically trained women's point of view under average home conditions. No wonder that 9 out of 10 articles for household use put on sale do not live longer than a few years!

Last of all, the analysis must extend to the wrapping of an article—to the shape, size, color and general appearance of the article as it will look in the store. In many articles, notably toilet articles, this factor rates astonishingly high in sales value. It rates higher than is generally appreciated in almost all articles. The eye and the sense of touch are the mechanisms of the brain that must be effected, and if an adverse current of feeling is started by a product's appearance even strong logic has little chance.

Every one of the above enumerated factors must be analyzed, if they have any bearing at all on the product at hand, to arrive at maximum success.

Lindsay Buys Fayetteville Observer

North Carolina's oldest newspaper, the Fayetteville Observer, was purchased May 14 from John A. Park, by David A. Lindsay, of Marion, Ind. Mr. Park took over the property in January, 1920. Mr. Lindsay was publisher of the Marion Chronicle. He has assumed full charge of the paper. The present organization, he stated, will be maintained.

Digitized by Google

NEWSPAPER ADVERTISING STYLE SHOWS MARKED IMPROVEMENT

Dailies Are Given Credit for the Great Advance That Has Been Made in Designing and Arranging Type Effects

By GEORGE FRENCH

OBSERVERS of the progress made in newspaper advertising have noted with pleasure that during the past year or so there has been a great advance made in the designing of those advertisements which are originated by the staffs of the newspapers themselves, or by advertising interests working especially for newspaper use. Intimate acquaintance with all advertising activities, catering to newspaper work, suggests that this improvement is being pressed by the newspapers themselves in the interests of their advertising clients, aided in no small degree by the new crop of service and art agencies, and always seconded and promoted by those advertising agencies that read correctly the signs of the times.

That this improvement in advertising design is manifesting itself markedly in the advertising of department stores is proof, if any was needed, that its inspiration comes largely from the advertisers themselves, and that its execution into concrete advertising is being furthered in the offices of the newspapers.

Importance of Design

Advertising men who are especially interested in design on account of its effect upon the productivity of advertising have been watching this tendency toward more careful work with great interest, and have seen in the drift evidence of a real awakening to the initial importance of design, and, because of the progressive multiplying of the number of advertisements published, the necessity of attracting the attention of readers to them become more and more apparent. If they are not seen they will not be read, and if they are not read they will not bring results.

The accompanying reproduction of a department store advertisement illustrates very well the length to which design already has gone. It is in many respects as perfect as it is humanly possible for its class to be. It is too long for the best proportion; but in that we have to consider certain limitations due to conditions that are not easy to control. The newspaper page is just so long, and advertisements that run to three to five columns in width must extend the length of the page to get the full benefit of their size. The advantage that this advertisement might gain through shortening it to meet the ideal proportion as to length would be more than offset if there were to be placed under it a series of small advertisements to fill the space thus freed.

Harmony Attained

In all other artistic respects than proportion, this advertisement is about as near right, from the standpoint of the purist who understands the importance of catering to the human eye, as it is safe to expect under newspaper conditions, and under the conditions that surround the production of newspaper advertising all along the road from merchant to newspaper.

Bearing in mind, then, and making due allowance for it, that if this advertisement could have been made up one fourth of its length shorter it would in all details have been about perfect, let's note some of the other design essentials.

Harmony is secured through the use of the same face of type for all the display, except the name of the firm, and that is in the nature of a trademark, and is so near like the other type as to make no discord. The display lines are all set in upper and lower case, which is a very important element of harmony. The type emphasis is secured by the differing size of the display type, and through the skilful use of italic lines. Balance is secured by rightly placed decorative illustrations, and the placing of the masses of type next.

Note that the illustrations illustrate the text, but do not tend to obscure it or draw the eye away from it; and note further that the decoration under the name of the firm is harmonious in motive with the general commercial motive of the advertisement, and is toned to slightly overbear the little figure drawings, but to not in the least detract from the dominating tone of the name of the firm and the main descriptive display line which gives the keynote to the advertisement.

The Optical Quality

This chief line, bringing the rugs to the fore in the mind of the reader, dominates the optical quality of the whole advertisement. The name of the firm is informative only. It is so familiar to all readers that its optional force is limited by that fact, while the line about the rugs has a new and novel interest which helps to make of it a more emphatic eye-catcher.

Symmetry, which is a very important element in design, is furthered in this piece by the skilled arrangement of the units—the display lines, the masses of the text and the illustrations. These latter are brought still more closely into harmony with the general form and contour of the piece through the device of enclosing them with the light freehand drawn line, making of each irregular figure a rectangle which is approximately proportioned like the whole advertisement.

This is a touch by the artist or the designer that may not readily be estimated at its true worth. It is what we may call a redeeming touch, as otherwise the figures would form three irregular and irritating units.

Decorative Effects

The main decoration is indeed out of harmony with the composition, in outline. But it stands by itself, not in conjunction with any of the other forms, and it does not therefore markedly fight with them. It is recognized beside as an extraneous feature, injected where it is to serve its purpose of bringing the attention value of the composition in the near vicinity of the crucial line. Its violation of a law of symmetry is therefore not a defect but a real benefit to the advertisement, and its use as it is placed, and in this particular advertisement, just as it is used, demonstrates the truth that in advertising the main commercial object is often more easily attained through the violation of an art principle than by its more strict observance.

It is however also to be observed that the allowable violation of an art principle in advertising designing calls for more actual knowledge of art than would its perfectly correct use. This appears to be an anacronism. Possibly it is that, but it is by the skilled employment of such anacronisms that the designer is enabled to produce advertisements that are not only optically agreeable but which have real appeal and strength—the artistic ignoring of art. As a matter of pure technique, this decoration should have been rectangular in outline, dimensioned proportionately with the little figures, though turned the other way.

The name, the first decoration and the headline, together lift the optical center of the advertisement well above the geometrical center, as is quite right. The eye is caught as it roams over the page, and the idea of the rug sale is got into the brain before the eye tires of its search for an interesting object. The interesting object is the unique and illogically artistic decoration. That it is

(Continued on page 37)

Mr. French discusses this advertisement at great length in the accompanying article.

Digitized by Google

A GOOD DEAL OF ADVERTISING WASTED BY NOT BEING WELL AIMED

Discriminating Choice of Mediums Quite as Important as Careful Preparation of Copy to Make Space Worth the Money It Costs

By JESSE H. NEAL

Executive Secretary, The Associated Business Papers, Inc.

THE tendency of the times is towards greater specialization in the applications of this wonderful economic force we call advertising. The growth of advertising, like the growth of industry, has been marked by the development of highly specialized tools and machinery. To be a master advertising workman, you must be able to pick the right tool and use it skillfully.

Not only are the industries themselves specialized but the processes within each industry are specialized to the last degree.

Our big retail stores are specialized. Daily newspapers, which are sometimes referred to as "general" media, are specialized to meet the needs of special classes of readers. Some readers never read the market pages, and others never see the woman's page or the sport news. If your ad for a new cook is run under the "Lost and Found," you may appreciate the significance but you will not get the flap-jack tosser.

Must Aim Right

Advertising like any other force increases in effectiveness as it is concentrated on the resistance to be overcome.

What an opportunity for intensive advertising effort is disclosed by the following figures. Ninety-four per cent of all corporate business in trade and industry is done by 232,000 concerns. Their average gross annual business is $338,861, and their aggregate gross annual business amounts to about 80 billions.

This tremendous buying-power is centered in the hands of but a fraction of one per cent of the population.

Are you shooting at our 105,000,000 or at your own particular game?

Someone has said that conspicuous waste reaches its zenith when a pretty woman kisses a small boy. But what about the spectacle of beautiful advertising going where there can be no responsive thrill of interest on either side?

I do not mean to disparage any legitimate form of advertising. I believe and have preached for years that the different advertising mediums are co-ordinate and not competitive. Each has a place and function for which it is specially fitted. I do condemn, however, the waste which results from using the wrong advertising tool for the purpose in view. It has cost advertisers a lot of money to discover that you can't make a cross-cut saw take the place of a screwdriver.

Create Newspaper Advertising

As an illustration of the inter-dependence of different kinds of advertising mediums I need only to point to the relationship between daily newspapers and retail trade papers.

Retail trade papers create more advertising for newspapers than any other instrumentality, except perhaps advertising departments.

Every trade paper features newspaper advertising. It strives constantly to improve the advertising being done by its readers; it suggests new ways to advertising; it reproduces and criticizes advertising by retailers; it presents complete plans for regular, seasonal and special sale advertising.

Many trade papers have service departments which actually write newspaper advertising for their readers. One such paper serves 2,000 retailers and furnishes copy for newspaper space worth from $15,000,000 to $20,000,000 annually.

This record is typical of the older papers. What a tribute to advertising as well as to the medium.

The best copy in the world will be wasted if it does not get into the right medium. You may ride in a $10,000 automobile, but if you try to get to Brooklyn by going north on Broadway you will lose out to the fellow in a Tin Lizzie who heads east for the Brooklyn Bridge.

You wouldn't buy space in a San Diego newspaper to advertise ear-muffs and arctic overshoes; not while you could get into the good newspapers in Duluth, Grand Forks, Helena, et al. Then why advertise the same articles in one periodical reaching the people in all these cities?

What's the use of shooting if you don't aim at the target? argues Jesse H. Neal. You may not always hit the bull's eye, but you're far more likely to make it than if you fire at random.

It is not necessary, I am sure, to go into detailed definitions of business papers. As you know, "business papers" is the general term for trade, technical and industrial papers, which circulate among retailers, wholesalers, manufacturers, industries, engineers, architects, etc., etc.

I wonder if you know that the paper carrying the largest volume of advertising in the world is a business paper? Do you know, too, that the second and third papers on the list are also business papers? One of these papers recently carried as much advertising in one number as the thirteen leading papers in the general consumer field.

In the entire country we have less than 10,000 so-called "national" advertisers. Five years ago there were 160,000 advertisers in business papers. How many more there are now I do not know.

An Important Function

In carrying out the principle of specialization, daily newspapers fulfill an important function, because they specialize in localities, just as business papers specialize in definite trades, professions and industries.

This affords an opportunity for the intensive cultivation of certain districts. The advertising pressure can be varied to meet the requirements in each section of the country.

Many advertisers use the retail trade papers to get retailers to stock their goods, and then use the newspapers to reach consumers only in the places where the merchandise is on sale.

Recently a technical paper published a list of 26 advertisers who had been continuously in their paper for 40 years, and a list of 53 who had been advertising continuously in the paper for 30 years.

A large part of the water which flows over Niagara is simply the scenery in a stupendous spectacle of Nature—another part turns a thousand wheels in useful industry. *It is exactly the same water but it passes through different mediums.* Power of any kind must pass through the right mediums before it becomes available for human needs. This year of hard realities in selling is a good time to eliminate that part of your advertising which flows through channels where 99 per cent of it is splash and scenery, and devote more attention to the 1 per cent going through the turbines which turn the wheels.

Right Atmosphere Necessary

This is an age of specialization in industry, in selling, in every department of human endeavor and advertising must learn the lesson.

This article is an example of a specialized message directed to a highly specialized audience. I would have more readers if I were writing for a daily newspaper, but few would understand or care and even the few might consider the article an unwelcome intrusion.

The atmosphere of a publication is a factor you should not ignore. The atmosphere of a foundry paper is not the atmosphere for advertising chocolate creams, and the atmosphere of a paper carrying bathtub romances and advertisements of chocolate creams, fancy foods and cosmetics is not the atmosphere for advertising machinery, I do not care who reads it.

In view of this fact I am saddened when I see some advertising go blundering and muddling on its way, trying to sell five-ton trucks to clergymen, traveling cranes to Vassar undergraduates, concrete mixers to chambermaids and leather belting to stock brokers.

It is not only essential to reach your prospect but you must effect the right kind of a *contact* with his mind. If this were not true, you could send out messenger boys instead of salesmen to speak a piece before each customer.

In advertising the selection of the vehicle which is to carry your sales message must take the place of the personality of the salesman. Furthermore, if your message is to be seriously considered, it must be in a medium which has authority and standing with the prospect.

From one man you would accept and adopt advice on the care of your children's teeth, but would ignore advice from the same man on the stock market. This principle applies also to publications.

The paper dealing with a man's own business is like a welcome friend, admired for his achievements, respected for his leadership, deferred to for his wisdom and held many times in affectionate esteem. When a seller of anything can get this kind of an approach to the mind of a buyer, the battle is more than half won.

A Word About Copy

Give *character* its due weight in selecting newspapers or any other class of mediums. Circulation isn't everything. The paper and ink salesman which enjoys the respect and confidence of its community or its special group has an advertising value wholly independent of its circulation.

Perhaps I should say something about copy, and I will, but our fault in the past has been an exaltation of copy beyond its place in the general scheme.

Sound is not sound until it reaches human ears—the sweetest music is all in vain unless people who like that kind of music can hear it—the best copy you can produce will remain just paper and ink until it gets behind the cranial dome of a real buyer of your goods.

We need more study of markets, of selling conditions, of distribution and of the advertising tools we have to use. For our *power* of expression is limited strictly by the character of our *mediums* of expression.

Now, about specialized copy; the kind of copy that talks about a man's own business, in his own language and if possible in his own specialized publication.

The man who essays to influence a group of big business or professional men won't be able to get away with the platitudes and bromides which might go with the proletariat, but what an opportunity for the advertising man who can talk with power and understanding!

Must be Specialized

You cannot sell a washing machine to a dealer on the argument that it saves the hands of the housewife. Likewise you would have trouble selling the machine to the housewife by telling her of the money in it for the dealer, the beautiful dealer helps, etc. So what do you do?

You get up one piece of general copy which mentions none of the specific arguments, and which like the old-fashioned Mother Hubbard garment covers everything and touches nothing.

Why not do as any good salesman would do—*aim* your copy at each special group. It's many times more effective and costs less.

Take a motor truck for example—it has a different and specific application in scores of trades and industries.

The easy, lazy way is to write one of

(Continued on next page)

Digitized by Google

COURSES OF WORLD EVENTS SHIFTED BY WASHINGTON CORRESPONDENTS

Closely Associated With Leaders of Public Thought, Capital Corps Closely Censors Own Ranks For Protection of Vital Confidence

WASHINGTON correspondents past and present, their ethics and responsibilities, were discussed by one of their master craftsmen at Columbia, Mo., when Richard V. Oulahan, chief of the New York Times Bureau in the national capital and dean of the corps of correspondents, addressed the students of the University of Missouri, May 23.

Mr. Oulahan reminisced not a little over incidents in his brilliant career of association with such men as Roosevelt, Hay, Taft, Bryan, Lansing, Polk, Hughes, Harding, Bernstorff, Joffre, Tardieu, Viscount Northcliffe, Lord Reading and many others. He related the problems and achievements of the corps of correspondents to the prestige of which he has contributed much.

Mr. Oulahan after narrating several instances in which correspondents had influenced international affairs and illustrations of the intimate relations they enjoyed with public officials, told how the Corps of Washington Correspondents protects itself from those who would abuse the confidence of their news sources and how a Washington bureau functions in covering the news of the capital. He said in part:

"By the gradual process of experience and change the rules governing admission to the press galleries of the national Senate and House of Representatives have become a journalistic code which furnished some understanding of the restrictions we have imposed upon ourselves. Let me read you the pledge given by every newspaper worker who applies for admission to the press galleries:

> "I am not engaged in the prosecution of any claim pending before the Congress or any department; I am not employed in any legislative or executive department of the Government, or by any foreign government or any representative thereof; I am not employed, directly or indirectly, by any stock exchange, board of trade, or other organization or member thereof, or brokerage house, or broker engaged in the buying and selling of any security or commodity, or by any person or corporation having legislation before the Congress; and I will not become engaged in any of these capacities while retaining membership in the galleries. My chief attention is given to telegraphic correspondence for the daily newspaper in whose behalf this application is made."

"Through the circumstances that brought about the adoption of these rules, through the recognition of the press committee which is responsible to Congress for their enforcement as a body authorized to deal with public officers on behalf of the press, through the realization by newspaper managers and public men that correspondents must square to the ethical standard to which the members of the press galleries are committed, there has been established in Washington a central organization representing practically the entire daily newspaper press of the country.

"It is, I believe, the only national organization which may be regarded as representative of the editorial side of the daily press. We have the American Newspaper Publishers Association, but its functions, as I understand them, pertain more to the business than the editorial conduct of newspapers.

"The Standing Committee of Correspondents in Washington is composed of working newspapermen, elected by working newspapermen, and more and more its aid is being sought in connection with matters that affect the press as a whole; as, for example, it arranges and carries out the seating of the press representatives at the national political conventions, and that, let me tell you, is a task of momentous proportions.

"But what the Washington correspondents have done in the way of organization, in ethics, in establishing a standing in press relationship with the Government, has been due to their own efforts.

"A newspaper may have standards which do not dovetail with those accepted by the generality of people but its Washington correspondent is judged by his fellows by the standards of personal conduct that they have imposed. There is no censorship; there is no attempt to restrict the correspondent in what he writes, but he is supposed to follow certain unwritten but nevertheless recognized rules both in his dealings with his professional associates and with public men. While it is true, doubtless, that the high standing of a correspondent's newspaper gives him some prestige it seems to be accepted in the ranks of Washington newspaperdom that the personal worth of the correspondent is more important.

"In reading dispatches from special correspondents in Washington you may have obtained the impression that we who live in this capital of ours breathe the atmosphere of intrigue. From what has been said to me, even by my newspaper friends in other cities, I know that this view has obtained currency. Perhaps it is natural that such an impression should prevail. We read in the Washington news of contests for Federal offices, of the manoeuvring of this set of politicians to out maneuvre that; of struggle for position, of triumph for one faction and bitter disappointment for the other and all because some men seek power and preferment for what seem selfish ends.

"But these are merely by-products of the game as played in Washington. Such things exist and the correspondent must record them. Yet in spite of them the generality of Washington correspondents do not breathe that atmosphere; they merely sniff it in their association with and interest in higher and better things. If Roosevelt stimulated the public conscience, the world war gave us a new understanding of our responsibility in public affairs. In recent years the Washington correspondent, albeit he is obliged to pay some attention to the backings and fillings, the quarrels and whatnot of politicians, has devoted himself to higher, even bigger things.

"The reading public, its taste enlarged and educated by the momentous events through which we have passed since August, 1914, demands it, and the newspaper is no less influenced by that interest. Out of this has grown the practice among Washington correspondents of writing what we have come to call 'interpretive' dispatches concerning the really important events of international as well as national significance. Primarily the correspondent seeks to give the news but with his presence on the spot where that news originates he is able to furnish his readers with a background of comment which discloses the whys and wherefores of the happenings he records and enables a better understanding of the motives that inspire the men who make history.

"The Washington correspondent in his dealings with public officers, however, must not confine himself to matters purely political—those matters that have to do with men and the motives of men. He must be able to turn from the plum tree and Yap to a study of the perturbing railroad situation which affects you of the West most seriously, or to those many other phases of government which touch the economic welfare of the people.

"His sources of business news are many—the Interstate Commerce Commission, the Federal Trade Commission, the Departments of Commerce and Agriculture, the Treasury Department and the Federal Reserve Board and certain committees of the Senate and the House. So you see he is likely to find much of his time occupied with things that affect our pocketbooks and our desire to live comfortably.

"And how, you will ask, is a Washington correspondent able to cover the vast field presented to him with its innumerable political and business agencies? Those newspapers which maintain only one or two correspondents in Washington do not expect their representatives to make a daily gleaning of this field; these representatives leave to the press associations a variety of official news developments, and devote themselves to the two or three particular things which most concern their newspaper and its readers. Other newspapers maintain large staffs in Washington which cover the field very generally including those sources of news with which the press associations keep in touch. My own office in Washington may be cited as an example of this practice. Our staff consists of six men and a woman, all writers. We have two wires leased from a telephone company manned by our own operators over which our news is sent directly into the home office in New York.

"For emergencies our office is fitted with eight additional telegraph instruments to be manned by operators of the Western Union and Postal Telegraph Companies when occasion requires.

"Dramatic critics of the press have a dispute among themselves as to whether it is better for purposes of professional criticism to have a widespread acquaintance among those of the stage world or not to know any of them. The Washington correspondent has no such problem. It may be advanced that in his quest of news he is obliged to associate with those whose influence upon legislation and government is not for the public good, and must necessarily cater to their friendship. Quite the contrary is the case. If he believes it to be necessary to criticise the acts of some public servant and that servant takes personal umbrage, the correspondent bows to the situation. There are plenty of others upon whom he can depend for his information. It is my observation and experience that few of our journalistic corps have personal axes to grind.

"As a whole the Washington correspondents are actuated by a desire to do right, with a keen sense of their responsibilities to their news papers and the newspaper reading public. As their experience grows they assume a detached, almost judicial, attitude toward many public questions, and give to their readers views unbiassed by personal prejudice.

"It was comparatively recently that any considerable number of Washington correspondents became acquainted professionally with those connected with Embassies and Legations. The world war opened up that hitherto restricted field which was to most of our busy newsgatherers a terra incognita. The late Sir Cecil Spring Rice, King George's Ambassador, was easy of access, and after him, Lord Northcliffe, as British High Commissioner and Lord Reading, the Lord Chief Justice of England, combining the functions of Ambassador and Lord High Commissioner. With our entrance into the war came Balfour, Viviani with the Great Joffre, Viscount Ishii of Japan, Boris Bakhmetieff, representing the Kerensky Government of Russia; Andre Tardieu, French High Commissioner, with an able staff, and a number of competent and delightful Italians.

"And before we handed him his passports we had Bernstorff, a man of fascinating personality, active and alive to the possibilities of newspaper publicity and working always in the interest of Germany's cause. I remember him best as he stood one afternoon in front of a fireplace in a small reception room of the German Embassy, facing a group of American newspaper men and telling them, in a voice that showed elation, how at last he had persuaded his Government to send no more notes to America on the subject of submarine warfare until he had first approved them.

"Whatever at that time may have been his covert activities inimical to the interests of this country and in violation of his diplomatic privilege, he appeared then to be honestly desirous of preventing his Government from committing acts that would offend the United States. He was adroit in his handling of the press. Through one or two sources he managed to get before the country information intended to be helpful to his cause but in a way that gave the State Department, suspecting the source, reason for offense. It was then that the State Department, through the medium of Under Secretary Polk, asked its own newspaper bureau to hint on its own responsibility that the Kaiser's envoy might be handed his passports if his subtle press propaganda did not cease. The hint was effective. Count von Bernstorff's reticence became his most treasured characteristic.

"It is, more frequently than not, an exacting life—that of the Washington correspondent. But it has its compensations. Washington is a delightful place in which to live, or touches elbows daily with many men of many minds; one sees great things in the making and helps make them. We are in touch not only with the country but with all the world. Hardly a world event occurs that does not cast its reflection upon Washington, and that means interest and comment for the Washington correspondent.

"Some policy of world importance may be contemplated by a great power whose intentions are carefully withheld from its own press. But our Government and its confidants know of it and because of our more highly organized news-gathering system, and the prevalence of that democracy which brings the newsgatherer into close association with the news-giver, we are able on occasion to furnish to the world the first real news of moves upon the international chess board.

"So Washington has become a world news centre and its corps of newspaper correspondents must develop with the broader field presented to them. May I hope that our people generally will develop likewise so that they may be able to judge intelligently when grave problems affecting our foreign relations are presented to them for settlement?"

MUCH ADVERTISING WASTED BY NOT BEING WELL AIMED

(*Continued from Page* 11)

two of these broad, general, bigger, better, grander than ever pages and stick them in several big general mediums with three or four million circulation.

I know many copywriters who could do the whole job any rainy afternoon with the assistance of a corncob pipe and a No. 2 Remington. I've seen 'em do it.

The way which would yield the most profit for the advertiser at infinitely less cost would be to first get the various markets clearly delineated and analyzed.

Then prepare special advertisements telling of the special qualifications of the truck for each field. Place this copy in the papers going only to the buyers and executives in each field. Does it pay? Ask the ones who are doing it.

I mention the motor truck only as an example—the same principle applies to hundreds of products going to special markets and adapted to the specialized appeal.

I cannot resist a few words on the subject of the relation of advertising to the retail trade in effecting distribution.

The idea that a retail merchant can be "forced" to carry a line of goods is an exploded fallacy. Not a few manufacturers who have tried it now have a nice little headstone in somebody's private advertising graveyard, on which you may read the touching epitaph—"Here lies a dead one who was a live spender."

It is as foolish to advertise nationally without adequate distribution as it would be to open up a store in this city without one piece of merchandise in it, and then take pages in the local newspapers to invite the public to come in and ask for something so that you might send away and get it.

The man who thinks to use consumer advertising to *force* dealers to stock their goods had better consider how well equipped the dealers are to fight him with his own weapons. The dry goods and department store merchants spend more than a million a week in newspapers and nearly as much in window and store advertising. Nearly $100,000,000 a year to create sales and good will for these retailers and the merchandise they carry. If "force" is the main dependence, the retailer has a tremendous advantage.

Why use force? It is much easier to get a cat into the kitchen with a bowl of cream than to drag her across the carpet by her tail.

I am not opposed to consumer advertising: it is a fine thing. I have sold it and used it, but when you buy consumer advertising do not call it "dealer influence."

The duty laid upon advertising men today is to so perfect themselves and their tools that advertising may do its full share along with production to cut the price of merchandise. The outstanding requirement is *lower distribution costs*. We must put longer legs on the advertising dollar; it must go further and do more.

The waste must be ruthlessly squeezed out and one of the ways in which this will be accomplished will be through intelligent specialization in both mediums and copy.

For too long has the premium been placed upon mere spending. The day when the brute power of huge appropriations can be substituted for advertising brains and judgment is passing.

The real advertising men are rejoicing because they appreciate that their ability will command greater recognition and reward. The big man in the advertising world of tomorrow will not be the one who can spend the most money, but the one who has learned that advertising power must be controlled and directed; that it must be delivered to its objective with the least possible loss in transmission.

Export Publications Organize

Publishers of export journals at a luncheon held in New York April 27th, organized the Export Publishers Association. The following directors have been elected: President, Edwin C. Johnston, American exporter; Vice President, L. F. Gordon, Ingenieria International; Secretary, R. M. Dodson, Pacific Ports; Treasurer, Steven De Csesznak, Export American Industries.

Gary Tribune Bought by Toner

GARY, Ind., May 21.—The Gary Tribune passed today into the hands of a new company, headed by Edward C. Toner, publisher of the Anderson Herald and formerly a candidate for governor. Robert B. Phillips will be editor and Charles R. Emily business manager.

Digitized by Google

CHARACTER UNCHANGED OVER YEARS OF N. Y. COMMERCIAL, SAYS HARDING

President Wants Administration to be Era of Understanding, He Tells Guests at Banquet Celebrating Birthday of Oldest American Business Daily

"THE one continuing, unchanging and unchangeable thing is character; here you see one of its monuments, here you will see how, through all mutations, the structure built with conscience as its architect and character as its cornerstone, is destined to stand four-square and firm." With these words President Harding characterized the New York Commercial at the banquet given by that newspaper's publishers at the Hotel Commodore, New York, May 23, in honor of its 125th anniversary. Similar sentiments and others eulogistic of the oldest commercial newspaper in the United States were voiced by Vice-President Coolidge and Secretary of Commerce Hoover, the other speakers of the evening.

Fifteen hundred leading citizens of New York City, state and national officials, financiers, manufacturers, merchants and newspaper owners and makers were gathered on the dais and at the flag-decorated tables that filled the grand ballroom from end to end, under balconies and side-walls that were all but invisible for the display of the national colors. Spurred and sabred army officers and naval commanders resplendent in gold lace dotted the assemblage and the guest table and the ladies of the Presidential party, centered round Mrs. Harding, held the balconies overlooking the floor.

What the Commercial has accomplished since it was established as the New York Prices Current in 1795 was interestingly told in a special edition issued the morning of May 23, and in a decorated menu booklet which was distributed at the banquet tables. Extra copies of the menu were available at $10, the proceeds of the sale being devoted to charity.

Postmaster General Hays and Secretary of State Hughes were unable to leave Washington for the banquet and and Mr. Hughes' place as presiding officer was taken by R. A. C. Smith, former member of the New York City government. The Right Rev. William T. Manning, newly consecrated Episcopal bishop of New York, said grace before the banquet.

President Harding rose to the toast "Justice in Commerce and Industry," proposed by Mr. Smith. His opening remarks were:

"Mr. Toastmaster, Mr. President, My Fellow Americans: I thank you for the cordiality of your greeting, and I share in common with you the joy of this notable occasion. It is a very great pleasure to join in the commemoration of an anniversary of business, for business is the most engrossing affair in the world.

"It is no conviction of unworthy vanity to say that it is especially engrossing in America, because it is the very life-blood of our material existence. So, Mr. Whitman, I have come to greet you and your staff and your associates, and the splendid company of your friends assembled.

"You and your predecessors, sir, have done a continuing work of generations for the cause of American business which it is a pleasure to acknowledge and on which you are entitled to be highly complimented. The high place which we have given to business in the modern community could not be more eloquently attested than in this gathering. It has brought together men who are proud to be the workers, organizers, producers, directors of business life and whom the community has recognized as its leaders in the most diversified realms.

"If we could have summoned for this occasion the men who prepared and issued the first numbers of the old New York Prices Current, the lineal progenitor of the Commercial, their amusement at material changes, their satisfaction in the vindication of right policies would offer eloquent testimony indeed.

"They would see the magic city of a remade world where they knew a straggling colonial fort.

"They would count near twice as many people in that city as they knew in the entire country.

"They would learn that here is the business and financial loadstone of a new world. The revolution in methods of production, the introduction of the factory system, the marvels of steam and electricity, the railroad and the steamship, the summoning of science as the handmaiden to progress and of ministry to human welfare, these things they would see and they would exclaim at last, 'has nothing been left unchanged in this magic century of an Aladdin's world?' We need not marvel that they would thus exclaim.

"There isn't anything to match it in the story of man. How little do you stop to think that only a century and a third since the nation began, only a little more than four centuries since America was discovered, and the adventuring Spaniard stood only at the gateway and marveled, without dreaming of the reality.

"Why, when one stands in this great metropolis, marveling at the genius and might of man, who has turned the utilities left by creation into works and wonders and habitations and habiliments, he marvels at man's strength and his confidence; but if he turns from this picture of metropolitan might to the great and growing West, and follows the sun in its course across the middle sections and the gardens of the interior, until he reaches the mountains where Nature has seemingly thundered its derision of man's relative feebleness and erected its monuments in mountains as tributes to God, and written its acknowledgments in the canyons, and attuned its music to the rippling waters, and then crowned it all with beauty indescribable, you marvel at the physical incomparableness of this wonderful land of ours; and yet this physical incomparableness is nothing compared to that which man has wrought in a century and a third of national existence.

"So in such realization we might reply to the marvel of the founders of the Prices Current and say,

"'Yes, one thing remains unchanged; the generations do not outgrow it, invention does not supersede it; mankind can no more prosper without it than it could in the earlier day of simpler manners and methods.

"That one continuing, unchanging and unchangeable thing is character; here you may review one of its monuments, here you will see how, through all mutations, the structure built with conscience as its architect and character as its cornerstone, is destined to stand four-square and firm.

"The New York Commercial was founded in a time when the young republic was distracted by a division of opinion concerning our relations with Europe. The noble Washington was being lampooned and traduced because his administration was committed to the Jay treaty with Great Britain, first of the nation's commercial treaties. It represented an effort to avoid embroilment with the old world system, and in a period when we were too weak to sustain a foreign conflict it served to postpone that disaster, but only to postpone it, for with every wish to preserve peace, avoidance was impossible, and we fought wars with France and England as incidents to the French Revolutionary and Napoleonic upheaval.

"It has been too often assumed that our recent involvement in the troubles of Europe marked a new departure in our affairs. In fact it was an old story.

"We never were, and we never will be able to maintain isolation.

"And before I close, my fellow Americans, I sometimes think it is fair for an administration to speak in confidence to the people it seeks to serve. I would like you Captains of Industry, you leaders of commerce, you commanding figures in finance, to know the aspiration of the present administration.

"I have one outstanding wish for the present administration, and that is to inaugurate the era of understanding. I want understanding between the Government and the people. I want understanding among nations. And I want our America to have nothing to do with any nation that is not willing to sit at the table and come to an understanding.

"I want understanding between the Captains of Industry and those who make up their toiling forces. Aye, I want understanding with those who come to our shores to participate in the benefits of residence in America. I want them to come understanding that there are obligations as well as privileges of American citizenship.

"And I want it understood everywhere that a man must give as well as receive from the Government which shields him.

"Nay, more, I want an understanding between those who would preserve our form of government and those who would destroy it, and I want the destroyer or the would-be destroyer to understand that he is mad to destroy the thing that makes his existence possible, and I want him who would preserve to understand his obligations in teaching the other his place in government under the law.

"Nay, more, my countrymen, I want it understood that a nation that goes on to the supreme fulfillment must be in every way a righteous nation and its people must be a righteous people, and in the strength of righteousness I know America will go on to the supreme fulfillment of its destiny."

Vice-President Coolidge, in his address on "Safeguards of Democracy" lauded the Commercial as a representative of "Intelligence, freedom, thought and progress—the very foundations America stands for." He said in part:

"Obedience to law is not a mere appeal to the past. It is the sure foundation of all our progress. Our institutions provide for an orderly process of change, not through revolution but through the action of a wise and duly ascertained and a mature public opinion. This progress goes on at every ballot box and in the deliberations and conclusions of every legislative assembly, from the Congress of the United States to the New England town meeting, and the government recognizes the binding force of all such actions.

"No party, no organizatin holds any guarantee of power. It acts under the direction of public opinion. Whenever its action becomes unwise and not welcome it is changed for some other party, some other organization which is delegated to interpret the will of the people and execute the law of the land. This is the rule not of force, not of a minority, but the rule of justice and of reason, truly the rule of the people.

"There is discontent and unemployment at home, and there are disorders abroad. Their remedy lies in our loyalty to our government, in our obedience to constituted authority; that our own country, strong, well-ordered, resolute, may con-

(Continued on page 36)

THE BRITISH LITERARY YEAR BOOK

ALTHOUGH primarily intended for English circulation, the Literary Year Book, published by Mark Meredith, 67 Dale street, Liverpool, is a work of reference concerning British journalistic and literary conditions that will have an absorbing interest for American newspapermen. Certain features of the Year Book should in fact, have a substantial value for working journalists who are interested in the contributorial side of British publications.

The volume itself runs to a substantial volume of over 600 pages, the English price being 8s. 6d. plus 1s. postage, and it bears every evidence of capable editorship by Mr. Meredith, but for whom, I fear, this valuable guide to our journalistic potentialities might have languished. It contains a very complete "Who's Who" of literature, this being a biographical directory of active authors and journalists, and their works and pseudonyms. In addition there is a carefully compiled "Who's Who" of Fleet Street—a guide to the editorial and literary staffs of newspapers and periodicals. Literary property and copyright law are dealt with by G. Herbert Thring, secretary of the Incorporated Society of Authors.

Comprehensive lists of British Newspaper and other publications are given as well as lists for Canada and India, the American market being adequately covered also.

As well as being a remarkable monument to the activities of British journalism, there is an important feature which alone makes the Year Book of exceptional interest to newspapermen with literary work or features to sell. This is a classified list of British periodicals and newspapers giving explicit details of the requirements of editors and their predilections in contributed matter. It occurs to me in connection with this, that there must be many American journalists who could take profitable advantage of the facilities indicated to enlarge the already extensive field of interest in American conditions and ideas contributorially, and so still further strengthen the bond of union created by the existing news-services concerning the doings and beliefs of your country.

The Literary Year Book is an institution in journalistic circles and should be found of the utmost use in both a practical fashion and as a work of reference whatever journalistic affairs are discussed. Meredith has made it better than it ever was and EDITOR & PUBLISHER is glad to commend it.—H. C. R.

LOCAL AND FOREIGN RATE QUESTION UP TO ATLANTA CONVENTION

Walter Bryan Assigned to Define Classification of Advertising, Which Is Also a Round Table Topic—Joint Meeting with Agencies

By FRED MILLIS

Secretary-Treasurer National Association of Newspaper Executives (the newspaper department of the A. A. C. W.).

THE program for the Atlanta meeting of the National Association of Newspaper Executives, June 13-15, is rapidly being whipped into shape by officers of that organization. Following a conference at Atlanta, May 22, between Charlie Miller, president, and Fred Millis, secretary-treasurer, it was announced that the program would be the most comprehensive and business-like ever had at any convention.

The meeting will open Monday noon with reports of standing committee and appointments of resolutions and nominating committees. A committee will be appointed to meet with the Classified Advertising Managers' Association to effect amalgamation of two organizations. The Daily Newspaper Advertising Managers' Association will perfect consolidation with the National Association of Newspaper Executives at the Monday afternoon meeting. Frank Webb will report on standards of merchandising practices of newspapers and will tell how the N. A. N. E. reached an agreement with the American Association of Advertising Agencies.

The principal topic for discussion will be "What is Local and What is Foreign Advertising," led by Walter G. Bryan, formerly publisher of the New York American and now of Walter G. Bryan organization. Following this will be an address by Alfred Pemberton, advertising manager of the London Times, who will tell how newspaper advertising is sold in England and what English newspapers do for advertisers in way of co-operation.

Monday evening the newspaper men will meet with the classified section, in which discussion of classified problems will be led by L. J. Boughner, classified manager of the Chicago Daily News.

Tuesday morning's session will be a joint meeting with the American Association of advertising agencies and will be presided over by M. E. Foster, Houston Chronicle, chairman of the standing committee on agency relations of the N. A. N. E.

"What is Local and What is Foreign Advertising," now a vital subject with publisher and agencies will be discussed under the leadership of A. L. Shuman, Fort Worth Star-Telegram, and Frank D. Webb, Baltimore News. After hearing the agencies' side of why local advertising is entitled to a lower rate than foreign advertising it will be discussed by John Budd of the John Budd Company and Fred P. Motz of the John M. Branham Company, both of New York.

Tuesday afternoon's session will be a joint meeting between newspaper men and advertising agency men including those who are not members of American Association of Advertising Agencies. F. Wayland Ayer has tentatively agreed to appear on the program and discuss his views of how advertising agencies should be paid. Following this the question of reduction of advertising rates will be discussed by P. V. Troup of Lord & Thomas Advertising agency. L. A. Webster of the Milwaukee Journal will preside over Tuesday afternoon's session.

Wednesday morning a joint session *with* the Association of National Advertisers will be held. Frank T. Carroll, advertising manager of the Indianapolis News, will talk on newspapers as the most efficient national advertising media. Carl P. Shane, general manager of the Peoria Journal-Transcript, will tell why newspaper advertising rates cannot be reduced and will discuss the Peoria newspaper situation.

Following this the most vital question of the convention will be taken up—the subject of killing the goose that lays the golden egg. Felix Loewe, advertising manager of the Palm Olive Company, and Howard Davie, of the George Batten Advertising Agency, will tell of trouble encountered through destructive price-cutting on the part of retailers of newspaper-advertised products. Newspaper sessions will be held on roof of the Ansley Hotel which, as Charlie Miller says, is the coolest spot south of the Mason and Dixon line.

Returns at the office of the secretary-treasurer at Indianapolis indicate practically as large an attendance at Atlanta as at the Indianapolis convention last year, where more than 700 newspaper advertising executives got together to discuss mutual problems.

"We urge every agency man, not a member of the Four A's to consider this invitation to attend meeting on Tuesday afternoon" says Marcellus E. Foster. The exhibit committee, of which George Brett of the E. Katz Special Agency is chairman, has arranged with the co-operation of Jason Rogers of the New York Globe to make up 400 large posters, which will be placed around the city featuring newspapers as logical national advertising medium.

Another feature of the convention will be the merchandising reports from 19 large papers submitted by committee instituted by associations which closed May 15.

BECKWITH PROMOTES M. P. LINN

St. Louis Head Comes to New York as General Manager

M. P. Linn, manager of the St. Louis office of the S. C. Beckwith Special Agency, has been appointed general manager of that organization, with headquarters in New York. Mr. Linn has been closely identified with newspaper advertising for the past twenty-five years, and prior to his connection with the Beckwith Special Agency, was general manager of the St. Louis Republic.

For a long time he has been active in advertising and civic affairs of St. Louis, having been president, for two years, of the Advertising Club; member of the war board and publicity committee, Chamber of Commerce; chairman municipal advertising committee; vice-president of the St. Louis Newspaper Publishers' Association; member council of defense; director of St. Louis Convention, Publicity and Tourist Bureau; director and member productions and publicity committee, Municipal Theatre Association.

M. P. Linn

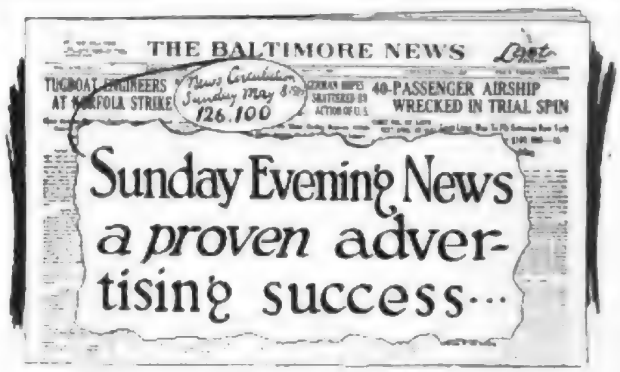
LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service from 28 Correspondents.
Domestic News Service from Staff of Trained Writers.
Financial News Service from 16 Authoritative Correspondents.
Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.



THERE are so few Sunday evening newspapers in the United States that even the average newspaper man doesn't realize the success we have made of the Sunday NEWS in Baltimore and the practically indispensable place it has now made for itself in the advertising scheme of things here.

The Sunday Baltimore NEWS, as a matter of fact, isn't like either of the other two Sunday evening newspapers in the United States. It is exactly like the daily editions of the NEWS, the only difference being that it is printed on Sunday and costs 3c.

When advertisers discuss Baltimore with you and out of your newspaper experience ask how you would advertise their business in Baltimore, please tell them about the Sunday NEWS and Sunday AMERICAN offering nearly 200,000 combined circulation at 35c.

This combination, made up of a strong, popular evening paper and one of the oldest and finest Sunday morning papers in the United States, comprises a high grade buy that offers an exceedingly thorough advertising cover of Baltimore and vicinity at a very low rate.

THE BALTIMORE NEWS
Evening, Daily And Sunday.
The Baltimore American
Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank Bldg
Chicago

Digitized by Google

Can We Make Prosperity Permanent?

The Greatest Business Thinker in America Answers

"Yes!"

—And, What's More, He Tells How to Do It

ELIMINATE FOREVER PERIODS OF BUSINESS DEPRESSION

By ROGER W. BABSON

Fundamentally this country is sound.

Temporarily its business is ill.

It is a good thing when we are ill to become well again. It is a better thing to seek a way to stamp out our malady for all time to come.

ROGER W. BABSON

There was a time when men and women looked upon smallpox as a scourge from God, terrible but unavoidable. This was before we learned how to combat it. Today smallpox is no longer a plague.

There was a time when whole communities were shattered and—in an economic sense—were all but annihilated by terrible crop failures. The farmers still have their troubles. Crop failures are still reported. But a modern crop failure is mild, indeed, compared with the devastating ruin that befell farmers in previous decades. Crop failures are no longer a plague.

Business, I believe, is ill with a preventable malady. Periodic business depressions are a plague that could be stamped out like smallpox and crop failures if we but knew what to do.

Can we eliminate this disastrous succession of reckless ups and sickening downs? I believe so.

Can we make prosperity permanent? I believe so.

(These are the opening paragraphs of the first installment. In all there are twelve 2,000 word articles, released one each Saturday beginning June 25th.)

Men have made millions by following Roger W. Babson's advice.

His organization is the only one in the world to which 16,000 leading business executives pay from $90 to $250 apiece each year for confidential business information and advice.

Mr. Babson is *the* business prophet of today.

There isn't a fighting business man in your city that wouldn't sit up nights with your paper to read these articles.

Mr. Babson writes as man to man—fully realizing that the one thing nearest a business man's heart is "Making Good in Business" himself.

These powerful articles go straight home. They inspire. They make men *act!*

Foreign news fills columns daily.

Very well—But you haven't a single subscriber to whom the weightiest problems of Europe are a tenth as important as the problems right in his own office.

These Mr. Babson will help him solve if you say so.

Run This Series and Help Make Better Times!

First Honors Awarded

Mr. Rudolph Kaufmann of the Washington Star and Mr. John Stewart Bryan of the Richmond News-Leader were the first two editors to order this series.

It just happened that, on the day when he first got the copy, Mr. E. P. Conley of Associated Editors was in Washington and Richmond. Of course, they wanted it.

P. S. (added when we corrected proof of this copy). Mr. Conley has been in four more cities. Consequently the Atlanta Constitution, Birmingham News, Charlotte News-Observer, and Greenville News have ordered the series.

TEAR HERE—CALL A BOY IMMEDIATELY

WESTERN UNION TELEGRAM

.....1921

ASSOCIATED EDITORS
35 North Dearborn Street,
Chicago, Ill.

Send samples, quote price twelve Babson articles advertised Editor & Publisher.

.....
(Name) (Position)

.....
(City) (Paper)

Digitized by Google

CLASSIFIED MANAGERS TO HAVE OWN PROGRAM IN ATLANTA

Why Many Newspaper Readers Lack Confidence in Want-Ads—Large Percentage of Little Ads Have Human Interest Stories Behind Them

By C. L. PERKINS

Executive Secretary National Association Newspaper Classified Managers

THE Association of Newspaper Classified Advertising Managers will hold its second annual convention in Atlanta, June 12-16. This association, which is in no way connected with any other organization, has a membership consisting of the classified managers of about fifty daily newspapers.

The program for this year's meeting consists of 100 points—a 100 per cent convention. Each number on the program is in the form of a question, and the answer to each question has a bearing on the subject of increased lineage.

This year's convention will be attended by 75 or more classified managers, and each will give his answers to the 100 questions.

The names of the speakers will be announced later.

* * *

WHY do many newspaper readers lack confidence in Want-ads? Why don't more people read Want-ads or buy classified space to satisfy the many needs that could be filled by these methods?

Is it possible that the printing of advertisements of the following character are the cause for the low esteem which many have of Want-ads?

They were all clipped from one page of a large eastern daily:

MARRIED LADIES; valuable secret; cost me $10; for only a $1 bill, and stamped addressed envelope.

MARRY IF LONELY—For results, try me; best and most successful "Home Maker;" hundreds rich wish marriage soon; strictly confidential; most reliable; years of experience; descriptions free.

Gambling Exposed

Sensational book exposing secret systems, methods, tricks and devices gamblers use with crooked dice, marked cards, etc. How to win with fair dice exposed. Many other crooked schemes exposed. Two hundred illustrations explaining everything. You may need this book for your own protection. Full particulars free.

ZE BEAUTIFUL IMPORTED POSTALS, pretty girls in original stunning poses (for men only), 6 for 25c, 15 for 50c. You will be surprised.

Book of Nature

Plain facts for those married or about to marry. Postpaid, 25c.

Instructions for the Honeymoon

New book. Just out. Written by physician. Clean, free from vulgarity, yet so plain all may understand.

"WHITE
SLAVERY
EXPOSED"

Book Dealing With the Horrors of White Slavery
"Ten Tragedies of Ten Girls."

Sufferers from nervous, weak, run-down conditions that sap the pleasures of life should take ..... Pills. They are a remarkably good, rejuvenating, vitalizing tonic for people of all ages. Sent postpaid only on receipt of $1 and this advertisement.

BURNHAM INVITES U. S. EDITORS

Conference With Empire Press Union Proposed for Next Year

(*Special Cable to* Editor & Publisher)

LONDON, May 25.—Viscount Burnham, president of the Empire Press Union and proprietor of the London Daily Telegraph, speaking before the American Luncheon Club today, proposed a meeting between representative American and English newspaper men in England next year for the purpose of fostering Anglo-American relations.

It is understood that a formal invitation will be extended later probably through the American Newspaper Publishers Association.

Viscount Burnham referred to the power of the press in molding public opinion and said:

"It would be a good thing if we could have an Anglo-American newspaper conference in which those who have in their care the direction of the press could meet and compare views, so far as is possible, to arrive at a common standpoint on the things which matter most. I believe there is not only room for such a meeting, but that there is an urgent call for it. So as president of the Empire Press Union I venture to tender to the newspaper press of America to come into a conference with us here, if not next year, the year after, and allow us to show them what we think is best in our country and perhaps to show them not only material things, which matter less, but spiritual things, which matter most.

"I hope that this idea may be possible of fulfillment, at any rate I am certain that in tendering the invitation, I shall have the enthusiastic support and concurrence of all my colleagues of the newspaper press.

TO REORGANIZE A. A. C. W.

New York Club Will Recommend More Constructive Work

Editor & Publisher has learned that the Advertising Club of New York will present to the annual convention of the Associated Advertising Clubs of the World, in Atlanta in June, a program for the reorganization of the association. At the annual convention of the A. A. C. W. in Indianapolis last year, the New York club was requested to appoint a committee to keep in touch with the work of A. A. C. W. headquarters and at the convention in 1921 to present suggestions for the next year's administration. A special committee was appointed some months ago, composed of Lewellyn Pratt, chairman; Dan A. Carroll, New York newspaper representative; H. H. Charles, H. H. Charles Advertising Agency; Frank E. Fehlman, president of the Advertising Club of New York, and vice-president and general manager of the J. H. Mitchell Company, New York; and O. B. Merrill, of Charles Scribner's Sons.

Among the planks in the platform to be offered by the Advertising Club of New York are two of paramount importance:

First, a return to a smaller executive committee to act as a cabinet to the president, as it was in the earlier days of the association. This was changed at the Indianapolis convention, when all vice-presidents were made members of that committee.

Second, recommendation that the work of the vigilance committee be continued, and also that this committee not only censor present advertising, but do everything possible to bring in new advertising, so that the vigilance work shall not over balance.

A. C. A. PLANS FREE DISCUSSIONS

Few Set Speeches at Montreal Meeting of Advertising Interests

The program of the semi-annual convention of the Association of Canadian Advertisers, to be held at the Windsor Hotel, Montreal, on June 2 and 3, will be notable for its attempt to encourage a free exchange of ideas among members "designed to meet existing conditions." For this reason set speeches for the most part will be taboo. The only formal addresses are those to be delivered by W. G. Hersey, of Robert H. Ingersoll & Bro.; Louis Balsam, of the Direct-by-Mail Association; Robert E. Ramsay, of the American Writing Paper Company, and W. Livingston Larned, of the Ethridge Association of Artists.

Newsprint-MF & SC
Rotogravure Paper
Printings-MF & SC

Highly Endorsed by Eminent American Users

And All Other Papers Made by the 31 Paper Mills of Finland

Finnish Paper Mill Association
HELSINGFORS

Sole Agents for the U.S., Canada, Cuba and Mexico

H. REEVE ANGEL & CO.
INCORPORATED
7-11 SPRUCE STREET NEW YORK

Are we down-hearted?
No!
The Standard Union is building a newspaper for Brooklyn that will LIVE.
Thus far the job looks mighty cheerful.
R. F. R. Huntsman

Digitized by Google

Do You Use a Shotgun or a Rifle?

If you casually look at the first page of an Audit Bureau Report, jot down the "Net Paid Circulation" and let it go at that, you are going after bear with shotgun ammunition.

If you study the reports carefully, look into the kind and character of circulation, see what the publisher has to say and how the auditor's figures check up, then buy your white space, you'll get the kind of game you go after.

The A. B. C. hands you the ammunition — in the shape of audited data on circulation, where that circulation goes, what is paid for it and data indicating what the readers think of it.

This information is authentic and comprehensive and its range covers every community in the United States and Canada. If you take the Publisher's Statement, the Auditor's Reports and a copy of the publication and form your own estimate of merchandising conditions in any particular locality, you are using A. B. C. ammunition intelligently.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*

Audit Bureau of Circulations

202 South State Street Chicago · 347 Fifth Avenue New York

EDITORIAL TRENDS JOURNALISM WEEK TOPIC AT COLUMBIA MEETING

"Colyum-Conducting" of Wide Interest to Visiting Publishers—Frank Glass Optimistic on Future of Press as Leader of Thought—Morrow Talks on Advertising

By FRANK LE ROY BLANCHARD

COLUMBIA, Mo., May 25.—The observance of Journalism Week at the University of Missouri, this week, has brought to town the largest attendance of newspaper editors ever assembled at one of these events. The program presented was unusually attractive and the addresses were interesting. Some of the speakers came from New York, one from Birmingham, Ala., and quite a number from Kansas City and St. Louis. Dean Walter Williams, who presided at the several sessions, gave zest and interest to the proceedings by his witty, genial and often inspiring remarks in introducing the speakers.

One of the subjects discussed by several editors was "The Making of the Column," which is now a feature of many city and country newspapers. The speakers included Clark McAdam, of the St. Louis Post-Dispatch; J. N. Stonebraker, of the Kirksville Express; E. J. Milton, of the Boonville Republican, and J. P. McElroy, of the Blanchard (Ia.) Atchison County Mail. The latter created much interest by peeling off his coat and throwing it on the floor before mounting a platform, when he remained only long enough to say that he could make a long speech if he had the time, but as he had to catch a train he could not.

Frank H. King, who graduated from the School of Journalism four years ago, and is now with the London office of the Associated Press, made an entertaining talk on his experiences in "Reporting Around the World."

"The What, Why and How of the Editorial" was the subject discussed by Irving Brant, chief editorial writer on the St. Louis Star.

"The editorial is primarily written on the news of the day," said Mr. Brant. "It is not mere discussion but reflects a point of view of the owner, editor or an individual writer, or it may be an echo of what the editor thinks the people are thinking.

"One editorial writer displayed so intimate a knowledge of the Napoleonic wars, in 1914, that he was paid $400 a week to guess wrong on this one, and he did it every Sunday until the Armistice was signed."

Mr. Brant asserted that the editorial writers of America must plead guilty to exercising snap judgment, in posing as authorities on subjects of which they have only the scantiest kind of information.

At the evening session on Tuesday Frank P. Glass, of Birmingham, formerly president of the A. N. P. A., presented an exceedingly able paper an "Tendencies in Present Day Journalism."

Mr. Glass referred at length to the tendency of many publishers to regard the business office as the soul of a newspaper and said, "too often have newspapers deteriorated into mere factories for the production of advertising space and too frequently have great space merchants imagined that they were born journalists" and that one incident of this too common elevation of the space merchant to power has been "the charge of control of papers by interests, of their failure to print the news, all the news, the real facts of vital interest to the public."

He deplored the rise of the "handout" and the press agent and the change of great metropolitan dailies from "epitomes" of "all the news or as much as their growing incomes could afford" to the playing up of local news with large headlines. For the latter change, he said the business office, which demanded of the editor a highly localized circulation, was responsible.

Too much money, he said, was spent in securing and developing features. After saying that managing editors are thoughtlessly educating their readers away from an appreciation of their prime function of printing "all the news that is fit to print," of furnishing the public with all the important facts of daily happenings, not merely of local occurrence, but of national movements, scientific progress, industrial uplift, etc. Continuing, he said:

"In this connection is to be commended the recent endowment by the late Mr. Scripps of the Scripps-McRae League, of an institution to gather scientific news and put it into available form for newspaper use. News of that sort is sure to be far more useful and profitable to farmers, laborers, manufacturers and merchants than most of the criminal news and some of the frivolous diversions termed features.

"But will it not make for higher journalism and more attractive papers if much of the full appropriations for features were diverted to the salaries of low-paid desk men and reporters. Would it not be a better trend in journalism to turn back to the old standards of the New York Sun, under Dana, Laffan and Chester Lord. There, dozens of thoroughly educated men were trained into rewriting all news matter into clear terse compact English. Some of the force could take a busy reporter's stick story and expand it into a half-column gem of a human interest story far more entertaining than the most attractive general feature, because it was about facts of yesterday and not fiction of last month or last year."

New Directors Elected

The spring business session of the New York Council, American Association of Advertising Agencies, was postponed until fall, with the exception of the election of three new governors. Roy S. Dustine of Barton, Durstine & Osborne, Inc.; Frank A. Arnold, of Frank Seaman, Inc., and C. D. Newell, of Newell-Emmett Co., Inc., were elected.

Stuart with Post-Intelligencer

K. D. Stuart, formerly with the foreign advertising department of the New York Herald and Sun, and before that associated with the Philadelphia Record, has been appointed national advertising manager of the Seattle Post Intelligencer.

IOWANS RE-ELECT KNUDSON

Marshalltown Wins Vigilance Trophy—1922 Convention in Mason City

(By Telegraph to Editor & Publisher)

FORT DODGE, Ia., May 20.—With the re-election of H. M. Knudson of Mason City as President and the placing of the entire slate of officers again in their positions, the eleventh annual convention of the Associated Clubs of Iowa closed last night.

Speakers at the final sessions of the meeting, which was a banquet in the hotel Wahkonsa ballroom Thursday evening, were E. T. Meredith of Des Moines, and H. M. Knudson, president of the state body.

At the business meeting conducted in the forenoon Mason City was awarded next year's convention, although Davenport and Cedar Rapids had also extended invitations. The Marshalltown Ad Club was awarded a cup for the most effective vigilance by its members and by the club as a whole during the past year. This was the third consecutive year for that city to win the trophy and through the rules of the association it now becomes permanent property of the organization of that city. The entire slate of men re-elected follows: H. M. Knudson, Mason City, President; W. S. Arant, Des Moines, and O. E. Haring, Fort Dodge, Vice-Presidents; H. L. Adams, Perry, Secretary; and R. R. Lowden.

34 1/8" STANDARD NEWSPRINT ROLLS

ON SPOT NEW YORK

THE AGROS CORPORATION

Importers of Finnish Paper

27 WILLIAM STREET NEW YORK

Leads World in Automobile Advertising

MORE ADVERTISING of automobiles and accessories is carried in The Indianapolis News than in any other newspaper in America of its class *(six days a week.)*

Merchandising a car, an appliance, an oil or a gasoline in the Indianapolis Radius is best accomplished through the regular marketing channels. Use dominant advertising in the medium that covers the territory to encourage distribution and create a consumer demand.

The Indianapolis News

USE NEWSPAPERS ON A THREE-YEAR BASIS

New York Office DAN A. CARROLL 150 Nassau Street

FRANK T. CARROLL Advertising Manager

Chicago Office J. E. LUTZ First National Bank Bldg.

Digitized by Google

MORE THAN 41,600 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

DISPLAY LINES

On Linotype Slugs

Display Linotypes produce type of from 18 to 36 point (and larger sizes of condensed faces) in the form of solid slugs which are quickly composed and easily handled. Display is set like straight-matter, direct from the keyboard, and the convenient form of slugs produces further economies at every handling.

The nearest Linotype agency will make an analysis of your display and recommend an equipment for setting it economically

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 S. Wabash Ave.

NEW ORLEANS
549 Baronne St.

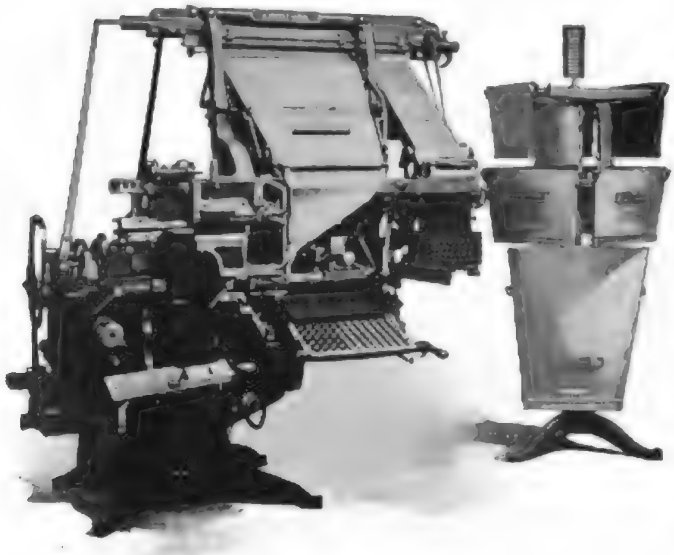
Canadian Linotype Limited, 68 Temperance St., Toronto

This advertisement is comp

Into the Dump Cart

When Linotype Display slugs have served their purpose, they go with the rest of the page, right into the dump cart. The wasted labor of picking out and distributing hand-set lines is abolished; there is no expense for type storage, and every line is printed from new, clean type.

DISPLAY LINOTYPES
Which Set Display up to a Full 36-Point

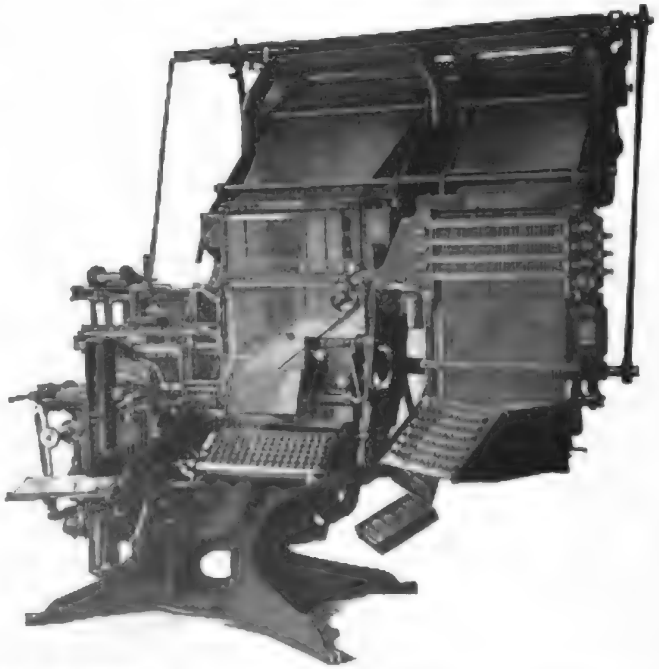


MODEL 22

MODEL 22 LINOTYPE enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.

MODEL 24

MODEL 24 LINOTYPE is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*



TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 S. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, Toronto
68 Temperance St.

This advertisement is composed entirely of LINOTYPE *material*

Digitized by Google

WON'T CENSOR PRESS HAYS DECLARES

Admits Liberator to Second Class Mail and Refunds $11,000 Which It Paid as Third Class—Rules On Advertising

Two important rulings affecting the Post Office Department's relations with publishers were this week handed down by Postmaster General Will H. Hays. Briefly they are:

1. Granting application of the Liberator, published in New York, for admission to second-class mailing privileges, from which it was barred by Postmaster General Burleson, although the latter accepted it as third-class mail, circulating it at considerably heavier expense to the publisher. Mr. Hays held that the publication should either be declared unmailable or accepted as second-class matter. Mr. Hays also said that the claim of the publishers for a refund of the difference between the cost of second-class and third-class mail would be met, at a cost to the Government of $11,277. Mr. Hays also declared against censorship by the Post Office.

2. Decision that rates of postage on the portion of publications devoted to matter other than advertisements will be based on whether the publisher has been, or is to be, directly or indirectly compensated, either by money or other consideration, for its insertion. Where the publisher receives no compensation for such matter the rate for other than advertising matter will apply.

Mr. Hays' decision on the Liberator case was discussed in the following statement issued May 25 by the Department:

"The application of the Liberator for admission to the second-class mails has been granted today. This application was filed on Feb. 11, 1918, at the time the magazine was established, and has since been pending with no action taken by the former Administration. The records of the department show, however, that every issue since its founding, as offered monthly for mailing, has been accepted at the third class rate of postage, pending action on the application for second-class entry.

"Inasmuch as the application shows compliance with the other statutory requirements, the only question to be decided is whether the Liberator is publishing mailable matter. If it is, then the publication is entitled under the law to entry to the second-class mails and it is mandatory upon the Postmaster General to issue a permit.

"The question of the mailability of the publication has been considered by the Post Office Department monthly for the last three years and in each instance each issue has been treated as mailable and the application for second-class entry has not been denied. To deny it at this time would have the effect of declaring non-mailable, when there is now less reason for doing so than formerly, the very issues which were accepted as mailable during the war period when there were in force not only the present permanent laws but also the temporary war provisions, which have since been repealed.

"The fourth requirement of Section 14 of the classification act is that to entitle matter to the second-class mailing privilege 'it must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts or some special industry.'

"It has been suggested that it was the intent of Congress in the passage of this provision that the privilege of the second-class rate should only go to publications disseminating information of a public benefit. If this is true, then the responsibility is lodged somewhere to determine what is and what is not information of public benefit.

WANTS NO CENSORSHIP

"There is a vast difference between what is 'information of a public character' and what is 'information of public benefit.' Much of the news in any daily might be barred if public benefit were essential. It is easy to decide what is and what is not 'information of a public character.' The arbitrary power to decide what is and what is not a public benefit was never intended to be lodged in the Postmaster General. It shall not be assumed.

"The Post Office Department holds no brief for the Liberator or any other publication. If there is on foot a conspiracy to destroy our established form of government by force and violence, claimed by the department heretofore as a reason for not granting this permit, and if this publication is involved in it, then the Department of Justice will deal promptly

(Continued on page 34)

31,744 DRUG STORES IN THE SOUTH

and these thirty thousand druggists carry on their shelves and on their counters the goods the public demands.

The way to create this demand is to advertise in Southern Newspapers, for the South is a newspaper-reading public, and newspapers alone cover the Southern Field.

Manufacturers of products distributed through the drug trade should realize the importance of the Southern newspaper as the means of moving their goods quicker and more economically than any other medium.

Magazine advertising alone will not sell medicines, toilet requisites, stationery, candy, etc., handled by the Southern drug store.

The South is not completely covered by the advertiser who overlooks the Southern Newspapers which go into the homes of these people—a prosperous and progressive people, a part of whose income exceeds a half-billion dollars every twelve months.

Sell It South—Through Newspapers.

Southern Newspaper Publishers Association
Chattanooga, Tenn.

Unlike Any Other Community

JOPLIN Missouri

The Market 240,000

An accessible trade territory of 240,000 people, though the city's population is only 29,902.

Assured stability from varied resources: agriculture, horticulture, stock raising, mining, wholesaling, retailing and manufacturing.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - 23,801

Daily Average for 6 Months ending March 31, 1921

Line rate 8c flat Mornings except Monday

Much of the extension of Joplin's trading zone and splendid roads is due to the aggressive policy of the Joplin Globe.

Influence?

Hasn't that something to do with advertising?

Representatives

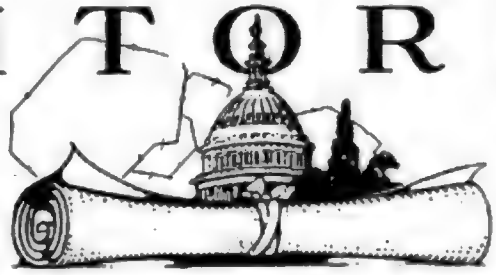
E. Katz Special Advertising Agency

Established 1888

Chicago Atlanta
Kansas City New York San Francisco

Digitized by Google

EDITORIAL



> *Great Souls are always loyally submissive, reverent to what is over them; only small, mean souls are otherwise.*
>
> —CARLYLE.

MORE POWER TO THE RECORD

WHEN is a book review not a book review? In the days of Steele and Addison a book review was not a book review when it failed to praise more or less fulsomely the author and his work, and most particularly when it condemned either or both. And the ancient axiom, "Man is always and everywhere the same," is borne out by the attitude of modern authors, reinforced and strongly supported by their publishers.

The Philadelphia Record reviewed recently "The Mayflower," written by V. Blasco Ibanez, who mounted to eminent fame by the favorable reviews of his work "The Four Horsemen of the Apocalypse." The Record, to use the vernacular, "didn't do a thing to it." When P. A. Kingsley, the reviewer, got through he left only two reasons why anybody who saw his review should read the book. One was to find out if Mr. Kingsley was right or wrong; the other to enjoy (?) a bit of salacious literature.

Then John Macrae, vice-president of E. P. Dutton & Co., the publishers, wrote an excoriating letter to John P. Dwyer, managing editor of the Record, in which he spoke of "the fool mouthings of incompetent reviewers." So Mr. Dwyer sent both criticism and book to five clergymen—a Roman Catholic, a Baptist, an Episcopalian, a Jew and a Presbyterian—and asked their opinions. Their responses declared their entire endorsement of Mr. Kingsley's review.

What do book writers and book publishers expect? They send their productions to newspapers for review. Every good newspaper employs a man—some of them employ a great many men—specially qualified to review books. But if the reviewer read the book conscientiously and then gave his opinion frankly and fairly, unless it coincides not necessarily with what the publisher himself believes, but what he wants the public to believe, and for purely mercenary motives, there's a "rarin' and a shoutin'" that can be heard miles. In other words, many book publishers are the man we all know, who asks for advice and then gets mad if the offering does not jibe with his own thoughts or desires.

More power to the Record and its reviewer, P. A. Kingsley. It ought to be that if a book is not worth reading, or is very much worth *not* reading, the public should be told so just as honestly and just as unequivocally as it should be told the converse when that is true. "Say nothing except good" cannot apply to a newspaper which pretends to review books.

FREE ADVERTISING FOR SPORT PROMOTERS

THE sports writers have greater leeway as regards what they shall print in their department than any other class of staff contributors. Anything and everything goes—news, personal exploitation and advertising of the most pronounced character can be found in the matter they turn in. Because of the freedom they have in publishing what they like, their acquaintance and support is sought by promoters of prize fights, base ball games and athletic events at which an admission fee is charged.

Recently a report was current that the sporting editors of a number of New York morning and evening newspapers are on the regular pay roll of one of the best known prize fight promoters in the country. No proof in support of the rumor has been forthcoming, and the probabilities are that it has no basis whatever. But when one reads in the sporting columns two or three times a week that tickets for an important event may be purchased at a certain place; that there is no truth in the rumor that all the best seats have been sold; that after the promoter had attended a luncheon with one of the principals in a forthcoming bout he hustled back to Madison Square Garden to supervise the sale of tickets, the average reader gets the idea that the writer of that column must be in the employ of someone else besides the newspaper on which he works.

Why do the business managers allow this sort of thing to continue when they are quick to call down the city editor if he allows a single line that has an advertising twist in it to appear in a general news story. Are they afraid that the newspaper will lose favor among the sporting elect if such free advertising is peremptorily cut out?

It strikes us that there is altogether too much advertising puffery allowed in the sporting columns of most daily newspapers. The place for all such matter is in the advertising columns at so much an agate line. Of course if a newspaper is making so much money for its owners that it does not care whether advertising appears in its news and editorial articles, and has no regard for the confidence of its readers, it will allow the practice to be continued.

PRINTED WORD HAS ONLY STARTED ON DIVINE MISSION

(Continued from page 5)

real progress is in popular feeling, popular thinking and popular acting; and in these the potent power is the press that reaches all the people. Law, order and progress at home, as well as relations abroad, are a responsibility devolving upon and an opportunity open to the press.

It is not the particular function of the newspaper to preach, exhort, comfort or warn; yet it cannot be denied that much of the most practical homiletical discussion of today is appearing as regular features of the press. The press may not claim to be in general mankind's chief inspiration in the realm of morals—certainly not in that of religion. The newspaper exists primarily to give the news. The things that it may believe are few. Its creed is necessarily brief and general. It may believe in righteousness, cleanliness, charity and the like. It may hold that it is permitted and even obligated to forward uprightness, foster virtue, encourage hopefulness and good will. Especially is it the case that in discussing grave official derelictions or other public wrongs editors may feel impelled to speak as mentors of the general conscience. Not much further may the newspaper go. But the world ever has been led forward by ideals; and the ideals at the heart of the press today mark out the progress of humanity tomorrow.

Is the daily press equal to this high mission? Has it the mind to perceive its opportunities, the soul to sense its possibilities and the courage, honesty and ability to meet its obligations?

We have seen the press condemned for instances of dishonest commercialism, unfair partisanism and other offenses against journalistic ethics. But the higher significance attaching to these charges stands out in the fact that, coming from within the profession itself, they are proof that the profession is alert to its faults and alive to overcome them. The profession that condemns the wrong-doers within itself is in healthy state.

Of its two greatest task-masters of the past—partisanism and commercialism—the press is freeing itself. The passing away of a dozen once great partisan newspapers, such as the St. Louis Republic, the Cleveland Leader and the Philadelphia Press, because their competitors had given their public better methods of meeting public issues, marks the trend. Advertisers as well as publishers have learned that public confidence is no longer possible in a newspaper whose opinions are shaped or slanted to mercenary ends. Partisan journalism today is without political influence and mercenary journalism is without revenue. Both have been discredited and driven out by the competition of better methods within the press itself.

While journalism always is more disposed toward discussion of its own faults than toward praise of its virtues, it nevertheless is decidedly gaining in virtues. In the quantity and quality of vital world news presented, in independence of character and fairness of discussion, in cleanliness and honesty of advertising accepted, in chivalry in competition, in loyalty in co-operation and in strict integrity in all business methods the press of today is infinitely superior to that of any previous period, and the improvement is continuous.

The editorial page, the formal interpreter of newspaper policy, is more concise, more pungent, more pointed than of old. It is better thought-out and better written. It discusses issues from a broader viewpoint and with less of personality and more of tolerance of dissent. It is less mercenary, less partisan, less abusive, than a generation ago. Only by comparing the best of the present with the best of the past are we able to secure a truer perspective. George D. Prentice, through more than a generation, ranked as the most brilliant paragrapher of his time by reason of such sayings as, "Bell and Topp of the N. C. Gazette say that 'Prentices are made to serve masters.' Well, Topps are made to be whipped and Bells to be hung." Donn Piatt long held distinction through invention of such phrases as "Pig-Iron Kelley," "the Great Michigander," "Twisting the British lion's tail," and the like; while Horace Greeley was given to such narrowly partisan sayings as, "Not all Democrats are horse-thieves, but all horse-thieves are Democrats." The editor of today who would indulge in such utterances would meet only contempt from his contemporaries.

The personality of editors has become submerged in their papers. Once it was "Raymond," not The Times; today it is The Times, and its editor scarcely known. Where there used to be many famous editors and few great newspapers, there are now few famous editors and many great newspapers. What the newspaper has lost in personality, it has gained in prestige. What the editor has lost in reputation the newspaper has acquired in individuality. It is the newspaper that has come to have a definite character and reputation, moulded and shaped by adherence to well-defined principles of policy. "To hell with consistency," could be said by a Dana, for the Sun was Dana and it was read to see what startling thing Dana would say next; but the newspaper of today that is wanting in sincerity of purpose and definiteness of policy will have small following.

The newspaper of today is the product not of one mind but of many trained minds working in concord toward a common ideal. Special abilities may make fine spurts, native talent may shine for a time, genuine genius may flash intermittently; but only a steadily glowing wholesome idealism marks the soul of a newspaper and stamps its character, inspires its policies, stimulates its zeal and gives it true prestige and real power.—C. G. M.

May 28, 1921 Volume 53, No. 52

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenton Dowling, circulation.
R. L. Staunton George Strate
C. B. Groomes J. G. Tanner
F. W. Payne

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill.
London Distributer: The Rolls House Publishing Co., Ltd., Rolls House, Breams Buildings, London, E. C. 4.
Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.
Los Angeles: R. W. Madison, 802 Title Insurance Building.
St. Louis: Roy M. Edmonds, 1777 Arcade Building.
Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

Digitized by Google

PERSONAL

JACKSON S. ELLIOTT, assistant general manager of the Associated Press, returned the first of the week from a business trip to Chicago.

L. C. Probert, superintendent of the Southern Division of the Associated Press, has returned to Washington after a week's visit to St. Louis, Memphis and New Orleans, where he went in connection with establishment of the Lower Mississippi circuit filed at New Orleans to feed cities in the Mississippi Valley.

Melville E. Stone, counselor of the Associated Press, addressed the Franklin Society in Philadelphia May 26, on "How News Is Gathered."

Merle Thorpe, editor and general manager of the Nation's Business, sailed May 21 for Europe to study industrial conditions. Mrs. Thorpe accompanied him.

A. G. Rutledge, secretary of the Northern Minnesota Editorial Association and assistant state commissioner of immigration, spoke at Austin, Minn., this week at a meeting of the Ben Franklin Club, which is composed principally of Southern Minnesota and Northern Iowa newspaper men.

H. C. Hotaling of St. Paul, executive secretary of the National Editorial Association, addressed the Men's Club of the Presbyterian Church of Mankato, Minn., on May 27. On the 28th he is to speak at the meeting of the Ben Franklin Club at Austin, and is booked for the Memorial Day address at Amboy.

Toshita Takagi, editor and managing director of the Osaka Mainichi and the Tokio Nichi Nichi, was the guest of honor at a farewell dinner tendered to him by the United Press at the Waldorf-Astoria on the night of May 23. Mr. Takagi left New York May 25 for Seattle where he will sail for Japan on June 3.

Herbert Pulitzer, of the New York World, is in Paris for a few weeks visiting his mother, Mrs. Joseph Pulitzer, at Claridge's Hotel. He will spend most of the summer in England and return to New York in September.

Russell Wilson, associate news editor of the Cincinnati Times-Star, is spending a few weeks in Paris during a five months' trip abroad. Mr. Wilson will go to England for a short visit and return to the United States in June.

John J. Spurgeon, managing editor of the Philadelphia Public Ledger, and Col. Edward M. House are in Paris to confer with the Ledger's principal European correspondents, Seymour Beach Conger, who has come from Berlin, Carl Ackerman, from London, and Wythe Williams, of the Paris office, respecting news policies to be followed in the European field.

Col. E. M. House, who is in Europe for the Philadelphia Public Ledger is occupying an apartment at the Hotel Ritz, Paris. On May 19 Col. House was the guest of the Anglo-American Press Association of Paris at a luncheon at which M. Briand, Prime Minister of France, was also present.

IN THE EDITORIAL ROOMS

CHARLES A. SELDEN, until recently in charge of the Paris office of the New York Evening Post, is in Switzerland for a short vacation. He will return to Paris in June.

Thomas C. Weatherhead, Welland (Ont.) newspaper man, has been appointed Canadian census commissioner for the county of Welland. The Canadian census will be taken in June of this year.

Mrs. H. Johnstone, of the New York Morning Telegraph and the Chicago Evening Journal, recently arrived in Paris from the United States. She will leave Paris for Rome on June 1 and will return to Chicago in July.

Homer Edminston, formerly on the staff of the Boston Transcript and the New York Nation, for which papers he served as correspondent in Italy, has joined the staff of the International Chamber of Commerce as chief of the research department. His headquarters will be at 33 rue Jean Goujon, Paris.

John J. Spurgeon, editor of the Philadelphia Public Ledger, who is making a tour of inspection of the paper's bureaus in Europe, is now in Berlin. Later he will visit the Ledger's bureaus in southern Europe and Asia.

Sam Ellis, formerly desk man on the Springfield (Ill.) State Register, and now sporting editor of the Jacksonville (Fla.) Metropolis, has been elected president of the Florida Sporting Writers' Association.

Earle Yetter, special correspondent of the Buffalo Evening News, and Miss Evelyn Christopherson were recently married at the bride's home in Lackawanna, N. Y.

Miss Helen Obrien, formerly feature writer and social editor for the Cedar Rapids (Ia.) Gazette, has become identified with the Ashton & Co. dry goods company of Rockford, Ill., to conduct a personal shopping bureau and assist in the advertising department.

Carlisle MacDonald, a member of the Paris staff of the Associated Press, and Miss Dorothy Sloan Allen, of New York, were married recently in Paris at the Notre Dame Cathedral. Mr. and Mrs. MacDonald will visit New York on their honeymoon. They will make their home in Paris.

William J. Trapp, formerly city editor of the Philadelphia North American, recently joined the staff of the Pittsburgh Gazette-Times.

Harry M. Wooten has left the local staff of the Philadelphia Record to join the staff of the Richmond (Va.) Times-Dispatch.

W. J. Reck has been appointed correspondent for the Associated Press at Des Moines, succeeding Ray Baumgardner who has been transferred to Dallas, Tex., as correspondent, in place of F. A. Dye who has resigned.

Ora L. Jones, who has been a member of the Associated Press Southern Division staff, has been appointed correspondent at New Orleans, to succeed Merton S. Heiss.

J. R. Youatt, treasurer of the Associated Press, sailed May 26 from New York on the steamship "Panhandle State" for a trip to England and France, combining business and pleasure.

Arthur Sweetser, formerly with the Associated Press at Washington, D. C., is connected with the permanent organization of the League of Nations at Geneva.

Allen S. Raymond, assistant city editor of the Detroit Times, and Miss Margaret Burns, of Evansville, Ind., were married recently. Raymond is the son of Judge Robert F. Raymond of the Massachusetts Superior Court. He was formerly with the New Bedford (Mass.) Evening Standard, New York American and New York Sun.

Frank Tierney, formerly of the Detroit Free Press, and William MacCrae, of the Washington bureau of the Associated Press, are on the copy desk of the Detroit Times.

FOLKS WORTH KNOWING

CHARLES CHESTER LANE, who was appointed business manager of the New York Evening Post last week, and was also elected a director of the New York Evening Post, Inc., since 1919, has been production manager of the Post. Mr. Lane was born at Hingham, Mass., in 1883, and was educated at the public schools there and at Harvard University, graduating in 1903.

CHARLES CHESTER LANE

He was a member of the editorial department of Ginn & Co. from 1903 to 1908 and was in charge of the art and advertising departments of that company. From 1908 to 1913, he was publication agent at Harvard.

While in the employ of the university, he organized the Harvard University Press and was appointed director of the Press, serving in that capacity from 1913 to 1919. From 1912 until 1919 he was also lecturer on printing and publishing at the Harvard Graduate School of Business Administration.

In 1917, Mr. Lane served as adjutant and batallion commander of the Harvard R. O. T. C. In 1918, he was commissioned Major in the Adjutant General's Department and assigned to duty at the Army War College, Washington. Later he served as division adjutant of the Fifteenth Division and as camp adjutant at Camp Meade, Md.

From 1915 until 1918, Mr. Lane was chairman of the Board of Education of Hingham, Mass. He was also president of the Boston Society of Printers and director of the Harvard Alumni Bulletin. He is a member of the advisory committee of the Industrial Art Survey of the National Society for Vocational Education.

LeRoy L. Smith, editor and treasurer of the Long Island City (N. Y.) Star, has been appointed general manager, following the resignation of John T. Collins as business manager. Mr. Smith retains editorial direction. Henry H. Gooding, formerly of the Pilgrim Press of Boston, has been appointed manager of the job printing department and C. M. Williams has been appointed auditor. Robert Tunnel is the new circulation manager. Frank Spaulding Kelley has been promoted from assistant city editor to city editor and is succeeded by Paul A. Tierney. C. K. McCaleb has been added to the copy desk and Alvin J. Kayton has been detailed to handle New York theatrical news.

Otis Peabody Swift of the New York Tribune's London bureau and Miss Ethel Constance Longworth of New York have announced their engagement in London, England. Mr. Swift was formerly with the Philadelphia Public Ledger and the New York Evening World and Miss Longworth has been connected with the Montreal Star.

Charles Mauro, formerly of the staff of the Buffalo Courier, and who later was engaged in newspaper work in Chicago, has recently become a member of the art staff of the New York Daily News. Mr. Mauro served with the First Division in France.

THE BUSINESS OFFICE

W. J. HOFMANN, advertising manager of the Portland Oregonian, has been reappointed director of the Pacific Northwest Tourist Association, of which he is president. Mr. Hofmann is on a tour of the Eastern cities.

John B. Patterson, advertising man for the Detroit Free Press, has entered the race for the city council.

Charles W. O'Connor, for several years a Cleveland newspaper writer but for two years past connected with the Otis & Co., brokers, has become business manager for Finance & Industry, owned by Charles A. Otis, one-time proprietor of the Cleveland News. Ira O. Hoffman is editor of the publication.

Thomas A. Boright, assistant manager of the service department of the Minneapolis Tribune, has left that publication to become editor and manager of a trade paper, the Minnesota Banker, published in Minneapolis. Mr. Boright was on the Tribune staff seven years, part of the time on the copy desk, and for the last two years in the service department.

Thomas B. Shearman, formerly of Conc, Hinton & Woodman, has joined the Chicago soliciting staff of Lorenzen & Thompson, Inc.

Russell E. Smith, merchandising and

Over one hundred thousand school children have written to

The Haskin Information Bureau

for free packages of educational literature.

Digitized by Google

promotion manager of the Indianapolis Star and editor of the Star's Co-Operator and Merchandiser, will begin a three week's motor trip to New York and return on July 2.

David C. Howe, assistant manager of the Burlington (Vt.) Free Press, is in Paris. He will visit England before returning to the United States.

William E. Moffett, advertising manager of the Pittsburgh Leader, is spending a week in New York and is a guest at the Prince George Hotel.

William Findlay, business manager of the Toronto Globe, is in New York on business and is staying at the Plaza.

WITH THE AD FOLKS

MORRIS J. WHITE, formerly sporting editor of the Detroit Free Press and more recently connected with the sport department of the Grand Rapids (Mich.) Press, has joined the editorial staff of the Grand Rapids (Mich.) Herald.

D. E. Woolley has been appointed secretary and a director of the Basic Chemical Corporation, Brooklyn, and will act as advertising manager for this firm and for the Otorino Corporation, Ferroton Pharmacal Company, Inc., and the Callidendron Chemical Company. Mr. Woolley, a former Philadelphian and secretary of the Poor Richard Club, has for the past few years been associated with Knill-Burke, Inc., publishers' representatives.

Matthew DeWolf Hanrahan, formerly advertising manager of A. H. Bickmore & Co., New York investment house, and prominent in New York Liberty Loan campaigns during the war, has become secretary-treasurer of the recently organized securities firm of Whitney, Cox & Co., in Boston.

Ernest J. Shassberger has been named advertising manager of the Olds Motor Company, at Lansing, Mich. Mr. Shassberger has been with the company four years.

W. D. Sawler has been appointed advertising manager of the Lehon Company, Chicago, roofing manufacturer. He was formerly in the advertising department of Sears Roebuck & Co., and with the Frank E. Davis Company of Gloucester, Mass.

Mrs. Leona A. Krag, director of Armour & Co.'s department of food economics under the name of Jean Prescott Adams, has resigned to become business manager of the Illinois Women's Athletic Club, of which she was recently re-elected president.

William A. Ratigan, for the last two years advertising and sales manager of the Braun Lumber Company, Detroit, has been named manager of the Hannan Real Estate Exchange, Detroit.

NEWS OF THE AGENCIES

THEODORE S. FETTINGER, treasurer of the United Advertising Agency and general manager of its Newark office, has just been elected for a term of four years as Tax Commissioner in Newark.

A clever and original musical comedy entitled "Let's Go" was given by the employees of N. W. Ayer & Son at the Philadelphia Academy of Music last Monday night. The "story" of "Let's Go" illustrated in a highly entertaining and amusing way the possibilities of advertising when applied to things that happened as long ago as 3000 B. C. and things that may happen as far ahead as 2021 A. D.

Alex Osborn of the advertising agency of Barton, Durstine and Osborn was elected vice-president of the Buffalo Rotary Club.

The Fred M. Randall Company, Detroit advertising agency, has sold its Chicago office to Harry C. Maley and A. L. Gale. Mr. Maley, who has been vice-president and in charge of the Chicago office for the past three years, has organized the Albee Corporation, which will continue to use the offices in the Lytton Building. Charles F. Remington has been elected a vice-president of the Randall Agency, after serving three years as director of research and statistics.

The Person-Cooke Company has been incorporated at Lansing, Mich., for a general commercial advertising and illustrating and art business, with a capital of $5,000. Edward G. Cooke, James A. Person and Fred G. Hopkins are the incorporators.

C. J. Watts, until recently representative for the Wilfred O. Floing Company of Chicago, has joined the sales staff of the Advertisers' Bureau of Detroit. Prior to his connection with the Floing company, Mr. Watts was art director of the Meinzinger studios and for four years was with the Green-Fulton-Cunningham Advertising Agency.

Wallace Blood, vice-president of the Campbell, Blood and Trump Advertising Agency, Detroit, has become director of sales of the Ray Battery Company, Ypsilanti. Mr. Blood will continue as vice-president of the agency in an advisory capacity.

The advertising firm of Botsford, Constantine & Tyler, from its Portland office, has been conducting an advertising contest among the students of journalism of the University of Oregon. Velma Farnham of Sheridan won first prize and LeRoy Ashcraft of Ashland, second.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, delivered an address at a New York armory last week before the Motor Transport Post of the American Legion, of which he is a member, on the relationship of the Far East to the present economic and political problems of the United States.

The Associated Advertising Agency, San Antonio, Tex., has changed hands and is now known as Cadwallader & Coulter.

Charles E. Foerster, manager of the rate department of the Fred M. Randall Company for the past two years, has been appointed director of service.

Edwin F. Gallagher, formerly associate editor and later copy writer in the service department of Electric Traction, has joined the copy staff of the Joe Stevens, Jr., advertising service agency, Grand Rapids, Mich.

The
New York Globe

America's Oldest Established Daily Newspaper—Founded 1793

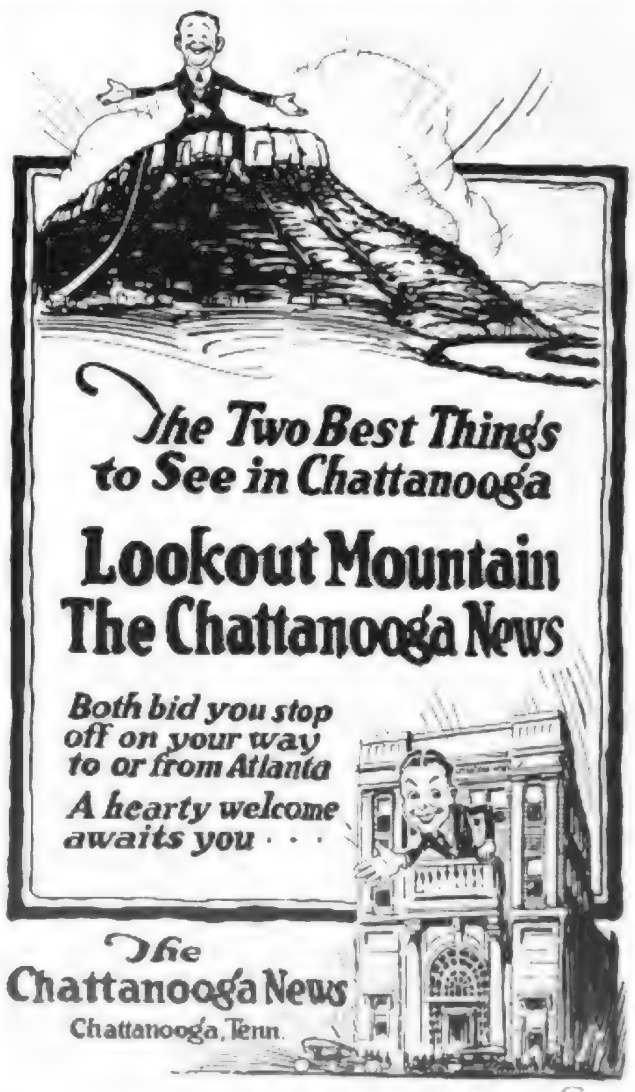
A Newspaper of Great Virility and Strong Individuality

An Absolutely Fearless, Independent Newspaper

170,000 a DAY *MEMBER A. B. C.*

LORENZEN & THOMPSON, Inc.
Special Representatives

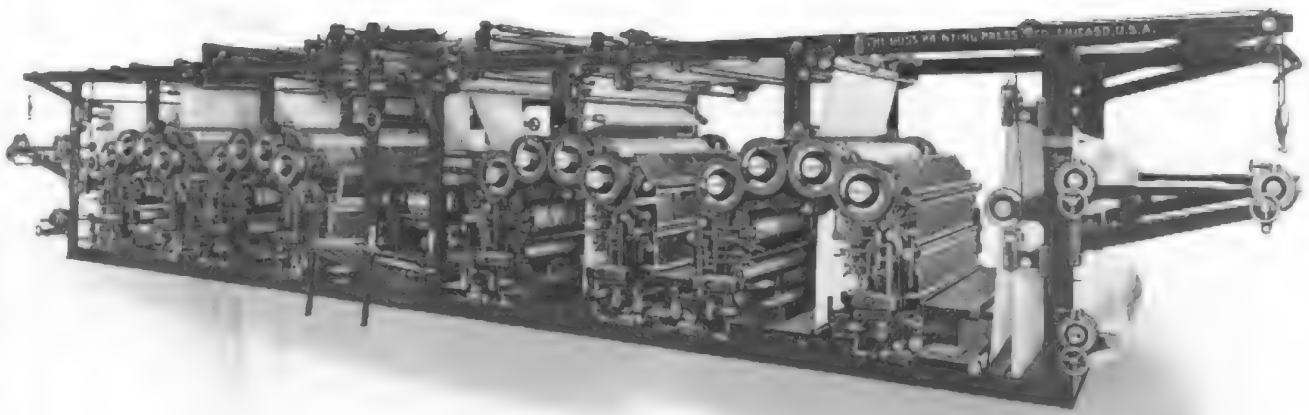
Chicago—People's Gas Bldg. New York—19 W. 44th St.



Digitized by Google

GOSS

High Speed Low-Construction "Unit-Type" Press



RECENT INSTALLATIONS

Times—Pawtucket, R. I.
News—Providence, R. I.
Union—New Haven, Conn.
Tribune—South Bend, Ind.
Post-Telegram—Camden, N. J.
News—Buffalo, N. Y.
Post—Worcester, Mass.

The Goss Printing Press Co.

Chicago — New York — London

ORGANIZATIONS ACT ON AGENTS' COMMISSIONS

(Continued from page 7)

whether payment is made within the time limit or not, and has simply come to be an additional commission."

FRED W. ALLSOPP,
Business Manager, Arkansas Gazette.

* * *

WE want to say that we are in hearty accord with your efforts to abolish the payment of commissions to agencies by publishers. We have seen in a good many instances the invidious effects of the present practice of paying commissions. We have found that agencies are particularly averse to placing business in trade publications, regardless of the interests of their clients. The agencies much prefer to spend the entire advertising appropriation with papers of national circulation that reach consumers, rather than to using a part of the appropriation in trade papers going direct to retailers who handle the product of the advertisers.

The reason for this is obvious. An agency can prepare a page of copy for the Saturday Evening Post with the same labor that they would prepare a page of copy for any business paper, but their commission on a page placed in the Saturday Evening Post would be about $900.00, whereas their commission on a page placed in the average business paper would be from $7.50 to $10, yet the page placed in a business paper would, in many instances, yield the advertiser much better returns in dollars and cents than a page in the Saturday Evening Post, because the trade paper advertising is concentrated publicity.

However, aside from our direct personal interest in the phase of the matter as outlined above, the payment of commissions to agencies by publishers is fundamentally wrong.

L. F. ROSS,
Editor and Publisher, Retail Lumberman, Kansas City, Mo.

* * *

I AGREE with you in every respect in your stand on agency commissions. There is no question but that the publisher has been imposed upon by the agency and in many instances has paid the cost of a service rendered the advertiser.

There is nothing fair or equitable about the present system of agency compensation, and we will welcome the day when the agency will look to the advertiser for service rendered the advertiser and will look to the publisher for service rendered him when it is rendered.

In the last two or three years there have been so many cases of unfair treatment of publishers by agencies and there has been so much buying of space influenced by space rates and the consequent commissions that there is a great need for reform in the matter of agency compensation not only for the benefit of the publisher but for the advertiser as well.

E. E. WHALEY,
Manager, Implement and Tractor Age, Springfield, Ohio.

* * *

From a daily newspaper which declines quotation, the following:

IT has always been our firm conviction that it is utterly impossible for anyone to serve two masters. If this premise is true, it manifestly is wrong for an advertising agency to look to publishers, rather than to advertisers for compensation. The fact that they receive commissions directly from the publisher, places them in the catagory of an agent of the publisher.

There are many disturbing inequities in advertising practice that will have to be remedied before advertising reaches the high plane it should ultimately attain. Paying commissions to agencies is one of them. Every advertising agency ought to be in position to decide the details of an advertising campaign and the media to be used independent of any reward contingent upon the number of media used, or the commissions paid by the publishers.

In other words, it seems to us that the best interests of the client will be conserved if the agency charges a fee directly to the advertiser, which shall not be dependent upon the money expended for advertising purposes, but rather upon the work actually done in the advertiser's interests.

* * *

YOUR editorial on agency commissions is extremely interesting. The writer has believed for many years that the principle of paying commissions to advertising agencies is by no means just as correct. Nevertheless we do pay such commissions and will probably continue to do so for a long time in the future. As Grover Cleveland said "It is a condition and not a theory that confronts us."

Sooner or later, no doubt, a reform will be instituted in this respect and agencies will be paid merely for service by the advertisers, but such a radical change in publishing methods will not be easy to accomplish. In view of the fact that our leading competitors are recognizing the agencies and paying them commissions, we are not in a sufficiently strong position to make any attempt to lead in a reform which we are quite willing to admit is much needed.

We believe that many fair minded proprietors of advertising agencies would also be glad to see a change in the system.

F. R. WHITTEN,
Secretary, Motor Vehicle Pub. Co., New York.

Northcliffe a Golf Reporter

Viscount Northcliffe this week turned from the cares of publishing London dailies, weeklies and other enterprises, and, tucking a wad of copy paper into his pocket went to the golf links at Hoylake to report the British amateur championship matches for the United Press. His stories, which were carried by American newspapers under his signature, ran about 400 words and covered human interest sidelights on the international matches that the running story passed over.

THE WELL-DRESSED MAN
Weekly Fashion News Feature

MOST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising the Feature has delivered.

Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature
668 Fifth Avenue, New York
I. L. Hewlett, Gen. Mgr. M. Blackwood, Sales Mgr.

INTERTYPE
"THE BETTER MACHINE"

Simplicity with Efficiency

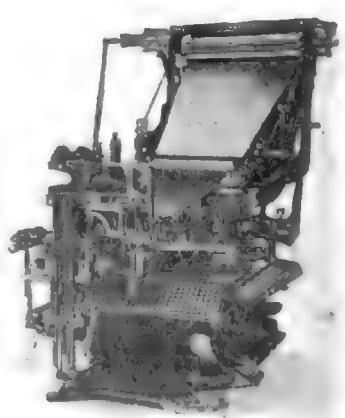
WHEN you install an Intertype you secure the simplest operating and most economical line casting composing machine that money can buy.

These features as embodied in the Intertype make for efficient production, gives satisfaction and demonstrates real dependability.

It Is Only Natural for You to Expect
All This and More for Your Investment

Intertype simplicity and efficiency has earned for it from experienced users the slogan, "The Better Machine."

Let us demonstrate model for model



INTERTYPE CORPORATION

BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
84 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives

Digitized by Google

There Are Dollars in

$SOUTHERN $TABILITY

Dollars for the Southern Manufacturer—Dollars for the Southern Employee—and best of all—Dollars for the Northern Manufacturer

No longer dependent upon cotton or any other single industry, the South is a market for merchandise of merit properly advertised, because there are no depressing seasons in this rapidly advancing merchandising section.

The Dollars in Southern Stability are derived from its:

Diversified Agricultural Resources
Livestock Industry
Diversified Manufacturing Enterprises
Fishing and Oystering
Forests
Hydro-electric Power

There is one dependable way for Northern manufacturers to secure their share of this fast accumulating wealth—*Advertising* in these progressive newspapers which in every respect rival the largest and best established advertising media of the North and West.

SOUTHERN LIST

ALABAMA.	Circulation	2,500 lines	10,000 lines
*Birmingham Age-Herald ....(M)	22,664	.08	.08
*Birmingham Age-Herald ....(S)	25,486	.10	.10
*Birmingham News ....(E)	59,019	.15	.15
*Birmingham News ....(S)	59,479	.15	.15
*Mobile News-Item ....(E)	10,653	.05	.05
*Mobile Register ....(M)	21,506	.07	.07
**Mobile Register ....(S)	33,663	.085	.085
FLORIDA.			
**Jacksonville Metropolis ....(E)	17,000	.07	.07
‡‡Florida Times-Union, Jacksonville ....(M&S)	23,986	.06 (9cS)	.06 (9cS)
**Palatka Morning Post ....(M)	1,450	.0122	.0122
**Pensacola Journal ....(M)	3,481	.025	.025
**Pensacola Journal ....(S)	4,766	.025	.025
**Pensacola News ....(E)	4,190	.03	.03
GEORGIA.			
*Atlanta Constitution....(M)	50,687	.13	.13
*Atlanta Constitution....(S)	58,616	.13	.13
Atlanta Georgian ....(E)	47,262	.12	.12
Atlanta Sunday American ....(S)	111,161	.15	.15
‡Augusta Chronicle ....(M)	10,254	.045	.045
‡Augusta Chronicle ....(S)	9,734	.045	.045
*Augusta Herald ....(E)	12,701	.05	.05
*Augusta Herald ....(S)	11,884	.05	.05
*Columbus Ledger ....(E&S)	8,294	.04	.04
***Macon Telegraph ....(M)	20,656	.06	.06
***Macon Telegraph ....(S)	20,666	.06	.06
Savannah Morning News ..(M&S)	20,966	.055	.05
Savannah Press ....(E)	14,246	.05	.05
KENTUCKY.			
‡‡Lexington Leader ....(E)	14,296	.05	.05
‡‡Lexington Leader ....(S)	14,536	.05	.05
Louisville Herald ....(M)	46,429	.09	.09
Louisville Herald ....(S)	56,206	.09	.09
LOUISIANA.			
*New Orleans Times-Picayune (M)	72,349	.15	.15
*New Orleans Times-Picayune (S)	90,975	.15	.15
***New Orleans States ....(E)	36,885	.10	.10
***New Orleans States ....(S)	37,153	.10	.10
New Orleans Item ....(E)	63,896	.15	.15
New Orleans Item ....(S)	85,617	.15	.15
NORTH CAROLINA.			
‡‡Asheville Citizen ....(M)	11,912	.04	.04
‡‡Asheville Citizen ....(S)	10,423	.04	.04
*Charlotte News ....(E&S)	10,214	.04	.03
*Charlotte Observer ....(M)	20,329	.055	.05
*Charlotte Observer ....(S)	22,270	.07	.06

NORTH CAROLINA.	Circulation	2,500 lines	10,000 lines
*Durham Herald ....(M&S)	7,393	.04	.04
Greensboro Daily News ....(M)	18,365	.05	.05
Greensboro Daily News ....(S)	24,754	.06	.06
Raleigh News and Observer..(M)	23,526	.06	.06
Raleigh News and Observer..(S)	25,932	.06	.06
‡‡Wilmington Star ....(M)	6,850	.04	.04
**Winston-Salem Journal ....(M)	8,727	.04	.04
**Winston-Salem Journal ....(S)	9,361	.04	.04
Winston-Salem Sentinel....(E)	9,661	.04	.04
SOUTH CAROLINA.			
Anderson Mail ....(E)	4,130	.025	.025
*Columbia Record ....(E)	13,213	.05	.05
*Columbia Record ....(S)	14,130	.05	.05
***Columbia State ....(M)	21,862	.06	.06
***Columbia State ....(S)	22,307	.06	.06
*Greenville News ....(M&S)	10,923	.046	.04
‡‡Greenwood Index Journal....(E)	4,187	.02	.02
Spartanburg Journal & Carolina Spartin ....(E)	3,670	.04	.04
Spartanburg Herald ....(M)	4,458	.04	.04
Spartanburg Herald ....(S)	6,012	.04	.04
TENNESSEE.			
*Chattanooga News ....(E)	20,184	.05	.05
Chattanooga Times ....(M)	22,661	.07	.07
Chattanooga Times ....(S)	23,046	.07	.07
***Knoxville Sentinel ....(E)	19,822	.07	.06
Memphis Commercial Appeal (M)	84,730	.15	.15
Memphis Commercial Appeal..(S)	115,102	.19	.18
***Nashville Banner ....(E)	41,077	.07	.07
***Nashville Banner ....(S)	43,116	.08	.08
***Nashville Tennessean ...(ME&S)	44,675	.09	.09
VIRGINIA.			
‡Bristol Herald Courier....(M&S)	6,590	.04	.04
Danville Register and Bee (M&E)	11,213	.04	.04
Newport News Times-Herald...(E)	10,819	.05	.05
Newport News Daily Press (S&M)	6,109	.05	.05
*Norfolk Virginian Pilot....(M)	33,848	.08	.08
*Norfolk Virginian Pilot....(S)	40,050	.10	.10
*Roanoke Times ....(M&S)	10,844	.08	.07
*Roanoke World-News ....(E)	11,078	.07	.06
*Richmond News-Leader ....(E)	46,536	.11	.11

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Government Statement, October 1, 1920.
**A. B. C. Audit, October 1, 1920.
***A. B. C. Publishers' Statement, October 1, 1920.
‡Includes Bristol, Tenn.
‖Publisher's Statement.

Digitized by Google

WEST VIRGINIA

ANSWER THIS QUESTION!

Will factories in the future bring gas and coal and other basic materials hundreds of miles and then distribute, or will they build their manufacturing plants near the mines and the sources of power in West Virginia?

People like to live where they can get steady work and earn a little more than they have to spend. That they are coming to West Virginia is shown by the multiplying industries of chemicals, glass, paper, pottery, etc.

Are you advertising in the newspapers in West Virginia and establishing yourself here in good time to *profit* in the future as well as the present? If not, now is the time to start. Use these daily newspapers.

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	5,673	.025
Charleston			
‡Gazette	(M)	17,070	.06
‡Gazette	(S)	20,007	.06
†Daily Mail (E&S)		13,034	.06
Clarksburg			
†Exponent	(M&S)	6,304	.03
*Telegram	(E)	7,874	.035
*Telegram	(S)	8,541	.035
Fairmont			
*West Virginian	(E)	5,240	.03
‡‡Times	(M)	5,066	.03
Huntington			
†Herald-Dispatch	(M)	12,521	.035
†Herald-Dispatch	(S)	12,521	.035
Martinsburg			
*Journal	(E)	4,336	.03
Parkersburg			
‡‡News	(M)	5,053	.02
‡‡News	(S)	6,327	.02
**Sentinel	(E)	6,059	.024
Wheeling			
‡‡Intelligencer	(M)	10,338	.04
‡‡News	(E)	14,106	.06
‡‡News	(S)	14,106	.06

†Government Statement, Apr. 1, 1921.
*A. B. C. Report, Apr. 1, 1921.
‡‡Government Statements, Oct. 1, 1920.
**A. B. C. Reports, Oct. 1, 1920.
‡Publisher's Statement.

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE: The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there *are* newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have 'their little say.'"

"NOTHING hurts but the truth" runs the saying of a savant. But to mutilate Oscar Wilde in our own feminine way, we might also add that there is only one thing worse than being disapproved of, and that is being wholly and entirely approved of.

MILDRED E. PHILLIPS

The philosopher of Brooks' Farm said practically the same thing. "Man only is safe when he is being criticized" was his comment.

Because, say what you will, therein lies growth and development. One trouble with our existence today is that we do practically and almost exclusively the things we want to do; hear said about us the things we prefer to have said about us, and, therefore, are exactly the same sort of people with exactly the same mind measurements as we possessed a year ago.

Of course, it is a bit unpleasant to have one's ego upset, but at any rate, no matter how unpleasant the upsetting, it is an enlightening experience, if nothing more. It, at least, feeds the mental woman, and interrupts the routine of breakfast, dinner, supper and "dog-watch."

Therefore, after much expenditure of grey matter, profound meditation and qualms, we present the following information for the digestion of the Forum.

The editress, true to form, is NOT going to advance one argument in favor of, or against, any of the statements put forth, much as her fingers itch so to do. She will merely chronicle her experience in her search for truth, and let you girls do the rest.

We began to wonder the other day, after a confab with one of our best known newspaper women who had been shelved apparently without reason—why it was that men don't apparently and generally want us around, when it comes to being co-workers in the game.

And thus this question formed itself:

Are we constitutionally, temperamentally, educationally, morally, and mentally unfit for newspaper work?

If you ask the average city editor, or managing editor about it, you will have to call his secretary to take down the rapid fire "reasons why" he hurls forth with all the fleetness of one whose mind has long been over-burdened with this weight.

And, girls, he will probably say exactly the things that one of the best newspaper men in this country said to me in New York last week.

Here it is. I don't apologize or explain it; I just tell it to you, as it was handed to me "right off the bat."

Aye, and you will agree with me, it is food for thought. *De profundis.*

Said this knowing one:

"It isn't a woman's game. Women do not bring home the bacon, especially women reporters. Women make better editors and desk workers, than they do "go out and go-getters."

(No so loud, girls. Just remember I had to SIT STILL and HEAR that, and remember that I was supposed to be a lady).

"Also," continued the stentorian tones of the UNIVERSAL EDITOR, "Women find it very difficult to subordinate their emotional selves. They inject their own personalities too much into their assignments. Almost invariably when I used to send a woman out on an assignment, she would come back hours too late, hang her tear-worn handkerchief on the radiator to dry, and then argue with me like a modern Niobe to suppress the story."

That was only one interview. But it made me think, as it doubtless will you. But I wanted to know more about this strenuous objection to our sex, an objection which I long had felt, but never been able to clarify. Perhaps there was a good and logical reason why men did not want us in the game as co-partners in the land of copy-paper and cusses.

I talked with many more editors. I began to recall things that had been hurled at me in my cub days, and are still being hurled with uncomplimentary never-ending directness, in the direction of my newspaper efforts, and my brain children.

"Why don't you read your copy? Women never read copy."

"Why can't you cultivate a proper sense of values? You utterly lost the point of the story. A man could have seen it in a minute."

"Oh you couldn't write a financial story. It's outside your feminine lucid zone of intelligence."

"Why in the name of H——— Heaven and Maria can't you take an unpartisan, disinterested point of view. I hired you to write not to weep."

"Just like a woman. Too much talk and not enough action."

Do they sound familiar, girls? I'll give a leather-bound copy of the Forum's minutes to any newspaper girl who says "I have never heard one of those sentences uttered in our shop, or hurled from the lips of any masculine editor I ever knew." (I don't hear any clamors for additional editions).

Aye, these and more.

"Men dig out stories, women skim by," says one monitor of the press.

While one hard-boiled specimen of the genius editor eyeing me up and down to see if my eyebrows were real, and my lips red by nature or notion, said "Aw, I wouldn't have one of 'em around. I don't know how you got up here. The elevator man has strict instructions NOT to let any of 'em on this floor."

After informing him as gently as possible that I had walked some twenty flights of stairs for the privilege of hearing him say just that, I evaporated. But I didn't walk down those stairs!

And there you have the whole question stripped bare, naked. Girls, let's look at the issue squarely!

Digitized by Google

Are we all THAT, THOSE and all of it?

What say you, you-all? Let's get together on this.

Will Hay's rapid transit delivery is waiting for your say-so or say-no.

Send it on!

* * *

RIGHT on top of all that biff-banging, right into my unpowdered nose I ran onto a wonderful story to show that even though they may think they are right all the time, once in a great while our male friendly enemies are proved wrong.

To wit

About fifteen years ago in the Rochester Democrat and Chronicle worked a strange representative of what was then a stranger breed than it is now—a newspaper woman.

It is a story of "dog-watch" they tell, at which this newspaper woman, whose name has long been forgotten, must take her turn, as did each man on the staff.

Along about two o'clock in the morning the telephone rang. A fire was blazing away in a large soap factory a few miles out of the city. Miss Rochester-Democrat and Chronicle got some of the men out of bed, and then raced off to the scene of action. She secured her facts, got to the only telephone available for miles around, related the facts to the sleepy man at the desk, and then TORE THE TELEPHONE FROM THE WALL JUST AS A RIVAL NEWSPAPER MAN MADE A GRAB FOR IT. * * * Maybe that same girl is today reading this very story about herself. If she is, we want her name and picture.

Without trying to answer one of the arguments put forth in the above dissertation, we wish merely to state — She's the best answer we know to this "temperamentally unfit" outside lucid zone of intelligence chatter!

* * *

REMEMBER, girls, this is OUR colyum, to have, to hold, to make, to break, and to develop into the most unique feature in newspaperdom. So let's all get busy hunting up copy, and pictures about interesting feminine folks who belong in our Forum, advertise the Forum, and keep it growing.

Friend Publisher repeated his former statement to us the other day to the effect that we could have the entire paper if we earned it.

Aren't we going to show him we can?

EASY TALK

By PHILIP R. DILLON

Who is the dean of American Colyumnists?

The death of Bert Leston Taylor of the Chicago Tribune, two months ago, was an event that intimately concerned several millions of people and the press of the nation recorded it fittingly. I read the articles in the New York papers and in several papers of other cities, each of them sketching the life of Mr. Taylor. While the writers did not assert that "B. L. T." was the founder of the present school of "colyum conducting," they did give out the impression that he originated the present standard style of humorous column—if this phrase be admissible. The public, I think, received that impression, and many newspaper men believe that Taylor founded the school, or cult, or tribe.

Bert Taylor's character and accomplishments were sufficiently high, without the inexact adventitiousness of his devoted friends who, no doubt innocently, take away deserved honor from living journalists.

Frank L. Stanton, born on Washington's Birthday of the year 1857, is still producing his daily column "Just from Georgia" in the Atlanta Constitution. He began it in the later '80's, if my recollection be correct, about fourteen years before Bert Taylor created "A Line o' Type or Two." Stanton's first book "Songs of the Soil," made up mostly from pieces out of his column, was published in 1898, six years before Taylor began his Chicago Tribune column. I regard Stanton as the dean of columnists, and the successor of Eugene Field in that office.

Samuel E. Kiser, now conducting "Pushed over the Dam" in the New York American, has been the runner up to Stanton for many years, and he antedated Taylor in the Chicago field. I personally recall a feature, "Little Willie's Slate," created by "Sam" Kiser in the Cleveland Press in 1893. It was the embryo of the full grown column "Sketched from Life" which Kiser created in the Cleveland Leader in 1895. One of the outstanding features of this column was a series of sketches called "Georgie and his Pa" which were copied in all parts of the country. Kiser's first book was published in 1898.

In 1899 Sam left the Leader and went to the Chicago Daily News as editorial writer and paragrapher. At that time, H. H. Kohlsaat was focussing Chicago's interest on the Chicago Times-Herald, which he did build up to national fame. One of Kohlsaat's friends was Myron T. Herrick (later governor, U. S. senator, ambassador), of Cleveland, who was also an enthusiastic admirer of Kiser—a "fan" following the Cleveland Leader column. Herrick urged Kohlsaat to get Kiser for the Times-Herald, and so, in 1900, Sam Kiser began the Record-Herald column "Alternating Currents." On the day that Sam arrived at the Record-Herald office, Nicola Tesla the inventor was there talking about his latest invention. Sam overheard Tesla's phrase "alternating currents" spoken over and over, and it stuck out like an incandescent sign. During his Record-Herald days he produced eight or nine books. I remember best "The Love Sonnets of an Office Boy."

No doubt there are other living columnists who are qualified for membership in the old guard of the 90's, who have no modernistic organization to get publicity for them. I wish I knew their names.

News Building Paying Investment

DETROIT, May 6.—The Detroit News building, which covers almost a city block, has paid for itself three times over in legitimate advertising over the entire country, Malcolm W. Bingay, managing editor, told Detroit Knights of Columbus May 3. He urged the members to the value of a stately building in business and fraternal works.

Lockport Union Sun Is "Open"

The Lockport (N. Y.) Union Sun has reappeared as an eight-page paper following a brief suspension because of a strike of printers. The Sun has been placed on a non-union basis, it is announced. Until the strike it employed union workers.

Alcorn Represents Goshen Paper

The Franklin P. Alcorn Company has been appointed to represent the Goshen (Ind.) News-Times in the national advertising field, east and west.

WISCONSIN

Remember that Wisconsin not only grows the crops and makes the cheeses famous the world over, it also manufactures much of the machinery to cultivate and harvest.

It ranks **high** among the states in manufacturing.

What are you doing in this prosperous territory to advertise and sell your merchandise?

If you are not active you are letting the other fellow beat you to it.

The **quick** way, the **easy** way and the profitable way to **sell** your goods in Wisconsin is to **advertise** them in Wisconsin daily newspapers.

In Wisconsin the "word to the wise" can be best said in these dailies.

	Circulation	Rate for 5,000 lines
*Appleton Post-Crescent ..... (E)	7,760	.035
**Beloit News ..... (E)	7,814	.045
Eau Claire Leader-Telegram..... (ME&S)	8,603	.035
*Fond du Lac Reporter..... (E)	5,538	.03
*Green Bay Press Gazette..... (E)	10,183	.04
Kenosha News ..... (E)	5,858	.03
La Crosse Tribune and Leader-Press.. (E&S)	12,423	.05
Madison (Wis.) State Journal..... (E&S)	15,119	.05
‡‡Milwaukee Journal ..... (E)	115,279	.20
‡‡Milwaukee Journal ..... (S)	92,769	.20
Milwaukee Sentinel ..... (M&E)	76,611	.14
Milwaukee Sentinel ..... (S)	74,398	.14
Racine Journal-News ..... (E)	8,113	.045
*Superior Telegram ..... (E)	17,973	.055
‡‡Superior (Wis.) Sunday Times..... (S)	10,000	.055

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.
‡‡Publishers' Statement, April 1, 1921.
**Government Statements, October 1, 1920.

Digitized by Google

WHAT OUR READERS SAY

To End "Government Statement"

CHICAGO, May 19, 1921.

"To EDITOR & PUBLISHER: Will you give your active support in a movement to abolish a so-called "Government Regulation" that has cost the advertisers of this country millions of dollars?

This is the appeal of this letter from a monetary viewpoint.

Will you give your active support to the hundreds of newspaper publishers who desire to tell the truth, the whole truth and nothing but the truth—and make their competitors do likewise?

This is the appeal of this letter from the moral standpoint.

In August, 1912, there was added to a Post Office Appropriation Bill in Congress, a rider which stipulated that publishers of daily (only) newspapers should state the number of their *paid* sub-cribers.

No provision was made to determine what was "a paid subscriber"—whether the subscriber paid in service or in cash—whether he was located in the town of publication or in the suburbs, or in the trading territory. If 2,000 out of the 3,000 so-called "subscribers" to the Artville Daily Chronicle were located a thousand miles from Artville, there would still be credited to the Artville Daily Chronicle 3,000 subscribers, supposedly in Artville.

The bill was passed.

For nine years this portion of an Act of Congress has covered fraud and deceit to such an extent that the word "infamous" has repeatedly been used to describe the situation.

And you, the advertisers and the advertising agents, have paid the bill.

You, in these nine years of the operation of this Act of Congress have paid twice, three times—yes, four times—the amount you ought to have paid in advertising rates, in some cases when you have relied on these so-called "Government Statements of Circulation."

Not in all cases, nor in the majority of cases, for the majority of newspaper publishers are honest, but there have been a sufficiently large number of dishonest statements made under this Act of Congress that there is not much question but that millions of dollars have been wrongfully paid by advertisers through the operation of this act.

It has been, is and will be until repealed, not only an injustice to advertisers, but also a serious burden to the honest publisher who desires to tell the truth

The honest publisher believes that his claim of circulation is a matter which must rest between him and the advertiser and that he should not be handicapped by the so-called "stamp of approval" of the Government on his competitor's mere claims, simply because his competitor is willing to take a chance on lying to the Government, especially when he knows that the Government has not had, nor can it create, adequate machinery which will be beyond the power of political control.

For years, the Audit Bureau of Circulations has been in receipt of appeals from publishers to aid them in this situation.

Until now, it has felt that it (the Bureau) might be accused of selfish purpose in heading this reform, but the position of the Bureau today is such that it has no hesitancy in heading a movement with the object of repealing that part of the law of August, 1912, so far as it relates to a statement of circulation.

The Audit Bureau is a co-operative institution. It was organized in the interests of advertisers, advertising agents *and* publishers.

Very shortly there will go to Washington a committee of Advertisers, Advertising Agents and Publishers—not only of daily newspaper publishers, but also of magazine publishers, farm paper publishers and trade paper publishers, who will earnestly urge upon Postmaster General Hays the desirability of not only securing this reform, through the repeal of the Act of 1912, but other reforms which will be in your interest as well as in the interest of the honest publisher.

It would help the committee immensely if they could have back of them your support.

It would also give aid and comfort to the hundreds of honest publishers who have already signed the recommendation which we are enclosing herewith, if your name and your influence backed their names and their influence.

At a meeting of 90 per cent of the Western representatives of the important daily newspapers in the United States, held this week in Chicago, they unanimously resolved to fight this battle for the repeal of the law of August, 1912, until the last ditch. They were inspired by the desire to obtain truth in advertising.

At the semi-annual meeting of the A. N. A. held in Atlantic City last week, resolutions were passed on this matter copy of which I enclose.

Will you join with them and with the Audit Bureau in this movement—which is, after all, a movement (if we look upon it from the dollars and cents viewpoint) to serve you?

Please sign and return the enclosed blank by earliest mail. The committee expects to go to Washington within a few days.

AUDIT BUREAU OF CIRCULATIONS,
STANLEY CLAGUE,
Managing Director.

• • •

EDITORIAL NOTE: The resolution adopted by the Association of National Advertisers was given in full in EDITOR & PUBLISHER of May 21, and the second enclosure with Mr. Clague's letter is as follows:

Recommendation Proposing—The elimination of that part of the publisher's statement to the Government of the United States, as provided under the Act of Congress of August, 1912, which refers to the circulation of daily newspapers.

This committee has no recommendation to make; in regard to the matter of statement of ownership specified in this Act, but it believes that in the matter of statement of circulation any slight good it accomplishes is vastly overwhelmed by the fraud covered in this so-called "Government Statement of Circulation."

The Post Office Department has no adequate machinery whereby this Act of Congress can be enforced. If such adequate machinery were created, to be equitable and fair, it should be applied without reservation to all classes of publications admitted to the privileges of the second-class mail, rather than to the few now comprehended within the meaning of the Act; but even if this machinery were created to cover all classes of publications, the cost of verifying such claims (which would amount to millions of dollars per year) would not only be prohibitive in these days when economy is desired, but conditions are such that such regulatory measures would be impracticable, if not impossible—for obvious reasons.

Honest publishers who have adopted, through co-operative action, effective measures for the verification of their circulation claims, and who are thereby contributing to the economical operation of the Post Office Department, are subject to unfair competition through this so-called "Government Statement of Circulation," which, in its final analysis, is nothing but a publi her's statement of circulation to the Government.

Many cases could be cited to show the injustice to honest publishers of this statement of circulation to the Government, and evidence will be presented to the Post Office Department if the Department so desires.

Personal affidavits in support of circulation claims should be a matter of concern between the publisher and those interested and should not have the weight of governmental authority in their support.

This committee urges, therefore, that action be originated within the Department, recommending to Congress the elimination of that portion of the publisher's statement referring to circulation, as provided under the act of Congress of August, 1912.

The above proposal meets with our heartiest endorsement.

Signed .....
Publisher.
Publication .....
City .....

Oust All "We Boys"

HARRISBURG, Pa., May 19, 1921.

To EDITOR & PUBLISHER: I want to congratulate the EDITOR & PUBLISHER upon the constructive and vigorous campaign which it is now waging against the alleged newspaper contingent which is everlastingly sponging upon the legitimate press of the country. For years the newspaper industry has been hamstrung by the so-called newspaper men who are simply the barnacles that attach themselves to a great business for their own selfish purposes. It is because of these leeches that the newspapers have been so misunderstood in recent years among the law-makers at Washington and throughout the country. In my judgment there should be a drastic house cleaning in every newspaper association and club. Wherever a fake newspaper man is discovered, let him be bounced without hesitation. As you suggest, it ought to be a national movement.

E. J. STACKPOLE,
President, Harrisburg (Pa.) Telegraph.

More Space for "Five F's"

LIMA, Ohio, May 20, 1921.

To EDITOR & PUBLISHER: I have read with a great deal of interest your new department, "Forum of Feminine Fraternity of Fourth Estaters" by Miss Phillips. It should be exceedingly popular and, because of the important place women are filling in newspaper work now. I hope you will continue and enlarge it.

EARL R. LEACH,
Managing Editor, Lima News and Times-Democrat.

Out with the Fakers

CINCINNATI, May 18, 1921.

To EDITOR & PUBLISHER: I hesitate to comment on the New York Press Club controversy because we are not directly in touch with it.

In a general way, I should say that all leeches and fakers who try to get by on a newspaper worker's reputation should, be fought persistently and killed off whenever they may appear.

The attitude of the EDITOR & PUBLISHER on this question has been commendable.

ELMER P. PRIES,
Editor The Cincinnati Post

The "Panning" of "Pan"

NEW YORK, May 16, 1921.

To EDITOR & PUBLISHER: This letter should be captioned "Pan's Head." That picture of me you published with the "Fighting Story" has stirred up a lot of comment and excited a riot of wits. An avalanche of letters asked such questions as "When did you grow hair?" "When did you start advertising a hair tonic?" "You're a young lookin' guy, anyway Pan, but with hair you certainly look like a cub."

Like Ring W. Lardner I reply that I am not sensitive about my plumage—I haven't any. The wind tore it off as I rushed after business.

All I got to say to these heavy-haired birds who kid me is that when I started to moult I'm glad it was only my hair and not my brains.

As some great writer has said—"Don't judge a person by their hair." If they judged me that way I wouldn't be judged at all.

No, the sad truth is that picture did not help the movement of "Truth in Advertising." I'm not quite in the billiard ball class, but I'm not bragging any about "that one hair left." That picture has been severely censored because it does not reveal what I lack. It tries to make out that there is plumage where no plumage grows.

As one fresh guy wrote "If you tried to make people believe The Tribune had circulation at the North Pole you couldn't get by with it. You have just as much chance making me believe you have raised a crop of hair since I saw you last."

The truth is I lost my hair by reading an advertisement—a soul-stirring, hair-hope-raising ad of a hair grower. But I guess the druggist made a mistake and sold me a hair remover. Anyway when I travel I travel light—no brush and comb to carry.

Hair isn't everything anyway. All it is good for is to make mattresses soft, and who wants a head like a soft mattress.

I agree with a great authority on bald heads who wrote—"When my features got to the decision that one of them would have to retreat all I done was to thank God they picked the forehead and not the chin."

But what I want to get over is this. Please don't use that picture with plumage any more. I am sending you another photo which lives up to the principle of "Truth in Advertising." I have camouflaged the "Old Dome" with a cap. Now I hope people won't worry about this sudden mysterious growth of hair. The cap will stop the argument as no one will know what is under it.

CHARLES L. PANCOAST,
Eastern Representative, Chicago Tribune.

Not Imposing, Says Colgate

NEW YORK, May 20, 1921.

To EDITOR & PUBLISHER: Enclosed is a copy of a letter which we have written to one of your correspondents. His letter, which appeared in a recent issue, did us an injustice, and as our Mr. Fowler has had this called to his attention by many, you may want to show your readers what we think of Mr. Rosenthal's criticism.

COLGATE & COMPANY.

• • •

NEW YORK, May 19, 1921.

Mr. Samuel M. Rosenthal,
Oil City Blizzard,
Oil City, Pa.

Dear Mr. Rosenthal: We somewhat regret the attitude you have assumed in connection with the recent news statement regarding the purchase of our new Indiana site, as evidenced by your letter of May 4 to EDITOR & PUBLISHER.

We do not feel that you have treated us quite fairly. This statement of our new purchase was sent to the editors of all newspapers in the United States, a group which, in our opinion, represents the highest type of intellect. The parties addressed were perfectly capable of judging the value of our article and determining what disposition should be made of it.

If you still have a copy of our multigraphed letter in your possession and will glance at paragraph two, you will note that we earnestly asked any editor who did not consider the article as news to waste-basket it. If an editor cannot distinguish between news and advertising, we ask you, as an editor, "Who can?"

We know we were not imposing, as our article in most cases was well taken. If upon reading our early letter and upon receipt of this, you feel that you have done us an injustice, as we feel you have, you may care to write again to EDITOR & PUBLISHER.

COLGATE & COMPANY.

The Fishermen's Race

HALIFAX, May 19, 1921.

To EDITOR & PUBLISHER: In order that the members of your staff will be familiar with the conditions of the deed of gift for the International Fisherman's trophy, we have much pleasure in enclosing copy for your reference files.

These conditions were drawn up and mutually agreed to by practical men representing the deep sea fishing interests of Canada and the United States. Like the donor of the trophy, these gentlemen were inspired with the one ideal, and that was that the conditions be such as to distinctly safeguard the race from degenerating into a mere sporting event or speed contest.

My personal opinion is that in the interests of the fishing industry of both countries, every clause in the deed of gift should be strictly adhered to by both the American and Canadian fishermen. The deed of gift should only be changed when the best interests of the fishing industry of Canada and the United States warrant it.

We, in Nova Scotia, will see that only staunch, practical, deep-sea fishing vessels built for the fishing industry will be allowed to enter the elimination races, and it will be our ambition in this country to perpetuate the International Race as a contest between real fishermen, capable of riding out any gale on the Grand Banks—vessels that have observed all the conditions of the deed of gift.

The future of the International Race, whether it is to be a contest between real fishermen or merely a sporting event, depends entirely on the position taken this year. If any concessions are given that would permit the thin edge of the wedge to enter either by evadoi violating the conditions of the race, then the International Fishermen's Race for the blue ribbon of the North Atlantic is a thing of the past.

We in Nova Scotia hope to have the co-operation of your newspaper in perpetuating the International Race as a contest between staunch deep-sea fishermen, and prevent it from developing into a fair weather yachting event.

W. H. DENNIS,
General Manager, Halifax Herald.

Where Is the Limit to Service

AURORA, Ill., May 18, 1921.

To EDITOR & PUBLISHER: I have read with interest the article in your issue of May 14, entitled, "Keeping them out often the work of a Merchandising Department," by T. J. Young. It was a good article and really showed just what a merchandising department should be and by inference what it should not be.

A well-organized service department is al most a necessity in a large city like Philadelphia, but writers and publishers of trade papers in handling the matter seem always to talk of the metropolitan situation and do it so strongly, that advertisers and agents seem to think what is done there is the exact thing that should naturally be done everywhere.

The fact is that much of that which is done in the large cities cannot be done by the so called country press, because the revenue is not large enough to permit of such expensive force. Neither is much of it required to get all that is necessary to supply patrons with all the service they really need.

Furthermore, because of the difference in environment and temperament of dealers it is not even advisable to attempt some of the things that are possible, and, perhaps, necessary in the great cities, to render a proper amount of service.

Mr. Young's article covered about all that should be done, in my humble opinion, but this very week another trade paper has an article in which it urges as good practice the things asked for by an agent, quoted by the paper.

There were fourtren different items, which this agent says are only a summary of the things he thinks papers ought to do. (I'd like to see a complete list.)

Four of the items we could not do and we are pretty well equipped for a country paper, to render service. Five of them I would not do if I could and even the largest papers in the country would hardly agree to have done unless the advertiser would pay the cost.

My opinion is that the merchandising service thing will be run into the ground. Just as soon as some live fellow thinks of something that will be good for all parties concerned and starts action on it, a lot of grafters begin to impose on good nature and about the time the good thing gets a general appeal, these fellows who are always trying to get something for nothing, have so over-done the matter that level headed publishers are disgusted with it and get ready to throw it into the discard.

I wonder why newspapers are the only advertising media that are required to sell space at half its value and then asked to render a service so costly that it will absorb more than the patiance allowed them?

AURORA BEACON PUB. COMPANY,
I. K. Groom,
Director of National Advertising, Northern Illinois Group.

"We Boys" of Des Moines

DES MOINES, Ia., May 18, 1921.

To EDITOR & PUBLISHER: I have your letter of May 11, inquiring for such information as we may have or such opinions as we may hold on the campaign against the newspaper hanger-on element.

Our opinion of course coincides with yours, that this element is bad, all bad, from the standpoint of the real interest of newspaper people.

I do not know that I can add any helpful suggestions unless it be to state that in Des Moines some months ago we were compelled to deal with a very exasperating situation created by "publicity representatives." By promising, directly or by implication, that some sort of control of news channels would be exercised both in the way of printing favorable propaganda and of suppressing unfavorable news, these "publicity representatives," former newspaper men, made themselves a serious nuisance. Not only did they begin to make difficult the getting and handling of news through what are legitimate channels, but they actually began to create the impression that newspapering in this city was crooked, or at least susceptible of mysterious control.

The local newspapers, through their editorial departments, got together and published simultaneously a conspicuous announcement on page one, in which they stated that the insinuations of the press agents were ridiculous, and that far from helping themselves by making association with them, local individuals and local interests would be actually injured in their relations with the newspapers. The announcement was decidedly helpful, and since that time there has been much less difficulty with this particular part of the newspaper hanger on element.

W. W. WAYMACK,
Managing Editor, Des Moines Register Tribune.

A Mass of Vital Information

LETHBRIDGE, Alta., May 10, 1921

To EDITOR & PUBLISHER: Your convention issue was a most creditable number. It contained a mass of information of vital importance to newspaper executives. In our opinion, this is the finest number of the kind we have ever seen, and we want to congratulate you. We enclose a money order and will be glad if you will send a copy of this edition to W. A. Buchanan, M.P., at Ottawa, and three issues here, for our department heads. Each of us will want to file a copy of this issue.

LETHBRIDGE HERALD,
John Torrance, Business Manager

Digitized by Google

BUSINESS PROMOTION IDEAS

THE Detroit News is countering recent stories of great unemployment in its city by sending out clippings from the News quoting the latest figures of the U. S. Government Employment Service to show that sixty large Detroit plants have resumed work on full-time schedules, affecting over 100,000 workers. The letter accompanying the clippings is signed by William H. Moore, manager of national advertising.

"Building in Jacksonville" is the title of an attractive pamphlet recently issued by the Florida Times-Union. Comparative figures on local buildings are given the last ten years and for the first four months of 1920, with statistics showing the number and cost of new and contemplated structures. Pictures of new homes and commercial buildings, and other undertakings with the names of the owners, contractors and value of the structure. The inside back page states bank clearings in Jacksonville from 1910 to 1920 and for the first four months of 1921.

Janesville, Wis., as a market for nationally advertised goods is being put before the agency executives and manufacturers' advertising staffs by the Daily Gazette in folder form. Lettered on the heavy brown paper which encloses the information is the name of the executive to whom it is sent and within the folder are maps of the Janesville trading territory, of the city of Janesville, showing the Gazette's distribution by carrier routes and the number and location of homes and industrial buildings erected during 1920, photographs of displays of nationally advertised goods in the Gazette's front windows, a transcript of the publisher's statement to the Audit Bureau of Circulations, a boxed survey of local statistics, and a mimeographed sheet containing "twenty-six reasons why Janesville is a good market."

A forty-page special edition was the special greeting that the Davenport (Ia.) Democrat and Leader extended to the Commercial Congress, which was held there May 24, 25 and 26. The third section of twelve pages contained a first page flare greeting, donated to the advertisers by the paper. The special section was well filled with photographs, containing an eight column view of the river front and an eight column picture of the city. The top of a third page was given over to photos of the committee in charge of the Commercial Congress.

SS&M Inc.

Change of Name and Ownership

Frank G. Smith, William A. Sturgis, Harold A. Moore and their associates announce that, having purchased all of the capital stock of the Advertising Agency known as

"Collin Armstrong, Inc.,"

they have changed the name to

Smith, Sturgis & Moore, Inc.

The change is entirely one of ownership, as the personnel of the active management remains the same.

SMITH, STURGIS & MOORE, Inc.
Successors to Collin Armstrong, Inc.
General Advertising Agents
1463 Broadway, New York.

The Right Angle in Advertising

ILLINOIS

The mineral center of the United States lies within the boundaries of Illinois. The State produces lead and zinc ore and has the largest zinc smelters in America. It has extensive deposits of sand and gravel and also vast deposits of clay and limestone, and Illinois has come to be one of the leading States in the manufacture of cement and clay products.

Illinois also has deposits of ganister glass, sand and oil shale, which may ultimately become of considerable economic importance.

There are still some undeveloped natural resources which may assume importance in the future.

Illinois presents an ideal territorial market, and the daily newspapers listed here can work wonders in helping you popularize your products.

See that this great state is put on your advertising list and kept there

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph	(M)	17,774	.05	.06
‡Chicago Evening American	(E)	364,769	.60	.60
Chicago Herald-Examiner	(M)	335,331	.55	.55
Chicago Herald-Examiner	(S)	709,966	.75	.75
‡Chicago Daily Journal	(E)	116,243	.26	.24
§The Chicago Daily News	(E)	412,020	.65	.65
Chicago Evening Post	(E)	44,021	.25	.12
**Chicago Tribune	(M)	437,158	.70	.70
**Chicago Tribune	(S)	711,254	1.00	1.00
*Lincoln Courier-Herald	(E)	1,967	.02	.02
*Moline Dispatch	(E)	9,899	.04	.04
**Peoria Journal-Transcript	(M&E)	29,556	.11	.09
Peoria Star	(E)	22,585	.075	.06
Rock Island Argus	(E)	9,174	.04	.04
*Sterling Gazette	(E)	4,790	.03	.03

Government Statements, April 1, 1921.
§Publishers' Statements.
‡Government Statement, October 1, 1920.
*A. B. C. Publishers' Statement, April 1, 1921.
**A. B. C. Publishers' Statement, October 1, 1920.

Digitized by Google

The Detroit News

THE 1920 lead of the Detroit Sunday News is one more proof that advertising volume follows the route of largest circulation.

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, New York
JOHN GLASS, Chicago

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Los Angeles—The largest city in the West
EVENING HERALD
The largest daily circulation in the West
MEMBER A. B. C.
Government Circulation Statement
April 1, 1921
143,067
It grows just like Los Angeles. The Evening Herald goes into practically every home—covers this field completely.
Representatives
New York: H. W. Moloney, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

IN NEW ORLEANS
IT'S—
THE NEW
ORLEANS ITEM

TIPS FOR AD MANAGERS

Advertising Service Company, Chronicle Bldg., San Francisco. Reported will place the following advertising: Reliance Trailer & Truck Company, "Reliance Trailers," and Pacific Pump & Supply Co., "Leader Pneumatic Water System," and Fuller & Johnson, farm engines.

Allen Advertising Agency, 440 4th avenue, New York. Placing orders with some Eastern newspapers for the Marathon Tire & Rubber Company, "Marathon" belt, Cuyahoga Falls, Ohio, and 33 Union square, New York. Lloyd W. Young, 823 Prospect avenue, Cleveland, will continue to handle the accounts for the Western territory.

Barton, Duratine & Osborn, 25 West 45th street, New York. Making 10,000-line contracts with newspapers in various sections for Wildroot Company, "Wildroot" hair tonic and shampoo. Sidway Bldg., Buffalo, N. Y.

Charles Advertising Agency, 23 East 26th street, New York. Will make up lists during June for B. G. Pratt Company, 50 Church street, New York, "Scalecide" spray material.

Nelson Cheaman & Co., 1127 Pine street, St. Louis. Again making contracts with newspapers in various sections for Plapao Laboratories Appliances, 505 North 7th street, St. Louis.

Robert H. Dippy, Seneca Bldg., Philadelphia. Making yearly contracts with newspapers for the Snellenburg Cloth Company.

Dorland Advertising Agency, London, England, and Atlantic City, N. J. Placing advertising for the Grand, Victoria, Metropole and Gordon Hotels, London.

Dunlap-Ward, Union National Bank Bldg., Cleveland. Making 1,000-line yearly contracts with newspapers for the Chandler Motor Car Company and the Cleveland Automobile Company.

Federal Advertising Agency 6 East 39th street, New York. Will make up lists during June for Runkel Bros., Inc., 445 West 30th street, New York. Reported to be handling advertising for H. O. Co., "H. O." oatmeal and "Presto" flour, Buffalo, N. Y.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing orders with newspapers in selected sections for Mount St. Joseph College, Philadelphia. Will make up lists during June for William H. Luden, Reading, Pa., "Luden's" cough drops.

Albert Frank & Co., 14 Stone street, New York. Sending out orders for 250-line on 5 columns to 200 newspapers for J. P. Morgan & Co., French Loans.

Franklin Advertising Service, De Long Bldg., Philadelphia. Placing orders with some New York newspapers for Clensol Chemical Company, cocoanut oil, 349 30th street, New York.

Gardner Advertising Company, 1627 Locust street, St. Louis. Placing advertising for Helvetia Milk Condensing Company, "Pet" evaporated milk, St. Louis.

DIAMOND STARS DISCOVERED

Hoffman, McKernan and Annenberg Show Ability On Circulators' Team

Big league baseball managers looking for playing material take notice! Three of the most promising young players not under contract today were discovered up in the Catskill Mountains Tuesday. Their names are Willie Hoffman, "Jim" McKernan and Jack Annenberg, who in off-the-diamond moments masquerade as circulation managers of the New York Herold-Staats-Zeitung, the New York World and the Philadelphia Public Ledger respectively.

How did we find them? Why, didn't the New York City Circulation Managers' Association hold its 15th annual outing in the Catskill Mountains Tuesday and Wednesday, where the aforementioned stars led the Circulation Managers' team to a 9 to 7 victory over an aggregation of all star visitors captained by Eddie Weisman of the World? If you doubt it ask Howard Connelly, the venerable 48-year service man of the New York Post office. Howard was the official score keeper and no one was able to upset his official verdict at the end of the game, that McKernan had scored three runs although he was only at bat twice.

The outstanding features of the game was the homer with bases full by Hoffman, which won the game for his team; McKernan's stop at third base of what he insists was the hottest liner that ever came off a bat; and Annenberg's allowing two members of the opposing team to tell him a funny story while he was playing first base, which allowed a runner to get all the way around to third on what was a sure out. Therefore their nomination for the big leagues.

But the ball game was only one of many pleasurable features of the trip, which was arranged by Jim McKernan and directed jointly by "Rip" Samuels of the New York World's home office and "Dick" Barrett of Catskill. Both Samuels and Barrett were presented with Victrola orders by the party in appreciation of their work, which made the outing such a splendid success. The presentation was made by Mr. McKernan.

The circulation men were the guests of the Saugerties and New York Steamship Company on the way up the Hudson Monday night and of the Hudson River Day Line coming down Wednesday. The Green Lake House, at Green Lake, was the scene of activities Tuesday afternoon and Tuesday night.

A letter from Congressman T. Frank Appleby of New Jersey was read expressing regret that official duties in Washington caused him to miss the first outing in many years. Since the last outing Mr. Appleby was elected to Congress. The association was one of the first organizations to endorce Mr. Appleby's nomination and it was a real pleasure to the members to hear of his success.

HAYS REFUSES TO CENSOR THE PRESS

(Continued from page 23)

and effectively with the conspirators in the manner prescribed by law. The Department of Justice as now organized can be depended upon absolutely to do that.

"The war is over. We must return to the ordered freedom. Our method of safeguarding the public welfare, while at the same time maintaining freedom of the press, has been found through a long period of stable civil liberty better for the public welfare and personal security of citizens than to establish a bureaucratic consorship, which in its nature becomes a matter of individual opinion, prejudice or caprice.

"There is a certain cost in free institutions, in which the institution of freedom of the press shares, but we in this country have preferred to pay such costs from time to time rather than to seek protection through the historically discredited devices of bureaucratic governments.

"Either these publications should be entirely suppressed and their publishers prosecuted or they should be given equal mailing rights in common with the other periodicals of the country.

"The mail exclusion statutes will be vigorously enforced by the Post Office Department, but in so doing we will carry out the purpose of such non mailability laws. This purpose is to bar the prohibited matter entirely from the mails and not simply exclude it from the particular class of mail which carries a lower rate of postage and then admit it to that class which requires a higher rate, for the same laws govern the mailability of matter in each case.

"There shall be no hesitancy in suppressing any publications of the public law, but there are also laws in this country safeguarding the integrity of the freedom of the press, and these laws must and shall be also scrupulously observed."

In the rate decision, Mr. Hays has clarified the department's stand on a question that has vexed publishers for several months. During the former administration, a ruling was made that any reading matter from which the publisher or any advertiser might derive benefit should be considered as advertising and pay postage as such. In explanation of his ruling of May 23, Mr. Hays said:

"Attention is specifically called to the law of 1912 which requires that editorial or other reading matter for which the publisher is compensated, directly or indirectly, must be plainly marked with the word 'Advertisement.'

"The Postmaster General desires it to be thoroughly understood by all publishers that this law of 1912 is most earnestly called to their attention and will be most vigorously enforced by his Department.

"This ruling puts it squarely up to each publisher to label all matter, other than display advertisements, for the publication of which money or other valuable consideration is paid, accepted, or promised, with the word 'Advertisement' printed in full.

"Finally, in this connection attention is called to the fact that when a newspaper or periodical advertises its own services or issues, or any other business of the publisher, in the form of either display advertisements, or editorial or reading matter, this is advertising within the meaning of the law and the publisher must expect to pay the advertising mailing rate therefor."

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County.
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

A business depression has no terrors for the North Jersey Shore—the field dominated by
THE ASBURY PARK PRESS
(Evening and Sunday)
This territory has factories that produce $25,000,000 annually; farms yielding $10,000,000 annually; and a huge resort business besides.
It requires a panic, indeed, to seriously affect all of these lines of endeavor.
Member A. B. C. Standard Rate Card
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg., New York
Lytton Bldg., Chicago

Famous Wits of History
A short magazine page feature twice a week.
NEWSPAPER FEATURE SERVICE
241 W. 58th ST., NEW YORK

The Family Income
Over $3,000.00
In Buffalo the percentage of families with incomes over $3,000.00 is Six Times Greater than the average for United States
Buffalo Evening News reaches 95 per cent of the families with $3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.
KELLY-SMITH CO.
Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Digitized by Google

NEW ORLEANS
HAS 60,000 HOMES
(GOOD ONES)

The
New Orleans
Sunday States
guaranteed to reach
55,000
New Orleans Homes
May 15—May 22—May 29
NO INCREASE IN CARD RATE IN MAY

AN EDITORIAL
A DAY

Current events and movements interpreted crisply, entertainingly and with impartial precision.

This service is not syndicated broadcast; each client is carefully protected in exclusive territory.

Your territory may be open. Ask about it, and for samples and price.

Charles Grant Miller
1116 World Building,
New York

No Hesitancy

Advertisers' statements are implicitly accepted in a newspaper that possesses an integrity which is not questioned.

In the great Pittsburgh district the element of hesitancy is removed from the prospective purchaser's mind when he reads an advertising proposition in

The Pittsburgh Post

For more than three-quarters of a century one of the big aids in the promotion of Pittsburgh.

DAILY AND SUNDAY

Nearly every person in Richmond reads
The
NEWS-LEADER

The News-Leader's circulation in Richmond is greater than that of all the other Richmond papers combined.

The News-Leader's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the News-Leader has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Chicago, Ill.
The Kelly-Smith Co., New York City.
Marbridge Building
Lytton Building.
J. B. Keough, Candler Bldg., Atlanta, Ga.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York.

HONOR MEMORY OF H. W. GRADY

North and South Represented at Ceremony on Late Editor's Birthday

ATLANTA, May 24.—North and South paid tribute to day to Henry W. Grady on the 71st birthday of the distinguished managing editor of the Atlanta Constitution, who died in 1889. At exercises when the Grady Monument was reunveiled John H. Atwood, Kansas City jurist, was the only speaker.

Wreaths were sent by the Governors of Massachusetts, where Grady made many speeches in behalf of reconciliation between the states; of Louisiana and other states, as well as by Boston and other cities, and numbers of societies and organizations in the North and South. The monument was reunveiled by Betty Black, three-year-old granddaughter of Grady.

Robert Lincoln O'Brien, editor of the Boston Herald, who represented the Commonwealth of Massachusetts, suggested at a luncheon address that the memorial exercises be made an annual affair. Mr. O'Brien, W. P. Lord, of Boston, Melville E. Stone, counselor of the Associated Press, and Confederate and Union veterans, came to pay tribute.

The University of Georgia at Athens announced in connection with the celebration the establishment of the Henry W. Grady School of Journalism in his honor. He was a graduate of the university.

Obituary

HERBERT S. ROBBINS, aged 54, city editor of the Bradford (Pa.) Star-Record, died after an illness of several weeks. Mr. Robbins had been engaged in newspaper work for 30 years.

ROBERT MCCARTHY, a veteran telegraph operator, who during the thirty-nine years that he was connected with the Western Union Telegraph Company worked in the telegraphic departments of most of the Philadelphia morning newspapers, died last Wednesday at his home in Philadelphia. He was 52 years old.

WILLIAM F. BOYLE, aged 51, part owner of the Oil City (Pa.) Derrick, died at his home in Oil City on May 21 after several months' illness. He was an expert linotype operator and at one time held a record for his work on the linotype machine. He was a son of the late P. C. Boyle, under whose ownership the Oil City Derrick became internationally known as an organ of the oil trade. Mr. Boyle leaves one brother, E. R. Boyle of Oil City and one sister, Mrs. F. T. Lauinger of Pittsburgh. He was a printer by trade and had worked at various periods in his life on New York, Buffalo and Pittsburgh daily newspapers.

FRED REAT, formerly editorial writer and manager of the Tuscola (Ill.) Journal, died this week in a sanitarium at Jacksonville, Ill., where he had been since a breakdown of his health some time ago.

ROBERT COREY CRIHFIELD, for 36 years editor and manager of the Miner (Ill.) News, died in Miner this week, aged 57. With his brother, Horace Crihfield, he controlled weekly papers at Atlanta, Minier, McLean, Stanford, Armington and Waynesville, all small towns in Central Illinois.

EMILY REBECCA TRANTER, 18-year old daughter of John Tranter, managing editor of the Buffalo Enquirer, died after a year's illness.

MISS HANNAH LEWELYN, for 19 years connected with the Butte (Mont.) Miner, part of that time as business manager, died recently at her home near Portland, Ore.

A. F. DUNLAP, for 28 years editor and publisher of the West Salem (Ohio) Reporter, died recently, aged 71. He is survived by a widow, one daughter, and a son, J. W. Dunlap, editor of the Lodi (Ohio) Review.

JAMES T. JAKEMAN, aged 67, pioneer newspaper man of Utah, died last week. He was struck by an automobile a few days ago and failed to rally. He had published newspapers in many Utah country towns besides his activities in Salt Lake City. The world war had a disastrous effect on Mr. Jakeman's enterprises and for the past twelve months he had to act as an elevator operator in Salt Lake City to get a living.

FRED S. STONE, circulation manager of the Brooklyn Citizen for the past fifteen years, died last week aged 40 years. He was secretary of the New York State Circulation Managers' Association and vice-president of the Brooklyn Press Club.

NEW PENNSYLVANIA AD LAW

Publishers Must Keep Records of Classified Advertising

Gov. Sproul, of Pennsylvania, has approved the act making it unlawful to use any untrue, deceptive or misleading statements in advertising in newspapers, books, posters, handbills, circulars, pamphlets or letters. The law covers all classes of advertising for merchandise, securities, investment, service or anything offered to the public for sale. The law exempts owners of newspapers and periodicals who accept advertising in good faith, but requires all publishers to get the name and address of all advertisers placing classified advertisements and making records which shall be kept for two weeks and subject to examination by law officers.

The law also provides it shall be deemed deceptive advertising for any person, firm or corporation engaged in the second-hand business of furnishing any service or investment, to advertise by "liner ads," indicating that the sale is being made by a private party or householder. The law requires the advertiser to make known that the seller is a business concern. Violations of the law are declared a misdemeanor and a fine not exceeding $500 or imprisonment not exceeding 90 days may be imposed.

WOULD POOL PAPER'S DEBTS

Creditors of Advertising and Selling Urge Bond Issue to Secure Payment

Creditors of Advertising & Selling, New York trade weekly, are being requested by a committee of those to whom it is indebted to give their consent to the issue of five or ten year 6 per cent bonds in consideration of the amounts owed them by the publication so that a reliable publishing institution may be induced to take over the paper and invest enough capital to put it on a paying basis.

In the letter to creditors signed by F. L. George of the Schilling Press, it is stated that a receivership will result in creditors and bondholders receiving, at best, a fraction of 1 per cent of their claims and that it has proved impossible to interest new capital on a basis of liquidation by investors of the present outstanding indebtedness. The paper has not been issued for the past two weeks.

A. B. C. Issues Manual

"Scientific Space Selection" is the title of a manual just issued by the Audit Bureau of Circulations, giving members an insight into methods and workings of the bureau.

1920
Indication of
Lineage Increase
1920 vs. 1918
in the
BOSTON
AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920...233,609
1918
Buy Space in
Boston's Greatest
Evening Newspaper

SPIKE
WEBB
on the
BIG FIGHT
The International Syndicate
Baltimore, Md.

Another
Big Plant
Now in Course of Construction at
Perth Amboy, N. J.
Large increase in Savings Deposits during past year.
For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

THE
NEW YORK
EVENING
JOURNAL
has the largest circulation of any daily newspaper in America.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
AND
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field
The Day
דער טאג
The National Jewish Daily

Digitized by Google

MERGER IN KITTANNING

Simpson Buys Daily Times and Combine It With Leader

Kittanning, Pa., has now only one daily paper as the result of negotiations completed whereby John T. Simpson and Roland B. Simpson have acquired the Daily Times and the Kittanning Weekly Times. The Daily Times has been merged with Simpsons' Daily Leader and the papers are being issued as Simpsons' Daily Leader - Times. The Weekly Times has been merged with the Armstrong Democrat and Sentinel, which Messrs. Simpson have owned for a number of years, and the papers are now known as the Armstrong Democrat and Sentinel-Times.

JOHN T. SIMPSON

John T. Simpson founded the Times in 1876 and has been engaged in the newspaper business in Kittanning for almost half a century. He disposed of his interest in the Times in 1909 and shortly afterwards launched Simpsons' Daily Leader. Mr. Simpson is editor of the Leader-Times, and his son, Roland B. Simpson, who has been associated with him for the past twelve years, is business manager.

Newspapers Change Names

The Altoona (Pa.) Times-Tribune has changed its name to the Altoona Tribune. The Palatka (Fla.) Post recently changed its name to the Palatka Daily News. The Bellingham (Wash.) American Reveille has changed its name to the Bellingham Reveille and the Honolulu Pacific Commercial Advertiser is now the Advertiser.

COMMERCIAL UNCHANGED IN CHARACTER

(*Continued from page* 13)

tinue to be the prosperous abiding place of such an institution of publicity and education as we have met here this evening to honor and acclaim, the stronghold of an enlightened liberty, and the supporter of an advancing civilization."

Secretary Hoover traced the growth of trade supervision and regulation by federal authority under the title of "Government in Business." His address in part follows:

"The risks of business and therefore the volume of business depend in a large degree on the accuracy and the completeness of commercial intelligence. In fact, our commercial and our industrial system can march only on a knowledge of concluded bargains, upon accurate information as to the forces that influence price, as to the supply, the demand, and the movement of commodities.

"The preparation and the determination, the dissemination of this intelligence is today almost as complex and as intricate as commerce itself, and these services are as yet by no means perfect.

"The press amply serves to record the bargains in the market, the new developments in industry, it gives a wealth of other commercial information, but with the complexity of our commercial and industrial life, the great fund of necessary information on production, on consumption, on stocks, on prices, on the ebb and flow of economic currents, both from home and abroad, cannot be effectively collected by one individual or one institution.

"Vast as the sum of material is that is collected and disseminated by the press itself, there is no agency that can replace the necessity for the Government in this service. If business is to function at the minimum risk, is to function with precision and success, every business man must have at his elbow the fundamental facts of commerce accurately determined."

Russell R. Whitman, publisher of the Commercial, sounded a cheerful note in welcoming his guests. He said in part:

There is something significant about the character of this gathering. We are here with faith in ourself, and confidence in our nation. We have just passed through a terrible world-war, but because of the faith and confidence we won it. We are now in the midst of a period of business depression, but I confidently believe that we have seen its greatest depth, that we are now on the rise, and if that has not actually come to pass, then I believe this occasion marks the turning point.

Hard times are not coming, but for the good of the country soft times are going. The United States cannot fail, it is too powerful, too resourceful, too energetic, too young, too ambitious, too big, too rich to fail. Therefore, the only course from now on is an upward course. The thought of the nation now is toward constructive things. Our President stands for that—America first!

"Congress, represented here tonight by the Senators from New York, Pennsylvania, Indiana, and New Jersey, is working faster and with greater purpose than it has ever done before, along constructive lines. And the press is just as eager to do whatever it can to place the country back upon a sound and substantial basis.

"In honoring the New York Commercial tonight, you are honoring the press of America. In its behalf, in behalf of the great constructive journalism of America, I bid you welcome."

Book Section in Winnipeg

The Winnipeg Free Press has commenced the publication of a monthly literary and book review section, the first number appearing on April 30. It will be published the last Saturday of the month. The Free Press is the first Canadian paper to issue a regular literary supplement. T. B. Robertson is the literary editor.

Merced Star Morning Daily

The Merced (Cal.) Star, oldest Republican weekly in the San Joaquin Valley, recently purchased by Walter Killan, former managing editor of the Modesto Herald, has been converted into a morning daily.

Fred Kennedy Field Manager

Fred W. Kennedy, of the Department of Journalism, of the University of Washington, has been elected field manager of the Washington State Press Association.

Hart Leaves Wichita Beacon

Paul M. Hart has resigned as advertising manager of the Wichita (Kan.) Beacon.

SUPPLIES and EQUIPMENT

FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

One Hoe Sextuple Press, four plate wide, seven column 13½ ems or eight columns 12 ems. Column length 20⅜ inches. Price and further description on application to Dallas News, Dallas, Texas.

For Sale

Duplex Tubular Plate Press, with complete outfit of modern stereotyping machinery; used

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Complete Newspaper Plant for Sale

32-page Hoe press with stereotype equipment, Ludlow type caster, linotype machines, type, cases, stands, trucks, etc. Plant must be moved and is offered at a sacrifice. Address Post Office Box 1677, Boston, Mass.

Established in 1912 to sell and equip Newspaper Plants

PECKHAM MACHINERY CO.

MARBRIDGE BLDG.

34TH & B'WAY

NEW YORK CITY

QUICK ACTION BARGAINS

LINOTYPES

3 Model 5, Complete, Each	$1900
1 Model 4, Complete	2030
6 Model 3, with Quick-Change Magazine Rack, Complete,	1360
Guaranteed Head Letter Molds	70.00

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted To Buy

A newspaper press for high class half-tone supplements; at least 16 pages, with 3 extra colors on certain pages. Send full particulars to Box A-580, Care EDITOR & PUBLISHER.

Rotary Press

Wanted to buy second hand 24-page rotary press, 8 column, must be in good condition. Send best price and full particulars to Box A-565 Care of EDITOR & PUBLISHER.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Mats and mold for 18 point gothic headletter No. 20. Will trade for No. 5 magazine. Daily Pilot, San Pedro, Cal.

FOR SALE

Goss Semi-Rotary Press

14 PAGE

This is a flat bed press, printing from 2 to 14 pages direct from type. 7 columns, 21 inches long, 13 ems. Uses roll paper, 23, 46 and 69 inches wide. Installed in 1917. Now in use. Delivery about July. Price $4,500.00. Installation of larger press reason for selling.

Gazette-Review Co.

ATLANTIC CITY, N. J.

NEWSPRINT

Reasons for buying from us

Quality of paper always uniform.

Regular deliveries.

Shipments made in from five to six weeks at prices below present contracts.

J. & J. SCOTT, Ltd.

33 W. 42nd St., *Phone Vanderbilt 1057*

New York City

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on the Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.

New York City

For Prompt Service

TYPE

Printers' Supplies

Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY

PLAINFIELD, NEW JERSEY

Digitized by Google

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

A Timely Tip if you Need An Advertising Man

With wide experience, clean cut record. Quick to utilize the essentials of advertising and selling for the promotion of business.
Served as Advertising Manager with retail, wholesale and manufacturing establishments. Handled ad copy service departments with daily newspapers and printing plant, also as plan and copy man with agency.
Desire permanent position in larger field of activity with a live going organization. Salary $3,000 for first year. Address B. W. Orr, General Delivery, Canton, Ohio.

Advertising Manager

Available June 1st or before; 15 years' newspaper advertising experience; for the past three years advertising manager of afternoon and Sunday newspaper in live city of 85,000; during this time I have increased local advertising 300 per cent and ran more lineage than first paper. At the present time with business conditions far below normal I am showing a 25 per cent increase. I have the knack of organizing an efficient department and producing business systematically; want permanent position; married, best references. Address Box A-553, Care Editor & Publisher.

Experienced Advertising Manager

with metropolitan and small city executive training seeks larger field. Copy-writing, layout man thoroughly conversant with requirements of foreign and local departments. Box A-571 Care of Editor & Publisher.

Competent Circulation Manager

now employed wants change to larger paper. Capable handling 50,000 circulation. Reference gladly furnished. Address A-588 care of Editor & Publisher.

Advertising Manager

Fifteen years' experience, now advertising manager of afternoon and Sunday paper with 45,000 circulation. Want connection with paper in East or North. Second paper preferred where I can build large advertising volume record. Excellent references to publisher who needs live wire. Address Box A-589 care of Editor & Publisher.

Circulation Manager

desires position in middle west. Experience on morning and evening and Sunday editions. Thoroughly familiar with every detail. A1 reference. Box A-566, Care of Editor & Publisher.

Circulation Manager

Age 32, married, worked up from carrier, twelve years' experience; believe in steady systematic building; have reached limit with paper of 13,000 circulation; prefer central states. Address Box A-514, Care Editor & Publisher.

Editorial, Research and Writing

man with highly specialized English training and broad experience in lines above mentioned wishes position calling for any or all of these types of work. Salary secondary consideration for time being. Address Box A-521, Care Editor & Publisher.

Reporter

22, four years New York newspaper and publicity work, seeks position where ability will be recognized. Can conduct movie column. A-1 references. Box A-583, Care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

A first class advertising solicitor can make a real position for himself in a large middle-western city. Hard work, and long hours, but a good opportunity on a paper leading in circulation. Address A-541, Care Editor & Publisher.

Advertising Solicitor

A first class advertising solicitor can make a real position for himself in a large middle-western city. Hard work, and long hours, but a good opportunity on a paper leading in circulation. Address A-541, Care Editor & Publisher.

Special Advertising Promotion Man

Very highest class, with a record of achievement—seven day morning paper, Eastern District. Address Box A-585, Care Editor & Publisher.

Editor—Advertising Man!

A good fellow owns magazine 5 years, growing, will let right man share profits who has ability and capacity to help make the business still bigger; splendid opportunity for reasonably small investment, not all down. Address A-581, Care Editor & Publisher.

Circulation Manager

Wanted for prosperous evening newspaper with Sunday morning edition in growing city of 50,000. Circulation 12,000. Applicant must have ability to handle carriers or supervise such handling, and to organize his department on efficient basis. Salary such as papers of this circulation are expected to pay, with steady bonus contingent on certain results, particularly that of producing as nearly as possible 100 per cent income from sales. An attractive proposition for a real worker with experience and executive ability. Box A-586, Care Editor & Publisher.

Circulation Manager

of ability and capacity for growing evening paper in prosperous city of over one hundred thousand people in southwest. Circulation over twenty thousand. Present Manager being promoted. Write fully, giving experience, age, references and salary expected in first letter. Box A-560, Care of Editor & Publisher.

Circulation Man

Evening paper in New England city of 70,000 wants young man to take charge of circulation. Paper does not use premiums but seeks to increase circulation by publishing a good newspaper, and cultivating field by sound methods. Paper has Sunday edition. Write with full particulars as to experience, religious preference and salary expected. Address A-540, Care of Editor & Publisher.

Reporter

Man grounded in principles of English, with ability to observe carefully, analyze intelligently, and write correctly and interestingly; who can take professional pride in work with a high grade, small city staff that is making a wide reputation on the basis of accomplishment. Position also open for woman of same type. Telegram, Adrian, Michigan.

MISCELLANEOUS

6c A WORD for advertisements under this classification. Cash with order.

Printer Wanted

Owner of magazine 5 years old, well grounded, growing; wants printer to print magazine for few months and take stock in my company for his pay. A-582, Care Editor & Publisher.

HIGT MISSISSIPPI PRESIDENT

Editors Condemn 44-Hour Week at 56th Annual Convention

(*By Telegraph to* Editor & Publisher)

Greenwood, Miss., May 20.—What was termed the most successful convention ever held, the 56th annual meeting of the Mississippi Press Association was brought to close here May 19, after a three-day session. Columbus, Miss., was selected as the meeting place for 1922.

W. C. Higt, of Winston County was elected as president; Edgar G. Harris, Laurel, first vice-president; Sumter Gillespie, Greenwood, second vice-president; C. E. Cunningham, Newton, secretary; W. S. May, Brandon, treasurer; J. G. McGuire, Yazoo City, chaplain. C. T. Rand was elected national committeeman representative to the National Editorial Association are: Mr. and Mrs. J. L. Gillespie, G. P. Clark, of Lawrence, Mr. and Mrs. James Faulk and T. L. Bettersworth.

BIDDING FOR N. E. A. CONVENTION

Detroit, Yellowstone, Omaha, Salt Lake and St. Louis Invite Editors

(*Special to* Editor & Publisher)

St. Paul, May 25.—According to H. C. Hotaling, executive and field secretary of the National Editorial Association, the Detroit Convention and Tourist Bureau is making determined efforts to secure the 1922 N. E. A. convention for the Wolverine metropolis. E. L. Dixon, secretary of the bureau, has informed Mr. Hotaling that Detroit has many exclusive entertainment features and that a small entertainment appropriation goes a long way.

Past President Will Wilke, of Grey Eagle, Minn., who has charge of transportation for the N. E. A., is looking into the Detroit proposition and also into one that he has received for a convention in Yellowstone Park. Salt Lake City, St. Louis and Omaha are also bidding and Mr. Hotaling believes that if Omaha should be selected, a trip through Yellowstone Park will be on the entertainment program.

President Brodie has informed Mr. Hotaling that he is "interested in Detroit," for the reason that a steamer might be chartered for a trip around the Great Lakes.

NEWSPAPER AD STYLE IMPROVING

(*Continued from page* 10)

artistically illogical is part of the pull it exerts on the eye—and that pull is hard enough, and prolonged enough, to permit the line about the rugs to jump into the brain—and then the primary object of the advertisement is accomplished; at least, about all of the attractive power of the good design has been applied.

Now, we have said that this advertisement is too long for its width. That is a fact which does not rest for its justification upon an art tenet, but upon the fact that the eye has some sort of a prejudice in the matter, and rather insists upon having its field of immediate vision marked out in accordance with its power and scope. If it has to swing about so far from left to right, to take in this field, it insists upon going only proportionally so far up and down—or rather down, as it begins its survey at the top. If it is expected to travel further south than it feels that it ought, considering its trip from east to west, there has got to be some inducement held out to it.

In this case, the optical attraction to secure for the extreme bottom portion of the composition that attention it must have is found in the little decorative illustrations. One of them cajoles the eye to venture a little below the optical bounds, and two of them exercise a twin pull to get it down to the last mentioned lure, the crepe gowns. This clever and skilful device compensates for making the advertisement too long, by making for it what amounts to two fields of optical attraction.

This sort of study and observation of the advertising that is now appearing in our newspapers is vastly interesting, and quite as profitable as interesting. For it cannot too emphatically be stated that the sole excuse for mentioning art in connection with advertisements is to draw attention to those qualities which attract the eye favorably. In itself, merely as a composition, aside from whatever its text may be, an advertisement is read or neglected as the eye decides when it first is seen. The advertisement, as something that is seen first and read afterward, if read at all, appeals only through one of the five senses, sight. Touch, taste, hearing and smell are not involved at all.

It seems therefore as though it might be quite profitable to study the design of the advertisement, with the object of getting as many people as possible to stop, look and read. It has recently been asserted by one of the prominent advertising managers that the looks of an advertisement constitute 90 per cent of its pulling power. I do not believe that; but I am certain that there is at least a margin of 25 per cent that may be absorbed into the efficiency of an advertisement or lost, according as the design is good or bad. Or good and not as good. And by good is meant attractive to the average eye.

$75,000

or less will be paid for a daily newspaper property in a city of 10,000 or more population. $35,000 available for first payment, balance to be deferred. Politics immaterial.

Proposition W. B.

Charles M. Palmer

Newspaper Properties

225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

For Sale

24-PAGE GOSS

High Speed, Straightline Goss, with complete stereotype equipment, including Dry Mat process. Simplex control. This machine was built new in 1916. Accommodates 7 or 8 cols. Cut-off is 21¾ in. Tapeless folder delivers product in half-page size counted in lots of 50. Immediate delivery. For price and terms,

Wire or write

Southern Publishers Exchange, Inc.

Newspaper Properties and Equipment

12 North Ninth Street P. O. Box 1907

Richmond, Va.

The business of advertising is very much like the business of extracting nitrogen from the air. The air is always there, and always willing to give up some of its nitrogen content. But the processes to be invoked to insure nitrogen in a form that admits of bagging up and selling by the ton are intricate, very scientific, and must not be monkeyed with at all. Advertising is a process that, rightly employed, produces profits out of the atmosphere of know-how. Often we hear the assertion that advertising is a commodity. It is almost anything rather than a commodity. It is essentially solidified brains; and the things that have to be done to transmute brains into profits, through advertising, are slowly being apprehended.

48-Hour Scale in Brantford

An agreement just been concluded between the Brantford (Ont.) Expositor and the local branch of the I. T. U., extends from June 1, 1921, to October 1, 1922, and provides for a 48-hour week with a minimum wage scale for day work of $33 for machine operators and compositors, and $35 for night work. The old wage scale called for $27; but since the Expositor had been paying a bonus of $5 above the scale, the increase really amounts to one dollar only.

Front Page Ads in Brockton

The Brockton (Mass.) Times has broken away at last from a conservative custom of a quarter century. Recently the publisher, W. H. Buchanan, decided to accept advertising for display on page 1. The lower half of the sheet has been given over to this purpose.

"My Life"
By
MARY PICKFORD
in ten illustrated installments
From Gladys Smith, aged five years, to Mrs. Douglas Fairbanks

Lord Northcliffe sent Hayden Talbot six thousand miles from London to Los Angeles to get "OUR MARY" to tell
HER OWN STORY

Wire at Once
McClure Newspaper Syndicate
373 Fourth Ave., New York City

OF THE SHAFFER GROUP

The Star League of Indiana offers to discriminating advertisers the most effective and least expensive method of covering Indiana. The Indianapolis Star, The Muncie Star, and The Terre Haute Star compose
THE STAR LEAGUE OF INDIANA
Thoroughly Covers Indiana
OF NEWSPAPERS

Known Throughout the World
Why are advertisements coming from England, France, Italy, Norway and South America published in
The Pittsburg Dispatch
Because it's the Pittsburg newspaper known throughout the world.
Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in London.
SOLE AGENTS FOR UNITED STATES
The World Wide Advertising Corporation
No. 1 West Thirty-fourth St.,
NEW YORK CITY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

HERE is a contest with a double appeal that has been used with success by the San Pedro (Calif.) Daily Pilot:

CAN YOU SOLVE THIS PROBLEM?

A six-line classified advertisement printed for three consecutive days in the Daily Pilot, if clipped from all the copies of the paper in which it appeared and then cut and laid line-to-line, end-to-end, would make a strip one mile and a half and 225 yards long.

A line in the Daily Pilot is exactly two inches long. How many copies of the Daily Pilot were printed for the three days and what was the average circulation per day?

For the first correct answer received after 8 o'clock Monday morning by mail, or delivered, the Daily Pilot will give a year's subscription. The entire problem and solution must be written out and in case of a tie in arrival of correct solutions due consideration will be given to the wit, neatness, legibility, clarity of the solution and age of the contestant.

In arriving at an answer we figured that each copy of the advertisement should be counted as a foot in deciding the actual length.—C. F. W.

"Successful Madison Business Women" is the title of a series of illustrated Sunday features which the Wisconsin State Journal has commenced. The first story ran about 900 words and described the success of a women's garment shop devoted to the special needs of university women. A cut of the proprietress accompanied the story.
—G. W. G.

Temperature changes are blamed for the breaking of many mainsprings in watches. This might be the lead for a story dealing with the eccentricities of timepieces and some local jewelers' tales and advice.—G. W. G.

Each Saturday we make it a feature of the Frederick (Md.) News to publish on the church page a brief history of one church in Frederick. We intend doing this until every church in Frederick has been covered and then take up the county churches, of which there are many. We have found ministers very willing to co-operate and many of them have written the histories themselves. We run a cut with each review. It makes interesting reading, especially for the womenfolk readers.
—A. T. B.

"Smile Today with 'John Smith,'" was a popular feature of the Albany (N. Y.) Knickerbocker Press recently. Pictures were used daily, made by the staff photographer, showing prominent citizens with a smile, which was used on the editorial page to head a joke column. The heading of the column as it appeared each day bore the same head, "Smile Today With——."
—W. A. H.

A feature which I have never observed in practice is to have a daily editorial by citizens. There should be a space reserved on the editorial page headed by the statement of the publisher that the paper is not responsible for the views expressed by the writer whose name is signed at the end of the editorial. Names of competent persons should be prepared and personally invited to submit an editorial on a subject to be selected by them, rather than any general invitation to the public to send in editorials. Such invitations should give the person several days' time for preparation and the writer of the next day's editorial should be announced.
—W. A. H.

A request for contributions to the Motor Page on "My Hardest Luck Motoring Day" cannot fail to bring in many interesting short stories written by car owners and citing a series of interesting "hard luck" experiences in a single day. A contest with a prize for the best can be incorporated with this idea.
—H. B. S.

During these days of strikes a paper can make a hit and gain for itself the name of playing absolutely fair to both sides by running each side, set 6 ems down a single column. This is, of course, a mere mechanical trick, but it brings the "both sides" stuff into the reader's brain better than if both sides were given one after the other in a running story.—J. M.

Divorces granted in Dallas this week.....41
Marriage licenses issued in Dallas this week.....18

THE "matrimonial league" feature, as shown above can be worked with success in cities and towns where courts set aside certain weeks for divorce hearings. It is not the intention to make it a year round feature. The Dallas (Texas) Evening Journal uses it on the woman's page. It is a hit.—O. K. K.

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

GADSDEN, ALA.
The dealer preference in Gadsden, Ala., corresponds very closely to the reader preference as shown in annual newspaper surveys made of the city and suburbs the last few years.
Careful and accurate newspaper census of Gadsden, Alabama City and Attalla, in which every house and householder is listed, show that the JOURNAL is reaching over 80 per cent of the homes of the three cities and that no other newspaper reaches over 30 per cent of the homes, also that the JOURNAL reaches more homes in the three cities than all other newspapers combined.
A charter member of the A. B. C.
Represented by
FROST, LANDIS & KOHN
CHICAGO NEW YORK ATLANTA

Newspaper and Magazine
The timeliness of a news publication and the attractive and permanent form of a magazine are combined in The New York Times Book Review and Magazine.
Issued Weekly
One Dollar a Year
Times Square, N. Y.

SHOWALTER
Advertising Promotion Service
Founded by W. D. Showalter
Carried on by E. J. Craine
81 Irving Place
For Newspapers and Magazines
Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.
Write for particulars and rates on four month's trial service.

Editor & Publisher Classified Advertisements find Better Positions for Ambitious Newspaper Men

Digitized by Google

NEW YORK STATE

A daily newspaper campaign co-operative with local dealers in this territory will quickly popularize any meritorious line of merchandise and it is well known that New York approval means nation-wide approval.

The present cost of intense cultivation of New York State is lower than that of any other territory—first, because of the preponderance of population and, second, because of the unexcelled transportation facilities, enabling one to make better time.

Try New York State as a splendid field for intensive daily newspaper advertising and be quickly convinced that this is the logical, economical and satisfactory way for National Advertisers to link up with local merchants and get results.

Use this list of representative dailies to win this great market.

	Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	32,235	.09	.09
*Albany Knickerbocker Press.....(S)	45,276	.11	.11
†Auburn Citizen .....(E)	6,887	.04	.035
*Brooklyn Daily Eagle .....(E)	56,487	.20	.20
*Brooklyn Daily Eagle .....(S)	70,493	.20	.20
*Brooklyn Standard Union .....(E)	65,930	.20	.20
*Brooklyn Standard Union .....(S)	44,017	.20	.20
*Buffalo Courier and Enquirer.....(M&E)	84,478	.22	.18
*Buffalo Courier .....(S)	117,634	.27	.22
*Buffalo Express .....(M)	36,065	.12	.10
*Buffalo Express .....(S)	62,747	.18	.14
*Buffalo Evening News .....(E)	104,221	.21	.21
Buffalo Evening Times .....(E)	75,176	.15	.15
Buffalo Sunday Times .....(S)	52,717	.15	.15
Corning Evening Leader .....(E)	7,353	.04	.04
*Elmira Star-Gazette .....(E)	24,451	.08	.07
*Glens Falls Post-Star .....(M)	7,323	.03	.03
Gloversville Leader-Republican .....(E)	6,126	.03	.03
Gloversville Morning Herald .....(M)	6,129	.035	.03
Hornell Tribune-Times .....(E)	6,553	.035	.035
†Ithaca Journal-News .....(E)	7,226	.04	.04
*Jamestown Journal .....(E)	6,821	.025	.025
*Jamestown Morning Post .....(M)	9,246	.06	.03
**Middletown Times Press .....(E)	5,861	.04	.03
*Mount Vernon Daily Argus .....(E)	7,032	.04	.04
*Newburgh Daily News .....(E)	10,726	.05	.05
†New York American .....(M)	291,840	.60	.60
†New York American .....(S)	940,450	1.25	1.25
*New York Globe .....(E)	164,429	.45	.45
New York Evening Mail .....(E)	155,148	.41	.40
**New York Evening Post .....(E)	36,878	.32	.28
*The New York Herald .....(M)	198,527	.50	.45
*The New York Herald .....(S)	218,642	.50	.45
*The Sun, New York .....(E)	180,384	.50	.45
**New York Times .....(M)	327,146	.65	.636
**New York Times .....(S)	504,823	.75	.727
**New York Tribune .....(M)	142,310	.40	.36
**New York Tribune .....(S)	142,835	.40	.36
New York World .....(M)	346,626	.60	.56
New York World .....(S)	621,480	.60	.56
New York World .....(E)	313,143	.60	.56
Niagara Falls Gazette .....(E)	12,292	.05	.05
Olean Times .....(E)	8,031	.025	.025
*Poughkeepsie Star and Enterprise....(E)	10,819	.05	.05
Rochester Herald .....(M)	27,787	.08	.08
*Rochester Times-Union .....(E)	64,031	.20	.18
Schenectady Union Star .....(E)	13,442	.06	.05
*Staten Island Daily Advance.....(E)	7,140	.05	.04
**Syracuse Journal .....(E)	42,218	.09	.09
*Troy Record .....(M&E)	22,794	.05	.05

Government Statements, April 1st, 1921.
*A. B. C. Publishers' Statement, April 1st, 1921.
†Government Statement, October 1st, 1920.
**A. B. C. Publishers' Statement, October 1st, 1920.

Digitized by Google

The World

Biggest Newspaper Sign on Earth

The New York World's 600-foot sign at the recent Allied Printers' Exposition in the Twelfth Regiment armory.

(This Shows 300 Feet of the 600-Foot Advertisement.)

In letters five feet high this huge advertisement dominated the show and was read by more than 100,000 persons.

Biggest Advertising Medium Just Had to Have the Biggest Ad.

Advertisers are invited to send for the World's Big Book on

The Buying Centers of Greater New York

It Is a Key to the Biggest City and Its Merchandising Possibilities

THE WORLD UNLOCKS THE DOOR

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPT.

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Digitized by Google

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1921

Copyright, 1921, by the Editor & Publisher Company

Second Section NEW YORK, SATURDAY, MAY 28, 1921 Pages I to VIII

FINEST NEWSPAPER PLANT IN SOUTHWEST READY

Fort Worth Star-Telegram Will Be Host To Thousands At Three-Day Reception And Housewarming Of Its Million Dollar Home—Practical Newspaper Building That Merits Study

A PUBLIC reception lasting three days and attended by prominent men and women from every part of the United States will mark the formal opening of the new home of the Fort Worth Star-Telegram, wonder paper of the great Southwest, beginning Monday morning.

Designed solely with the one object of turning out a daily newspaper, with first consideration for the practical but at no time sacrificing beauty, this building promises to attract publishers from every section of the country who contemplate the erection of a new newspaper home.

The outstanding feature of the plant that most impresses the visitor is impressed by the great space that has been given to every department and the great investment that has been made in labor-saving devices.

Abundant space, abundant light, every known means of sanitation, every known convenience for comfort — these were the orders given the architects and strictly followed. Viewed at a distance one is impressed with the solidity of the new plant, and the visitor finds it in every department, on every floor.

The building and equipment cost approximately $1,000,000. The contract for construction was awarded in September of 1919; work on the structure began in January of 1920, and it was occupied December 5 without interruption of any edition.

The exercises arranged for the formal opening of the building will begin Monday and continue Tuesday and Wednesday. They are of such an elaborate nature that the entire affair is taking on the air of a Star - Telegram holiday, not only in Fort Worth but that part of the Southwest in which that newspaper has made such rapid strides in the last few years.

Practically seven stories are available in this building, although viewed from the exterior there are only four.

The basement contains the three big presses, paper cutters, ink, oil, roller and waste paper storage rooms and an enormous amount of rolls of newsprint paper. The mezzanine floor of the basement is occupied by the mailing department. The first floor is occupied by the business and circulation offices. Between this and the second floor is another mezzanine for other employes of the circulation and business departments. The Star-Telegram executives, cartoonists and editorial writers occupy the second story and on the third is the editorial department, engraving room, photographers' room, artists and "morgue." The composing and stereotype rooms occupy the fourth and top floor of the building.

The building, which is constructed of reinforced concrete, faced with a gray granite base, at the grade and up to the second story with limestone. From the second story to the top of the fourth floor the exterior is of high grade pressed brick, trimmed with terra cotta, the cornice being entirely terra cotta. The letters "S-T" are interwoven beneath a large star at the top center. The main entrance is on Seventh street with a side entrance and driveway on Taylor, the driveway coursing the entire building back to Seventh street. The driveway is a distinctive feature, omitted by nearly all newspaper plants. In this area trucks are sheltered while being loaded with mail coming by conveyors from the mailing room and its double entrance averts the necessity of turning around or backing, a time saving scheme.

On the second floor and facing Seventh and Eighth streets are the offices of the executives, cartoonists, editorial writers and two private stenographers' rooms. The floors of these offices are of marbleoid and the corridor of Tennessee marble. On this floor also are the main library, restaurant, kitchen, first aid room and rest room. The woodwork and equipment of the offices on this floor are finished handsomely.

Three elevators are used. One is a high speed passenger, which runs from the basement to the fourth floor. A freight elevator is in the rear of the building and a hydraulic elevator carries the heavy rolls of paper from the sidewalk into the basement. This elevator is operated by a hydro compound united valve and is so constructed that water used in its operation is released to a vacuum tank to be used again.

Every floor is equipped with

Digitized by Google

spacious and elaborate lavatories which, with running hot and cold water, add to the comfort of employes. These lavatories have tiled floors and the fixtures are of white porcelain. In each of the lavatories are many steel lockers.

A pneumatic tube system connects the basement, first, third and fourth floors. This, with the automatic house telephone system, enables each department to get in touch with each other without a moment's delay. Both systems were installed at great expense. By the tube line, advertising copy is sent from the first floor to the fourth instantly.

The building is steam heated. As much attention was given the heating and air circulation system as to the big presses.

For a building the size of The Star - Telegram, comparatively little wood is used. Steel, concrete, marble, bronze and brick are used almost exclusively, making the plant fireproof and sanitary. Yet fire hose and hydrants are placed on every floor. The bronze and brass fixtures on the doors and windows are heavy as well as ornamental, a unique departure in newspaper plants, which usually choose the cheaper grade of such fixtures and consequently wear out soon and must be replaced. This idea of solidity plus elegance is carried out in the plumbing and other fixtures. Scattered about in the halls and offices on every floor are sanitary drinking fountains, another departure in newspaper buildings. They give cold water, making the use of ice unnecessary.

The copydesk, which may be described as the heart of any news room, is worth a few words of definition. The Star-Telegram has just installed a "horseshoe desk," so-called because it is fashioned in the shape of a horseshoe, but in fact is about semi-circular. Around this desk six copy readers sit. They edit and write heads on all news, local, telegraph or otherwise after it is dealt out to them by the news editor, or "head" of the desk, who sits in the bend of the shoe. This desk was manufactured especially for The Star-Telegram, is made of mahogany, and above it is a trough lighting system, which throws 400 candle power of light direct on the copy but is softened by glazed glass.

All copy is sent to the composing room by means of pneumatic air tubes.

The men and boys who sell the Star-Telegram have been well taken care of in this new home. The carriers have a room of their own on the mezzanine floor of the basement. To be exact, they have three rooms, with lavatories and plenty of space to assemble and amuse themselves while waiting for their papers. Ordinarily the poor newsie is forced to wait in an alley or side street in the rain or cold or heat for his papers, but his comforts are all provided for in the new Star-Telegram Building. The newsies' room is kept as clean as the offices of the executives on the second floor.

Speaking of cleanliness, it is more than a motto on the Star-Telegram. It is a religion. Believing that cleanliness is a factor in good work, you will hunt the building over without finding a scrap of paper on the floors, or any cigarette ashes or cigar stubs. And the desks are all kept immaculate and spotless. This has been undertaken by the employes themselves, without any orders to that effect, as they take much personal pride in the appearance of their desks and offices.

Go into the average newspaper plant in any State in the Union and the usual scene is marred and scarred desks, battered and rusty cuspidors, cigar and cigarette ashes and stubs; floors littered with copy paper, proofs and newspapers. But you find none of these things in the Star - Telegram.

One might spend a week inspecting the interesting features of the big plant and find something new every day. Some of the features not yet mentioned include 250 windows, broad and long, in the building; shower baths on nearly every floor for employes; rest rooms for women employes; an observatory in the basement which overlooks the big presses and where the visitor can watch the way in which the papers fly through the press at dizzy speed.

The location of the building is ideal. It harmonizes with everything else about the plant. At Seventh and Taylor streets it is in the very heart of the news sources and business sources. The Elks Club faces it on the west and across Seventh street, diagonally west, is the new Anderson Building. The Y. W. C. A. is soon to erect an $800,000 building on the lot opposite the Star-Telegram on the east. The First Christian and First Methodist churches are within a stone's throw.

Here we have a corner of the main business office of the Star-Telegram looking toward the first floor mezzanine. This office has been pronounced one of the finest in the country. At the right the plan of the first floor mezzanine is shown. In the center we have a view of the combination library club room which is on the second floor of the building. There is also an up-to-date kitchen and dining room.

Digitized by Google

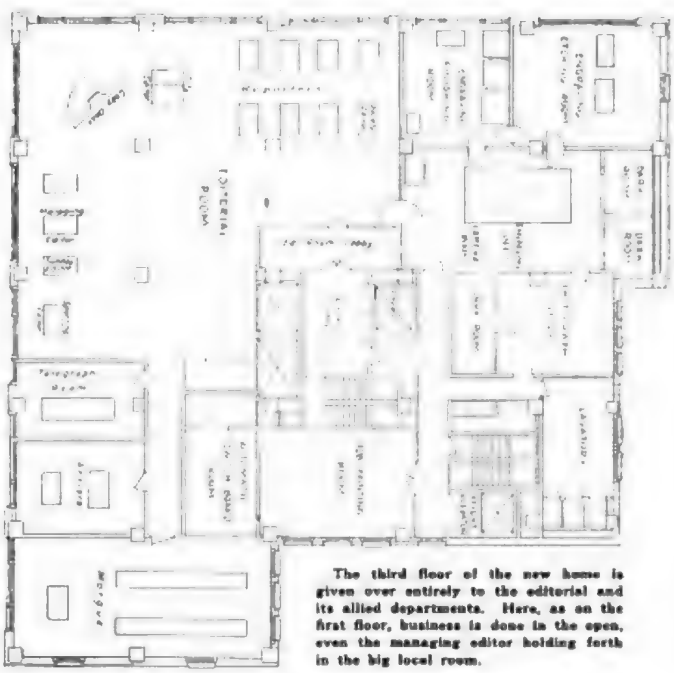
EDITORS HAVE LARGEST OPEN ROOM IN SOUTH

The "morgue" and reference library is adjacent to the artists' room, and is one of the most complete in the country. It is here that all photos and news clippings are filed and card indexed for use, with such careful system that a picture and information relative to any prominent Fort Worth, Texas, or nationally known citizens can be found in one minute, or even less time. A librarian puts in full time keeping the cabinets up-to-date. There are perhaps 60,000 pictures on file. The cabinets are made of steel.

On this floor is the largest open room in the building, which is shown above. It is for the employes of the editorial department and is the largest south of St. Louis. It is here that news copy is prepared and sent to the composing room above, and it is occupied by the managing editor, city editor, society editor, sporting editor, news editor, make-up editor, copy desk, night editors and reporters. Formerly every editor and subeditor on newspapers were given separate offices, but the Star-Telegram has found that desks in the open with partitions eliminated affords closer team work and co-operation. Big windows facing on Seventh and Taylor streets make the room one of the best lighted in the country. On this same floor are the telegraph operators, who occupy a room of their own, deadening the sound of their instruments. There is room for eight operators and much of the time the room is running at capacity.

The staff of artists occupy a room next to the telegraph operators. It is their work to prepare the pictures for the daily and Sunday issues, including layouts and the rotogravure section.

The telegraph room was specially constructed for the Star-Telegram. The art metal table (at left) accommodates eight operators.



The third floor of the new home is given over entirely to the editorial and its allied departments. Here, as on the first floor, business is done in the open, even the managing editor holding forth in the big local room.

Digitized by Google

SUCCESS IS WRITTEN LARGE IN LIVES OF FOUR MEN WHO HAV

Col. L. J. Wortham, at the left, is editor and directing head of the Star-Telegram. Interwoven by threads of daily contact the success of one marks the crowning achievement of the other. His office is shown at the right.

A. L. Shuman, at the left, the advertising manager, has his office in the large room at the right—that is where the business of the Star-Telegram is transacted. Above, at the extreme left, a corner of the directors' room is shown; below is the plan of the second floor.

WIDE marble steps lead into the lobby of the first floor and outside above the ste heavy bronze fixtures. The floor of the lobby is of Tennessee marble, and is he Telegram Building is the circulation department and on the right the business office tion. Every desk and every branch of every department is in the open. On either s the business and circulation departments is of cork and there is practically no sound others, and the same style of furniture is used throughout. High and wide windows have been installed, as well as ceiling fans. The mezzanine floor of the business-ci files. On this mezzanine floor is also installed addressing machines for the country as intricate and interesting as the linotype machine. These addressing machines are

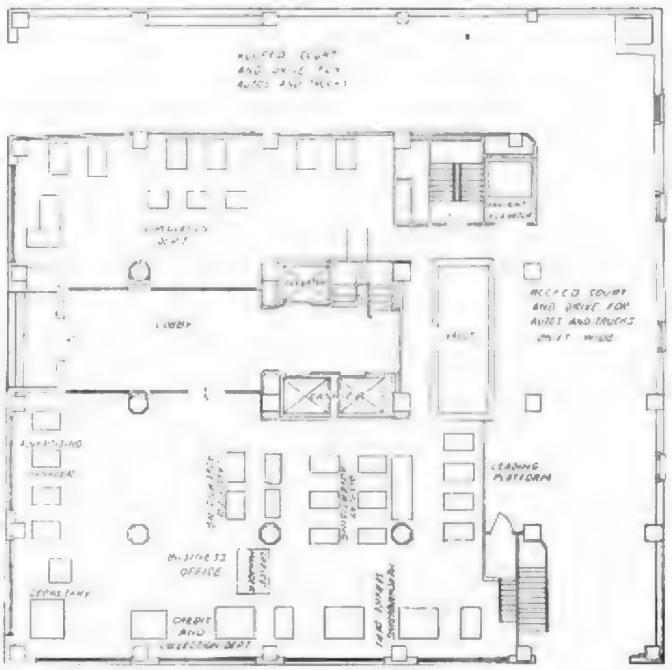
Digitized by Google

ITRIBUTED MUCH IN MAKING NOTABLE NEWSPAPER INSTITUTION

Amon G. Carter, at the right, is vice-president and general manager and first assistant to the chief of Fort Worth's great daily. His office which is also on the second floor is shown in the picture at the extreme right.

electric light with the familiar letters "S-T." The doors are huge, glassed and with and immaculate as the capitol at Washington. On the left as you enter the Star-no separate rooms, cubby holes, partitions or cages, the old style in office construc-irridor is a long counter where customers are promptly waited upon. The floor of upon it. Every desk and table is new, not only in these two departments but in all length of this floor, affording ample light throughout. Elegant ceiling light fixtures partments is used by clerks of both, and here also is located a huge vault for the these devices working automatically, having almost seeming human intelligence, and row out the name of a subscriber when his time expires and they never fail.

No small part of the Star-Telegram's success is due to the fact that cost has never counted to get "all the news." The managing editor, James M. North, Jr., shown at the right, has played an important part in its success. Below are the plans of the first floor.



Digitized by Google

MANUAL LABOR AT MINIMUM IN PRESSROOM

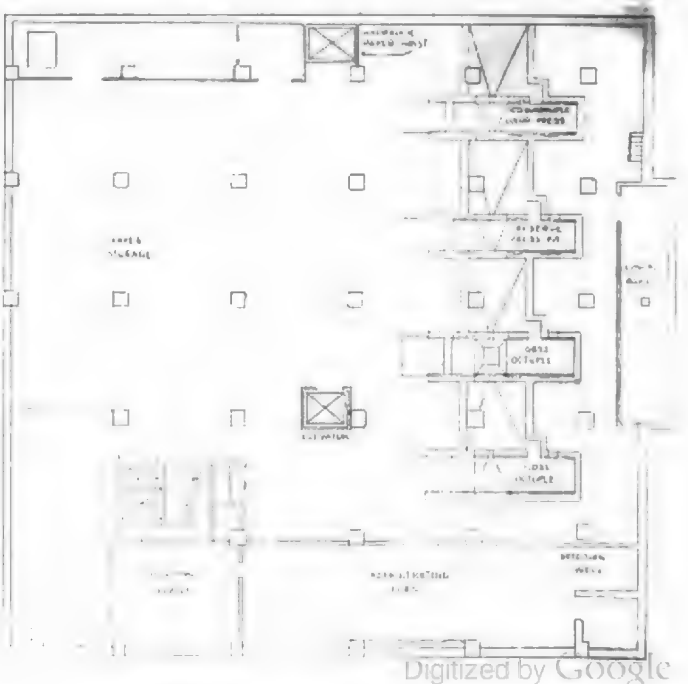
The Star-Telegram's battery of presses, shown above, consists of two Goss octuples and one Goss quadruple, the latter for the comics, all three being manufactured especially for the Star-Telegram. There is still room for four more octuples. A control board regulates the speed of the presses. A conveyor, the only one of its kind in the South (at left) carries the papers as rapidly as they come from the press to the mailing room, where they are delivered counted. This conveyor is operated by the press power.

There is space in the basement for 350 tons of white newsprint paper (at right). Most newspaper plants keep the bulk of their white paper in storehouses and have room for but a few days' supply. Cranes lift the rolls of paper to place on the presses.

There is a sub-basement, in which are located two boilers of large size, which are equipped for burning either gas, coal or oil. The lowest basement is twelve feet below sewer level, and all pits for the elevators and presses lead into a specially constructed sewer pit, from which drainage is automatically forced up to the main sewer.

In the upper right hand corner is shown one end of the mailing room.

The basement, of which plan appears at right, holds the pressroom and paper store rooms.



The engravers and photographers have their departments on the third floor. Engraving to the average man is a mystery. He turns in a photo to the Star-Telegram and the same day it comes out in print.

Digitized by Google

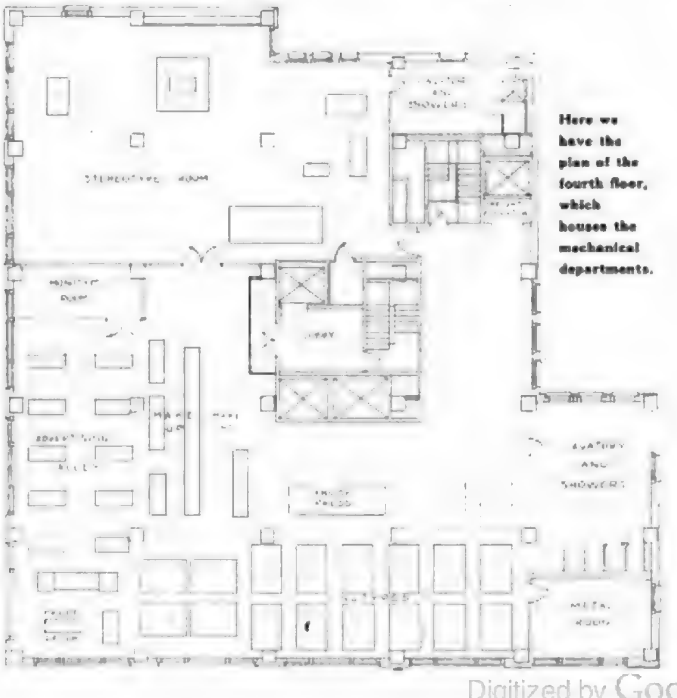
LIGHT AND AIR APLENTY IN MACHINE ROOMS

In the sound proof addressing room pictured above, the machines keep the subscription lists up to the minute and do almost everything but talk.

The fourth and top floor contains the composing room, both for news and ad copy, and the stereotyping department. Twelve linotype machines are arranged close to the long stretch of windows, so that operators may have the best of light. Many of these machines are new and of course, are the latest models. There is not an antiquated piece of machinery in the whole plant. Most of the heads are set on a monotype of latest design. There is another copy desk here, over which presides a "copy cutter," who divides the news copy into takes for the printers. His desk, the proof desk, all of the type cases and overhead shelves are of steel.

There is plenty of room in the composing room for additional linotype machines whenever required.

At right is shown the pneumatic drop from stereotyping to pressroom.



Here we have the plan of the fourth floor, which houses the mechanical departments.

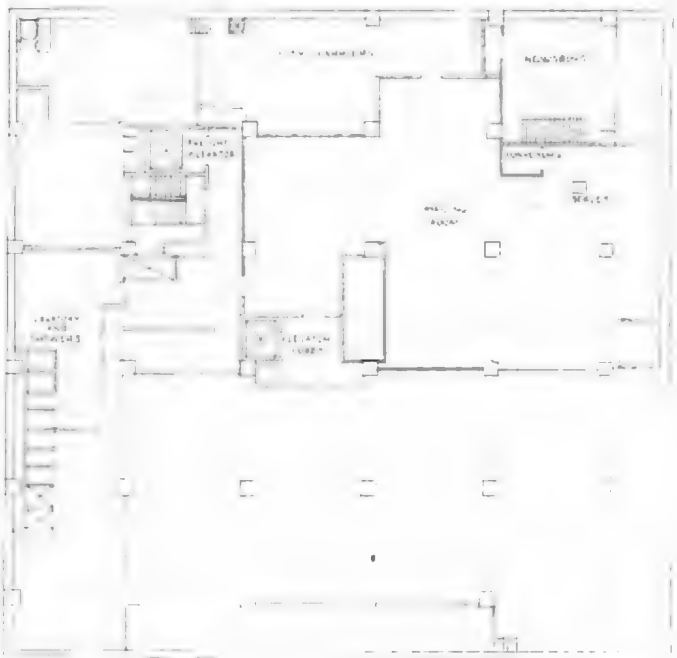
Digitized by Google

THERE IS NO CROWDING IN ANY DEPARTMENT

The stereotypers have plenty of room in their department. Usually stereotypers are shoved off into some corner with barely room in which to turn around, but with the installation of all their machinery they are still far from c r o w d e d. Four steam tables, auto caster, metal pot, trimmer, shaver and casting boxes make up the principal stereotype machinery.

At the left is shown the nerve center of the plant —an automatic controlled switchboard t h r o u g h which 50 house telephones are operated. At the left is a corner of the great mailing room.

The plant has its own artesian well, the Johnson heat regulation system and a fan room, which automatically feeds each room of the building according to its temperature. This and a refrigeration plant enable cool air currents in the summer and even warmth in the winter. At the right is the floor plan of the basement mezzanine.



Digitized by Google

Digitized by Google

DATE DUE

OCT 02 2009

OCT 02 2009

NON-CIRCULATING

Stanford University Library
Stanford, California

In order that others may use this book, please return it as soon as possible, but not later than the date due.

Digitized by Google

Digitized by Google